

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING



A Sensational new type of Radio

. . a full size, full tone radio
that occupies less than one
square foot of floor space

See

Westinghouse Radio

placement on pages 10 and 11

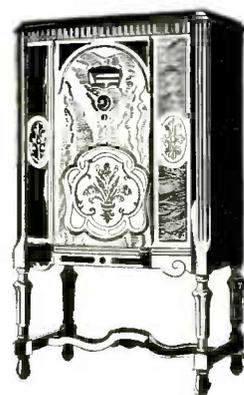


Put your shoulder to the wheel!

When the cart gets stuck, a real shoulder push will start things rolling. Now is the time when an extra shove is needed—once the cart begins moving it is easy enough to keep it going along. Harder sales work, outside selling, and new merchandising ideas

are worth at least twice as much today as they ever were before or will be. Added effort applied now will get 1931 started as a real profit year!

Brunswick Radio Corporation
 MANUFACTURERS OF RADIO, PANATROPE AND
 THE WORLD-FAMOUS BRUNSWICK RECORDS
 NEW YORK—CHICAGO—TORONTO
 SUBSIDIARY OF WARNER BROS. PICTURES, Inc.



BRUNSWICK MODEL 15
 Armored chassis. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control. Cabinet of seasoned and selected butt-walnut with carved front panels. **\$13950**
 Other models \$170 up (less tubes)

BRUNSWICK RAD

O. H. CALDWELL, *Editor*

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Outside Selling from Three Angles



MAX COLEMAN
Radio Distributor
"We must push the doorbells"



C. J. COOPER, JR.
District Mgr., Maytag
"Learn from the electrical industry"



A. W. PROWATTAIN
Radio Dealer
"We're doing it successfully"

"This year we must sell through promotional effort out in the territories," declares Max Coleman and four dealer friends. . . . story opens on page 18

"But, specifically, just how?" Anticipating this request we asked a veteran electrical appliance sales manager to explain how it's done in the washing machine industry. C. J. Cooper, Jr., gets down to practicalities . . . on page 20

And, to complete this case for outside selling, here's a wide awake outfit which not only has found the answer to its radio problem through this policy but is making a marked success of electric refrigeration as well. . . . see page 24

WHAT WILL WE SELL?

Well, there's the midget, for example. If we must sell them let's do the job right. A dealer survey of the present merchandising status of this little newcomer . . . starts on page 22

Then there's the 2-volt battery sets for dwellers in farm homes. A big market this. For its possibilities . . . see page 32

Public address equipment seems destined to become a good thing for the radio dealer. A number of interesting pictures showing the many uses for sound amplification . . . will be found on page 26

OTHER LIVE SUBJECTS

<i>Your Entertainment Dollar</i>	17	<i>Miscellaneous Service Ideas</i>	40
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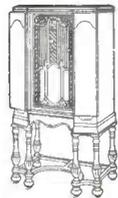
Member A.B.P. Member A.B.C. Printed in U.S.A.



1931 PLACE IN A CLASS BY THEMSELVES
CONDITIONS IN RADIO DEALERS



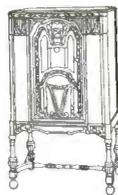
No. 14 Multi-Record Radio. Price, less tubes, East of Rockies . . . \$645



No. 12 Grand Console. Price, less tubes, East of Rockies . . . \$355



No. 11 "Convertible" Console. Price, less tubes, East of Rockies . . . \$285



No. 10 De Luxe Low Console. Price, less tubes, East of Rockies . . . \$259

STROMBERG-CARLSON Dealers have little competition in sales of high quality radio. This field, the most profitable for the dealer, is being abandoned to Stromberg-Carlson. As a result the Stromberg-Carlson franchise is more valuable than ever.

For, the dealer with no quality line to which he can switch high class sales prospects, has only part of a radio business. Low unit sales alone, do not yield sufficient profit to assure a dealer continuing in radio retailing. 1931 conditions make profit percentages meaningless and DOLLARS PROFIT PER SALE more important than ever in radio.

In view of these facts and because Stromberg-Carlson's selling policy always keeps the value of Stromberg-Carlson merchandise at par, dealers who can qualify will find a Stromberg-Carlson franchise most advantageous.

Stromberg-Carlson unsurpassed quality Receivers range in price from \$155 to \$369. The Multi-Record Radio (automatic radio-phonograph combination, electrical), \$645. (Prices, less tubes, East of Rockies.)

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the Rochester Civic Orchestra over the N. B. C. Blue Network and Associated Stations.



1894

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS



1931

The most astonishing
development since radio
itself began—

98%

RADIO Broadcasting has undergone tremendous changes in the last eighteen months—sweeping changes in equipment, in broadcasting technique—all directed toward one end . . . the production of finer, *pure* tone. All these changes have been made in *broadcasting*—but what about the *receiving* end?

Many so-called “up-to-date” receivers are unable to take full advantage of these new developments. They are built for old-fashioned broadcasting.

TCA engineers have made exhaustive tests and experiments in broadcasting stations throughout the country—stations ranging in power from 100 watts to the mighty fifty-thousand-watt giants of the air. They have learned to build into Clarion Radios the qualities that insure practically 100% pure tone!

Now—the 1931 Clarion Radio is announced—as the radio with 98% (by actual test) pure tone. This new receiver has been tested by well-known figures in the musical and radio world—artists whose knowledge and authority are unquestioned. They certify the 1931 Clarion to you—and to your customers—as the radio with 98% *pure tone*.

A gold seal tag on each Clarion Radio—bearing the signature of these renowned artists—tells the story for your customer to see and be convinced. The tag removes the last vestige of doubt—it's the final proof that your customers receive 98% *pure tone* when they buy Clarion!

Will you be one of the twelve thousand Clarion Dealers that will reap a golden harvest in 1931 with Clarion? Write today and learn more about Clarion's 98% proven pure tone—its many other distinct advantages—and the profits that accrue to a T C A franchise!

TRANSFORMER CORPORATION OF AMERICA
Ogden and Keeler Avenues, Chicago

NOTICE—Licensed by RCA and Affiliated Companies

Clarion Radio



Clarion Model 61—
6 tubes—\$67.50 Complete
Ready to Play—Screen-grid;
tone-control; marvelous
selectivity and sensitivity.



Clarion Model 70—
7 tubes—\$79.50 Complete
Ready to Play—Screen-grid;
tone-control—Matched
Decorative Base \$8 Extra.

pure tone

Audition Committee Certifies
Clarion 98% Pure Tone
ROSA RAISA—Internationally Famous
Soprano Opera Star.
BARRE-HILL—Brilliant Young Chicago
Civic Opera Baritone.
COE GLADE—Sensational New American
Contralto.



IT'S EASY TO IDENTIFY 1931 TUBES

② Look for these Power Tube Refinements

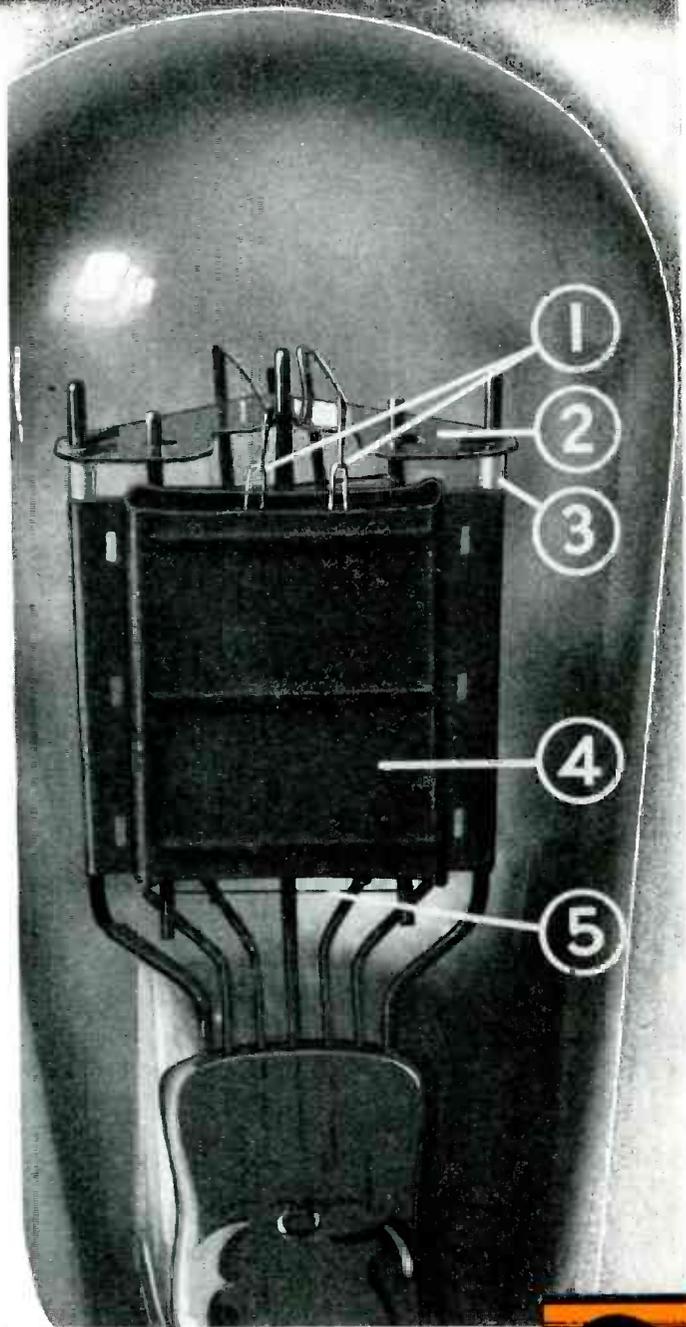
The loud-speaker voice can be no better than its power tube lungs. That is why De Forest engineers have spared no efforts in refining power tube design. In the De Forest 445 Audion:

1. Special alloy filament insuring intimate contact between coating and base metal. Extreme ruggedness. Uniform resistance throughout life.
2. Mica spacer maintaining proper spacing of elements for positive characteristics.
3. Ceramic spacers keeping mica spacer clear of grid.
4. Ribbed or reinforced plate insuring uniform operation at all temperatures. Buckle-proof.
5. Molybdenum grid wire—20 times the cost of usual nickel—with extreme melting point permitting complete degasification.

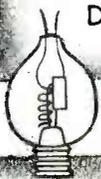
These and many other advanced features found in every type of fresh De Forest Audion, insure the 1931 performance of the 1931 radio sets.

This is the second of a series of debunking messages dealing with 1931 radio tube features. The entire story, of vital interest to radio consumer and trade alike, is yours for the asking.

DE FOREST RADIO CO., PASSAIC, N. J.



de Forest
AUDIONS
RADIO TUBES



After all, there's no substitute for 25 years' experience





One standard has not changed

IN this industry, so accustomed to meteoric change brought about by new scientific knowledge, one standard has remained constant: the performance of Grebe radio *in relation to the field*. For Grebe engineering has always anticipated more exacting entertainment requirements—a keener appreciation of reception values—on the part of the consumer.

“In fact,” says the Grebe dealer, “succeeding Synchronphase and Super - synchronphase models have been vital factors in the development of this taste in my clientele.”

When a manufacturer achieves a performance standard on which the franchise holder relies for success, there is an unwritten promise: the maintenance of the position of the product in its field. How Grebe has recognized and fulfilled this promise is evidenced in the famous *7-check test* which frankly invites direct comparison with any other receiver for Tone, Control, Sensitivity, Decorative Quality, Construction and Value.

Grebe radio

SUPER-SYNCHROPHASE 

A. H. GREBE & COMPANY, Inc., Richmond Hill, New York
Western Branch, 443 So. San Pedro Street, Los Angeles, California

Cash in on '31

with

WILLIAMS ICE-O-MATIC

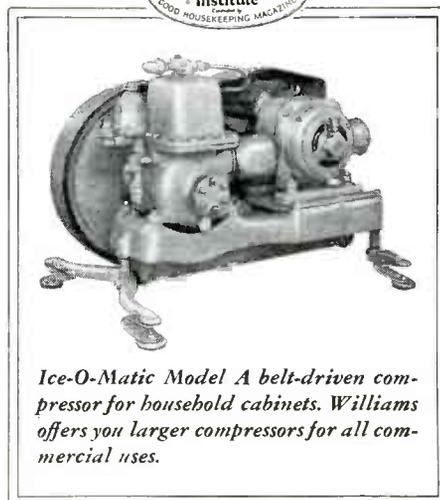
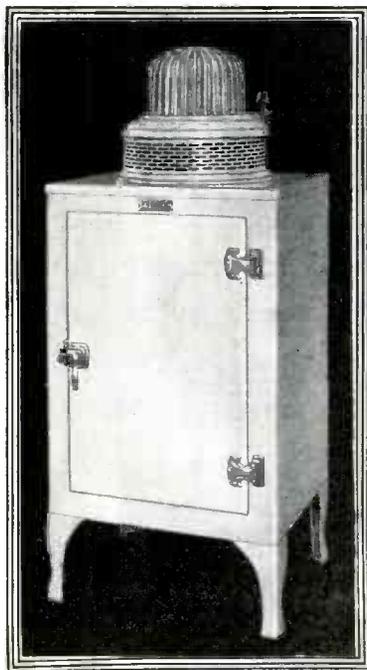
TWO years ago successful music and radio dealers began adding to their profits by adding refrigeration to their lines. This '29 trend has turned into a '31 tide.

The sales manager of one of the largest organizations said, "1931 sales of refrigerators will be surprisingly good. The million dollar N. E. L. A. campaign, plus advertising by all manufacturers, will create a great volume of new and profitable business."

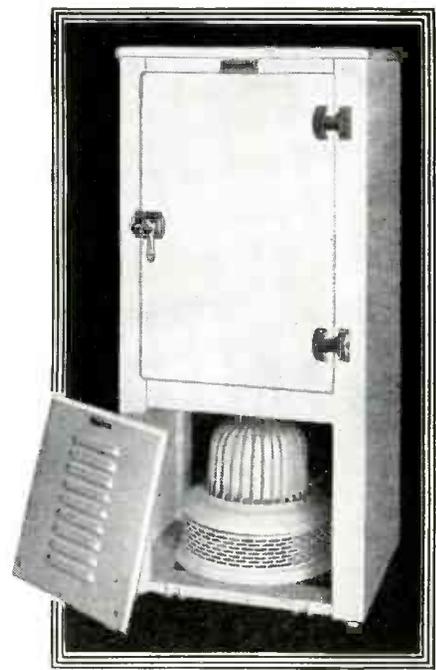
Cash in on this incoming flood of buying. Sell the complete Williams Ice-O-Matic line. Nationally advertised, Ice-O-Matic enables you to offer all

the best features at low prices. You have a double opportunity to make a profit from every prospect. You have an Ice-O-Matic sealed unit, with a fan-cooled oil condenser, in addition to a belt-driven machine. Side-by-side tests in your shop will prove Ice-O-Matic offers you improvements and operating economies not approached by any other electric refrigerator.

Wire or write right now for all the facts on the improved new Ice-O-Matics—photographs, specifications, selling helps and discounts. Sending for this interesting information is your first step toward making more money in '31.



WILLIAMS
ICE-O-MATIC
REFRIGERATION



DISTRIBUTOR OPPORTUNITY: Active distributor organizations are invited to write in confidence regarding certain large territories. Please outline the size of your wholesale selling force, dealer outlets, warehousing facilities, financing, etc., and mention lines now represented by your firm.

Ice-O-Matic Division

WILLIAMS OIL-O-MATIC HEATING CORPORATION

BLOOMINGTON, ILLINOIS

OBVIOUSLY the "SUPREME" combination for Super-Service

SUPREME OSCILLATOR

Model 70

FOR servicing "Super-Hets." Covers the broad-cast band, giving any desired frequency by means of a variable condenser. The Oscillator every modern service-man needs, regardless of what set-tester he uses.

Dealers Net Price, \$43.75

Output Meter and carrying case extra when this extra equipment necessary.
F.O.B. Greenwood, Miss.

SUPREME SET ANALYZER

Model 90

THE marvelous single meter, secret of the amazing simplicity and superiority of the "Supreme," also provides output meter flexibility, so that on "Super-Het Oscillator" work it

SAVES OUTPUT METER COST

Dealers Net Price, \$78.50

F.O.B. Greenwood, Miss.



Dealers Net Price, \$73.50

Only One Meter to Read. A set analyzer that offers maximum simplicity and speed with a vastly greater number of tests and readings than any other set tester, regardless of number of meters employed. Its range and flexibility will prove astounding. "Supreme by Comparison." Make no decision on any set tester until you can make your own comparison.

WHY burden yourself with 3 instruments and 3 costs when 2 assure service leadership? SUPREME OSCILLATOR MODEL 70 combined with SUPREME SET ANALYZER, gives you all the advantages of the SUPREME ANALYZER and the SUPREME OSCILLATOR, without the extra cost of an output meter.

The SUPREME OSCILLATOR MODEL 70 is workable with any other type of set tester and output meter, or comes with an Output Meter when this extra cost is necessary.

Progressive service-men will welcome the opportunity to modernize and simplify their testing equipment by installing the "Supreme" combination that saves output meter cost and outperforms any equipment of the kind. Write today for the convincing facts.

SUPREME RADIO DIAGNOMETER

Model 400-B

The only complete portable radio testing laboratory

A SPECIAL CALIBRATED COIL FOR THE PEAKING OF HETERODYNE INTERMEDIATES gives the DIAGNOMETER — long acknowledged as the super-service-man's master tool — the last word in flexibility. Diagonometer Owners: The trifling extra cost of this Coil is nothing compared to the additional usefulness it gives your diagonometer. Should you prefer an Oscillator for more exacting needs, such as SUPREME OSCILLATOR MODEL 70, remember your Diagonometer provides output meter facilities.



Dealers Net Price, \$139.50

F.O.B. Greenwood, Miss.

Write for "Everything to Gain and Nothing to Lose"

Supreme Self-Satisfying—Self-Payment Plan puts the best in servicing equipment within the reach of everyone, on a "make-good" basis. Write for the complete selling plan, aptly called, "Everything to Gain and Nothing to Lose," . . . and be sure to specify instruments in which you are interested.

Other Supreme Instruments Include:

- SUPREME TEST PANEL
- SUPREME TUBE CHECKER
- SUPREME PRE-HEATER
- SUPREME OHMMETER

SUPREME INSTRUMENTS CORP.

399 Supreme Bldg., Greenwood, Miss.

Distributors in all Principal Cities

Service Depots in New York, Philadelphia, Pittsburgh, Chicago, Kansas City, Seattle, San Francisco, Toronto.
Export Division: 130 West 42nd St., New York City. Cable Address: LOPREII, New York

SUPREME
Testing Instruments
"SUPREME BY COMPARISON"



Sylvania

The

SYLVANIA makes it easier for you to sell Radio Tubes. Ask the average set-owner what tubes are in his set. He doesn't know. Ask the average set-owner what tubes he should buy for replacement and he can't tell you.

Sylvania makes it sure fire for you and for the set-owner —to know that Sylvania is the *right* tube.

Because the new Sylvania Tubes are "SET-TESTED". And you are able to prove it to your customers with the Sylvania "SET-TESTED" Chart.

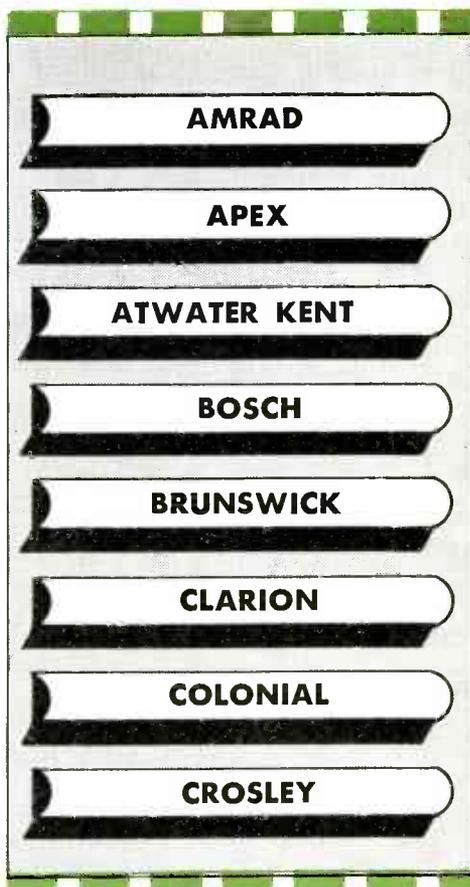
SET-TESTED — the Sylvania way — means this: Every one of the well known radios you see listed at the right has been tested with Sylvania Tubes. Tested for selectivity, for sensitivity, for reproduction, for tone, for life.

Sylvania's specially built copper-screened testing laboratory — Sylvania's exclusive audition room — Sylvania's staff of experienced radio engineers — all are used to give you the new Sylvania SET-TESTED Tubes.

And now thousands of dealers in every part of the country are proving the success of SET-TESTED Tubes.

Clip and send the coupon

SYLVANIA PRODUCTS CO., EMPORIUM, PA.
SYLVANIA RADIO TUBES SYLVANIA INCANDESCENT LAMPS



•
Licensed under RCA Patents
•

Sylvania

REGISTERED U. S. PAT. OFF.



SET-TESTED

Tube

EDISON	KENNEDY	SPARTON
ERWIN	KOLSTER	STEINITE
FADA	LYRIC	STERLING
GENERAL ELECTRIC	MAJESTIC '30	STEWART WARNER
GENERAL MOTORS	PHILCO	STROMBERG CARLSON
GRAYBAR	RADIOLA	VICTOR
GREBE	SILVER MARSHALL	WESTINGHOUSE
GULBRANSEN	SONORA	ZENITH

This is the new Sylvania Certified Test Chart, handsomely and clearly printed and giving complete instructions for selecting Sylvania Tubes, together with a signed statement by the President and Chief Engineer of the company. Size 14 x 27.



SYLVANIA PRODUCTS CO.
Emporium, Pa.

R. R. 2

Gentlemen: Please send, without obligation, your new Sylvania Set Tested Chart for easier tube sales.

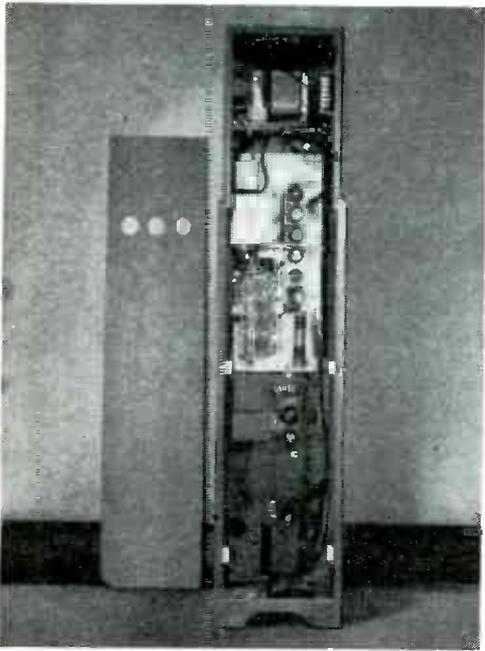
Name.....

Address..... City.....

Jobbers.....

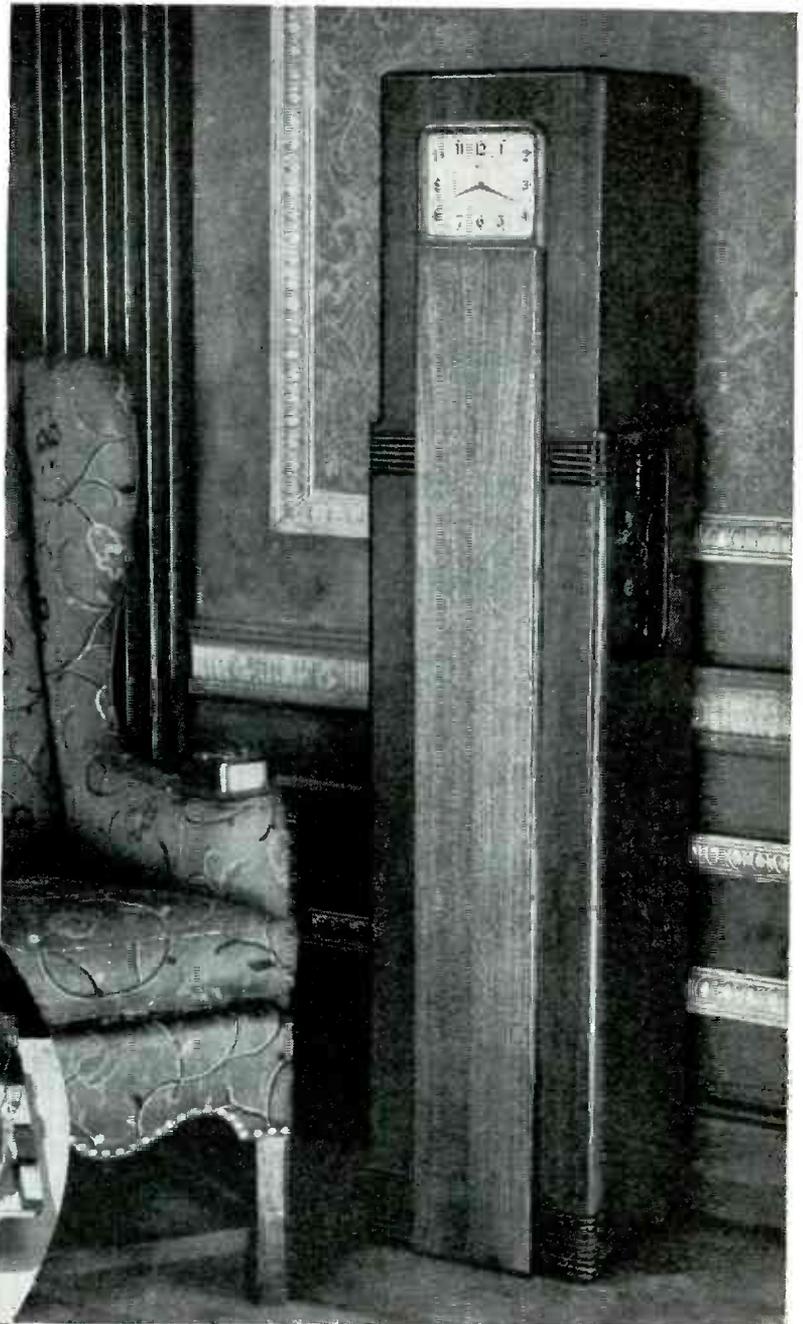
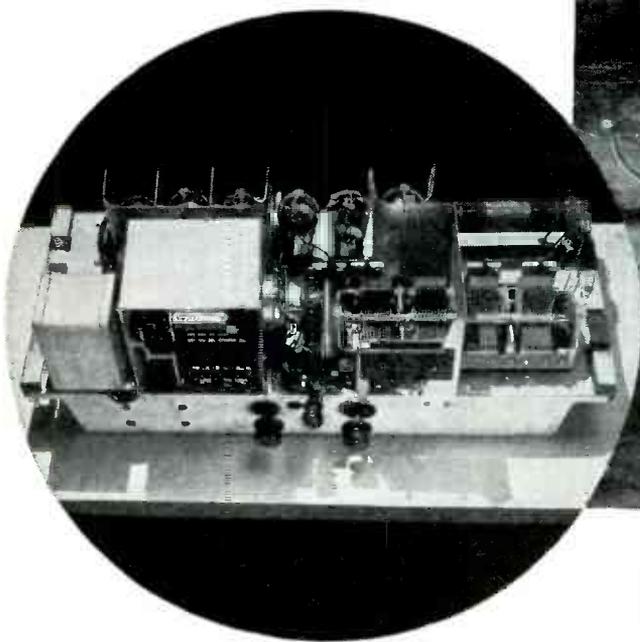
Radically New! . . .

Presents *the*



CONVENIENCE IN SERVICING. Here's the "Columaire" with back removed. It's easy to get at any part—far more easy than any other set. And being so compact it's a one man job to install!

YOU KNOW THIS CHASSIS! It's the nine-tube screen grid superheterodyne that's found in the WR-6 and WR-7. The same circuit that gives Westinghouse Radio its ability to lick the "tough-spots".



SMALL HOMES AND SMALLER APARTMENTS find in the "Columaire" the answer to a radio fan's prayer! Here is full size radio—radio with unmatched tone—sharp selectivity—high sensitivity—and it takes up less than a single square foot of floor space! It fits in anywhere.

Westinghouse Radio "Columaire"

TRADE-MARK REGISTRATION APPLIED FOR

A FULL-SIZE, FULL-TONE RADIO THAT TAKES LESS THAN ONE SQUARE FOOT OF FLOOR SPACE! NEW SET HAS 24 EXCLUSIVE FEATURES

One look at the "Columaire" tells you—Westinghouse has pioneered again! Look again and see how much!

The "Columaire" is less than one-foot square at the base. That's new. It stands five-feet high. That's new.

It has an inbuilt electric clock. That's new. It has controls and dial on the side—out of sight, yet easily reached and read. That's new.

The "Columaire" is a rectangular, wood pipe, open at the bottom, with the speaker at the top—directed upwards. That puts a five-foot air column directly behind the speaker.

And gives a long baffle—double that of the usual cabinet—bringing out low tones that have been missed before.

And a new feature—an acoustic harmonizer in the speaker—sharpens and clarifies articulation.

© 1931, W. E. & Mfg. Co.

TELLING THE STORY TO 29,000,000 FANS!

The new "Columaire" will be announced in—

National Magazines: Double-page advertisements in Saturday Evening Post, March 7th; Collier's, March 21st.

Radio Broadcast: N. B. C. hook-up January 27th featuring "tough-spot" tests. And on March 3rd announcing the "Columaire", with special music, special announcements, Broadway stars!

"Talkies": 3,000,000 people will see and hear the Westinghouse talkie picture, showing the new "Columaire" at Paramount Publix Theatres throughout U. S.!

No set—even the most costly—ever before gave such perfect re-creation of the broadcast studio's output!

Nine-tube, super-heterodyne, screen grid circuit, with tone control, identical with the WR-6 and WR-7. Available with remote control.

FEATURES OF THE NEW "COLUMAIRE"

SMALL FLOOR AREA. The "Columaire" requires 7/8 of a square foot.

UPRIGHT CABINET. The "Columaire" is a 5-foot column with the graceful lines of a modern skyscraper.

SIMPLE IN DESIGN. There is no grille-work, no intricate carving, to catch dust in the "Columaire."

ADAPTABILITY. The "Columaire" goes any place in the room . . . in a corner, against a wall, between windows . . . and harmonizes with any type of interior decoration, regardless of period.

CONVENIENT OPERATION. Controls are out of sight, yet handy.

ELECTRIC CLOCK. An electric clock with 3 minute control feature is a part of the "Columaire".

That—in brief—is the "Columaire". The set that millions want . . .

Westinghouse Electric & Mfg. Co.
Radio Dept., 150 Broadway, N.Y.C.

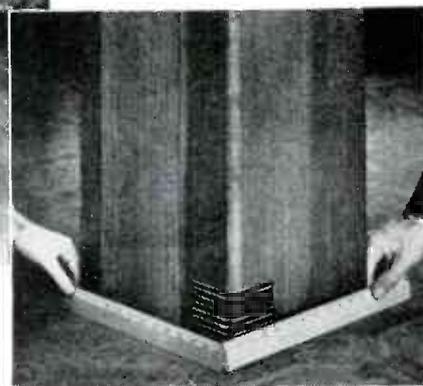
PIONEER OF RADIO IN THE HOME



LESS THAN ONE SQUARE FOOT . . . THAT'S ALL! Keep a ruler handy to the "Columaire"; show your prospects how little floor space it occupies. 10 inches wide, 12 inches deep.



HERE'S THE LONG BAFFLE. The shorter the baffle, the fewer low tones you hear. Notice the difference in baffle in standard style cabinets (left) and the "Columaire" (right).





This
MARKET
DEMANDS

the Original

KELLOGG A. C. TUBE

Every owner of every set listed below is a prospect in this great Kellogg 401 A.C. tube market! It is the only 401 tube that owners of these sets can use for replacements. Here is a market already established for you—an opportunity that you cannot afford to miss. Kellogg 401 A.C. tube sales bring \$2,500,000.00 to progressive dealers annually. Get your share of this profitable business by supplying the demand in your locality. Stock and display them now. Write department 49 for the name and address of your nearest Kellogg tube jobber.

The following sets were designed for, and originally equipped with Kellogg 401 A.C. tubes: KELLOGG sets—510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. McMILLAN sets—26, 26PT. MOHAWK Sets. SPARTON Sets—62, 63, A-C 7. DAY FAN Sets—5143, 5144, 5145, 5148, 5158. MARTI Sets—TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console. CLEARSTONE Sets—110. And the first A.C. models of the following: Bell, Walbert, Wurlitzer, Pathe, Shamrock, Bush & Lane, Minerva, Crusader, Liberty, Metro, Suprovox, and Case.

KELLOGG

**Switchboard
and Supply**

COMPANY

1066 West Adams Street

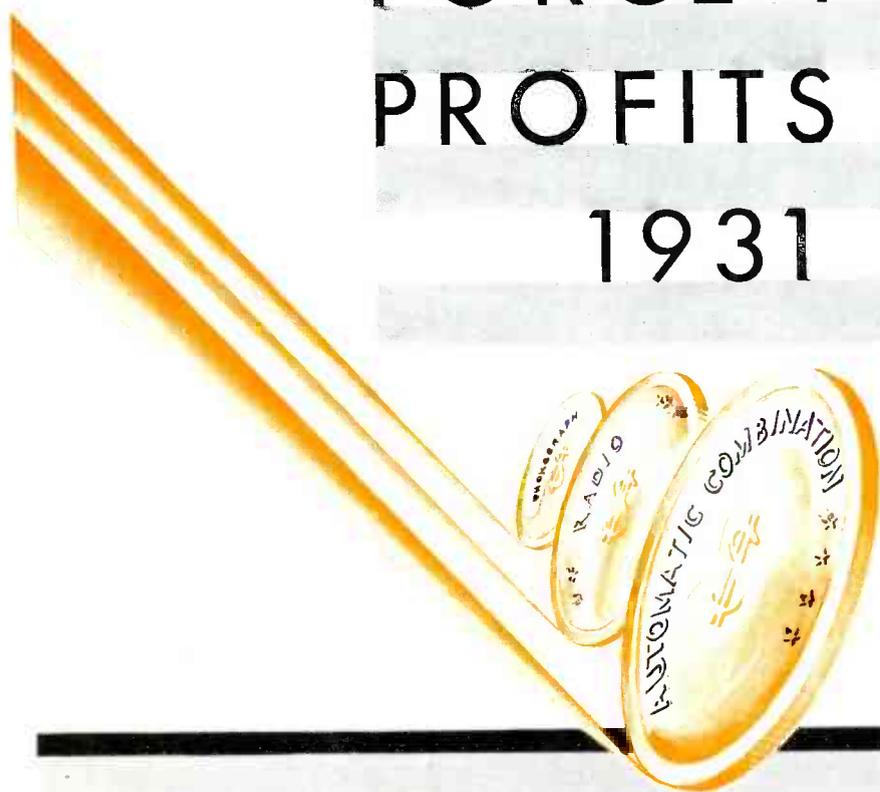
Chicago, Illinois



Capehart

now brings to
the Entire Radio
Industry

A POWERFUL
FORCE FOR
PROFITS IN
1931



For Details See
the Following Pages

a **M**arvelous New



Capehart Model No. 10-12, for Home Instruments

World's Smallest Automatic Record Changer
Playing 10 inch or 12 inch Records—with Encore on Any Record
A Triumph of Engineering Skill

Developed for the Trade by the Pioneers and Leaders
in Automatic Record Changing Devices

Automatic Record Changer for the Home

A NEW achievement by Capehart—pioneer and leader in record changing mechanisms—designed especially for use in home instruments—to put the profit punch into 1931 sales!

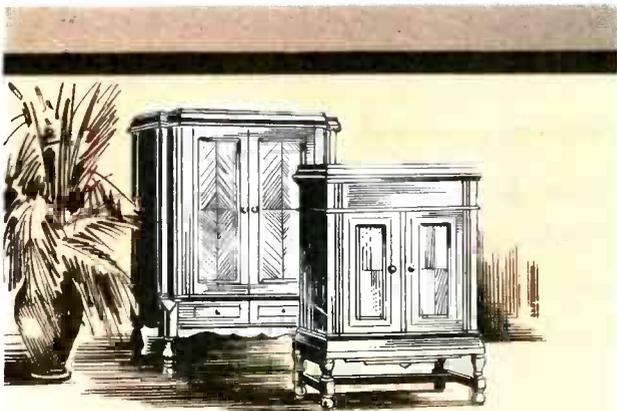
This new mechanism handles both 10-inch and 12-inch records. Its compactness enables a fully automatic combination in a smaller cabinet than has ever before been possible.

Simple and dependable in operation, it embodies exclusive features of design and manufacture such as might be expected only of Capehart, with its background of leadership in the field of record changing devices.

In a word, the new Model 10-12 record changer adds that final factor of completeness to the radio-phonograph combination which alert dealers will recognize as the outstanding sales opportunity of the year.

Here is an automatic record changer that gives the entire radio industry a golden opportunity to capitalize the public's preference for effortless entertainment. It gives the user an instrument that is *entirely* automatic—and therein lies the tremendous force of its appeal.

The radio-phonograph combination is by all odds the in-



The compact size of the new Capehart record changer— $14\frac{1}{4}'' \times 14\frac{1}{4}'' \times 7\frac{3}{4}''$ —makes possible a fully automatic instrument in a considerably smaller size than ever available before. This unit is equally adaptable to standard and full size instruments. The illustration above gives an idea of relative sizes.

makes possible a
Vastly Improved
Super-Type Radio
Phonograph Com-
bination

. . . which Leading
Manufacturers will
offer to their trade

strument of the day. Radio's natural limitations have forced the combination onto the market. You have watched its amazing development. Now, with the perfection it attains through the Capehart record changer it is destined to become the giant of the trade.

In planning for 1931 it is up to you to face facts squarely. You know the trend in radio. You know the radio-phonograph combination is the logical development of this year. Remember then, the dealer who fails to feature the mechanism that makes the super combination possible, is passing up profits that can be his for the taking.

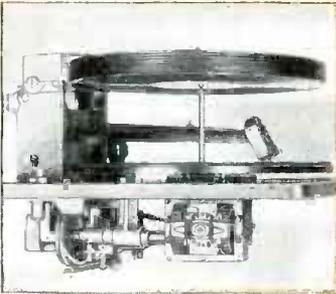
Ask your jobber about Capehart-equipped combinations. Get in touch with the manufacturers whose lines you handle. Or write direct to us for further information.

THE CAPEHART CORPORATION, Fort Wayne, Indiana

Capehart



Model 10-12 in loading position. Note the lever on right side which throws the unit into position for 10-inch records when down or 12-inch records when up. With a special arrangement incorporating a double-throw master switch, one record can be placed on the turn-table, the adjustment set according to the size of the record and the magazine can be loaded while the pick-up automatically comes into position and the first record is being played.



Model 10-12—left elevation. Note the simple rugged construction. There are no adjustments to be made. All the timing revolves about one cam which insures positive operation.

Capehart Model 10-12 Condensed Specifications

Base Dimensions: 14 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " x 5 $\frac{1}{8}$ "

Overall Dimensions: 14 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " x 7 $\frac{1}{8}$ " above mounting board in playing position—to mount in a compartment as small as 15" x 15" x 7 $\frac{1}{4}$ ", under the lid to top of mounting board

Capacity: 10 Records—either 10-inch or 12-inch size. This is the only unit of such compact dimensions that plays either 10-inch or 12-inch records. Thin paper records can be individually played as on any conventional phonograph

Oilless Bushings: No oiling required except for turn-table motor.

Pick-up Connections: Pick up automatically cut off when it reaches stop groove, thus eliminating unnecessary scratching when instrument is not playing or records are being changed.

Tone Arm: Mounted on pivot and ball bearings to eliminate mechanical chatter. Highest type development to produce best quality of music over entire range of frequency

Record Encore: Simply by lifting the magazine arm, the record then playing will repeat until magazine arm is lowered or current turned off. Last record in magazine will repeat until current is turned off

Finish: Standard finish, DeWitt Brown lacquer. Parts subject to wear or handling are plated—presenting a highly attractive appearance.

Weight: 25 pounds.

Materials: Highest quality materials used throughout.

Two

Avenues to Profit with the New Capehart Model 10-12

NOTE particularly that Capehart's new Automatic Record Changer adds a great plus value to every radio-phonograph combination in which it is used. This plus value justifies a price which affords the dealer a splendid margin of profit. It guarantees, therefore, a substantial profit increase—even without the aid of the increased sales it is bound to produce.

And that is only the beginning. Each customer represents two profits instead of one. In addition to the original profit you gain a re-occurring profit on records.

Do not confuse these record profits with the kind you knew in the past. The Capehart Automatic Record Changer popularizes a *new* method of playing recorded music—the continuous method. Customers become interested in *whole* programs instead of single records. They buy accordingly.

Sell the combination! Sell the combination that is *entirely* automatic. Sell the combination that performs a *complete* function in the home. Sell the Capehart! Write direct to us for further information.

THE CAPEHART CORPORATION, Fort Wayne, Indiana.

Capehart

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925.

Less Than 3%

THERE is a good deal of talk nowadays about too much advertising on the air. Newspaper editors, columnists and people in the public eye have all pointed out the annoyance and irritation which the ordinary listener feels when he is assailed by a long, direct-selling announcement which breaks in on some delightful program.

Certainly it cannot be denied that there is truth in these charges. Some instances of direct advertising are so blatant, some small broadcasters send out such a continuous stream of paid announcements as to put a veritable blight on the good name of radio. Stations have even inserted local merchants' advertising announcements in the middle of great chain features. In one case when the President of the United States was scheduled to speak and a large audience was assured, those who tuned in heard instead a succession of three-minute local ads for shoes, men's clothing and restaurant food—after which the station switched on the last two minutes of the President's speech!

BUT in general, such criticisms as have been made relate to the smaller and less responsible stations, broadcasters who are "in radio for revenue only." They do not apply to the stations large or small which have a real sense of service and responsibility to their public. Above all, they do not apply to the programs of the great networks which are the backbone of radio.

For in the magnificent aggregation of program features which the great chains are supplying, the American public is enjoying such a combination of talent, ability and genius as has never hitherto been spread before it. Nearly twenty million dollars will go to the payment of broadcasting artists during 1931.

This splendid menu of entertainment, inspiration and information is spread before the listener without cost. And of the total time these programs are on the air, not more than three per cent is actually devoted to advertising announcements. Surely no listener can object to two minutes of advertising out of an hour's magnificent entertainment rendered by the world's great masters and leaders. Contrast this with the popular magazines, which are made up 40 per cent of reading matter and 60 per cent advertising—or with some of the recent movie programs where even 20 to 30 per cent of the films the theater-goer has paid to see, are not be led astray by current criticism.

THE better broadcasting channels as they are operated today present wonderful features and a continuous stream of enjoyment—"treasures of the night" that overwhelmingly overbalance the slight advertising encroachment which must be depended on to pay for the entertainment they give.

As things stand, any family which buys a radio set and tunes it in during 1931 will get far more solid enjoyment for the outlay than can be obtained from any other expenditure of the same money.

The public which is yet without radios must be made to understand this, and not be led astray by current criticism.

A radio set still remains the best buy that can be made with the 1931 entertainment dollar.



Get
OUT

Even If

says

MAXWELL
A. COLEMAN

*H. Coleman Co.
Distributor
Allentown, Pa.*

LAZARNICK

Specialty outlets can no longer rely upon store traffic alone for radio volume. Astute dealers now pin hopes to outside effort

and SELL—

You Have To Close The Store!

I AM firmly convinced that in order to do a successful business in the future, or in the present if you please, radio specialty dealers, including music merchants, must adopt some plan of intensive selling, and this can mean only one thing—outside effort. While furniture and department stores, with good store traffic and large clientele, can continue to achieve volume through floor selling alone, outside effort will improve even their sales.

Some dealers who have obtained a fair measure of success in the past by riding the crest of consumer enthusiasm and excellent business conditions will say "old stuff." Maybe. But true, nevertheless. And outside selling is more necessary today than ever before. What is more, those dealers who have taken the trouble to analyze the present trade situation carefully realize that they must now organize to do a real, intensive selling job.

Several years back consumers asked for the privilege of buying table models plus miscellaneous accessories for upward of \$200. The dealer was doing them a favor when he made prompt delivery and gave efficient service. Now, the picture has changed. People still come into the store to buy sets but in fewer numbers. The dealer is discovering that his overhead, like time, goes on forever, but that volume is not keeping pace.

After all, market conditions change in the radio business just as in all other lines, though perhaps more rapidly due to the speed with which the business developed. The dealer must keep up with these changes or he will be forced out of business by competitors who do. This is exactly what has already happened in many instances.

Have you ever stopped to consider why so many of the oldtimers are out of the radio business? Those transmitting "hams" who started in the parts business, later sold kits and then were given complete battery receivers. When all-electric sets came out most of these pioneers were squeezed out just when success seemed right around the corner, by other merchandisers who knew less about radio but knew how to sell.

Why were they forced out of the business? There is only one answer. They did not keep up with selling trends. Lack of capital also had something to do with it but a careful check will prove that merchandising stagnation was the real nigger in the woodpile.

MANY dealers view with alarm the experiences of less fortunate dealers, in other lines perhaps, who failed to make a go of outside selling. This fear is unfounded. It is not necessary that a dealer disrupt his

entire scheme of life in order to make a determined effort for business outside the store. If his outfit is a small one he can get on the band wagon by devoting his own mornings, before store traffic is heavy, to outside work. If the size of the business warrants it, and the community will support this activity, he can organize a crew.

No matter how he does it, today's specialty dealer must get out and sell! This extra effort, plus a certain amount of common sense in controlling sales, checking credits and being otherwise cautious about the kind of contracts obtained will produce profitable business. A dealer, just because he is making an attempt to obtain outside business, need not permit sets to go out promiscuously. He is in a position to check credits carefully. And it is not necessary, in the face of present unemployment conditions, to accept any but the very best of salesmen for outside work.

I have said that in order to do a volume business the specialty house must make an outside effort. This is not pure theory. Here's what four successful retailers in my territory have to say:

ED BITTLER, who operates Bittler's Electric Shop, of Schuylkill Haven, selling only one line (Atwater Kent) states: "My sales in 1930 equalled those of 1929 and I am getting more cash business and taking fewer trade-ins. *I attribute this to the fact that I get out after new business every day and deliberately seek prospects who can well afford to pay cash.*" Schuylkill Haven is not large enough to warrant the use of an outside sales crew but the boss goes out after business himself. The street is his best salesroom.

At Hazleton, Steve Pensock, manager of Wm. H. Veale's radio department, says: "In spite of the fact that I employed fewer outside men in 1930 than in 1929 we were able to hold our volume up. *We are always making a systematic canvass of our old customers and this has netted us remarkable returns not only in new set business but in service work.* By keeping in close touch with our satisfied customers we induce them to help us sell." Veale does one of the largest retail radio jobs in the entire Pennsylvania coal region, handling two makes of sets (Philco and Silver-Marshall).

I had the pleasure of talking with one of the most successful merchandisers of electrical appliances in this section a short time ago, R. B. Wall, who started selling washers nine years ago and who will this year reach a

(Please turn to page 49)

Study Our



Methods

MAJOR ELECTRICAL APPLIANCES *have been sold mainly by men in the field—"Borrow from us, profit by our experience," is the invitation of*

C. J. Cooper, Jr.

Divisional Manager,
THE MAYTAG COMPANY
formerly
Sales Promotion Manager,
THE SYRACUSE WASHING MACHINE CORP.

FOR many months the radio industry has been dreading the day when "direct" selling methods must be adopted to obtain and maintain set sales volume. That, at least, is my humble opinion. Yet, to help you in this new endeavor there is available the successful outside selling policies of practically the entire major electrical appliance industry.

Certainly, no longer can you afford to sit behind your counters and wait for orders to walk in the front door. What, then, can be gleaned from the experiences of veterans in the washing machine and cleaner games?

In the washing machine industry there are three fundamental axioms: Only resale men (house-to-house specialty salesmen) sell electric washing machines; advertising serves only to bring the leads to the surface for resale men to catch; only dealers operating resale men obtain a real volume of business.

The dealer who hires resale men must set himself up to supervise them. He must guide his men by leading them. He should guard especially against even the semblance of stealing sales from his resale men. It is his duty to be ready at all times to give these men a lift by digging up leads and helping them close the "tough" sales. He must be more anxious to have one of his men obtain a sale, than he is to make one himself. Briefly, he must unselfishly work with and for his resale men.



A definite sales territory should be assigned to each salesman and he should receive all leads from his territory, as well as store sales made into his territory. Closed territories make for greater efficiency, less running around and less expense. A closed territory set-up means that the resale man has a little business all his own, where the capital, in the form of merchandise, is furnished by someone else—the dealer.

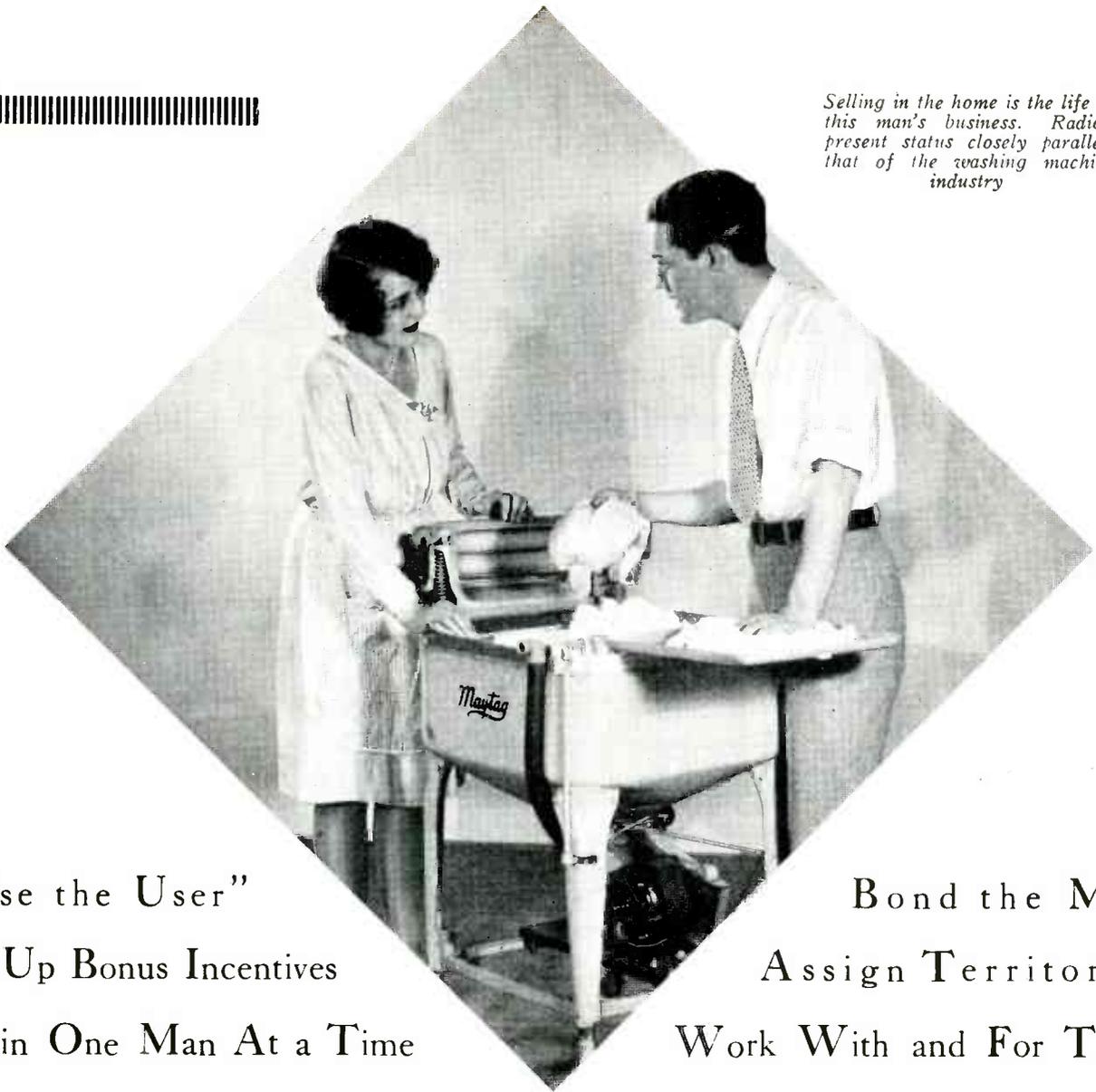
Some may feel that closed territories cannot be used in localities where a number of dealers sell the same line. True, complications are injected into such a situation, but if one dealer operates a well-organized and efficiently directed force, and other dealers do not, which dealer will get the real volume of sales? My guess is, that the day is approaching when radio franchises are going to be allotted on an exclusive territory basis.

Remember that the dominant factors in the washing machine industry have for years given exclusive territory franchises—but only to those dealers who would adhere rigidly to factory designed uniform retail sales policies, based primarily on getting the product on demonstration in the home by resale men.

IT SHOULD be the duty of the supervisor to obtain, train and retain resale men. Group hiring is not generally successful. It is far more preferable to take *one man at a time*, getting him trained and into momentum,



Selling in the home is the life of this man's business. Radio's present status closely parallels that of the washing machine industry



“Use the User”
Set Up Bonus Incentives
Train One Man At a Time

Bond the Men
Assign Territories
Work With and For Them

rather than half train a class of several. The supervisor should absolutely close at least the first three sales made by a new man and then continue helping him, gradually reducing the amount of assistance given, until he can stand on his own feet.

Good resale men are hard to obtain. Advertising in the “Help Wanted” columns does not ordinarily “smoke out” the right kind of candidates. Many a successful resale man has been dragged from a gasoline pump handle, from the cigar counter or from the machinist’s bench. Even customers have been converted. The dealer must constantly be on the alert for prospective candidates for initiation into the great lodge of resale men. The men themselves can help keep the roster filled. The industrial insurance collector knows how to talk to the housewife and get into the home. He is accustomed to working on a commission basis. He has his own clientele. He knows his people well, as he has been calling on them weekly. He knows how to canvass. The bread salesman, the coffee and tea man, the laundry man and the milk man also all know the residents on their routes and are prime material for your proposition.

The writer believes that success in the training of resale men depends largely upon staying with and behind the new man until he can paddle his own canoe. In-

dividual attention is the rifle bullet that hits the bull’s eye. It is vital. There is no substitute for it.

THE most prolific source of obtaining prospects is straight house-to-house canvassing. The next best bet is: “use the user.” When canvassing is systematically done, and the resale man has a list of those previously sold in his territory, he will automatically be compelled to call on the users in his territory. Surely, if he be properly trained, he will make the user help him on the subject of friends and relatives that are in the market for his kind of merchandise. “Courtesy calls” which is only another way of spelling “use the user.” will pay real dividends to the efficient and competent resale man. Many a successful resale man has told me that after he had sold his first fifty customers, he never canvassed any more.

Personally, however, I am a firm believer in straight canvassing, calling on users automatically, as door-bell after door-bell is punched, up one side of the street and all around the block, then tackle another block, keeping this up daily, so that the entire territory is systematically and periodically covered. It is the duty of the supervisor to check on the daily canvassing of his force, to make

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MIDGET

Merchandising

¶ *As it Is*

¶ *As the dealer thinks it SHOULD be*

¶ *As we probably WILL see it*

By

W. W. MacDonald

THERE was a time not so long ago when Joe Dealer, having sold three radios by the fifteenth of the month, settled back contentedly and forgot about the rent. Once this business was in the bag he felt reasonably secure and confined his worrying to such relatively simple matters as dumping sprees by several leading manufacturers, the subsequent introduction of new and revolutionary models and an orgy of price cutting by the local gyp.

Then, as if to enliven his otherwise uneventful business life, factories that have since become as numerous as the leaves of the trees started to produce midgets with the rapidity and abandon with which an alley cat has kittens. These sets achieved instant public approval and with their popularity came a new and vexing set of problems, the solution of which is now taxing Joe's ingenuity to the breaking point. The idea behind all this heavy brainwork is an attempt to formulate a merchandising plan which will insure the return of a net profit as well as volume business to the mantel model seller.

Prevailing retail practice is analyzed in the succeeding paragraphs. Seventy-three dealers in typical locations were contacted in our survey.

What Retailers Have Done So Far

NINETY-THREE per cent of these radio dealers are now handling midgets and in 1930 the average outlet which sold 250 large consoles valued at \$24,200 also moved 40 midgets grossing \$2,200. The small sets, in other words, represented 16 per cent of the total set business in units but only 9 per cent of the volume in dollars, truly a remarkable record when it is considered that they were merchandised in quantity only in the last three or four months of the year. They will naturally

be a much more important factor in 1931. Thirteen per cent of the companies reporting did a greater dollar volume in midgets than in consoles, 60 per cent of these concerns being hardware, drug, furniture, auto supply and similar store-selling outlets.

Contrary to fond expectations only 20 per cent of the mantel set transactions originated and were closed "over the counter," as package merchandise. The remaining 80 per cent required some additional outside effort. Barely 28 per cent of the stores succeeded in bettering this average, securing a higher store-sale figure. Table models are a little, but not much better than consoles in this respect.

The midget was hailed as the perfect instrument with which to crash the second-set-per-home market but here also either the merchandise or the merchandisers have been overrated. The theory, which may eventually bear fruit, has not yet said it with dollars as our figures indicate that just 7 per cent of all miniatures were installed in homes already owning a larger console. This does not necessarily prove that the bulk of the midgets were sold to people who should have bought consoles, for it is likely that many were purchased by prospects with neither the means nor the space for larger sets. Time, only, will tell.

Seventy per cent were sold on time-payments with the minimum acceptable down payment averaging 19 per cent of the list and the maximum terms averaging 7 months. Considerably less cash business is obtained as a result of the introduction of the midget than we had imagined.

Fifty-six per cent of the stores make an installation charge of from \$1 to \$10 over and above the selling price of a mantel model if an antenna, outside or inside, must be erected. This is excellent practice and it is a pity that some similar safeguard cannot be more generally applied to servicing overhead. Practically all dealers give free service on midgets, the free period averaging 2 months. Some few specify 2 or 3 free

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HOW 73 DEALERS HANDLE MANTEL SETS

Store	Type	Consoles		Midgets								
		1930 Sales		1930 Sales		Sales Completed in Store, Per Cent	Sold as "Second" Sets, Per Cent	Time Sales, Per Cent	Min. Down-Payment, Per Cent	Max. Terms, Months	Install. Charge, Dollars	Free Service, Months
		Number	Dollars	Number	Dollars							
1. St. Louis.....	Radio			100	\$6,800	5%	0%	90%	14%	8 mo.	\$0.00	1 mo.
2. River Rouge.....	Music		\$2,500		4,080	5	0	82	20	6	0.00	3
3. Perry.....	Drug	25		12		0	10	83	14	6	0.00	3
4. Peru.....	Music	62	9,890	4	238	0	0	50	20	6	5.00	3
5. Braselton.....	Radio	2	450	3	220	66	0	33	25	6	5.00	3
6. Ardmore.....	Hdwre	8	1,052	18	1,147	100	33	55	14	5	0.00	3
7. Anderson.....	Radio	275	42,000	5	350	100	80	60	14	6	0.00	1
8. Danville.....	Music			1	59	0	0	100	32	4	5.00	3
9. Bellevue.....	Elect.	20	2,500	0	0	0	0	0	0	0	0.00	0
10. W. Brookfield.....	Auto			2	139	2	0	100			2.00	0
11. Corpus Christi.....	Radio			2	139		0	100	20	6	0.00	
12. Chattanooga.....	Radio	106	18,290	64	3,840	3	1	93	15	12	10.00	3
13. Chester.....	Radio	400	50,000	25	1,750			95	14	6		1
14. San Francisco.....	Music	15	1,400	89	5,400	6	11	85	12	6	0.00	1
15. (Texas).....	Util.	279*	26,000*	130*	5,350*	50	5	80	20	5	5.00	3
16. Bridgeport.....	Radio	110	17,650	6	390	83	0	16	33	4	5.00	3
17. Oriskany Falls.....	Dept.	3	498	3	238	0	0	100	21	12	5.00	
18. Allentown.....	Auto	20	2,500	50	3,400	20	33	80	15	10	0.00	3
19. Canisteo.....	Elect.	9		1		0	0	0			2.00	
20. E. St. Louis.....	Radio	25		3	175	0	0	0	25	6	0.00	1
21. Elgin.....	Radio	50	7,000	150	9,000	16	7	66	17	6	0.00	3
22. (New York).....	Util.	37	4,068	23	1,122	21	17	78	20	6	1.00	3
23. Fayette.....	Elect.	26		5	300	0	0	100	33	6	0.00	3
24. Yonkers.....	Music			6	408	33	0	16	28	5	5.00	
25. Flint.....	Dept.	50	7,000	20	1,350	15	0	85	25	6	4.00	3
26. Meridian.....	Music	337	43,459	12	828	17	17	100	14	6	7.00	3
27. Lawrence.....	Jewel	25		30		13	0	50	25	6	0.00	3
28. Lansing.....	Radio	150	25,500	10	845	0	10	90	33	12	6.00	1
29. Lansdowne.....	Radio			10	620	30	10	0	50	2	0.00	3
30. Fall River.....	Radio	5	440	10	680	20	0	80	7	6	0.00	12
31. Boston.....	Dept.	8,000	480,000	200	10,000	100		80	10	3	5.00	
32. Oakland.....	Radio	50	6,500	0	0							
33. Irvington.....	Music	100		13	841	0	8	100	10		0.00	3
34. Glassport.....	Dept.	122		35		23		77	33	5	5.00	3
35. Blue Island.....	Hdwre	164	24,000	0	0							
36. Pelham.....	Radio	175	35,000	12	734	25	50	17	33	3	10.00	0
37. Germantown.....	Hdwre	6	710	22	1,750	72	18	18	26	6	4.00	1
38. Baltimore.....	Radio	99	14,850	22	1,490		5	100	14	6		1
39. Camden.....	Radio	1,000		100		5	2	95	15	6	0.00	3
40. San Diego.....	Radio	75	13,125	50	3,500	16	20	75	20	8	10.00	3
41. Kansas City.....	Radio	294	45,000	129	8,000	22	8	80	8	10	4.00	3
42. Kinston.....	Drug	6	760	30	1,632	13	5	66	18	6	5.00	1
43. Bowling Green.....	Dept.	10		16		12	0	87	17	7	5.00	3
44. Gloucester.....	Radio	150		25		8	4	80	25	6	5.00	3
45. Sedalia.....	Radio	128		32		0	0	100	12	12	0.00	3
46. Mt. Pleasant.....	Music	56		0	0							
47. Okmulgee.....	Furn.	100	18,000	20	1,300	5	5	95	7	8	0.00	3
48. Muskegan.....	Music	275		12	600	16	0	100	20	6	0.00	3
49. Paris.....	Radio	116		7		0	0	100	20	6	5.00	3
50. Morgantown.....	Music		23,000	0	0							
51. Philadelphia.....	Radio	3	392	18	1,224	0	50	0			0.00	3
52. Hattiesburg.....	Furn.	3†	375†	17†	918†	11	5	82	10	10	0.00	3
53. El Paso.....	Dept.			95	6,027	11	3	91	8	8	7.00	3
54. Bloomington.....	Radio	30	4,800	6	420	0	0	100	25	8	5.00	3
55. Norwalk.....	Radio	40	6,500	12	970	25	0	75	30	10	5.00	3
56. Belleville.....	Music	240	31,300	60	3,620	50	5	60	16	6	0.00	3
57. Norwich.....	Radio	28		6		0	0	50	25	6	7.00	3
58. Grass Valley.....	Music			51	3,000	11	7	74	25	4	5.00	3
59. (5 Store Chain).....	Radio	1,000		700		5	2	90	17	10	0.00	3
60. Des Moines.....	Music				300	0	2	90	15	10	5.00	3
61. Oklahoma City.....	Radio	485	72,750	308	18,326	8	16	92	16	6	0.00	3
62. Concord.....	Radio			10	600	0	10	90	25	6	5.00	3
63. Marianna.....	Drug	26	3,613	4	253	0	0	92	20	10	5.00	3
64. San Francisco.....	Radio	36	5,400	65	3,867	23	7	76	33	3	10.00	3
65. Dallas.....	Music		(90%)		(10%)			90	16	6	5.00	1
66. Ann Arbor.....	Radio	30‡	4,500‡	60‡	4,200‡	8	0	80	15	6	0.00	3
67. Charlotte.....	Radio	26	4,420	36	2,620			61	5	8	5.00	3
68. Cortland.....	Radio	19		6		50	0	8	25	5	5.00	3
69. Mt. Clemens.....	Hdwre	0	0	16	1,000	0	0	87	15	10	6.00	3
70. Macon.....	Radio	170		50		4	8	80	25	6	0.00	3
71. Carbondale.....	Music	0	0	6		66	0	0	0	0	10.00	0
72. Rosemary.....	Radio	15	2,250	17	1,156	41	0		15	10	0.00	6
73. Maplewood.....	Radio	43	5,524	5	316	0	0	100	16	8	0.00	3
Average.....		250	\$24,200	40	\$2,200	20%	7%	70%	19%	7 mo.		2 mo.

*October, November, December.

†November, December.

‡September, October, November, December.

They're DOING

PROWATTAIN

TWO prior articles in this issue present, respectively, the desire of live radio retailers to increase volume by taking the set to the prospect, and the suggestions from a veteran field supervisor showing what may be learned about outside selling from the electrical appliance industry.

But can radio be sold "house-to-house"?

This, the third article on this important subject in this issue, completes the discussion by citing an actual case. Not only did the H. S. Goff Company, Inc., of Haddon Heights, N. J., sell more higher priced consoles during 1930 than for the preceding year, but it took on electrical refrigerators—under this same outside selling policy—and, since June, has grossed approximately \$19,000 from this new activity.

"It's in knowing men," declared A. E. Prowattain, president of this concern. "We pick men who can't take 'no' for an answer. My partner, Mr. Boyd, or I go out and stay with a new salesman until he has won his first three victories over the 'no' man. Right there is the biggest bunker we've encountered. Only personal work with the salesmen in the field, and by a member of the firm, will surmount it."

"But how about these other 'bunkers' in this outside selling game—these hazards which have caused so many radio dealers to declare that it just can't be done?" I asked Mr. Prowattain.

There are, it appears, five major difficulties. For the sake of brevity I will handle them in subject and answer form:

NEW CAPITAL STRUCTURE. In setting up an outside selling operation, especially when a line of electrical refrigerators is added, is additional capital required? If so, how much?

The answer to the first question was in the affirmative. The Goff Company estimates that \$2,300 should suffice to tide the small dealer over that vital period before added income will more than meet the added expenses of hiring men, carrying extra stock, promotional work and financing time payments.

Electrical refrigerators are a better risk than radio sets—the interest rate is lower, the security better and credit losses less. The local bank looks favorably on refrigerator contracts as loan collateral.

THE HUMAN EQUATION. The "man" hazard—"Can't get good men, can't keep them, they can't earn enough to make it pay"—attitude is best answered by reviewing the policies of Messrs. Prowattain and Boyd toward their sales organization.

At the time the Goff Company added a line of refrigerators it hired a veteran electrical refrigeration salesman. Thus surmounting at one jump the dual difficulties of training men and mastering the intricacies of a new product.



*They are "making a go"
refrigeration a profit*

These partners advanced none of the customary complaints concerning salesmen. While they have been obliged to let certain chaps go, the good men have stayed because radio *plus* refrigeration has provided a sufficient earning opportunity.

One helps the other. All radio customers have been contacted for refrigeration. In many instances a prospect for a refrigerator would have nothing to do with radio. Eventually however, after the refrigerator was installed and friendly relations had been thoroughly

IT!

and BOYD



*of outside selling—electrical
able complementary line*

established, such a prospect was sold a high quality radio console.

LEARNING THE GAME. This theory that a radio dealer or a radio salesman cannot master a new line is full of moisture, according to Mr. Prowattain. In the first place to sell electric refrigerators doesn't require such an elaborate education in the science of refrigeration. These Haddon Heights boys talk "what the refrigerator will do." They create a desire for un-

By Ray V. Sutcliffe

usual frozen desserts, they expound upon the savings possible through permanent refrigeration of food stuffs, they appeal to the social pride instinct.

And don't forget that veteran refrigeration salesman, L. McLaughlin. In less than a month after "Mac" was hired, another employee of the Goff Company, Harry Cook, formerly on radio only, had come along so rapidly that he was selling more refrigerators than the veteran.

KEEPING THEM HAPPY. Here's a thought on compensating the outside salesmen that I picked up during my day at Haddon Heights, which is extremely important and should be carefully considered by every reader. It's the best plan for paying commissions that I've encountered during a ten year experience with this subject.

Goff pays its salesmen 10 per cent straight commission. It stands ready to advance money temporarily but, under its plan of "pay as paid," this is seldom necessary. The salesman receives half of the down payment, he then receives one quarter of each succeeding monthly payment until his 10 per cent commission has been met. It will be seen, therefore, that this plan provides a steady weekly and monthly income for the active men. The "star," for example, averages twenty-five accounts from whom he may expect a monthly income. This income, incidentally, has been aggregating in the neighborhood of \$320 a month.

"I cannot over-emphasize the value of this policy of providing a *continuing* income for the men," states partner Boyd. "It will be seen that a salesman has a steady source of revenue which removes some of the worry from his mind and permits him to do a better sales job. Furthermore, it has the effect of making him cautious in regard to whom he sells and it also makes him strive to obtain as large a down payment as possible."

COLLECTIONS AND CREDITS. This last "bunker" was not taken seriously. The accompanying collection form, also an original idea, was credited with being largely responsible for maintaining prompt monthly payments. Note that it appears to come from some outside source, presumably the manufacturer of the radio set. In reality it is, of course, made out by the Goff Company. The psychological effect of the customer receiving a notice apparently from a third party is surprisingly effective.

BUT after all is said and done, the real answer to outside selling is hard-hitting salesmanship. I talked to these two boys for three hours. They inspired me, they raised a new hope within my breast for the future of the radio business.

Prowattain and Boyd were enthusiastic. They were full of the joy of their job. And this in a town on the outskirts of Camden, which has recently experienced a severe industrial depression, and within a thirty-minute ride of Philadelphia, where cut prices have been shouted to the house tops. Next door, furthermore, was a busted bank.

Knowing these facts I again asked the question,

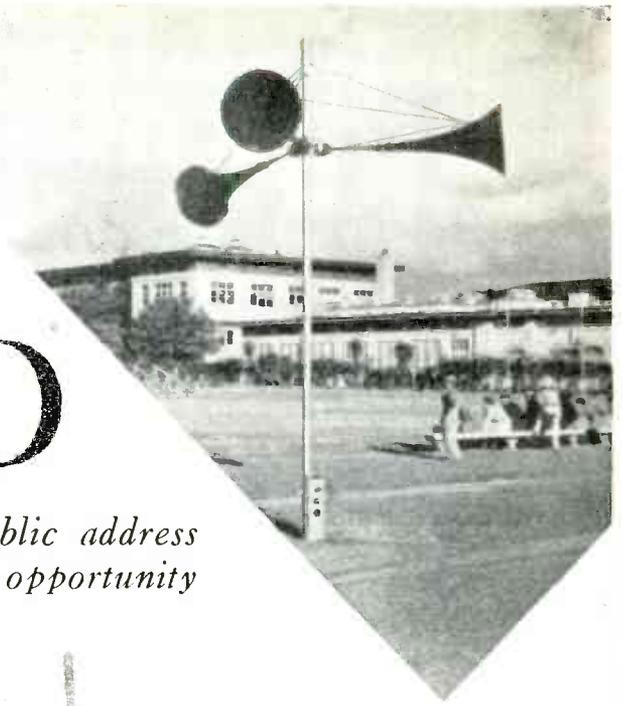
(Please turn to page 49)

FOOTBALL FIELD

Coach, on the sidelines, directs the plays in a very loud voice while his team goes through scrimmage on Manual Arts athletic field, Los Angeles (Samson Electric amplifier)

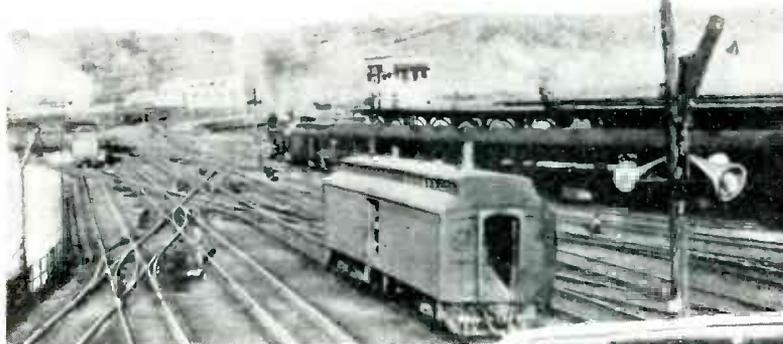
SOUND

Just a few of the many uses for public address equipment, the radio dealer's immediate opportunity



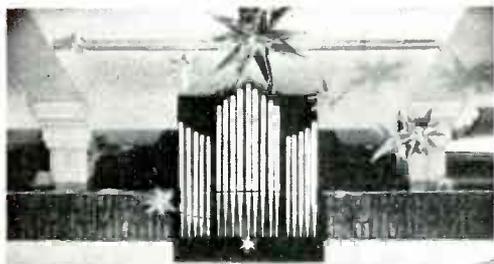
DEPARTMENT STORE

Organ-less organ concerts attract a sizable crowd to Bloomingdale's in New York where Jesse Crawford and Lew White do their stuff by record and a 12-watt amplifier feeding two large magnetic cones and a dynamic (Illusion by Amertran)



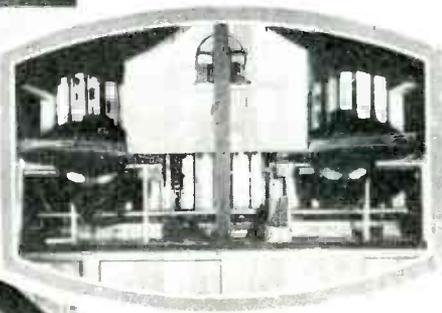
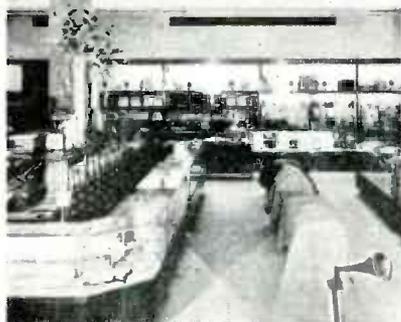
RAILROAD YARD

The yardmaster at St. Paul directs the shunting of cars from a switch-tower 200 yards away as efficiently as a deep-sea captain who bellows orders to his crew from the quarter-deck (Western Electric Co. system)



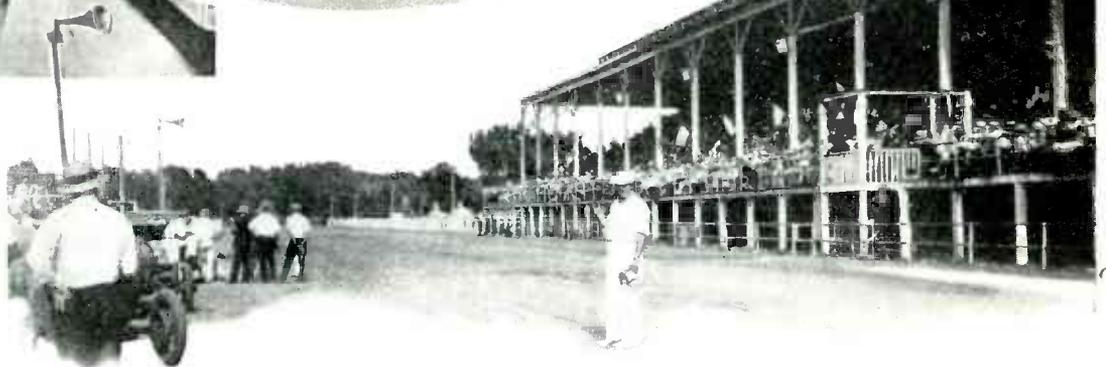
AUTOMOBILE

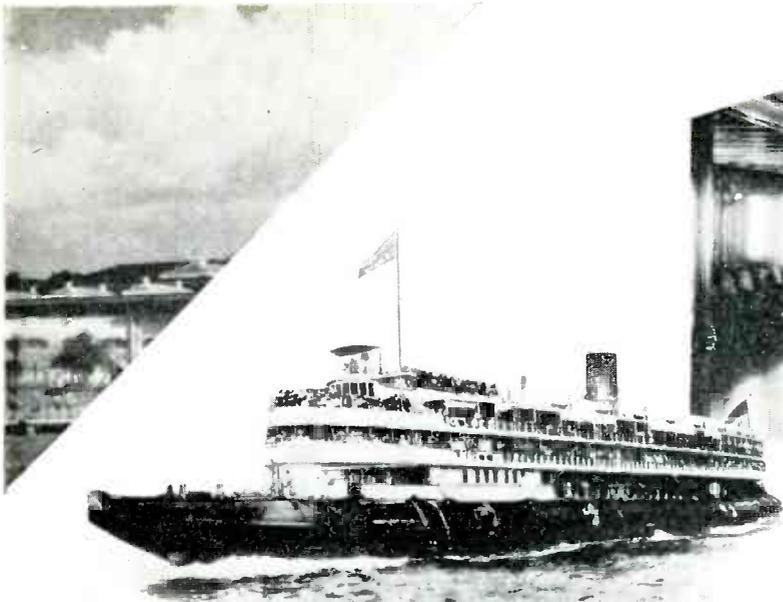
An Illinois dealer tells the world in the vicinity of Cook County all about swell, new car values with this sound-equipped fleet. (Operadio-fed speakers.)



RACE TRACK

While budding Barney Oldfields whiz around the track at the Dane County fair grounds, Wisconsin-ites keep track of time, laps and leads by listening to the announcements made over the p.a. system (Rauland installation)





STEAMER

When the amplifier cuts loose with a blast of Rudy Vallee aboard the S.S. Christopher Columbus, whaleback plying between Chicago and Milwaukee, passengers dance all over the boat (Caphart unit)

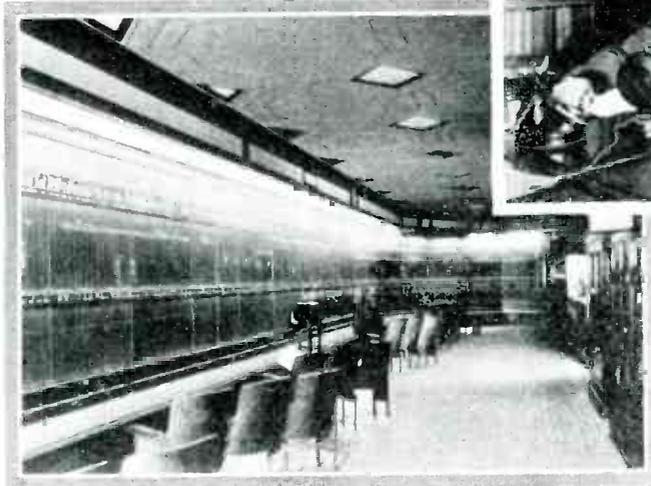
AIRPLANE

Ballyhoo from a Wirtz Company plane circling half a mile high over Milwaukee advertised the city's radio show and was plainly heard inside the buildings below, thanks to a 56 watt power amplifier and a luscious horn (Webster Electric, Racine, equipment)



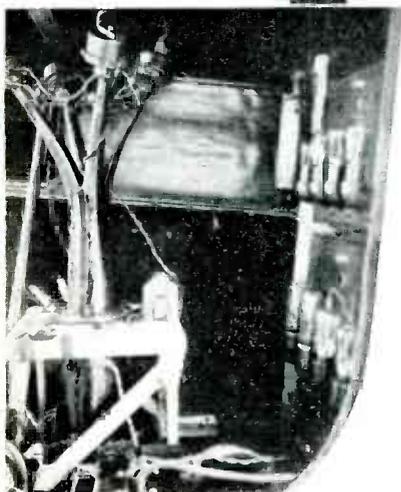
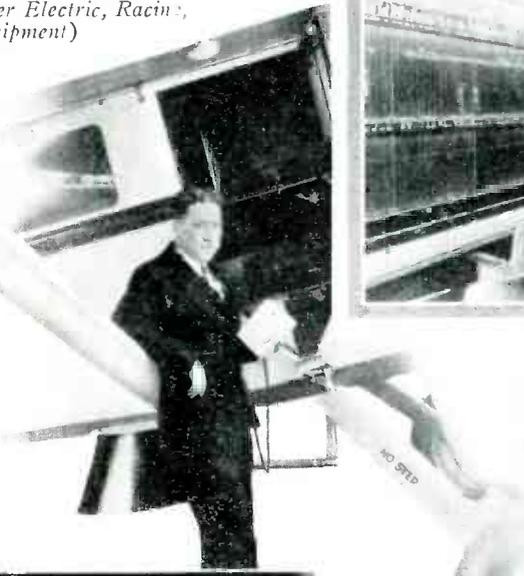
BROKER'S OFFICE

Customers keep up with the market in Los Angeles without laboriously fingering a tape, reclining in their chairs while an announcer, mike, amplifier and speakers do the work (Samson Electric job)



CAFETERIA

The tinkle of dishes and the music of soup is drowned out by the captivating strains of the "The Peanut Vendor" in the combination lunchroom and recreation center maintained by this factory for its employees (Polymet panel)



Note: Multi-speaker (centralized radio) installations — another fertile field — will be pictured in March

Using the BUDGET to Stop Losses

By Russell B. Rich

WILL we stumble through our next fiscal year or will we set up a simple budget control system and, through it, hold expenses within the limits of our gross margin? Because of radically different merchandising conditions which recently have arisen there is but one answer to this question. The wise dealer will watch costs with an eagle eye from now on—and he will facilitate this effort by monthly comparisons of actual performance with anticipated profits. The foundation of any retail business is financial in character. Here are suggestions, therefore, to help dealers start and operate a budget control system.

Although your problem may be with figures and percentages quite different from the illustration chosen, the procedure will not be affected. These figures are typical of a suburban store with sales of about \$25,000 for 1930 and a net profit of \$1,533. The business is managed by one proprietor with an invested capital of \$4,000. In 1930 he did not charge the business for his services or consider as an expense interest on invested capital.

As budget control is an attempt to increase profits it is essential that our first step be to determine what the business must show each year to pay its own way. What may be considered a satisfactory profit? What increase must be made in sales or what economies in expenses of operation to attain this figure or to better it?

In answering the first question some appraisal must be placed on the owner's services. Suppose we assume that working for someone else his minimum income would be \$50 a week or \$2,600 annually. Further, if he were to withdraw his capital and invest it in six per cent bonds his yearly income from this source would be \$240. Allowing no return for the risk involved, the proprietor must attain a profit equal to these two factors, \$2,840, to adequately compensate him for his time and money. Up to this point no profit

has actually been made. With this as the minimum satisfactory return against a profit of \$1,533 the business has fallen short to the extent of \$1,307. Of course there is no definite rule for determining the amount that must be earned. Any conservative amount may be set according to the viewpoint of the owner.

With some idea of what the lowest earnings must be we are in a position to intelligently proceed with the budget. We have received from our accountant a

COMPARATIVE STATEMENT
Showing Income and Expense for the year Ended December 31, 1930, and Operating Budget for the year Ending December 31, 1931

	1930 Actual		1931 Budget	
	Amount	% Sales	Amount	% Sales
Gross Incomes:				
Sales	\$25000	100.00	\$27500	100.00
Less: Cost of merchandise sold	16500	66.00	17250	62.50
Gross profit on sales	8500	34.00	10250	37.50
Add: Discount on purchases	275	1.10	320	1.16
Total gross income	8775	35.10%	10570	38.66%
Selling Expenses:				
Salaries salesman			780	2.84
Commission	1200	4.80	1150	4.18
Auto. discount allowance	800	3.20	550	2.00
Advertising outside city	1800	7.20	1100	4.00
Advertising city	700	2.80	550	2.00
Bad debts	75	0.30	115	0.42
Auto. expense	375	1.50	415	1.50
Traveling expense	275	1.10	275	1.00
Total	5340	21.36%	4840	17.60%
General Expenses:				
Office salaries	780	3.12	780	2.84
Rent	700	2.80	700	2.55
Heat and light	363	1.45	350	1.27
Delivery charges	200	0.80	200	0.73
Printing and postage	150	0.60	100	0.36
Insurance	45	0.18	45	0.16
Telephone	24	0.10	24	0.09
Depreciation	400	1.60	400	1.45
Total	2882	11.53%	2819	10.25%
Summary:				
Gross income	8775	35.10%	10570	38.66%
Less: Selling expenses	5340	21.36%	4840	17.60%
Gross selling profit	3435	13.74%	5730	21.06%
Less: General expenses	2882	11.53%	2819	10.25%
Net profit	1553	6.21%	2911	10.81%
Add: Allowance of net profit	1307	5.23%	1307	4.75%
Minimum satisfactory return	2860	11.36%	2860	10.39%
Balance after proprietor's compensation			145	0.53%

Fig. 1

Fig. 2

BUDGET CONTROL		For the Month Ending January 31, 1931	
		January	
		Budget	Actual
Gross Income:			
Sales,			2475
Less: Cost of merchandise sold,	62% sales		1553
Gross profit on sales,			940
Add: Discount on purchases,			37
Total gross income,			977
Selling Expenses:			
Salaries salesman,	1/2 "		65
Commissions,	sales 7%		100
Cash discounts allowed,	" "		50
Allowances on trade ins,	" "		99
Advertising,	1/2 "		46
Post office,	sales 7%		7
Auto expenses,	" "		27
Miscellaneous,	1/2 "		23
Total,			427
General Expenses:			
Office salaries,	1/2 "		65
Rent,	" "		60
Heat and light,	" "		27
Telephone,	" "		17
Attorneys and printing,	" "		5
Insurance,	" "		4
Expenses,	" "		2
Depreciation,	" "		50
Total,			235
Summary:			
Gross income,			977
Less: Selling expenses,			427
Selling profit,			550
Less: General expenses,			235
Net profit,			315

have a tendency to fluctuate with the volume of sales. The total selling expense for the year was 21.44 per cent of sales.

3. General Expense: Under this classification are overhead items that remain fairly constant regardless of the amount of business done. These have absorbed \$2,882.

4. Summary: From gross income, \$9,775, is deducted total selling expense plus general expenses which leaves 6.1 per cent as the net profit for the year. We have seen that this profit does not allow for owner's salary and is, therefore, below the minimum requirement.

With the situation pictured in this form we should be able to locate the sources of trouble. Beginning with the gross income, we find our profit on sales, 38 per cent, not out of line. Not much can be saved by closer buying with such a small business.

But has the discount privilege on purchases been fully exercised? Our purchases were \$15,100. If we had discounted all invoices for this merchandise, at two per cent, income from this source would have been \$302 instead of \$275. The conclusion is that every effort must be made during 1931 to take advantage of the privilege of discounting merchandise bills.

Next let's go over the selling expenses, the total of which has absorbed better than half of our gross income. This group looks suspicious and it is probably right here that we shall find most of our difficulty. Four items alone have taken 18.5 per cent of sales: commissions, 4.3 per cent; cash discounts allowed to customers, 3.74 per cent; allowances on trade-ins, 7.46 per cent and advertising, 3.04 per cent. Of course these items will normally be the highest but we have an idea that savings may be made here.

Little can be done in the way of cutting down general expenses. Office salaries cannot be advantageously reduced as this item represents the services of only one store clerk. Rent is a fixed item, as are insurance, interest and depreciation. The other operating expenses do not seem too high.

OBVIOUSLY, the \$1,307 additional profit we are after is going to be extremely hard to get on the present volume of sales. If we pinch too tightly on selling expenses we run into the danger of making fewer sales. Commissions are quite necessary. Drastic shaving of discounts for cash will discourage this highly desirable type of business and holding down allowances on trade-ins will drive prospects to our more liberal competitors. A medium must be struck.

First suppose we see what has happened during 1930 as reflected by the figures. A salesman has been working only part time on a straight commission basis of eight per cent of selling price.

It appears as though discounts on cash sales were entirely too high. Such sales were \$10,000 and our expense here is \$935, reflecting an average allowance of almost ten per cent. Allowances on trade-ins, totaling

statement of profit and loss for 1930 showing each item of income and expense. He has also submitted a schedule showing sales by months and the percentage of the year's total for each month.

In the example chosen it was further determined that 45 per cent of total sales were made in the store and 55 per cent as a result of sales pressure on the outside, upon which commissions were paid. It was further established that on 65 per cent of the total sales allowances were made on old apparatus. Contracts were taken on 60 per cent of the sales and 40 per cent were for cash.

Having all the necessary information on hand, the budget sheet may be started. The statement of profit and loss for 1930 will be used as the basis for our calculations and will be transferred to this sheet as shown in illustration I, columns 1 and 2. This budget sheet is divided into four parts: Gross Income, Selling Expenses, General Expenses and Summary. Let us study the first two columns of figures headed "1930 Actual," with a view of setting up the corresponding items for 1931-32 so that losses will be turned into profits.

1. Gross Income: 1930 sales were \$25,000. The cost of the merchandise sold was \$15,500, or 62 per cent of the sales, leaving a gross profit of \$9,500. To this figure is added discounts taken on purchases during the year making gross total \$9,775.

2. Selling Expenses: Here are included accounts that

\$1,865, were certainly higher than they should have been.

A new sales policy seems to be in order. Suppose we make our part-time salesman a full-time employee, paying him a small salary that will, with commissions, make it worth his while to work hard ten hours a day. With this additional sales pressure it should be possible to get business *without slashing prices to the bone in the form of cash discounts and trade-in allowances as has been done in the past.*

Let us assume that we will pay this man a steady salary of \$15 a week and a commission of 7.5 per cent on the net selling price, that is, the price *less* the trade-in allowed. Discounts to customers for cash will in no case be greater than five per cent and the trade-in allowance will not be greater than ten per cent of selling price.

On this basis we now are ready to forecast the business for 1931. With additional pressure, sales may be conservatively estimated at \$27,500, an increase of only \$2,500 over last year. This is the very lowest that can be done and clear a worthwhile profit. Estimating the cost of merchandise the same as 1930 we will budget a gross profit of \$10,450. Discounting all merchandise bills should increase this by about \$340, putting gross income at \$10,790, or 39.23 per cent.

Another expense is to be added this year, the salesman's salary of \$780. The amount to be paid out in commissions will be about \$1,130. Cash discounts should not exceed \$550 on the estimated volume of business, and trade-in allowances would be about \$1,100. By wisely planning and placing our advertising, an attempt will be made to shave a little off here and only \$550 has been allowed. Bad debts will have a tendency to increase along with the increase in sales pressure so \$165 has been allotted against "actual" of \$75 last year. Even though a heavy expense item has been added the total selling cost has been decreased in amount and in per cent—being 18 per cent of \$27,000 against 21.44 per cent of \$25,000 last year.

General expenses will in amount be about the same, with the percentage of sales a little lower due to the increase in this latter figure.

HOLDING the business in line with this budget will mean a profit at the end of the year almost double that of '30. A concrete, practical and scientific financial program for the year has thus been created, the success of which is dependent upon how closely it is watched and followed.

The next step is to break the fiscal year program into twelve monthly components. Illustration II shows the budget and actual figures for January, in arrangement very similar to the annual sheet. At the beginning of each month the sheet will be made up and the budget figures filled in.

From the 1930 sales figures we find that nine per cent of last year's total business was done in January so it is reasonable to believe that approximately the same should follow this year. The cost of merchandise sold, therefore, would be about \$1,535 and the total gross income \$940.

The next step is to figure the selling expenses, most of

which will be in direct proportion to sales, that is, nine per cent of the year's budget. This applies to commissions, cash discounts, allowances on trade-ins, bad debts and auto expense. For example, the annual budget estimates commissions at \$1,131. If nine per cent of annual sales are made in January it is logical to assume that nine per cent of the annual commission expense, in amount \$102, will fall to this month. Two items under this classification, however, will be split equally into twelve parts inasmuch as they run along on even keel regardless of sales volume. These are the salesman's salary, payable weekly, and sundry expenses. Total selling expense on the volume of sales estimated should not exceed \$429.

All of the general expenses remain the same from month to month, unaffected by sales volume. We can, therefore, take up one-twelfth of the annual estimate each month as is illustrated. The total here is \$235.

From the forecasted gross income of \$971 deductions of \$429 in selling expenses and \$235 general overhead show a net profit of \$307 that must be earned during the current month to insure meeting profit requirements.

The budget should be watched constantly, serving as a guide to all expenditures. Perhaps some items of expense can be held under the anticipated amount, others may be slightly exceeded. Inasmuch as the set-up is no more than a forecast, variations are bound to occur.

At the close of the month, the actual figures of the month's business are entered in the next column. A thorough analysis of each item, budget amount and actual amount, will reveal any erroneous forecast and, more important, will show up immediately any existing danger arising in excessive expense. With such control it is possible to catch at the start any profit losses that might otherwise keep on mounting throughout the year.

With the experience of one month, preparing the budget for the next will be much easier and the job will soon become quite simple. The importance of such a program cannot be too strongly emphasized. In this day of vigorous competition success is enjoyed only by those who administer with knowledge. We must use every means possible to keep outgo in line with income. This is particularly so with the very small operator. A small loss continued has much greater effect upon his finances than one of greater proportions in a larger enterprise for he has less margin to work with.

To facilitate operating the budget a wise plan would be to secure someone on part time who has accounting knowledge. Most everywhere there are live, capable and energetic accounting students who would be pleased to take such an assignment for a reasonable compensation.

It is well to keep in mind that our budget is no more than a forecast, a target to aim at. Wide variations will occur and revisions may be necessary from time to time. At any rate we are doing our best to control the situation and there should be no cause for discouragement. We are far better off under any condition with the budget than without it. Furthermore, the radio store that cannot effect an increase in profits of at least ten per cent as a result of budget control is in a very unusual position.

Dealers Can Save

HERE—*By discounting his bills*
and

HERE—*On cash allowances to*
customers paying in full
and

HERE—*Through tightening up*
on trade-in allowances.

The Month's Best Records

Reviewed by Compton Pakenham

Victor—LUCIA DI LAMMERMOOR. Mad Scene in two parts. (Donnizetti). Lily Pons (With Flute Obligato). (Victor 7369).

Some months ago Maria Gay, once a sensational Carmen, attended a performance in a provincial French opera house. On its conclusion Mme. Gay cabled to Giulio Gatti-Casazza, general manager of the Metropolitan Opera House, suggesting that no time be lost in signing up Mme. Pons. The rest is what is commonly called history. Lily Pons appeared at the Metropolitan last month and received a wild bombardment of applause. In the meantime, Victor has recorded her in the well-known scene from the opera in which she made her New York debut. Here is an opportunity ready made. What can be done with it rests entirely with the individual.

In addition, Victor issues a recording of Beethoven's First Symphony by Willem Mengelberg and the New York Philharmonic Symphony Orchestra—neither conductor nor organization needing any introduction. The First Symphony has not existed in very satisfactory recordings to date and it deserves this new release. Many people have been after something of this sort for a long time.

Columbia—SIBELIUS. Symphony No. 1 (E Minor) and Symphony No. 2 (D). By Robert Kajanus and Symphony Orchestra. Five Records each. Columbia Masterworks Sets Numbers 151 and 149.

For some time the suspicion that Jan Sibelius, the Finnish composer, outranked all his contemporaries has been at the back of the critics' minds. Despite their urgings, however, conductors kept away from his larger works and except for occasional minor scraps the gramophone ignored him. But the Finnish government appropriated sufficient funds for the recording of his first four symphonies. Sibelius chose Robert Kajanus for the task of conducting these. The first two are now issued here. The mere mention of the existence of these should have lively results—they have been long awaited—and for a demonstration of the vigor of the composer and the excellence of the recording the last three sides of the second symphony are specially recommended.

On two loose records in the Masterworks series are the Concert-gebouw Orchestra of Amsterdam under Willem Mengelberg in Tschaiakowsky's tone poem or fantasy, "Romeo and Juliette." This is an extraordinarily colorful rendition of a

favorite which has never been properly done on records before. Start it at the beginning and it is bound to catch the interest.

Brunswick—The Brunswick list whilst not containing any album set is remarkably varied containing vocal and instrumental numbers together with orchestral performances by German and French orchestras of the first rank. Kathryn Meisle, American contralto, sings "The Temple Bells" from the Indian Love Lyrics and "A Brown Bird Singing." Then, to fit the Metropolitan revival, is Wagner's "Flying Dutchman" Overture by

the Berlin Philharmonic conducted by Richard Strauss—a rousing performance which only takes two sides instead of the three usually required for this. For opera-goers there is a record with a duet from "The Marriage of Figaro" on one face and a trio from "The Magic Flute"—both by Mozart—on the reverse. Sung by artists from the Dresden and Munich operas, this should have no trouble in selling itself.

The Popular Numbers

VICTOR'S list is headed by Marlene Dietrich, the talkie find of the season, in the two hit numbers from Emil Jannings first vocal picture, "Blue Angel." Nat Shilkret supplies his monthly quota in the form of two waltzes, one a medley from Romberg's "Maytime" and the latter out of the distant but not faded past—Waldteufel's "Love and Spring."

BRUNSWICK supplies the first numbers from the latest musical comedy success, "The New Yorkers." So until the general public can get seats let them have "Where Have You Been?" and "I'm Getting Myself Ready for You," both Cole Porter's, by Emil Coleman and his Orchestra. Then the list includes a new one by MacFarland and Gardner which should have an easy time. One side carries "Alabama Lullaby" and on the reverse comes "When your Hair has Turned to Silver" (6006 and 499).

COLUMBIA'S dance list is probably headed by "Lonesome Lover" and "Reaching for the Moon," from the Fairbanks picture which furnishes the title for the second piece, by Ted Wallace and his Campus Boys (2363-D). Then there is Lee Morse, again, with her Blue Grass crowd in "The Little Things in Life" and "Tears."



LILY PONS whose first recording has just been released

New Life for The Neglected

Two-Volt Tube Sets Making

Believe It or Not

1 in every 3 a BATTERY SET prospect

Cast your eye down the trading centers listed in the left hand column of the table below. Populous cities, every one. And amply served by electric light and power corporations. Yet within the territory accessible to the radio dealers and jobbers of these communities almost as many people live in unwired homes—requiring battery sets—as in wired homes.

Take for Example, the Trading Area of—

	Number of Families	Number of Wires Homes	Number of Unwired Homes
Peoria, Ill.	103,247	76,940	26,307
Oneonta, N. Y.	35,100	18,400	16,700
Canton, Ohio	194,900	124,150	72,750
Tulsa, Okla.	289,037	92,860	197,177
Des Moines, Iowa	246,871	98,730	148,141
El Paso, Texas	221,124	78,300	142,824
Evansville, Ind.	121,400	70,650	50,750
Flint, Mich.	138,991	103,030	35,961
Ft. Wayne, Ind.	152,774	114,850	37,924
Ft. Worth, Texas	160,993	85,250	75,743
Grand Rapids, Mich.	126,582	87,010	39,572
Louisville, Ky.	188,709	94,690	94,019
Minneapolis, Minn.	491,721	277,449	214,272
Wichita, Kan.	158,000	87,430	70,570
Sioux City, Iowa	101,565	41,850	59,715
Totals	2,731,014	1,449,589	1,282,425

Average number of counties per trading center	28
Total number of wired homes	1,449,589
Total number of unwired homes	1,282,425
Total number of families	2,731,014
Total number of prospects for 1931 model battery sets (assumed at 70 per cent of all families living in unwired homes)	897,698

or

1 in every 3 a BATTERY SET prospect

PRIOR to the perfection of the alternating-current tube, early in 1928, the unwired home market was considered a worthwhile outlet for radio receivers and was seriously cultivated. But as soon as the all-electric set made its bow this vast territory of over 8,000,000 potential customers was politely and enthusiastically ignored. That market still exists. It is intensely interested in a modern set which does not have the serious drawback of high current drain. And it is willing to pay a good price for a set on a par with that owned by its city cousin.

As an indication of the size and accessibility of this market the accompanying table shows many typical rural territories served by well-known trading centers. Note that even in those areas which are highly electrified the ratio of battery set prospects to all-electric is high.

But where the dealer and distributor have been asked if battery sets could be sold to these dwellers in unwired homes the preponderance of opinion, to date, has been negative.

The average dealer honestly believes that he would have difficulty in moving many battery sets irrespective of quality. This is based upon past experience with high-drain equipment. In other words, he has not had a product for the ruralite which is as convenient to maintain as the all-electric set. Thanks to the new low-drain tubes and better batteries, we now have a product which approximates very closely the standard set by modern a.c. receivers and which, therefore, will satisfy the requirements of those off the power lines.

Do They Want Battery Sets?

This is not pure theory. The ruralite is interested in the new sets developed for his specific use and this can be proven.

In the November issue of *The Country Gentleman* appeared an article entitled "New Things in Radio." The substance of this article is contained in the following extracts:

"While millions of progressive farmers have been enjoying the benefits of this new art (radio) since its inception there are many more, living in unelectrified homes, who heretofore

interesting letters written by people who have become interested in the new receiver and ask "Where can I buy it?"

The Experience of Manufacturers

In further confirmation of this growing demand is the experience of three large and well-known set builders.

Manufacturer A set up a tentative schedule of 1,000 2-volt tube receivers. Samples of these sets were placed in the hands of distributors and dealers—in some cases under protest. Within one month this supply was exhausted and new and enlarged schedules were prepared. Within 70 days 2,400 orders had been received.

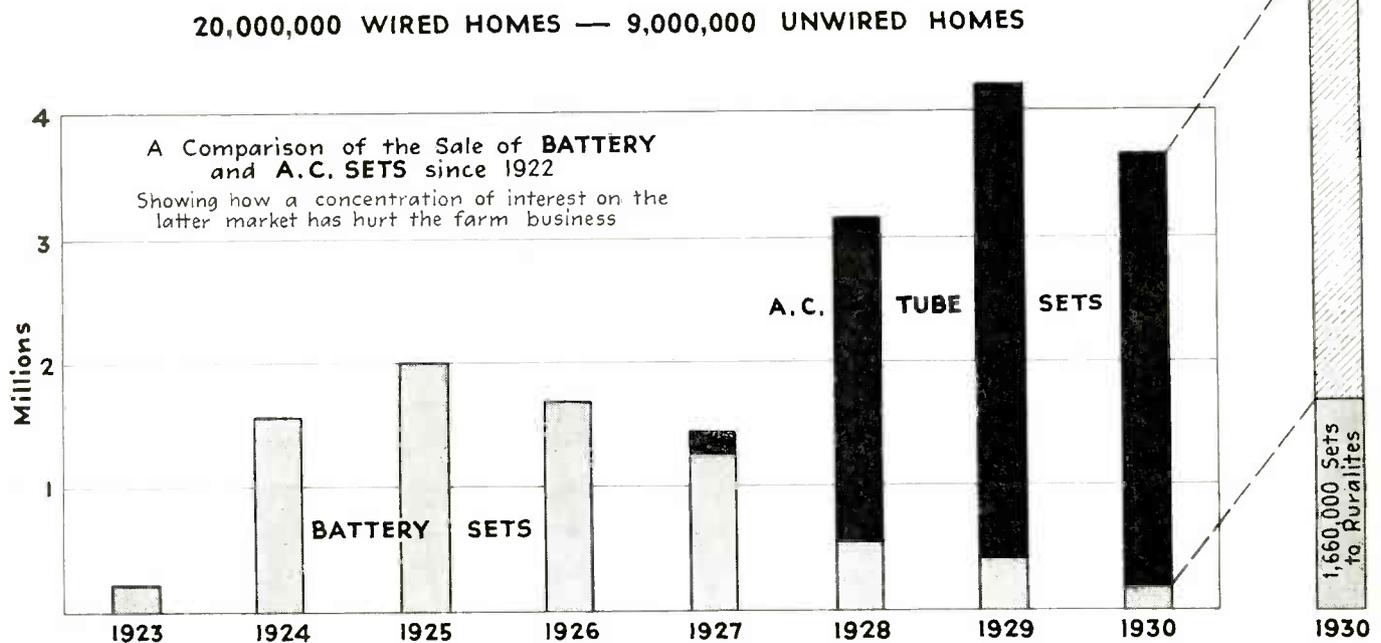
Manufacturer B, a smaller concern, has sold 1,200 sets in approximately two and one-half months and a third manufacturer 700 sets within a two-month period. Incidentally, these sets are priced at from \$120 to \$140,

less tubes and batteries—and all have been moved at very close to manufacturers' recommended resale prices.

What, now, has the dealer to offer to his rural customers? First, he has a set which performs favorably by comparison with the most modern all-electric receivers. Second, a set which requires very much less attention than any battery types heretofore offered by virtue of its use of the new low-filament drain tubes and special filter developments which double or triple the life of B-batteries. Third, sets which look as well as the most up-to-date electrified consoles.

The man who lives in a rural district and now owns an old battery receiver will undoubtedly become a 2-volt set enthusiast early in the game. He will probably constitute the most important immediate factor in this new business. Closely following will be that large class who live in remote districts and who have never bought a radio because of the maintenance difficulties involved.

IF the sale of BATTERY SETS to the unwired home market had been in direct proportion to last year's sale of sets to wired homes..... we would have sold..... a grand total of 5,260,000 SETS.....



Taking and Selling TRADE-INS

A losing trade-in can always be made profitable to you —by letting the loss be your dearest competitor's.

There is only one time to avoid trade-in losses—when you are appraising the used jobs offered you. Too high allowances come out of your own pocket.

The principal difference between a customer with a trade and the last jobber's man who called is this: the jobber's man was entitled to the respect due a good salesman.

If you make a practice of taking trades for more than the gross profit on the new purchases, you are flirting with the sheriff.

After you have quoted an allowance, take out your pencil and add the cost of rebuilding or otherwise refurbishing the animal—the sum total is what you are paying for it.

Be wary of used jobs for which you have no ready market. Remember, the finest used Rolls-Royce is a drug on a Ford dealer's floor. Consider marketability when appraising.

Start a "Used Set Department" and keep all your obsolesces in it. What would you think of a car dealer who had to fish all over his garage for an asked-for car?

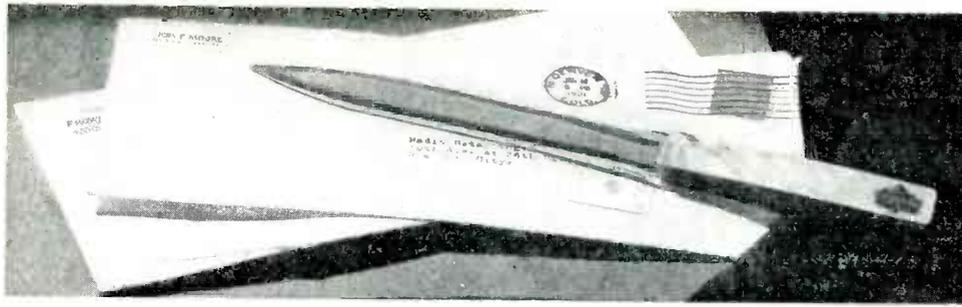
Display used receivers in a proper setting; it pays, in enhanced prices, to show them to their best advantage. Have them cleaned up, in operating condition and fit to demonstrate before placing on public exhibition.

Plainly mark the price of each used set on a price tag—both cash and time prices.

Don't overprice them—and burn up a possible profit in floor rent and interest. There is only one reason why people buy used radios; because they are bargains.

Watch for shelf-warmers. Cut the prices sufficiently to move them quickly. Always remember that a second-hand job depreciates far more in a year than a new one does.

Advertise used sets as intelligently as dealers advertise used cars. Specific offers, with new and used prices—or, to cover a high asking price, do not give total price but only the amount of the down payment, "balance weekly."



V OICES FROM THE MARKETPLACE

Asleep on Records

Editor, *Radio Retailing*:

HAVE read with interest your articles from time to time on the profit possibilities in the sale of records. Here is a field that some of our biggest retail merchants have gone entirely to sleep on. For example:

I went into one of the largest and oldest music houses in the city some time ago to purchase a quantity of records for use with amplifying systems. I picked out several numbers that I thought might be what I needed and asked to have them played in one of the private booths. The clerk attempted to play these records on an old mechanical phonograph made some ten years ago. They sounded terrible. I asked if they did not have something with an electric pick-up and amplifier on which to hear them and the young lady stated that there was nothing else available to play them on. Yet in this same store were dozens of combinations sitting around on the floor but not hooked up!

In my trips around the country I have found many merchants letting a small gold mine slip through their fingers. They lamely tell you, "we do not sell records any more," and never make any investigation to find out why.

It is my belief that if merchants selling records would play these records under the conditions for which they were intended they could realize a substantial profit from this source and keep out of the red.

Minneapolis, Minn.

M. E. FOSTER
The Foster Company

Wanted: A New Name for the Phonograph

Editor, *Radio Retailing*:

AFTER reading several articles in your periodical citing various ways and means of creating an appeal for the phonograph combination, I offer this suggestion.

Why do not the manufacturers, jobbers, retailers or someone create a name for this wonderful instrument that has some appeal in itself? After all of the astounding strides that have been made in the industry why do they cling to the old, antiquated name—"phonograph"?

There is no relation, even distantly, between our present marvelous method of reproduction and the old crank-wound, squeaky phonograph, other than they both employ records.

Place yourself in the prospective buyer's position. He walks into the store hungry for some real music. You picture to him all the delights derived from our present means of reproduction, etc. but when called upon to

call the instrument by name it immediately recalls memories of the old canned music days.

I believe the use of the word phonograph to be a very irritating sore in the combination field and that there surely is someone in the industry that is capable of coining a name more befitting the merits and qualities of our presently named phonograph combination.

Ventura, Calif.

K. W. GEYER
White & Fulkerson

What Price Franchise?

Editor, *Radio Retailing*:

AFTER the "dumping" of radio sets that began some sixteen months ago we expected to be "sitting pretty" this winter with a good line of radio at regular prices. But it seems that such is never to be the case as there continues to be good lines sold here at greatly reduced prices; yes, even for less than the *franchised* dealers are paying for them!

When the franchised dealer is tied up to a few lines and regular prices and the next door dealer who has no franchise can buy the same line and sell for half the price *what is going to become of the franchised dealer?* Also, *what will happen to the manufacturer?*

Hoping this will give you some food for thought along this line and that you will express some of your ideas ament this matter in your wonderful magazine, I remain

Duluth, Minn.

G. B. GERMAN.

Midget Can Be Made an Asset

Editor, *Radio Retailing*:

IT GAVE me a great deal of pleasure to read your leading editorial dealing with the midget problem in the November issue of *Radio Retailing*.

If dealers will only handle this problem in the manner suggested by you, there is no reason why the midget should not be a valuable asset and not a liability in the radio field.

I am inclosing a letter sent out to all my dealers on November 7. You will notice that it carries much the same message as contained in your article: Use the midget as an entry to console sales; because, properly handled, it will prove a help, not a hindrance in the radio field.

S. C. HALSTEAD, JR.,
Manager, Radio Dept.
Westinghouse Elec. Supply Co., Inc.,
New York City.

Soap-box oratory, 1931 style, aids Minnesota and Wisconsin dealers to sell Majestic sets. The Roycroft Company, Minneapolis distributor, uses this public address equipped truck for sales ballyhoo at fairs, ball-games and on street corners



CUSTOMERS CRY FOR THEM

MEDOUARD DEBEAUCHAMP, radio department of the Montgomery-Ward store in Muskogee, Oklahoma, submits the following "dull times" idea: "I equipped myself with a good a.c. line voltmeter and a case of moderately priced line voltage adjusters. Making a house-to-house canvass 'to test the electric light lines' I gained admittance at every door.

"I took care to canvass in the middle of the day when I knew the line voltage to be high. Eighty-four per cent of all homes visited had radios and 76 per cent were sold line voltage adjusters. Not only is this a good way to augment business during dull periods but it also enables the salesman to make new contacts for future set sales."

FOR DEAR, OLD ALMA MATER

"WE SPECIALIZE in Spartan radios," writes Arthur H. Van Voris, operating a large hardware store in Cobleskill, N. Y. "It is distributed in this territory by the Hinsdale Electric Company and along in the spring, when we began to think sales were tapering off, they presented a proposition which we accepted, operated and put over.

"Our distributor wanted to ship us ten sets, whose retail value was close to \$1,600. To insure demonstrations the distributor's representative, accompanied by the writer, contacted the principal of the Cobleskill High School and other officials of the board of education to suggest a plan whereby, with their co-operation, a radio set was to be earned by the students for the school auditorium.

"Special cards were prepared. Students took the cards to local homes and had them signed, each signature giving permission for a home demonstration and credited to the school at \$1. The cards were collected by the principal at regular intervals and were forwarded to the distributor, who made out demonstration lists and forwarded these to use for completion of the work. The school credits were applied against the \$160 purchase price of the auditorium set.

"We sold our sets. And I frankly believe that twice this number could have been sold if we were specializing in radio and could devote more time to the campaign."

"T r y

INTERMISSION

ONE of the most interesting and successful methods of presenting the Victor line to the public which has come to our attention is that employed by the Williams Piano & Furniture Company of Cumberland, Maryland. Williams effected a tie-up with the Liberty Theater whereby a combination model "performed" between shows, in place of an orchestra, playing several suitable records from the stage. The intermissions, usually so dull in an orchestra-less theatre, were made interesting.

In one week the company disposed of 26 combination models as a direct result of the publicity obtained from these intermission concerts. Advertising was used and the store's window displays tied in with the demonstration.

THE TWIG IS BENT

A REAL opportunity for the larger music store is suggested by G. W. Thompson of the Sherman Thompson Music House, Eureka, California. His store offers free musical training to infants under six years of age, furnishing both instruction and instruments without charge for the first 30 days.

A \$5 deposit is charged to cover any injury to the instruments. By the time the free instruction period is up those without talent are weeded out while the parents of the promising pupils are



Cardboard houses, artificial snow and a small but very expressive signboard won first prize for L. H. McElhenny, Spartanburg, South Carolina, dealer in a recent Stromberg-Carlson window display contest. Streamers with arrows directed public attention from the outdoor scene, in one window, to the cosy indoor scene in the other

Practical Advertising Display

This One

solicited to continue the instruction at a charge of about \$6 per month. The tots are organized into a baby orchestra bearing the name of the store and after a few months' training are ready to appear at church concerts and similar social affairs where they are greatly in demand.

The store furnishes an auditorium for the training period and an instructor. In return it secures an invaluable amount of local advertising and also builds up a sure market for musical instruments plus sheet music. The store's classes have never dropped below 50 tots and at times attendance has been well above 100.



Theater demonstrations, with lobby display tie-ins, are profitable forms of sales promotion, especially if they include well worked out prize contest ideas. James Donnelly of South Norwalk, Connecticut, conducted one recently in a local flicker-palace

Numerous requests have been received for a sample job order form designed for service department use. The one illustrated, used by one of the largest retail stores in New York, is particularly efficient. It is self-explanatory

NO PALOOKAS

NATIONALLY advertised and profitably priced sets are pushed by August D'Amico of Modern Radio Sales, Milwaukee, through the following plan, described in his own words: "I am using an inexpensive window display which induces people to buy nationally known merchandise instead of Palookas with 10 tubes for \$39.50 complete.

"The set I wish to feature is placed in the center of the display space and beneath it I scatter dice, poker chips, toddle tops and similar gambling devices. Playing cards are pasted in hands of five inside the glass. A large sign on the left of the set reads: 'DON'T GAMBLE! This new, standard set with our full guarantee is a sound investment.'"

BOOSTS BROADCASTS, BUSINESS

AN IDEA for the specialty service outfit: Harriman Radio Service of Appleton, Wisconsin, specializes in service work for local radio dealers and is interested in contacting these dealers periodically. So F. John Harriman has started an inexpensive, four-page house organ called the *Harriman Radio News*, which is regularly mailed to dealers in the surrounding territory.

The "copy" included in this house organ is principally about broadcast programs of special merchandising value. Harriman obtains advance information on chain and other programs, selects the features which can be sold to the consumer and then calls these to the attention of the trade.

SHOES FOR BABY

IT IS impossible to hold together an outside sales crew that is not making money if they are working on a straight commission basis. This is the experience of Douglas McClellan, manager of house furnishings for the Davis Company of Chicago. While connected with Wieboldt's, another local store, McClellan instituted a system whereby the salesmen worked one day on the floor and one day outside, alternating. Commissions applied on every sale, and he was certain of making a living while working up outside patronage. The house was assured a profit on every item sold and the rotation stimulated and encouraged the salesmen to greater efforts.

AN ACTION WINDOW

EACH Saturday evening R. Ballard, sales manager of the Silver-Marshall Store, Newcastle, Indiana, puts on a local broadcast. Local talent is used and is sent out into the street before the store by means of a power amplifier. The artists—very often store employees—perform in the store window and attract a considerable crowd.

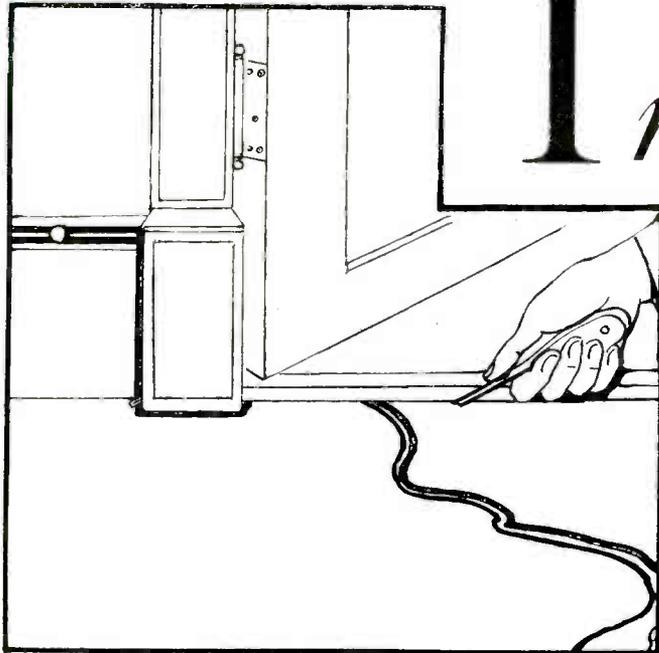
Ballard has put on several blackface acts, often working in these himself with other salesmen, and he believes that much profitable publicity results.



Chart talks are no longer used exclusively for the training of the sales force. The Radio Specialty Company, Milwaukee distributor, has devised one for its dealers which can be used effectively in selling the consumer. Measuring approximately 3x4 ft., this chart is hung on the store wall

..... and Management Ideas

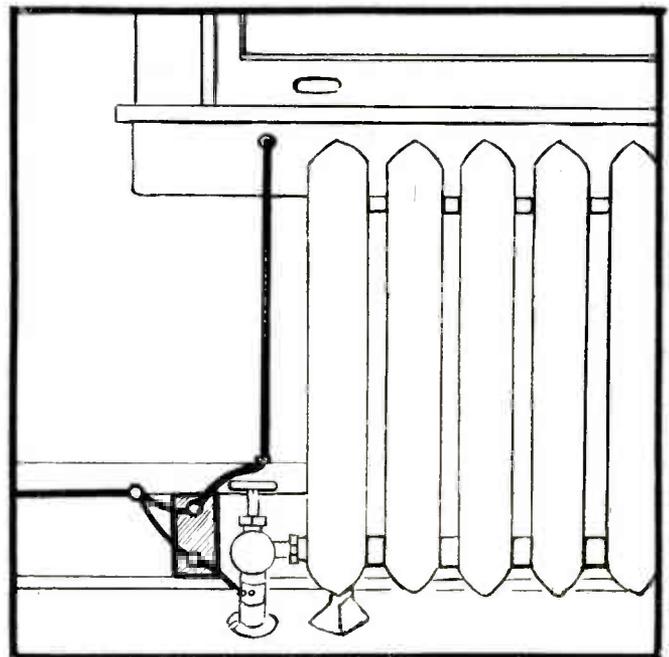
I Installation



UNDER THE DOOR-JAMB

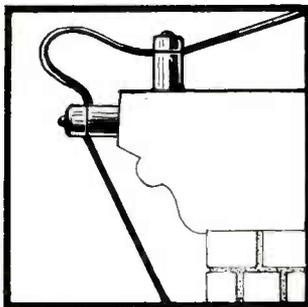
Run leads under the jamb instead of over the casing. Almost any jamb will yield to a screw-driver and the wire may be pushed out of sight in the resulting crack. Use staples, not upholstery tacks, at floor-level. Mops and brooms play havoc with tacks

Ten ideas that speed up work, save material and produce better jobs



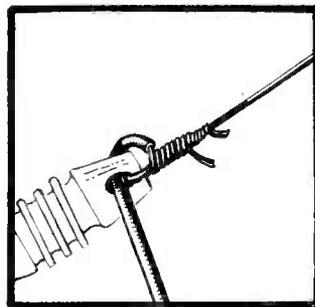
INSIDE ARRESTOR

A single lead serves as the receiver ground and also for lightning protection when the arrestor is mounted close to a radiator in this manner



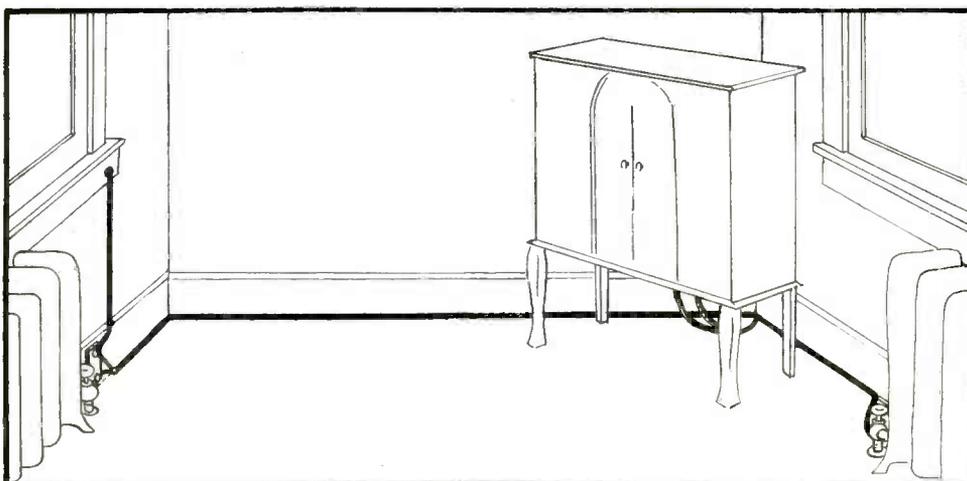
DOWN-LEAD

Two "nail-it" type knobs used in this manner prevent lead-in chafing at the cornice line



JOINT

Wrap the antenna back over the lead-in for at least half an inch, even if it is to be soldered.



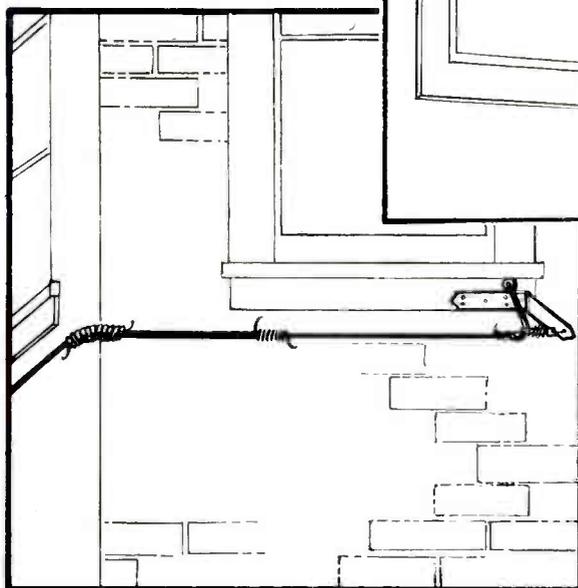
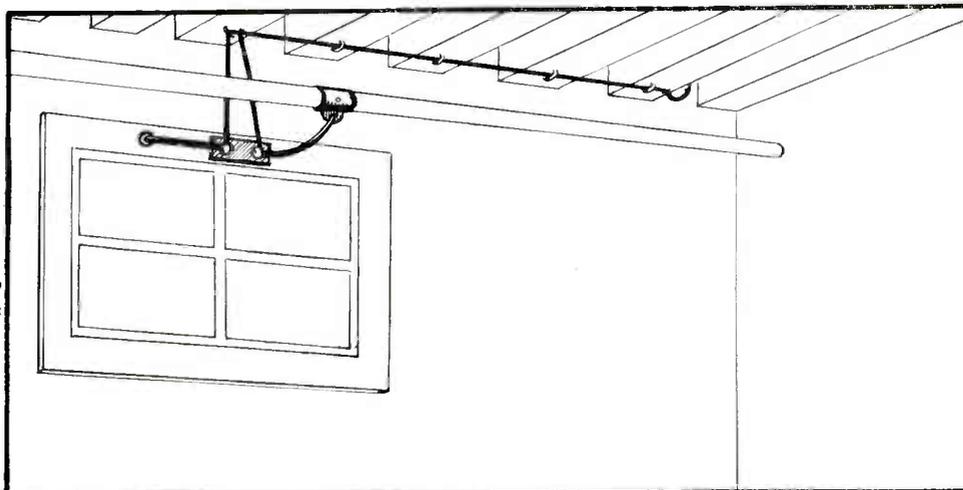
UNDER THE MOP-BOARD

A sizable crack often exists between the mop-board and the floor in a modern apartment. Lead-in and ground wires may be shoved into such apertures, saving time and staples and leaving an excellent job. In this case the use of separate grounds for the set and the arrestor save wire

TIME - SAVERS

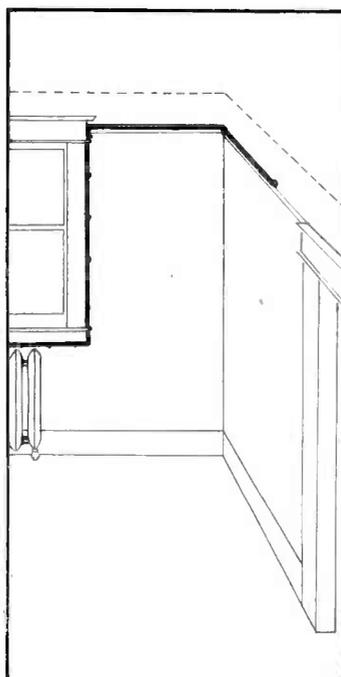
CELLAR WIRING

In private houses, where the radio is to be installed on the first floor, most of the lead-in and ground wiring can be done in the cellar, where it is out of the way



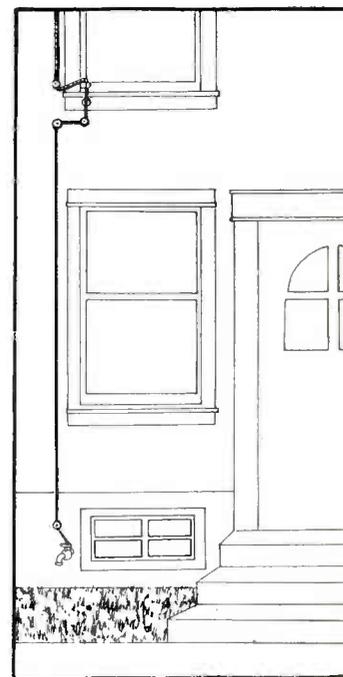
"WALL" ANTENNA

Where it is impossible to erect an antenna on the roof of an apartment building, the method shown here works well. Shelf brackets hold the wire away from the wall. If it is necessary to turn a corner use No. 14 insulated wire for the antenna and wrap it at the turn with tape.



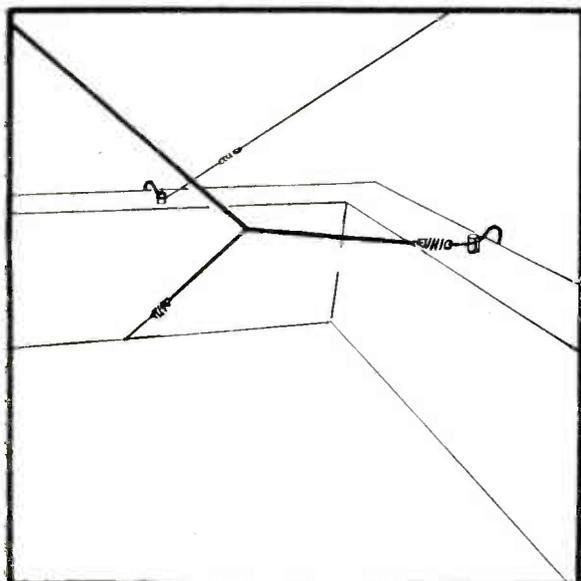
MOULDING RUNS

Leads carried in the picture moulding may very often be run from one room into another through a small hole drilled in the partition with less trouble than through the door. Holes above the moulding rarely show



OUTSIDE GROUND

Where the nearest inside ground is some distance from the set in a private home it is very often simpler to run a lead outside to an external hose tap. Hot-air heater pipes and gas-pipes are best avoided as grounds



SKY-WIRE GUY

On apartment roofs which are cluttered with antennas it is often possible to avoid entanglement by distorting the antenna with a guy

SERVICE SHORTCUTS



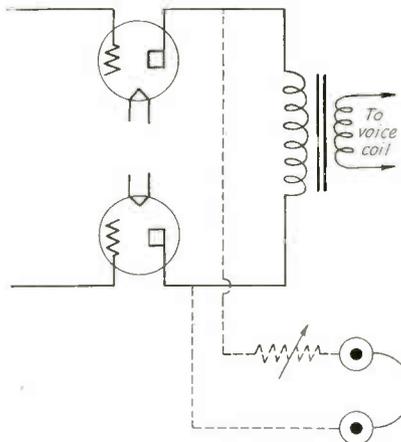
Dynamic Repairs

By J. H. Rappold

In the last two or three months we have run across a number of Baldwin speakers which were out of commission. In all cases the lead wires to the voice coil had been broken where they run through the flexible cone support.

A permanent repair was made in each of these cases by bringing entirely new leads of Litz wire from the voice coil almost to the base of the cone and from there to the coupling transformer. For softening glue in taking these speakers down we found that ordinary lacquer thinner obtainable at the five-and-ten worked fine.

transformer in series with a Clarostat 0-500,000 ohm resistor. In operating the set, with phones or magnetic connected in the circuit in this manner, it is advisable

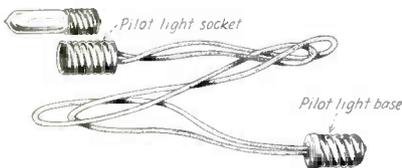


Handy Extension Light

By B. Samuel Bland

I have constructed an extension lamp which gets its power from any a.c. chassis on which I happen to be working, making it possible to secure sufficient light to locate variable condenser burs, etc., on the job without carrying a cumbersome and costly flashlight.

The gadget consists of a pilot light



base and a pilot light socket joined together by about 18 inches of flexible cable. When I arrive on a job which requires a minute examination of the set's "innards" the pilot light is removed, the base end of my cable screwed in its place and the lamp itself replaced at the other end of the cord.

Phones With Dynamic

By John J. Mucher

Phones, or magnetic speakers, may be connected to receivers using push-pull output stages and dynamic speakers by bridging them across the primary of the output

to start with the maximum available resistance in the circuit, tuning by means of the built-in dynamic, and then gradually reducing the resistance until the required volume is obtained in the phones or magnetic.

Additional units may be connected in series without seriously affecting the volume obtainable. The series resistor volume control is preferably mounted in the base of the external magnetic speaker, or in the cord near the 'phones, in such cases.

Paralyzed '45s

By Charles Schaefer

Most of the chassis now manufactured are shock-insulated from the cabinet and speaker baffle by means of rubber suspension systems. In order to prevent the chassis from banging around in shipment small, wooden chocks or temporary bolts hold it rigidly in place. Instructions included with each set call particular attention to the importance of removing these bolts or chocks before the receiver is placed in operation but in spite of these warnings servicemen often forget to remove them and to check the installation carefully before leaving to see that the chassis is freely suspended.

Failure to remove shipping chocks or bolts causes microphonism, in most cases,

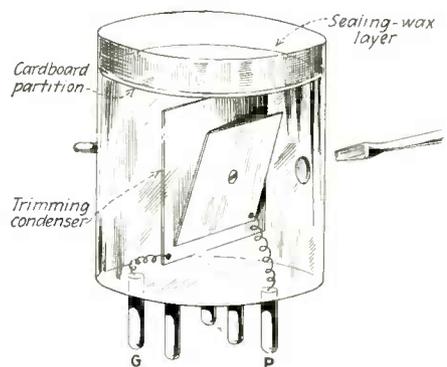
and the excessive vibration reaching the chassis from the speaker sometimes completely paralyzes the 245 output tubes in a few weeks. In addition, in the case of the sensitive superheterodynes, vibration of the oscillator tuning condenser plates often produces a very annoying periodic variation in signal strength due to the minute capacity changes in this critical circuit.

Handy Neutralizing Capacity

By Harry A. Johnson

In neutralizing some of the older t.r.f. receivers I use a homemade device made of a tube base and a .00035 mfd. trimmer condenser as a dummy grid-to-plate tube element capacity. The trimmer condenser is mounted on rigid leads within a tube base between the grid and plate prongs and a small hole is then drilled in the side of the base to permit adjustment.

In order to protect the trimmer from bumps and dust a cardboard partition is pressed into the open end of the base to a point about $\frac{1}{8}$ inch from the top and a layer of sealing wax poured over this. The result is a neutralizing capacity which can be carried in a serviceman's bag or



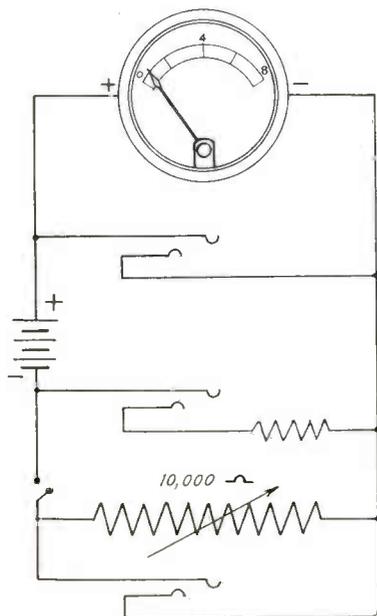
permitted to lay around the shop without fear of breakage.

The capacity of the device is adjusted to match that of a tube by neutralizing a set in the usual manner, with a standard tube in the r.f. socket under test and then substituting the doctored base for the tube and adjusting the condenser until a point is reached just under oscillation.

A Simple Decade Resistance Box

By J. P. Kennedy

In my work I make frequent use of a simple, calibrated resistance box constructed in the shop at low cost. It is valuable, for example, where it is necessary to determine the original resistance



of a blown resistor by test, in which case the variable external unit is temporarily substituted and adjusted for proper circuit operation. The resistance of the test instrument is then determined and a fixed resistor of identical value is soldered permanently in place.

The parts used in this particular instrument were a 0-8 volt model 506 Weston d.c. voltmeter, a 0-10,000 ohm wire wound potentiometer such as is used in many receivers as a volume control, a small push-button switch, three jacks, case and panel material. All model 506 voltmeters employ an 8 milliamper full scale movement, irrespective of their voltage range, so while this one happened to be a 0-8 volt meter



Radio Retailing, February, 1931

any other low range would have been suitable. The familiar old 0-5 pin-jack formerly supplied with Radiola battery models will do nicely.

The center jack connects to the meter terminals, which permits use of this instrument as an ordinary voltmeter. The right hand jack is connected in series with two $\frac{1}{2}$ volt C batteries, a 125 ohm fixed resistor and the meter, the purpose of the fixed resistor being to cut down the battery voltage to a value which will give full-scale meter deflection. In this case 125 ohms provides sufficient IR drop to cut the voltage from 9 to 8 volts. The inclusion of the right-hand jack and the fixed resistor permits the use of the instrument as a direct-reading ohmmeter, after the meter has been properly calibrated.

The left-hand jack, the potentiometer and the push-button comprise the "decade" resistance unit with which we are chiefly concerned at this time. Once the voltmeter has been calibrated to serve as an ohmmeter it is possible, merely by pushing the switch button, to determine the exact value of the potentiometer resistance at any setting throughout its range.

In actual use, once the instrument has been completed, an ordinary loudspeaker plug with flexible leads and test prongs is plugged into the left-hand jack, which connects them in series with the potentiometer, the test prongs are placed across the blown resistance and the potentiometer knob adjusted until the circuit functions properly. Then the test prongs are removed, the push button is pressed and the value of the resistance required is read directly from the scale of the meter. (The decade box cannot ordinarily be used to determine the value of blown grid-circuit oscillation suppressor resistors.)

Calibration

The voltmeter may be calibrated to serve as a direct-reading ohmmeter for use in external work or for determining the resistance of the built-in variable resistor by employing the following formula:

$$R = \frac{E \times (S^1 - S^2)}{I_T \times S_2}$$

where R is the unknown resistance, E is the total voltage of the batteries used, S^1 the full-scale figure of the meter, S^2 the observed reading for any given resistance and I_T the current through the meter (in amperes) required to give S^2 , or full scale reading.

An example: What is the value of the external resistance when the reading S^2 is 4 and S^1 is 8? As the 506 voltmeter draws 8 milliamperes full-scale that value can be substituted for I_T and the battery voltage, E , is 9. Our formula then reads 9 times 8 minus 4, divided by .008 times four, or, $36/.032$, giving an answer of 1,125 ohms. This figure checks with the known facts, namely, that the eight volt meter contains a resistance of 1,000 ohms and we have added an external resistance of 125 ohms, therefore the full-scale reading should be 1,125 ohms.

This process can be repeated using different external resistance values until a number of points have been obtained and inked in on the scale, in ohms. Once calibrated this work need not be repeated and the instrument is ready for its three useful functions, as a voltmeter, as a direct-reading ohmmeter, or as a decade resistance box. The panel is of $\frac{1}{8}$ bakelite and the outside dimensions of the case are 4 in. by 6 $\frac{1}{2}$ in. by 3 in. deep.

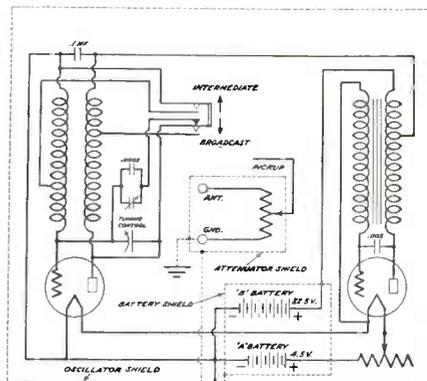
Further constructional details may be obtained by consulting the photograph reproduced on this page and by checking the schematic diagram.

Pick-up Damping Damage

By R. Ferda

Many people who own home-recording phonograph combination instruments have discovered that by adding weight to the pickup in addition to the one furnished with the machine better recordings are obtained. The additional weight, which may be that of any heavy object clamped to or suspended from the pickup, cuts a deeper, firmer groove in the record and in this way increases volume and better tone.

Despite the improved recordings which may be obtained in this manner users should be cautioned against it. Most pickups are rubber-damped, that is, the stylus floats in a soft rubber support. Excess weight puts an abnormal strain on this rubber damping and as a result it soon fails, rendering the unit inoperative.



Circuit of the new Jewell type 560 oscillator. (See page 52 for photos.) Four similar instruments of particular value to shops handling superheterodynes were described on pages 40 and 41 of our January issue

Nut and Bolt File

By Stanley Mashke

It is often necessary for a serviceman to have several partially dismantled chassis on the bench simultaneously. Perhaps it is necessary to wait for a repair part delivery after the defective unit has been located, or a rush job may come into the shop while a less important repair is in progress. In such instances there is a danger that the bolts, nuts and miscellaneous small parts for the various receivers will become hopelessly jumbled, with the result that it takes considerable time to locate these parts and to reassemble the sets.

I have installed an envelope file system in order to avoid this difficulty. When a chassis is taken down I write the name of its owner on a large, new manila envelope. All nuts, bolts and small parts are placed in this envelope.

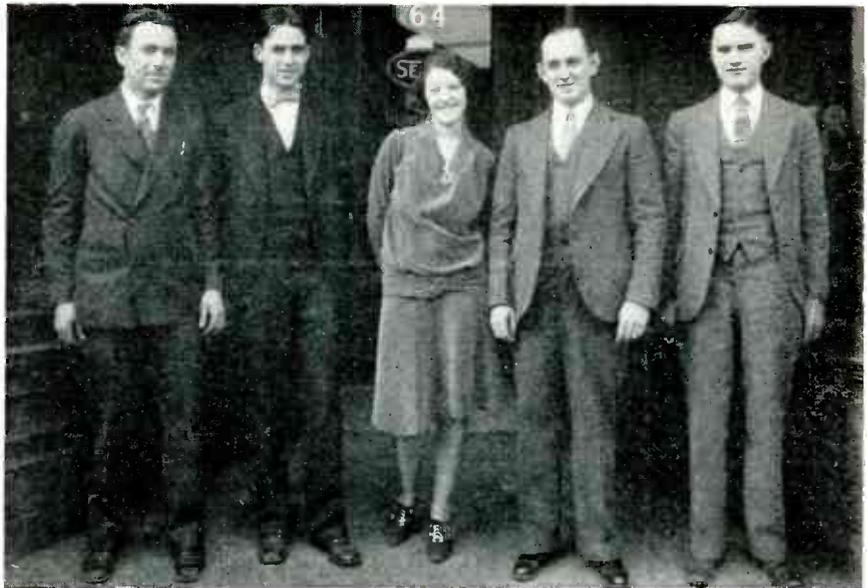
How Do YOU Do It?

Radio Retailing will pay \$5 or more for acceptable letters from experienced servicemen describing original methods, or equipment of interest to other shops.

Schematic diagrams and drawings need not be artistic, merely clear—we redraw them anyway.

Mail "kinks" to the Technical Editor, Radio Retailing, 10th Ave. and 36th St., New York City.

Jack Hurd (fourth from left), to whom service means bread and butter instead of overhead, and a few of his employees



His Servicemen are His LIFE

80 per cent of the Hurd Radio & Electric Company's volume is produced by installation and repair men. Intelligent direction, fair pay, good delivery and testing equipment credited

PROMISED

INSTALLATION REPORT
HURD RADIO & ELECTRIC SHOP, Inc.

Name George C. Foss Sold 1/16/31
Address 162 Franklin St. Inst. By RCP
City _____ Floor 2 Date Inst. 1/17/31

SOLD OT

Make S-C Serial No. # _____
Speaker _____ Aerial
Furniture A-6 Collect \$2
Tubes 5-224, 2-227, 2-245-250 Contract _____
Installation Report built de aerial -
on roof, radiators y. sound -
ret. factory ok

Customer sign for delivery George C. Foss
Installation and operating instructions.

PROMISED

SERVICE AND TEST REPORT
HURD RADIO & ELECTRIC SHOP, Inc.

Name M. R. Bloom Order Taken 1/16/31
Address 14-62 Foster Rd. Work Comp. 1/16/31
City _____ Floor 1 Apparatus Del. _____

Make S-C NOS IG OG COD CHG DO BI

Complaint Heavy volume control -
Service Report reworked new volume knob
#1675-4-R. Operated ok.

Serial No. # 23475

CHARGES ON SERVICE AND MATERIAL C. O. D.
This apparatus is now in satisfactory operating condition and above charges approved
M. R. Bloom

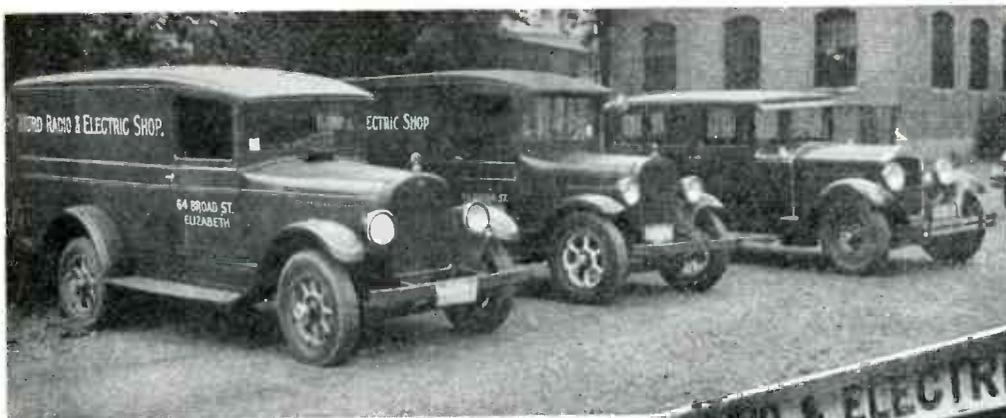
Installed By Jfh

DEALERS, with few exceptions, look upon service as a necessary evil and servicemen have accordingly become the red-headed stepchildren of the radio business—underpaid, overworked and generally abused. Jack Hurd, who runs the Hurd Radio & Electric Shop of Elizabeth, N. J., is one of the exceptions. Perhaps this is the reason why, even in times of stress, he continues to secure satisfactory volume in radios, electric refrigerators, clocks, fans and other home entertainment and utility articles.

Hurd has built his entire merchandising operation around his service department, which, because it is directed intelligently, paid fairly and equipped adequately, not only renders efficient installation and repair work but also produces the bulk of the company's new business at low cost. Fully 80 per cent of Hurd's sales in the last six months of 1930 were closed by service-salesmen, the remainder resulting from the proprietor's own outside efforts and regular store traffic.

FAIR PAY: Hurd's method of compensating his servicemen has much to do with the success of his operation with respect to both sales and service. Men are paid a flat weekly salary plus a commission of 10 per cent on their labor charges to the

System is the essence of profitable service work, according to Jack, and these two forms are worked overtime. Not a nickel's worth of merchandise moves in or out of the store without a written record



Two speedy trucks cover routine delivery and trouble calls while the swanky chariot in the rear is pressed into emergency service on life-or-death calls

The boys dig up many good leads for electric refrigerator, clock and fan sales while plying their set analyzers and the store is successfully merchandising all three sidelines



consumer. The flat rate eliminates the tendency to rush through work which exists whenever men are paid on a piece-work basis and also their tendency to waste time whenever they are paid on an hourly basis. The service commission stimulates them to greater activity. For overtime and emergency jobs at odd hours the men receive an hourly rate which is substantially higher than that paid for normal hours.

In addition to the service compensation the men also receive 5 per cent on all part, accessory and equipment sales, which produces new business at a substantially lower selling cost than that permitted by operation through men who sell and cannot service.

GOOD HOURS: The normal working hours are from nine-thirty in the morning until six-thirty in the evening. These hours were selected because of the inconvenience ordinarily caused by early morning calls. Then too it often happens that a customer is not at home until after the regular business hours. This period takes care of both classes to best advantage and eliminates much lost motion on the part of the men. The men are free to conduct their own sales work in the evening, if they care to.

REASONABLE CHARGES: The company's charges for service are based upon the cost of the parts needed to make repairs and a flat rate for the work which is adjusted according to the distance the man must travel from the shop. Local calls, those in the city limits, are billed at \$2. Calls within an area of ten miles, with the shop as the hub, are billed at \$2.50 plus parts. Calls more than ten miles away require a minimum charge of \$3, though these must naturally be changed to suit each particular case.

ADEQUATE TRANSPORTATION: The automotive equipment of the service department is shown in the illustrations appearing on these pages. Two speedy trucks are used in making routine installation and repair calls while the private sedan is pressed into service for emergency calls or where it is necessary to travel a considerable distance more easily covered in a conveyance of this type.

The trucks are more convenient for local work as they carry a complete assortment of service equipment, parts and accessories. They also serve to advertise the store and adequately identify the servicemen. Each one carries a complete set of installation tools and all necessary repair equipment. This equipment remains in the trucks at

all times and these emergency stocks are constantly replenished.

SUFFICIENT PARTS: In the fore part of each truck a heavy wooden box about 30 in. long, 10 in. deep and the full width of the truck have been constructed. These are used for replacement tubes, which represent an important source of revenue to the store. At least two of every standard type are carried at all times and the men are thus prepared to meet the requirements of any set on instant notice. The box is equipped with a sturdy padlock to prevent theft of tubes while the car is standing.

The trucks also carry a complete assortment of repair parts for the few sets in which Hurd specializes. Consequently, the customer rarely has to wait while the truck runs back to town for a replacement volume control.

CONSTANT CONTROL: With such complete equipment it is not necessary for the trucks to return to the shop during the day's routine. This saves considerable time. In order that the men covering the regular routes may take care of emergency calls as far as possible they are instructed to telephone to the shop at least twice a day. Much useless dodging about to cover calls which come in on the wire after the trucks have left is thus eliminated.

EFFICIENT EQUIPMENT: Each serviceman employed by the company is supplied with a modern, efficient set analyzer (Weston 347) and a complete kit of tools. These are charged against him and he is responsible for their condition as long as he remains in the employ of the company. In this way Hurd assures himself, at a cost which he deems worth-

while, that his men are working with equipment which speeds up work and produces accurate diagnosis. No serviceman, he points out, can do good work quickly without good tools.

ACCURATE RECORDS: The forms appearing with this article permit the company to keep an accurate record of service and installation procedure. On the installation report essential information about the customer and the equipment purchased is recorded. The date upon which installation has been promised is put down in black and white. When the sale is closed the date on which it was installed is also recorded. This accurately checks the efficiency of the men to whom the jobs are assigned.

In the same manner, on the test and service report, a record of the transaction is kept. The code letters are checked when the work is performed. OS stands for *our sale*, NOS for *not our sale*, IG for *in guarantee*, OG for *out of guarantee*, COD naturally means "cash," CHG is *charge*, DOJ for *done on job* and BI for *bring in*. A record is also made of the work done and the materials used for billing information.

If it is necessary to bring the set into the shop all the repair man has to do is to look up the service report for that particular customer and he has a complete diagnosis of the trouble in advance. This saves time as he does not have to re-analyze the set.

Hurd's experience proves that servicemen, if properly directed, compensated and equipped, can very definitely be placed on the "asset" side of the ledger. His servicemen are his life.

In Our Opinion

Why Not Extra Speaker Jacks?

WHEN console sets with built-in speakers supplanted table models using external reproducers the trade gained and the trade also lost. Compact receiver design greatly stimulated set business. But the omission of external speaker jacks by many manufacturers, choked off the duplicate reproducer market. Later, with the decisive victory of moving-coil dynamics, output jacks became entirely extinct.

This general omission of extra speaker connections in modern receivers would seem to indicate that demand for more than one reproducer per home was suddenly nipped in the bud by the introduction of consoles. But is this so? Or has the sales value of the external speaker connection been ignored because of the manufacturing difficulties involved? The latter appears to be the case, for perusal of our service department mail indicates that there is still a demand for remote speakers and dealers often ask how extra dynamics may be connected. Midgets do not entirely satisfy this demand.

Several pitfalls are encountered in providing for the use of extra dynamic speakers in production. One of the deepest being the problem of supplying energizing current for the remote speaker field at low cost. But what is to prevent the use of external *magnetic* speakers for this purpose? Provision for such speakers involves only the addition of a resistor, or a coupling impedance and suitable blocking condenser, in the new set chassis.

And while the external speaker might not dispense such simon-pure tones as the sacred dynamic, reproduction would certainly be a lot better than that now filtering through to the dining table, with the set blasting away at full volume in the parlor in order to cover the intervening ground.

The industry needs more accessories. Why not resurrect the speaker jack and provide a market for extra magnetics?

"Educational Wavelengths" Would Hurt Radio's Educational Value

A BILL introduced before the Senate January 8 would require the allocation of 15 per cent of the broadcasting wavelengths, facilities, etc., for the sole use of educational institutions.

Such a plan of exclusive "educational waves" would defeat the very purpose which educators and all public-spirited citizens really want to see accomplished, viz., the greater usefulness of the air for popular instruction.

A wavelength carrying a continuous series of educational talks, lectures, etc., would have a very small audience. It is an axiom of broadcasting experience that "the public tunes off of talks," and, of course, the same goes for lectures.

But intersperse some of these same educational features on popular wavelengths carrying a variety of programs—music, songs, famous figures, news events, etc.—and education has a chance of reaching audiences num-

bering millions. Already the important broadcasters have met this issue with splendid liberality, and much time is now used for educational purposes.

It is unsound for Congress to start assigning our slender stock of wavelengths to special classes of broadcasters or to special interests of any kind. To set up "educational wavelengths" will be further unwise and wasteful, for it will withdraw now-useful wavelengths from general circulation, while restricting the great educational power of the radio to the mere handfuls of listeners who would tune in on a menu of continuous instruction.

South Carolina Radio Tax Unconstitutional

A DECISION prohibiting the taxing of radio receiving sets as proposed by a South Carolina law has been handed down by the Federal District Court in the cases brought at the instance of the Radio Manufacturers Association through its attorneys, Messrs. Van Allen and Buist.

As passed by the South Carolina legislature, the proposed law provided a graduated tax of 50 cents to \$2 on the use of all radio receivers costing \$50 to \$500—the proceeds to go to a state tuberculosis hospital. Already candy, tobacco, soft drinks, amusements, ammunition and gasoline sold in South Carolina all bear tribute to the state. The line of legal attack in the case of radio receivers involved the fact that radio waves are essentially interstate in their very nature, so that for a state to tax an essential mechanism to the use of these waves, is tantamount to interfering with and restricting interstate commerce.

This decision by Judges Parker, Cochran and Glenn, declaring the South Carolina radio tax unconstitutional on fundamental grounds, forever puts an end to efforts on the part of other state legislatures to obtain convenient revenues for miscellaneous purposes, at the expense of the radio listeners.

In fighting this case through to a successful termination, the RMA has rendered a signal service to all interested in radio—listeners as well as dealers.

They Need Electric Clocks

EVERY radio set that goes into the hands of a user marks an opportunity to sell an electric clock. For whether the electric clock is mounted in the set itself or rests on top of or near it, dependable synchronous time is needed for the fullest enjoyment of the changing program that comes over the air.

The public is really just learning about this newest

We gained and we lost — The Judges were right — Chains have troubles too

time service of the electric-light wires. The outlet which supplies electricity for the radio set can also supply accurate time for following broadcasting schedules. Therefore the dealer should see that an electric clock is on hand to be plugged in, when the new radio is connected up.



Individual Initiative Wins Out

CHAIN stores enjoy the advantages of purchasing and operating economies, but no chain-store hired manager can ever develop qualities to offset the initiative and acumen of the independent proprietor, who is watching his own interests.

A recent radio experience in a Connecticut city bears out this principle, indicating that the most profitable merchandising in town has been carried on by independent radio dealers, handling sets, parts and service.

In the same town, the two local department stores' radio departments are badly in the red. The difficulty appears to be that the big fellows are the owners of a lot of merchandise bought in quantity to get a good discount but which must now be sold at low rates and on long-term financing which more than eats up those special discounts. Meanwhile, the little fellow makes the jobber carry his stock and finds his sales of specialties continue at almost normal level. His tie-up is small but his profit is on the right side of the ledger. Incidentally the big stores give free demonstrations and put up antennas for \$2.50; the little men charge \$5 for a demonstration (applicable to the price of set if bought) and charge \$5 for the antenna.

Chains and big stores have many special overhead expenses unknown to the smaller independent and they have fixed policies which constitute further handicaps.

Independent initiative and vigilance are still going strong!



Convenient Film "Libraries" Are Needed

THE home movie and the home talkie will come into their own only when convenient local "circulating libraries" are established, for the easy purchase or exchange of interesting films at attractive prices.

Radio has taught the listener to expect his entertainment with the minimum of effort and expense. This tendency works to the advantage of home movies and home talkies, because the tired business man and his family will not stir themselves to go out to the downtown or neighborhood theater if home visual entertainment can be conveniently and cheaply procured.

In the past, the home movie has suffered because it has been "too much trouble" to get films for the evening's entertainment. Handy film libraries furnishing economical exchange service are a first requirement.

Radio Retailing, February, 1931

Each Tub on Its Own Bottom

THE past year has witnessed many radio dealers adding new major lines—such as electric refrigerators—to supplement slack periods in radio.

But the radio dealer who takes such an important step must realize that he is in effect setting up a new business, and that this cannot be entered upon lightly. He is preparing to parallel his existing business, and he must plan throughout and in detail, to meet the different merchandising conditions which the new article will face. This means that his merchandising and selling must be re-adapted and specialized, in the new direction. Also, that his accounting and collections must be separately set up to handle the new business on its own merits.

It was a wise old merchant who pointed out that, in the final analysis, "each tub must stand on its own bottom."

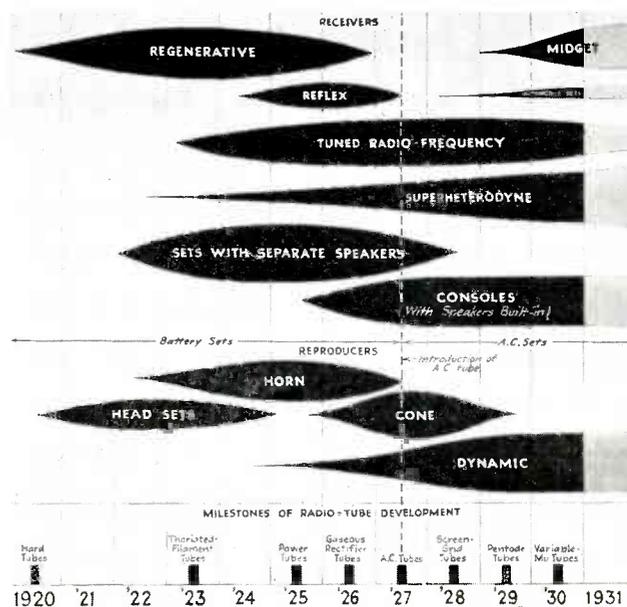


The Rise and Fall of the Radio Giants

STRIKING evidence of the ever-changing and kaleidoscopic nature of the radio business is presented by the accompanying diagram showing the growth and wane of various types of radio sets, speakers and tubes.

With vertical columns representing the years of the decade since 1920, the chart clearly traces the inception, expansion and development of radio products through the years.

A glance at this moving picture of radio change and radio progress will show how vigilant must be the radio dealer and distributor who would keep up with the procession, and not find his warerooms or shelves choked with out-dated and orphan products of a "bygone" era.



It's Your Convention

February, 1931

Highlights on the

B. J. GRIGSBY SUCCEEDS WM. GRUNOW AS HEAD OF MAJESTIC INTERESTS

Don M. Compton Names Vice President and Treasurer—Vernon Collamore to be General Sales Manager

By action of the board of directors of the Grigsby-Grunow Company and of Majestic Household Utilities Corporation, Jan. 23, William C. Grunow was relieved of the presidency of both of these concerns. He is succeeded by B. J. Grigsby, chairman of the board and co-founder with Mr. Grunow of these two concerns. No explanation of the reason or reasons for this change in leadership was vouchsafed.

"Bill" Grunow has been many times referred to as a typical example of a self-made man. He was reared on Chicago's West Side and became an accountant in the company which Mr. Grigsby had organized after the World War to manufacture electrical appliances. He served through 1918 and 1919 as a staff captain in the army.

Mr. Grigsby's rise parallels that of Mr. Grunow. Leaving the University of Illinois before graduation, he became the English representative of a Chicago electrical concern until the end of the war when he returned to Chicago to establish his own company. Wealth came to both men with the formation of the present company which bears their names.

At this same meeting of the directors Don M. Compton was named vice-president and treasurer of both companies and Vernon W. Collamore was elected general sales manager of both. Albert O. Weiland will be production manager for the two corporations.

Mr. Compton, it will be recalled, was formerly associated with the United States Radio and Television Company and was generally credited with having untangled that company's affairs during 1929. Mr. Collamore recently resigned as general sales manager of the radiola division of the RCA Victor Company.

H. E. Young Also Resigns but Alter's Back in the Fold

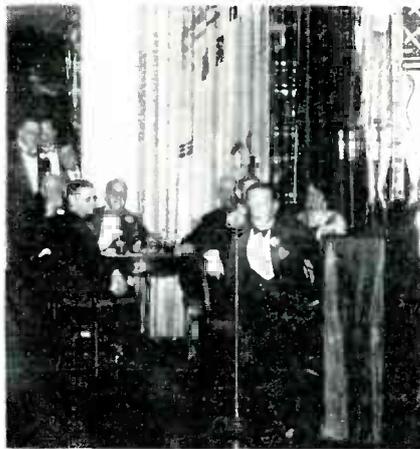
Further major changes in Majestic's line-up will be seen in the resignation of Herbert E. Young from the position of vice-president in charge of sales of the Grigsby-Grunow organization. Mr. Young continues his association with William Grunow at 221 North La Salle Street, Chicago, where the latter has opened a suite of offices for the conduct of his private and business affairs.

Finally, on Jan. 27, comes the announcement of the reappointment of the Harry Alter Company as distributor of Majestic radios and refrigerators for the Chicago and Northern Illinois territory.

This jobber, as stated in our November issue, severed its connections with Grigsby-Grunow last October due, it was rumored, to quota difficulties.

J. R. Kennally now heads the New England division for Philco, and his brother, T. A. Kennally is manager of the present East Central division. The former East Central division has been divided into two territories.

The Long and Short of It



Ray Perkins, radio star, broadcasting from the Leviathan at sea by short wave length. The program was retransmitted over a nationwide network through WEAJ.

Urge Use of Non-Radio Interfering Labels

A resolution proposing that manufacturers of such electrical appliances as drink mixers, hair dryers, vacuum cleaners, fans, etc., shall provide filters and condensers for their equipment, and that all such protected devices shall bear on the name plate the words "non-radio interfering," has been drafted by the Pacific Coast Electrical Association and addressed to the National Electric Light Association, asking the latter organization take steps to clear up the difficulty.

This is done on the grounds that general criticism will result and injure the sale of such electrical appliances, in the belief that they create radio interference.

It is further urged that member companies be solicited to refrain from selling appliances not so labelled.

General Motors to Quote "With Tubes"

List prices on all models of General Motors radio after Jan. 15 will include tubes. This will make their prices range from \$74.60 to \$270.

"We are making this change," said Mr. Emmert, president and general manager, "because a purchaser must buy tubes to make the set operative, and we believe he should be quoted a price which includes tubes. This step will eliminate the confusion regarding the total price the prospective buyer must pay in order to get the set complete and ready for operation."

Muter Forms New Company

The Muter Company has been organized by Leslie F. Muter to take over the Compo Manufacturing Company, and is now established in its new factory at 1255 South Michigan Ave., Chicago. Greatly increased facilities have been installed to manufacture the line of Candohm resistance units which are now standard equipment on many radio receivers. This line will be supplemented with several other popular items for manufacturers as well as radio and electrical accessories which previously have been made under the direction of Leslie F. Muter, who is a pioneer in the radio parts business.

Horn Will Manufacture

Establishment of the Horn Manufacturing Company as the manufacturing division of the Herbert H. Horn Company, Los Angeles, Calif., radio distributor, has been announced by Herbert H. Horn, president of both concerns. The company's product is distributed under the trade names of Tiffany-Tone and Horn radios.

John Tebben has joined the Ken Rad Corp., Owensboro, Ky., to take charge of the sales promotion activities. Mr. Tebben comes from the Atwater Kent Co., and was formerly identified with the Aeolian Co.



(Above)
LARRY GUBB
GSM for
Philco

HENRY BOBKER
Dynamic Sales
Promotion Man
for CeCo



Radio Retailing, February, 1931

Come to Indianapolis

News of the Month

New York, N. Y.

Broadcasts Promote Piano and Sheet Music Sales

Under the auspices of the Music Industries Chamber of Commerce two network programs, designed to restore the piano to its proper place in the cultural life of the nation, are now on the schedule of the National Broadcasting Company. Regularly every Saturday morning, at 11:30 eastern standard time, WEAf and its red network will produce "Keys to Happiness." Another half-hour program, known as "Music in the Air," is now being given at three o'clock eastern standard time every Tuesday afternoon on WJZ and the blue network.

These programs should be of great interest to every music merchant reader of this magazine. E. C. Mills, president of the Radio Music Corporation, who has been the driving force behind this advertising effort, characterizes it as "the most stupendous promotion of the piano which has ever been undertaken."

Sylvania Forms Subsidiaries

Two new companies, jointly controlled by the Sylvania Products Co. and the Nilco Lamp Works, have recently been organized to handle Sylvania tubes and incandescent lamps. The Sylvania-Detroit Co., Detroit, is under the management of Arthur L. Milk, who has been a member of the sales department for several years.

The Sylvania-Boston Co. will be under the management of R. S. MacArthur, former assistant sales manager.

Holds Its Largest Convention

The sixth annual convention of dealers and distributors of the Copeland Sales Company was held at the Players Club, Detroit, Mich., Jan. 12-13. This turnout of 700 delegates registered this "sixth annual" convention as the largest in the history of this refrigeration firm.

New commercial equipment was presented at the second afternoon session.

Radio's Youngest Broadcasters



Twenty-four baby chicks are sent to KDKA, Pittsburgh, each week by the sponsors of the Good Luck Chick program to supply the opening overture and grand finale of the hour.

FIFTH ANNUAL GATHERING OF DEALERS AND JOBBERS STARTS FEB. 15

National Federation of Radio Associations and Wholesalers Organization Ready for "Direct Action" Meetings

Final plans for radio's national gathering of its fighters on the firing line have been completed. The Fifth Annual Convention of the National Federation of Radio Associations and of the Radio Wholesalers Association will open Sunday, February 15, with the meeting of the board of directors of both organizations at the Hotel Lincoln, Indianapolis, Ind. Beginning Monday the delegates and tradesmen at large will find many meetings of worthwhile interest. These separate sessions for retailers and wholesalers will be open to anyone desiring to discuss the pertinent matters which will be frankly dealt with.

The jobbers have invited all the leading manufacturers to attend in order

"Send Me a Servicewoman"



The young lady's name is Ruby Smith. The Parker Electric Company, Lakin, Kan., contends that she is the only service repair woman in the radio industry. Do we hear any challenges?

Manson President of IRE

Ray H. Manson, vice-president and chief engineer of the Stromberg-Carlson Manufacturing Company, Rochester, N. Y., was elected president of the Institute of Radio Engineers at its recent meeting held in New York City. Mr. Manson has been connected with Stromberg-Carlson since 1916 and is considered one of the leaders of the radio engineering profession.

Harry Alter Company to Distribute Ware Products

The Ware Manufacturing Corporation announces that it has concluded an arrangement whereby the Harry Alter Company will distribute the Ware line in the Chicago and adjacent territory, including most of Illinois and parts of Indiana and Iowa.

Anchor Lite Appliance Company, of Pittsburgh, Pa., is exclusive distributor for Lyric radio in that district.

that these executives may assist in placing the relationship of the factory and of the distributor on a constructive, sales-producing basis. It will be the spirit of this convention to face the situation fearlessly.

As an indication of the character of the material to be dealt with the following specific subjects have been scheduled: An explanation of the standard cost accounting system now used in the Chicago metropolitan area with such success . . . by R. H. Lemley; New light on the trade-in dilemma . . . by a speaker of national prominence; Making the service man twice as efficient . . . by the chairman of the technical committee of the Wisconsin Radio Trade Association; Time payment sales . . . by a representative of the C.I.T. Corp.; A special meeting for the secretaries of local associations; A round table discussion for all wholesalers; The latest developments with respect to the tube situation . . . And last but not least, a down-to-the-ground wrestling with "Old Man Cut Price."

The entertainment will consist of a surprise "pow-wow" Monday night, and the annual banquet—followed by a surprise party—Tuesday night. Thus it will be seen that the element of surprise will play an important part in the plans of our host, the radio division of the Electrical League of Indianapolis, and the local Chamber of Commerce.

Dealers and jobbers should plan to arrive at Indianapolis not later than Sunday noon, February 15.

Based on past records these three days at Indianapolis will be about the best investment a dealer or a jobber can possibly make of his time and money. Today's situation calls for the closest kind of cooperation. Self interest, if no other reason, demands that you report at the registration desk, Hotel Lincoln.

L. M. Willis, for the past few years Pacific Coast sales manager, has been appointed Central States sales manager for Atwater Kent. George Jaud, formerly Northeastern sales manager, has been placed in Mr. Willis' old post. E. E. Rhoads, formerly Central States sales manager, replaces Mr. Jaud.

ACCOUNTING PLAN FOR L. A. DEALERS

Credit Men's Association Provides Standard System

In line with similar action taken by radio men in St. Louis, Chicago, Minneapolis and Milwaukee, there has been made available for the radio retailers of the Los Angeles territory a simple but complete standard accounting system.

The Radio Division of the Los Angeles Credit Men's Association—composed of credit men from radio jobbing houses, finance companies and banks—realized that only a slight minority of the dealers with whom they dealt were able to provide themselves with a suitable accounting system and that relatively few could furnish a comprehensive financial statement on demand. A committee was appointed, therefore, to devise a complete radio accounting system which the members could recommend for uniform adoption by their customers. This technical committee, working with the Chas. R. Hadley Company as publishers, has now drawn up such a system with forms covering every step in the radio business, from the initial purchase of stock, through its sale and servicing, to the final financial statement.

The object is to create a group of dealers in southern California who shall know the financial condition of their own businesses and who shall as a result become better merchants.

The Los Angeles plan has five outstanding functions: a uniform accounting system; means for making monthly financial reports; the obtaining of the necessary forms and expert advice at a reasonable cost; a positive control over income and disbursements and lastly a means for conservatively revaluing used radio stock.

Pamphlets and exhibits describing and recommending this accounting system have been furnished to the wholesalers who, in turn, have sent out this material to the dealers. As every retailer will receive one of the broadsides from each jobber with whom he has a radio account, it is hoped that the accumulative effect will produce excellent results. The credit men have agreed to ask each one of their re-

tailers for a financial statement along the lines of that made possible by use of this uniform accounting system. If the dealer is unable to furnish such a statement he will be asked to install the system.

A campaign for the adoption of this uniform system is now actively under way in southern California and in Arizona and it is hoped that early in the year the majority of the dealers in this section will have accepted the plan.



M. F. Burns and C. R. King, prominent tube executives with Cunningham.

Cunningham Managers and Salesmen Meet in New York

Optimism regarding the 1931 outlook for radio business was the keyword of the sales talk at the four-day annual convention of E. T. Cunningham, Inc., New York City.

At the meeting, which was held in New York, was gathered the entire sales personnel, including district managers. C. R. King, vice-president and assistant general manager, was in charge.

In a talk outlining general prospects for the radio industry, E. T. Cunningham, president, stated that "there has taken place throughout the industry, in all its phases, a very thorough and necessary house-cleaning."

Among the important topics discussed were radio tube merchandising; dealer helps and advertising; sales stimulants; problems of tube design and testing, and other allied subjects.

Public to Operate Radio in Canada

Government ownership and operation of radio broadcasting in Canada, is contemplated if the movement for reorganization and nationalization of the Canadian radio broadcasting structure launched by the newly-formed Canadian Radio League, materializes.

If the plan is a success, it will mean the establishment of a system somewhat similar to one of Europe's great broadcasting systems, The British Broadcasting Corp. Under this new idea, the Canadian Government monopoly is given the power of a private enterprise and kept free from political sway.

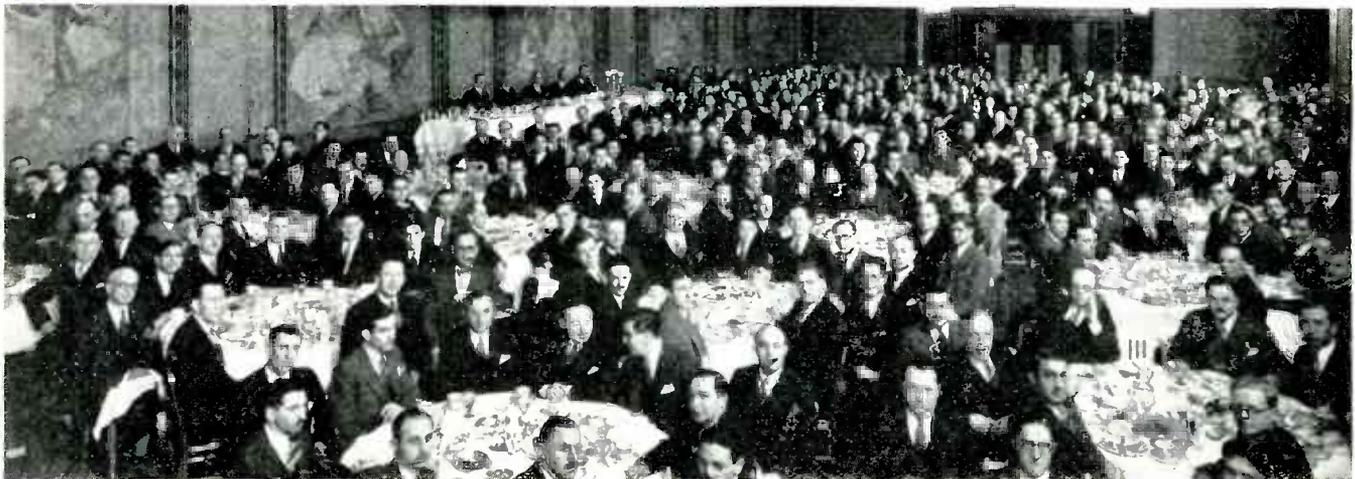
Certain practices under the American system are cited in the Canadian Radio League's pronouncement as "horrible examples" to be avoided in re-ordering radio in the Dominion. It is not the league's intention to eliminate advertising sponsorship, but to minimize it.

Webster Has New York Office

To supply a direct sales and service contact in a rapidly-developing market for its products, the Webster Electric Company, Racine, Wis., has opened a New York office at 15 Lighth St. This office will be in charge of Arthur Rocke, manager, and T. H. Johnston, sales engineer. Both men are well known in the electrical and sound-reproduction fields.

B. F. Keith Company, Atlanta, Ga., is representing the Jewell Electrical Instrument Company in Florida, Georgia, South Carolina and northern Alabama.

"All on a Sunday Morning"



Over 400 radio dealers left their bed and board early Sunday morning, Jan. 11, to break the fast with Ben Gross and Herb Brennan at the Hotel New Yorker, New York City. Sales stamina, merchandising knowledge and fighting spirit to

sell quality sets at fair prices were the objectives stressed by G. A. Scoville and Ray Manson, high executives with the Stromberg-Carlson Company, of Rochester. The remarks of Mr. Gross were particularly inspiring.

Get Out and Sell

(Continued from page 19)

total of 2,000 retail washer sales for the Kay-Vee Company, Pittston. He says: "Two years ago we added radio to our line of appliances and, so far, the results obtained have been quite satisfactory. We are fortunate in the possession of an efficient outside sales crew, three of whom have been with us for eight years. Our men work on drawing account but I never let them go over one month without earning commissions sufficient to cover charges against them.

"Unless some radical change occurs in radio in the next few months it will be necessary for us to go after this business even more aggressively than after washer sales." And listen to this: "Practically all the washer and radio business closed by our company is obtained through outside selling. In my estimation, all the radio dealer who wants to retire has to do is to sit calmly by and neglect outside effort for the next few months."

Harry Raker, who operates two large furniture stores in Scranton and Olyphant, had a very interesting story to tell me the last time I called on him. "See that picture," he said, pointing to a chromo hanging on the wall over his desk, "It could be used in most of the homes in this town. I have had it on display and I have advertised it. Yet I haven't sold it.

"Near my home lives a man who has two Ford trucks. Each morning those two cars are loaded up with 24 pictures exactly like this one you see on my wall and two or three salesmen climb aboard. Next morning I watch them load up again with more of the same pictures. Outside effort is moving those pictures while mine remain in stock. This is a year for outside selling and we are convinced that we must put an outside sales crew in the field if we hope to do more than a mediocre radio business.

"Whether we like it or not, we must get out and sell!"

Study Our Methods

(Continued from page 21)

sure that it is actually being done. A daily report on the "users" contacted should be demanded by the supervisor. A few telephone check-ups made at random on these "courtesy calls" reports will soon locate the man who finds the movies and pool-rooms more alluring than honest work.

RESALE men in the washing machine industry are almost invariably paid on a straight commission basis. In the less than \$100 price field ten per cent is the usual commission, while in the higher priced field, the commission is approximately fifteen per cent. As dealers' discounts in radio closely parallel washer discounts it would seem that again radio can draw on the experience of an associated field of retail merchandising. The immediate cash paid out as a commission on a sale should never exceed the down payment obtained. Drawing accounts are usually ruinous to a washer dealer.

It is profitable to a dealer to offer a bonus for large down-payments and for closing the sale at the time the demonstration is made. A nominal amount should be charged out of the regular commission on sales resulting from store leads. This tends to discourage salesmen from hanging around the store waiting for the "soft" stuff. A reserve fund should be built up, to at least \$100

per man, to take care of the charge-back of commissions on repossessions which occur sometimes after the resale man has left the dealer's employ. This reserve fund should be retained by the dealer for one year after a man has left his employ.

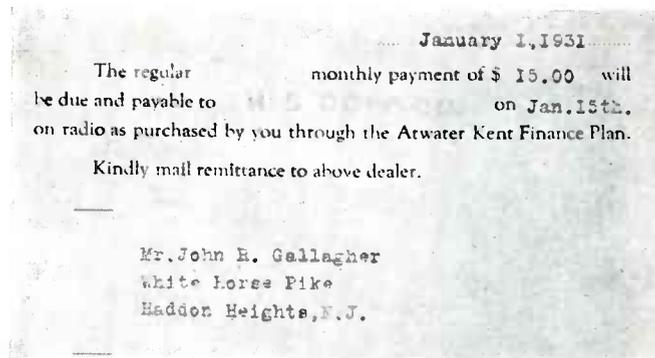
Have the resale man fill out a bond application. The idea that he is bonded tends to create a restraining influence on the fellow who has sticky fingers. Bonds are not expensive. They provide insurance that is just as necessary as fire or automobile insurance. The investigation of a man's record by a bonding company is far more thorough than the average employer can conduct himself. Certainly a man's record should be checked before he is on the pay-roll too long.

WHILE resale men are hard to get, hard to train and hard to retain, good ones are worth all the effort it takes to build a successful resale organization. With such an organization the dealer does not have to wait for customers to come to his store to take merchandise from him. By the use of "direct" selling methods the dealer's store is figuratively being carried into the prospect's home. Selling is actually being performed in the place of order taking.

Sewing machines, vacuum cleaners, electric washers and electric refrigerators; all went through that initial sales era, during which the customer took the merchandise away from the dealer, just as has radio. Direct selling with resale men is now producing volume business on these other major household specialties and it will do the same for radio.

They're Doing It

(Continued from page 25)



This "indirect" notice of payment has proved effective

"How do you do it?"

"Well, take Harry, for example. That fellow specializes on getting a set into a home for demonstration and on staying with it. He meets cut prices with service. He explains the folly of taking chances on an orphan set so clearly that the prospect is really afraid to buy other than a standard set and from an established firm such as our own."

Incidentally, Goff, Inc. buys both its refrigerators and radio sets from a jobber. This jobber is outstandingly sales-minded. It has a deserved reputation for devoting itself almost entirely to helping dealers sell instead of to helping them buy.

Thus, in the Goff operation I found a majority of the factors of modern selling and distribution which the radio industry so keenly has desired but seldom achieved.



New Products for

All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Jesse French Combination

AN EXTREMELY compact combination may now be obtained from Jesse French & Sons Piano Co. (Radio Division), Newcastle, Ind. It comes in a Tudor design cabinet, only 37 in. high by 21 in. wide. There is storage space for records and needles, and the 10 in. disc will take all but the largest records. Three 224's, a 245 and a 280 are used in this H-1 chassis which employs the Loftin-White circuit. The intended retail price is \$129.50, complete.—*Radio Retailing*, February, 1931.



Queen Anne Model

Zaney-Gill Models

A NEW midget, with stand to match if desired, and two consolettes of armchair height, have just been placed on the market by the Zaney-Gill Corp., 1727 W. 22nd St., Chicago, Ill. The chassis, which is common to each, takes three 224's, a 227, a 245 and a 280 and has four tuned circuits, with three stages of screen grid r.f. amplification and detector. They have a pre-tuned antenna circuit, with "Vitatone," a Zaney-Gill feature. Model 54 the midget, is \$49.50, less tubes. Stand, \$7. The illustrated consolette in a Queen Anne cabinet is \$69.50. A similar consolette with rounding corners, is also made.—*Radio Retailing*, February, 1931.

Capehart Record-Changing Device

CHIEF among the advantages of the new automatic phonograph record-changing device just announced by the Capehart Corp., Fort Wayne, Ind., is its compactness. It is said to be the only instrument of its size which will accommodate both 10-in. and 12-in. records. The base dimensions are 14½ in. by 14½ in., and from the top of the mounting board to the top of the record magazine is only 7½ in. The magazine will accommodate 10 records of either size at one loading, and it is possible to repeat any particular record by simply raising the magazine arm. The mechanism will then keep repeating the record on the turntable until the current is shut off or the magazine placed in operating position again.—*Radio Retailing*, February, 1931.

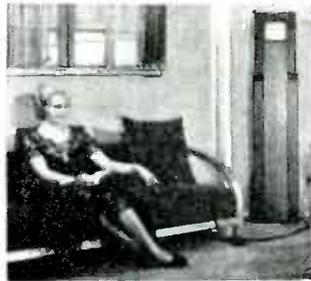


Apex Midget and Console

U. S. RADIO & Television Corp., Marion, Ind., has added a midget and a console to its line. Each has the same chassis, which takes three 224's, a 227, two 245's and a 280. A tone-blender is standard equipment and the speaker is an electro-dynamic. Model 32-A, the mantel style, comes in a cabinet of burl maple, butt walnut, and half diamond oriental wood. It is 19½ in. high by 16 in. wide. \$64.50, complete. Model 32-B, the console, is made of butt walnut and burl maple, and stands 40 in. high by 22 in. wide. \$79.50 complete.—*Radio Retailing*, February, 1931.



Apex Model 12A



Westinghouse "Columaire" Set

ENCASED in a slim, vertical cabinet, quite revolutionary in design, the Westinghouse Electric & Mfg. Co., Pittsburgh, Pa., announces its new "Columaire" receiver. Perhaps the most important change in design comes in the elimination of the speaker grille from the front of the cabinet, and the placing of it vertically, so that it is directed upward through the top of the cabinet. This arrangement provides a five-foot column of air under and behind the speaker, from which comes the name of the set "Columaire." A Westinghouse electric clock is included in the face of the cabinet, and the controls and dials are mounted flush on the side of the instrument.

The circuit in this set is a 9-tube, screen-grid superheterodyne with tone control. Another feature is a plug above and within the cone of the speaker, so that the set will perform equally well in a low- or high-ceilinged room, the announcement says. The set is 59 in. x 10 in. x 12 in.—*Radio Retailing*, February, 1931.



Hammond Clocks

TWO new synchronous type clocks are announced by the Hammond Clock Co., 2915 N. Western Ave., Chicago, Ill. The Oakwood is the larger model in a case of walnut-colored Bakelite, 6½ in. high by 5 in. wide, \$8.75. The Logan is 4½ in. high by 4 in. wide, in the same finish, \$6.75. Both clocks have recessed dials finished in buff color, with brown numerals. A flasher disc and gold-finished second hand are included.—*Radio Retailing*, February, 1931.

Majestic Sets With New "Multi-Mu" Tube

SPECIALY developed circuits to utilize the new "Multi-Mu" tube are incorporated in the 1931 Majestic line which includes six models, ranging in price from \$69.50, complete, for a superhet midget to \$197.50, complete, for the radio-phonograph.

This new tube is the solution to the problem of eliminating "background" noise, "cross-talk," "modulation distortion," etc., according to the announcement. Double volume control and local-distance switch have been rendered unnecessary, the statement further claims. Three of the new tubes are



Majestic 61 Combination

used in each of the Majestic new models, built around slightly different chassis. These sets are furnished with a "muter" button which is pressed during tuning, so that none of the crackle of static between stations is heard. The tube equipment includes three of the Multi-Mu tubes, two '27's, two '45's and an '80, and in those models providing automatic volume control, a type '24. The first three are, respectively, r.f. stage, first detector and intermediate stage, the 27's are oscillator and second detector, with the 245's in push-pull. A small quantity of energy is sidetracked at the second detector, to actuate the '24, which in turn automatically raises or lowers the amplification of the Multi-Mu's to keep volume at whatever level the user may prefer.—*Radio Retailing*, February, 1931.

New Arcturus Tube Design

"UNITARY Structure" is the name of the new construction principle applied to the design of Arcturus tubes made by the Arcturus Tube Co., Newark, N. J. This new type of assembly tends to make the tube characteristics more uniform, the announcement says.—*Radio Retailing*, February, 1931.

Radio Retailing, February, 1931

Dealers to SELL

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.



Victor R-17 Combination

Victor RE-14 and RE-17

THE radio set found in Model R-15 and a Victor Electrola has been combined in the new Victor RE-17 machine, of the Victor Division, RCA-Victor Co., Inc., Camden, N. J. This model comes in an early English design cabinet, 41 1/4 in. high by 26 1/2 in. wide. The front is ornately patterned in a walnut



Victor R-14

finish. The intended retail price is \$189.50 complete.

Identical in mechanical operation with the Model R-15, is the new low-priced console, Model R-14. It is a four circuit screen grid radio with tone control, illuminated circular tuning dial and super dynamic corrugated cone speaker.

This set stands 38 in. high x 20 1/2 in. wide x 13 in. deep. It is finished in walnut and has been designed in a typically provincial English manner. \$91.50, complete.—*Radio Retailing*, February, 1931.

Amateur Band Receiver Kit

RADIO Engineering Laboratories, Inc., 100 Wilbur Ave., Long Island City, N. Y., has placed on the market an amateur band receiver kit. The circuit has one untuned stage of r.f. employing a 222 with a 201A in the detector circuit and a 112-A in the audio frequency circuit. Only one stage of audio has been incorporated,

because this is sufficient for head-phone reception. For use with a loud speaker, an additional power amplifier can be added to the output. The price of the kit, complete with three plug-in coils, to cover the 80, 40 and 20 meter amateur bands, is \$30. The set will be assembled at the factory at a cost of \$17.

This set may also be obtained for use with the two-volt tubes.—*Radio Retailing*, February, 1931.

Silver 2-Volt Tube Superhet Chassis and New Line

FIVE 232's, one 230 and two 231 tubes, a Model 872 magnetic speaker or equivalent, four 45-volt B-batteries, and one Eveready air-cell battery, make up the superheterodyne model 724 DC chassis just brought out by Silver-Marshall, Inc., 6401 W. 65th St., Chicago, Ill. Although this set is designed to operate with the new Eveready two-volt battery, it can be used with a standard two-volt storage battery, or one two-volt cell of a six-volt storage battery by using a 6 ohm rheostat. The list price is \$82.50. S-M 872 speaker is \$20.

In addition to this chassis, Model 40 DC, a console, is offered, practically identical with the 724 DC, and using the same tube complement. This set has a 10 1/2 in. giant type magnetic unit speaker, and carries a list price of \$119.90 with tubes. Batteries are extra.

Silver-Marshall has also brought out a Superheterodyne



Silver Marshall Compact

midget and Console. These two sets use three 224's, two 227's, two 245's and a 280.

Model 37, the midget set, lists at \$79.90 complete, and Model 38, the console, known as the "Cadet" model, is \$89.90 complete.

In addition, Models 39 and 41, both superheterodynes in console cabinets, are offered at \$106.55 and \$149.90, complete, respectively.

Models 37, 38, 39, 40 and 41 are equipped with a pair of extension speaker jacks, so that any prospect who wishes an extra speaker or two in different rooms, can have them without trouble.—*Radio Retailing*, February, 1931.



Zenette Model A

New Zenette Line

TO MEET current market conditions, the Zenith Radio Corp., 3620 Iron Street, Chicago, Ill., has brought out a line of "Zenettes." These new models include two midgets and two semi-highboys each with the same chassis. A special spinnet base for the two compact models is available at \$10



Zenette Model C

The circuit which is used in each of these four sets employs a four-gang condenser with four tuned circuits and takes three 224's, two 245's in push-pull, and a 280. Tone control, volume control, and dynamic type speaker are standard.

Model A midget is 18 1/8 in. high by 15 1/8 in. wide in a Cathedral type cabinet of walnut and lacewood, while Model B is 17 1/8 in. high by 15 1/8 in. deep and comes in a butt walnut cabinet modeled along modernized Colonial lines. \$57.50 each, less tubes.

Model C, a William & Mary period, semi-highboy, stands 39 1/2 in. high by 24 1/2 in. wide, and Model D is 43 1/2 in. high by 25 1/2 in. wide. \$84 and \$94, respectively.—*Radio Retailing*, February, 1931.

HFL "Mastertone" Chassis

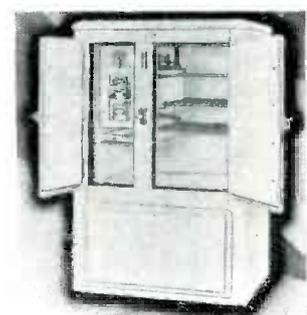
A "DOUBLE decker" superheterodyne radio chassis, measuring 21 in. high x 16 in. wide x 8 in. deep, for installation in consolelets or for building into the wall may be obtained from the High Frequency Laboratories, 3900 N. Claremont Ave., Chicago, Ill. This is a ten tube

set, using six 224's, a 227, two 245's and a 280. The new Hopkins band rejector system is employed in the intermediate stages. The dynamic speaker is built in and the chassis has automatic volume control and tone control.—*Radio Retailing*, February, 1931.



Fada Midget

TWO 245 tubes in push-pull, together with three 224's in two stages of r.f. amplification and screen grid power detection, a 227 and a 280, make up the tube equipment of the new Model 43 midget just announced by F. A. D. Andrea, Inc., Long Island City, N. Y. This set has an electro-dynamic speaker, double contact volume control, chassis vibration control, and makes use of pre-selected tuning. The cabinet has combination walnut panels and is 18 in. high and 15 1/2 in. wide. \$84.50, complete.—*Radio Retailing*, February, 1931.



New Copeland Refrigerators

IN the domestic line eleven new models are offered by the Copeland Sales Co., Detroit, Mich. Among the new features included in this line are the Coldcrisper, a special receptacle for freshening vegetables; Cold-Tray, a deep cover to the Coldcrisper for chilling salads; Coldrawer, a low temperature compartment for frozen foods; removable water chiller and automatic interior electric lighting.

In addition, there is also a very extensive line of ice cream cabinets in all sizes.—*Radio Retailing*, February, 1931.



Portable for Ear-Phone Reception

A SELF-CONTAINED portable a.c. receiver for earphone reception, employing two 227's, one as a detector and the other as a rectifier, has been brought out by the Insuline Corp. of America, 78 Cortlandt St., New York City. No batteries of any kind are required and the set is plugged into the wall socket. To permit the set to be adapted to the most efficient use for any of the many different types of antenna or ground arrange-

Jewell Test Oscillator

THE line of radio servicing equipment manufactured by the Jewell Electrical Instrument Co., 1642 Walnut St., Chicago, Ill., has been expanded and now includes a portable test oscillator. This instrument provides the radio serviceman with a means of making quick and accurate service adjustments, such as aligning gang condensers, locating shorted r.f. coils, "peaking" or "flat topping" intermediate frequency changes, adjusting oscillator stage of superheterodyne receivers, and making comparative gain tests.

Pattern 560, as this model is called, lists at \$97 complete with tubes, batteries and triple-range output meter. The dealers' price is \$72.75. This instrument, without the output meter, may be obtained by the dealer for \$61.50.—*Radio Retailing*, February, 1931.

Dubilier Micadon

AIMING at lower prices without sacrificing essential characteristics, the Dubilier Condenser Corp., 4377 Bronx Blvd., New York City, announces the new Micadon 701 condenser. This is a small mica condenser, made in the usual low capacities for receiving circuits, and comprising a mica and metal foil unit covered top and bottom with thin sheets of bakelite, sealed together and thoroughly impregnated against moisture, insuring minimum r.f. losses, it is claimed.—*Radio Retailing*, February, 1931.



Ellis 2-Button Hand Mike

FOR home recording devices, industrial and home talking picture machines, portable public address outfits, and for general use wherever a regular spring-mounted microphone is convenient, the Ellis Electrical Laboratories, 337 W. Madison St., Chicago, Ill., offers a model 12-N two-button hand microphone. This mike is 6½ in. long, with a head 2½ in. in diameter, and 1½ in. thick. The Ellis adjustable buttons used in the regular broadcast type unit are employed in this hand mike. The list price is \$25. A three-conductor flexible cable is \$1.—*Radio Retailing*, February, 1931.

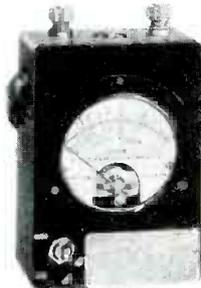


Radio Pillow

A "SINGING" and "talking" radio pillow for use in hospitals, Pullman cars and ocean liners, has just been developed by the Engineering Products division of the RCA-Victor Co., Inc., Camden, N. J. This pillow is of regulation hospital size, and is made of specially-selected sponge rubber in which a sensitive radio reproducing unit is concealed. It is so constructed that although the sound permeates the pillow, it cannot be heard except by resting the head on it.—*Radio Retailing*, February, 1931.

Weston D.C. Circuit Tester

MODEL 563, d.c. circuit tester made by the Weston Electrical Instrument Corp., Newark, N. J., checks resistance values and continuity of circuit during the process of manufacture and can be used for service and installation work on radio sets, household electrical appli-



ances, electric motors, refrigerators, oil burners, etc.

This tester is a compact, self-contained portable instrument consisting of a Weston Model 301, 3¼ in. diameter meter having two resistance ranges (5,000 and 50,000 ohms) mounted in a black Bakelite case. It has a toggle switch for range selection; a self-contained 1.5 volt flashlight cell; and a pair of 30 in. leads with test prods. A feature of this instrument is a voltage adjuster located at the top of the instrument case to compensate for change in potential of the self-contained battery. The price is \$21.—*Radio Retailing*, February, 1931.

New SX-280 Rating

THE voltage applied to each plate of the SX-280 rectifier tube just announced by thesylvania Products Co., Emporium, Pa., may be raised to 550 volts RMS, and the maximum current drawn from the tube may be increased to 135 milliamperes, provided no filter condenser is used across the input to the filter. The above increase in rating does not affect the former ratings of the SX-280.—*Radio Retailing*, February, 1931.

ments, that may be necessary for temporary installation three binding posts are provided, labeled "broad," "sharp" and "local."

The receiver comes in a leather carrying case 7½ x 14 x 13 in. and weighs but 10 lbs. complete. The list price is \$25.50 with phones, but less tubes, for 110-volt 50 to 60 cycle, a.c. or d.c. operation. For 220-volt operation, \$26.50.

This company also makes an automatic radio-telephone switch, which will shut the radio off automatically when you answer the phone, and turn it on again when you hang up. It is simple to connect, and may be used with both French and upright telephones. \$3.—*Radio Retailing*, February, 1931.

Universal Winding Machine

AN AUTOMATIC winding machine for paper-section coils, is the latest addition to the line of the Universal Winding Co., Providence, R. I. Fully adjustable, it can be readily set to handle different types of coils, using any size of wire from No. 20 to No. 40, and by means of a variable traverse cam, will produce any required length of wire layer from ¼ in. to 5 in. This machine incorporates many new and interesting features.—*Radio Retailing*, February, 1931.

Ground Rod

A NEW "Silver Streak" radio ground rod, the product of the Frank Rose Mfg. Co., Hastings, Neb., comes in two sizes: No. 1, 4 ft. long, for ordinary use, and No. 2, 6 ft. long, for sandy soil. These ground rods are made of ½ in. diameter, highly sensitive metal, galvanized to prevent rust. A solderless connection is made in the rod itself, forming a quick and permanent job. The intended retail price of the 4 ft. rod is 60c., and of the 6 ft. rod 90c.—*Radio Retailing*, February, 1931.

Lyric Correction

THE correct price of the Model J3 Lyric midget made by the All-American Mohawk Corp., described and illustrated in the January issue is \$69.50, complete with tubes. Model J8, the consolette, is \$89.50, complete.—*Radio Retailing*, February, 1931.

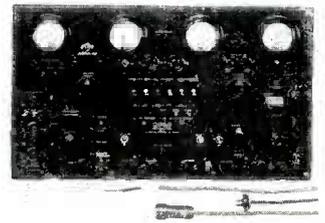


"Recordophone"

THE Fastron "Recordophone" manufactured by F. A. Schiller, Inc., 500 Chancellor Ave., Irvington, N. J., consists of a complete phonograph motor and turntable, together with a recording head, recording arm, microphone, pick-up, etc., and can be easily adapted for use with a.c. sets using either one or two 245's in the last audio stage. It is not necessary to have a phonograph pick-up in the set, as the instrument can be adapted without it.

The list price of the instrument is \$99.50 complete including cabinet and small table 21 in. high. It may also be purchased without the table at \$94.50.

For use with a combination radio, the recording instrument only may be purchased with the microphone at \$59.50. This device records anything coming over the radio or through the microphone on aluminum discs, special needles being used for recording and reproducing.—*Radio Retailing*, February, 1931.



"DayRad" Radio Test Panel

MARKETED under the trade name of "Dayrad" and manufactured by the Radio Products Co., Dayton, Ohio, the radio test panel shown above, is divided into three main parts: first, the tube checking division which takes care of tests on all tubes of current design; second, the analyzer section which is particularly designed to quickly denote the position of the various stages; (ample readings for current voltage on d.c. measurement as well as a full range for a.c. test are provided); and, third, a section with the grid dip meter, oscillator and output meter, the purpose of this section being to align the radio frequency circuit, to neutralize neutrodyne receivers and to secure visual indications on the output meter when these adjustments are properly made.

The panel measures 24x14x6 in. and is made for use on 110 volt a.c., although other voltage and frequency requirements can be met. The price to the dealer is \$148 net.—*Radio Retailing*, February, 1931.



I.C.A. Tone Control

"SELECTONE" is the trade name given to the tone control just introduced by the Insuline Corp. of America, 78 Cortlandt St., New York City. This device is available in both the table model and panel models, and comes in a neat case with Bakelite knob, long flexible cord, and the two adaptors. \$2.50.—*Radio Retailing*, February, 1931.

MIDGET MERCHANDISING

(Continued from page 22)

calls only and an occasional company requires that the sets be brought into the store by the consumer.

Midget selling policy, it would seem, does not differ widely from console merchandising practice although certain, definite though obviously weak efforts are being made to keep overhead within safe bounds. Detailed information concerning individual operations may be obtained by consulting the tabulation which appears on page 23.

What Dealers Want

WHILE the recommendations of the retailers for the solution of this midget muddle may or may not be practicable from the broad industrial and economic standpoints it is interesting to consider their reaction to the midget. Despite the fact that the average dealer is now doing a land office business in this equipment, 30 per cent tell us in no uncertain terms that they believe the radio business would have been better off without this merchandise. This is no doubt a reflection not of their difficulty in the sale of these sets but rather their inability to make a net profit commensurate with the selling effort and volume involved.

Dealer Number 50 has this to say:

"So far as we are concerned we can see no future for the dealer who subscribes to the practice of selling the so-called midget. For the manufacturer and jobber who can pass on to the unfortunate and weak-kneed little dealer the ills and troubles that go with the game and to the large chain and department stores who can pass them over the counter and forget the grief, it may be a good game, but there is no incentive that we can see that justifies our following the line of least resistance over a blind trail to destruction.

"No thanks, we prefer a few sales at a profit and are willing to work for them, leaving to our brother dealers the entire field of midget sales. We are convinced that no radio can be sold at a profit under \$125 by any music dealer. He must consider the good will of his trade. We may be the one who is out of step but it is going to take more than anything so far advanced in favor of the midget to convince us."

Dealer Number 56 continues:

"We think the midget business is putting radio on a very low basis. Profits are disappearing and with the midget coming into more general use the large set business is disappearing and the real radio merchants may go with it. So I view the radio business as a regular, little sideline instead of a leader if television does not arrive soon."

And Number 62 writes, simply:

"Regret that midgets have entered the field. Feel certain we would have done a much better radio job this year if it had not been for this type of set."

Several others say that prior to the introduction of midgets they had successfully sold traded-in sets to supply the demand for inexpensive radio and that the low price of the miniature model has made it impossible to continue this liquidation.

Dealer Number 59 provides a solid note of confidence in the midget and while he is outnumbered 20 to 1 and does not necessarily represent a true cross-section of what the trade is thinking at this time his views are nevertheless interesting.

"It is true that the midget disturbed the market to a certain extent but we are sure that without it our operation for 1930 would have resulted in a loss. We found many customers who for credit reasons could not have been checked for over

\$75. We also found that many people who could never have afforded sets over \$100 purchased midgets. Also many people who purchased higher priced sets several years ago, only to have them depreciate to only 10 per cent of their original value, would not pay high prices for new sets.

"Our average sale for the last six months of 1930 less trade-ins was \$111. If the midget market was confined to about 15 or 20 manufacturers instead of 100 we would have no objection to the present price range on radios."

It is not the ability of the midget receiver to perform which comes under fire for comparatively few dealers complain on this score although one or two do urge that future models be made more sensitive for rural districts and more selective for city use. Several dealers recommend an increase in price for the midget model, favoring an \$85 minimum, and a broader discount than that now available. They question not the ability of the cheaper set to sell but rather its ability to provide a satisfactory profit margin.

Two Paths to Profit

WHAT the trade wants is not necessarily what it will get. One thing is certain—midgets are here to stay. And while some manufacturer may succeed in putting over a high priced midget by stressing the broader inherent profit margin and superior quality the cynical dealer will prefer to work out his own salvation.

Two methods of approach are suggested:

1. **A special merchandising policy for the man who intends to make a profit out of the actual sale of these sets themselves.** This would probably involve such economies as:

- (A) No free service
- (B) No trade-ins
- (C) Extra charge for antenna
- (D) At least 25 per cent down on time sales
- (E) Maximum of 6 months to pay
- (F) Downward revision of salesman's commission

2. **No change in policy but much more intensive "selling up" for the man who pins his hopes for profit to the value of the midget as an entering wedge for console business.** It would be necessary to adhere strictly to two rules:

- (A) Careful initial selling to avoid injury to console business
- (B) Persistent follow-up of midget buyers for future console business

Most midgets are not priced in a manner which permits dealers to sell them under policies identical with those which govern console sales and it is this realization which is causing the majority of the trade to clamor for a price and discount revision. Until such time as the situation is adjusted, if it can be adjusted, it appears that the dealer must choose one or the other of the paths indicated if he expects to make money in midgets and to stick closely to his guns once he has established a policy.

(Ed. Note: *Radio Retailing* will welcome expressions of opinion from dealers, jobbers and manufacturers concerning the midget matter. What do you think about this business? What remedies do you suggest?)



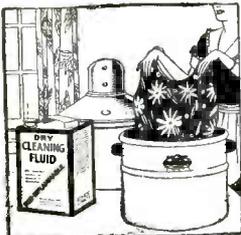
Just plug Cinderella in any electric outlet and it does the washing in a jiffy—for only one cent an hour.



Cinderella is useful for the week's wash, and for quickly needed things that are washed every day.



Cinderella is a big seller to small families—especially to families with young babies.



Used with non-inflammable, non-explosive dry cleaning fluids, Cinderella dry cleans perfectly.



Cinderella is just right for apartment dwellers. It can be tucked away in small space when not in use.



This glass demonstrator shows Cinderella's "Bubble-Action" in action, and helps you make sales.



Cinderella \$37⁵⁰

*Opens an Unlimited Market
Brings Exceptional Profits*

HERE is just what every woman wants at a price every woman can pay. A complete electric Clothes Washer and Dry Cleaner for only \$37.50. Just as startling as the price is the amazing new "Bubble-Action" principle. It washes clothes spotlessly clean without moving parts to wear the fabrics or pull off buttons. And the operating cost is less than one cent an hour.

Demonstrate how gently Cinderella handles dainty fabrics. How quickly it washes dirty clothes. How

it washes as much as 14 diapers, or 10 pieces of lingerie, or 5 men's shirts—in 15 minutes. How simple and easy it is to operate—and watch the sales roll in!

Every woman is a prospect for this washer at \$37.50. It brings you a profit of \$60 on a \$90 investment. And the special glass demonstrator makes it virtually sell itself.

Cinderella is a product of The Black & Decker Mfg. Co., World's Largest Manufacturer of Portable Electric Tools. Send in the coupon today.



Black & Decker Mfg. Co.,
Towson, Md.

Please send me the name of my state distributor and the sales plan on the new Cinderella Clothes Washer and Dry Cleaner.

Name.....

Street No.....

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

Announcing — the lowest priced console in RCA RADIOLA history

WITH SCREEN-GRID OPERATION AND TONE COLOR CONTROL

the
42



Here's the latest RCA Radiola model, produced to the high quality standards of the world's greatest radio factory... a precision instrument throughout... carefully made from fine materials... no sacrifice in quality... a four-circuit, 7-tube screen-grid set... a charming walnut veneer cabinet... stoutly built... 38 inches high... at a list price of \$91.50 with Radiotrons and tone color control as perfected by RCA engineers. Unquestionably the outstanding radio value of the year, which makes it possible for you to offer Radiola quality and prestige at a price within reach of every family budget. Your Radiola distributor has full details. Write or phone to him today.

\$ **91.50**
LIST PRICE
COMPLETE
WITH RADIOTRONS
and TONE COLOR CONTROL

RADIOLA DIVISION
RCA VICTOR COMPANY, INC.,
Camden, N. J.

A Radio Corporation of America Subsidiary



RCA RADIOLA

Ken·Rad

Fine Radio Tubes & Incandescent Lamps



☆ *You can show a profit on the time and money you invest in selling these fine tubes and lamps . . . Your Ken-Rad sales and profits are compounded like interest by the repeat business you do . . . And your investment is secured by one of the oldest and strongest manufacturers in the industry.*

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
Licensed Radio Tubes and Incandescent Lamps

THE NEW

PAM

PORTABLE ADDRESS

SYSTEM

**offers the latest
developments in**

SOUND

&

**to build profitable
sales in a new
but ready market**

**for the home
for schools
for auditoriums
for apartment houses
for hotels, clubs,
churches, institutions
for rentals or
for sales**

— your opportunity to rebuild sales —

FULL DETAILS ON FOLLOWING PAGES.



THE PAM address system non competitive low priced with a profitable market waiting for you

This new portable address system---weighing less than 75 pounds---is a combination of the PAM 100 speaker amplifier with the MIK 100 microphone amplifier and its associated equipment. Units and accessories are carefully matched to operate together as a system---no divided responsibility---no necessity of purchasing units from several sources with the hope that they may match.

The Portable PAM Address System has a wide range of uses including:

1. Schools. For lectures, plays, dancing lessons, gymnasium classes, etc.
2. Clubs. For smokers, business meetings, lectures, dances, etc.
3. Hotels. For banquets, conventions, musical programs, etc.
4. Churches. For socials, overflow meetings, etc.
5. Corporations. For employees group meetings, safety lectures, dances and social events.

6. Department Stores. For style shows, beauty talks, and special sales demonstrations.

It takes but three minutes to set up a PAM System. It is completely AC operated, no batteries of any kind being required. Anyone can set it up and operate it. The control is simple---the throw of an ordinary switch starts it or stops it; a single knob regulates volume.

The PAM Address System has the same faithful tone reproduction and uniform amplification which is characteristic of the more exclusive amplifier systems built by Samson Electric Company. Behind it are 48 years of successful manufacturing experience. It offers radio dealers an opportunity to sell profitably in a wide open market---a market least affected by financial depression.

The PAM Address System sells complete for \$343.00. This price includes 2-button microphone with stand, PAM 100 and MIK 100, with all accessories including tubes. (Nothing else to buy).

COUPON

Samson Electric Company, Canton, Mass.

Please send further information and details of Dealer Discounts on Portable PAM Address System.

Name

Company Address

MIK 100 Microphone Amplifier

(At Left) The MIK 100 can be used by itself as well as in the Portable PAM Address System---an ideal unit for remote pickup for broadcast stations. All kinds of sporting events can be picked up without going to the expense of elaborate temporary or permanent amplifier installation and without the inconvenience of batteries.

For high-quality home recording, the MIK 100, together with a proper high-grade recording head and associated equipment, leaves nothing to be desired. The MIK 100 has three tip jack input terminals to take the output of a double button carbon microphone or a condenser microphone. It has two tip jack output terminals to connect the PAM 100 or other power amplifier.

The price of the MIK 100 two-stage Microphone Amplifier complete in carrying case with tubes, 2-button microphone, adjustable microphone desk stand, 15 feet of microphone cord, and 25 feet of cord for connection to PAM 100 is \$185.00. Weight complete, 39.5 pounds.

PAM 100 SPEAKER AMPLIFIER

(At Right) The PAM 100 is a small, portable, dynamic speaker-amplifier combination fitted with a leatherette carrying case. In addition to its function in the PAM Address System, it may be used individually connected to a radio tuning unit or magnetic phonograph pickup to give better music with greater volume for dancing or other events. With a portable talking motion picture projector PAM 100 will supply the volume and quality reproduction necessary.

The PAM 100 has two input tip jack terminals to take the output from the detector stage of a radio set or a phonograph equipped with a magnetic pickup. It has an additional set of output tip jack terminals to connect to a recording cutting head for making amateur phonograph records or to an auxiliary speaker. Simplicity of operation is enhanced by the elimination of all complicated mechanisms and controls.

PAM 100 Speaker Amplifier in carrying case complete with integral speaker and tubes sells for \$158.00. It weighs complete 32.75 pounds.



Main Office:
Canton, Mass.

Samson Electric Co.

MANUFACTURERS SINCE 1882

MEMBER
RMA

Factories: Canton and
Watertown, Mass.

Export Division:- The M. Simons & Son Co., Inc., 25 Warren St., New York, N. Y., Cable Address: Simonprice, New York

NOW . . .

*low price buys
higher quality than
ever before*

In no other portable address system products will you find greater simplicity of construction, or higher standards of workmanship. In no others will you meet with better quality of materials and equipment . . . better appearance . . . better performance. Only in price are these precision-made units on a lower level. The mere fact that they have been elected to membership in the PAM line of public address system units, is overwhelming proof of their efficiency for P. A. use!

Salesmen offering quality so high, at prices so low, can literally sweep aside competition . . . give prospects exactly what they want, at a price they won't hesitate to pay. The resulting profitable sales volume that these new units will create, will convince even Gent Treasurer that the buying "depression" is over!

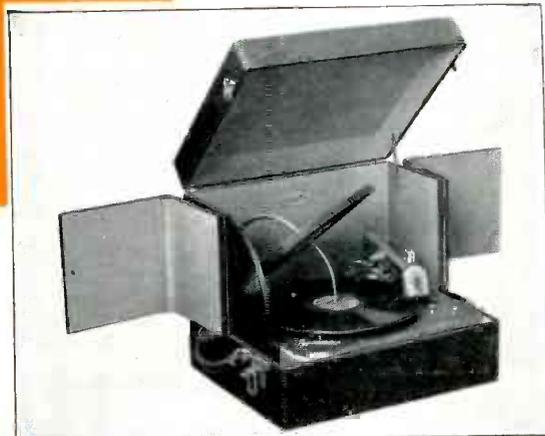
If you are interested in cultivating the fertile, undeveloped public address system market, write for informative merchandising facts and full descriptions of our units.

ARC-100 Plays 10" and 12" records automatically. Equipped with AC induction motor and Audak pick-up. Mounted in sturdy case equipped with record storage compartment. Operates with case open or closed. Dimensions, 17 $\frac{1}{4}$ "x15 $\frac{1}{4}$ "x15 $\frac{1}{2}$ ". Weight, 30 $\frac{1}{2}$ lbs. Price, \$125.00 list.

DTT-100 Two induction-type AC motors; 2 special Audak pick-ups; constant impedance "fader." Fabrikoid case, equipped with jacks for lead wires, AC lines and pick-up leads. Dimensions, 16 $\frac{3}{8}$ "x28 $\frac{1}{2}$ "x8". Weight, 33 lbs. Price, \$97.50 list.

PKU-100 Identical to DTT-100 in body, motor, pick-up and case specifications. Single turn-table. Volume control. Record-carrying album. Dimensions, 13"x16"x8". Weight, 19 lbs. Price, \$49.50 list.

ALLEN - HOUGH CARRYOLA CO.
115 W. Walker Street Milwaukee, Wis.



ARC-100 with Carrying Case Open



DTT-100 Ready for Panel Hook-up



PKU-100 Opened, Note Record Album

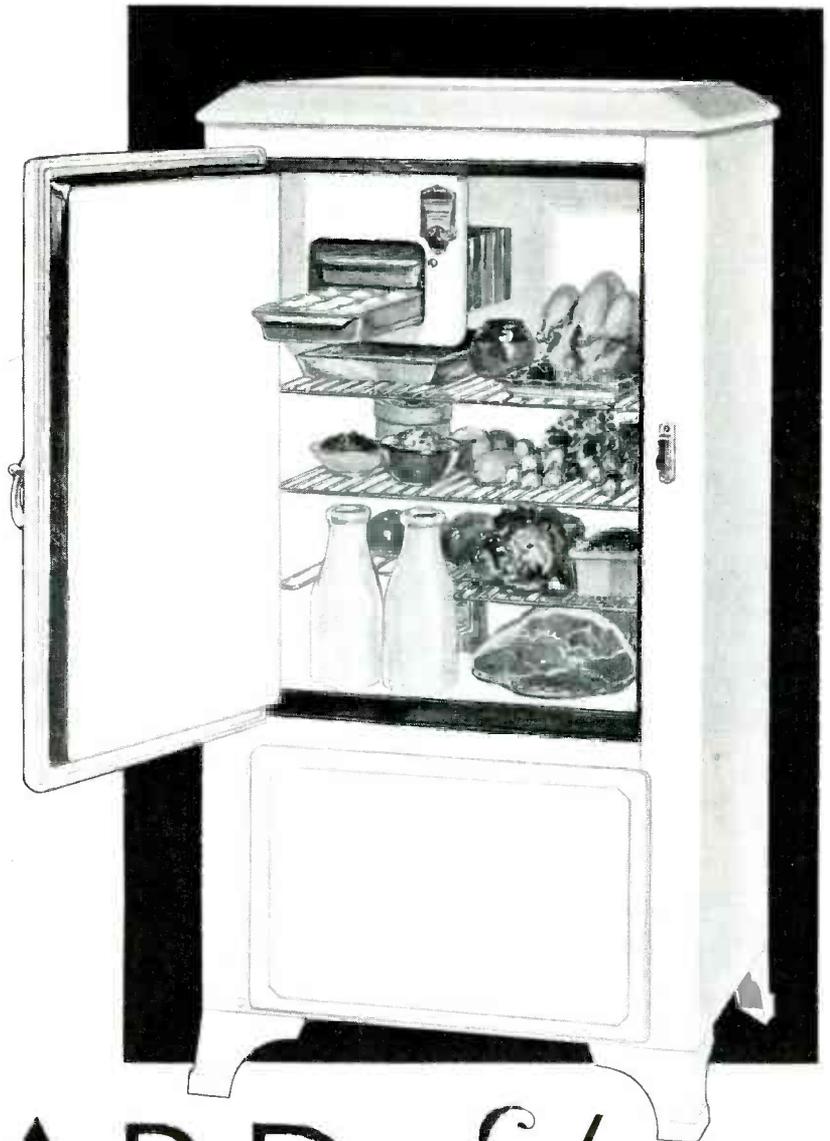
ALLEN - HOUGH

PUBLIC ADDRESS SYSTEM UNITS

Export Division — THE M. SIMONS & SON COMPANY, Inc.
25 Warren Street, New York
Cable Address: Simontrice, New York

The *Electric* refrigerator you have been waiting for

- The Leonard Electric is the newest creation of the 50-year pioneer and 18-year leader of home refrigeration.
- Exactly meeting the needs of radio dealers—it will help you hold your business curve steadily through the year.
- “Package merchandise,” built for “over-the-counter” selling.
- No service problems for your dealers.
- Two models, covering 80% of the household electric refrigerator market.
- A unit with 17 years’ development behind it. 12 visible demonstration features.
- Moderately priced. You can sell it at a profit.
- And electric refrigeration installment paper is the best in the whole installment field.



LEONARD *Electric*

WITH CERTIFIED REFRIGERATION

—THE FEBRUARY 28 SATURDAY EVENING POST (out Feb. 26) will carry the 2-page, 4-color announcement of the Leonard Electric. Announcements will also appear in March Ladies' Home Journal and March Good Housekeeping.

—GET READY. Get the Leonard Electrics in stock. Write or wire for details NOW.

LEONARD REFRIGERATOR CO., 14260 PLYMOUTH ROAD, DETROIT, MICH.

Here's a Business that



Thor Agitator Washer \$99⁷⁵*
Retailing at



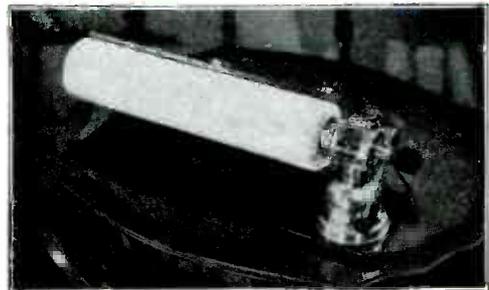
Thor Model No. 16 Super-Agitator Washer, Retailing at \$129⁵⁰*



Thor Wringerless Washer
Retailing at . . . \$99⁷⁵*



Thor Combination Washer and Attachment Iron. Retailing at \$149⁷⁵*



Thor Table Ironer \$79⁵⁰*
Retailing at . . .



MAIL THE COUPON TODAY!

is Good All the Time

WHEN everybody is prosperous and spending money freely any merchant can make money. But when things tighten up — when the public stops buying luxuries — that's the acid test of your line.

Home laundry equipment is a necessity. The tougher the times, the easier it is to sell electric washers and ironers. Why? Simply because more people do their own laundering when conditions are tight.

This is the reason scores of radio dealers are taking on the Thor line of washers and ironers.

The Thor line offers many attractive and exclusive features. In price range it is a *competitive* line—Washers from \$99.75 to \$795.00. Ironers from \$49.50 to \$215.00. It is a complete line — meeting every requirement of style, type, capacity and price. It is extensively advertised—Thor has been a household word for 25 years.

And you can do a big volume of business on a small inventory because Thor can give you overnight deliveries. Only a sample stock required.

Keep your organization busy

It requires no specialized training or experience to sell Thor Washers. Your present sales force can sell Thor appliances the first day you have them in stock. There are no installation or service problems connected with the washer and ironer business. The Thor line has been a life-saver for many radio and musical instrument dealers.

A few good territories open for both dealers and distributors

We have a most attractive proposition to offer to both retail dealers and wholesale distributors in several sections of the country.

Why not investigate this **PAYING** business at once? Mail us the coupon and we'll send you all the facts at once.

. . .

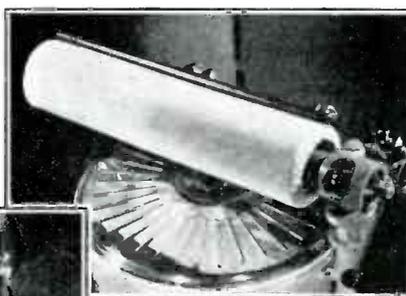
HURLEY MACHINE COMPANY
22nd St. and 54th Ave., Chicago



Thor Stationary Ironer
Retailing at **\$175⁰⁰***



Thor Lifetime Cylinder Washer
Retailing at **\$175⁰⁰***



Thor Attachment Ironer, Retailing at **\$49⁵⁰***



The Golden Bowl Washer
Retailing at **\$175⁰⁰***

* Prices slightly higher in the West, the Rocky Mountain area and in Canada.

HURLEY MACHINE COMPANY,
Dept. C-2, 22nd St. and 54th Ave., Chicago.

Gentlemen: Please send me complete details of the Thor Franchise for our consideration.

Name.....
Address.....
City..... State.....

"AT A DINNER PARTY . . . I LEARNED THE SECRET OF CUTTING COSTS"

"I sat next to a prominent purchasing agent. He explained his method to me. He helps his company reduce operating expenses by buying all his electrical material from one reliable house."



You can always depend on quick delivery of your electrical requirements, from a nearby wholesale warehouse of General Electric Supply Corporation.

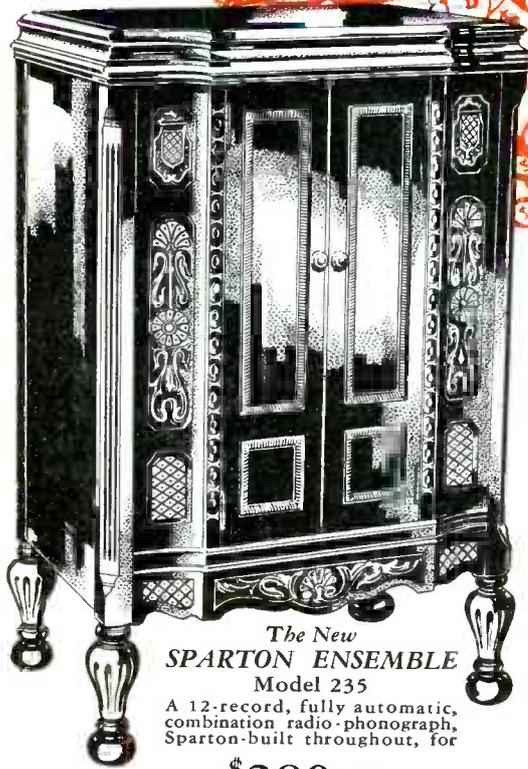
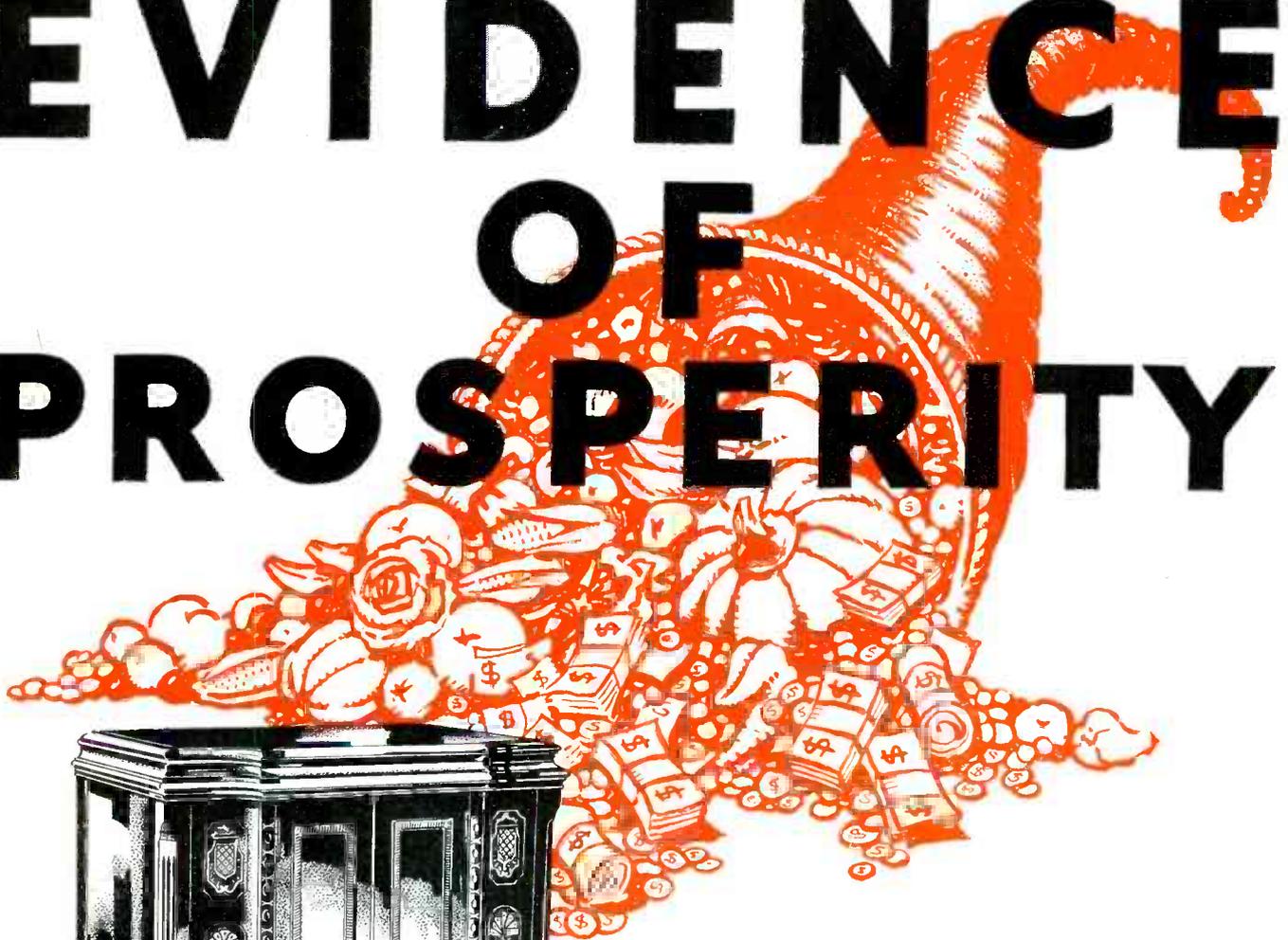
You save time in ordering and checking materials, in accounting and bookkeeping, in demonstrating and selling . . . and you save money by hiring less clerical help, by operating more efficiently, by preventing costly errors . . . when you buy all your electrical requirements from the General Electric Supply Corporation.

Your percentage of operating expense will decrease . . . and you will make more net profit . . . when you concentrate your purchases at this one dependable source of standard, well-advertised, electrical merchandise.

GENERAL ELECTRIC

SUPPLY CORPORATION

EVIDENCE OF PROSPERITY



The New
SPARTON ENSEMBLE
Model 235

A 12-record, fully automatic,
combination radio-phonograph,
Sparton-built throughout, for

\$280 *less tubes*

Western and Canadian
prices slightly higher

ON the first of January, the Sparton factories were producing more sets than at any other time in their history. These sets are being sold at list prices through authorized dealers. These facts make it plain that while Sparton was operating at a profit during 1930, Sparton dealers have been making money also . . . despite "conditions". The same policies that made possible this record (we believe it to be the best in radio for the year) will continue, and we still have room for dealers who can fit their own businesses into such an organization.

THE **SPARKS-WITHINGTON** COMPANY

{Established 1900}

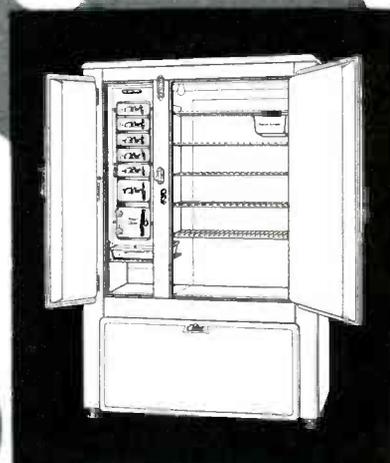
JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind

Only SPARTON has the MUSICAL BEAUTY of
SPARTON RADIO

"Radio's Richest Voice"

(594)



The
PERFECT COMBINATION
 for year-round profits!

Undoubtedly, you are looking for another line that will not only help you conserve your radio profits, but will also give you another source of volume and profit, during seasons when radio sales are more or less dormant.

You will do well to get the facts about the Kelvinator Franchise—about the completeness of the three lines of Domestic refrigerators, and the full line of Commercial

equipment — about the many features of the Kelvinator agreement — about the stability of the Company behind the product and the comprehensive plans Kelvinator has made to insure 1931 being another record-breaking year for Kelvinator dealers.

Complete information about the most attractive and desirable franchise in electric refrigeration to-day, will be sent you upon request. Wire or write to-day.

Kelvinator Corporation, 14263 Plymouth Road, Detroit, Michigan
 Kelvinator of Canada, Limited, London, Ontario
 Kelvinator Limited, London, England

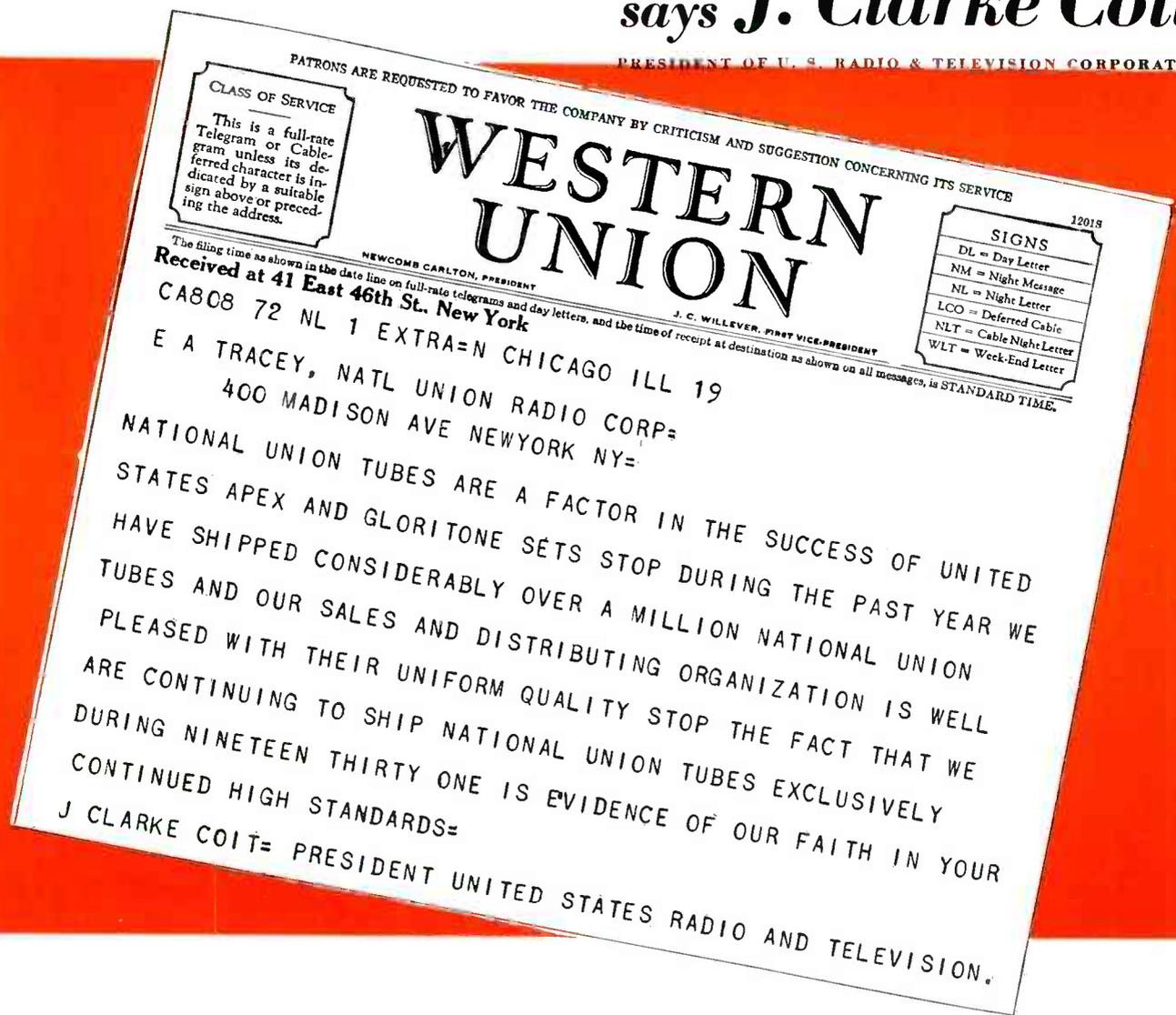
(204)

Kelvinator

OVER 1,000,000 NATIONAL UNION TUBES HAVE PROVED THEIR WORTH IN U. S. APEX SETS"

says **J. Clarke Coit,**

PRESIDENT OF U. S. RADIO & TELEVISION CORPORATION



HERE is the definite proof of uniform quality. One of America's leading set manufacturers has renewed their contract to ship National Union tubes exclusively in 1931.

And there are many other endorsements of quality performance too . . . and just as sincere and forceful. National Union Radio Corporation ships more tubes as standard equipment for standard sets than any other exclusive tube manufacturer. We proudly list among our customers: Crosley, Zenith, Echophone, Rola and Remler.

Their enthusiasm and approval is the result of actual performance which has proven the quality of National Union

tubes. These tubes have been designed by and constructed under the supervision of Dr. Ralph E. Myers, the famous engineer who was a chief executive for the Westinghouse Lamp Company for 15 years.

Their skill in making radio tubes has placed National Union in the high position we now enjoy with set manufacturers.

Write and let us tell you how you can capitalize on the rapid success of National Union Tubes—the Standard Tubes for Standard Sets.

A series of lectures, Radio Tube Principles, by E. Gordon Taylor of the College of the City of New York, will be sent to dealers, jobbers, service men for \$1.00. This covers preparation and mailing.

THE STANDARD TUBES FOR STANDARD SETS
NATIONAL UNION RADIO CORPORATION • 400 MADISON AVE • NEW YORK

Are Service Costs



Stealing Your Profits?

EVERY retailer who expects to meet present day competition, must reduce his overhead expense. Service costs are too high and are preventing thousands of dealers from realizing a fair profit from their merchandising efforts.

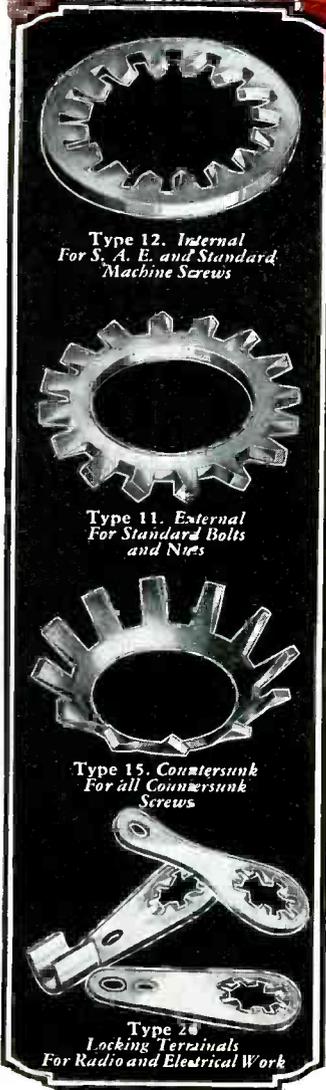
However, the solution to this serious problem is quite simple. The retailer must handle only those products that are certain to give perfect performance and thus require little or no servicing. That is why it will pay any dealer to demand Shakeproof equipped merchandise.

Test Shakeproof Lock Washers on your next service job and you will quickly see how they prevent trouble. This positive locking method keeps connections tight, and makes any product perform better and last longer. Send today for free samples and complete information on why Shakeproof Equipped Products will show you bigger profits. Write at once!

SHAKEPROOF Lock Washer Company

(Division of Illinois Tool Works)

2531 North Keeler Avenue, Chicago, Illinois



Type 12. Internal For S. A. E. and Standard Machine Screws

Type 11. External For Standard Bolts and Nuts

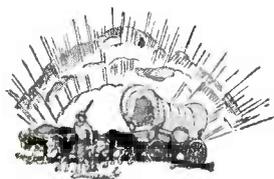
Type 15. Countersunk For all Countersunk Screws

Type 24 Locking Terminals For Radio and Electrical Work

U. S. Patents
1,419,564
1,604,122
1,697,954
1,782,387
Other patents
pending.
Foreign patents.



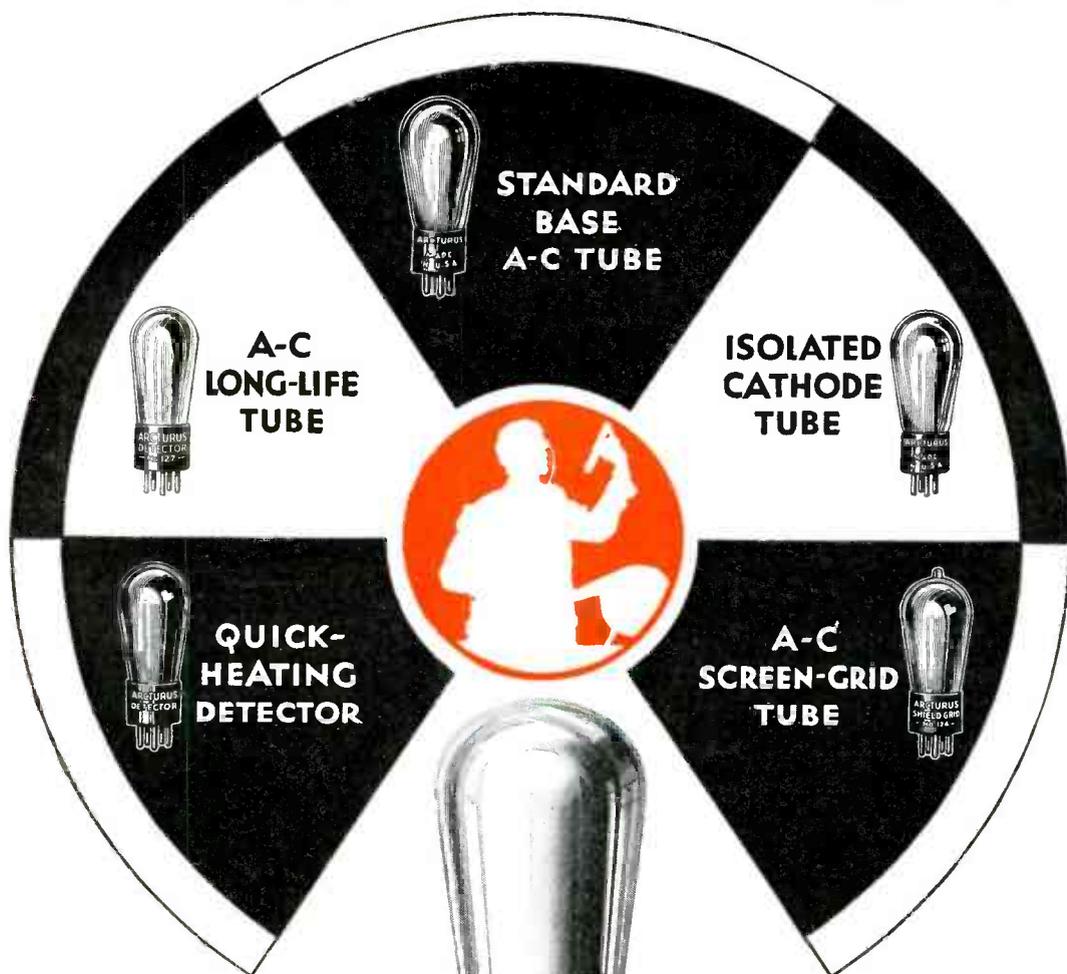
"It's the Twisted Teeth that LOCK"



ARCTURUS

TRAIL BLAZER of the RADIO INDUSTRY

has won its leadership in the industry by consistently pioneering new tube developments



Five times in three years Arcturus has been the *first* to blaze the trail with these new and important contributions in radio tube design. These guiding principles in the art have been backed by advanced sales and merchandising policies which spelled greater profits for the dealer and gained for Arcturus a dominant position.

Each time the radio industry has fol-

lowed the trail blazed by Arcturus; each Arcturus development has accurately forecast the trend of radio progress; each new Arcturus contribution quickened the public acceptance of radio.

In formulating your own plans for the future, consider this—

Consistent retail profits are insured by products that have the Habit of Success.

ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

"The TUBE with the LIFE-LIKE TONE"

ATWATER KENT RADIO

with the GOLDEN VOICE

**“The dealer must
make a profit”**

ATWATER KENT has never failed to take the dealer's welfare into full consideration, in laying the plans for each season's business.

Dealers who sell Atwater Kent Radio have always found their efforts backed up by generous and sound sales and advertising plans.

Dealers have always been able to count on the Atwater Kent models offering the fullest money's worth to the customer—the surest road to dealer profits.

As a consequence, year in and year out, the Atwater Kent dealership has proved to be the sound, sure way toward retailer prosperity.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

4700 Wissahickon Ave., Philadelphia, Pa.

•

“THE NEW EVEREADY RAYTHEON TUBE HAS NO EQUAL,” SAYS RADIO SPORTING GOODS COMPANY OF DETROIT



... and Chas. C. Cushman of this progressive Middle Western organization goes on to give the key to a great new tube's success: "The *public* appreciates the fact that the reception obtained by using Eveready Raytheon Tubes is better!"

That's the heart of the question so far as the retailer is concerned. You don't have to high-pressure your customers to sell them Eveready Tubes. You can *show* them. A glance at the sound and sturdy *4-pillar construction*, and *anybody* can appreciate that Eveready Raytheon Tubes are precision-built for finer, longer service.

And, in demonstration, 4-pillar tubes pluck broadcasts from the air to tell their *own* story. Truer tone. Greater distance. More selectivity. Wider range. Thousands of dealers are selling these new tubes in complete sets through home demonstrations by their service-men, with a minimum of sales-talk. *Performance* does the talking.

Eveready Raytheon Tubes are made in all types, to fit the sockets of every A.C. and battery-operated receiver in present use. Ask your jobber, or write us for names of jobbers near you.

Information and sales-helps, designed for service-men's use, will be gladly sent to you free. Among them is a blue-print giving engineering data on Eveready Raytheon 4-pillar Tubes. Write our nearest branch.

NATIONAL CARBON COMPANY

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation

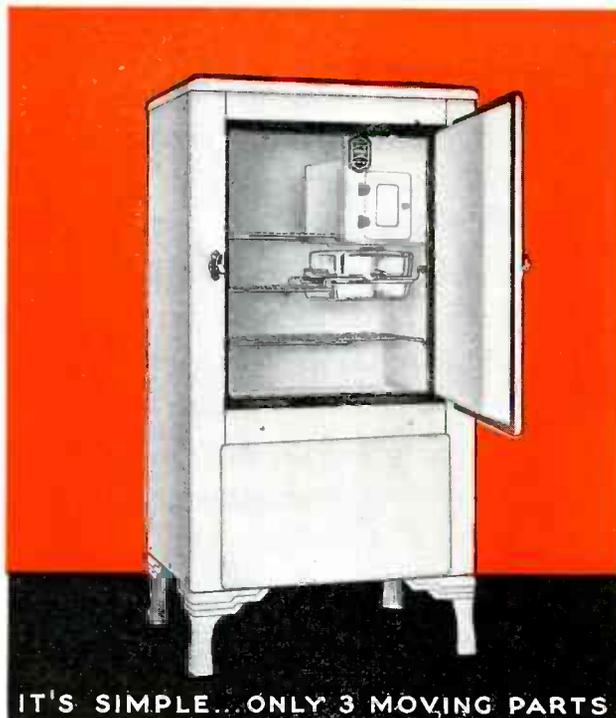
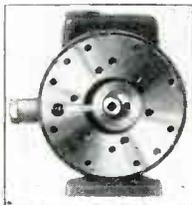


The
**FIRST
 BIG YEAR
 WITH NORGE**



NORGE Electric Refrigerator has proved itself over a period of six years in world wide use and Norge is now stepping out. Norge stands alone now with a quality product, having more features in favor of the dealer than you'll find in any other major household electric appliance.

1. The Norge is package merchandise. 2. It's a short line—three standard models and two specials. 3. It's a fast turnover line—with small inventory. 4. It's backed by Borg-Warner Corporation. 5. A new merchandising plan is ready with suggestions for successful operation. 6. The plan is complete with everything from a Financing set-up to salesmen's Sales Tools. 7. A powerful advertising program backs the Norge Dealer. 8. The Norge has 34 superior consumer features—19 of them original with Norge. 9. Of these features perhaps the most important is the Rollator...Norge's distinctive, perfected mechanism. 10. Norge has superlative quality. 11. Norge, with the everlasting Rollator, is long lived. 12. Norge is low priced. 13. Norge is service free. 14. The chassis is completely replaceable, quickly, simply.



IT'S SIMPLE... ONLY 3 MOVING PARTS

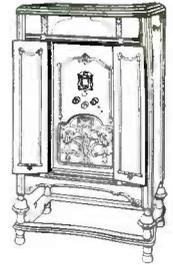
Yes! This is Norge's first **BIG** year. Norge has proved itself and is ready for deserved leadership.

Norge is worth while investigating. A letter now will bring full details, and quick action. Write.

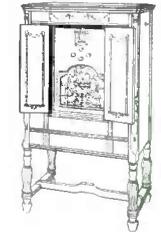
NORGE CORPORATION (Division of Borg-Warner)
 654 EAST WOODBRIDGE STREET, DETROIT, MICH.

NORGE
 WITH ROLLATOR

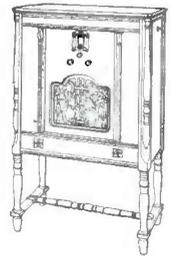
A "HOT" Line— for the Radio Dealer who wants business today . . . and in the FUTURE



**THE RADIO-
PHONOGRAPH
COMBINATION**
List Price \$285
less Radiotrons



**THE
HIGHBOY**
List Price \$179.50
less Radiotrons



**THE
LOWBOY**
List Price \$142.50
less Radiotrons
Tone Control at
\$5.00 additional



AT no time in the history of radio is the average retailer in greater need of a *HOT* line—and at no time has it been so imperative that the line *remain* *HOT*.

Here are the reasons why General Electric Full Range Radio is a *hot* line that will *remain hot* and will create profitable business *NOW*—and in the *future*:

(1). General Electric sets bear a name and monogram that have tremendous *acceptance* on the part of the public.

(2). G-E Radio is one of a family of many reliable products which have justified public confidence—there are more than 200,000,000 G-E monograms on products doing service in American homes.

(3). Two billion advertisements every year are helping to create acceptance for the General Electric name and monogram.

(4). The research and engineering facilities supporting General Electric are assurance that

as new developments are introduced they will be incorporated in General Electric products.

(5). General Electric Radio is supported by a tremendous national magazine and newspaper advertising campaign.

(6). The General Electric Radio dealer has an opportunity to capitalize the exceptional prestige of the G-E name and monogram and to obtain the advantage of G-E advertising support through a well-organized sales promotion campaign.

(7). General Electric's policies are made to protect the dealer—are founded on stability and permanence.

(8). General Electric is in the radio business, not for one season, but for many years to come.

(9). General Electric does not intend to jeopardize the profits of its dealers by drastic price reductions or other demoralizing practices which have made the radio industry chaotic in the past.

R-682

GENERAL  ELECTRIC
FULL RANGE RADIO

“Due to their uniform characteristics, we find CeCo tubes require the minimum of matching.”

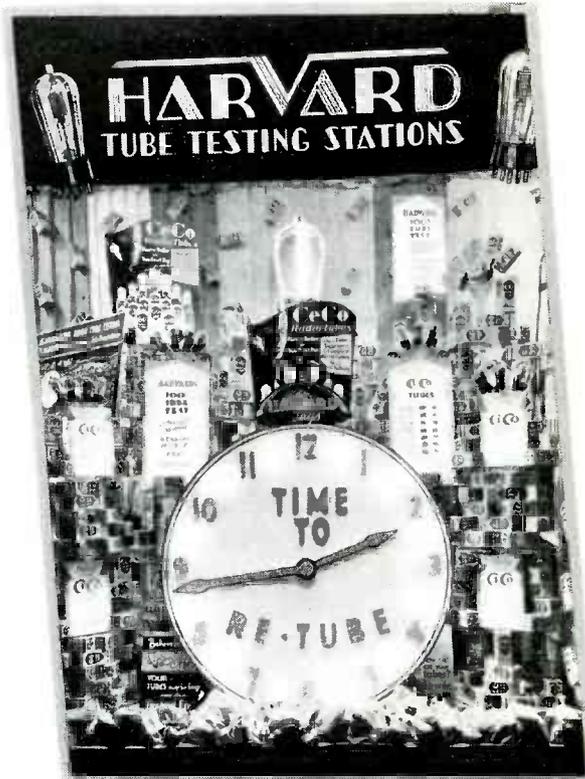
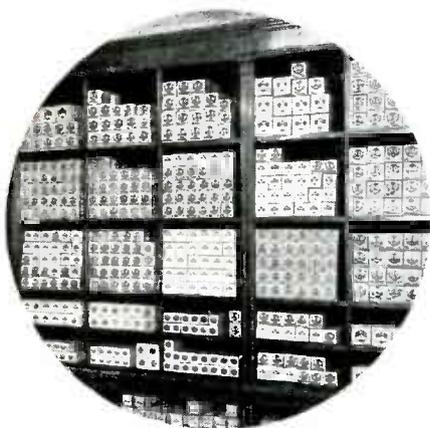
Alexander Wellington, Exec. Director, Harvard Tube Testing Stations, N. Y. C.

“Why do the biggest radio chain stores concentrate on the CeCo line? The answer is simple. The CeCo franchise means more profitable business. The quality must be better — the consumer demand greater — the discounts liberal — or else these large retail outlets would not be interested. The CeCo line offers greater opportunities to the independent dealer and chains.”

Ernest Kauer
PRESIDENT,
CECO MANUFACTURING CO., INC.
PROVIDENCE, R. I.

No. 5 of a series of unsolicited CeCo window displays

● Look at that window display—and the stock on the shelves—in the Harvard Tube Testing Station at 58 Cortlandt St., New York City. There is real money to be made in the tube business when you go after it in the right way. All stores in the Harvard chain concentrate on the CeCo line—as does the Atlas Stores Corporation ... “The World’s Largest Radio Dealers.”



CeCo

RADIO TUBES

Licensed under Patents of Radio Corp. of America

They're Better or You Don't Pay!

Watch Your Step

When You Choose a Test Oscillator

BE SURE IT HAS THESE FEATURES!



1 Leak-Proof Interlocked Shielding—The entire oscillator mechanism including tubes and batteries must be enclosed in a heavy interlocking shield. An oscillator with poor shielding is worthless.

2 Two '30 Type Tubes—Insist on a double tube oscillator for stability of oscillator note.

3 Wide Frequency Range—See that the frequency of the oscillator may be adjusted to any point in the broadcast band covering 550 to 1500 K. C. and in the intermediate frequency band of 125 to 185 K. C.

4 Output Meter—An output meter is absolutely essential. The human ear cannot determine correct adjustment.

5 Easy to Operate—Select an oscillator with simple controls and complete instructions.

Modern service methods, to be profitable, must be quick and accurate. The Jewell Pat. 560 Radio Service Oscillator tests all types of T. R. F. and superheterodyne receivers. Eliminates guesswork. Send for the new Pattern 560 Oscillator Bulletin just off the press.



JEWELL ELECTRICAL INSTRUMENT COMPANY
1642-A Walnut Street, Chicago, Ill.

Mail at once Pattern 560 Oscillator Bulletin.

Name

Address

City State



GENERAL MOTORS RADIO

Effective January 15th, the advertised prices of General Motors Radios will include tubes. This forward step is in keeping with the progressive policies of General Motors Radio Corporation.

The Little General Complete with tubes	\$ 74 ⁶⁰
The Hepplewhite Complete with tubes	\$136 ⁰⁰
The Sheraton Complete with tubes	\$152 ⁰⁰
The Late Italian Complete with tubes	\$172 ⁰⁰
The Queen Anne, radio-phonograph Complete with tubes	\$198 ⁰⁰
The Georgian, radio-phonograph Complete with tubes	\$270 ⁰⁰
The Pioneer, with self contained power unit Complete with tubes	\$136 ⁰⁰

All models available on the G.M.A.C. plan with convenient monthly payments.

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

National advertising only gets action for you when it reaches enough of your customers to make a real impression. Advertising in **THE AMERICAN WEEKLY** gets action because it reaches one out of every four families in the United States.

THE AMERICAN
*Greatest
Circulation
in the World*
WEEKLY

Main Office: 959 Eighth Avenue, New York City

*Branch Offices: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES
222 MONADNOCK BLDG., SAN FRANCISCO . . . 11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG.,
CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . INTERNATIONAL OFFICE BLDG., ST. LOUIS*

Cunningham RADIO TUBES

**Quality still paves the way
to increased profits**

WITHOUT ballyhoo and without *false* stimulant, the Cunningham Company has planned a sound, common-sense sales and merchandising campaign aimed to result in increased profits for you.

Every effort is directed at helping you sell more radios, more accessories and more Cunningham Tubes at greater profits to yourself.

Nation-wide newspaper and magazine advertising, snappy window and counter sales helps, and hard-hitting direct mail shots make up this tube selling campaign.



Standard Since 1915

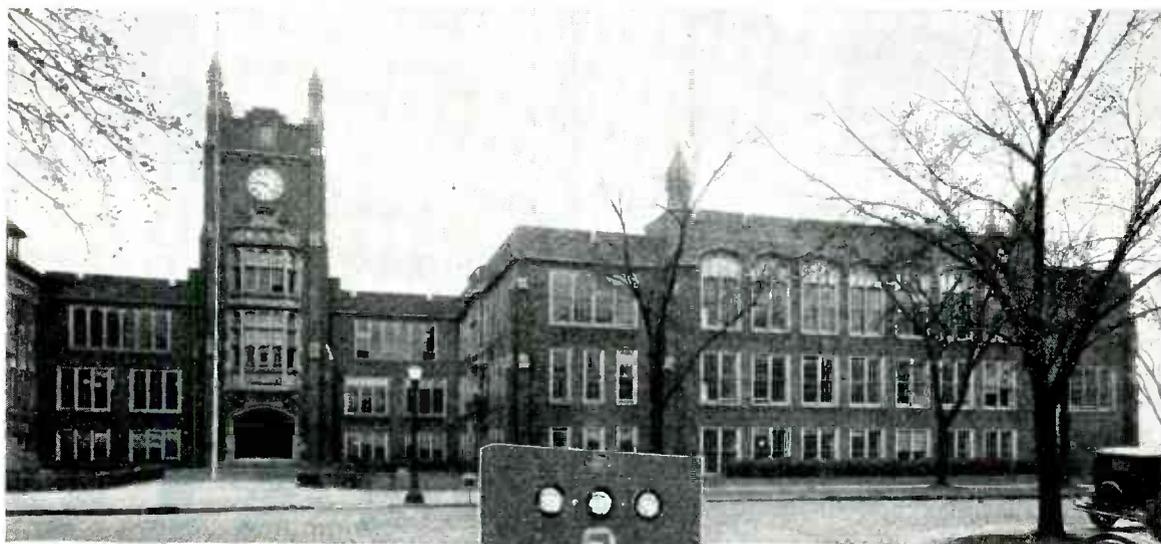
If you are not now on our mailing list and receiving sales helps, we shall be glad to add your name—just write us.

E. T. CUNNINGHAM, INC.

NEW YORK CHICAGO SAN FRANCISCO DALLAS ATLANTA

Wherever Sound Must Fill Great Spaces

**Schools . . . Colleges . . . Academies . . . Institutes
Hotels . . . Convention Halls . . . Amusement Parks
Railroad Depots . . . Swimming Pools . . . Apartment
Buildings . . . Riding Academies . . . Airports . . . Stadiums
Sanitariums . . . Hospitals . . . Factories . . . Sporting Arenas
Assembly Halls . . . Play Grounds . . . Civic Centers . . . Race Tracks
Ball Parks . . . Skating Rinks . . . Public Parks . . . Gymnasiums . . . Yacht Clubs**

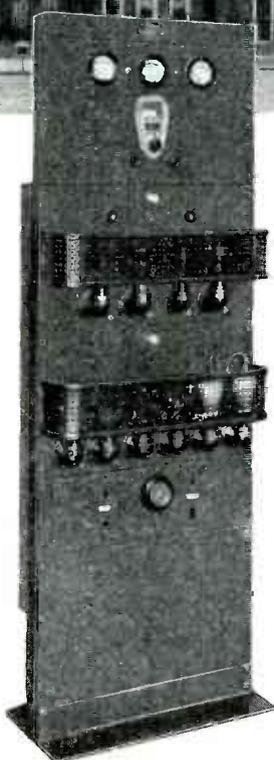


*Webster Amplifying Equipment
Now Installed in the New
Sheboygan (Wis.) High School*

EDUCATIONAL institutions are just one of the many profitable fields open to men and organizations capable of selling, installing and servicing Webster Sound Distribution Systems.

Wherever people gather—wherever sound must fill great spaces—wherever speech or music must be amplified naturally and brilliantly, there is an excellent prospective market for Webster Equipment.

Webster Electric Power Amplifiers are the product of a company that has twenty-two



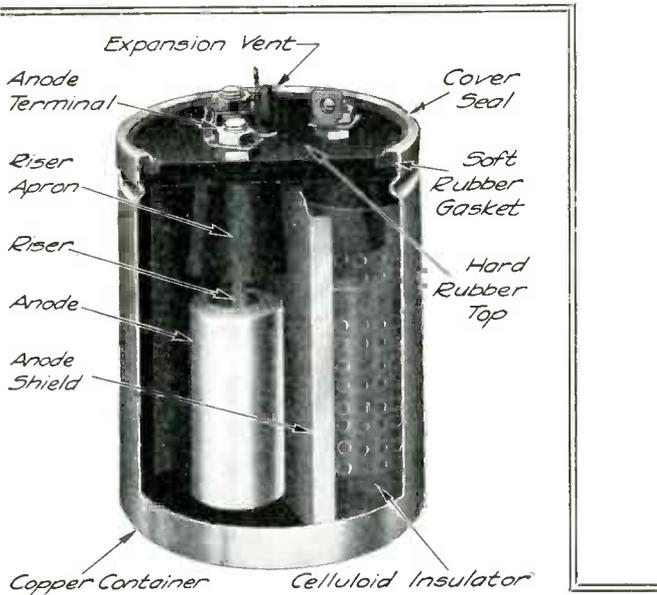
years' experience in the manufacture of precision electrical apparatus. Webster Engineers are thoroughly familiar with each and every sound-amplification requirement, hence the performance of Webster Equipment is completely dependable and accurate.

Webster offers an exceptional opportunity for greater profitable business development to well-established organizations. They must be equipped with sales ability and engineering facilities of high standards. The above list specifies just a few of the opportunities in a profitable field, open to those who can qualify. We solicit inquiries.

WEBSTER ELECTRIC COMPANY
RACINE Established 1909 WISCONSIN

Webster Electric
Power Amplifiers

THE SOLUTION OF YOUR CONDENSER PROBLEM



MERSHON ELECTROLYTIC CONDENSER

Let MERSHON increase your profits and build customer good will. A recent survey just completed by *Radio Retailing* shows that 43% of all power packs in for repair need new filter condensers. For thousands of service men MERSHON has solved the filter condenser problem. Next time replace with MERSHON.

SOLD BY LEADING JOBBERS EVERYWHERE

This booklet tells you why MERSHON ELECTROLYTIC CONDENSERS are better. It is priced at ten cents but free to readers of *Radio Retailing*. SEND FOR YOUR COPY TODAY

THE AMRAD CORPORATION
153 College Avenue
Medford Hillside, Mass.



THE AMRAD CORPORATION
153 E. Ohio St.
Chicago, Ill.

Please send me free of charge your booklet "PUNCTURE PROOF FILTER CONDENSERS".

NAME.....

STREET.....

CITY.....

STATE.....

Servicing Superheterodynes

demands work and good tools. Only a General Radio Type 360-A Test Oscillator is good enough for the job. RCA-Victor engineers—they know superheterodynes—designed this instrument with the cooperation of our own oscillator specialists. It is a quality instrument throughout, the sort of thing you expect from General Radio.

FEATURES

Modulated test signals are available throughout the broadcast band and at accurately calibrated 1-kc. intervals between 170 and 180 kc.

Test tools and a 0-3 volt rectifier-type output meter are supplied as regular equipment.



Send for a copy of Bulletin 932-T3.

GENERAL RADIO COMPANY
OFFICES: LABORATORIES: FACTORY:
CAMBRIDGE A, MASSACHUSETTS

MAYO

FOR

SERVICE MEN

REPLACEMENT

TRANSFORMERS, CONDENSERS

RESISTANCES

Replace with MAYO

"They're Guaranteed"



Majestic Set Block

MAYO does not use surplus or salvaged condensers. All parts are manufactured in our own plant from new and the finest of materials.

Send for new Catalog—the most complete ever published

MAYO LABORATORIES, Inc.

Factory and Office

281 East 137th St., New York City

COPELAND CAN TELL YOU— how to sell electric refrigeration profitably!

Copeland knows its business when it comes to helping radio dealers merchandise electric refrigeration! Copeland was the first manufacturer of electric refrigeration to see the possibilities for radio dealers to make money in the electric refrigeration field—has had four years of experience in building up practical procedures for radio dealers to follow in selling electric refrigeration.

With Copeland to rely upon, you can profitably combine radio and electric refrigeration sales. Your set-up is right—the same principles of specialty selling, home installation and service apply. And Copeland will tell you how to cash in on your radio customers—as fine a group of electric refrigeration prospects as could be desired.

Copeland offers these major advantages

COPELAND COLDIAL
Accessible and convenient—direct acting—enclosed within the cabinet. Regulates temperature, speeds ice freezing and permits easy defrosting.

PLENTIFUL ICE SUPPLY
Ice cubes are quickly frozen—and quickly ejected from the flexible rubber tray. The double-depth tray may be used for ice cubes or frozen dainties.

COPELAND COLDRAWER
A large, near-zero compartment for storing frozen foods, preserving meats, game or poultry—for freezing desserts, or an extra ten-pound block of ice.

COPELAND COLD-TRAY
Serves triple purpose. A cover for the Coldcrisper. A tray for foods. A receptacle for catching drip when defrosting—no insanitary drain pipe.

COPELAND COLDCRISPER
A pan for storing leafy vegetables. Keeps them fresh, moist and crisp. Freshens wilting or drying leaves—makes greenstuffs more appetizing.

SIMPLIFIED MECHANISM
Unobtrusive—permanently quiet—fully enclosed—yet entirely accessible when locked unit compartment is opened. Provides abundant power.

DEEPLY EMBOSSED TOP
Unobstructed—permits enclosed installation—provides usable shelf space. Available in colors to match the decorations of your kitchen.

AUTOMATIC ELECTRIC LIGHTING
Interior automatically flooded with light as food compartment door is opened. Permits inventory at a glance. Light goes out when cabinet is closed.

COPELAND WATER CHILLER
Makes cold drinking water available at touch of faucet. No plumbing connections needed. Can be removed, cleaned and replaced quickly and easily.

CONVENIENT, BAR-TYPE SHELVES
Copeland design permits convenient shelf height—no stooping to peer at too-low shelves. Bar-type grills allow dishes to slide with the utmost ease.

WHITE PORCELAIN INTERIOR
Glass-hard—readily cleaned. Corners and angles are rounded for further ease in cleaning. Exterior finish is white porcelain or white enamel.

FULL SELECTION OF MODELS
Many sizes are available—all with unusual beauty of line and proportion, enhanced by brilliant, chromium-plated hardware. Wide range of prices.

Copeland's new line is a winner! It covers every electrical refrigeration requirement in the commercial, household and apartment fields. Copeland Products are recognized everywhere as the finest—study the features shown above!

Undoubtedly you have decided to take on electric refrigeration sales. Why not tie up

with the one manufacturer recognized as the pioneer in promoting electric refrigeration sales through radio dealers? Copeland will be glad to send you the details of its plan—clip and fill out the coupon below!

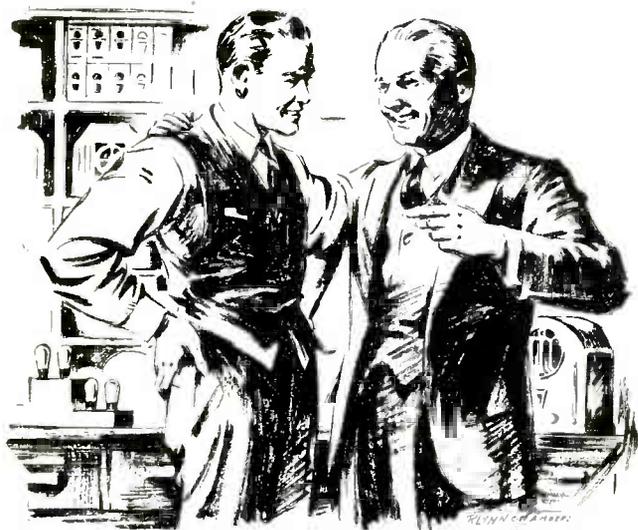
COPELAND SALES COMPANY
342 Cass Avenue, Mount Clemens, Michigan



COPELAND SALES COMPANY, 342 Cass Avenue, Mount Clemens, Michigan

Gentlemen: Please send me complete details on the Copeland Sales franchise

Name _____ Address _____
City _____ State _____



"Nothing slow about the way this Kester is selling, is there, Jim?"

"It's a funny thing, Jim. I knew Kester Radio Solder was the thing to handle from our customers' standpoint. Because the best manufacturers use it, you know, and it sure does make low-loss connections. But I didn't know it was going to be such a big-profit item for me. I thought I was just doing a favor for my customers—but it turns out I've done a big favor for myself, too!"

... Kester Radio Solder is what conscientious dealers the country over are recommending to their customers. It's easy for anybody to use, because it carries its own flux, just like a lead pencil carries its own lead. All the user has to do is apply heat. What's more, Kester is quick—and it's safe. It has a rosin-core that can't corrode—won't collect moisture or dust, nor build up resistance at connections.

You can count on a profit in good-will when you sell Kester. And you can also count on a profit in dollars and cents. Kester is an amazingly quick-turnover proposition! You can get Kester Radio Solder from your jobber in handy cans put up in attractive counter-cartons.



KESTER SOLDER COMPANY
4262 Wrightwood Avenue Chicago, Ill.
Incorporated 1899

KESTER
FLUX-CORE
SOLDER
Acid-Core · Paste-Core · Rosin-Core

The Statistical Issue of **Radio Retailing**

will be published in March this year, in order that it may include COMPLETE statistical data covering 1930. This will be the first full record of just what happened in the Radio Field last year.

**Never Was Your Business Paper
More Important to You!**

The March issue will give you not only a detailed and interpreted picture of the recent past, but many indications of what the immediate future has in store.

Not the least of these will be found IN THE ADVERTISING PAGES, containing information of new products and of manufacturers' plans for the coming season.

Last year is past, with its Midget invasion, its sale of distress merchandise, its trials and tribulations. This year promises definite readjustments, new and improved products, new merchandising plans.

Every progressive dealer and jobber will be interested not only in the statistical facts set forth in this STATISTICAL ISSUE, but also in the advertising of manufacturers indicating their intention to co-operate in making 1931 a Recovery Year.

Nobody knows exactly what's going to happen, but you can look for the first reliable news of it *right in these pages!*

**Out the First
Week in March!**
**Advertising Forms
Close February 20**

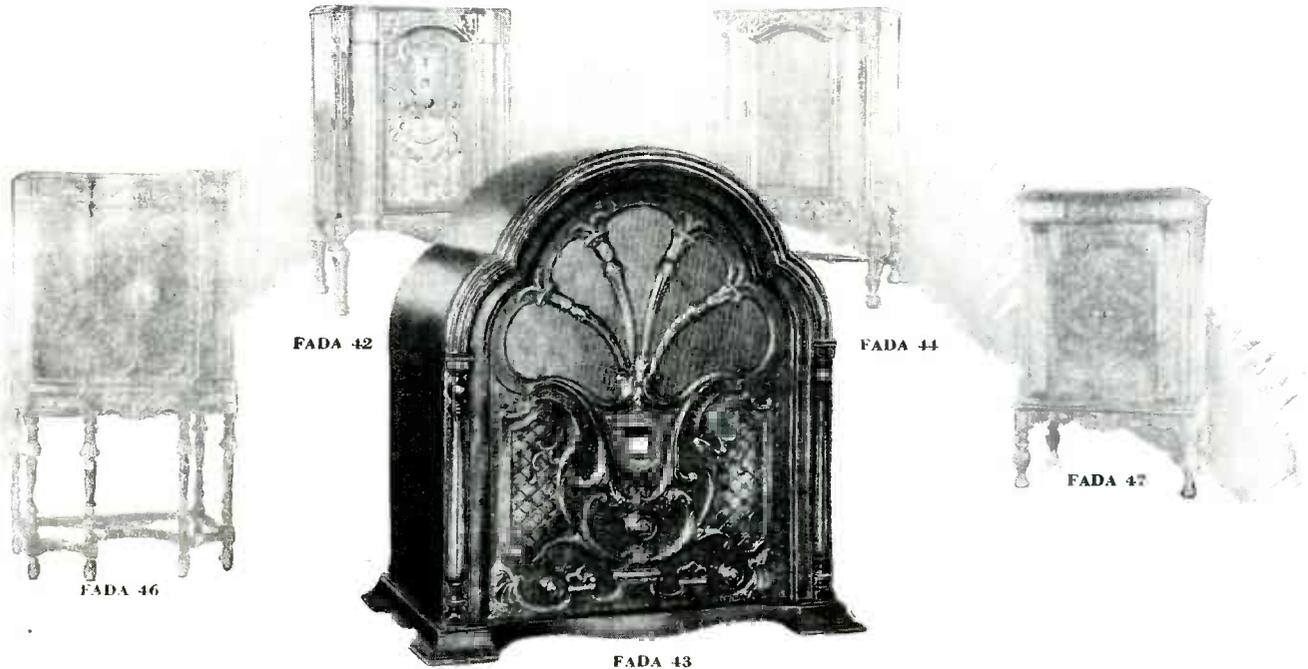
Send all cuts and copy to
RADIO RETAILING,
Tenth Avenue at 36th Street, New York.

FADA
Radio

NEW!

FADA
Radio

First with Hi-Gain Super-Neutrodyne



**The Newest Member of the
Fada Profit-Making Family**

FADA Leads Again!

WITH this amazing new Fada selling at \$84.50, complete with tubes, you can now profit from Fada's reputation in the lower, as well as the upper price levels!

The new model No. 43 will reach that vast public who want to pay less than a \$100.00 for a radio and still want a good one. It will also sell high-priced Fadas for you. It lights new interest in the Fada line. It permits easy "trading up" on increased traffic.

In other words, Fada now gives you a line that takes in every established price market in radio, from top to bottom — a line that you can concentrate on to the increase of volume and profit!

A Powerful Compact Seven-Tube Full Fledged Radio Receiver

MODEL 43 **\$84.50** Complete with Fada tubes

Push Pull Amplification
(Two F-245 Power Tubes)

Four Variable Tuning Condensers
Three Screen Grid Tubes
Screen Grid Power Detection

Tone Quality—Surprisingly good—superior by far to that ordinarily expected in merchandise of this classification.

Sensitivity—The ability to secure distant stations far beyond that ordinarily encountered even in high priced sets.

Selectivity—The ability to separate stations on close wave lengths—and of a degree heretofore encountered only in radio sets many times the price.

Volume—Undistorted—more than can be used in the average home and more than ample for most effective store demonstrations.

Dynamic Speaker—FADA full tonal range extremely efficient in all frequencies.

Pre-Selected Tuning—Eliminates cross talk or domination by powerful local stations—a desirable element heretofore encountered only in the highest price merchandise.

Double Contact Volume Control—Establishes distortionless operation and assures satisfactory results even when close to a powerful station.

Chassis Vibration Control—New system of condenser mounting permits full power output from push pull audio stage without internal vibrations.

Shielding—Complete metallic shielding and double shielding on important points.

Pilot Lamp—For illuminating dial and indicating whether receiver is 'On' or 'Off.'

Dial Marking—Not only in kilocycles and wave lengths but also in the regular 0-100 scale to permit easy identification and easy refinding of any station.

Cabinet—Undisputed and unrivaled beauty. The "How can it be done for the money?" variety.

Approximate cabinet dimension: 18" high, 15 3/4" wide, 12" deep. Approximate shipping weight 38 lbs.

(Same price west of the Rockies—also available for 25 cycle operation at slight increase in price.)

F. A. D. ANDREA, Inc., Long Island City, N. Y.

1920 • SINCE BROADCASTING BEGAN • 1931

A 1931 Necessity



A
DAYRAD
TEST
OSCILLATOR
(And Output
Meter)
for
Servicing Super
Heterodyne and
all other types of
Radio Sets.

Made in two styles, with or without the high-resistance Output Meter (using rectifier bridge circuit).

Type 180 Test Oscillator. Provides all Broadcast Frequencies plus the Intermediate Frequencies of 175 (with vernier) and 180 kilocycles.

Dealers Net Price (including Output Meter) \$57.50
" " " (less Output Meter) \$39.50

Type 183 Test Oscillator. Provides all Broadcast Frequencies plus the Intermediate Frequencies of 130, 175 (with vernier), and 180 kilocycles.

Dealers Net Price (including Output Meter) \$62.50
" " " (less Output Meter) \$44.50

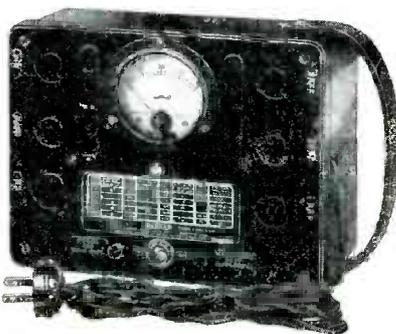
Guaranteed Accuracy—Thorough Shielding.

Write For Full Information.

THE NEW DAYRAD TYPE L (Self-Biasing) TUBE CHECKER

Shows "End of Life"—the really important signal for replacements.

Finds noisy tubes and other tube troubles causing sub-normal radio reception. Complete—A.C. Operated—Accurate.



Dealers Net Price \$27.60

Order from your Tube Distributor.

Catalog R sent on request.

THE RADIO PRODUCTS COMPANY

Fifth & Norwood Dept. R Dayton, Ohio



Complete data on construction and repair of modern radio sets

These three books cover the entire field of building, repairing and "trouble-shooting" on modern broadcasting receiving sets. The Library has been brought right-up-to-the-minute in every respect, including the very latest developments in the design and manufacture of equipment. The recent interest in short-wave reception is reflected in a section which deals with the construction of this type of receiver.

Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By JAMES A. MOYER, Director of University Extension, Massachusetts Department of Education and JOHN F. WOSTREL, Instructor in Radio Engineering and Supervisor in Charge of Industrial Subjects, Massachusetts Department of Education.

CONTENTS

VOLUME I.—Practical Radio: This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of eight typical sets.

VOLUME II.—Practical Radio Construction and Repair: All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio are covered.

VOLUME III.—Radio Receiving Tubes: In this volume the essential principles underlying the operation of vacuum tubes are explained in as non-technical a manner as is consistent with accuracy. It gives the construction, action, reactivation, testing and use of vacuum tubes and applications for distant control of industrial processes and precision measurements.

THESE three books embody not only a thorough home-study course, but a ready means of reference for the experienced radio-trician. Step-by-step information is given on wiring, "trouble-shooting," installation and servicing to get the best tone quality, distance and selectivity in broadcast reception in all types of sets.

Practical data is given on radio equipment such as antenna systems, battery eliminators, loud speakers, chargers, vacuum tubes, etc., etc.

A section is devoted to the identification of common faults in receivers and methods of making workmanlike repairs.

The three books are profusely illustrated with understandable diagrams of hookups, connections, loud speaker units, installation work and antenna erection—as well as numerous photographs, tables and charts which clarify the text.

See this Library
for 10 Days Free
No Money Down—Small
Monthly Payments

It is your privilege to examine this Library for 10 days without cost. If the books prove satisfactory, send an initial payment of only \$1.50 and \$2.00 a month until \$7.50 has been paid. Otherwise return the books.

MC GRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue New York.

Gentlemen—Send me the RADIO CONSTRUCTION LIBRARY, all charges prepaid, for 10 days Free Examination. If satisfactory I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

Name

Home Address

City and State

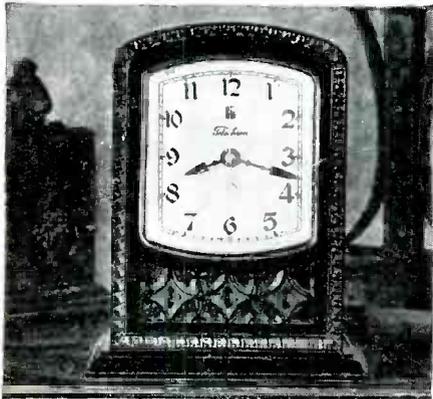
Name of Company

Occupation R.R. 2-31

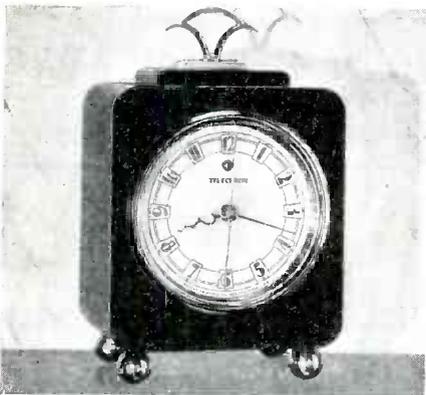
To insure prompt shipment, write plainly and fill in all lines.

MANY DEALERS HAVE FOUND THESE
THREE DISTINCTIVE DESIGNS

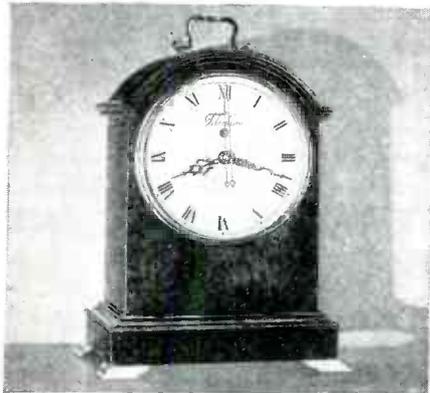
popular and profitable



356—TUDOR, moulded case, walnut color. Retail, \$9.75



357—APOLLO, moulded black case, chrome fittings. Retail, \$15



605—WAVERLY, mahogany case, bronze fittings. Retail, \$40

THERE are definite reasons why you should stock and sell Telechron Electric Clocks. Telechron is the *original* self-starting, synchronous electric clock. It is made by the makers of the Telechron Master Clocks in America's power houses. *It offers the widest, most interesting range of models and prices.* It is backed by the most extensive national advertising campaign ever devoted to electric clocks.

Three prime reasons for Telechron's outstanding sales success are pictured on this page. Dealers in every corner of the country have proved these models particularly profitable.

"Tudor," at top, stands 6 $\frac{5}{8}$ " high and looks trim and smart on writing desk or dressing table. It has a moulded case, mottled walnut color, and a cream-colored dial. Retailing at \$9.75, it makes a capital sales-leader for the entire line.

"Apollo," next below, is a fresh and unusual design—modern in spirit, but restrained enough to fit into almost any setting. Its case is moulded black beetle, with chromium fittings and silvered dial. 7 $\frac{1}{2}$ " high, it retails for \$15.

"Waverly" is one of the most distinguished members of the Telechron family, with a pleasant Early-English flavor. It stands 11 $\frac{1}{2}$ " high and retails for \$40, with mahogany case and bronze fittings.

There are many more popular and profitable models in the Telechron line of electric clocks—many more reasons why the Telechron authorized dealer franchise is valuable. It will pay you to investigate them. Use the coupon below for convenience.

WARREN TELECHRON COMPANY
32 Main Street, Ashland, Massachusetts

Please send me information on Telechron Electric Clocks and details of your authorized dealer franchise.

Name _____

Address _____

Telechron

New OUTPUT METER



WESTON
Model
571

THIS OUTPUT meter is a portable instrument for measuring directly the output voltage of radio receivers.

It may also be used to compute power output of radio sets; to determine the maximum gain when lining up R.F. and I.F. stages or when a calibrated input voltage is applied to a radio set or to an audio amplifier; to determine the relative gain of tubes; to measure the comparative selectivity of R.F. tuners; to observe the period and percent of fading; and to approximately measure the relative fidelity of amplifiers such as used in theatres and public address systems.

Model 571 OUTPUT meter consists of a Weston Model 301 A. C. Voltmeter of the Rectifier type with a constant impedance of 4,000 ohms. Its five ranges, 1.5/6/15/60/150 volts, selected by means of a dial switch, are brought out to two binding posts. The instrument is enclosed in a sturdy black Bakelite case. Size: 5 1/2 x 3 5/8 x 2 1/8 inches. Weight: 1 pound, 10 ounces.

WRITE
FOR
CIRCULAR
RR

WESTON
ELECTRICAL INSTRUMENT CORP.
581 Frelinghuysen Avenue Newark, N. J.



**Insured
Radio
Delivery
Protection**

—For Both
Cabinet and
Junior Models

Cabinet size cover, shown here, is adjustable to all cabinet radios—Junior Model fits the new table type radios. Just two straps to fasten on large cover; but one to secure on the Junior. Quilted cover of strong, waterproof brown drill padded with thick layer of high-grade felted cotton—guaranteed not to separate unless actually torn.

No. 15, shown here, \$6.00 (\$6.75 Colorado and West). No. 10, Junior Model, \$2.50 (\$3.00 Colorado and West). Shipped Parcel Post, C.O.D. postage paid; on open account if you have account with us.

The Clifford W.
MAISH BEDDING COMPANY
1504 FREEMAN AVE., CINCINNATI, OHIO

Only reliable products
can be continuously
advertised

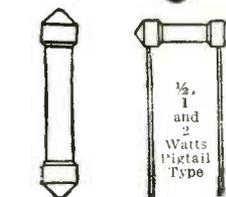
DEALERS AND SERVICEMEN

... Follow the Leaders—
STANDARDIZE on

LYNCH
METALLIZED
RESISTORS

For permanent replacement. Accurate—guaranteed. Special ceramic casings to permit maximum heat dissipation. Moulded end caps and moulded in pigtails—not strapped or soldered. Greater safety factors. More value for less money. Conveniently located stocks throughout the country insure prompt delivery.

New Low Prices—Liberal Discounts
Send for new illustrated Catalog "R"
Lynch Mfg. Co., Inc., 1775 B'way, N. Y.



1 and 2 Watts
Cartridge Type



Precision Wire Wound

**Timely...
 Yet far ahead
 Of the times!
 Sensational!
 Amazing!
 More radio...
 More eye-value...
 More quality for
 Little money
 Than radio has
 Ever known.
 Zenith-designed.
 Zenith-built.
 And look
 At the prices!
 No wonder
ZENETTE
 Is already
 Radio's biggest seller!
 Better place
YOUR order
NOW!**



\$57.50

LESS TUBES
 Sold with
 Zenith Quality
 Tubes

ZENETTE MODEL A—A rear radio receiver of Zenith quality encased in a charming Gothic design cabinet of choice woods, only 18 $\frac{1}{16}$ " high. Six tubes; screen-grid circuit; specially designed, built-in, electro dynamic-type speaker of extraordinary tone range. Full volume control; Tone control; Vernier dial control; Dial light.



\$57.50

LESS TUBES
 Sold with
 Zenith Quality
 Tubes

ZENETTE MODEL B—Zenette chassis in handsome cabinet of Early American design, only 17 $\frac{1}{16}$ " high.

Illustrated at right

ZENETTE MODEL C—Today's biggest radio value. The famous Zenette chassis specially designed for, and encased in, a beautiful William and Mary semi-highboy of richly grained walnut woods with quilted maple overlays. Six tubes; screen-grid circuit; electro dynamic-type speaker. Volume Control, Tone Control; Vernier dial; Dial light. Unquestionably the greatest "buy" for the money in the entire radio world.

\$84.00

LESS TUBES
 Sold with
 Zenith Quality
 Tubes

ZENETTE MODEL D—An exquisite highboy... is priced at \$94, less tubes.



Prices slightly higher in Far West



The Zenith Radio Corporation of Chicago is the oldest (since 1914) nationally known quality radio manufacturer. Zenith radio sets... universally recognized as the world's highest quality receiving instruments... range in price from \$155 to \$2500. Zenette radio sets (advertised here) are, naturally, outstanding in their price class—\$57.50 to \$94.00.

ZENITH RADIO CORPORATION, 3620 IRON ST., CHICAGO, ILL.

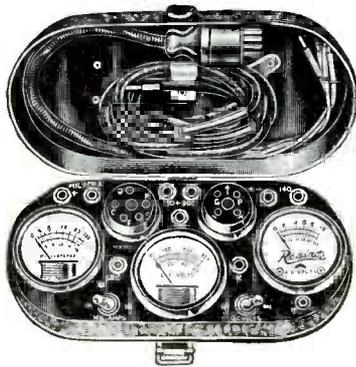


No. 400

Counter Tube Checker

A new tester gives dealer and customer the required tube value information. Mutual conductance test all tubes, including the new 2-volt tubes. Simple to use. Accurate, dependable. Connects to A.C. supply. Attractive baked enamel finish. All parts shielded. Complete with up-to-date chart.

\$12 NET—60 CYCLE \$13 NET—25 CYCLE



No. 245-A
Set Analyzer
for Servicing

No service department is complete without this handy, practical tester.

Newly designed to meet the servicing needs of all

types radio receiving sets. Adaptable for every kind of socket test. Also continuity of circuits—a.c.-d.c., and all tubes including screen grid and rectifier. Checks line voltage. Charts for resistance, and capacity tests with full instructions furnished. Accurate. Compact. Simple to use. Durable steel case finished in a beautiful baked enamel.

\$12 NET

If not at your jobber's we will supply direct.

READRITE METER WORKS

Established 1904

BLUFFTON 6 College Ave.

OHIO

ACME WIRE PRODUCTS

Parvolt Filter and By Pass Condensers,
Coils—Magnet Wire Wound,
Varnished Insulations

Magnet Wire - - - All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.
Radio Manufacturers' Assn.
American Society for Testing Materials

For more than 25 years manufacturers and suppliers to the largest and most discriminating users.

THE ACME WIRE CO.
NEW HAVEN, CONN.

Branch Offices

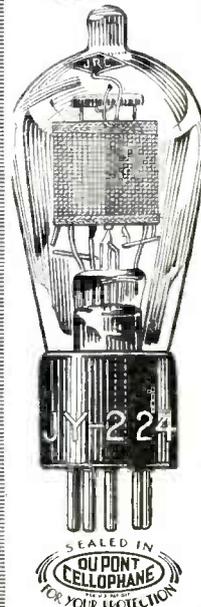
New York
52 Vanderbilt Ave.

Chicago
842 N. Michigan Ave.

Cleveland
Guardian Bldg.

J.R.C. RADIO TUBES

Thoroughbreds of Radio

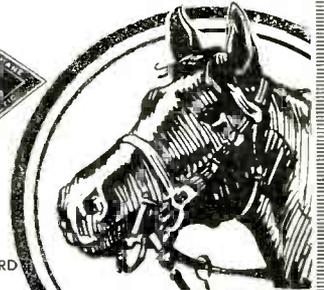


WHEN your customer hears JRC Tubes in action he will understand why they are called Thoroughbreds. All you need do is give them a chance to prove their mettle in your demonstration set—Performance always makes the sale.

Write for details of J R C. Dealer Proposition

JOHNSONBURG RADIO CORP.
JOHNSONBURG, PA.

New York: 55 West 42d Street
Chicago: 28 East Jackson Blvd.



Tell your customers that every JRC tube is Sealed in Cellophane at the factory for their protection



BIG in SALES

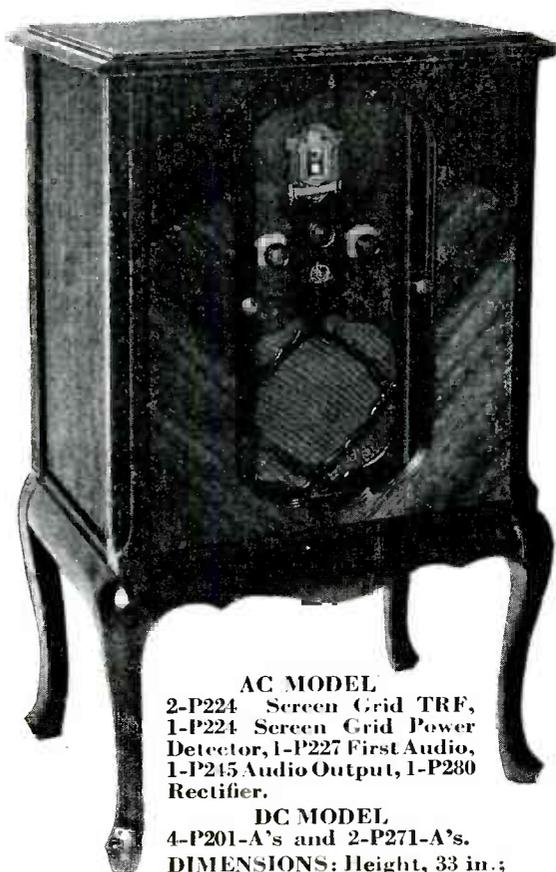
PROFITS and Performance

SMALL only in SIZE and PRICE . . .

and Pilot guarantees to maintain its present list prices until May 31st, 1931

Dealers made money on Pilot Products in 1930. They are going to make more money on present and future Pilot products in 1931. Because—Pilot hasn't stopped going ahead, hasn't a headache from 1930 conditions as so many in radio have. Pilot will have no distress merchandise on the market to slow up its dealers' progress, nothing but clean, new merchandise the public can continue to buy with confidence. Dealers who are careful about tying up with lines which won't pull their profits down should consider a Pilot franchise their first choice if they feel sure they can qualify!

SOME JOBBER TERRITORIES STILL OPEN



AC MODEL

2-P224 Screen Grid TRF, 1-P224 Screen Grid Power Detector, 1-P227 First Audio, 1-P245 Audio Output, 1-P280 Rectifier.

DC MODEL

4-P201-A's and 2-P271-A's.

DIMENSIONS: Height, 33 in.; width, 19½ in.; depth, 13 in.

A gem in cabinet design, this charming little two-tone walnut Queen Anne Model is coveted by every home loving woman the moment she sees it.

It has double sliding doors. Baffling area of cabinet is ample to bring out lowest tones of the special electro-dynamic speaker.

ILLUMINATED DIAL
KNOB CONTROL
TONE CONTROL
PHONOGRAPH CONNECTION

\$79⁵⁰

Less Tubes

PILOT *de luxe*
Consolette



AC MODEL :
2-P224 Screen Grid TRF, 1-P224 Screen Grid Power Detector, 1-P227 1st Audio, 1-P245 Audio Output, 1-P280 Rectifier.

DC MODEL :
4-P201-A's
2-P271-A's

\$59⁵⁰

Less Tubes

People can't believe they are hearing a Pilot Midget unless they see it! Its clarity, volume and range of tone makes the owners of most big consoles, wonder what they paid big money for. In its beautiful, NEW two-tone walnut cabinet, it delights all who see it as much as it delights all who hear it. Illuminated Dial, Knob Control, Tone Control and Phonograph Connection.

PILOT MIDGET

PILOT RADIO & TUBE CORPORATION

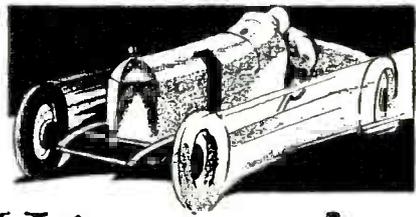
LAWRENCE, MASS.

Chicago Office:
234 S. Wells Street

New York Office: 525 Broadway
OFFICES IN PRINCIPAL COUNTRIES OF THE WORLD

San Francisco Office:
1278 Mission Street

CONTROL



rides with the Winner!

... he rounds "death curve" on two wheels, his mighty steed under perfect control.

Radio reception, too, must be under perfect control at all times. If your radio is CENTRALAB equipped, like millions of other sets, you may be sure of clear, smooth reception.

SERVICEMEN AND DEALERS

The new VOLUME CONTROL GUIDE just off the press gives fundamental circuits for Volume Control and an index that enables you to offer resistance replacements on practically all sets with a mere handful of CENTRALAB controls.



Send

25c. for the new VOLUME CONTROL GUIDE.

Centralab

CENTRAL RADIO LABORATORIES
Dept. 140-D, 20 Keefe Ave.
Milwaukee, Wis.



RADIO WIRE PRODUCTS

ANTENNA WIRE	LEAD-IN WIRES
ANTENNA KITS	HOOK-UP WIRES
ANTENNA ACCESSORIES	ANNUNCIATOR WIRES
LIGHTNING ARRESTERS	CABLES

WRITE FOR CATALOG AND PRICES

If Your Jobber Cannot Supply You—Order Direct

CORNISH WIRE CO. 28 CHURCH ST., NEW YORK, N. Y.
Makers of the Famous

BRAIDITE HOOK-UP WIRE

WASMUTH-GOODRICH COMPANY

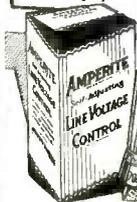


Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

Indispensable to MODERN RADIO

The new AMPERITE automatically equalizes line-voltage fluctuations. Helps radio sales and satisfaction, because it improves tone, lengthens tube-life and insures uniformly perfect operation. No electric radio is modern without AMPERITE. Does not add to chassis cost.



AMPERITE Corporation
561 BROADWAY, NEW YORK
AMPERITE
Self-Adjusting
LINE VOLTAGE CONTROL

FREE—Technical Bulletin and list of AMPERITE-equipped radios. Address Dept. RR-2

The New Ellis 2-Button Hand Microphones



ELLIS Model 12N Hand Microphone employs the same patented buttons used in our most expensive broadcast models. Diaphragm is a special corrugated, gold plated metal. Especially recommended for home recording, portable public address outfits, home and industrial talking picture machines. Write for specifications. List price, without cord, \$25.00.

The ELLIS line of Microphones and accessories also includes a complete range of models for mounting in standard rings and stands. Complete catalog sheets will be sent on request. Write at once stating name of your jobber.

Export "Simons," 25 Warren St., New York. Cable: "Simonrice".

ELLIS ELECTRICAL LABORATORY
337 WEST MADISON ST. Sales Corporation Chicago, Illinois

Opportunity is knocking...

will you pass up BIG PROFITS in 1931?

Your customers for 1931

- Lodges
- Churches
- Dance Halls
- Skating Rinks
- Transportation Terminals
- Halls
- Dancing Schools
- Colleges
- Private Schools
- Public Schools
- High Schools
- Auditoriums
- Factories
- Amusement Parks
- Airports
- Restaurants
- Beauty Parlors



EVERY church, school, lodge, hall, auditorium or amusement park in your city is a prospect for you, meaning big profits and comfortable service contracts.

Every one of the classifications listed at the left of this page represents prospects for Pacent Sound amplifying, distributing and reproducing systems. They are waiting to hear more about sound amplification from you whether in the form of a small amplifier for the reproduction of phonograph music or in the shape of a huge public address system.

The radio dealer is the man

best fitted in your city to sell sound amplifying systems. How much longer will YOU continue to ignore the possibilities of this field and lose the rich profits to which you are rightly entitled?

Pacents offers you this opportunity to get in the field. Write now for our twenty-page bulletin on Planning Public Address and Sound Reproducing Systems. It contains a wealth of information never before published and will give you a better understanding of the apparatus used in sound systems and how it is to be employed.

Two other quick-selling items your customers will want

The new Master Phonovox Catalog No. 107. Contains 12 features that make it the greatest value in pick-ups today. List price \$15.00.

The Pacent Recordovox. Phonograph records made at home with professional results and without the necessity for expensive apparatus. List price \$25.00 less microphone. Microphone \$10.00 additional.

PACENT ELECTRIC COMPANY, INC.
91 SEVENTH AVE. NEW YORK, N. Y.

Pioneers in Radio and Electric Reproduction for over 20 years
 Licensee for Canada: White Radio, Ltd., Hamilton, Ontario

PACENT

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted. 5 cents a word, minimum \$1.00 an insertion, payable in advance.

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.

Proposals. 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch \$7.50
2 to 3 inches 7.25 an inch
4 to 7 inches 7.00 an inch

Rates for larger spaces, or yearly rates, on request.

An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

SALESMAN WANTED

HIGH-GRADE sales connection. Old established firm, high rating, has highly profitable local sales connection, either full or part time basis. Salesman with retail or wholesale music, radio or specialty experience preferred, but not essential. The product is a new amplified and continuous playing phonograph for which there is a big demand. No investment, big commissions. Replies treated strictly confidential. Address SW-136, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill., giving past experience, qualifications and territory desired.

WANTED

CABINET REPRESENTATIVES

Nationally known cabinet factory desires services on commission basis several representatives of proven ability to contact large radio manufacturers for their cabinet requirements. State full details; experience, commission rate and territory desired.

RW-134, Radio Retailing
520 No. Michigan Ave., Chicago, Ill.

When You're in a Hurry

Wire or 'Phone

Searchlight Department

Tenth Ave. at 36th St., N. Y.

Medallion 0700, Extension 341

G-3

Tube Checker

Transformer 1.1, 1½, 2, 2½, 3, 5, 7½ volts, 40 watts. Full instructions for building tube checker included, \$1.85. Add P.P. shipping wt. 4 lbs. A.B.C. all set trans. for —24, —27, —45, —71, —80, \$2.95. Shipping wt. 6 lbs. Add P.P.

L. & L. ELEC. CO.

336 Madison Ave., Memphis, Tenn.

SPECIAL NOTICE:

TO THE

RADIO INDUSTRY

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

Distributors

We have been appointed distributors for the following nationally known products:

Amertran Parts and Power Amplifiers
Samson "Pam" Power Amplifiers
General Industries Microphones
Pilot Short Wave Equipment
National Company Equipment
Gold Seal Electric Appliances
Geo. W. Walker Multi-Unit
New Haven Electric Clocks
Radio Engineering Labs.
Ken-Wel Sporting Goods
Flechheim Condensers
Universal Microphones
Electrad Resistors
DeForest Tubes
Esco Generators
Jewell Meters
Vibroplex

Send for catalogues and prices on the above.

AMERICAN SALES CO.

19-21 Warren St.
Dept. R, New York City

"SEARCHLIGHT" Opportunity Advertising

—to help you get

what you want.

—to help you sell

what you no longer need.

Take advantage of it—For Every Business Want

"Think SEARCHLIGHT First"

One good **MOVE**

deserves another!

In keeping with our past announcement we are now in our new location—44 West 18th Street, New York City.

With over 15,000 sq. ft. of floor space our shipping facilities are tripled and we are able to carry an even larger stock than ever before! To the trade it means just this—we offer the highest type of service—anything you want, as quick as you want it, and at prices that give you a wide margin for profit.

We have made a *good* move—a move to serve you better. One good move deserves another so we have decided to extend the low prices offered, on all items in our new Catalog No. 66.

Check your needs and stock up now!

AMERICAN SALES CO.

Our New Address

44 West 18th St.

NEW YORK CITY

Phones: WATkins 9—3041-2-3

EXTRA **EXTRA**

American SALES COMPANY

10-21 Warren Street NEW YORK CITY

Take Advantage! REAL MONEY MAKERS

Guaranteed More than 1000 ORDERS SHIPPED SAME DAY RECEIVED

Send for Our New Radio and Electrical Wholesale Bargain Bulletin No. 66

Contains over 1,000 items that will make business good for you.

If you are not on our mailing list, write us at once.

Graybar, KOLSTER, SUPER, AUTOMATIC, WESTERN ELECTRIC, FLECHTHEIM, POWERIZER, etc.

Aerovox, Webster, etc.

SEARCHLIGHT SECTION

Radio Retailing,
February, 1931



A New Low Price On TELEVOCAL TUBES

These tubes are brand new and guaranteed perfect. They are R. C. A. Licensed and represent the most value for the money. Order NOW.



Type	List Price	Our Price	Type	List Price	Our Price
226	1.75	.30	224	3.30	.45
280	1.90	.35	120	3.00	.60
201A	1.25		200A	4.00	
227	2.20		WD11		.75
112A	2.25	WD12			
171A	2.25	.40	210	9.00	1.20
245	2.00		250	11.00	
199X	2.50		281	7.25	
199V	2.75		222	4.50	

The EMPIRE STATE TUBE COMPANY specialize in the selling of good tubes at special prices. Each tube is tested on a meter and in a receiver before being packed and shipped. This assures you of a consistent quantity and quality tubes at prices that represent big savings.

Remember all tubes carry a three months' guarantee and this means we will replace any tube returned within that period for any reason except burnt out filament or broken glass. No questions asked.

Terms 20% with order, balance C.O.D.

EMPIRE STATE TUBE CO.

303 Fourth Ave., New York City, N. Y.



MIDGET RADIOS

500 Sets—6 tube, 4 screen grid, Lansing dynamic speakers, with tone control, in beautiful walnut cabinets. Selective—powerful—all guaranteed.

While they last **\$19.50** Each
In any quantity **Less Tubes**

WESTERN SURPLUS OUTLET CO.

3929 Moneta, Los Angeles, Calif.

HAVE YOU

Received Our 1931 Issue of

Bargain Bulletin?

This contains a complete line of replacement parts—Radio and Electrical bargains.

Fischer Distributing Co.

152 Chambers St., New York City

Dealers and Service Men
Send for the Latest
Issue of

**NUBOR
FLASHES**

It contains hundreds of
Radio and Electrical bargains
Have you received your Copy?

NUBOR RADIO CO.
14 Warren Street, New York City

**POWER PACK
—SERVICE—**

Replacement Parts

FOR
ALL RADIO SETS
(Current or Obsolete)

All Makes of Sets or Parts Repaired
—LOWEST PRICES—
—WORK GUARANTEED—
—QUICK SERVICE—

Best equipped shop in Middle West.
Power Transformers rewound like new \$7.50
AK. 37 Condenser Block \$6.00

SEND IN WORK FOR ESTIMATE
ASK FOR PRICE LIST ON REPAIR
WORK AND REPLACEMENT PARTS

Grant Radio Laboratories
6521 SO. HALSTED ST., CHICAGO, ILL.

**Surplus
Stocks**

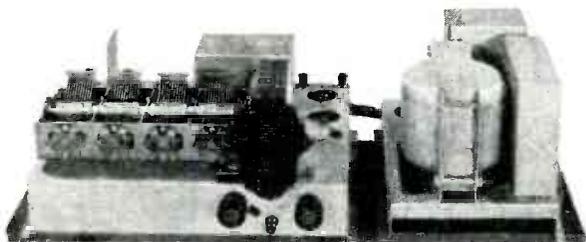
When you have surplus stocks of radio equipment to sell—coils, tubes, sets, speakers, cabinets, insulators, etc., or when you are in the market to purchase such surplus stocks of other dealers—

Use a "Searchlight" Ad.

E.M.5

SENSATIONAL 1931 VALUES!

Eight Tube KING Neutrodyne



Extra large power pack assures you of minimum of servicing and most satisfaction to the radio buyer. Uses 2—171 tubes in push-pull giving excellent tone quality hard to equal in a moderate priced receiver. The King chassis uses the following tubes—4—226, 2—171, 1—227, 1—280.

This King neutrodyne chassis represents the finest and most rugged chassis and at this price affords you an opportunity to equip a low priced cabinet and sell a quality receiver at an attractive price.

Take advantage of this opportunity; order one sample and you will surely reorder. This set combined with tubes at prices featured in this ad afford you an opportunity for big Profits.

SPECIAL \$21.50 ea.

Because of the extreme low prices offered it is impossible to ship orders for less than 10 dollars. You can order any assortment. All tubes are guaranteed perfect. Replacements

will be made if returned within 10 days after receipt of tubes. Every tube was tested on the meter and in a receiver before being packed and shipped.

USALITE RADIO TUBES



TYPE		
245	}	40¢ ea.
171		
224		
226		
227		

MAGNATRON TUBES



TYPE		
226	}	30¢ ea.
227		
280		
245		
224		
281	}	95¢ ea.
210		
250		

Government Tubes Type VT1 made by Western Electric Co., carton of 8 tubes for..... **50¢.**

DYNAMIC RADIO TUBES



TYPE		
227	}	35¢ ea.
280		
245		
224		
226		



9-TUBE KIT

Consisting of: 6—227; 2—245; 1—280 Tubes

List \$19 **SPECIAL \$2.75** A KIT

List \$5.00 NATHANIEL BALDWIN RIVAL UNIT



This Nathaniel Baldwin unit is one of the finest made by that Company.

Can be used for Phonograph, Automobile and Portable Radio outfits, etc.

Order your supply today before it is too late. (Write for quantity prices.)

Same Unit
Manufacturers' type
without shell

30¢ | **40¢**
ea.

[Terms—20% with order, balance C.O.D.; sold subject to prior sale.]

MODELL'S RADIO OUTLET, INC.

71 CORTLANDT STREET

Wholesale Division

NEW YORK CITY, N. Y.



QUALITY - - PRICE - - GUARANTEE

THREE GOOD REASONS FOR BUYING

FEDERAL TUBES

1. **Quality**
—Equal in quality to the best obtainable at any price.
2. **Price**
—Absolutely the lowest for what a quality tube can be offered.
3. **Guarantee—**
3 Months
We guarantee to replace free any tube that does not give satisfaction.

226...	.35	120...	.60
280...	.40	200A..	.60
201A.	.40	WD11	.75
227...	.40	WD12	.75
112A.	.40	210...	1.25
171A.	.40	250...	1.35
245 ..	.45	281...	1.25
199X.	.45	222...	1.25
199V.	.45	230.....	.75
224...	.50	231.....	.75
BH125	232.....	.75
			\$1.50

Special Offering
—
Original Raytheon BH 125 M.A. Tubes
List \$4.50
Special **2.05**

Complete Line Always on Hand.

20% With Order; Balance C. O. D.—2% Allowed If Full Remittance Is Sent With Order.

KUCKER RADIO & ELECTRIC CO.

67 Cortlandt St., Dept. R, New York, N. Y.

Phone BARclay 7-4467

What Users of "SEARCHLIGHT"

Say:

"In checking over our records we find that we received over 200 coupons back from our advertisement in your publication and over \$500.00 worth of business.

"The ad still has two weeks to run before the next issue comes out."

"We are outright cash buyers of surplus stocks of radio merchandise and in the past we have found your publication *"Radio Retailing"* a valuable asset to us in disposing of the surplus merchandise which we purchase.

"We are herewith enclosing our contract, which is doubling the space which we used last year."

"It will interest you to know that we received our first order from our advertisement in the Searchlight Section of *Radio Retailing* the day after the paper came out. Other inquiries have of course followed but we are surprised and pleased at the immediate response to our advertisement."

"As stated over the telephone, orders have been coming in so fast on radio cabinets that it seems we have been unable to make shipments as rapidly as orders have been received and from all indications the entire lot will be sold before the next issue goes to press. For that reason we would suggest that you eliminate the ad from this issue.

"We want to compliment your publication. As a sales producer we have not seen its equal and should we be in need of additional advertising space, we certainly will get in touch with you."

"The writer has not yet received his copy of *Radio Retailing*. If you have overlooked this kindly mail a copy as early as possible. This is one magazine I look forward to receiving on time.

"I regularly follow the Searchlight Section and think this section amply repays any dealer for the small outlay, considering the many bargains to be picked up."

For Advertising Rates and Information Address:

**SEARCHLIGHT DEPARTMENT
RADIO RETAILING**

Tenth Avenue at 36th Street, New York City

ESTABLISHED
1921
AND Now
Federated Purchaser
IS SERVING
OVER 20,000
DEALERS

SEND FOR FREE COPY OF

We are not
connected with
any other mail
order house.
There is but one
"Federated
Purchaser."

Radio Bargain News

Federated Purchaser

16-22 HUDSON STREET
NEW YORK, N. Y.

Over 2000 Items in the February Number
of *Radio Bargain News* to Boost Your Sales



Cathedraltone



A complete electric radio set in a distinctive console. It occupies so little room that it can be placed on an end table, on a mantel, in a sun room, or any other place where space is limited. Ideal for a small apartment or wherever a second radio set is desired. Now, in addition to a console radio set in your living room, you can have the beautiful Console in your den or in the children's room. It is a super-selective, full-fledged radio receiver capable of fine screen grid performance with the utmost ease in operation.

A genuine Utah dynamic speaker is used in this receiver, small and compact in size but fully capable of handling all the power output of the receiver with no distortion at all.

The Melorad Screen Grid Set is offered in a beautiful walnut cabinet with Utah Dynamic Speaker at a record-breaking price. For 110-120 V., 50-60 cycles, A.C. Cat. No. 1.

Console and Speaker
NET PRICE **\$26.95**

REPLACEMENT CONDENSER BLOCKS

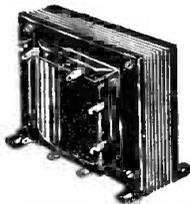
For All Standard Radio Receivers. Fully Guaranteed



- Atwater Kent, 37 Filter Block, 5001, \$4.95.
- Brandes, B-15, B-16 Filter Block, 5004, \$5.00.
- Columbia-Kolster, 920, K-43, Filter Block WS3626A, 2963, \$2.95.
- Earl, A2 Filter Block, 5006, \$1.00.
- Eveready and Bosh, 1928-29 Filter Block, 2988, \$3.95.
- Fada, D Filter Block, 5008, \$3.75.
- Freed-Eisemann, NR57, Filter Block, 5010, \$3.75.
- Freshman, M12 (171 tube), Filter Block, 5013, \$5.00.
- Kolster, 6J, 6K, Filter Block, 5022, \$3.50.
- Kolster, K-22, K-20, K-40, K-42, Filter Block, 2805, \$2.50.
- Majestic, Sets Filter Block, specify power tubes used, 5026, \$5.00.
- Peerless, All Courier Sets Filter Block, 2855, \$1.50.
- Philco, all models, 3401, \$3.00.
- R. C. A., 18, 33, 51 Filter Block, 8333, 2710, \$1.50.
- Sonora, using 250 tubes, Filter Block, 2914, \$1.85.
- Silver-Marshall, 669 and 670 Packs, Filter Block, 5035, \$3.50.
- Sparton, 69, 79, 89, Filter Block, 4049, \$4.75.
- Steinite, 45 Filter Block, 5037, \$5.00.
- Temple, 8-60, 8-80, 8-90 Filter Block, 2754, \$0.95.
- Zenith, ZE-11, 12, 14, 18, Filter Cond., PL1145, 2800, \$3.25.

REPLACEMENT POWER TRANSFORMERS

For All Standard Sets



- Amrad, Bel Canto Series 81, 2550, \$3.85.
- Atwater Kent, 37, 2642, \$2.50.
- Balkite, P, 2617, \$3.75.
- Colonial, 31AC, 2620, \$3.85.
- Colonial, 32 AC, 2567, \$3.90.
- Columbia - Kolster, 950, 2656, \$4.75.
- Crosley, 30, 31, 33, 34, 40, 421, 42, 82, 804, 2617, \$3.75.
- Earl, 21, 22-25 cycle, 2658, \$3.00.
- Fada, 25, 35, 2617, \$3.75.
- Freed-Eisemann, NR73, 2662, \$4.50.
- Freshman, Q, 60 cycle, 2626, \$4.50.
- Kolster, K-20, K-21, 6K, 2575, \$2.25.
- Loffin & White, 245 Power Amplifier, 2654, \$3.85.
- Peerless, Courier, 65, 2615, \$2.75.
- Philco, 65, 76, 77, 95, 96, 2600, \$3.90.
- R. C. A., 17, 18, 33, 51, 2551, \$3.95.
- R. C. A., 44, 46, 2573, \$3.95.
- R. C. A., 60, 62, 2566, \$3.95.
- Sonora, 4-R, 2-RP, 25, 3R, 2608, \$2.75.
- Sparton, using 3V heaters, 2602, \$4.50.
- Steinite, 261, 262, 2559, \$1.85.
- Stromberg-Carlson, 641, 642, 2663, \$4.75.
- Temple, 8-60, 8-80, 8-90, 2617, \$3.75.
- Victor, R-32, 2558, \$2.75.
- Zenith, 33, 33X, 34, 35, 35A, 362, 362X, 352, 342, 2664, \$3.50.

VOLTAGE DIVIDERS AND FIXED RESISTANCES

For All Standard Receivers



- Brandes, B-11—1,650 ohms tapped at 2,500, 500, 50 and a separate 1,600 sec., 3922, \$0.60.
- Crosley — 5,000 ohm voltage divider, 3965, \$0.75.
- Earl, 31, 32—5,000 ohm voltage divider, 3907, \$0.35.
- Freed-Eisemann, 78, 79, 95—5,000 ohm voltage divider, 3907, \$0.35.
- General Motors, 16005—Part 14547, 9,372 ohms tapped at 800, 59, 1,803, 2,000, 4,500, 3169, \$0.80.
- Kolster, all models—2,300 ohm grid suppressor, 4709, \$0.15.
- Peerless, Courier Model 22—225,000 ohm voltage divider, 3870, \$0.75.
- Philco, 3865—B resistor 4900 tapped at 1,400, 1,500, 2,000, 3987, \$0.80.
- R. C. A., 17—voltage divider, 3030, \$0.60.
- Sparton, 301,110—900, 2974, \$0.52.
- Stewart-Warner—8,000 ohms tapped at 3,500, 3,500, 2,800, 3873, \$0.40.
- Stromberg-Carlson, 10 and 11 — Parts P19559 and P19557, 3171, \$0.80.
- Temple, 8-60, 8-80, 8-90—6,850 ohm voltage divider, 3951, \$0.30.
- Victor, R-32, R-42, RE-45 and RE-75 — voltage dividers, 3170, \$0.80.
- Zenith—52 to 70: 602 to 672; 3982, \$0.95.

Mail Orders to **Federated Purchaser** 16R Hudson St., N. Y. City, N. Y.

The Crosley Buddy Boy is now the fastest selling Radio



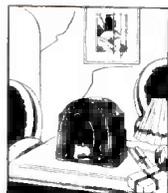
A personal radio receiver



Next to an easy chair



The center of the family circle



On a table

The Crosley BUDDY BOY

FROM the time of its introduction, The Crosley BUDDY BOY has enjoyed phenomenal and amazing success. Many midget radio receivers have been put on the market but none have met with such popular favor as this new sensation of the Crosley line. Never before has a radio receiver so perfectly fitted in with the needs and requirements of a vast buying public.

The BUDDY BOY is equipped with Crosley TENNA-BOARD, a flexible material not much thicker than a calling card — fitted into the top of the set — an entirely new and different development in radio — conceived and perfected by CROSLY—utterly exclusive with CROSLY. It eliminates the necessity for both antenna and ground when bringing in local, near-by and powerful distant stations. This makes The Crosley BUDDY BOY suitable for

use in any room of almost any home, at the side of an easy chair, in the dining room, in the kitchen, in a bedroom. Hotel managers are particularly enthusiastic about this radio wonder since it allows them to give their guests the ultra in modern convenience at an extremely low price.

Without a doubt The Crosley BUDDY BOY is the radio sensation of the year. It requires three Screen Grid tubes, type -24, one type -45, and one type -80. It is housed in an exquisitely designed one-piece cabinet of Repwood "B". Investigate this radio marvel. Its public acceptance is assured. Its performance is remarkable. Its exquisite beauty is breath-taking. It sells at the amazingly low price of only.....

\$59.50

Complete with tubes and Crosley Tennaboard

THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., President

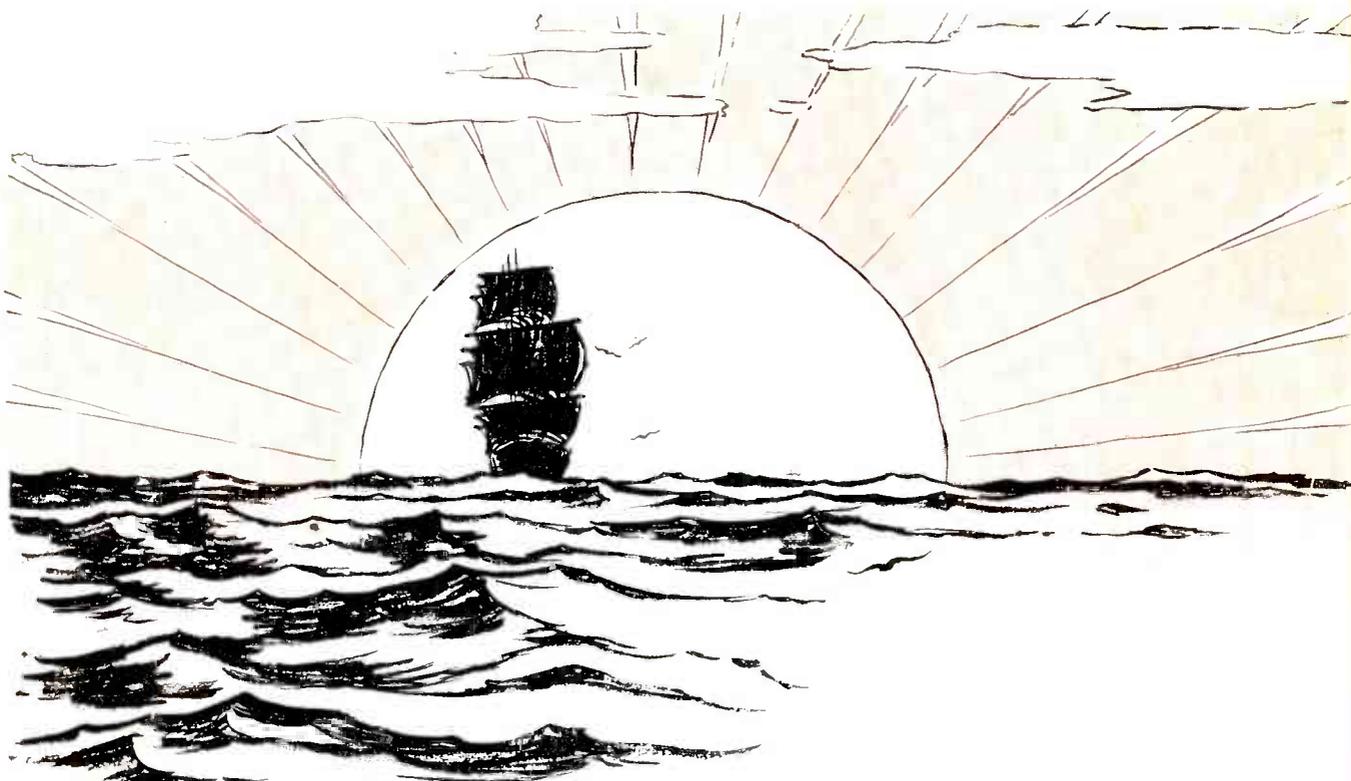
CINCINNATI

Home of "the Nation's Station"—WLW

Also manufacturers of CROSLY Battery Radio Receivers, the CROSLY ROAMIO Automobile Radio Receiving Set, and the famous AMRAD RADIO

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CROSLY RADIO



A New Era In Radio Tube Merchandising

1931 ushers in a new era in radio tube merchandising. For the first time, the radio tube dealer is presented with a constructive plan of merchandising cooperation and sales assistance—THE HEADLINER!

It is a selective plan that should greatly stimulate the sales and increase the profits of those RCA Radiotron dealers who are willing to cooperate with us in our efforts to help them develop the vast tube renewal market.

From the moment of its inauguration, the HEADLINER ENROLLMENT PLAN has been greeted with nation-wide enthusiasm. In its first week of activity, more than 2,000 dealers had enrolled as HEADLINERS—a flying start and a sure indication that thousands more will soon be enrolled in the greatest tube merchandising activity in the history of the radio industry.

Take advantage of this unusual opportunity. See your Distributor today and enroll as a HEADLINER.

RCA RADIOTRON COMPANY, INC. ~ HARRISON, N. J.
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RCA RADIOTRONS

"THE HEART OF YOUR RADIO"