

April 1932
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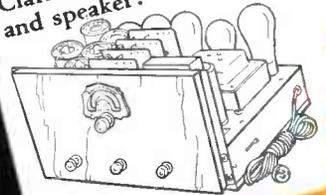
RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

Clarion

THE LINE
THAT HAS EVERYTHING
A DEALER CAN SELL
WITH Profit

Modernize 11,000,000 obsolete radios with the new Clarion 10-tube de luxe chassis and speaker!



Leading the industry with the only complete line a dealer can afford to carry—a receiver to meet every demand your customer makes. Every set's a leader in price advantage, mechanical excellence, superior cabinet work! From the 6-tube mantel model at \$39.95 to the 10-tube 6-legged de luxe cabinet model at \$89.50 there isn't a weak link in this big profit chain. Add to these Clarion's unique chassis unit and you have everything that spells success for 1932!

THE RADIO
WITH
98%
PURE TONE!
TRANSFORMER



CORPORATION OF AMERICA
Ogden and Keeler Avenues, Chicago, Ill.

"Philco Radio is going out after that 23% to 112% greater reader interest in Liberty"

says SAYRE M. RAMSDELL
 Mgr. of Sales Promotion
 Philadelphia Storage Battery Co.

... Says Mr. Ramsdell: "We're gearing up to make 1932 a still more profitable year. That means examining old methods, old ideas, old traditions. Keeping the good. Discarding the unproved. Adopting the new wherever new facts show promise . . ."

"We're starting from the basis that advertising is *multiplied sales talk*.

"There are many ramifications to advertising. But in the long run, the sales talk that reaches the most people is the sales talk that sells more goods.

"We've gone over the Philco list with a fine tooth comb. Studied rates. Studied duplication. Studied reader interest. And we think we've got to the point where Philco advertising is going to reach more persons per dollar expended than at any previous time in the product's history.

"As part of our plan to get the utmost out of every advertising dollar in 1932, Philco Radio is going out after that 23% to 112% greater reader interest in Liberty.

"When a disinterested authority like Dr. Gallup of Northwestern University gives us new facts showing that such an opportunity exists . . ."

"When he bases his figures on 15,000 house to house calls, 4,000 elaborate interviews with readers of current issues of Liberty and other weeklies . . ."

"When he proves the same situation in city after city, issue after issue, six times in a row . . ."

"Then we say that here is sound evidence that Liberty belongs on Philco's bed rock magazine list for 1932."

In answer to the demand of current conditions for more facts and fewer theories, Dr. George Gallup, Professor of Journalism and Advertising, Northwestern University, recently made the first examination of the FACTS of reader interest in weekly magazines.

Instead of asking *opinions* as to how thoroughly different magazines were read, Dr. Gallup's investigators made readers go through their magazines page by page, checking exactly *what actually had been read*.

The findings were no surprise to students of publishing.

The average editorial feature in Liberty was found read by:

- 17% more persons than in Weekly A
- 6% more persons than in Weekly B
- 41% more persons than in Weekly C

Logical, because Liberty is the only mass weekly whose editorial policy has been established since the War . . .

Whose stories and articles are live, controversial, *brief*, in tune with the spirit of these changed times . . .

Whose readers want it enough to come back for it week after week, copy by copy, 52 times a year, making Liberty "America's most-asked-for magazine"!

Equally logical were Gallup's findings that the average advertising page in Liberty had stopped:

- 48% more persons than in Weekly A
- 23% more persons than in Weekly B
- 112% more persons than in Weekly C

Few advertisements can get a chance to go to work unless a clever editor has first attracted a crowd.

And the ads in Liberty have an *extra* break, because every one is next to a *com-*

The first RADIO scientifically designed as a musical instrument



THIS IS MODEL 1122 Radiated Superheterodyne, 5-tube vacuum tube, 100 watt output, \$30. Other models range from \$20.00 to \$75.00. Features include: Automatic Tuning, Selective Tuning, Variable Frequency, Illuminated Volume Indicator, and many other features. Write for literature. Philco Radio Co., 410 Park Avenue, New York, N. Y. Philco Radio Co., 410 Park Avenue, New York, N. Y. Philco Radio Co., 410 Park Avenue, New York, N. Y. Philco Radio Co., 410 Park Avenue, New York, N. Y.

PHILCO
A musical instrument of quality

One of the Philco Radio advertisements now running in Liberty.

plete story. Liberty's method of make-up permits no "continued on page one hundred and blank" runovers next to which 90% of all ads elsewhere are buried. Every advertisement in Liberty is next to *leading* matter!

No wonder that Philco, like General Electric Hotpoint Electric Ranges, Pontiac, and a long list of other important advertisers, has arranged its 1932 list to include Liberty!

Times like these call for facts, not fancies—trail blazing, not rut following—action, not quibbling.

Because so many lists are being held open, re-opened and adjusted in connection with Dr. Gallup's new findings, you will want to examine them for yourself before you commit your stockholders' destinies for 1932.

A copy of the Gallup Report is available to everyone. Address Liberty, 420 Lexington Avenue, New York City.

Some New Advertisers

- Bristol-Myers Co., *Ingram's Milkweed Cream*
- California Packing Corp., *Del Monte Food Products*
- Fred C. Clark Co., *Hyvis Motor Oil*
- Colgate-Palmolive-Peet Co., *Colgate Shaving Cream*
- General Electric Co., *Hit-of-the-Week Records*
- General Electric Co., *Hotpoint Electric Range*
- General Electric Co., *Hotpoint Table Appliances*
- General Electric Co., *Refrigerator*
- General Foods Corp., *Marsell House Coffee*
- General Foods Corp., *Post's Bran Flakes*
- General Foods Corp., *Postum*
- H. J. Heinz Co., *Spaghetti*
- Johnson & Johnson, *Molasses*
- Kroehler Mfg. Co., *Furniture*
- Lavoris Chemical Co.
- Lehn & Fink, *Hind's Greaseless Texture Cream*
- Lehn & Fink, *Lysol*
- Maybelline Co.
- Morton Salt Co.
- Phoenix Mutual Life Insurance Co.
- Royal Typewriter Co.
- Spool Cotton Co.
- U. S. Tobacco Co., *Dill's Best Tobacco*
- Vick Chemical Co., *Vick's Vapo-Rub*

Liberty . . . America's BEST READ Weekly

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

O. H. CALDWELL, *Editor*

RAY V. SUTLIFFE, *Managing Editor* . . . W. W. MACDONALD, *Technical Editor* . . . T. H. PURINTON, *Assistant Editor* . . . HARRY PHILLIPS, *Art Director* . . . M. E. HERRING, *Publishing Director* . . . P. WOOTON, *Washington*

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BALANCE—

RADIO RETAILING is purposefully edited. The subject matter in each issue is selected and proportioned to meet the manifold interests of its readers. "Balance" is its objective.

Notice, in the following contents listing, how each subject is adequately covered—and note, also, the usability of each article.



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McGraw-Hill Publishing Company, Inc., 330 West 42d Street, New York, N. Y.

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Cable Address: "McGrawHill, N. Y."

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Member A.B.P., Member A.B.C. Printed U. S. A.

A MESSAGE FOR *APRIL* TO RADIO DEALERS

About 25% to 50% of your net profit on a time payment sale depends upon whether or not your selling price includes interest charges. Wouldn't you like to have the interest charges automatically assured you on every time payment sale?

Stromberg-Carlson's advertised price is its suggested "Time" price. Its suggested "Cash" price is 5% lower.

In selling at our advertised price on all your time payment sales and at our cash price on all your cash sales, you are assured a good profit on every sale and, in addition, carrying charges on every time payment sale.

• • •



1894

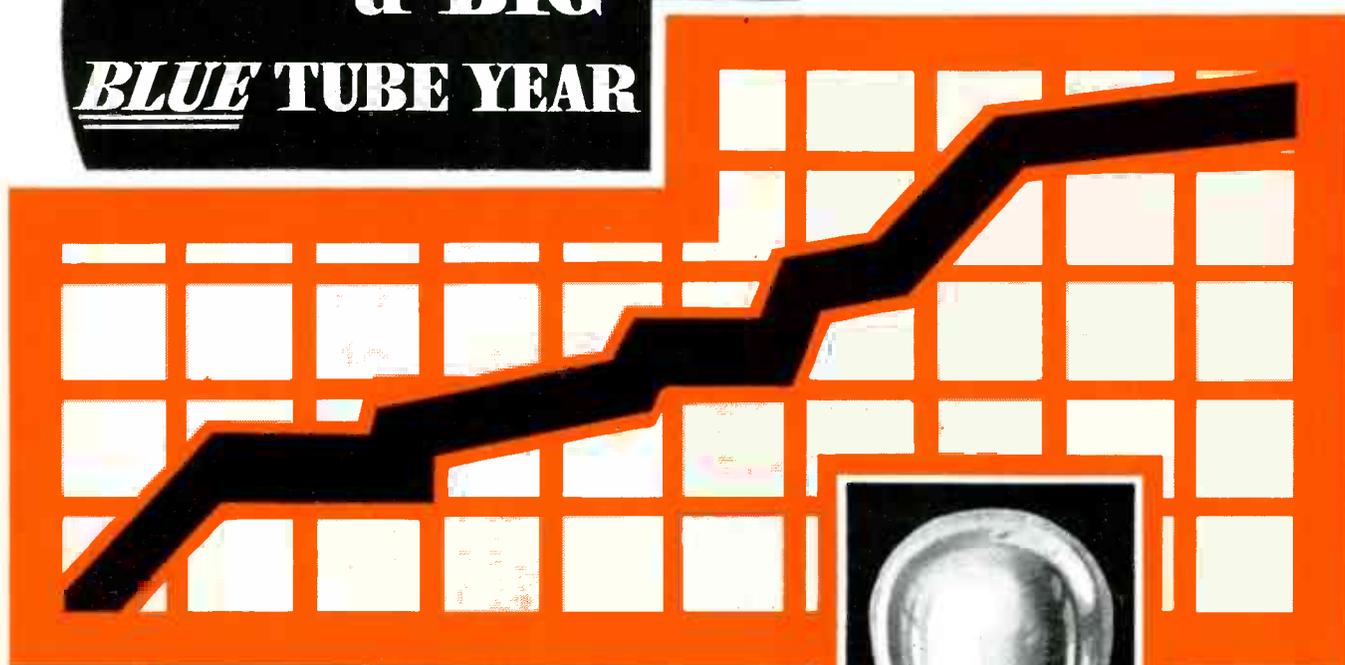
Stromberg-Carlson

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



1932

1932..
a BIG
BLUE TUBE YEAR



- Arcturus Blue Tubes were and are used by more set manufacturers than any other tube! We are building for Arcturus Dealers and Jobbers a bigger replacement market than any other tube!—establishing millions of satisfied *blue* tube users who in 1932 will become *blue* tube customers!
- The distinctive *blue* color of Arcturus Tubes gives you a tremendous advantage. It's the only distinctive tube on the market.
- Are you in line to get your share of this vast replacement market and the profits on this fastest-selling tube?
- Thousands of new set owners and millions of Arcturus users are going to demand *blue* tube renewals. Here's a big market you can't afford to overlook.

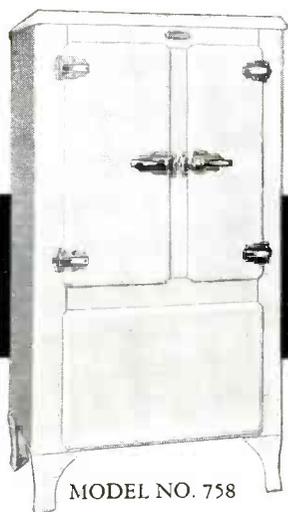
ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.



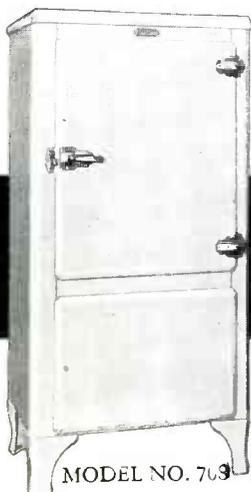
The **BLUE TUBE**

ARCTURUS

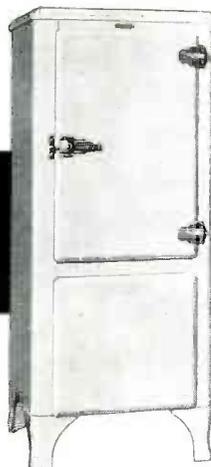
"The **TUBE** *with the* **LIFE-LIKE TONE"**



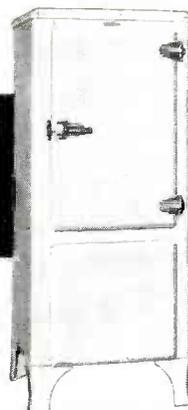
MODEL NO. 758



MODEL NO. 703



MODEL NO. 556



MODEL NO. 505

Zerozone

The Refrigerator with the **OVERSIZE UNIT**

marks A NEW STEP

in REFRIGERATOR HISTORY by offering a Standard, First Quality Model at \$99.50

The line of Zerozones shown above, and the great, new LEADER below are primed and ready. They're waiting for you—together with a tremendously effective merchandising plan that opens up a new profit era.

Meet the sensational, new Zerozone Leader. Here's a quality box—sturdy and honestly built—featuring the standard, Zerozone Oversize Unit. It's a box you can sell with full confidence and all your enthusiasm. It's a true Zerozone, which means "Lifetime Refrigeration."

AND AT \$99.50 IT'S A TREMENDOUS LEAD-OFF ITEM TODAY!

And then the rest of the quality Zerozone line—four strong—irresistably priced—will hammer home its message to your prospects: "Now is the time to buy refrigeration."

The Zerozone Leader and the Zerozone Line bring leadership to its sponsors. They have a tremendous

selling impetus. They make the Zerozone franchise an immensely valuable thing. If you're open for this great opportunity, write today for further details. *Make no commitments until you look into this!*

ZEROZONE INCORPORATED
40 EAST 49TH ST., NEW YORK, N. Y.

The Zerozone LEADER

\$ **99**⁵⁰

F. O. B. FACTORY



THE FAMOUS NEW LEADER—MODEL NO. 405

A MAGIC BOX AT THE MAGIC PRICE OF \$99.50

...Newest G-E Auxiliary Clocks run two hours without current!

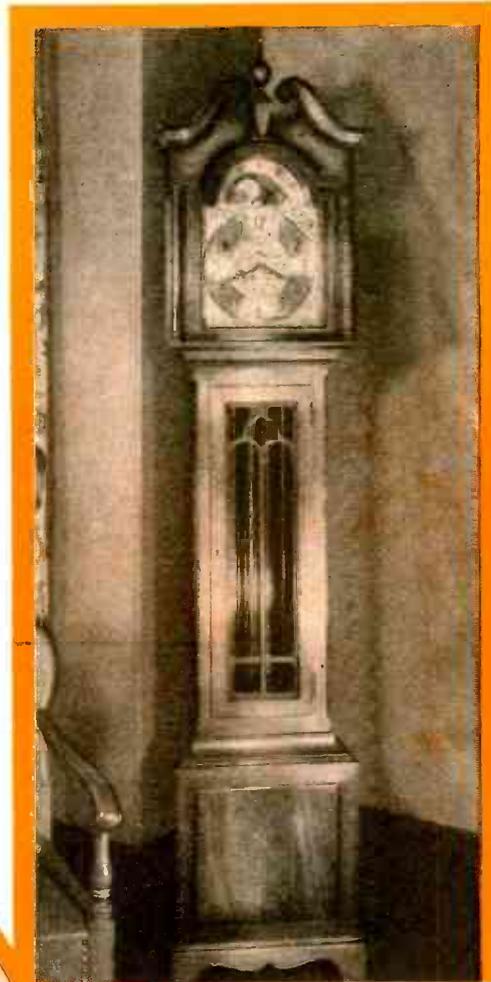
*Greatest advance since the
electric clock was developed*

Current interruptions don't mean a thing now... with these new General Electric Clocks. The instant there is any break in the flow of power...the G-E Auxiliary Movement starts to work. And keeps at it...with perfect timekeeping...for as long as two hours.

The Auxiliary Movement is just as automatic and carefree as the electric motor itself. It starts itself. It stops itself. It is an electrically-wound spring... kept wound automatically by the current. As a selling point...it is an outstanding feature.

A full assortment in exquisite designs in both chimes and silent models has been developed for this new Auxiliary Movement...with list prices to suit every requirement, beginning at \$14.95. Standard models (without Auxiliary Movement) for as little as \$5.50 list.

Call up your G-E Distributor and let him show you the last word in Electric Clocks.

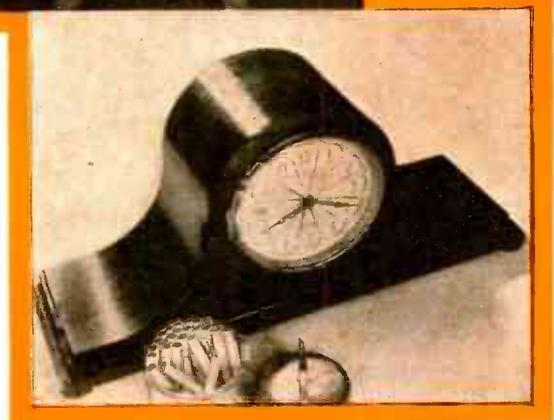


HANOVER: Full size grandfather clock of Colonial period. Mellow Westminster chimes. Auxiliary Movement as standard equipment. 87½" high, \$340.00 list.

Model ABR-638: Lovely tambour, Westminster chimes, Honduras mahogany with lacquer case. 87½" high, \$39.00 list. With Auxiliary Movement, \$5.00 extra.



Model AB-831—Colonial period, upright. Mahogany with lacquer finish. Height 6¼". Silent, with Auxiliary Movement, \$14.95.



GENERAL ELECTRIC CLOCKS

Section T-684, Merchandise Department . General Electric Company, Bridgeport, Conn.

CONSISTENTLY-

in new design
 in convenience to the
 manufacturer
 in convenience for
 replacements

Centralab VOLUME CONTROLS have been consistently first in new designs that might improve their quality; and what is equally important to the manufacturer, their ease of assembly installation. Centralab was the first to introduce the 110-volt switch into the cover of the volume control. Centralab also pioneered the placing of a fixed resistor minimum in the volume control.

And speaking of fixed resistors—why not send for the new booklet describing how CENTRALAB FIXED RESISTORS are made—it is called "THE BAPTISM OF FIRE" and is "free for the asking." Send for it today.

ST.



MAIL COUPON NOW

Central Radio Laboratories
 920 E. Keefe Ave., Milwaukee, Wis.

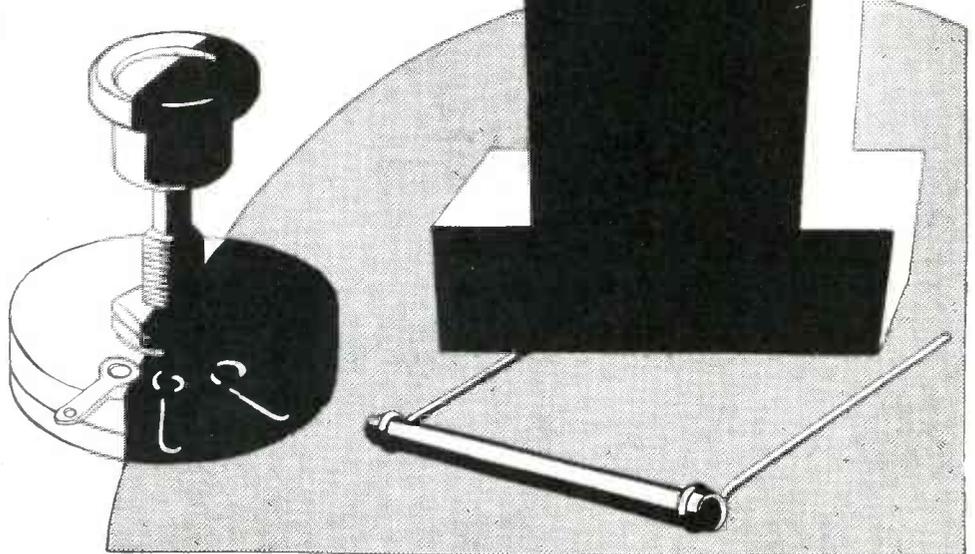
Please send booklets as requested below
 BAPTISM OF FIRE—FREE
 Volume Control Guide—25c.

Name

Address

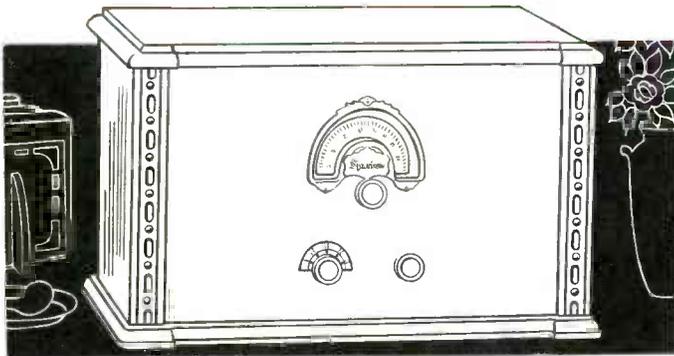
City State

Rad. Ref.



Sparton Dealers Are Perfectly Equipped to Cash In on the Added Lure of **SHORT WAVE RECEPTION**

No Coils or Connections to Change



Model 60 SHORT-WAVE CONVERTER—Encased in a beautiful table type cabinet, this 4-tube converter transforms any standard AC broadcast receiver into a short-wave Superheterodyne by simply plugging into light socket and connecting the aerial and ground wires. Full AC operation, with integral voltage and current supply system.

Short wave reception has revived the first thrills of radio—and more!

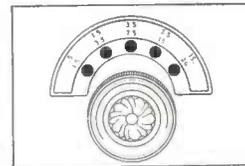
To obtain it, old sets are being replaced or modernized with converters.

And the added lure of short wave reception is causing many people to buy who have not previously known the delights of radio ownership.

With the new Sparton Multi-Wave Receivers and the new Sparton Short-Wave Converter, Sparton dealers are perfectly equipped to cash in on this tremendous and constantly expanding sales opportunity.



Model 16 AW MULTI-WAVE RECEIVER—A deluxe 12-tube Superheterodyne in a cabinet of characteristic Sparton richness. Two separate tuning controls provide exceptional operating simplicity. A turn of the band selector and control knob instantly adapts this super-modern instrument for either long or short wave reception. Super-sonne chassis, Automatic Volume Control, Tone and Static Control, Phono Pick-up Jack and all other latest Sparton features.



SPARTON BAND SELECTOR

To change the frequency band it is not necessary to change coils in the Sparton Multi-Wave Receiver, as all frequency changes are automatically made by the Band Selector Switch. This permits the rapid selection of the frequency band desired. The particular station desired is easily tuned in by adjusting the main tuning dial while the selector is in position. Frequencies are identified by reading the scale whose color coincides with the dot to which the selector is set.

THE SPARKS-WITHINGTON COMPANY

(Established 1900)

JACKSON, MICHIGAN, U. S. A.

(792)

SPARTON RADIO *“Radio’s Richest Voice”*

Only Sparton has the Musical Beauty of Sparton



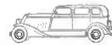
Radio



Refrigerator



Home Movie-Talkies



Automobile Radio



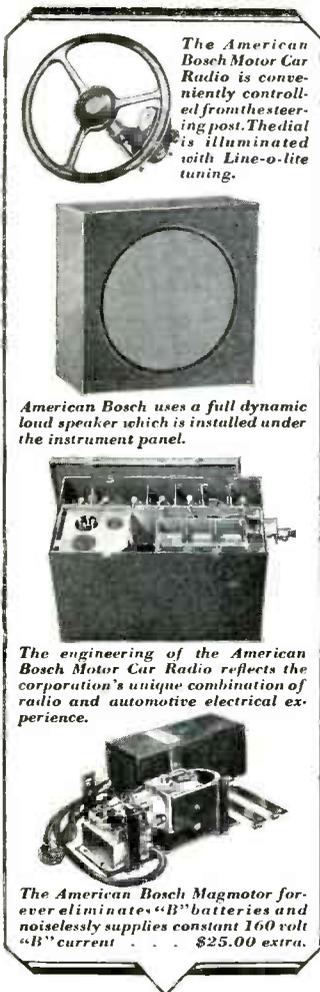
Tubes



Automobile Warning Signals

9:20

An Industry Is Reborn...offering.. BRAND NEW PROFITS TO DEALERS



MOTOR CAR RADIO has been treated like a Cinderella stepchild, waiting for some prince of a manufacturer to come along and take a genuine interest in it.

Some time ago we concluded that there was a big opportunity in motor car radio. Early last year we put it up to American Bosch engineers . . . men who had pioneered not only in radio for the home but in automotive electrical work as well.

Towards the first of 1932 they were ready—with the new American Bosch 9:20 Motor Car Radio. Into it they built 20 major developments . . . nine of them combined for the first time in any motor car receiver. After hearing this set, dealers have cast aside their prejudices; have revised all their ideas; have realized that this is going to be a big money maker for the dealers.

The American Bosch 9:20 rivals the performance of the finest home set. 500% more sensitive. Gets distant stations with an ease that many a home radio would like to boast. Acknowledges no handicaps . . . but brings in clear, uninterrupted, *perfected* radio reception regardless of changes in road surfaces . . . in conditions of reception . . . in distance from the broadcasting station.

In a year when most dealers are looking for new sources of reliable, honest profits, the American Bosch 9:20 offers you a timely opportunity. Ask your jobber or write us direct.

UNITED AMERICAN BOSCH CORP.
Springfield Massachusetts
Branches: New York Chicago Detroit San Francisco

20

MAJOR DEVELOPMENTS

**9 of them combined for the first time in any motor car radio set.*

- *1. Over 500% greater sensitivity
- *2. Full automatic elimination of fading and overloading
- *3. Magmotor which forever eliminates "B" batteries
- *4. Double-detection superheterodyne
- *5. Knife edge selectivity
- *6. Power-saving tubes save 16% battery drain
- *7. Home-like reception
- *8. Improved dynamic speaker
- *9. Diode-Triode tube
10. 3 Pentode Power tubes
11. Completely armored against ignition interference
12. Internal filtering of extraneous noises
13. Under-car plate antenna with matching coil
14. Double-quick-heating tubes
15. Removable or replaceable in 30 seconds
16. Plug-type connections
17. Rugged construction
18. Illuminated dial
19. Steering post station selector
20. Low cost

\$88⁵⁰

Complete with tubes and all accessories (except "B" batteries and antenna); ready to install.

AMERICAN BOSCH 9:20 Motor Car RADIO

American Bosch Radio is licensed under patents and applications of R. C. A.



MORE BIG NEWS!

REMARKABLE NEW IMPROVEMENTS IN THE FAMOUS

Westinghouse

Dual-automatic Refrigerators

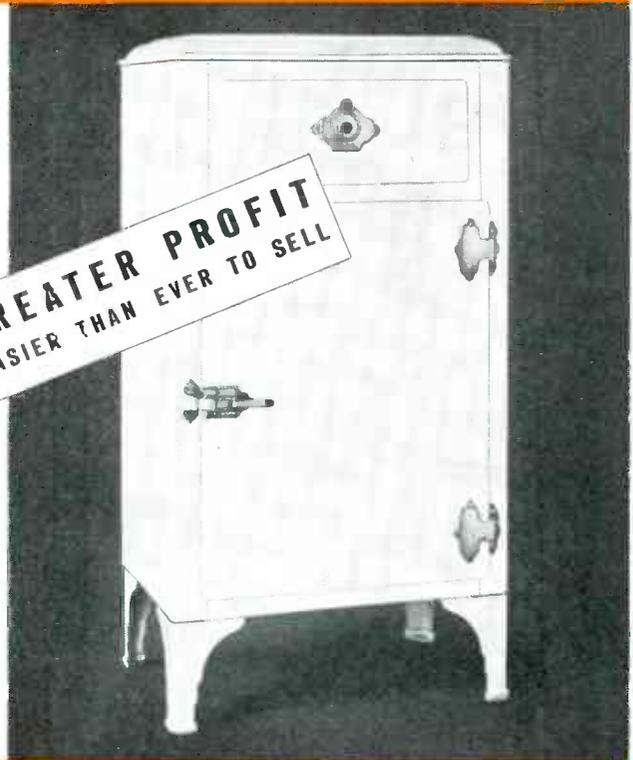
THE most talked-about refrigerator today. That's Westinghouse! First came announcement of the famous *Dual-automatic* Refrigerator. Thousands called at showrooms. Dealers' sales and profits zoomed!

Now comes another sensational announcement. Four amazing new features. All-Steel Cabinets! Electric-Lighted Interiors! Easy Rolling Shelves! Built-in Crisping Pans!

Westinghouse is setting the pace for all refrigerators in 1932 . . . in product and in dealer cooperation. Compelling advertising . . . effective merchandising plans . . . promotion material of all kinds is being rushed to dealers in endless number. That's why the Westinghouse Refrigerator is easier to sell than ever before. That's why Westinghouse dealers are finding their franchise increasingly profitable!

You, too, can share in these profits . . . can tell the same convincing story . . . when you enlist as a Westinghouse dealer. Write, wire or telephone for complete franchise details . . . today!

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Refrigeration Division Mansfield, Ohio



**GREATER PROFIT
EASIER THAN EVER TO SELL**

The complete line of Westinghouse Water Coolers with the *Dual-automatic* Refrigerators give dealers a dual opportunity for profit.

**ALL-STEEL
CABINETS**

**ELECTRIC-LIGHTED
INTERIORS**

DUAL-PROFIT



BUILT-IN CRISPING PAN



EASY ROLLING SHELF



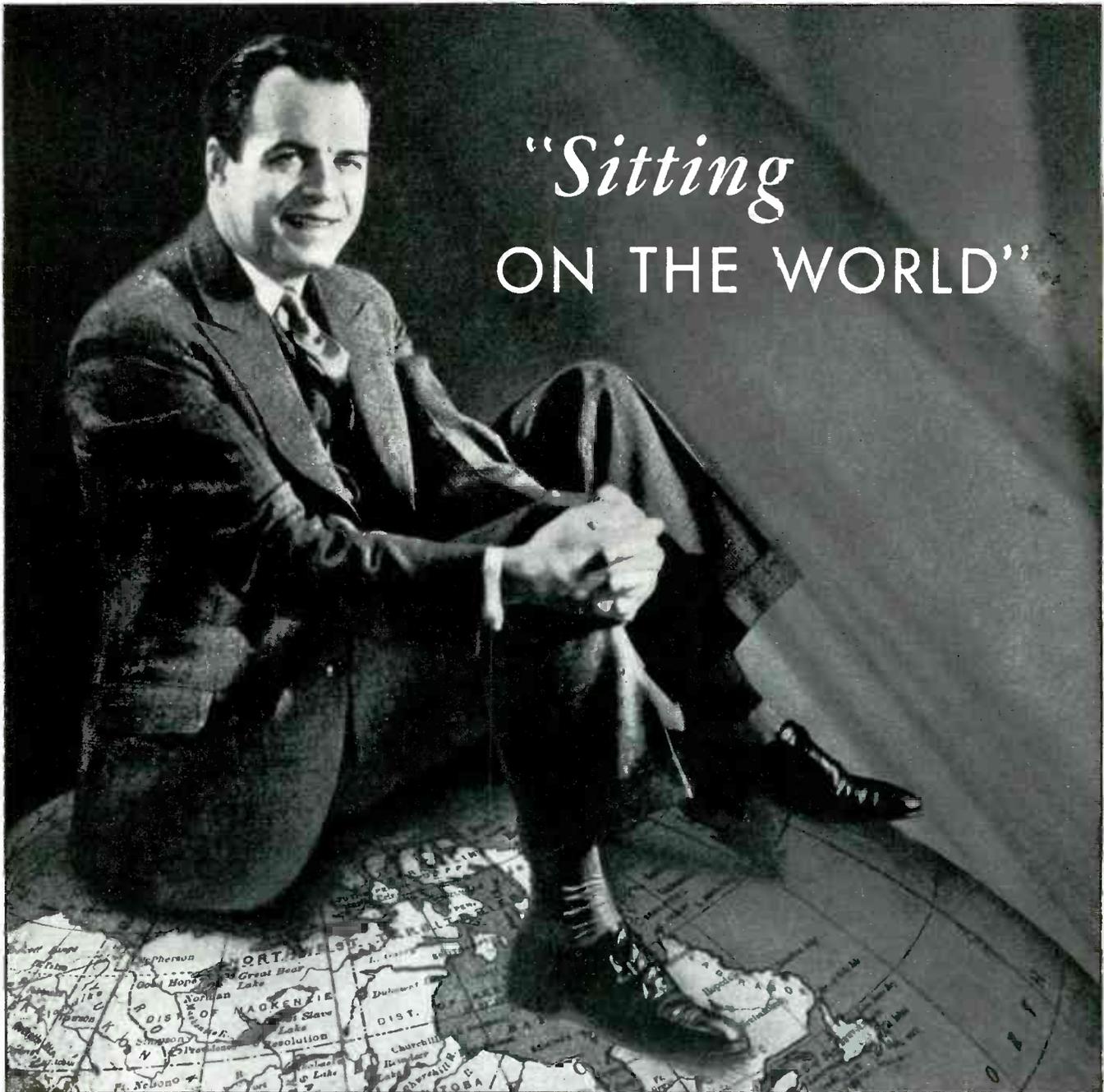
**THIS COUPON BRINGS FACTS
THAT YOU SHOULD KNOW!**

Westinghouse Electric & Mfg. Co.,
Mansfield, Ohio. (R. R. 4-32)

Please give me full particulars
about extra profit from Westinghouse
Dual-automatic Refrigerators.

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





"Sitting ON THE WORLD"



The biggest buying season the industry has ever seen is coming around the corner—loaded down with prospects and PROFITS!

Prospects—millions of them! Prospects for low-priced domestic cabinets—medium-priced cabinets—high-priced cabinets. Prospects for water cooling equipment—milk cooling equipment. Bakers, butchers, bankers, grocers, druggists—with money to invest in electric refrigeration. Restaurants, chain stores, hospitals, florists, clubs, office buildings, apartment houses, hotels—millions of prospects—and every one of them is a Kelvinator Prospect!

With the most complete line of Domestic and Commercial equipment in the industry, Kelvinator dealers are "sitting right up on top of the world". In the Domestic field, they have 17 Models—a complete range of sizes and prices for every prospect. In the Commercial field, they have a full line of equipment for every refrigeration need.

Every prospect for electric refrigeration is a Kelvinator Prospect—which means that the Kelvinator dealer is in the most advantageous position, with unlimited sales and profit possibilities. Which brings us up to this question—Why should YOU, when you go into the electric refrigeration business, handicap yourself with a limited line, restrict your market and confine your profit opportunity? There is no wisdom in being satisfied with the "crumbs" when as large a piece of the "cake" as you care to have is within your grasp. We shall be glad to discuss the Kelvinator Full-Coverage, Full-Profit Franchise with you. Wire, write or phone when you want to see us. KELVINATOR CORPORATION, 14263 Plymouth Road, Detroit, Michigan. Kelvinator of Canada, Ltd., London, Ontario. Kelvinator Limited, London, England.

Kelvinator ⁽⁵¹⁶⁾

Here's a line that will bring you steadily increasing profits with no added overhead.

The new sensational **STEWART-WARNER** Movie Equipment Line

Backed by an outstanding Dealer Help Plan that directs Prospects to Your Store



Whether you are now in the camera business or not, you can share in a great and growing demand, created by a Line of Movie Equipment, such as has never before been offered in movie camera history.

Stewart-Warner offers you this complete new movie equipment line—the leader of which is a movie camera that offers a combination of astounding features not found in any other camera at any price. Even has four speeds, including s-l-o-w motion, and talking pictures.

Make no mistake—a vast market is ready—waiting for this camera. For it offers the masses exactly what they want. A camera that makes the taking of brilliant theatre-like movies easy for everyone—a camera without complications or puzzling charts or directions—a distinctly high quality movie camera at a price within the reach of all.

With the first camera to completely fulfill the popular demand for Quality, Popular Price and Simplicity, you cannot fail to profit from a market many times greater than has ever before been offered to the camera trade. Remember too, it is a line that you can take on without adding to your overhead.

A Complete "Selling Set-up" for You

Stewart-Warner nationally advertises this new type movie equipment, which is opening up a vast new market. Sends you actual prospects and furnishes you a complete local sales campaign that turns prospects into customers. First profit from the camera sale—next from the sale of projector and screen—and then enjoy a regular income from films, lenses and equipment sales.

Get all the facts. Someone in your neighborhood will profit—why not you?



NEW STEWART-WARNER PROJECTOR
Variable speed—can be stopped or reversed at will. Has the most powerful light—500 watts—ever offered in a home movie projector.



NEW STEWART-WARNER SCREEN
Roll-up, Standing type—permanently attached to case which acts as a base. Aluminum coated surface providing life-like color values in all pictures. Size 32" x 40".



Compact, furnished complete with leather-bound, waterproof carrying case of sporty new design. **\$50**
DE LUXE HOLLYWOOD MODEL, only

Movie Camera Division, Stewart-Warner Corporation,
1826 Diversey Parkway, Chicago, Illinois
Gentlemen: Please send me all the facts on the Stewart-Warner
Movie Equipment Line and complete Re-Sale Plan.

Name

Address

City State

RR-4

OVER 30,000,000 SATISFIED OWNERS OF STEWART-WARNER PRODUCTS

SALES

Are Telling the Story

IN the last three months of 1931, Leonard shipments showed an increase of 25% over the same period in 1930.

Shipments for January, 1932, were 34% above those for January, 1931.

All records went by the boards in February, with a 151% increase over the same month last year.

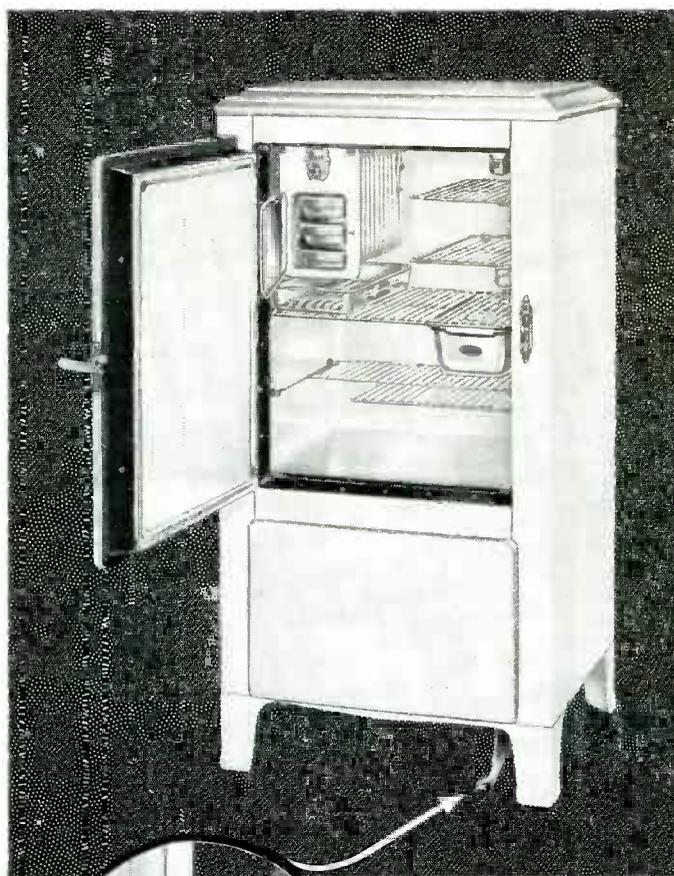
These figures reflect the enthusiasm with which the public has received the new Leonard Electric line, and indicate the sales value of the LEN-A-DOR and Leonard's many other extra features.

The ease with which the Leonard Electric sells also explains why radio distributors and dealers have taken on the liberal Leonard franchise in the past few months.

Leonard offers you a complete, compact line of 9 beautiful new models (2 all-porcelain) — "package" merchandise that requires no installation except plugging into an electrical outlet—low price and favorable discounts—and a strong program of advertising and merchandising helps.

If you are interested in this opportunity to level the sales valleys of a seasonal business, and insure profitable, year-round volume, write or wire promptly.

LEONARD REFRIGERATOR COMPANY
14259 Plymouth Road, Detroit, Michigan



GREATEST CONVENIENCE
FEATURE IN THE INDUSTRY

THE LEN-A-DOR

A TOUCH OF THE TOE AND
THE DOOR SWINGS OPEN

LEONARD

ELECTRIC

REFRIGERATOR



(461)

JOIN THE SALES PARADE



FOR YOUR STORE

Radio dealers everywhere have recently voted the new modern-type tube analyzer the greatest of all helps in building tube profits! Analyzers make tube sales go up in spite of bad business conditions. They increase tube profits from 30% to 100% in a single month. They build customer goodwill—bring in new set prospects as nothing else can!

Now Sylvania offers you a counter analyzer of the most modern type. You can put this analyzer to work for you at once. It is scientifically constructed, handsomely finished. It has sockets for the various types of tubes, visible readings, short tester and all other modern features. Your customers see results of each test with their own eyes. You save time testing, and make quicker, easier tube sales!

Clip the coupon and learn how easily you can get this analyzer at no actual cost to you. Find out what a modern analyzer has done for others—what it can do for you! A complete plan for building tube sales is yours for the asking.

2 NEW TUBE-ANALYZERS

—that bring the greatest possible tube profits and at a price every dealer can afford...



FOR YOUR SERVICEMEN

Sylvania also offers a portable analyzer having all the features of the big analyzer, but so compactly designed that it fits in a handsome green leatherette covered case smaller and lighter than that of a portable typewriter!

This portable analyzer allows you to make convincing, business-building tube tests in the home. It puts you on a friendly basis with the best type of customer. As one dealer reports, "A single serviceman with the analyzer can do as much as five without."

The portable Sylvania Analyzer also comes to you on a liberal plan, that means no actual cost to you. The coupon brings full specifications and all other details.

SYLVANIA TUBES are advertised by THE SYLVANIANS, broadcast Sunday at 7:45 New York time, over the Columbia network, and by newspaper campaigns in 16 cities.

Sylvania

REGISTERED U. S. PAT. OFF.

THE SET-TESTED TUBE

HYGRADE SYLVANIA CORPORATION
Sylvania Division, Dept. R-4-2, Emporium, Penna.

Please send me full details of the Free Sylvania Analyzer Plan.

My principal Jobber is..... City.....

My Firm Name.....

Address.....

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

OUR PLANS

WILL
HELP
YOU



ORGANIZE

this new sales work



No kitchen repairs, intricate adjustments, or replacement of parts . . . fewer moving parts and none exposed . . . clean, quiet and economical . . . compact cabinets with maximum food storage capacity . . . no installation problem in any building.



Here is the highly simplified refrigerating unit—built in one rigid piece. The few necessary moving parts are hermetically sealed in the lower portion, and placed in the base of the refrigerator cabinet.

YOU'LL agree that electric refrigeration is bound to have a successful year in 1932—with the pioneering years past and saturation of the market still far away.

Can you add this new source of sales to your present business without upsetting your organization? Can you be sure of getting your full share of business?

The answer to both of these questions is "Yes!"

The Servel Hermetic fits right into your present business — requires no costly and complicated Service Departments to handle installations or repairs. It's a "package job" complete in one crate—and you sell it and deliver it just like any ordinary merchandise.

You will realize that the Servel Hermetic is the most advanced electric refrigerator when you see the highly simplified working unit, with fewer moving parts. And all parts most likely to cause future trouble have been eliminated entirely.

Servel Dealers face 1932 with a bold and aggressive program of advertising and merchandising complete in every detail. These plans are at your service—with our vigorous co-operation in putting them into effect.

These plans will help you organize a successful selling operation — make your sales work simple and efficient.

Write—NOW—for full details of our attractive Dealer Plan.

SERVEL SALES, Inc.
Evansville, Ind.

Makers of a complete line of household and commercial refrigeration.

SERVEL
HERMETIC
Simplified Refrigeration

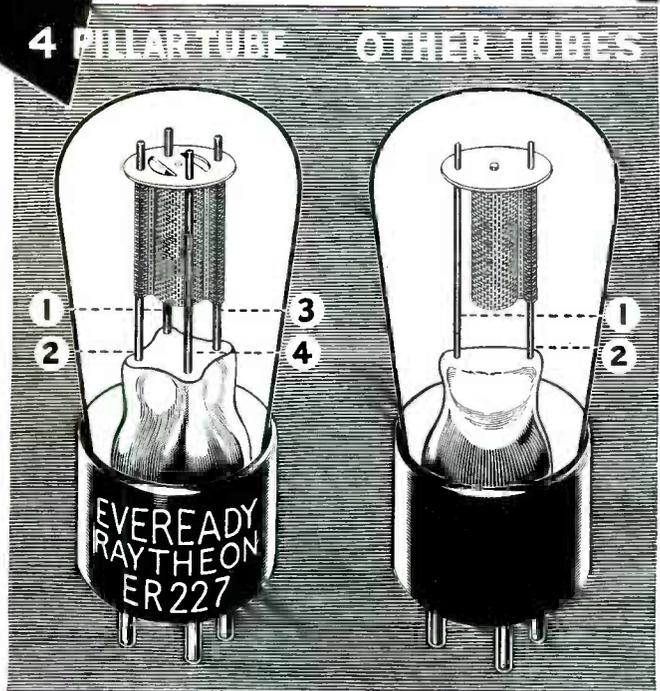
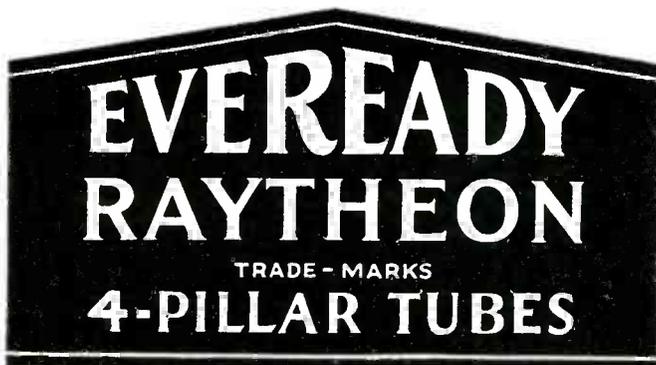
AFTER TRYING 4-PILLAR TUBES CUSTOMERS KEEP COMING BACK FOR MORE

IT'S a well-known fact that if you sell a customer something which gives him better results than the product he is accustomed to use, he'll keep coming back to your store. If you sell him a decidedly better radio tube, he'll be back for more — giving you an opportunity to make additional sales in other lines of goods.

Dealers all over the country are finding Eveready Raytheon 4-pillar Tubes the kind of merchandise that makes repeat sales. These tubes give customers a totally new kind of reception . . . and there's a definite reason for it which can readily be explained to any customer.

Eveready Raytheons have the strength to safeguard their vital accuracy! *Four* strong pillars anchor their elements firmly in place, protecting them from the jolts all tubes receive in handling, and from the dangerous vibration of dynamic speakers. All other tubes have only *two* supports for the elements, and can easily lose their accuracy. Once that is impaired, a tube can never again give faithful, powerful reception.

Any customer can see the four pillars inside an Eveready Raytheon, and can realize how much more protection this gives the fragile elements than the usual two supports. If you explain this briefly, then let the customer listen to the difference that 4-pillar tubes can make, he will never be satisfied until his set has 4-pillar tubes throughout.



Notice the four strong pillars. With this solid foundation the fragile parts cannot move a hair's breadth from their fixed position. Other tubes have only a two-pillar foundation. Two supports instead of four! Jolts, bumps and vibration often impair their vital accuracy.

SERVICE-MEN! A blue-print, giving complete engineering data on 4-pillar tubes, will gladly be sent to you free. Thousands of service-men are using this material to advantage. We will gladly put your name on our mailing list to receive the tube-bulletins, issued by our Engineering Department, containing valuable technical information. MAIL THE COUPON BELOW.

NATIONAL CARBON COMPANY, Inc. Dept. RR-4
30 East 42nd Street, New York

Check the item you want

Please send me free your blue-print for service-men

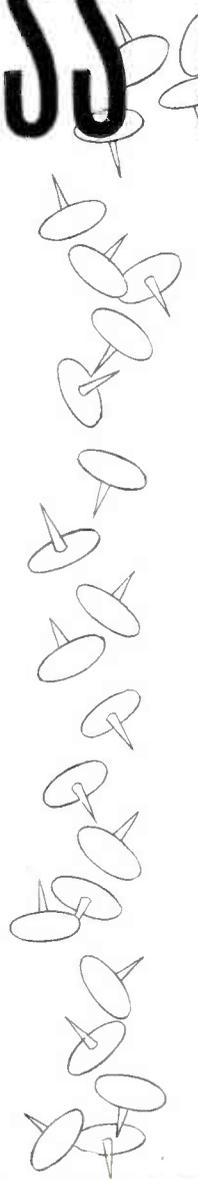
Please put me on your mailing list for tube-bulletins

Name _____

Address _____

GETTING DOWN TO BRASS TACKS!

With ever gathering force the Trade-Wind sweeps toward the Trade-In. Predictions from reliable sources, based on authentic data, portend that at least 65% of all radio sales for 1932 will be trade-ins. Two out of every three sales you make, Mr. Dealer, will involve a trade-in allowance. Getting down to brass tacks, doesn't this mean that you *must* sell higher-priced units . . . in order to make *profits* as well as sales? Furthermore, doesn't this mean that Zenith dealers are especially fortified to make profitable trade-ins? Not only because Zenith radios are high-priced units, but also because they are high-quality units . . . commanding full price from the public, and full price by the dealers. Zenith Radio Corporation, Chicago, Ill.



with two-thirds of your sales Trade-ins you must sell higher-priced units!



RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING
Established 1925

O. H. CALDWELL,
Editor

MCGRAW-HILL PUBLISHING COMPANY, INC.

TUBES... *Volume Greater but Profits Vanish*

LAST year we sold more tubes than during 1930. Yet sales, in dollars, fell off 42 per cent. This is but one of the many factors which indicate the present unsatisfactory status of the tube business. Dealers and jobbers everywhere declare that it is practically impossible to merchandise tubes at a profit under existing price and distribution conditions. They frequently voice their sentiments somewhat as follows: "The public would pay more if it had to. We must have a larger profit margin to carry fixed selling expense. Unless prices are raised, and 'special deals' with the dumping outlets discontinued, we're off tubes."

The situation is so bad that many well-known and reputable tube makers have been forced out of business. From a retail viewpoint, dealers who sell at suggested lists are faced with competition down the street, or through the mails, which offers new tubes of nationally known makes to the consumer at 50 per cent off list.

OVERPRODUCTION, of course, has been largely the cause of these impossible conditions. And the piling up of "hang fire" inventories has reduced our second best radio item from a \$119,000,000 business in 1930 to a \$69,000,000 one in '31. Yet, based on a careful study of the situation, it is a reasonable assumption that, from now on, the tube business should gross at retail not less than \$100,000,000 per annum. That is if tubes are priced to return a fair profit all down the line and properly marketed.

What must be done?

First: Tube prices must be revised—upward. Tubes must be priced at their true worth because present levels not only deprive the dealer and jobber of their legitimate profit but *are bankrupting practically every tube manufacturer in the country.*

Second: The tube makers should agree on an industry policy.—all participating in this discussion . . . from the largest to the smallest. In view of the crisis which now prevails in this industry, it does seem that this suggestion might now be carried out.

Third: Clean up the market and keep it clean. The annual consumption rate for tubes has pretty well been established. For 1932, replacements and new sets will require 60,000,000. Budgeting production to a proper pro rata share of this total among the tube makers should go far toward stopping present dumping and "bait" merchandising practices.

Fourth: Stop granting special 'deals' and discounts. Equality of treatment for all must be the rule if the tube industry is going to profit from its present opportunity.

Ray V. Suttcliffe

REJUVENATE *Radio*

¶ *Broadcasters and Radio Industry Leaders Join
With Radio Retailing in Nationwide Campaign*



To Give Your Customers

100% SATISFACTORY RADIO

*Means steady employment for
your service department*

*More sales for the dealer from
new leads*

*Additional business for the
distributor*

*Building sales volume for the
manufacturer*

*Increased listener "circu-
lation" for the broadcasters*

THE radio dealer's volume of sales is off. Reduction in number of sales, on the one hand, and lower unit prices on the other, have combined to bring many a radio retailer's gross business for the current season, down to about half what it was two years ago. All over the country, dealers are looking about for ways to build back some of this lost volume. For it is this additional business that can mark the difference between operating at a profit and barely paying expenses.

Yet right in their own familiar home territories most dealers have a source of additional business, that only has to be cultivated and canvassed, to open up service sales that will pay their way and to lead to prospects for radio set sales that can build back gross volume.

Sixteen million homes in the United States have radio sets. Hundreds if not thousands of these sets are right in your own territory or neighborhood, within walking distance or a short automobile run of your store.

Yet how many of these listeners in your town are really getting good radio reception—"100% Satisfactory Radio?"

Surveys made by *Radio Retailing* indicate that on the average half to two-thirds of our present radio listeners do not really know what "good radio reception" is. Instead, they are served with programs that are faint and weak, shot through with noise, buzzing and clicks, and lacking in the wonderful reality and richness of tone that a set of good tone quality would deliver.

Many of these listeners have improperly installed sets and antennas. By slight changes in their antenna wiring and location, stations now entirely lacking, could be brought in strong and clear.

Tubes are old and spent and have to be overloaded to bring in any audible volume. Thousands of tubes in these sets need replacing, making for volume in the dealer's tube business. For not without good tubes of high emission can there be "100% Satisfactory Radio."

Other parts of sets need overhauling. Resistors need to be replaced, condensers have broken down, rheostats have gone to pieces, sockets have become loose,

What the Dealer and

Reception in Every Home

¶ Means Sales of Service, Tubes, Parts and Sets, and Increase of "Listener Circulation" for Broadcasters

contacts have become poor, loudspeaker diaphragms have gotten out of adjustment and buzz with the modulation of the music—all these troubles need the expert attention of a radio service man to restore to the radio-set owner "100% Satisfactory Radio."

THE MENACE OF "MANMADE STATIC"

AND then, aside from the troubles within their own radio sets, thousands of present set owners are suffering untold annoyance and irritation from electrical noises and interference originating in the neighborhood, and which could be eliminated by a little intelligent study.

Heating pads cause irregular clicks that may ruin the most superb, silvery note of Jeritza. An improperly guarded oil-burner may wreck Amos'n'Andy for all the listeners within three blocks. An unmuzzled vacuum cleaner or dishwasher may make Kate Smith's famous moon rise over the mountain to the accompaniment of machine-gun barrage! Often pipes and electrical conduits lie in such a way as to cause clicks or annoying changes in volume, whenever anyone walks or moves in the neighborhood. A hundred different possibilities assail good reception in any home.

All of these troubles can be solved, of course, by a little study and attention, and by installing condensers, choke-coils and interference eliminators. Here is profitable business for the radio man who can locate the trouble and eliminate it. And incidentally he will earn the undying gratitude of the folks to whom he has brought freedom from interference on their favorite programs, through giving them "100% Satisfactory Radio."

HELP LISTENER BRING IN MISSING STATIONS

IN some cities, the complaint of the listener is that he cannot "get" some popular or favorite broadcasting station. Programs of the greatest interest or musical value may be going out over this station, yet to the listener whose set is shielded by buildings, steel frames, sign structures, or general topography this station may be "only a dead spot on the dial."

Tests already made by especially experienced service men have shown that in almost every such case, the missing station can be restored to full satisfactory volume by making a few changes in the location or construction of the antenna. Too often sets are carelessly installed in such a way as to bring in two or three stations with good volume, yet because of some local shielding, failing to pick up satisfactory signals from some leading broadcaster whose programs carry the cream of the broadcast-

Service Man Must Do

These forces are working for you

Telling Listeners to



- The national chains are contributing coast-to-coast network periods, which would cost many thousands of dollars, with nationally known speakers
- Individual broadcasting stations are inviting local radio leaders to speak on the value of good reception and proper conditioning of listeners' sets
- Broadcasting announcers are inserting crisp twenty-word announcements morning, night, and afternoon, reminding listeners, "if you have troubles, see your nearest radio dealer!"
- Radio manufacturers are including "one-minute tabloid" reminders in their own broadcast hours, and national advertising
- National magazines will carry articles by leading musical authorities, on the importance of clear reception and tone quality
- Radio industry bodies and radio leaders are giving recognition to the campaign in public utterances
- This effort will continue throughout April and May, leading to the baseball openings and national political conventions in June

ing crop! In such a case the radio service caller can be of real service to the set owner. He can, at one fell swoop, transfer that household from the days of pre-broadcasting silence to the modern broadcasts of 1932, opening the way for the great of the earth and the talented geniuses of the world to enter that living-room!

LISTENERS DON'T KNOW WHAT THEY MISS

IN each of the instances above recited the radio set owner probably does not know what he is missing by listening to his impaired radio. Having never heard anything better, or having reconciled himself to the irritating noises, lack of tone fidelity, and inability to hear stations, he is conscious only of a general dissatisfaction with radio. He is "sore" but often he doesn't know exactly the reason why. He complains to his friends, he is irritated by "the advertising," and too often he simply turns off his set and "won't listen any more" as he puts it. Yet an intelligent radio service man could give him radio reception of a quality, clearness, volume, and fidelity that would restore him and his listening circle to enthusiastic radio fans.

To meet this need on the part of the public, and to build back business volume for himself, it means that the radio dealer must start his best service and contact men out *calling on all the homes in the neighborhood*, whether an antenna is in sight or not.

People always like to talk about the radio reception they get. Men who have been out on canvasses of all

kinds, report that householders will talk more freely about their radio troubles, likes and dislikes, than about anything else.

After listening respectfully to the housewife's comments for a minute or two, the radio man can reply:

"Perhaps that trouble can be fixed by a slight adjustment. I'll be glad to step in a minute, and look it over for you, without any charge for the inspection."

One-half to one-third the houses the radio man calls upon will have no radios. These are prospects for brand new set sales, of course. In such cases the radio man properly asks: "Have you noticed noise or interference on some of your neighbors' sets?" This question will invariably bring out the plain unvarnished truth about the neighbors' outfits, revealing at the same time the speaker's own impressions of radio, interest in programs, favorite type of set, price interest, etc. And there again a prospect has been established for a future sale.

A campaign in your territory to "Rejuvenate Radio Reception" thus means much for everybody involved.

It will bring radio satisfaction to the listeners; it will increase the listener circulation of the broadcasting stations and so perpetuate the service which is the lifeblood of all radio sales; it means steady employment for radio men; it means the sale of replacement tubes, condensers, resistors, supplies and parts; and it can lead the way to the sale of new radio sets of modern tone range and full-quality reproduction.

They APPROVE

From Dr. Walter Damrosch

"In the great broadcasting stations no pains or expense are spared to put the finest possible rendering on the air. But whether the listener gets this music with all its tone beauties undistorted or undisturbed by noise, will depend upon the condition and quality of his own radio set and on its intelligent manipulation by the listener."

WALTER DAMROSCH, Musical Counsel
National Broadcasting Co.

From Lowell Thomas

"With the baseball openings this spring and with the big political conventions coming in June, I can see the importance of getting all radio receiving sets in best possible condition for the big events ahead. Every listener will want his receiver at 100 per cent operating efficiency this spring, summer and fall."

LOWELL THOMAS.

From the Radio Commission

"The Federal Radio Commission has cleared the tracks of the ether for the transmission of the programs which the broadcasters send out, but the ultimate satisfaction and pleasure of each listener in his radio will depend upon the fidelity and sensitivity of his receiving set. It is, therefore, no less important to have all receivers in good condition, than to have the broadcasting stations and the ether channels maintained in a high state of efficiency. A large number of people have written to the

Federal Radio Commission complaining of the allocation made to broadcasting stations. Numerous investigations have been made and in very many cases the fault was found to be in the listener's own radio receiver."

C. MCK. SALTZMAN, Chairman
Federal Radio Commission.

From Columbia's President

"The steady advance in the quality of radio programs and their transmission, is lost by those who have antiquated or inferior receiving sets. There are countless sets that should be replaced or should at least be overhauled."

"The editors of 'Radio Retailing' are to be congratulated upon their campaign to influence the public to demand high standards of radio reception."

WILLIAM S. PALEY, President
Columbia Broadcasting System.



Ready to SHOOT

Present Status of the Battery Receiver . . . What Dealers are Doing

THE "back to the farm" movement in the radio industry has taken definite shape. For four years, prior to '31, battery operated sets at radio shows were scarce as hen's teeth. At the last trade show, however, two or three manufacturers exhibited a new type of battery set. And by January, this year, 21 concerns were on the market with modern battery sets for the farmer and others living in unelectrified dwellings. Most of these manufacturers are cooperating in the engineering development of these receivers—using the laboratory facilities of a large battery maker, who also supplies them with the special, long life batteries now in common use in these efficient sets. A further indication of this trend for mutually cultivating the rural market is seen in the fact that, at the 1932 radio show, held at Chicago, 12 battery-operated models were exhibited in one grouping.

This movement is progressing steadily but surely. Cooperative advertising plans are now under consideration and dealers and distributors are being instructed in the care and servicing of these new sets.

MANY dealers are now climbing aboard the battery band wagon. Here's a typical case. Luke's Music Store, Ardmore, Okla., writes as follows:

"Our sales on air cell sets amounted to 25 last fall. Would have been twice as many if we had been able to get the merchandise. The new set sells itself on demonstration and as soon as it is explained that no storage battery is required, that its battery will operate for a thousand hours and that reception is equal to that of the a.c. receiver. We now have a prospect list for 35 sets."

K. Rawlings and Company of Seveirville, Tenn., also has sold 25 battery sets, at an average price of \$110. This business exceeded that of its line of all-electric receivers for city use. At the rate Rawlings is now going he will double this record this year—"and will get around \$15 every 10 months for batteries and tubes per each set that has been out over a year."



*Commissioner
Lafount's
Opinion*

Business Man . . . Farmer . . . Radio Authority

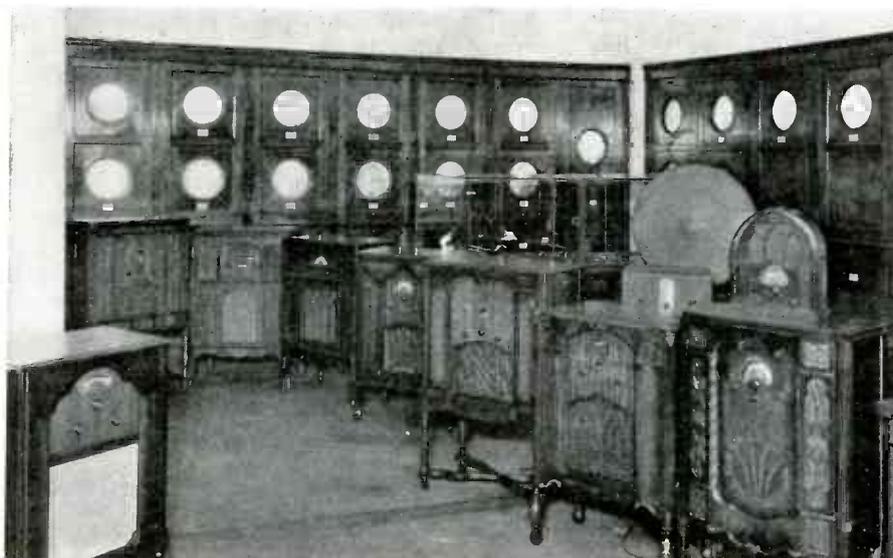
Editor, Radio Retailing:

"The development of the new type air-cell radio receiver will, in my opinion, result in a marked growth in radio audiences during the next two years. At present only one-third of the families living on farms have sets. This, despite the fact that the farmer uses his radio for pleasure and profit to a far greater extent than the city dweller. With the advent of the alternating current set the radio industry abandoned the farmer to concentrate on the town market.

"Up to twelve months ago there had not been a single major improvement in battery operated sets for more than six years. The result has been that the farmer has refused to buy receivers which offer poor reception and entail excessive maintenance charges.

"Now, however, all the leading set makers are producing the new type receivers, which in quality of reception and trouble-free service compare favorably with the latest of electric sets. These new battery receivers would seem to solve the problem of satisfactory rural reception.

This view of the many different sets in the testing laboratory of the National Carbon Company indicates the extent and character of this cooperative movement to produce tech-



nically perfect 2-volt air cell sets.

All pre-production models must merit the approval of the battery company's engineer as well as that of the technician with the set maker.

Statement

Regarding

by the Engineering
RADIO MANUFACTURERS ASSOCIATION

FROM such a confused mass of conflicting statements and data regarding television, only by picking out the pertinent facts from the work that has been done in the past, and the facts that are presented in the present situation, is it possible to draw any conclusions regarding its future. These facts have been many times oversold, at times maligned and altogether misunderstood, not by the public alone but by the leaders of the radio industry itself, which must sponsor this new art.

This statement is only intended to array the facts of the past and present to point out some of the future possibilities thus made apparent.

EVOLUTION OF TELEVISION

AS FAR back as 1884, Nipkow, a German experimenter, realized that to transmit visual images it would be necessary to resolve those images into elements, each element to be faithfully transmitted and reconverted into a corresponding light value at the receiving end. To do this he employed scanning discs, and later in 1894, Amstutz, an Illinois experimenter, carried on the work in this country even further. In 1913, Jenkins, of Washington, started his work on the development of television which culminated in 1925 in the showing of animated motion pictures by television. In England, John Baird, after several years of work, showed his first pictures in 1926. In 1928, the Bell Telephone Laboratories transmitted a picture from Washington to New York, and since that time several other experimenters have been carrying forward the development. Prominent among these have been the RCA Victor Company in Camden, the Jenkins Television Corporation of Passaic, Philo Farnsworth, now with the Philadelphia Storage Battery Company, General Electric Laboratories in Schenectady, and U. A. Sanabria of Chicago.

THE problems encountered in accomplishing television transmission and reception have in the past been manifold.

First—the problem in the method of scanning which started with the ordinary disc, was followed later by a disc with lenses which greatly increased the efficiency. Then came the drums and discs with mirrors. Beginning with a Russian named Rosing, twenty years ago, several experimenters have been using electrical principles of scanning which are utilized in the cathode ray oscillograph tube.

Second—the problem of transmission has proved to be very difficult. The light values of the elements of the transmitted picture must be converted to electrical values and then transmitted faithfully either by wire or by radio. This is only successfully accomplished by employing a frequency side band of several hundred thousand cycles.

This becomes of interest when compared with the width of a side band for present-day radio voice transmission which is approximately 5,000 cycles. Modulation of the high carrier frequencies for these picture transmissions becomes very difficult.

Third—the reception of television signals has presented still more complicated problems. The radio television signals must be received, amplified, de-modulated and again amplified to operate a light source. De-modulation above 30,000 cycles has presented many engineering difficulties. Much work has been done on the light sources, the most common of which have been the neon discharge glow lamp, the Kerr cell and the cathode ray tube.

Fourth—the great problem has been that of securing finances. Unfortunately, companies have resorted to over-statements, lured prospects with the possibilities of television in order to sell stock, and often in these statements misrepresentations were made, with the result that the public has been very much confused as to the actual state and present possibilities of the television art.

It was early recognized that in this maze of work, some official organization, representing most of the television experimenters, should endeavor to crystallize as much as possible the growing embryonic art. Consequently, in 1928 a sub-committee of the Engineering Division of the RMA, known as the Committee on Television, under the direction of D. E. Replogle, was appointed. This committee not only embraces members of the RMA, but invites as guest members every outstanding experimenter. It has helped in encouraging experimenters along every line of development and in securing Federal aid in the wave length assignment of television, and has been the only official recommended party in this country whose function has been to guide, if possible, this growing art. Due to the work of this committee, much confusion in regard to practices, terms and definitions have been eliminated.

PRESENT STATUS

THE present facts of television which are available are as follows:

First—for scanning, mechanical features using rotat-

Television

Division of the MANUFACTURERS ASSOCIATION

ing parts are in wide use and offer a most practical means of securing passable pictures.

Second—a direct pick-up system which has come to the front rapidly this year is that of the camera idea. This system can be used for television pick-up in a lighted studio, for outdoor pick-up, etc.

Third—a great deal of successful development has been made with the cathode ray tube system for transmission and reception. This system has proven technically sound and shows the greatest possibility. Its chief difficulties are in the production of large quantities of these systems at a reasonable cost.

Fourth—the television broadcast transmission spectrum allows only for five channels, namely: 2,000-2,100 kc., 2,100-2,200 kc., 2,200-2,300 kc., 2,750-2,850 kc., and 2,850-2,950 kc. This frequency spectrum is not adequate for good picture transmission on account of the very wide side band frequency necessary for picture detail, so in addition to these bands, on the extreme short waves—5-7 meters, frequencies from 35,000-80,000 kc. have been requested for television service. Most of the present transmitters are operating in the first-mentioned bands, but a few operate in the neighborhood of 46,000 to 48,000 kc.

Fifth—reception has been possible by tuning with either a superheterodyne or tuned radio frequency receiver designed for television reception. Synchronized sound very often accompanies the picture transmission and it is common practice to receive the voice transmission on the standard broadcast receiver. This requires two receivers for receiving synchronized sound and picture transmission. In the television receivers, mechanical scanning and cathode ray electrical scanning have been employed. The cathode ray type of scanning has been capable of excellent results and shows great possibilities for further development.

Sixth—with the present economics of broadcasting, it has been impossible to secure much data on the entertaining value of the subjects that can be broadcast due to the cost in presenting programs. The Federal Radio Commission has up to the present time considered television only experimental and will grant no commercial

rights. This means that all such broadcasting must be done for the experimental value only and no paid programs can be transmitted. This ruling has made impossible the receipt of any money in staging television programs. With commercial rights granted by the Federal Government, the problem will still be complicated as to whether advertisers will continue to assume the increased costs that television must impose for its successful operation, or whether the public can satisfactorily be taxed to bear this burden.

FUTURE PROSPECTS

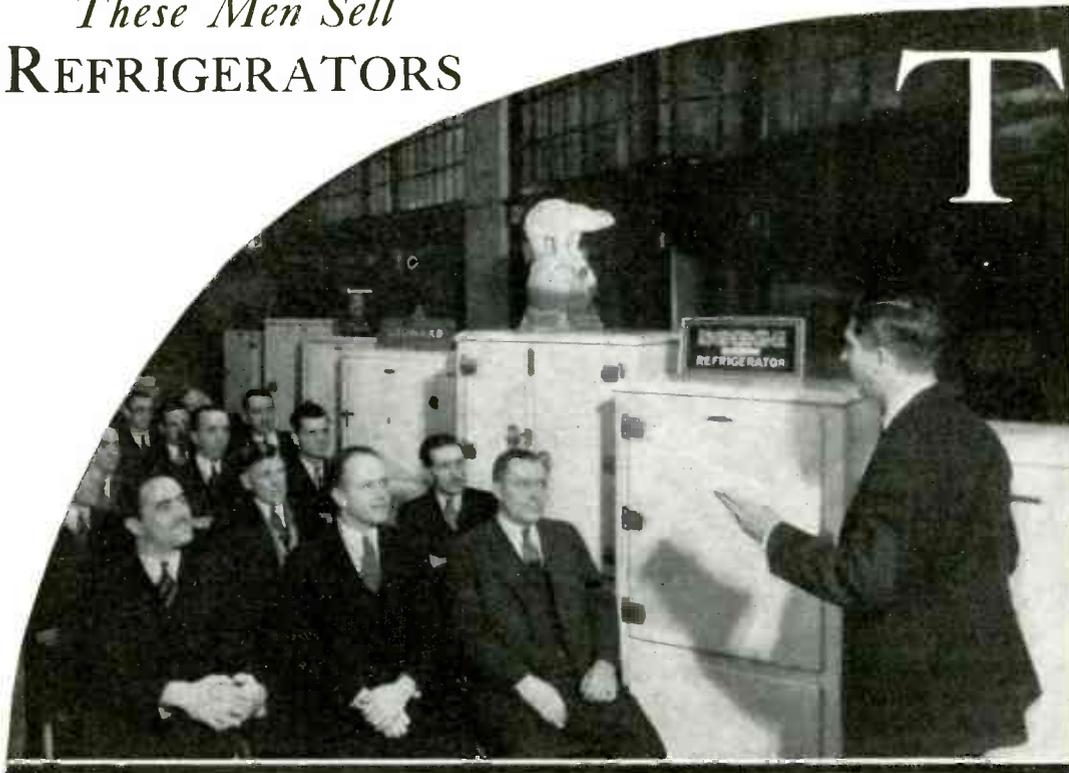
MANY problems appear which must be overcome before television can be a satisfactory means of home entertainment. The most important of these are listed as follows:

1. Greater detail should be obtained in received picture.
2. Television transmission pick-up equipment should be portable and as easily used as present-day sound-picture pick-up equipment.
3. Transmitting systems must be evolved which will render a satisfactory and reliable service over an extensive range.
4. Receivers as simple in operation as our present radio receivers must be designed and built at a reasonable cost.
5. Quiet and satisfactorily illuminated picture equipment for the home must be designed and built at a reasonable cost.

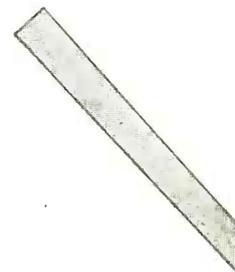
REGARDLESS of the present problems that confront the industry, there has been enough work done to justify some predictions which can be conscientiously made. With the development of the new short wave channels at frequencies higher than 35,000,000 cycles, reliable transmission of television can be predicted. Ample room for an adequate number of transmitting stations can be visualized in this short wave region. It is perfectly conceivable that a sight and sound service can be worked out to be received on a single receiver with a simplified tuning and control mechanism.

As never before, the new art of television is going to require the rigid and sure hand of a governing body to set up the standards for both transmission and reception. Surely no better body is suited for this task than the Radio Manufacturers Association, which embraces both transmitting and receiving set manufacturers. Because of this situation, television presents a real challenge to the R.M.A. which if accepted, can and will bring new prosperity to its members but only if this challenge is correctly and courageously met by the entire cooperation of its members.

These Men Sell REFRIGERATORS



T
W O



\$40,000

worth the
next 2 mos.

By H. P. Bridge, Jr.

FROM April, 1931, when the Universal Radio Company of Philadelphia took on electric refrigeration, until the latter part of October, volume in this new line totaled somewhat less than \$5,000.

Manager Victor E. Moore looked over these figures, weighed them against possibilities, and decided that a big opportunity was being neglected. He re-vamped his sales methods and the result was as startling as it was significant. From a volume of \$5,000 for the first eight months, refrigeration sales leaped to a total of \$40,000 for November and December, the first two months of intensified activity. Radio volume for the same two months barely exceeded it, totaling \$45,000.

In January 1932, radio sales dropped \$3,000 below those for the preceding year. Fifty refrigerator sales, however, brought the total business for the month up to \$5,000 above that for 1931 with the net profit for the month being just a trifle less.

It is typical of Mr. Moore that, upon making his decision to do more with refrigeration, he immediately cast around for the best electric refrigeration man there was to be had to run the new department. Walter P. Davis, who had literally grown up in the business, was selected for the job and immediately got to work. With Davis came a lot of changes.

A separate refrigeration crew of 24 men was formed. For the first time, the concern went into extensive newspaper advertising. Then it added to its direct mail and increased its already extensive broadcast advertising. Refrigerator displays rivaled those of radio in the concern's three stores.

MOORE considers door-to-door selling imperative in moving refrigerators. He considers it essential, too, that separate sales forces be maintained for both radio and refrigeration. (Charles L. Reynolds—

"Refrigeration Saved My Shirt," *Radio Retailing*, March—holds the opposite view.) "We don't care whether our refrigeration salesmen even know we're in the radio business," says Moore. "We tried having the same men sell both and it doesn't work. Let them divide their effort and both lines will suffer. A man who is really working on refrigerators and going good won't bother with radio and he'll kick if he finds that our radio salesmen are cutting in on refrigeration.

"Likewise, we feel that a different sales training is necessary for the two. We've found that it's pretty hard to tell a man how to sell radio. If he's good and if you treat him right, he'll sell. That business is pretty much a free lance proposition.

"On the other hand, refrigeration salesmen must be trained and carefully supervised. There is very definitely a best way to sell electric refrigerators and you've got to train the men to do it that way."

Savings, convenience and reliability are stressed in selling refrigerators. Each man is equipped with definite facts and figures and is expected to use them. More than that, he has to know the features of the company's line, (which comprises Leonard, Copeland, Norge, Majestic, Maysflower, Kelvinator and Gibson products). When a prospect is considering some other machine, the salesman is expected to know which one of his units compares most favorably with it and sell accordingly. Moore has broadened his stocks with this end in view.

Salesmen are required to report promptly at 8:30. Sales meetings are held twice weekly, one on an evening and the other on Saturday morning. As usual in outside selling with large crews, prize contests have been found invaluable. Prizes range from money to traveling bags, hats and novelties and do much to spur the men on to greater effort.

A straight 10% commission is paid on outside sales. During December, 1931, the best men averaged nearly \$100 a week. They are all bonded. Each one is required to build up a cash reserve of \$100, this being

Crews

\$5,000
worth of
Refrigeration
in first 8 mos.



These Men Sell
RADIOS



One
Boss

Victor
E.
Moore

deducted from commissions at the rate of 10% per week. The reserve insures the company against "sharp-shooting" and floaters. When a salesman leaves he does not get the money until six months later.

"The secret of success in outside refrigerator selling on a large scale," says Mr. Moore, "is to get the best men obtainable, train them carefully and then supervise their activities. Weed them out if they don't produce and make sure you are fully protected at all times. Don't adopt any high and mighty attitude in dealing with salesmen. Don't impose on them and don't let them impose on you. Make them realize that they've got a real job and then cooperate to the fullest extent. Never adopt a policy of hiring all comers on the assumption that you don't have to pay 'em anything when they don't produce. Like most 'easiest' ways, that one is apt to cost a lot of money and prestige in the long run."

EACH Universal salesman spends one day a week on the sales floor in a store. There he gets full credit on sales and is also permitted to follow up leads obtained. This system is decidedly beneficial. It helps the men make sales and it keeps them in close touch with store policies. And it promotes better understanding between men and management.

No salesman is asked to make collections although this does not relieve him from selling only to responsible parties. Sales are cleared through the store credit department and a double check is made following delivery of a unit. First a letter goes out thanking the customer for the business and outlining terms in detail. Then a young lady calls at the customer's home, ostensibly for the purpose of seeing that everything is satisfactory, but also to make sure that the customer fully understands the agreement.

Less than 5% of all units sold are first installed on approval. This practice is discouraged as unnecessary although a 10-day trial is granted if both salesman and

(Please turn to page 47)

How the
AUTOMOBILE
INDUSTRY
is revamping its



Manufacturer-Distributor

*The third of the series in which
Radio Retailing presents construc-
tive suggestions for putting the radio
business on a sounder basis*

RADIO is not the only industry that's been having its troubles. Believe it or not, there's been quite a bit of mutual recrimination within the dealer, jobber and manufacturer set-up of the much-quoted automobile business. Many of the problems of this latter industry are identical with our own. But here's the difference: A very definite start has been made to put the automotive house in order. This move should largely be credited to C. A. Vane, general manager of the National Automobile Dealers Association, and to the Hupp Motor Car Corporation. Hupp has seen the light and is following the recommendations of Mr. Vane.

Because of this close paralleling of problems much may be learned from a study of a new form of manufacturer-distributor contract presented to the automobile producers by N.A.D.A., adopted (with minor changes) by Hupp, and now being given serious consideration by many other car makers.

Says Mr. Vane: "This is a new type of contract, which is needed to end the 25 years of controversy which has been going on between dealers and car makers. In my opinion the injustices of the former relationship has largely been accountable for bringing automobile merchandising to its present low repute and for destroying dealer relationships with the banks.

"Although this first contract relates to factories and distributors, its principles must be applied to every retail outlet. This contract can be written to apply directly to dealers.

"The contract is in two sections: Part One is the SALES AGREEMENT; Part Two is the CODE OF PERFORMANCE. In its entirety it represents, in principle, what the dealer *must* have to *protect his investment*." (The italics are ours.)

A "Radioview" of the New Automobile Sales Agreement

Let's analyze those sections of the new contract that apply to radio interests: (Again, the italics are ours.)



Because Many of Its Problems Parallel Our Own
Situation Much Can Be Learned From This Article

- Dealer Relationships

1. Territory: Manufacturer grants to distributor, for a period of five years, the exclusive right, except as hereinafter provided, to purchase its products for distribution within the following territory.
3. Competitive Products: During the life of this agreement the distributor agrees that it will not, directly or indirectly, handle or sell other makes of automobiles or parts made by any other manufacturer in such a manner as will injure the reputation or prejudice the sale of XYZ automobiles or parts.
4. Quotas: For purposes of establishing a basis of estimate of factory production and to control sales. Manufacturer and Distributor mutually agree that this exclusive territory has an estimated yearly potential of ——— new automobiles. Distributor agrees to keep on order at the factory or on hand in its own stock, or the stocks of its dealers, a quantity of XYZ cars which shall bear the following percentage relationship to the total estimate, as follows: (here follow the monthly percentages).
Distributor agrees that its failure to keep on hand or its refusal to order sufficient automobiles to maintain inventory at the foregoing percentages may be deemed by the manufacturer a cancellation of this contract.
5. Monthly Estimate: Prior to the tenth day of each month the distributor will submit an estimate of its requirements for the following month.
7. Changes in Price and Model: Manufacturer may change discounts and list prices on its products at any time. If the discount or list price of its motor cars is reduced. Manufacturer agrees to refund to the Distributor in cash, within 60 days, the difference between the new reduced factory price (list price less discount) and the price paid by Distributor to Manufacturer, on Distributor's stock of new and unused automobiles, on hand, or in transit, providing such motor cars on hand were shipped by Manufacturer within the six months preceding the date of such price reduction.
10. Cancellation: This agreement may be cancelled with or without cause at any time—(a) By mutual agreement. (b) Upon six month's notice from either party. (Editor's Note: This is the NADA specimen contract, one of the drastic changes for which it is fighting. The Hupp agreement grants the dealer or distributor but 30 days' advance notice.)
11. Repurchase of Stocks: (Editor's Note: Another radical step, and a first victory for the organized dealers and distributors inasmuch as Hupp has incorporated this provision in its new contract.) "The manufacturer agrees that, if it cancels this contract, it will repurchase all new, current model Hupmobiles, (quoting now from the Hupp contract) which were shipped by it to the Distributor during the six months' period preceding termination date of Agreement, in such Distributor's hands, at the net cost to him, as paid by him to the manufacturer Should this Agreement be cancelled by the Distributor, the Manufacturer has the option of repurchasing such new cars but is not obligated to do so."
29. Dealer Agreements: No sales agreement between the Distributor and its dealers shall be cancelled by Distributor except upon the written consent of the Manufacturer.
Under the Hupp plan, from the dealer angle, the following new features are of special interest to radio men: (1) Dealer authorization is required for shipment of cars; (2) Price cuts apply to cars in dealer stock, for which he is compensated; (3) Upon cancellation of contract, current model cars are repurchased at net cost by the factory; (4) The contract runs for five years; (5) Each dealer gets exclusive territory, and (6) The dealer is allowed a reasonable profit on handling charges.

▼
"Faces the Problem Squarely"

By R. S. COLE
Vice-President in Charge of Sales
Hupp Motor Car Corporation

"The new Hupp sales contract looks squarely at the problems of the distributor and dealer. It is designed to more carefully safeguard their investment and their profit possibilities.
"The distributor and dealer has, we believe, the right to build his business on the basis of long-term representation. Hence our 'five-year' clause. Note, also, the protection afforded our representatives against forced shipments, and price and discount reductions.
"Our entire organization, field and home, has been very much pleased with the working out, so far, of this new contract."

52% of Fred W. Kussin's 1931 Volume
Was In Auto-Radios Sold During

*June . . . July . . . and
August*

A SET THAT WILL
SELL IN THE
SUMMER - TIME

. . . this is something dealers have sorely needed since they first discovered that warm weather headaches were synonymous with radio retailing. And manufacturers have at last perfected merchandise which does precisely this. Auto-radio, introduced more than three years ago with moderate success, has finally shed its pin-feathers to emerge a full-fledged contender for slack-season sales honors.

Auto-radio has "arrived," take our word for it. Or take Fred W. Kussin's. This upper Manhattan merchant, as if to prove our statement in advance, sold 68 sets during 1931 from two (3625 Broadway and 1806 Amsterdam Ave.) stores, installing 97 more for others on a fee basis. Automotive set sales bulked 52 per cent of his total radio volume for the entire year despite the fact that most of them were merchandised in June, July and August. "Just beginning to hit its stride," says Kussin. "1932 will be a *real* auto-radio year!"

Here's how Fred got the business:

Late last May he personally canvassed 20 garages between 145th and 155th Streets, demonstrating the set in his own car to the garage owners and mechanics. By cutting the customary installation charge he succeeded at once in selling four sets to this group. Circulars were left with all others. This provided a nucleus of boosters in constant contact with many prospects and the enthusiasm of these early buyers still brings in business. One mechanic turned four new customers over to K. C. Radio Service within one week of the canvass.

Several other garage men have since bought sets for their cars, part of the installation fee being charged off to advertising. No commissions are ever paid for leads subsequently received. Business comes in, notwithstanding this fact.

The concern owns three cars, two with passenger bodies. These were equipped with sets (Motorola and Philco) and one parked at the curb before each store. Fitted with signs calling attention to the make of receiver



in operation and the proximity of the shop, they were kept in constant operation whenever they were not actually rolling. This attracted widespread attention and has from the very outset been one of the best sources of business. Because of its novelty auto-radio can still be sold by placing sets where they can be seen and heard.

NEW Yorkers have a penchant for staring into excavations. A man with a pneumatic hammer, or at the controls of a steam-shovel, frequently finds himself star actor on a great outdoor stage. K. C. Radio provides its own street show, capitalizing upon the inherent curiosity of humans, by making all "suppressor" installations in front of the Amsterdam Avenue store. Chassis and antennas are installed elsewhere in a rented garage but ignition noise is tracked to its lair and cornered in the open. This involves no hardship as suppression is best accomplished outdoors in any event. Ignition noise frequently "bounces back" off the wall, upsetting normal conditions when this work is attempted in a building with the hood raised.

The *sporting element* is at present the cream of the

Summer Line

K. C. RADIO SERVICE
*sold 68 car sets, in-
stalled 97 for other
dealers last season*

June

July

August

installations, depending upon the nature of each particular job. He also installed a number of sets at the same figure for consumers who bought elsewhere. Such contracts were attracted by his experience record. Installed his first auto-radios (Bosch) in January, 1930, and is locally recognized as an authority. There is no substitute for practical experience in this field, he contends. Every set, every make of car, every model of any particular make, and even two identical cars in different condition presents a new problem.

"B" battery business, which died a natural death when electrified sets became popular, has been revived. Fred is just beginning to feel the effect of auto-radio installations on replacement battery-block demands. During the week in which this article was written he sold 3 cases. This will undoubtedly develop into a profitable source of income as more cars are equipped. Eliminating

auto-radio crop. This prompts Fred to drive radio-equipped cars to such places as the Polo Grounds, Yankee Stadium and Madison Square Garden when important athletic contests are in progress. Even "sandlot" games afford sales opportunities, crowds gathering around the car to listen to play-by-play descriptions of distant major league contests. Sales approaches such as these, coupled with the numerous recommendations of old customers, kept the store's three servicemen and part-time upholstery expert busy throughout June, July and August. Auto-radio business started with vacation periods when home set sales started to lag and kept going until people spruced up their homes again in the fall.

So during the summer months this radio dealer left one store to the tender mercies of an employee and the other under the wing of his sister, while he followed up automotive leads outside.

Installation work for others proved profitable in itself and in addition the contacts so made produced many direct sales. Fred had an arrangement with the Union Furniture Company, a "Chrysler" sales agency and several other outlets whereby he received \$25 or more for

attractors, though not yet stocked, are also looked upon as a means of re-selling old customers.

Sixty-one per cent of the company's sales have been to people owning cars valued at \$2,000 or more. To this fact its ability to sell all but two sets for cash may probably be attributed. The exceptions were transactions with personal friends. 90 per cent of all customers had *new* cars. People with older automobiles apparently hesitate to install a \$100 accessory which does not add to the trade-in value of the machine. It is still difficult to remove a set from a car without leaving ugly "scars" which, if anything, injure trade-in value.

Auto-radio installations are becoming more profitable from the labor standpoint. The almost universal use of plug-in cables has greatly simplified the work, leaving more operating margin. Design has been materially improved in the past year, further cutting service costs.

"I carry electric clocks (Telechron) and several other minor electrical appliances (Samson) that help fill in the warm weather gap," says this dealer. "When it comes to *major* appliances I am convinced that auto-radio is a 'perfect' summer line."

New tubes

for OLD



40%	buy every	Year
17%	"	6 Mos.
8%	"	2 Years
8%	"	3 Years
7%	"	8 Mos.
7%	"	6 to 8 Mos.
4%	"	1½ Yrs.
4%	"	3 or 4 Yrs.
3%	"	6 Mos. or less
2%	"	2½ Yrs.

HOW THE PUBLIC REPLACES

In an effort to determine the real attitude of the public toward radio tube replacements, the Hygrade-Sylvania Corporation recently asked these two questions of people listening to its chain broadcast programs:

- 1. How often do you change your tubes?*
- 2. Why do you change them?*

The returns properly analyzed, constitute an excellent picture of consumer replacement habits. (Publication is exclusive with "Radio Retailing").

LESS than fifty per cent of those who replied were able to give even an approximate answer to question one. Of those who did reply, 17 per cent said that they changed tubes every six months; 7 per cent every eight months; 7 per cent from about six to eight months; 40 per cent once a year; 4 per cent one and one-half years; 8 per cent two years; 2 per cent two and one-half years; 8 per cent three years. One set-owner waited three and one-half years, six are still using their tubes after four

years, one after five years, and the daddy of them all has been in use practically every day for six years, with two replacements in that time.

At the other end of the scale, one set owner changes "every few weeks," trying "everything that comes on the market"; one, almost every month; three, every three months, and three, from four to five months.

IN giving reasons for replacement, the group that changes tubes every six months, and some of those who change from six months to one year, say that they do so to maintain good reception. In this group are the discriminating radio listeners who will not tolerate any let-down in reception quality. Not all of this group have their tubes tested before replacement. When they do, they keep all the tubes that show a satisfactory test for emergency replacements, but in most cases they put an entire new set of tubes in the receiver.

The next group, those who change them approximately once a year, give as their reason noisy or weak reception. This is the group that may be accepted as representing the average radio owner's attitude on the question of tube replacement, since it comprises 40 per cent of the total. This typical radio owner knows that weak tubes cause poor reception and that they should be replaced before they actually burn out. However, he will rarely take the trouble to have them tested while they are still giving passable service, unless tube testing is made convenient. He sees no reason for discarding tubes that are still giving reasonably good reception and seldom replaces a complete set at one time, unless each and every tube is proved deficient by a test that he can understand.

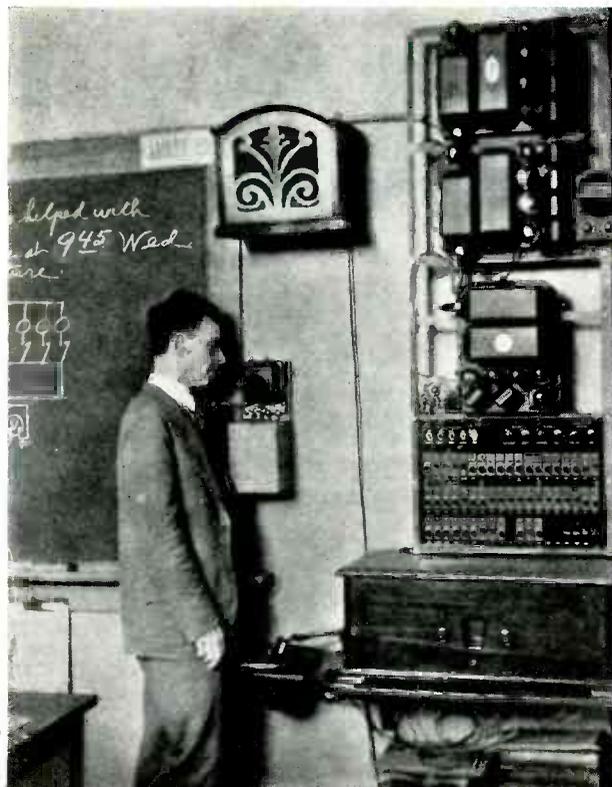
In the group that gave eighteen months to two years as the replacement period, there are also many who will not be coerced into buying new tubes until they are fully satisfied that they have received the utmost in value from the old ones, even though the delay may mean much less than perfect reception. It is this group, combined with the one-year group, which comprises the largest tube replacement market.

When radio owners pass the two-year replacement period they belong either to the class that does not read or listen to radio tube advertising, or to a small special group who have been unusually fortunate in their first installation of tubes, and who are now trying to establish a record for long use. After the tubes pass the three year mark, "still going strong" their owners consider them members of the family.

*Schools are one of
the best prospects*

212 DEALERS REPORT

ON



Centralized Installations and Public Address Systems

TO determine specifically the manner in which the average radio dealer is concerning himself with centralized radio and public address installations. *Radio Retailing* recently mailed questionnaires to 1,000 representative subscribers. Over 20 per cent replied. From the 212 reports received, the following summary has been prepared:

Schools, hotels, restaurants, dance halls, road houses, apartment houses, hospitals, lodges, churches and athletic fields are the most likely sources of business—in order of importance as given—for centralized service. Public address prospects, according to this survey, come from the following sources (the numerals indicate the number of sales reported): dance halls, 35; fairs or carnivals, 34; athletic fields, 30; schools, 25; lodges, 23; churches, 22; hotels, 17; road houses, 16; restaurants, 15; hospitals, 7 and apartment houses, six.

Contrary to general opinion the market for permanent installations seems to be a larger one than that for rentals or temporary contracts. 64 per cent (145 dealers replying) of all sales being in the first class.

Is there dollar volume for the dealer who goes in for centralized radio? The average price of a complete installation of this nature was \$2,123. Further, 39 dealers totaled \$128,377 last year, or an average "extra" business of \$3,292 per dealer.

Public address volume ran somewhat less per single sale but the total gross for the year was greater. The figures are as follows: average price, per public address system sold, \$1,247 total revenue per dealer (12 month period), \$4,241.

Material, such as component parts, for these special services was purchased about equally direct from the manufacturer and from the jobber. From this it would appear that approximately half the jobs are factory-

made while the remaining number were assembled by the local technician according to the special character of the requirements.

What do those who have been "playing" with one or both of the logical extensions of the radio man's job think about the proposition? Here are some characteristic expressions:

"Please notify every manufacturer of centralized radio systems that we are interested in their prices and equipment because we have three big jobs which we are going to sell within the next month."

"Our public address equipment has paid excellent dividends and has been invaluable to us as a medium of publicity in our community."

"This is a pioneer year for such activities."

"A good field for radio dealers with some electrical installation experience . . . Best equipment will fail if not properly wired."

"The field for servicing these jobs alone is worth cultivating."

"We are equipping a sound track and two fixed location public address jobs."

"Our P.A. rentals last year amounted to \$2,460."

"This community is too small for such a business."

"The cheaper P.A. systems are hurting this game."

In these days of decreasing gross, it would appear that the logical activity for many radio dealers is the promotion of centralized radio installations and public address systems, or both. Certainly the possibility of adding \$5,000 a year to one's present income should not lightly be ignored. Too many dealers have overlooked this opportunity for increasing the productivity of their service department, for adding to their reputation as a radio specialist and for gaining distinction through radio engineering work.

What's the first thing you think of when the weather gets like this?

....FANS!

ELECTRIC fans meet all the requirements of a "hot" summer line for the radio dealer to handle. The initial investment for stock need not be burdensome and turnover is rapid. The portable fan is an excellent "floor traffic" item, discounts are ample and selling expense is well within the safety limit.

Eighty per cent, in unit sales, of all the various types of fans sold are of the table and bracket design—for home, office, hotel and factory use. During 1930, the retail value of portables was \$11,466,000. The modern home, to be properly equipped, should contain from three to five of these indispensable devices.

It will be seen that the fan market is wide open; saturation is not a factor. Because of this it is possible for real merchandisers to sell at manufacturers' suggested retail prices—and to make a real profit on every fan that leaves the store.

But the dealer must be ready to "shoot the works" the moment the first hot spell arrives. It is an opportunist's proposition. While electric fans are more often "bought" rather than promoted, it is the dealer whose display stock is on hand, who has his lithographs, his mailing pieces, his newspaper copy and his prospect list right on tap, who will get the business. In no merchandising activity is the saying, "strike while the iron is hot," more appropriate than with fans.

Many years of observation has shown that few electric fans are voluntarily purchased prior to the first real hot spell of the new season. But when they want them, they want them in a hurry.

HERE, then, is the procedure: Arrange NOW your source of supply. To help radio dealers do this we have prepared the accompanying list of the leading makers of fans for domestic use. Inasmuch as the dealer cannot anticipate what



so do your
CUSTOMERS

Electric Fan Listing

(portables)

NAME OF MANUFACTURER	TRADE NAME	NUMBER OF MODELS	PRICE RANGE		DIAMETER, IN.	
			LOWEST	HIGHEST	MIN.	MAX.
Barber-Colman Co. <i>Rockford, Ill.</i>	Barcol	4	\$4.00	\$5.75	6	8
Century Electric Co. <i>1806 Pine St., St. Louis, Mo.</i>	Century	7	6.50	50.00	8	16
Delco Appliance Corp. <i>Rochester, N. Y.</i>	Delco	7	6.50	36.50	8	16
Diehl Mfg. Co. <i>Elizabethport, N. J.</i>	Diehl	4	6.50	35.00	8	16
Emerson Elec. Mfg. Co. <i>2018 Washington Ave., St. Louis, Mo.</i>	Emerson	7	6.50	35.00	8	16
Fitzgerald Mfg. Co. <i>Main Street, Torrington, Conn.</i>	Star-Rite	...	3.95	30.00	7	16
General Electric Co. <i>Bridgeport, Conn.</i>	General Electric	5	6.50	35.00	8	16
A. C. Gilbert Co. <i>New Haven, Conn.</i>	Gilbert	7	2.95	17.50	6½	18
Graybar Electric Co. <i>420 Lexington Ave., New York, N. Y.</i>	Graybar	7	6.50	36.50	8	16
Knapp-Monarch Co. <i>9500 Carbon Street, Belleville, Ill.</i>	Monarch Hy. Speed	3	3.95	9.95	8	10
Peerless Electric Co. <i>740 W. Market St., Warren, Ohio</i>	Peerless	16	6.50	35.00	8	16
Robbins & Myers Sales, Inc. <i>Springfield, Ohio</i>	R. & M.	10	6.50	35.00	8	16
Signal Elec. Mfg. Co. <i>Menominee, Mich.</i>	Signal	11	4.25	30.00	6½	16
F. A. Smith Mfg. Co. <i>187 North Water St., Rochester, N. Y.</i>	ArticAire	1	3.50	8	8
United Electrical Mfg. Co. <i>Adrian, Mich.</i>	Eskimo	6	4.50	25.00	7½	16
Victor Electric Products, Inc. <i>712 Reading Road, Cincinnati, Ohio</i>	Victor, Airplane, Luminaire	2	15.00	12	12
Wagner Elec. Corp. <i>6400 Plymouth Ave., St. Louis, Mo.</i>	Wagner	4	6.50	35.00	8	16
Westinghouse Elec. & Mfg. Co. <i>Mansfield, Ohio</i>	Westinghouse	8	6.50	37.50	8	16

Most fan manufacturers now use motors which do not set up electrical oscillations causing radio interference in one's

radio set. The fan may, therefore, be run at the same time as the receiver.

the total demand will be, he should obtain from the manufacturer the name of his nearest jobber. As a general thing, the jobber must, and does, stock fans; the dealer buys for display and 10-day requirements only.

Included in the initial order should be a request for window and store display materials. These cards and posters should be carefully put away in anticipation of the warm wave. In fact the wise merchant will plan their exact use in advance. Furthermore he will see that his salesmen learn all the talking points of their new line and conduct a preliminary survey of likely prospects.

As mentioned before, call in the newspaper man and prepare a series of fan ads. These should be set and plated, and a running schedule arranged—so that, when the time arrives, all that the dealer has to do is to telephone the one word, "Shoot"

In pioneering a new device the radio dealer always

has had this advantage: his list of radio customers. This list will, of course, be circularized the day the weather man predicts, "Hot wave coming." In fact, the telephone canvass would be ideal at this time for a line like fans.

Then there is the ventilating, or exhaust, fan. Most concerns make one or more of this type. They are growing in popularity every day—and can be sold any time.

In the opinion of many meteorologists mild winters usually are followed by an early spring and a hot summer. Therefore, the expectation is that this coming summer will open with unusually high temperatures. Statistics show that if May and June prove to be unusually warm months almost twice as many fans are sold, throughout the season, than is the case when the hot weather holds off until August.

There's quick, clean profit in fans. Prepare now to get your share.

A Shave and . . .



*What a
BARBER
and 5 other
MERCHANTS
DO
to make radio
a profitable
sideline*



IT takes all kinds of people to make a world—and all kinds of dealers to make a radio business. This is the story of five small dealers who are selling sets as a sideline in rural districts and (we must admit) doing a cleaner job than many of their larger, urban brothers.

Small as these outlets are, there is yet a lesson to be learned through study of their sales methods. *Constant customer contact* is the one thing that keeps them going. And it is the one thing which will enable dealers everywhere to ride through the present economic storm.



C. MACDOWALL IS A BINGHAMTON BARBER. He opened his clean little shave-and-haircut emporium in northern New York over 30 years ago and then, one slack winter season, discovered that he could utilize store traffic to sell tobacco. For the next few years cigar, cigarette and pipe-tobacco sales grossed \$85 to \$120 a week. Becoming more ambitious, he took a whirl at fishing tackle. This "flopped." Anglers evidently preferred to patronize sporting goods stores.

Then, in 1922, radio came along. Mac heard an early model 10 Atwater-Kent in the home of a friend and instantly appreciated its potentialities. With true Scotch cannyness he went to a local jobber, ordered one set, and connected it up in his shop to get the public's reaction. Tonsorial patrons proved interested so he went into the radio business, selling 9 sets in the first short season.

Since then this barber-who-became-a-salesman has sold 421 radio receivers. (75 in 1929, 51 in 1930 and 49 in 1931). He contacts his customers, one might say, while applying hot towels. One set is installed in the shop by way of display but in addition this dealer has converted the front porch of his nearby home into a demonstrating parlor where most of the closing is done. He has had as many as 32 sets in the cellar at one time, with 18 more out on demonstration.

In the winter Mac gives most of his time to radio, leaving a man to run the barber shop. In summer, barbering takes most of his time. He does all his own installing, services simple troubles and refers serious grief to the jobber, carries all his own time payment paper and makes collections himself. *Because of his many and*

a RADIO

Binghamton Barber
beside the till and

. . . . demonstrates at his home nights



varied contacts, trade-ins are always disposable at higher than take-in prices.

"People come to my home for demonstrations more readily than they would go to a store," says MacDowall. "And once there they evince less desire to hurry away. I have plenty of time to sell."



HARRY C. KARK OF HARPURSVILLE, N. Y., IS AN UNDERTAKER. He is also town clerk, politician, furniture merchant and radio dealer. For the past 8 years he has successfully competed with an automotive outlet, several exclusive set shops and mail-order houses simply because he is in *constant contact* with most of the people in town through one or another of his activities.

He does a store business, maintaining a separate establishment next door to his funeral parlor for furniture and radio displays. Prospects usually think of him first purely because he is in the public eye whenever they are in the market for a receiver.



EDWARD BARTON OF BRISBEN, N. Y., IS IN THE FEED BUSINESS. But in his mill office he has installed a set and when farmers come in to buy grain or grass-seed they get a radio sales talk thrown in gratis.

Barton has worked the scheme with profit for more than 5 years, his *constant contacts* with farmers standing him in good stead, and, while distant prices have temporarily thrown a monkey-wrench into the works, he will undoubtedly continue to serve the radio industry well in his own, small way.



VERN STRUBLE SELLS AGRICULTURAL MACHINERY to the better class farmers in and around Athens, Pa.

Vern, in the course of his major business, must *contact everybody in his territory more or less constantly* by automobile and for seven years has talked radio as well as machinery, carrying a sample at all times. Where he can't sell one he sells the other. Sometimes he sells both. In several instances he has made special radio trips carrying a stock of sets for immediate installation.

He maintains a display in a drug store but most sales are made in the field, 50 per cent being battery receivers. The newer 2-volt tube sets will aid him materially this year and with them he will undoubtedly introduce radio into many farm homes which might otherwise remain non-users for some time.



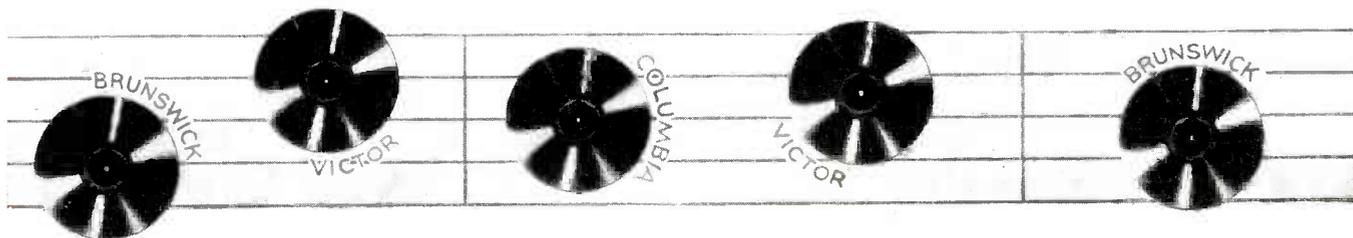
F. B. CARKHUFF WAS SUPERINTENDENT OF A MILK DEPOT at Grand Gorge, N. Y., until recently. Farmers from the surrounding district were accustomed to bringing milk to him for shipment and waiting around the office for payment.

So Carkhuff converted a large closet in the office into a radio salesroom, displaying a receiver, batteries, tubes and accessories, and proceeded to run a modest business on the side. His sales, too, were chiefly battery receivers, about 60 per cent going to farm homes not having central station electric service and he obtained this business without stirring from his office. Here again, *contact* turned the trick.



Not every dealer can successfully juggle two or three different lines at once, and not everyone wants to. But most radio salesmen can increase their consumer contacts. Canvass, carry stamps, join the "Elks"—do *something*. You can't sell radio to people you don't meet!

Reviewing the Dance and Show Hit Records



by "Discus"

RECORD dealers shouldn't complain this month about the lack of popular music array. The "big three" have some highly-thought-of releases: snappy show hits, dance teasers, vocal best sellers and some excellent classic sets and singles.

Columbia

Columbia's merger with Grigsby-Grunow points to enlarged activities in recording by this new concern: The Columbia Phonograph and Radio Company, Inc. Outstanding among this month's releases are: "Dancing on the Ceiling" and "Just Friends" by our old favorite, Ben Selvin and His Orchestra (No. 2618D); "One More Kiss, Then Good Night" and "We've Got to Put That Sun Back in the Sky" by Ted Wallace and His Campus Boys (No. 2613D); a low down "Business in F" by the irrepressible Fletcher Henderson coupled with the Louis' Harlem Stomps' record of "Casa Loma

Stomp" (No. 2615D). . . . Of especial interest are the six excellent recordings of excerpts from Gilbert and Sullivan's "Yeomen of the Guard." These half-dozen discs were recorded in England where authentic Gilbert and Sullivan performances are the rule. Show Nos. 2607D to 2612D, inclusive, to lovers of "The Mikado," "Pirates of Penzance," etc. . . . "Auf Wiedersehen" is already a hit. Columbia has it on No. 2614, played by Mickey Alpert's orchestra; the coupling is the familiar favorite, "Rain on the Roof," and Alpert's performance is as good as any we've heard.

Victor

The most recent long-playing record of the popular variety is a potpourri of blues and hot stuff by Duke Ellington and his orchestra: three numbers—"Mood Indigo," "Hot and Bothered," "Creole Love Call"—all foxtrots (No. L-16006). . . . This Harlem organization has a 12-inch (No. 36049) in the regular list "A Creole Rhapsody," in two parts, arranged for concert, but it's danceable. . . . Two foxtrots, "Sometime in Summertime," by Leo Reisman and His Orchestra, and "That's Living," by Waring's Pennsylvanians, are already on the road to popularity. . . . The Jack Hylton recordings—and they never should be missed either as a straight record sale or for demonstrating a combination—are "Time Alone Will Tell" and "I Believe in You," waltz (No. 22926), and two tangos, "Jalousie" and "O Cara Mia" (No. 22928).

Brunswick

Not content with the Boswell Sisters, Bing Crosby, the Mills Brothers, Victor Young and Ben Bernie, this concern recently signed up Guy Lombardo and Duke Ellington. And to top it all it has completed negotiations with the English Decca Company, London, whereby the discs of Jack Hylton and His Orchestra will now be available.

Brunswick makes much of the 12-inch (\$1.25) variety of discs. The "Of Thee I Sing" twelve-incher was, and still is, a great hit. Gershwin's tuneful music has captured all of us and this disc (No. 20103) contains the cream of the score. Guy Lombardo makes his Brunswick debut with gems from Jerome Kern's "The Cat and the Fiddle." Guy plays (with vocal trios) "Try To Forget," "She Didn't Say 'Yes,'" and "The Night Was Made For Love." On the other side of this clever medley—expertly arranged, by the way—is "Between

(Please turn to page 47)

This Month's Classics

VICTOR. *The Philadelphia Orchestra's record of Tchaikowsky's "1812 Overture" (Nos. 7499, 7500) is sensational. Play it for tone quality demonstration.*

The album sets: Mendelssohn's "Symphony No. 4 in A Major" (Italian) and Schumann's piano "Etudes Symphoniques" are appealing. The La Scala Orchestra, Milan, plays the first and the incomparable Alfred Cortot interprets the "Etudes." This piano recording is really great.

COLUMBIA. *Lotte Lehmann, soprano, was a big success in New York this winter. Push her "Dich teure Halle" and "Gebet der Elisabeth" from Wagner's "Tannhaeuser" (No. G-4063M). Listeners will want her other records, too. Richard Tauber again with Hugo Wolf's "Heimweh" and Schubert's "Ungeduld" (No. G-4064M).*

BRUNSWICK. *Brahms' "Symphony No. 4" (Album No. 24) is a best seller. The same orchestra and conductor—Max Fiedler and the Berlin Philharmonic Orchestra—now play the second "Symphony in D Major" of Brahms. Album No. 35 should repeat No. 24's success. Heinrich Schlusnus, baritone, sings two lovely Hugo Wolf songs on disc No. 85010.*

A well known radio engineer has joined the service staff of the Fair Store's radio department. He has made many interesting contacts with all corners of the world with his own broadcasting equipment. All his experimental work and knowledge will go into the installation of your Philco, Majestic, R. C. A. Radiola or Bosch receiver.

SO

"It pays to have your radio Fair Store installed"

check

—and, of course, double check! Those are the main reasons for the big increase in Fair Store radio sales over last year. The Fair Store's installation and service of each Philco, Bosch, Majestic or RCA Radiola is checked and double checked by the most expert radio engineers possible to employ. Hundreds know that this 42-year-old home furnishing store guarantees every item sold.

"It pays to have your radio Fair Store installed"

sparkle...

Some radio receivers seem to have a lifelike quality not possessed by others of the same manufacture. Did it ever occur to you that the "sparkle" of lifelike tone might be found in expert installation and service? The Fair Store specializes in installing Philco, Bosch, Majestic and RCA Radiola receivers expertly. Call Bingham 2176 and learn why—

"It Pays to Have Your Radio Fair Store Installed"

WHITE SPACE

"Small space ads (2 col., 5 inch), no art work, copy pitched in a conversational key, and the featuring of a slogan, has made these daily blurbs pull better than quarter pages," declares Fred Dodge, advertising manager of The Fair Store, Binghamton, N. Y.

To Make Copy PULL

The Following Stations Were Received February 4th, from 7:10 P. M. to 12:10 A. M. on a Stock Model H-31

GENERAL ELECTRIC FULL-RANGE RADIO

Used 6-ft. aerial at 1350 South Ogden. 61 Broadcast Wave Lengths were received out of a possible 95. Only stations that announced were recorded.

"The Set So Selective That There Is a Station on Every Line."—MODEL H-31 **\$166.00** Complete

CALL LETTERS	CITY	TIME	CALL LETTERS	CITY	TIME
550 KFFO	San Francisco, Cal.	11:50	940 KHF	Los Angeles	11:50
560 KRLD	San Francisco, Cal.	11:50	950 KJLA	Los Angeles	11:50
570 KFTM	Los Angeles	11:50	960 KJLN	Los Angeles	11:50
580 WAFB	Albany, N.Y.	11:50	970 KJLW	Los Angeles	11:50
590 WAFB	Albany, N.Y.	11:50	980 KJLX	Los Angeles	11:50
600 WAFB	Albany, N.Y.	11:50	990 KJLY	Los Angeles	11:50
610 WAFB	Albany, N.Y.	11:50	1000 WJLB	Los Angeles	11:50
620 WAFB	Albany, N.Y.	11:50	1010 WJLC	Los Angeles	11:50
630 WAFB	Albany, N.Y.	11:50	1020 WJLD	Los Angeles	11:50
640 WAFB	Albany, N.Y.	11:50	1030 WJLE	Los Angeles	11:50
650 WAFB	Albany, N.Y.	11:50	1040 WJLF	Los Angeles	11:50
660 WAFB	Albany, N.Y.	11:50	1050 WJLG	Los Angeles	11:50
670 WAFB	Albany, N.Y.	11:50	1060 WJLH	Los Angeles	11:50
680 WAFB	Albany, N.Y.	11:50	1070 WJLI	Los Angeles	11:50
690 WAFB	Albany, N.Y.	11:50	1080 WJLJ	Los Angeles	11:50
700 WAFB	Albany, N.Y.	11:50	1090 WJLK	Los Angeles	11:50
710 WAFB	Albany, N.Y.	11:50	1100 WJLM	Los Angeles	11:50
720 WAFB	Albany, N.Y.	11:50	1110 WJLN	Los Angeles	11:50
730 WAFB	Albany, N.Y.	11:50	1120 WJLO	Los Angeles	11:50
740 WAFB	Albany, N.Y.	11:50	1130 WJLP	Los Angeles	11:50
750 WAFB	Albany, N.Y.	11:50	1140 WJLQ	Los Angeles	11:50
760 WAFB	Albany, N.Y.	11:50	1150 WJLR	Los Angeles	11:50
770 WAFB	Albany, N.Y.	11:50	1160 WJLS	Los Angeles	11:50
780 WAFB	Albany, N.Y.	11:50	1170 WJLT	Los Angeles	11:50
790 WAFB	Albany, N.Y.	11:50	1180 WJLU	Los Angeles	11:50
800 WAFB	Albany, N.Y.	11:50	1190 WJLV	Los Angeles	11:50
810 WAFB	Albany, N.Y.	11:50	1200 WJLW	Los Angeles	11:50
820 WAFB	Albany, N.Y.	11:50	1210 WJLX	Los Angeles	11:50
830 WAFB	Albany, N.Y.	11:50	1220 WJLY	Los Angeles	11:50
840 WAFB	Albany, N.Y.	11:50	1230 WJLZ	Los Angeles	11:50
850 WAFB	Albany, N.Y.	11:50	1240 WJMA	Los Angeles	11:50
860 WAFB	Albany, N.Y.	11:50	1250 WJMB	Los Angeles	11:50
870 WAFB	Albany, N.Y.	11:50	1260 WJMC	Los Angeles	11:50
880 WAFB	Albany, N.Y.	11:50	1270 WJMD	Los Angeles	11:50
890 WAFB	Albany, N.Y.	11:50	1280 WJME	Los Angeles	11:50
900 WAFB	Albany, N.Y.	11:50	1290 WJMF	Los Angeles	11:50
910 WAFB	Albany, N.Y.	11:50	1300 WJMG	Los Angeles	11:50
920 WAFB	Albany, N.Y.	11:50	1310 WJMH	Los Angeles	11:50
930 WAFB	Albany, N.Y.	11:50	1320 WJMI	Los Angeles	11:50
940 WAFB	Albany, N.Y.	11:50	1330 WJMJ	Los Angeles	11:50
950 WAFB	Albany, N.Y.	11:50	1340 WJMK	Los Angeles	11:50
960 WAFB	Albany, N.Y.	11:50	1350 WJML	Los Angeles	11:50
970 WAFB	Albany, N.Y.	11:50	1360 WJMN	Los Angeles	11:50
980 WAFB	Albany, N.Y.	11:50	1370 WJMO	Los Angeles	11:50
990 WAFB	Albany, N.Y.	11:50	1380 WJMP	Los Angeles	11:50
1000 WAFB	Albany, N.Y.	11:50	1390 WJMQ	Los Angeles	11:50
1010 WAFB	Albany, N.Y.	11:50	1400 WJMR	Los Angeles	11:50
1020 WAFB	Albany, N.Y.	11:50	1410 WJMS	Los Angeles	11:50
1030 WAFB	Albany, N.Y.	11:50	1420 WJMT	Los Angeles	11:50
1040 WAFB	Albany, N.Y.	11:50	1430 WJMU	Los Angeles	11:50
1050 WAFB	Albany, N.Y.	11:50	1440 WJMV	Los Angeles	11:50
1060 WAFB	Albany, N.Y.	11:50	1450 WJMW	Los Angeles	11:50
1070 WAFB	Albany, N.Y.	11:50	1460 WJMX	Los Angeles	11:50
1080 WAFB	Albany, N.Y.	11:50	1470 WJMY	Los Angeles	11:50
1090 WAFB	Albany, N.Y.	11:50	1480 WJMZ	Los Angeles	11:50
1100 WAFB	Albany, N.Y.	11:50	1490 WJNA	Los Angeles	11:50
1110 WAFB	Albany, N.Y.	11:50	1500 WJNB	Los Angeles	11:50
1120 WAFB	Albany, N.Y.	11:50	1510 WJNC	Los Angeles	11:50
1130 WAFB	Albany, N.Y.	11:50	1520 WJND	Los Angeles	11:50
1140 WAFB	Albany, N.Y.	11:50	1530 WJNE	Los Angeles	11:50
1150 WAFB	Albany, N.Y.	11:50	1540 WJNF	Los Angeles	11:50
1160 WAFB	Albany, N.Y.	11:50	1550 WJNG	Los Angeles	11:50
1170 WAFB	Albany, N.Y.	11:50	1560 WJNH	Los Angeles	11:50
1180 WAFB	Albany, N.Y.	11:50	1570 WJNI	Los Angeles	11:50
1190 WAFB	Albany, N.Y.	11:50	1580 WJNJ	Los Angeles	11:50
1200 WAFB	Albany, N.Y.	11:50	1590 WJNK	Los Angeles	11:50
1210 WAFB	Albany, N.Y.	11:50	1600 WJNL	Los Angeles	11:50
1220 WAFB	Albany, N.Y.	11:50	1610 WJNM	Los Angeles	11:50
1230 WAFB	Albany, N.Y.	11:50	1620 WJNO	Los Angeles	11:50
1240 WAFB	Albany, N.Y.	11:50	1630 WJNP	Los Angeles	11:50
1250 WAFB	Albany, N.Y.	11:50	1640 WJNQ	Los Angeles	11:50
1260 WAFB	Albany, N.Y.	11:50	1650 WJNR	Los Angeles	11:50
1270 WAFB	Albany, N.Y.	11:50	1660 WJNS	Los Angeles	11:50
1280 WAFB	Albany, N.Y.	11:50	1670 WJNT	Los Angeles	11:50
1290 WAFB	Albany, N.Y.	11:50	1680 WJNU	Los Angeles	11:50
1300 WAFB	Albany, N.Y.	11:50	1690 WJNV	Los Angeles	11:50
1310 WAFB	Albany, N.Y.	11:50	1700 WJNW	Los Angeles	11:50
1320 WAFB	Albany, N.Y.	11:50	1710 WJNX	Los Angeles	11:50
1330 WAFB	Albany, N.Y.	11:50	1720 WJNY	Los Angeles	11:50
1340 WAFB	Albany, N.Y.	11:50	1730 WJNZ	Los Angeles	11:50
1350 WAFB	Albany, N.Y.	11:50	1740 WJPA	Los Angeles	11:50
1360 WAFB	Albany, N.Y.	11:50	1750 WJPB	Los Angeles	11:50
1370 WAFB	Albany, N.Y.	11:50	1760 WJPC	Los Angeles	11:50
1380 WAFB	Albany, N.Y.	11:50	1770 WJPD	Los Angeles	11:50
1390 WAFB	Albany, N.Y.	11:50	1780 WJPE	Los Angeles	11:50
1400 WAFB	Albany, N.Y.	11:50	1790 WJPF	Los Angeles	11:50
1410 WAFB	Albany, N.Y.	11:50	1800 WJPG	Los Angeles	11:50
1420 WAFB	Albany, N.Y.	11:50	1810 WJPH	Los Angeles	11:50
1430 WAFB	Albany, N.Y.	11:50	1820 WJPI	Los Angeles	11:50
1440 WAFB	Albany, N.Y.	11:50	1830 WJPJ	Los Angeles	11:50
1450 WAFB	Albany, N.Y.	11:50	1840 WJPK	Los Angeles	11:50
1460 WAFB	Albany, N.Y.	11:50	1850 WJPL	Los Angeles	11:50
1470 WAFB	Albany, N.Y.	11:50	1860 WJPM	Los Angeles	11:50
1480 WAFB	Albany, N.Y.	11:50	1870 WJPN	Los Angeles	11:50
1490 WAFB	Albany, N.Y.	11:50	1880 WJPO	Los Angeles	11:50
1500 WAFB	Albany, N.Y.	11:50	1890 WJPP	Los Angeles	11:50
1510 WAFB	Albany, N.Y.	11:50	1900 WJPK	Los Angeles	11:50
1520 WAFB	Albany, N.Y.	11:50	1910 WJPL	Los Angeles	11:50
1530 WAFB	Albany, N.Y.	11:50	1920 WJPM	Los Angeles	11:50
1540 WAFB	Albany, N.Y.	11:50	1930 WJPN	Los Angeles	11:50
1550 WAFB	Albany, N.Y.	11:50	1940 WJPO	Los Angeles	11:50
1560 WAFB	Albany, N.Y.	11:50	1950 WJPP	Los Angeles	11:50
1570 WAFB	Albany, N.Y.	11:50	1960 WJPK	Los Angeles	11:50
1580 WAFB	Albany, N.Y.	11:50	1970 WJPL	Los Angeles	11:50
1590 WAFB	Albany, N.Y.	11:50	1980 WJPM	Los Angeles	11:50
1600 WAFB	Albany, N.Y.	11:50	1990 WJPN	Los Angeles	11:50
1610 WAFB	Albany, N.Y.	11:50	2000 WJPO	Los Angeles	11:50

Easy Terms—Home Demonstrations—Liberal Trade-Ins
H. M. OLMSTEAD ELECTRIC CO.
 304 South Broadway
 Near Alameda **South 8329**

Get the thrill of --tuning-- in FOREIGN STATIONS

Europe! South America! Other Foreign Countries! They're at your fingertips when you have one of these marvelous new Stewart-Warner

You CAN With This New **STEWART-WARNER Round-the-World RADIO**

Bring in all the world as well as the American broadcasting stations. Here you have the finest of radio sets plus a short wave converter—all in one beautiful cabinet—and at a price no higher than that asked for ordinary radio sets. Superheterodyne tubes, television terminals—efficient, multiband and pentode set that will never become obsolete!

Complete With Tubes **\$87.75**

PHOENIX RADIO CO.
 433 STATE ST. Phone 5-3010
 Near the Corner of Court St.

THE PROOF OF THE PUDDING

"It's what the set can do that counts," writes H. M. Olmstead, from Denver. "This advertisement attracted unusual attention. In the twelve days following its appearance, twelve sales, attributable to it, were made."

FEATURE SHORT WAVE

"Not that every prospect will buy one but because, when the old copy no longer appeals, the novelty of trans-Atlantic DX will bring 'em to your store—it did to ours," says Phoenix Radio, New Haven, Conn.

Dealers . . . Get Behind

Other Comment

Broadcasting Announcements Will Pave the Way for Calls

PRESENTED elsewhere in this issue is the outline of a campaign—instituted by *Radio Retailing*—to better reception and, as a direct result, increase dealer sales.

This cooperative movement is unusual in many respects. Because of its scope and constructiveness, and the national broadcasts and printed word publicity which are already marshalled behind it, every radio dealer in the country should make up his mind to fulfill his part in this plan.

This is the first time that the big chains have publicly recognized the importance of the radio merchant as the logical field contactor, circulation and good will builder for the broadcasting interests.

For the past two weeks NBC and Columbia announcers, and the editors of this magazine—speaking over nationwide hook-ups—have been telling YOUR customers to “Call on your local radio dealer and have that set of yours reconditioned.” These announcements will be continued throughout April and May.

The live dealer will develop his own local plans to supplement this exceptional campaign for better reception—at the receiving end of the broad-

casting circuit. He will do this through store and window displays, newspaper advertising, by selling the idea to his local station and, especially, by calling at the home of every set owner in town. At the front door he will call attention to these broadcasting messages and inquire as to the operation of the set. Because the housewife or husband has received this advance notice of his visit, a more than cordial welcome should await the dealer, salesman or serviceman who makes these calls.

What the Plan Will Mean

IT IS CONSERVATIVELY estimated that fully 90 per cent of all sets, or set installations, need reconditioning or reconstruction. For the radio industry, therefore, this “rejuvenation” campaign will mean:

- a. Employment for service men. Increase of profitable servicing business. New contacts for set sales.
- b. Sale of tubes, condensers, resistors, rheostats, coils, antennas, etc.
- c. Appreciation of tone quality in radio and recognition of the value of the new sets with improved tone fidelity.

Danger Ahead

THE electrical industry is wondering today whether the many new manufacturers, distributors and dealers coming rapidly into the refrigeration field constitute a threat to that profitable business, according to our contemporary, *Electrical Merchandising*. “There is an indication of such a possibility in the low prices announced by the new manufacturers and the rumors current as to the price policies of the industry’s leading makers . . . Many of the recent recruits to refrigeration come from the radio trade,” it continues.

But the threat is not so much from the entrance of radio men, it would appear, as from the danger of too rapid expansion. Manufacturers who may now be stampeded into low prices by the threat of competition and dealers who may stock heavily

You Dealers are Being Featured

PROFIT FROM THIS CHANCE

It costs \$3,000 for 15 minutes use of the air over a national hook-up. Between \$15,000 and \$20,000 worth of program time was donated to the radio industry last month—telling set owners to consult their local radio dealer. And even more broadcasting time is scheduled for April.

What a “break” for the dealer. Make the most of it. Now it’s up to you.

Radio Retailing wants to hear from you. What do you think of the plan? How may it be improved? How are you tying in with it?

This *Nationwide* Plan

by the Editors

in the belief that price alone will sell refrigerators are equally a menace to what is today a profitable structure.

THE sound reason for lowering prices is to expand markets, *Electrical Merchandising* concludes. Otherwise, it is a profitless struggle over a declining volume. Lower prices will not greatly expand the market for refrigeration. We know the market for 1932. It is approximately 1,000,000 domestic refrigerators. We know that this market can be sold only by the same consistent sales and advertising pressure that has built the business to its present size.

The attempt to expand this market as rapidly as it is possible to expand manufacturing and distributing facilities will bring overproduction which will inevitably eliminate the dealer, erase manufacturing profits and leave the distributor on the rocks.

Blind Better than Bonfires

REPRESENTATIVES of the blind in New York have been in touch with *Radio Retailing* to protest against the destruction of radio trade-ins by bonfires.

Such bonfires, they point out, produce only momentary spectacular notice, while destroying workable sets which would still give lonely blind persons many happy hours. Why not present these serviceable sets to responsible institutions?

Why Wait Farmer?

ONE of the chief deterrents to the sale of low-drain battery receivers in rural districts is the belief, common among farmers, that electrification is "just around the corner." They see cross-country distribution lines and assume that local service will come next.

Dealers operating in such areas would do well to familiarize themselves with the expansion plans of the power companies. It will be found that many farm homes are quite outside the area likely to be electrified in the next few years and this information, relayed along to prospects, will help sell modern battery sets.

Radio Retailing, April, 1932



Traces Seven Overhauling Jobs to Caldwell's First Radio Talk

Will "Radio Retailing's" campaign for bettering the operation of sets produce results? The following letter, written three days after the first broadcasting gun was fired, supplies the answer:

Gentlemen,—

We want to express our appreciation for O. H. Caldwell's talk of Saturday evening, March 12. No less than seven general overhaul jobs in the last two days have been directly traceable to this radio speech, as well as considerable customer comment which, though less concrete, is nevertheless very valuable.

H. Russell Brownell

The BROWNELL RADIO LABS., St. Charles, Mich.

Your Customers are Not Getting

100% SATISFACTORY RADIO

If their musical programs are marred by clicks, buzzing, roars, squeals, gunfire.

If they do not hear the rich, low notes and the brilliant highs exactly as played in the broadcasting studio.

If they cannot receive clearly, and with good volume, all the nearby stations their neighbors hear.

"Rejuvenated Radio Reception" means: no electrical interference; full-range reality of tone; clear signals from favorite stations.

I make 'em

QUIET

says

Minot A. Simmons

*Boston technician
nets \$101 in one week
by selling filters*

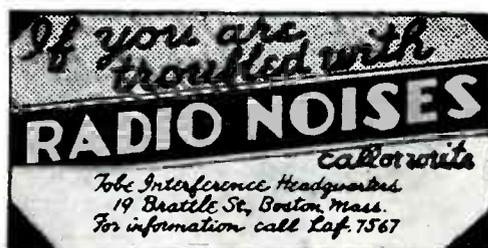


THE possibilities of the "filter" game occurred to me long ago but it took this continued depression to make me tackle it. So I am, it seems, indebted to hard times for getting me started in a new business which bids fair to lash straight service work to the mast insofar as remuneration is concerned.

Last month I placed a one-inch ad (reproduced on this page) in a local daily paying in advance for one week's insertions. Eighty people, believe it or not, responded, indicating that there is much interest in the elimination of radio racket. Out of this lot I have already obtained a full week's work, \$101 clear and plenty of prospects left. The field seems to be wide open.

Mr. Preston, publisher of the "Herald-Traveler," was the first customer to respond to the ad. I silenced radio interference at his residence at 246 Beacon street for \$143.50. "Tobe" Filterettes—\$120, labor—\$21, material—\$2.50. The work involved two electric refrigerators, 2 electric furnace stokers, elevator motor, vacuum cleaner, washer and radio rotary converter. Preston is completely satisfied, both with my work and with the bill. He will undoubtedly prove to be one of my best sources of business in coming months, recommending me to his numerous friends.

A. J. Crowley, prominent realtor, owns property on Brattle Street, where interference was so bad that adjacent radio stores were unable to demonstrate sets. The seriousness of the situation may be better appreciated when it is known that Crowley's property is in the heart of the local radio district. He filtered to the tune of \$50 net profit, equipment being furnished on a cost



This one inch ad, running for a week in the "Herald-Traveler," brought in 80 prospects

basis. Did a job on the blower motor and pump motor of his oil-burner, effecting a complete cure. Funny thing local radio dealers didn't clear up this trouble long ago.

The occupants of L. S. Thierry's building at 296 Mt. Auburn St., Watertown, threatened to move unless he quieted down radio interference in the building. He turned out to be my third customer. A \$19 job on the oil-burner turned the trick and Thierry's comment to me after the job was completed is typical. He said: "I'd have had the thing fixed long ago if I had known it was so easily possible".

My experience to date has convinced me I can consistently make money in the radio interference elimination business. By specializing in the work I believe I can, from my little shop, get better immediate returns than are possible in regular repairs at the present time.

I think I've found a new, and profitable, business.

cannot be eliminated by ordinary methods when installing auto-radio. The usual method of reducing this sparking is to remove the rotor, flattening the end of the contact in order to lengthen it slightly, but this is at best only a temporary measure.

To make a more permanent job I sand the contact of the rotor and apply just enough solder to cover the tip end. Then, the rotor tip is marked up with white chalk and the part replaced in the distributor housing. By turning the starter over several times with the ignition off the rotor is made to revolve and upon removing it from the housing inspection of the chalk mark shows where filing is necessary to insure a tight fit.

Boosting Aircell Voltage

By Dana B. Hebner

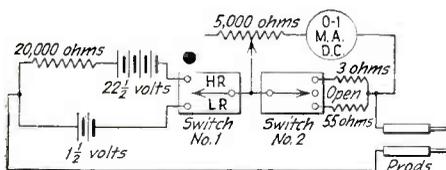
Here's a kink on the "Aircell" battery. When the unit begins to drop in voltage add a 1½ volt drycell in series with the negative side, inserting a rheostat in this lead to keep the overall voltage within bounds. This will add about a hundred hours more to the life of the Aircell as there is usually plenty of amperage left in it even after the voltage falls off.

Flexible Continuity Meter

By W. T. Golson

The continuity test meter shown in the accompanying diagram will read not only circuit-to-ground but will test even a.c. filament transformer windings for shorts between turns and core. The meter is a Weston 0-1 Ma. scale instrument with a series variable resistance for full scale adjustment before using.

When checking filament transformer windings set switch No. 1 at LR and switch No. 2 at the 3 ohm tap. Set the variable resistor to read full scale on the meter and the instrument should then show a reading of 0.98 mils. for a 2.5 volt supply winding, 0.96 for a 5 volt winding. For 15 ohm center-tapped resistors a reading of 0.4 to 0.5 mils. should normally be obtained. Power transformer primary windings will read 0.2 to 0.3 mils, if ok.



With switch No. 1 at HR and No. 2 in the open position (center) resistors and r.f. coils of from 10,000 to 1,000,000 ohms may be checked. 10,000 ohms will read 0.7 mils., r.f. coil primaries from 0.3 to 0.4 mils. For high voltage transformer windings set switch No. 1 at LR and leave No. 2 open. Readings should be from 0.7 to 0.8 mils. Half windings will show 0.3 to 0.4 mils.

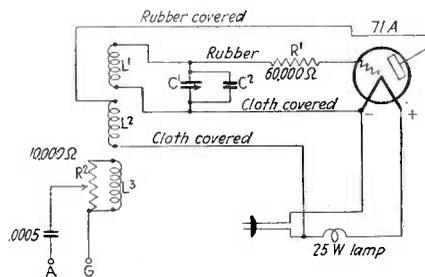
With switch No. 1 at LR and No. 2 at 55 test all circuits going to ground not over 1,000 ohms. With No. 1 at LR and No. 2

at the open position test all audio, input and output transformers, also dynamic speaker field coils.

I.F. and Broadcast Frequency Oscillator

By Paul G. Freed

An oscillator for intermediate and broadcast frequencies, made of A-K parts, has been in satisfactory use in our shop for some time. It works from any 110 volt, 60 cycle line without batteries. The harmonics of the 100 kc. oscillating frequency are used for the broadcast band. Practically any intermediate frequency can be obtained. Once the dials of C1 and C2 are



calibrated the desired frequencies are available whenever needed.

It is well to check the settings each day before using the oscillator. Simply connect the instrument to a standard receiver, known to have accurate dial settings, and readjust C2 to take care of any calibration inaccuracy. For example: if setting dial of C1 to read 38 and setting dial of C2 to read 34 gives a frequency of 100 kc. then from day to day C2 may have to be varied to get really accurate results.

Parts shown are as follows:

- L1—A-K part No. 18160 (list \$1)
- L2—No. 18160
- L3—No. 17254 (list \$1)
- R1—No. 15592, 60,000 ohms, (list \$.25)
- R2—No. 14250, 10,000 ohms, (list \$1.10)
- C1—17 plate condenser
- C2—3 plate condenser
- C3—.0005 condenser
- V1—71-A type tube
- V2—25 watt lamp

Mount L1, L2 and L3 by running a brass bolt through the center of these coils, L1 on top, L2 in the center and L3 on the bottom. Be sure the windings run in the same direction or the oscillator will not work. Make all leads as short as possible.

Shielding Tubes

By Frank L. Bowers

To shield a detector or other tube from parasitic fields, wind Stiktape on the bulb, with each successive turn overlapping the other. Ground the end of the metallic tape and the job is done.

More About Dirty Sockets

By J. Richard Kearns

I have seen quite a few suggestions for cleaning tube socket prongs, including

sandpapering, oiling and scraping with glass but no serviceman has thought of using a wire bristle brush, apparently. Such a brush is particularly effective.

S. R. Rich, in *Radio Retailing's* July issue, suggested the use of a No. 6 machine screw. This is a good stunt but the screw should be equipped with a convenient handle for best results. A piece of metal about ½ in. wide and 7 or 8 in. long, with a hole drilled in one end, in which the screw may be held with the aid of a nut and lock washer, is suitable. The handle should be bent at a 90 degree angle for best results.

I use a length of "Erector" toy for this purpose. Incidentally, being of a good grade of steel and conveniently drilled, this material makes excellent brackets for all sorts of purposes.

Improving Small Irons

A. L. Kemp

Some of the smaller electric irons do not hold heat enough for good soldering. Wrap about three layers of sheet asbestos around the heater portion of such an iron and fasten it tightly in place with bare copper wire. The iron will heat quicker, get hotter, and the asbestos cover will also act as a guard when soldering near coils and other inflammable parts.

Tightening Loose Knobs

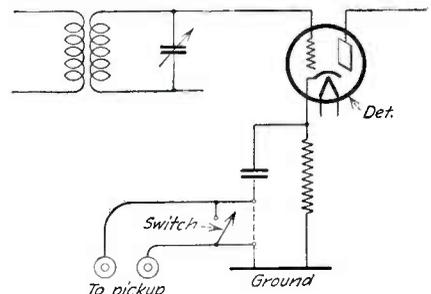
By W. C. Rhettback

When knobs on RCA or Philco receivers loosen on the shaft this is usually due to weakening of the small spring which is supposed to maintain tension. Slip a split, spring washer, such as is used for 8/32 screws, into the slot between the knob and the shaft and the dial will be tighter than originally.

Pickup Connection

By M. A. Porter

Sets using a type '27 detector may be equipped with a pickup connection quite easily, with the detector providing some audio amplification in addition to the regular a.f. amplifier. Open the cathode lead of the detector circuit below the by-pass condenser and run two wires to both con-



tacts of a toggle switch and then on to tip-jacks as shown.

Plug the pickup into the jacks. Opening the switch places it in the circuit while closing restores the normal radio circuit.

53 Days Then

April, 1932

The News of the Month

EXHIBITS OPEN MAY 23 MAIN MEETING WEDNESDAY

Prominent Speakers and "National Clinic," Features

Prominent speakers, a "national clinic" on our vital problems and unique entertainment will be the outstanding characteristics of the industry's "Sixth Annual Trade Show and Eighth Annual RMA Convention." Chicago again will be the meeting ground for this conclave, with the Stevens and Blackstone hotels as official headquarters.

Leslie F. Muter is chairman of the Convention Committee. Details of the program for each day, May 23 to 26 inclusive, were presented by Mr. Muter to his aides, and to the directors of the Radio Manufacturers' Association, who met at Chicago the fore part of last month.

The principal meeting of the convention is scheduled for Wednesday morning, May 25. The "clinic" opens on Tuesday morning. This latter affair is to provide an opportunity for dealers and jobbers to "have the floor" and to express themselves frankly as to industry conditions, and to ask questions of the manufacturers.

Further facilities for visiting dealers and jobbers will be provided by the National Association of Radio, Refrigeration and Electrical Distributors and by the National Federation of Radio and Electrical Associations. Meetings of these organizations will be held during show week.

The Exhibits

Note that the new lines will be displayed earlier this year. The latter part of May, instead of the middle of June, was chosen because of the political situation. Many new models should be available for the special demand for sets which precedes the holding of the Democratic and Republican conventions.

Despite the depression, many manufacturers have reserved larger exhibition space than formerly. Even at this early date over 70 per cent of all available show space in the Stevens exposition hall has been spoken for. All the prominent, and most of the lesser, set, tube, television, parts and refrigeration concerns will be represented.

Music Merchants Postpone Convention Until 1933

Acting upon the results of a questionnaire sent by the executive office to the entire membership of the National Association of Music Merchants and a vote of the Board of Control of the organization, President Weeks announces that the annual convention scheduled for May or June of this year, will be postponed to 1933 when it will doubtless be held in Chicago at the time of the World's Fair.

President Weeks makes it clear that this decision is solely for the purpose of con-

servation of resources at a time of extraordinary business conditions. It indicates no lack of interest on the part of members. Furthermore, Mr. Weeks announces that the activities of the association will continue in exactly the same manner as heretofore, looking toward the holding of the largest and best convention in the history of the Association in 1933.

It is probable that a meeting of the Board of Control of the association will be held in New York early in June. If this is done, it will be confined to one day and will be open to all members of the association who wish to attend.

Cuckoo King Goes Hollywood



Raymond Knight, famous radio star, is now heard on the Kelly Springfield broadcast Sunday evenings, over WJZ and associated stations at 9:45 p.m., E.S.T., in "Making the Movies." The photograph shows Ray filming the famous radio drama, "The Hazards of Helen"

De Forest Purchases Jenkins Television Assets

At a stockholders' meeting held on March 11, the DeForest Radio Company was authorized to purchase the assets of the Jenkins Television Corporation. According to Leslie S. Gordon, president of both organizations, this move will effect marked savings in the operations under joint management, as well as facilitate the more rapid development and exploitation of the television art. The consolidation of interests completes the plans of the DeForest Company, begun with the acquiring of a controlling interest in the Jenkins Corporation through an exchange of stock, some two years ago.

Clarion Chassis and Speakers Now Available

Convinced that there is a large and receptive market for separate chassis and speakers, Ross D. Siragusa, president of Transformer Corporation of America, announces that these items will now be available for dealers to retail in the same manner as sets.

"Of the 17,000,000 radios now in use, approximately 11,000,000 are obsolete," states Mr. Siragusa. "But many of these obsolete chassis are housed in cabinets of great beauty and cost, so great indeed that the owners refuse to give up their handsome cabinets even for the advantage of modern reception. The one way to reach this large class of dissatisfied users is to offer them a new chassis for their old cabinet.

It is believed that this plan will open up untapped sources of revenue for the dealer and that it has the following advantages: no trade-in allowance involved; most sales will be for cash; the dealer will secure the old chassis, for salvage of parts or resale; can buy chassis "less tubes"; in a position to handle special installations, where no cabinet is required; a chance to contact old customers.

Kent Auditions to Continue

A sixth National Radio Audition, with first-place prizes of \$5,000 each for the young man and young woman singers rating highest in their respective groups, is announced by the Atwater Kent Foundation. Additional prizes aggregating another \$5,000 will go to the four young men and four young women who survive as runners-up in the final audition.

In announcing the decision to continue through 1932 its annual quest for the best young vocal talent in the country, A. Atwater Kent, president of the Foundation, stated that the impetus given to musical interest throughout the country by these auditions and the progress demonstrated by the young artists who have participated have been such as to convince the Foundation that these contests constitute the most valuable contribution that body can make to America's civic and artistic development.

Kolster Production Increases

Production of Kolster sets has speeded up materially since the completion of arrangements with the Westinghouse Electric Supply Company to distribute the Kolster 1932 line. More than 100 employees have been added to the working force at the Kolster plant in Newark.

Acceptance of the Kolster International sets is facilitated by the close identity with the company of Dr. Frederick Kolster, formerly physicist of the United States Department of Standards and originator of the Kolster radio compass.

the Trade Show

Condensed for the Busy Reader

New York, N. Y.



Show and Convention in Capable Hands

Last month, the above RMA members met in Chicago to put the finishing touches on the Trade Show plans. They've been through the mill before. Thus "a good time is assured for all." Back row, left to right: chairman Leslie Muter and Messrs. Flanagan, Galvin, Beatty, Frankel, Simpson and Olson. In the foreground, E. N. Rauland and Bond Geddes.

Interesting in Records Reviving

M. J. Siegel, president of the Brunswick Record Corporation, manufacturers of Brunswick, Vocalion and Melotone Records, and of the American Record Corporation, manufacturers of Perfect, Banner and Romeo records, is certain that record sales are staging a comeback.

"The future of the record business is brighter right at this time, than it has been at any time since the peak year of 1929," he states. "This opinion is based not only on our own observation, but is confirmed in the number of letters we are receiving daily from dealers all over the country showing a definite awakening of interest in the record business. Many of these letters are accompanied by orders from dealers who have not stocked any of the newer records for several years.

"This awakened dealer interest has been created by public interest in the new artists that have been introduced on records in recent months. Where one year ago it was difficult to get an adequate sale of a record by any singer or group of singers, the situation now is completely reversed, and at the end of each month we find that among the top sellers are such artists as Bing Crosby, the Mills Brothers and the Boswell Sisters. Most of these are comparatively new names to the record industry."

"Hit the Ball" Contest

What will probably be the world's greatest "Hit the Ball" contest is now in full swing as four leagues consisting of Majestic dealers in Missouri and Kansas get set to compete with "Old Man Quota." Dealers all over the territory have been organized into teams and will do battle to decide who among them shall be known as

the League Champions and get the silver loving cup that goes to each league.

Each refrigerator sale is going to be chalked up as a score. The team scoring the greatest percentage against their quota will be declared League Champions. The five leading salesmen in each league will be known as "Hard Hitters" and will receive special honors.

To Deal in Specialized Service

The United Radio Service Co., 9418 Almond St., Oakland, Calif., has been formed to render specialized wholesale radio service for dealers on power pack equipment. It will offer prompt service unconditionally guaranteed for a period of a year. Dan Kennedy, a certified serviceman, is manager. Stations have been established in San Francisco, Oakland, and San Jose.



MARK SMITH
Now heads newly organized Radio Television Co., Los Angeles (right)

CHARLES STRAWN

In charge of refrigeration sales for Stewart-Warner



ASSOCIATION NEWS

V. H. MAURER is the new president of the Wisconsin Radio, Refrigeration and Appliance Association, of Milwaukee. A. Van Antwerpen will head the jobbing activities of this organization while W. F. Seemuth will look after the dealer interests.

The San Francisco Service Engineers and the San Francisco Service Managers' Associations have consolidated to be known as the San Francisco Radio Servicemen, an affiliation of the Pacific Radio Trades Association. The following officers have been elected: president, Collis B. Williams, service manager, Hale Bros.; vice-president, Arthur Fylling, service engineer, Sherman, Clay & Co.; secretary-treasurer, J. Edward Jones.

All the officers of the East Bay Radio Service Managers' Assn. have been re-elected. They are: president, Fred Brandis; vice-president, Fred Hardy, and secretary-treasurer, Al Ahronian, all of Oakland, Calif.

DISTRIBUTOR DOINGS

Stewart-Warner radio distribution in the Minneapolis territory will, in the future, be handled by MARSHALL WELLS Co., Duluth and Minneapolis. This territory has been serviced by Winne Sales Company.

WENGER-BRILL Co., distributor of radio parts and accessories, Oakland, Calif., has opened a branch in San Francisco at 1270 Mission St. The branch is under the management of John Shaw, formerly of Universal Agencies.

STANDARD TRANSFORMER CORPORATION, Chicago, announces the appointment of the following sales representatives:

Marthens, Schroter & Company, New York City, to cover Metropolitan New York.

Arthur S. Detch, Portland Ore., to cover Washington, Oregon, Idaho and Montana.

F. H. STEINING, professor of mechanical engineering at Pittsburgh University, in charge of their course in refrigeration engineering, has been appointed general manager of the refrigeration department for Hamburg Brothers, distributor of Majestic products in western Pennsylvania.

ALL-AMERICAN MOHAWK DISTRIBUTORS, Inc., has been organized in New York City to merchandise Mohawk refrigerators and Lyric radio sets in the metropolitan district. The personnel of Steelman, Inc., has been taken over "en bloc" in this new set-up.

WHOLESALE RADIO SERVICE Co., New York, moves to larger quarters at 100 Sixth Avenue. This is its third expansion in five years.

WOLFE RADIO Co., New York, will act as exclusive representative of the Pilot Radio and Tube Corp. This deal re-unites business friends of long standing.

Caldwell Fires First Gun



His Majesty, the Majestic Bear

Referring, of course, to the papier mache animal on the right. But, on the other hand, you might call Henry S. Nelson, "new business" salesman for the St. Joseph, (Mo.) Railway, Light, Heat & Power Co., a bear of a salesman. He sold 21 Majestic refrigerators in six weeks.

Stewart-Warner Enters Refrigeration Field

A line of electric refrigerators is announced by the Stewart-Warner Corporation, Chicago, makers of electrical products, radios and automotive parts, since 1906.

Production, already under way, is for the present being limited to three models for household installation.

Distribution is to be effected through authorized jobbers, and the present radio distributor-dealer set-up will provide the nucleus for its marketing organization. At a recent distributors' meeting, held at the factory, the new refrigerator models were received with great enthusiasm.

A separate division has been organized to handle refrigeration sales. W. J. Zucker, general sales manager of Stewart-Warner, has appointed Charles W. Strawn as sales manager of the refrigeration division. Mr. Strawn has a wide acquaintance among distributors and dealers, having served as manager of the Stewart-Warner wholesale radio division, as divisional manager for Lyon and Healy, Chicago, and as general manager of both the Cleveland and Buffalo branches of Wurlitzer.

Engineers to Cooperate

In the development of motorcar radio, the RMA Engineering Division is planning to cooperate with the Society of Automotive Engineers. The growing popularity of motorcar radio and engineering problems in its development make coordinated action between automotive and radio engineers desirable.

"CALL IN YOUR RADIO DEALER" SAYS EDITOR OF RADIO RETAILING

*"Rehabilitation" Speeches, Over NBC
Chains Should Also be Broadcast from Local Stations*

"The broadcasters are spending \$35,000,000 a year on talent and programs alone to interest and please you. They have spent other millions on modern station apparatus to deliver their programs to you in perfect condition technically. But your ability to hear and enjoy these broadcasts will depend upon the condition of your radio set. A telephone call to your nearest radio dealer will put your radio reception in the best possible condition, quickly and inexpensively."

These remarks—which will act as a direct and immediate stimulant to the business of radio dealers—were delivered over an extensive NBC hook-up, by Orestes H. Caldwell, editor of *Radio Retailing*, Saturday evening, March 12. They constituted part of a 12-minute address—the first of a series of similar nature—designed to point out to the listener the wisdom of having his set inspected or "rehabilitated" by his local dealer. (See feature article and editorials in this issue which detail this plan.)

Dealers who tuned in on the Blue network Saturday evening, March 19, or on the Red networks the Mondays of March 21 and 28, at 6:45 p.m., heard Mr. Caldwell again stress the need for having one's set inspected at frequent intervals.

Other excerpts from Caldwell's opening address, which local stations will be glad to feature if the dealer explains how this plan will help listener interest, follow:

"Is your radio set bringing in the stations you want to hear—clearly, distinctly and free of irritating noise? If not—or if your radio reception is anything short of "perfect," rest assured the trouble is in your own receiving set or vicinity and can be easily corrected. For the broadcast programs sent out by modern radio stations come to your antenna crisp and sparkling, and reproduce faithfully every note and whisper in the studio.

"Unless you are getting reproduction that 'sounds just as if the players were in the room' with you, you are not enjoying the wonderful 1932 radio that is there right above your roof, and can be had for the taking.

"So, ask yourself these questions:

"1. *Do I hear clearly, all the stations that my neighbors hear?*

"If not, perhaps your antenna or ground need rearranging. Or your radio set may need new tubes, or some minor part, easily replaced. Your nearest radio dealer can quickly fix it up for you.

"2. *Are there irritating noises in my set which interfere with its enjoyment?*

"If so, these may be caused by some nearby source, or some faulty part in your set. In either case your nearest radio dealer can undoubtedly correct the trouble.

"3. *Does my set sound tinny, lacking in reality, and in the enriching bass notes?*

"If so, you are missing the wonderful radio music of 1932. Your nearest dealer can adjust your set or supply you with an adequate modern set at low cost."

NEW JOBS FOR

DUANE WANAMAKER

For the past five years vice-president of Grigsby-Grunow, Mr. Wanamaker now joins United Air Cleaner Corporation as director of sales promotion. He will work closely with F. F. Paul, general sales manager of the Sentinel line.

C. C. CHOATE

An experience which, in variety and extent, is hardly paralleled in the refrigeration industry is brought by C. C. Choate to his new position as southern sales representative in the refrigeration division of the Grigsby-Grunow Company.

J. M. CARTWRIGHT

Is now direct factory sales representative to southern distributors with headquarters at 1349 Vinton Ave., Memphis, Tenn. Mr. Cartwright formerly was general sales manager for Supreme Instruments Corporation.

WILLIAM MASON BAILEY

Formerly with the Wireless Specialty Apparatus Company, of Boston, Mr. Bailey is now chief engineer of the Dubilier Condenser Corporation, New York City. For many years this engineer has specialized in condenser design and production problems, making an exhaustive study of mica condensers and their applications at all frequencies.

LEO RAVITT

A veteran in the ranks of the Grigsby-Grunow organization, he has recently been transferred to the western territory where he will devote his full time as sales representative for Majestic refrigerators.

E. A. NORTON

Now functioning as general manager, Westinghouse refrigeration division for Ray Thomas, Inc., well known L. A. distributor. He is considered one of the most experienced electric supply executives on the Pacific Coast.

ALFRED H. HOTOPP

As engineer in charge of the receiver division of the DeForest Radio Company. Has been identified with American Tel. & Tel. developing input equipment.

One Boss—Two Crews

(Continued from page 25)

supervisor regard it as absolutely essential. Payments are generally extended over a two-year period.

A few refrigerators have been sold under the 25-cents-a-day meter plan, but not many. More than 95% of the sales are for boxes of more than four cubic foot capacity. Moore does not regard it feasible to use the meters on anything larger than this size due to the greater investment in more spacious boxes, making it necessary to collect at the rate of more than a quarter a day. All service on refrigerators is handled through the local distributors. Thus, unlike radio, the store's job is only that of selling and collecting.

MOORE warns radio dealers who go in for refrigeration not to neglect their radios. Each must receive a fair share of attention. The two types of merchandise combine admirably, he believes, and it is unwise to consider one more important than the other. If the dealer lacks the experience necessary to bring refrigerators to the fore or if greater effort in this direction would detract from his effectiveness in selling radio, he should get a fully experienced, aggressive man to handle the new department.

This year, while not relaxing radio selling effort in the least, he is looking forward to the sale of at least 2,000 refrigerators, with the average sale running in the neighborhood of \$230. More than that, he expects to sell a goodly number of washers and other appliances which are now being added. If business conditions warrant it, additional branches will be opened in Philadelphia and Camden (N. J.) this year. As this is written, a fourth store has just opened, and one of the old ones is moving to a more favorable location.

Davis is lining up his refrigerator force for a drive of the most intensive sort during the Big Selling Season that comes with warm weather. Moore is working his radio men overtime to get in all the sales he can while cold weather holds.

Reviewing the New Records

(Continued from page 36)

the Devil and the Deep Blue Sea," introducing "Blues in My Heart." All of which is superbly recorded on 12-inch disc No. 20104. . . . Red Nichols and His Five Pennies do old favorites in a new manner: "Clarinet Marmalade" and "Sweet Sue, Just You." You don't need to be told about Red's popularity. The number: 6266. . . . Connie Boswell, divorced for the nonce from her warbling sisters, sings, "I Cried For You" and "I Can't Believe That It's You." No. 6267 is especially appealing. . . . As the Brunswick advertising manager says, "There's enough in the first few grooves of 'Falling in Love With You,' by the Casa Lomas (No. 6263), to sell the record." He's right. "You're Still in My Heart" is the coupling. . . . When your customers ask for real tangos, give them No. 6264: "Carina Gaucho" and "Caminito," played in the authentic manner by Zito's Tango Orchestra. . . . Another Lombardo number, which would be a crime to forget, is "Too Many Tears"; the Turk-Ahlert hit, "Love, You Funny Thing" is the coupling of No. 6261. . . . For insinuat-

ing rhythms, hot effects and unimpeachable tempo, demonstrate the new Duke Ellington "It Don't Mean a Thing (If It Ain't Got That Swing)" and "Rose Room" record (No. 6265).

The Show Hits

Victor has the scoop this month with first publications from two of Broadway's latest shows. From "Through the Years" come "Drums in My Heart" and "Kinda Like You," by Leo Reisman's orchestra (No. 22915), and from "Face the Music" we have "Soft Lights and Sweet Music," a melting foxtrot, and "Let's Have Another Cup O' Coffee," by Waring's Pennsylvanians (No. 22936). Another disc by the Warrings from "Face the Music" is "On a Roof in Manhattan" and "I Say It's Spinach" (No. 22939). . . . And from Ziegfeld's roaring "Hot-Cha" comes "There I Go Dreaming Again" and "You Can Make My Life a Bed of Roses" (No. 22937). George Olsen and His Music provide stirring interpretations. . . . Last but not least there is Maurice Chevalier's latest "What Would I Do?" and "Oh That Mitz!" from the Paramount picture "One Hour With You." No comment needed, Maurice; except the number: 22941.

. . . . Pity the dealer who can't sell these records!

Interferes with Interference

AS AN illustration of the fact that local interference can be eliminated—if properly attacked—note some of the more recent "cures" effected by Fred D. Rowe, radio interference investigator for the Pacific Radio Trade Association:

Three large generators in a power house were creating enough noise to blanket reception of any kind 10 blocks in all directions. Filters were installed and the trouble eliminated.

Cable car signal was filtered and contacts cleaned. A loud intermittent bump had been spoiling reception.

Two cases of where transformers had shifted, causing the cases to touch conduit pipe down lead, were stopped by moving the pipe away.

Aerials get old in a few years. Not a few complaints have been due to aged or dilapidated aerials and loose ground connections.

Guy wire fastened to a pole carrying 11,000 volts was rubbing against a steel trolley pole, causing extremely loud power leak which followed the trolley wires for blocks. Guy wire was moved away from trolley pole and eliminated trouble.

Elevator in apartment house caused noise until filter was installed on 220-volt input and the shields of shielded lead-in aerials were more thoroughly grounded.

Defective heating pad created neighborhood trouble. Owner sent it for repair.

Diathermy equipment caused bad interference for many blocks. Owner now installing filter equipment.

Prompt attention of the Pacific Gas & Electric Co. prevented a possible burn-down of a 4,400 volt line. A power leak that was located proved to be a piece of wire laying across one wire of the 4,400 and swinging in the wind would almost touch another wire. A crew was there to remove it in less than an hour after it was found.

NEW MERCHANDISE

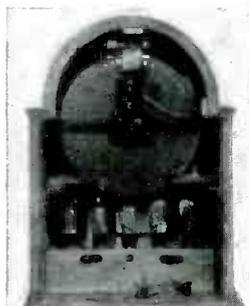


Audiola Shortwave Table

The Audiola shortwave table, when combined with any modern midget set, makes a combination long and short wave radio.

The attractively designed table is a shortwave converter of the latest design on which the midget can be placed. The shortwave set increases the range from 200 down to 20 meters.

The list price is \$26.50 less tubes, and it is made by the Audiola Radio Co., 430 S. Green St., Chicago, Ill.—*Radio Retailing*, April, 1932.



Globe Midget Television Set

In a cabinet no larger than the usual midget broadcast receiver, there is now offered for home living room use a complete television tuner, amplifier and televisor combination, the product of the Globe Television & Phone Co., 26th St. and 11th Ave., New York City.

The pictures appear on a ground glass screen measuring 4x5½ in., with sufficient brilliancy and detail to entertain half a dozen persons, it is said.

The metal chassis receiver employs two screen grid tubes for the r.f. stages, a '27 detector, a '24 first audio, a '27 second audio, and two '45 power tubes for the third audio stage, together with the '80 rectifier. A power pack is included for full a.c. operation.

The televisor consists of a specially developed synchronous motor made unusually quiet for the purpose. Framing and synchronizing are accomplished by turning one knob. A 60-line lens disc is employed, in combination with a crater neon lamp, for projected images.—*Radio Retailing*, April, 1932.

Sentinel Line

Featuring Model 125, an 8-tube allwave superheterodyne, the United Air Cleaner Corp., 9705 Cottage Grove Ave., Chicago, has brought out its new line of Sentinel receivers.

Model 125 covers from 13 to 550 meters. Each band is completely calibrated on a single dial, and tuning is accurately accomplished by operating only one control dual-speed knob. This set incorporates a method of using a portion of the voltage generated in the radio-frequency automatic volume control to govern the audio amplification, thus preventing the possibility of overloading the receiver, and



reducing distortion to a minimum. This set comes in a 6-legged console of Tudor design, and lists at \$89.50, complete.

Model 118 10-tube superhet console, with automatic volume control and tuning meter, uses full wave detection in the second detector, producing a high degree of automatic volume control action. \$99.50 complete.

Model 120, an 8-tube superhet console, with same automatic volume control feature as the Model 125, is \$79.50.

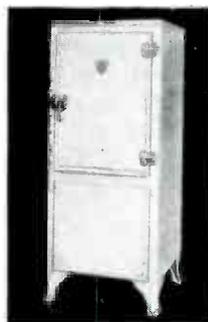
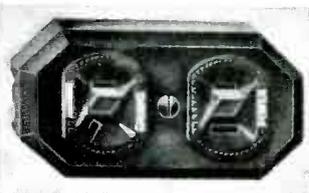
Model 110 priced at \$62.50 as a console and at \$45.75 as a midget is a 7-tube job.

Model 124 is a 6-tube superhet console, of the 6-legged type. \$56.50. In a table model, \$39.95.—*Radio Retailing*, April, 1932.

H & H Surface Radio Outlet

To provide a connecting point for straggling wires from aerial, ground and the nearest power outlet, the Hart & Hegeman Division of Arrow-Hart & Hegeman Electric Co., Hartford, Conn., offers an all-Bakelite duplex surface outlet. The set can be placed anywhere and plugged into this radio outlet installed beside it.

Catalog No. 2178, including "GH" cap. \$1.60.—*Radio Retailing*, April, 1932.

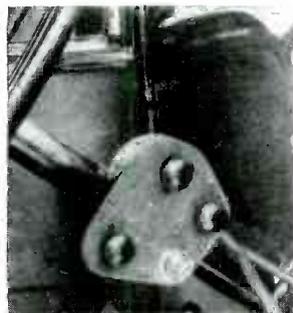


Stewart-Warner Refrigerators

Production is already under way on the 3 household electric refrigerators the Stewart-Warner Corp., 1826 Diversey Blvd., Chicago, has entered the refrigeration field with. They vary in capacity from 4.3, 5.7 to 7.1 cu.ft. The feature number in the line is the 4.3 cu.ft. box, to retail at \$149.50. This number is known as the "Apartment Model," makes 40 large size ice cubes, has 8-stage cold control, noiseless, vibrationless motor, extra heavy insulation, porcelain interior, durable white lacquer exterior. It stands 51½ in. high by 24 in. wide.

The "Town House" model (5.7 cu.ft. capacity) makes 60 cubes, and has the same characteristics as the above model, but is more heavily insulated. 60 in. high by 28 in. wide.

The "White House" model is a 7.1 cu.ft. unit, making 60 large ice cubes. It is 61 in. high by 32 in. wide.—*Radio Retailing*, April, 1932.



"Auto-Lite" Motor Car Radio

Condensed specifications of the Auto-Lite motor car radio which can be obtained from the Electric Auto-Lite Co., Toledo, Ohio, are—

7-tube standard chassis, shielded against electrical disturbances and measuring 9½ in. long by 6½ in. wide by 7½ in. high, for mounting behind the instrument board. Convenient control on the steering post, with station selector, volume control, tone control, illuminated dial and key switch. It uses three 236 screen-grids, one 237, two 227's and a 247 pentode output. The electro-dynamic speaker is adequately baffled and mounted in a dustproof metal house. There is a drain of only 3.8 amperes on the storage battery, according to the announcement.—*Radio Retailing*, April, 1932.

Echophone Superhets

Available as a midget or as a lowboy, the six-tube superhet the Echophone Radio Mfg. Co., Waukegan, Ill., has brought out lists at \$39.75 in the table cabinet and at \$10 more in the console cabinet.

The tubes used are two 35's, and one each of the 47, 24, 27 and 80 types. Both sets have electro dynamic speaker, full vision dial, tone control and phonograph jack.—*Radio Retailing*, April, 1932.



New Arcturus Series

A series of tubes labeled 136A, 137A, 138A and 139A, may now be obtained from the Arcturus Radio Tube Co., Newark, N. J.

These "A" tubes are identical with types bearing the same identifying numbers in all respects save filament construction, which now takes the form of an "M" within the insulator, replacing the more usual coiled filament.

The "M" construction, according to the company, increases filament and heater life and reduces tube noise.—*Radio Retailing*, April, 1932.

Permo Ironer

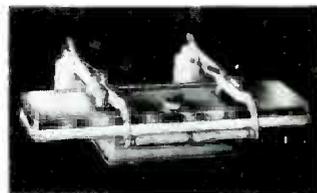
Quantity production has just been started by Permo Products Corp., 4311 Ravenswood Ave., Chicago, on its new type flat plate ironer.

One motion, requiring one hand only, actually irons as it presses. An automatic sliding action of the ironing plate puts the sheen of hand ironing on linens. Another feature compensates for contact embroidery and all raised surfaces.

The board is of a self-compensating type that evens contact with garments thicker on one end. The ironing board measures 10 x 26 in.

Thermostatic heat control and Chromolax electric heating unit are included.

It is available also in a steel kitchen table that completely conceals the ironer and folders like a typewriter desk.—*Radio Retailing*, April, 1932.



Radio Retailing, April, 1932



New Philco's

Philco has brought out Model 90X, a smaller edition of the newly announced 112X, to sell at \$100 complete.

This is the first model to be equipped with Philco's new and improved automatic volume control, and it has pentode tubes in its push-pull stage of amplification, replacing the two 45's.

The cabinet is of the same design and construction as the 112X, and contains the super-speaker with large inclined sounding-board.

Other new Philco's are Model 71, a six legged highboy with 7-tube superhet chassis, \$77.95; D.C. model \$89.95; and a short and long wave receiver, also a 7-tube superhet, \$89.50. With 9-tube chassis, \$110. Philadelphia Storage Battery Co., Philadelphia, Pa.—*Radio Retailing*, April, 1932.

S-C Slow Speed Phonograph Panel

With the coming of the new long-playing program transcriptions, the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., has brought out a new single record phonograph panel which may be operated at 33½ r.p.m. for the 10 and 12 inch program transcriptions, or at 78 r.p.m. for the standard records. This panel is designed to be installed in the No. 26 Stromberg-Carlson convertible console.—*Radio Retailing*, April, 1932.



Victor Projectors

Victor Animatograph Corp., Davenport, Iowa, announces that a new optical system of exceptional efficiency, giving twice the illumination of the regular system when the same projection lamps are used, has been developed.

The growing popularity of 16 mm. films and projectors among educational, religious and industrial users has resulted in demands for more light to meet daylight projection and auditorium requirements.

The new "Hi-Power" optical system consists of a "super-reflector," adjustably mounted in a special lamp house extension, a set of precision-ground Bull's Eye condensers and a more powerful projection lens. These parts may be easily installed by any Victor owner, and are available at a reasonable cost.

The new system will not replace the regular system but will be provided on order.—*Radio Retailing*, April, 1932.

Tricold and Chilldare Refrigerators

A new principle in refrigeration, through which it is possible to obtain greatly improved results, is introduced in the Tricold refrigerator, a product of the Tricold Refrigerator Corp., of Buffalo, N. Y., and Detroit, Mich.

Instead of one compartment, the Tricold has two—each completely insulated from the other—a large upper compartment for food storage and a smaller lower compartment for freezing, quick-chilling, etc.

This is supplemented by another change. Instead of the freezing unit being in the food storage chamber, it is built into the lower or freezing compartment. The food storage compartment is refrigerated by a special fin type cooling coil of its own. It is claimed that by



placing the freezing unit in its own compartment, the air in the general food storage compartment retains its normal humidity, eliminating the dehydration of foods.

Despite its variety of refrigerating services, there are no complications in either its processes or refrigerating machinery.

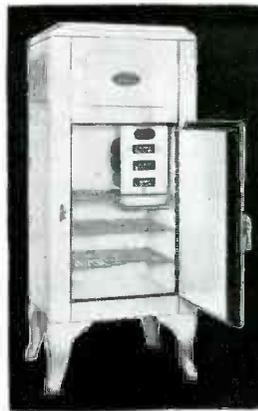
The Tricold is made in two sizes—one for larger families and a size for families of average size. They are finished, interior and exterior, of seamless white porcelain.

This company has developed a companion line of conventional design, to be known as the "Chilldare," to meet the demand for a refrigerator of lower price. The Chilldare comes in four sizes—4.05, 4.87, 6.17, and 7.90 cu.ft. capacity.—*Radio Retailing*, April, 1932.

"Laiz-Flat" Radiolet

In order to place the radio set at some distance from the outlet, and still not have unsightly wires around the room, William Herst Co., 822 W. Jackson Blvd., Chicago, Ill., has brought out the "Laiz-Flat Radiolet," consisting of a 15 ft., 4-wire, Laiz-Flat electric banding, plainly marked for aerial, ground, etc. It may be tacked on the wall, baseboard, or slipped under the rug. Polarized receptacle makes it simple to contact correctly. \$3.

This company also makes an extension outlet for use in homes that are inadequately wired.—*Radio Retailing*, April, 1932.



Grinnell Refrigerator

One of the prominent features of the new refrigerator announced by the Grinnell Washing Machine Corp., Grinnell, Ia., is the "floated" unit which is mounted on one-piece steel base suspended or "floated" on four large steel springs to eliminate metallic sound or vibration traveling through the cabinet or unit. The unit itself is installed in the top of the cabinet and may be removed in two minutes. Ventilation is provided by a set of nine louvers on either side near the top of the cabinet.

Cutler Hammer switch with automatic overload cut-out, nine point temperature control, dry expansion type of cooling unit and 3 in. dry Zero insulation on top, bottom and sides are among the other features.

This is a 4.7 cu.ft. storage capacity unit with the exterior finished in three coats of white baked enamel and a white porcelain interior. 21 cubes of ice may be made in each of the three trays. Price, \$99.50.—*Radio Retailing*, April, 1932.



Janette B-Eliminator

The Janette "Auto-B-Power" consists of a small Janette dynamometer and a filtering device mounted in a strong steel box. It transforms the 6 or 12-volt current of an automobile storage battery into the higher voltage B-current required by an auto-radio set.

It has a dynamically balanced armature so that it runs with a minimum of vibration. It is practically inaudible when placed under the hood, floor boards or seats.

This unit requires but little room, measuring 12x6x5½ in., and weighing 20 lb.

The Auto-B-Power is made by the Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill., and lists at \$31.50, complete with voltage divider and voltage taps.—*Radio Retailing*, April, 1932.

Multiscope

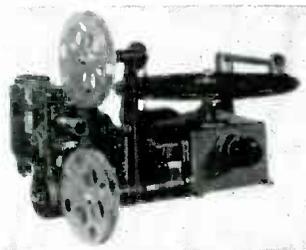
Said to be the only one-dial controlled seven combination speed gear unit in existence, the "Multiscope" is being offered in combination with the Ampro de luxe 16 mm. projector by the Multiscope Co., 33 N. La Salle St., Chicago.

The dimensions of the fully assembled chassis are 24 in. wide by 17 in. high, and 17½ in.

deep, so that it may be enclosed in combination with a radio in a cabinet 49 in. high, 26 in. wide, by 17½ in. deep.

All mechanical parts of the multispeed gear box are sealed in oil. Unusual steadiness of the machine is possible through floating power and free wheeling. Both 33½ and 78 r.p.m. may be played.

The total internal mechanism consists of two barrel cans, four shifting levers, the same number of clutches and six gears. The motor is of the 15 hp. condenser type equipped with triple grooved pulleys and the entire unit is driven by means of triple V belts, each guaranteed for the life of the instrument.—*Radio Retailing*, April, 1932.



Crosley 4-Tube Superhet

The most recent developments from the laboratories of the Crosley Radio Corp., Cincinnati, Ohio, are the "Tynamite" and the "Bonni-boy," 4-tube superhets, the former a table model listing at \$29.75, the latter a console type, \$39.75, complete.

Both types have the "balanced image suppressor pre-selector" by which it is said troublesome and annoying "two-spot reception" is eliminated.

Another development by Crosley engineers is the dual dynamic speaker which is now a part of the standard equipment of the following models: "Merrymaker," \$75; "Announcer," \$85; "Playtime," \$95, and it may be had as optional equipment in the "Happy Hour" model.—*Radio Retailing*, April, 1932.



A.C. Car Generator

The A-C "Cargen" generator, which the Barr-Thorp Electric Co., 507 E. 16th St., Kansas City, Mo., manufactures, replaces the standard car generator, and, in addition to this, furnishes alternating current for sound-equipped cars or trucks. Voltage regulation is electrically automatic at variable speeds, corresponding to any practical car speed. It furnishes ample power supply for 110-volt a.c. amplifiers employing a maximum of six 250 tubes output.

It can be installed under the hood, out of the way, and draws no current from the battery. Fan belt driven. Known as Model S.E. 1A, with a price \$195, f.o.b. factory.

Smaller models for radio will be available at a later date.—*Radio Retailing*, April, 1932.



"Magic Maid" Mixer

The Fitzgerald Mfg. Co., Torrington, Conn., makes the Star-Bite "Magic Maid," which is a mixer, beater and juice extractor. It is 100% portable, and can be carried to the table or other parts of the kitchen when needed.

The Magic Maid mixes batter for cake, muffins, waffles, blends shortening into pies, mashes potatoes, creams vegetables, mixes meat loaves, whips cream, egg whites, mayonnaise, etc. It has powerful multi-speed detachable motor, double beater, beverage mixer, two mixing bowls of jade green, opaque glass, and lists at \$19.50 complete.—*Radio Retailing*, April, 1932.



"Pantry Pet" Mixer

The Pantry Pet, made by the American Mfg. Co., Dayton, Ohio, mixes everything from whites of eggs to bread dough, squeezes limes, lemons, oranges and grapefruit, grinds raw or cooked meats and mashes potatoes. It has a heat-resisting-clear glass bowl, and the action of the wire beater so closely follows the contour of the crystal bowl that one egg may be whipped at a time. The powerful G.E. motor operates on a.c. or d.c. current, 110-volt. This mixer has five speeds without shifting gears and is portable. All attachments snap on or off with a touch of the finger-tip. The price, including all attachments is \$59.50.—*Radio Retailing*, April, 1932.



"Royal" Mixer

The new "Royal" model electric food mixer, juice extractor and drink mixer made by the A. F. Dormeyer Mfg. Co., 2640 Greenview Ave., Chicago, Ill., lists at \$18.75, with extra measuring pitcher and mixing bowl. Another model, listing at \$16.50,

is equipped with revolving ball-bearing turntables and drink mixer beater (but not including mixing bowl, self measuring pitcher and juice extractor attachment).

Some of the features claimed for this mixer are: it can be slipped up and down the support rod for different quantities of mixes, and can be swung back and forth when operating on the stand. The bowl, too, revolves on the turntable. Adjustable fingers on the turntable automatically fit all sizes, shapes and styles of bowls, pans, etc. It has lustrous chromium finish. The beater blades are made of stainless steel, and the bowls have convenient pouring spout and handle.—*Radio Retailing*, April, 1932.



"Dawn" Mixer

A new appliance of interest is the Dawn electric food mixer and extractor, which is being made by the Dawn Mfg. Co., 2811 N. Ashland Ave., Chicago, Ill. It has the feature of a swinging mixer, allowing the mixer paddles to move to all parts of the bowl. The mixer can also be used as a portable.

The Dawn mixer combination comes quite complete, including extractor assembly, convenient stand for supporting mixer or extractor, and french ivory-finished mixing bowl. Paddles and case are of stainless steel. It is known as Model 32, and sells for \$14.95.—*Radio Retailing*, April, 1932.



ABC Washer

The ABC 1933 World's Fair spinner washer, equipped with automatic drain pump, has been introduced by the Altorfer Bros. Co., Peoria, Ill. This automatic drain pump eliminates the necessity of lifting and carrying the water when emptying the washer. The tub and dryer basket are finished in a two-tone shade of light green with a beige stippled tub.

ABC has also brought out a new Liberty model, also equipped with automatic drain pump. This model is built for the low-priced market, and lists at \$79.50.—*Radio Retailing*, April, 1932.



New Columbia Line

Columbia Phonograph Co., Inc., 55 Fifth Ave., New York City, announces its new line.

Model C-53 is a walnut figured compact set with superheterodyne chassis, \$44.95.

Model C-59 is a lowboy with the same chassis, \$59.95.

Model C-256 is a lowboy, employing 9 tubes in a superheterodyne circuit, \$84.50.

Model C-54 is an all-wave set. The regular receiver has the 6-tube superheterodyne chassis and the converter is model C-12 described below, \$84.95.

Model 559 is a radio-phonograph combination, \$99.50.

Model C-223, also a combination, comes in a Charles II design cabinet. This 12-tube model has automatic record changer handling 10 records. Plays both the new long-playing records and the regular 78 r.p.m. records, \$290.

Model C-12 is a shortwave converter, in a cabinet of figured walnut. This converter will work with any set and is a.c. operated. It covers wave lengths from 15 to 200 meters, and is priced at \$38.50.

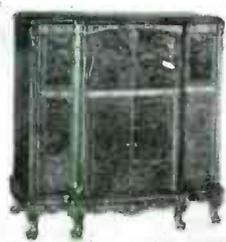
All these sets use the spray-shield, multi-tube and pentode tubes, and have tone control.—*Radio Retailing*, April, 1932.



Howard All-Wave Set

Howard Radio Company, South Haven, Mich., has just introduced a 19-tube superheterodyne all wave set, listing at \$395 complete. It has automatic volume control, visible tuning meter, and two special matched Howard dynamic speakers. Connections and ample power are provided for two additional speakers where special installations are desired.

This set uses 6 '35s, 5 '27s, 4 '47s, 2 '80s and 2 '24s. It is housed in a de luxe walnut console cabinet 39 in. high by 37 in. wide by 19½ in. deep.—*Radio Retailing*, April, 1932.



Stewart-Warner Home Movie Equipment

Two important additions to the Stewart-Warner line of home movie equipment have been announced—a 16-mm. motion picture projector and a 33 x 40 in. moving picture screen.

The projector is equipped with a 500-watt projection lamp that provides the more powerful illumination for showing pictures of professional brilliance and detail.

The a.c. and d.c. motor drives the projector at a constant speed and has a power surplus sufficient to operate both machine and sound mechanism when that is attached. All operating controls are mounted upon a panel at the back to simplify operation in a darkened room. A coupling for sound mechanism drive, light weight, centralized oiling and pilot light are other features.

Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, plans to augment the camera line with special lens equipment, sound units and other accessories, giving the dealer a wide selection.—*Radio Retailing*, April, 1932.



Easy Ironer

Model 30 has been added to the line of Easy fully automatic ironing machines made by the Syracuse Washing Machine Corp., Syracuse, N. Y. This new model, which bears an eastern list price of \$69.50, is mounted on a two-tone green steel table with extension drop leaf. It is equipped with fingertip control, and the easily operated roll-stop device that is standard on all Easy models. The 26 in. roll is fully open at the left end, and the 1,200 watt shoe has extra heat at the open end to provide higher ironing temperature at the point where most ironing is done.—*Radio Retailing*, April, 1932.

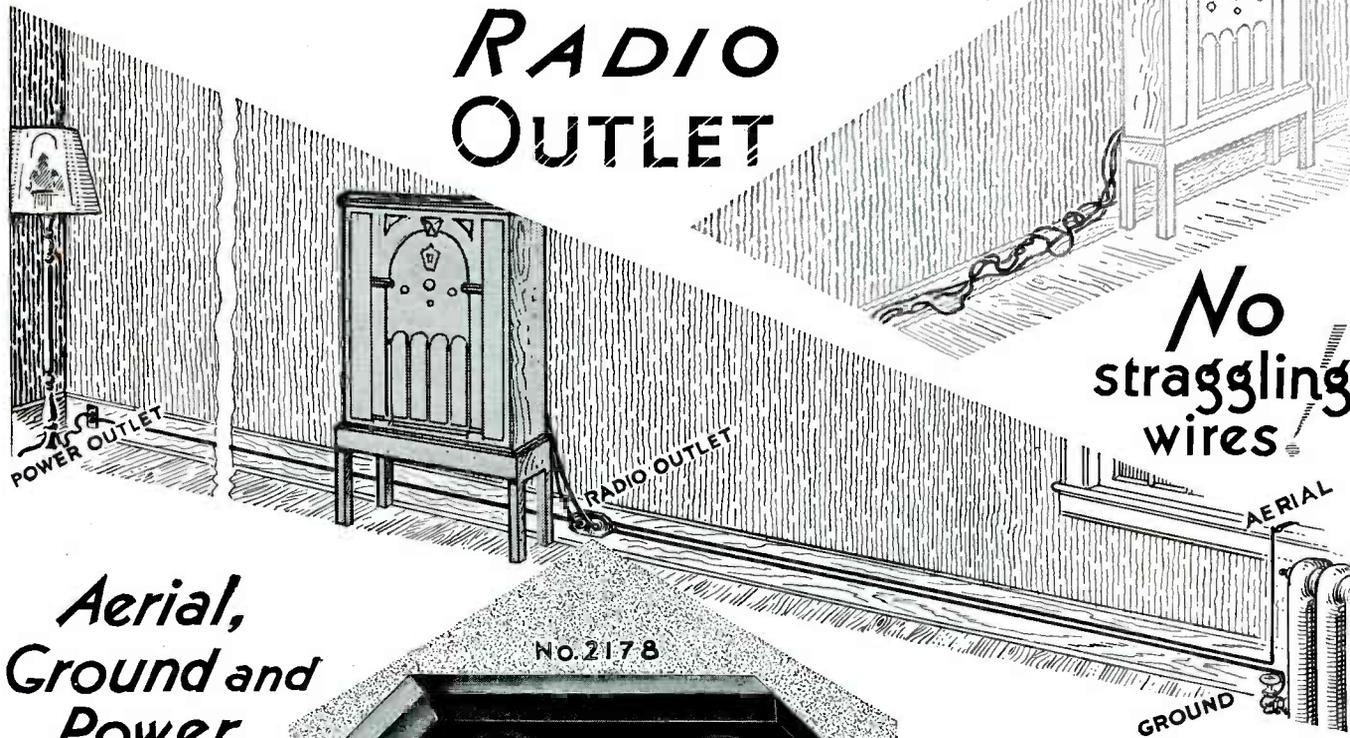


Auto-Radio Antenna

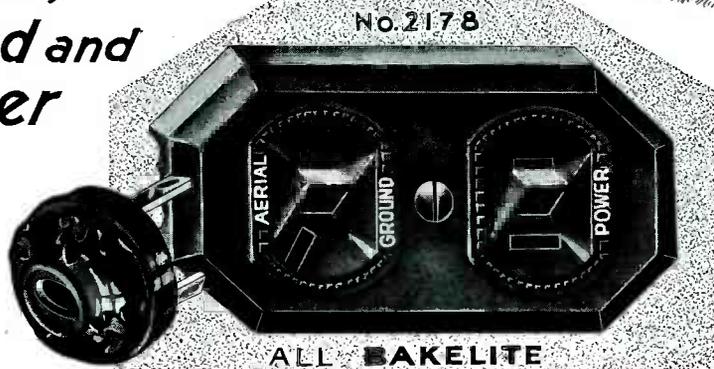
Three types of "Effarsee" auto-radio antenna, designed for all makes of cars, may be obtained from the Fishwick Radio Co., 226 East 8th St., Cincinnati, Ohio. These antennas fit under the running board, and can be installed in a few minutes. They are said to be waterproof, and cannot break or crush. All metal parts are protected. They range in price from \$3.50 to \$5.—*Radio Retailing*, April, 1932.

ARROW SURFACE

RADIO OUTLET



*Aerial,
Ground and
Power*



*from
Duplex
Surface Outlet*

Neat—Quickly Installed

FOR INSTALLATION on wall or baseboard near the radio, wherever placed. Provides connecting-point for straggling wires from aerial, ground and nearest power outlet. Run double or flat wires to Radio Outlet instead of leaving them messed on the floor. Illustration shows popular method—which also makes radio PORTABLE. Set may be located across the room from aerial, ground and power connections, so long as the ARROW Radio Outlet is adjacent for plugging-in.

This quickly installed, low-cost convenience makes a neat, attractive job with any room arrangement. Radio retailers and service men see at once its appeal to their customers. Coupon at right brings full information by return mail. « « «

SEND ME complete information on ARROW Surface Radio Outlet.

(Name)

(Address)

(Town)

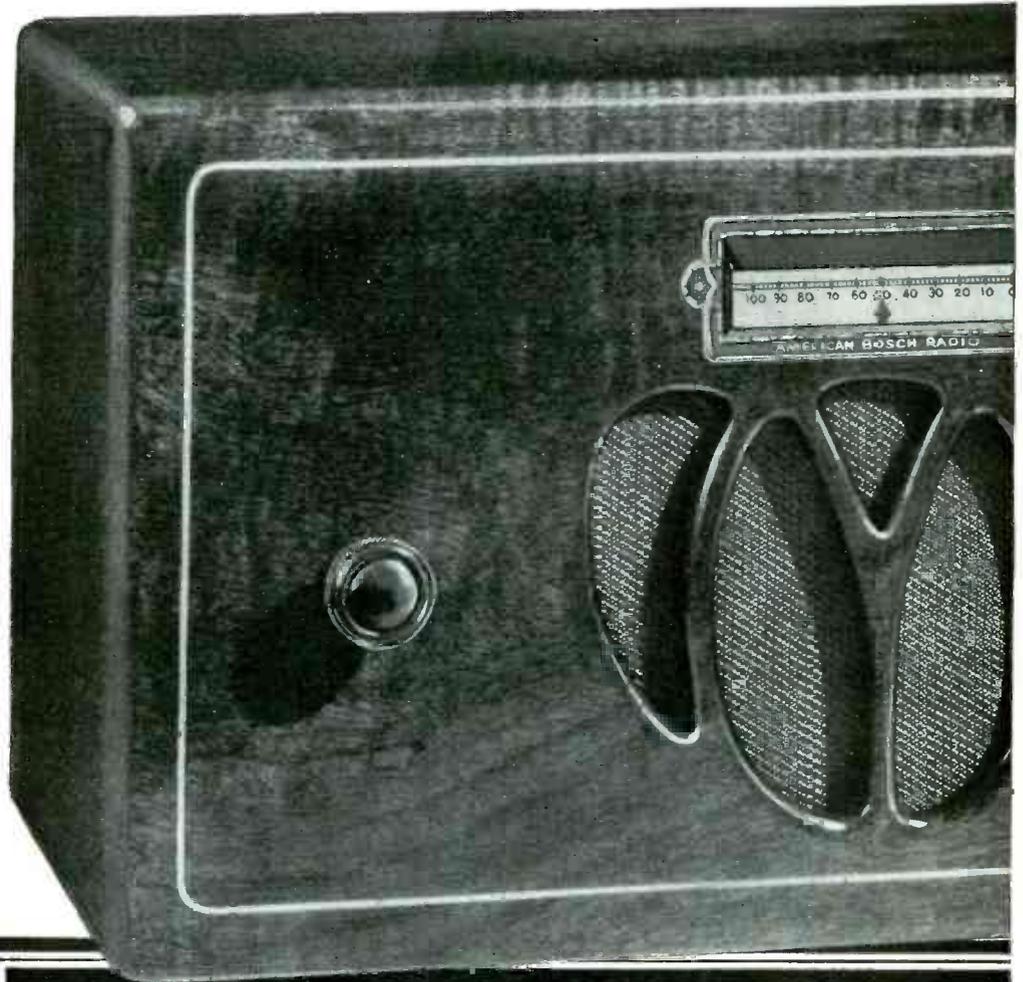
My electrical Supply Jobber is

(Name)

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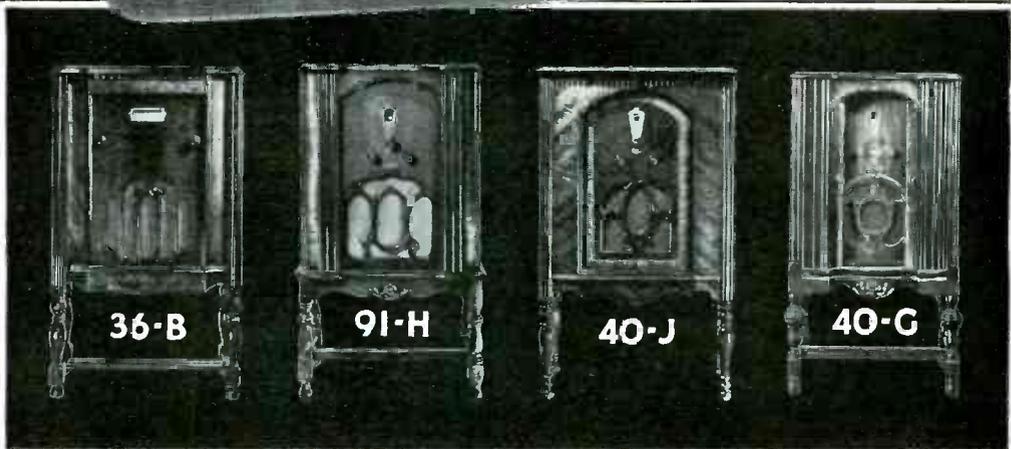
ARROW ELECTRIC DIVISION
THE ARROW-HART & HEGEMAN ELECTRIC CO. HARTFORD, CONN.

Boost Your



\$45
COMPLETE
WITH TUBES

The
NEWEST
LINE IN
RADIO



AMERICAN BOSCH

Radio Sales 50%



With this *PROVEN* best seller of the year, which supplements the popular Model 5-A

1931 a slow year? In 1931 dealers sold almost 50% more American Bosch Radio sets than the year before. How were they able to do it?

One big reason is the American Bosch Personal Radio shown at the left. A spontaneous success, a hit from the start, it has proven itself the best seller everywhere. People like the way it looks—the way it fits snugly into a bookshelf or rests comfortably on an end table—the way it can be tucked under an arm and carried from room to room, upstairs or down—for it weighs only 21 lbs.



The new Personal Radio—the Model 36-A—is a six tube superheterodyne with perfectly amazing performance. Its cabinet of solid mahogany is refined, beautiful and well proportioned. Its sensitivity and selectivity are unusual, even compared with sets 3 times the cost.

It is rugged, more compact. Its full-toned, dynamic speaker provides a tone quality that is truly remarkable, especially in its bass note reproduction.

The advances in the Personal Radio are indicative of the many developments incorporated in the American Bosch line—the newest line in radio for 1932. All superheterodynes—3 new chassis—duo-diode system—full automatic volume control and every other important new radio principle have been included. Look over the sets shown on this spread, then if you, too, are interested in boosting your sales 50% to 100% this year, write for the new American Bosch sales plan.



MODEL 36-B—Console—Six tube superheterodyne. Cabinet of walnut and patterned veneers. Full range tone dynamic speaker. Full vision tuning scale \$56.00

MODEL 91-H—Console—Seven tube superheterodyne. Full Automatic Volume Control. American and Oriental walnut veneer cabinet. Full range tone control . . . \$65.00

MODEL 40-J—Console—Eight tube superheterodyne. Duo-Diode—full Automatic Volume Control. Beautiful cabinet of walnut veneers. Full range tone control . . . \$78.00

MODEL 40-G—Console—Eight tube superheterodyne. Duo-Diode—Full Automatic Volume Control. Full range tone control. Cabinet with sliding doors and walnut veneers . . . \$89.00

MODEL 40-L—Console—Eight tube superheterodyne. Duo-Diode—Full Automatic Volume Control. Full range tone control. Beautifully designed sliding door cabinet of burl and striped walnut veneers . . . \$139.50

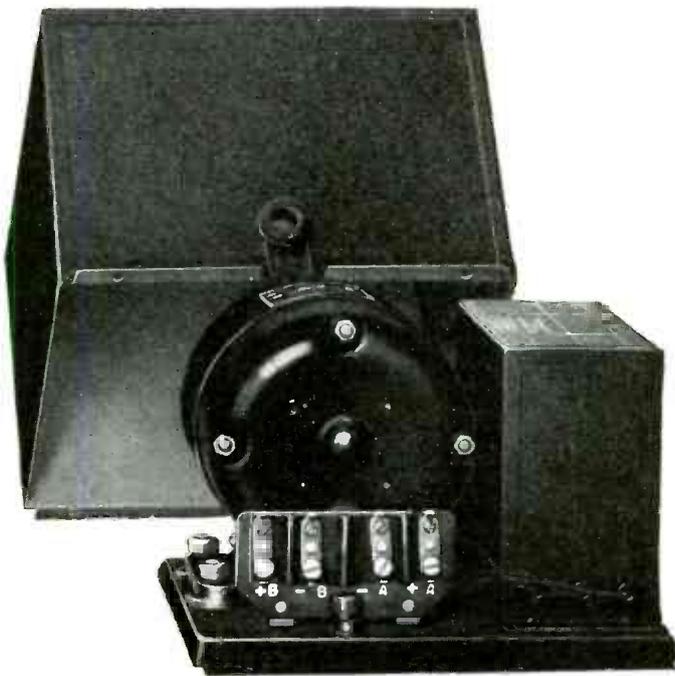
UNITED AMERICAN BOSCH CORP.
SPRINGFIELD MASS.

Branches: **NEW YORK CHICAGO DETROIT SAN FRANCISCO**

American Bosch Radio is licensed under patents and applications of R.C.A. Western Prices Slightly Higher.

RADIO *for* 1932

New PROFITS for Auto Radio Dealers



EMERSON "B" POWER UNIT

THE EMERSON "B" Power Unit improves the tone quality, volume and distant reception of auto radios by delivering adequate constant "B" power at all times, replacing the "B" battery whose efficiency diminishes daily with use. The uniform reception which the power unit furnishes at all times, day in and day out, is comparable to the clear, sharp reception of a home radio set.

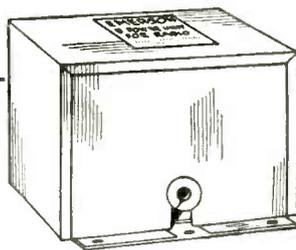
Unit is completely enclosed by easily removed cover. Filter pack prevents commutator interference. Rubber mountings protect against noise and vibration. Made and fully guaranteed by the makers of Emerson Motors and Fans.

Saves its costs by eliminating "B" battery replacements. Size $8\frac{7}{8} \times 7\frac{3}{4} \times 6$ "; fits in regular "B" battery compartment.

\$ **29.75** LIST

Write Today!

To your Jobber or to
The Emerson Electric Mfg. Co.,
2022 Washington Avenue,
Saint Louis, Mo.



Send me full information and discounts on the Emerson "B" Power Unit.

My principal jobber is _____

_____ City, _____ State

My Name _____

Address _____

Low Current Consumption

Operating from the regular six volt "A" auto battery, the "B" Power Unit delivers 180 volts, 40 M.A. direct current and consumes only 2 amperes of current when the radio set is in operation—the equivalent of a small parking light. There is nothing to get out of order—nothing to require attention. The first cost is the last.

Liberal discounts and a fast-growing demand mean profits—big profits—for you. Ask your radio distributor or write for full information today. Stock up now. Be prepared to profit by the auto radio season which is close at hand.

(Other markets include radio-equipped police cars, motor boats, busses, farms and camps where electric light current is not available.)

JUNE

DESPITE the fact that the 6th Annual Radio Trade Show and the 8th Annual Radio Manufacturers' Association Convention will be held in Chicago, not in June, but during the week of May 23rd, *Radio Retailing's* June issue will be its Annual Special Trade Show Number. Just a little publishing dexterity makes it possible for the June number to be printed, bound and delivered to subscriber-readers and delegates at the Chicago gathering on the day the festivities commence.

Our editors have been working overtime to make the 1932 Trade Show number immensely interesting and highly worthwhile. They have many surprises in store that will give the June issue extra reader interest.

MANUFACTURERS of radio and allied merchandise will be interested in learning that over 23,000 worthwhile members of the industry, whether they attend the Chicago Show and Convention or whether they stay home, will get a copy of *Radio Retailing's* special June "Annual Trade Show Issue" simultaneously with the opening of the Show. Twenty-three thousand readers will study the issue carefully, advertisements included, because manufacturers' new lines and new plans will not be divulged until the publication of *Radio Retailing's* Trade Show number and the opening of exhibits at the Show itself. Incidentally practically all exhibit space at the Show has already been sold.

Advertising managers will, we feel sure, be glad to co-operate with the publishers of *Radio Retailing* in producing the June issue for distribution at the Trade Show by sending in advertisements the first two weeks in May. Final advertising forms will close May 16th.

Radio Retailing

McGraw-Hill Publishing Co., Inc.,
330 West 42nd Street, New York, N. Y.

Remember, copies of *Radio Retailing's* June Trade Show Number and the Trade Show itself will be opened simultaneously on May 23rd

AS US UAL

KOLSTER

Affiliated with MACKAY RADIO AND TELEGRAPH COMPANY

Now Distributed

FROM COAST TO COAST

BY THE FOLLOWING LEADING DISTRIBUTORS

Albany, N. Y.

Westinghouse Electric Supply Co., Inc.

360 Broadway

Allentown, Pa.

Westinghouse Electric Supply Co. of Pennsylvania

433 Green Street

Baltimore, Md.

Westinghouse Electric Supply Co. of Pennsylvania

16 South Howard Street

Bangor, Me.

Wetmore-Savage Electric Supply Co.

175 Broad Street

Binghamton, N. Y.

Westinghouse Electric Supply Co.

48 Wall Street

Boston, Mass.

Wetmore-Savage Electric Supply Co.

76 Pearl Street

Buffalo, N. Y.

McCarthy Bros. & Ford

75 West Mohawk Street

Burlington, Vt.

Wetmore-Savage Electric Supply Co.

Park Street

Butte, Mont.

Westinghouse Electric Supply Co.

50 East Broadway

Charlotte, N. C.

Westinghouse Electric Supply Co.

236 West First Street

Chicago, Ill.

Westinghouse Electric Supply Co., Inc.

113 North May Street

Cleveland, O.

Westinghouse Electric Supply Co.

1430 West Ninth Street

Columbia, S. C.

Westinghouse Electric Supply Co.

701 Gervais Street

Dallas, Texas

Westinghouse Electric Supply Co.

409 Browder Street

Des Moines, Iowa

Westinghouse Electric Supply Co., Inc.

218 Second Street

Detroit, Mich.

Westinghouse Electric Supply Co.

547 Harper Avenue

Duluth, Minn.

Westinghouse Electric Supply Co., Inc.

306 West Michigan Street

Elmira, N. Y.

Westinghouse Electric Supply Co., Inc.

107 East Church Street

Evansville, Ind.

Westinghouse Electric Supply Co.

12 N. W. Sixth Street

Fargo, N. D.

Westinghouse Electric Supply Co., Inc.

Bristol-Sweet Building

Flint, Mich.

Westinghouse Electric Supply Co.

1022 Begole Street

Fort Worth, Texas

Westinghouse Electric Supply Co.

501 Jones Street

Grand Rapids, Mich.

Westinghouse Electric Supply Co.

507 Monroe Street, N. W.

Houston, Texas

Westinghouse Electric Supply Co.

1905 Magnolia Street

Indianapolis, Ind.

Westinghouse Electric Supply Co.

539 Madison Avenue

Jacksonville, Fla.

Westinghouse Electric Supply Co.

37 South Hogan Street

Los Angeles, Cal.

Westinghouse Electric Supply Co. of Southern Calif.

905 East Second Street

Madison, Wisc.

Westinghouse Electric Supply Co., Inc.

1022 East Washington Avenue

Mason City, Iowa

Westinghouse Electric Supply Co., Inc.

107 Eighth Street, S. E.

Memphis, Tenn.

Westinghouse Electric Supply Co.

366 Madison Avenue

Miami, Fla.

Westinghouse Electric Supply Co.

82 N. E. Twentieth Street

Milwaukee, Wisc.

Westinghouse Electric Supply Co., Inc.

546 North Broadway

Minneapolis, Minn.

Westinghouse Electric Supply Co., Inc.

215 South Fourth Street

New Haven, Conn.

Westinghouse Electric Supply Co.

240 Cedar Street

A FEW JOBBING TERRITORIES ARE STILL OPEN

INTERNATIONAL

and other units of THE INTERNATIONAL SYSTEM

*Telegraph, Telephone or write
your nearest distributor —
concerning the soundest franchise
in radio today!*

Newark, N. J.

Westinghouse Electric Supply Co., Inc.
152 Mulberry Street

Newark, N. J.

B & O Radio, Inc.
23-25 Sussex Avenue

New York City, N. Y.

Westinghouse Electric Supply Co.
150 Varick Street

Oakland, Cal.

Westinghouse Electric Supply Co. of Northern Calif.
106th and Alice Streets

Oklahoma City, Okla.

Westinghouse Electric Supply Co.
10 East California Street

Omaha, Nebr.

Westinghouse Electric Supply Co., Inc.
117 North Thirteenth Street

Peoria, Ill.

Westinghouse Electric Supply Co., Inc.
104 South State Street

Philadelphia, Pa.

Westinghouse Electric Supply Co. of Pennsylvania
1101 Race Street

Phoenix, Ariz.

Westinghouse Electric Supply Co. of Southern Calif.
315 West Jackson Street

Pittsburgh, Pa.

Iron City Electric Co.
Corner Sixth and Diamond Streets

Portland, Ore.

Fobes Supply Co.
Eighth and Davis Streets

Providence, R. I.

Wetmore-Savage Electric Supply Co.
51 Pine Street

Raleigh, N. C.

Westinghouse Electric Supply Co.
322 South Harrington Street

Reading, Pa.

Westinghouse Electric Supply Co. of Pennsylvania
619 Spruce Street

Richmond, Va.

Westinghouse Electric Supply Co. of Pennsylvania
Fifth and Byrd Streets

Rochester, N. Y.

Westinghouse Electric Supply Co., Inc.
240 St. Paul Street

San Antonio, Texas

Westinghouse Electric Supply Co.
1201 East Houston Street

San Francisco, Cal.

Westinghouse Electric Supply Co. of Northern Calif.
260 Fifth Street

Scranton, Pa.

Penn Electrical Engineering Co.
517 Ash Street

Seattle, Wash.

Fobes Supply Co.
558 First Avenue S.

Sioux City, Iowa

Westinghouse Electric Supply Co., Inc.
1005 Dace Street

Spokane, Wash.

Westinghouse Electric Supply Co.
152 South Monroe Street

Springfield, Mass.

Wetmore-Savage Electric Supply Co.
46 Hampden Street

Syracuse, N. Y.

Westinghouse Electric Supply Co., Inc.
961 West Genesee Street

St. Louis, Mo.

Westinghouse Electric Supply Co.
320 South Broadway

St. Paul, Minn.

Westinghouse Electric Supply Co., Inc.
145 East Fifth Street

Tampa, Fla.

Westinghouse Electric Supply Co.
417 Ellamac Street

Toledo, Ohio

Westinghouse Electric Supply Co.
812 Lafayette Street

Trenton, N. J.

Westinghouse Electric Supply Co., Inc.
245 North Broad Street

Utica, N. Y.

Westinghouse Electric Supply Co., Inc.
113 North Genesee Street

Washington, D. C.

Westinghouse Electric Supply Co. of Pennsylvania
1216 K Street, N. W.

Waterloo, Iowa

Westinghouse Electric Supply Co., Inc.
328 South Jefferson Street

Wilmington, Del.

Westinghouse Electric Supply Co. of Pennsylvania
Second and Walnut Streets

Worcester, Mass.

Wetmore-Savage Electric Supply Co.
28 Southbridge Street

York, Pa.

Westinghouse Electric Supply Co. of Pennsylvania
143 South George Street

TELEGRAPH, TELEPHONE OR WRITE . . . today!

KOLSTER RADIO INC.

New York Office: International Telephone and Telegraph Building, 67 Broad St., New York City

Factory: 360 Thomas St., Newark, N. J.

BIG



*things are in store
.....for all who attend*

RMA **SIXTH ANNUAL
TRADE SHOW
EIGHTH ANNUAL
CONVENTION**

CHICAGO

• STEVENS HOTEL •

RADIO'S BIG ANNUAL CONCLAVE

EXHIBITING ALL NEW LINES AND THE LATEST RADIO AND TELEVISION PRODUCTS.

ELECTRICAL PRODUCTS ALSO IN TRADE SHOW AND MANUFACTURERS' DEMONSTRATION ROOMS.

EVERYBODY IN RADIO (NEARLY 25,000 RADIO TRADESMEN LAST YEAR) ATTENDS THIS ANNUAL NATIONAL RADIO GATHERING, THE BIG INDUSTRY MEETING EACH YEAR.

Better business early in 1932

The RMA event this year is advanced to start sales early. In June, a few weeks after the RMA exhibits of manufacturers' latest products, there will come the big Republican and Democratic national conventions in Chicago to nominate presidential candidates. In June also another heavyweight championship match between Schmeling and Sharkey is scheduled.

GO TO CHICAGO MAY 23, SEE THE LATEST RADIO AND ALSO ELEC-

TRICAL PRODUCTS OF RMA MANUFACTURERS, AND GET IN EARLY ON THE 1932 TRADE.

This is the big and only national industry radio show, sponsored by the RMA and under its management, for RMA members, jobbers and dealers.

All exhibitors required to show current merchandise—no vacant booths.

Electrical products also displayed.

Thirty thousand (30,000) square feet of radio and electrical exhibits in the official hotels—the Stevens and Blackstone.

ADMISSION TO THE TRADE ONLY. PUBLIC NOT ADMITTED.

Reduced railroad rates—special trains—one and one-half fare for round trip to Chicago from everywhere.

Official hotels—Stevens and Blackstone—together on Michigan Avenue. Regular rates. Make your reservations early.

Important and interesting business meetings of industry and allied organizations.

Invitation credentials for the trade show will be mailed about April 15th.

REMEMBER THE DATE—MAY 23—AT CHICAGO.

Official Hotels—

...

Stevens Hotel

Blackstone Hotel

**MAY 23-26
1932**

RADIO MANUFACTURERS ASSOCIATION
11-WEST 42nd ST. N.Y. CITY • 32 W. RANDOLPH ST. CHICAGO

Take these 3 steps to MAKE MORE MONEY

1—Look at **THE AMERICAN WEEKLY**
every Sunday

2—Note the products advertised on
its pages

3—Display those products in your
windows and on your counters

Then watch those products produce the business!
This is because **THE AMERICAN WEEKLY** has
nearly twice the circulation of any other maga-
zine, and therefore invites almost twice as many
people to buy goods featured on its pages.

THE AMERICAN
*Greatest
Circulation
in the World* **AWEEKLY**

Main Office: 959 Eighth Avenue, New York City

*Branch Offices: PALMOLIVE 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 BLDG., ST. LOUIS*

GET SET NOW

and lick that summer sales slump!

No need to worry about losing business in July and August if you plan now and devise ways to cash in on the many sales possibilities open in "hot weather" for the alert merchant. There is one sure source of ideas. It is that helpful business publication—**RADIO RETAILING**.

RADIO RETAILING is read by 23,000 progressive radio merchants, radio and electrical wholesalers, department store managers and buyers, central station merchandise managers, radio service men, and other dealers interested in the sale of all home entertainment products.

RADIO RETAILING brings to those men a "dollar value" return unequalled by any other radio publication. It is not a "fan" magazine. It is the clearing house of all the practical selling ideas developed by salesminded distributors of radio sets, television receivers, portable and auto radios, phonograph combinations, 16 mm "home-talking" movies, shortwave sets, tubes and allied items. It will contain in the next few issues dozens of practical ways of building mid-summer radio business.

RADIO RETAILING is not sold on any newsstand. It is sold through subscription only and mailed direct to recognized dealers once each month. Don't depend on some one else's copy. Have your own mailed direct to you for less than 9c. a month. Use it now to prepare for summer business.

Special Half-price Offer

The regular price of **RADIO RETAILING** is \$2 a year. Here is your opportunity to secure a full year's subscription at just half-price. Simply send in \$1 with the coupon below and the next 12 issues will be sent to you. Check, money-order or currency may be sent at our risk. **PAYMENT MUST ACCOMPANY ORDER** at this low rate.

Mail this coupon  with \$1.00 TODAY

SAVE \$1 WITH THIS COUPON

The regular price of *Radio Retailing* is \$2 a year. This coupon and a check, money-order or cash for \$1 will bring you the next 12 issues of this practical dealer merchandising service at 1/2 the regular rate.

Mail Your Order — NOW
Payment must accompany order as we cannot bill at reduced rate.

SEND MONEY AT OUR RISK

RADIO RETAILING, 330 W. 42d St., New York, N. Y.

RR 4-32

Here is my \$1. Enter my name for a year's subscription (12 months) to *Radio Retailing* at special half price rates starting with the May number.

Check here if you are already a subscriber and want your subscription extended at Special \$1 price. (\$2 in Canada — \$3 elsewhere.)

Name

Address

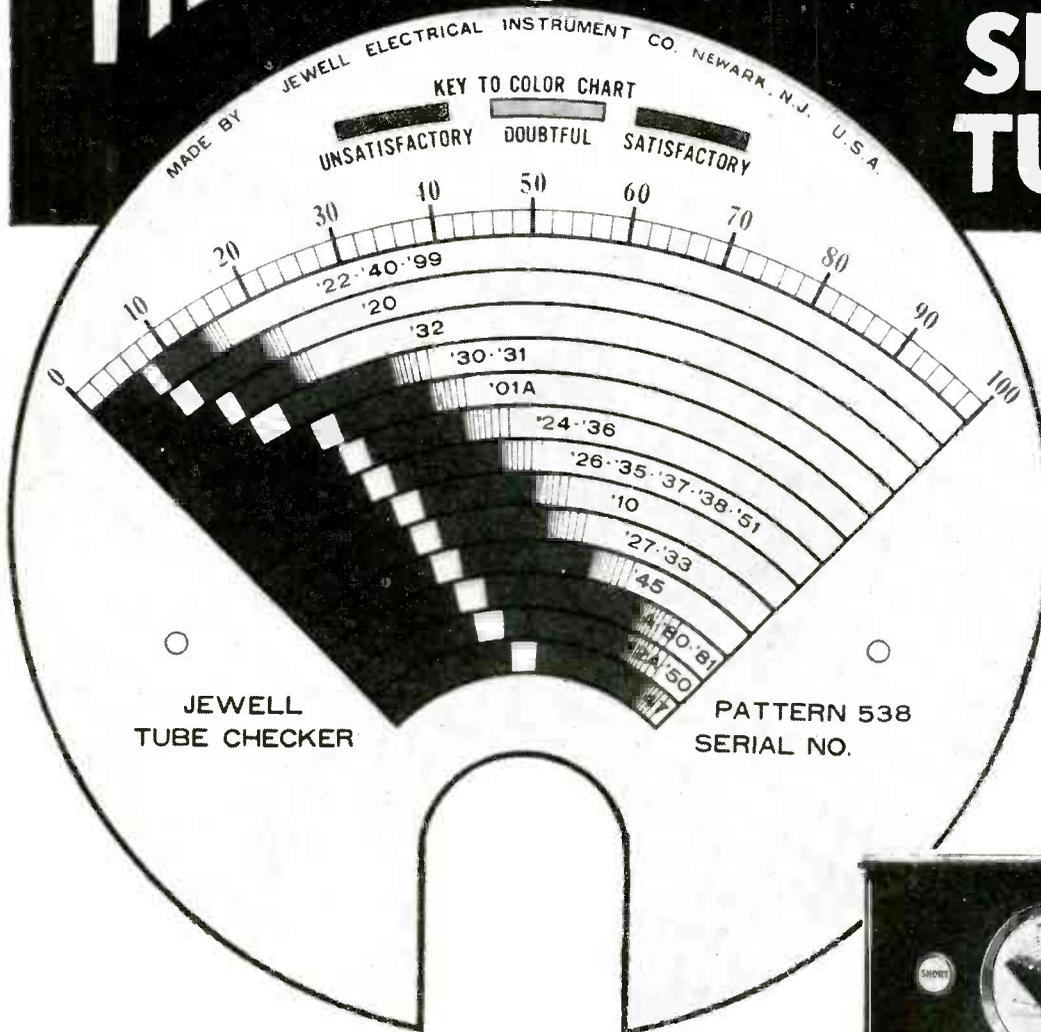
City State

Company Position

Nature of Business

Price outside U. S. and Canada \$3 a year. Price in Canada \$2.50 year, with a special rate of \$2 if payment accompanies order. Canadian currency acceptable at par.

This easy-to-read dial SELLS TUBES



This attention arresting three-color dial of the Pattern 538 is over eight inches in diameter.

Tube readings in the red colored sections indicate *Unsatisfactory* performance; pink, *Doubtful*; and green, *Satisfactory*.

JEWELL
TUBE CHECKER

PATTERN 538
SERIAL NO.



This is the popular Jewell Pattern 538 Tube-Seller. Its impressive appearance convinces customers you consider tube testing important, and causes them to bring in their tubes. Jewell Tube-Sellers are available in several models; the coupon will bring the complete story.

Thousands of successful radio dealers are finding the large, easy-to-read meters of Jewell Tube-Sellers the key to increased tube, set, and appliance sales.

When customers read the condition of their tubes on these impressive meters, they are quickly convinced and buy needed tubes. After seeing the Jewell Tube-Sellers demonstrated, set owners bring their tubes in for testing.

Most important of all—customers who come for tubes or tube testing buy new sets and other merchandise.

You should know all about the Jewell Tube-Sellers with the big, popular, easy-to-read Jewell meter. Mail the coupon today!

32 YEARS MAKING INSTRUMENTS
JEWELL

Jewell Electrical Instrument Co.
1 Hanyes Avenue, Newark, N. J.

Please send me the new Jewell catalog. I am interested in:
 Tube-Sellers. Radio Service Instruments.

Name City

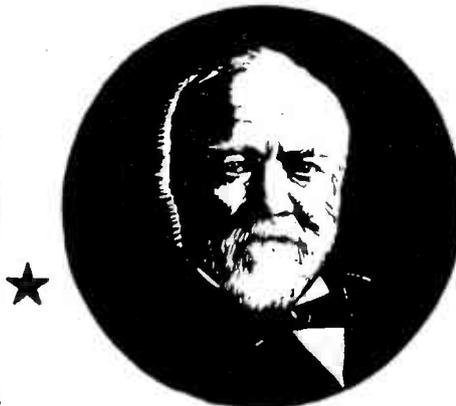
Address State

THEIR Confidence was Justified



WHEN 169 RAILROADS FAILED IN 1893,
JOHN H. PATTERSON SAID:

"The year has been unparalleled in the history of the United States. Great questions were to be solved, every industry was stagnant. Some closed down, some lost courage, while a few pushed ahead and worked harder than ever with confidence in the future. We did not let the hard times interfere with our work. When times got duller, we advertised the more and worked the harder."



WHEN PIG IRON DROPPED 50% IN
1907, ANDREW CARNEGIE DECLARED:

"This panic will soon run its course and pass away leaving no impediment to the return, in due season, of another period of wholesome, because needed, expansion of our resources."

"We have had the greatest expansion of modern times. Reaction had to come—will prove healthful. Nothing can stay the rapid progress of the Republic. She is all right."



WHEN DEEP, DARK GLOOM RULED IN 1921,
THOMAS FORTUNE RYAN SAID:

"Our merchants have been buying only what they can sell quickly for cash. The consumer has had to listen to so much pessimistic talk that he buys only what is absolutely necessary. People everywhere have been scared. They are getting over that."

"Our people are the greatest consumers of food and manufactured articles in the world in normal times—and normal times are coming back."

AMERICA CAME THROUGH!

In 1893 stark ruin stalked through the land. 467 banks failed in a few months. Mills, furnaces and factories shut down everywhere. Bankruptcy was on every hand. America had twice as many unemployed per thousand population as she has today. But she put them all back to work.

In 1907 panic broke loose. The production of pig iron dropped 50% in less than a year. All but the strongest men lost heart—"We are ruined", they declared, "recovery cannot come in our time." Yet in two years prosperity had returned.

In 1921, when many honest and thoughtful people were predicting worse conditions, the country was already beginning to climb to the greatest era of prosperity it had ever experienced.

History tells how America has fought and won 19 major depressions. Good times always follow hard times, as surely as day follows night. Prosperity always comes back. It is coming back *this* time, too.

Above all things, let us have faith.

America Has Beaten 19 Major Depressions
She will Beat this one

THE NATIONAL PUBLISHERS ASSOCIATION

"As the most nearly self-contained nation, we have within our own boundaries the elemental factors for recovery."

(From the Recommendations of the Committee on Unemployment Plans and Suggestions of the President's Organization on Unemployment Relief.)

EX-STAT
"Service Men's Headquarters"

Not 1 in 20—
knows this simple fact

that helps ANY service department
run more smoothly

Out of over 400 made . . . exactly 24 resistor values meet 95% of replacement calls. Do YOU know what the "24-most-used-values" are? Make up a list of your own—compare it with facts our recent check-up uncovers—see how near right you are! And get special introductory offer on famous EX-STAT resistor kits that make every service man's job easier. Just send your name and address on a postcard—NOW—to

Tilton Manufacturing Co.

15 E. 26th St., New York (Dept. R.R.)

Headquarters for EX-STAT specialties . . . DESIGNED for radio service men.

FULCO RADIO COVERS



"FULCO" Radio Covers insure deliveries in perfect condition—without scratches or broken parts. Well padded, strongly sewed, and made to give maximum service at minimum cost. Also Dust Covers. Write for prices.



Fulton Bag & Cotton Mills

Manufacturers Since 1870

Atlanta St. Louis Dallas
Minneapolis Brooklyn New Orleans Kansas City, Kan.

New Low List Prices

1 Watt 30c.; 2 Watt 40c.; 3 Watt 50c.

New! for Jobbers—Dealers—Servicemen
FREE

LYNCH Resistor Replacement Manual

FREE with purchase of 10 LYNCH Metallized Resistors at regular trade discount, or Manual may be bought for \$1.00.

All the RESISTOR INFORMATION you will ever need. Saves TIME and experimenting. Useful, authoritative, invaluable. More than 200 circuits—nearly every popular make of radio receiver. Gives value, R.M.A. Color Code schedule and table of Resistance Values, together with data on Multipliers.



LYNCH RESISTORS

FREE
Steel 50-Drawer Resistor Cabinet



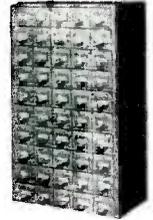
Precision Wire Wound Pigtail and Cartridge Types.



Metallized
1, 2, 3 Watts

Useful,
Durable

Drawers 8x3
x2 1/2 inches
inside. Case
is 33x18 1/2 x
8 1/2 inches.



Write
TODAY
for
details

Send order today for Manual,
new reduced price catalog and
RMA Color Code Card.

LYNCH MFG. CO., Inc., 1775R Broadway, New York City



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. 30 CHURCH ST.,
NEW YORK, N. Y.

Makers of the Famous

BRAIDITE HOOK-UP WIRE

Only Reliable Products

can be continuously

advertised

NOW Auto-Radio Without Dry Batteries..

JANETTE AUTO-B-POWER



Here's permanent B-Power for auto radios, giving full volume, undiminished by time or usage. Completely replaces dry "B" batteries. Transforms 6 or 12 volt current from storage battery into 135 or 180 volt "B" current. Furnished complete with voltage divider for tapping off "C" current.

Clear Reception

The special Janette Filter eliminates ripple or hum, assuring clear reception.

Delivers Pure D.C.

Janette dynamotor generates pure, continuous D. C. just like battery current—no pulsations as with vibrator or interruptor-types of transformers.

For New Installations or Replacement

Recommend Janette Auto-B-Power for new installations or for old installations that come to you for service, and prevent trouble calls due to failing "B" batteries.

Low Price

The price is remarkably low for this unit, which is equal in quality to the world-famous Janette Rotary Converter. Built for lifetime service.

MAIL COUPON TODAY

JANETTE MFG. CO.

555 West Monroe St., Chicago, Ill.

Please send complete information on your "Auto-B-Power."

Name

Address

City and State

WHO has been doing the **BIG THINGS** in radio



WHO HAS DONE MOST, in the past 12 months, to provide the radio trade with a line that's really in tune with the times?



WHO HAS DONE MOST, during 1932, to meet the demand for ever-higher quality at ever-lower prices?



WHO HAS GONE FARTHEST to provide profits worth working for—instruments that bring buyers back for other purchases?



WHO IS IT that has built for your future with a line and a name that the whole radio public knows, respects and follows?

ANALYZE what radio manufacturers have done for you — and you're bound to admit RCA Victor has done the *big things*.

No line has been marked by as many notable advances as RCA Victor line in the past 12 months.

No line today offers the range, performance, appeal or smartness that RCA Victor offers.

No line opens up the multiple-profit possibilities of the radio-phonograph — provides the

backing of quality famous for the past 30 years.

RCA Victor promised the trade big things for 1932. It has made good on those promises. But RCA Victor is still "stepping ahead"—still going places.

It will continue to pay you to keep in touch with your RCA Victor distributor. RCA Victor has been doing the big things in radio — and intends to keep on doing them!

RCA Victor Company

A Radio Corporation of America Subsidiary

Camden, N. J.





Every radio Dealer, Jobber and Manufacturer Needs this book

The fourth and greatly enlarged edition of "Radio Noises and Their Cure," now available contains 76 8 1/2-in.x11-in. pages crammed with wiring diagrams, drawings and photographs showing where interference originates, how it is distributed and how to eliminate it. A wealth of hitherto unpublished information of utmost value to Radio manufacturers and Radio Dealers. Send 50c. for your copy today.

TOBE DEUTSCHMANN CORPORATION
FILTRETTE DIVISION
CANTON, MASSACHUSETTS

Practical Pointers that help you LEARN more, EARN more
The ART of LEARNING

By WALTER B. PITKIN
Author of The Art of Rapid Reading
409 pages, 5 1/2x8, \$2.50 postpaid.

Do you want to master new knowledge? —to keep abreast in your business or profession? — to open new outlets for your own abilities? — to increase your earnings? Then this book was written expressly for you! For it explains practical and direct methods for mastering new subjects more quickly and effectively. It shows how to make the most of your mental powers, how to analyze yourself for special talents and abilities. It tells just how to attack new knowledge and make it your own. Concentration, attention, memorizing, analyzing and digesting facts, training and developing your mind —are all discussed in a way easy to understand and to follow.

Send for a copy for ten days' free examination.

McGRAW-HILL BOOK COMPANY, Inc.
330 West 42d Street, New York

A. C. Electric Plants

ALTERNATING CURRENT ELECTRIC PLANTS now available in sizes from 500 to 10,000 watts. Ten models of modern generating units furnishing the SAME CURRENT as SUPPLIED BY POWER COMPANIES—A.C. 110/220 volt, 60 cycle, single or three phase. Ideal standby units.

OPERATES A.C. RADIO, PUBLIC ADDRESS AND SOUND CAR EQUIPMENT

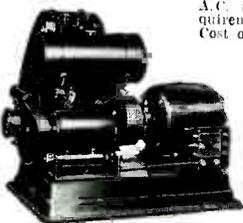
Runs Washing Machines, Water Pumps, Refrigerators, A.C. motors. For all Household and Commercial Requirements. All models complete and ready to run. Cost of operation and upkeep very low.

D.C. MODELS AS LOW AS \$99

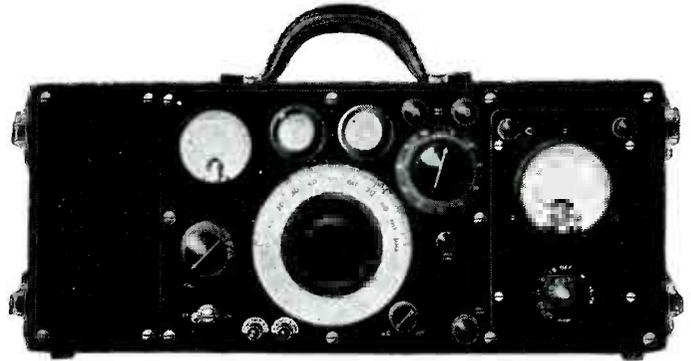
Direct Current models in 110 or 220 volt, sizes 300 to 1500 watts, ranging in price \$99 and up.

ONAN High-grade, less expensive ELECTRIC PLANTS offer opportunity for many sales of plants, wiring and appliances. Write for details.

D. W. ONAN & SONS
270 Royalston Ave., Minneapolis, Minn.



YOU *Must* use A
GOOD OSCILLATOR



For good superheterodyne servicing—the kind that builds profits and reputation—a complete, accurate Oscillator is vitally necessary.

Only with such an instrument as the Weston Oscillator, Model 590, can you reliably and accurately align I.F. stages and gang condensers, determine sensitivity and selectivity, check R. F. transformers, condensers and the oscillator stage of modern receivers.

Unusually complete, extremely practical, highly accurate—Model 590 covers the broadcast band of 550 to 1500 kilocycles, and the intermediate frequency band of 110 to 200 kilocycles. Frequencies between 200 and 550 and above 1500 kilocycles obtained by means of harmonics.

OUTSTANDING FEATURES

GRID DIP MILLIAMMETER — definitely indicates that Oscillator is functioning. Enables individual tests of each R. F. stage. Determines resonance point of any coil and condenser circuit within oscillator range. Also serves as filament and plate voltmeter.

ATTENUATOR—to control oscillator output. Special unique design. Permits unusually smooth and gradual adjustment of output over entire range.

TWO TYPE '30 TUBES—one for the R. F., the other to modulate the R. F. to produce an audible 400 cycle note with 30% modulation.

SELF-CONTAINED BATTERIES—a shielded compartment provided for one 22 1/2 volt "B" battery and four 1 1/2 volt flashlight cells.

COMPLETE SHIELDING—effectively shielded by thick cast aluminum case partitioned for batteries and Output Meter.



RADIO SET TESTER—Model 565. Complete portable radio laboratory. Contains A. C.—D. C. Radio Set Tester, checker for all A. C.—D. C. tubes, including pentode and automobile types; R. F. Oscillator, direct-reading Ohmmeter, Output Meter and Condenser Meter.

WESTON

ELECTRICAL INSTRUMENT CORP.

581 FRELINGHUYSEN AVENUE... NEWARK, N. J.

I want more information on that

Model 590 Oscillator Model 565 Radio Set Tester

Name _____

Address _____

City _____ State _____

The I. R. C. FORMULA TO GREATER PROFITS

RESISTOR GUIDE + COLOR CODE CHART + CERTIFIED KIT
equals
SPEED + ACCURACY + PROFITS

The I.R.C. Resistor Replacement Guide tells you whether the set has a defective Resistor.

The I.R.C. Color Code Chart gives the resistance value of each defective unit.

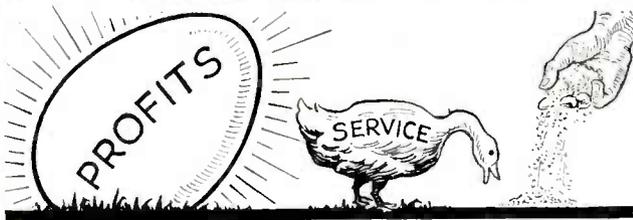
The I.R.C. Certified Kit contains the resistance value you need to repair the receiver.



Send check or money order for \$3.50 and get this Kit with the complete I.R.C. Formula shown above.

Metallized Resistors

INTERNATIONAL RESISTANCE CO.
2006 Chestnut Street, Philadelphia



FEED the Goose that Lays the GOLDEN EGGS

IS your Service Department just a "Little Orphan Annie"—unwelcome, but must be tolerated?

If so, you need a NEW viewpoint. Service work earns PROFITS for service men who make replacements with high-quality, time-saving ELECTRAD Resistors and Voltage Controls. They PERFORM BETTER and COST LESS.

Don't despise the Service Goose that lays the Golden Profit Eggs. FEED her!

Mail the coupon for literature that tells HOW.

175 Varick St., New York, N.Y.

ELECTRAD
INC.

ELECTRAD, INC., Dept. RR-5, 175 Varick St., New York, N. Y.
Send me literature on Electrad Replacement Resistors and Voltage Controls.

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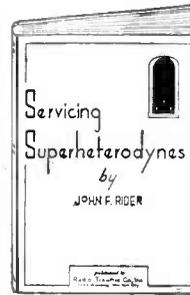
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1237 W. 6th St., Cleveland, Ohio

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Use a "Searchlight" Ad.

DISTANCE-QUALITY-SELECTIVITY

FOR AUTO RADIO
WITH THE NEW

PINES "B"-BATTERY
ELIMINATOR

... means more radio sales, more profits for you!

NO OWNER can get the full value of his auto radio in tone quality—distance—selectivity—unless it is equipped with a PINES "B" Battery ELIMINATOR. The new PINES "B" Battery ELIMINATOR makes this possible because it delivers constantly the full required voltage for maximum reception.

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PINES "B" Battery ELIMINATOR is so simple and rugged in its entire structure that there is nothing to get out of order. It is not necessary to oil or grease any parts, neither is it necessary to make

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PINES "B" Battery ELIMINATOR can be very easily installed. It bolts directly to any convenient place under the floor of the car. Requires no cutting.

Engineered by a nationally known firm specializing in the manufacture of quality products, you can proudly offer PINES "B" Battery ELIMINATOR with the feeling of security that every sale means a satisfied customer. They will gladly spread the good news to others resulting in an endless chain of sales and profits for you.

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CHICAGO, ILLINOIS

ALPHABETICAL INDEX TO ADVERTISERS

This index is published as a convenience to the reader. Every care is taken to make it accurate, but *Radio Retailing* assumes no responsibility for errors or omissions.

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CROSLEY SUPERHETERODYNES are Fast-Moving Merchandise



The Crosley TYNAMITE

The value that is packed into this radio receiver is amazing. This 4-tube superheterodyne incorporates pentode output and variable mu tubes, image suppression pre-selector, combined volume control and on-off switch, illuminated station selector and full floating moving coil dynamic speaker. Brings in distant stations when used with an antenna of reasonable length. Here are big set features at a remarkably low price. Dimensions: 13½" high, 9¾" wide and 7½" deep.

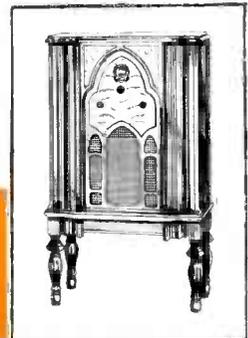
\$29⁷⁵
COMPLETE WITH 4 TUBES

CROSLEY radio receivers are built and priced to meet the needs and requirements of TODAY'S market. Crosley extremely low prices, sensational performance and exquisite cabinet design enable dealers everywhere to clinch sales and make more profits NOW! No other radio receivers offer more for your customers' dollars than do Crosley receivers. Every radio refinement has been incorporated into the fast-selling Crosley line. Crosley receivers are the profit-makers for 1932. See your Crosley Distributor for complete details about the Crosley line.

The Crosley CAROLER

A superb 8-tube superheterodyne console model. It incorporates pentode output and variable mu tubes, continuous (stepless) tone and static control, illuminated hairline shadow dial with vernier drive, and latest type Crosley full floating moving coil dynamic speaker. Dimensions: 40" high, 22¾" wide and 12¾" deep.

\$59⁷⁵
COMPLETE WITH 8 TUBES
AND TENNABOARD



CROSLEY MODELS	4 TUBES	PLAYTIME, Jr.	\$79.75	CAROLER	\$59.75	PLAYTIME	\$95.00
	TYNAMITE	7 TUBES		MERRY MAKER	75.00	(With Dual Speakers)	
	BONNIBOY	FORTY FIVE	\$45.00	(With Dual Speakers)		10 TUBES	
	5 TUBES	PLAYBOY	\$49.75	ANNOUNCER	85.00	TENSTRIKE	\$69.50
	LITLFELLA	COMBINATION SHORT-WAVE AND STANDARD BROADCAST RECEIVERS		(With Dual Speakers)		HAPPY HOUR	99.50
	BIGFELLA	DISCOVERER (7 Tubes)	\$77.50	ADVENTURER (12 Tubes)	\$119.50	(With Dual Speakers)	109.05
		All above models are SUPERHETERODYNES and are priced complete with tubes.					

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher. Prices subject to change. Any Federal or State taxes which may be levied must be added to prices.

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

CINCINNATI

Home of "the Nation's Station"—WLW

YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO

ANDREW J ALLEN
240 HAMPTON DRIVE,
INDIANAPOLIS IND

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"MERCHANDISER TRIPLED MY TUBE SALES"

Says Wayne Spinks of Memphis, Tennessee

WAYNE SPINKS' attractive store testifies to his painstaking method of doing business. A constantly swelling group of loyal and appreciative customers is a natural and just consequence of this practice.

Ever alert to new merchandising ideas, Mr. Spinks recognized in the Radiotron Star Merchandiser a means of quickly and positively developing his Radiotron sales. His statement confirms the correctness of this estimate:



"After we placed this complete, but compact, display on our floor, our tube sales were at least tripled. Tube sales are pleasant and profitable, and any dealer who has failed to place in his store a Radiotron Merchandiser is certainly overlooking a good bet."

Join the ever-growing army of successful dealers who, like Mr. Spinks, entrust their radio tube merchandising problems to a company known for developing sales aids that really sell.

RCA RADIOTRON COMPANY, INC., HARRISON, NEW JERSEY
A Radio Corporation of America Subsidiary

RCA Radiotrons

THE HEART OF YOUR RADIO