

OCTOBER, 1933

INCLUDING  
SERVICE  
AND  
INSTALLATION  
SECTION

# RADIO RETAILING

Home Entertainment Merchandising



## Annual Specification Issue

Price . . . Type . . . Cabinet Style

Dimensions . . . Wave Length Range

Power Supply . . . Tubes and Circuits

1933-34 Receivers

Also in this issue—

## The Outlook for This Season



# Again **KADETTE** does

## the

# startling

## in radio

**\$12<sup>50</sup>**  
Complete  
with tubes  
DeLuxe  
Model \$15

**THE FIRST AND ONLY POCKET RADIO**

Radio dealers everywhere have been hoping International would give them another fast-selling—big money making—hit like the original AC-DC radio.

Well, boys, here it is! The *first and only*



# KADETTE

# Junior



Only fully licensed AC-DC Radio—Wuerfel, RCA and Hazeltine licensed.

And as to performance—you'll hardly believe your own ears that the world's smallest AC-DC radio could pack such a wallop and pour out such tone quality.

### National Advertising In A Big Way

National publications reaching millions of people—publications like the Saturday Evening Post, Collier's, the New Yorker, Popular Mechanics, the American Boy, the Chicagoan, Business Week, and so forth—will be used to announce the sensational news of the Kadette Junior. You know what this means. It will make this amazing radio development the most talked about and the fastest selling radio of the year.

### Sets A New Pace

International started the vogue for the AC-DC radio! It swept the country and created sales running into millions. Now International gives every radio dealer an opportunity to cash in on a brand new idea—the *pocket* radio. The public will be hot for it.

Every dealer—regardless of what makes of radios he carries—will surely want to grab off the sure-fire and immediate profits from this amazing new *pocket* radio.

Quick action means money to you. Write or wire today for the name of our jobber in your territory so you can be first to feature this sensational new radio development.

INTERNATIONAL RADIO CORP.  
Ann Arbor Michigan

# THE ANNOUNCEMENT OF EVERY NEW COMPETITIVE LINE MAKES THE ZENITH LINE HOTTER!



Here's the reason this franchise is the best bet in the industry — Zenith stays ahead. New lines come and new lines go, but Zenith has stepped so far out in front that no one has yet caught up. That's why Zenith dealers are always sure of profit.

True, it takes courage and leadership to maintain this pace. But it's worth it. Competition can't obsolete a Zenith dealer's inventory. He's always the first to be selling new features that click with the public.

Zenith cabinets are masterpieces of craftsmanship. We won't build any other kind. Let any Zenith dealer tell you what this cabinet quality means to women!

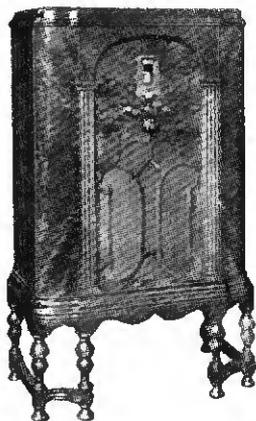
And nowhere else do prices like these buy radio performance at all comparable. Six, eight, nine new type tubes . . . advanced superheterodyne circuits . . . Shadowgraph and vernier tuning . . . special dynamic speakers . . . and prices that will soon be history.

Line up with a winner. Your Zenith distributor has a proposition you will like. Write us for his name.

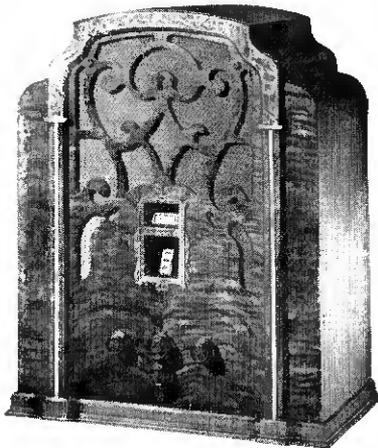
ZENITH RADIO CORPORATION, 3620 Iron St., Chicago, Ill.



**MODEL 760** — Console of modern design. 9 tube advanced type AC superheterodyne circuit. Automobile (dash-type) escutcheon including *Shadowgraph Tuning* . . . visual tone indicator . . . visual volume indicator . . . automatic volume control . . . twin 8" dynamic speakers. An exceptionally beautiful cabinet of modern design—top side panels are of California maple burl separated with genuine imported marquetry. 38 1/2" high; 23 1/2" wide; 25" deep.



**MODEL 755** — 8 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . 8 inch dynamic speaker . . . dial calibrated in kilocycles . . . tuning range 1750 to 535. Cabinet is 6 legged console of graceful design. Front panel of butt walnut with pilaster panels of butt walnut. Top arch of California maple burl. 40" high; 24 1/2" wide; 14" deep.



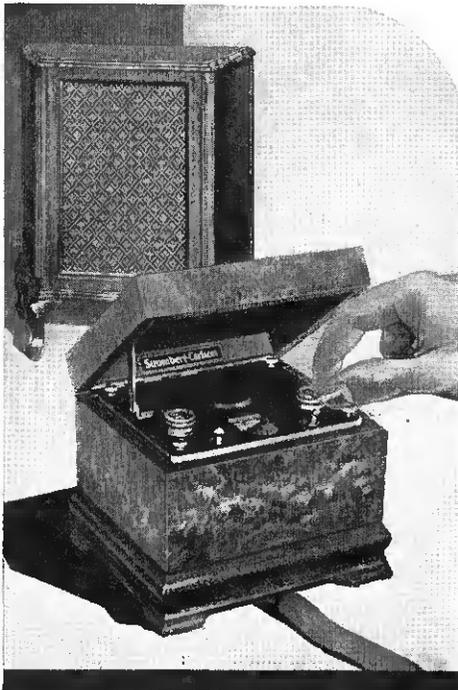
**MODEL 715** — 8 tube superheterodyne; *Shadowgraph tuning*; advanced type automatic volume control. 8 inch dynamic speaker. The cabinet has matched butt walnut front with pilasters inlaid with genuine marquetry and overlaid with maple burl. Reeded ends. Hand rubbed, hand polished finish. Size: 19 1/2" high; 16" wide; 9 1/2" deep.



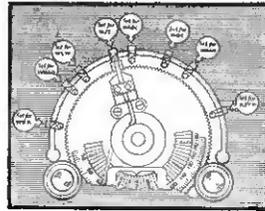
"YOUR CONCEPTION OF RADIO VALUES WILL BE COMPLETELY CHANGED WHEN YOU SEE THIS NEW ZENITH LINE!"

# TE-LEK-TOR-ET

Number **55** PORTABLE  
REMOTE CONTROL  
model. AN ENTIRELY NEW FORM OF  
RADIO RECEIVING SYSTEM FOR THE HOME



You get stations just by touch; you control every function of the receiver (turn on and off, tune, set volume level) from a little portable ornamental case on a table at your elbow, or even in your hand as you move about the room. The radio cabinet itself (full size for good tone) goes anywhere in the room out of the way, and you never go near it. The little Portable Selector Case only 6 inches high is all you ever use. Price, including Case, Cabinet and 30 ft. cord, \$148.50.



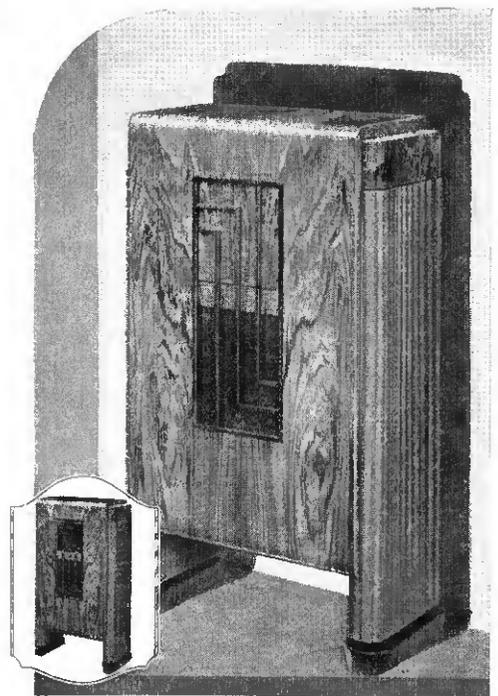
### "Touch" Control of Pre-tuned Stations

The Selector Case contains, besides the provision for regular tuning, a pre-selection mechanism—by which you can choose any eight favorite stations up on the dial and thereafter tune them in accurately at any time by "feel" alone and without hearing a sound from any other station as you tune. You can select entertainment, literally, "with your eyes shut." Just turn the selector knob. It stops with a "click"—and there is your station. An innovation that delights every prospect.



*"There is nothing  
finer than a  
Stromberg-Carlson"*

Number **56** CONSOLE  
MARKS A NEW ERA IN  
RADIO OPERATION AND DESIGN



A combination of handsome French Circassian Walnut on front and top panels, Tiger-Wood ends and Carpathian Elm caps. A feature is the absence of knobs or hardware. Access to concealed controls obtained by pressing back a hinged door. Exactly the same features of operation as the No. 55 Te-lek-tor-et, including pre-tuning of favorite stations, but with the control as well as amplifying mechanism contained in the single cabinet (not remote control). Price \$168.50.

## THE STROMBERG-CARLSON LINE

The full line includes, besides the Te-lek-tor-et models illustrated above, radios and multi-record radios in standard and Te-lek-tor models; Te-lek-tor concealed system equipment; and the automobile radio. A dealer can concentrate on Stromberg-Carlsons—the line with a profit in every unit of sale.

Prices range from \$79.50 to \$592.50 East of Rockies.

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



1894

# Stromberg-Carlson

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



1933

A Sensational Development by

# STEWART-WARNER

That Will Make RADIO PROGRESS WEEK  
DOUBLY PROFITABLE FOR YOU!

A Totally New Idea in Radio  
That Is Sweeping the Country

## Dual Harmony

HARMONY TO THE EYE • HARMONY TO THE EAR

Double Value to Your Customers  
Double Profit for You

HERE'S a new radio with a revolutionary new idea behind it. An amazing development by Stewart-Warner. Created after months of research disclosed the kind of radio every woman really wants.

A radio that doesn't look like a radio at all. But like an exquisite piece of furniture. A masterpiece of Dual Harmony that gives *double value* to your customers—clinches replacement business for you. A powerful superheterodyne radio PLUS a beautiful useful piece of furniture—*both* at one cost!

A complete line of these Dual Harmony radios have been designed by Stewart-Warner—and priced to sell as low as \$42.50. Note the Duncan Phylle model at the right—perfect example of harmony in design and harmony in reception. Then, there is the Louis XV Bookcase model and an attractive French Commode.

### Complete Price Range

When you sell the Stewart-Warner line you are guaranteed 100% customer appeal—models to suit every taste, in a complete price range. There are "Magic Dial" Consoles for thrilling round-the-world reception. Popular new midget superheterodynes in novel "book-set" forms and walnut cabinets. Also powerful Stewart-Warner Single-Unit Auto Radios that are easily installed and designed to give the finest "road-reception."

### Send Coupon for Important Facts!

A dramatic advertising campaign will soon break in national magazines and newspapers telling of Stewart-Warner's thrilling new achievement. Get ready now to offer this line of *double value* and *double profits*. This coupon brings the facts. Send it today!



STEWART-WARNER'S AMAZING NEW DUAL HARMONY feature is shown in the Duncan Phylle model above. An artistic masterpiece in design and workmanship. Behind the drop door, made to resemble drawer fronts, is concealed a powerful superheterodyne radio. Ten-tube model, \$69.50. Six-tube model, only \$52.50.

### FOR THE FACTS Mail This Coupon



"Magic Dial" Radio for World-Wide Reception



Dual Harmony Louis XV Bookcase Model



Book Model Composite Set



New, Simplified Auto Radio

STEWART-WARNER CORPORATION S.E. 11  
1816 Diversey Parkway, Chicago

Please send me full information on your new Dual Harmony Radio line.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



# WHICH



## Westinghouse

*Dual-automatic Refrigerators*

# refrigerator franchise is best for me?

## Before you decide, let us send you the FRANCHISE COMPARISON CHART

Want to make money in refrigeration? Which refrigerator franchise gives you the most ideal selling conditions... fairest profit... most satisfied customers... most prestige? Which gives you the most complete line... with the most selling features... and the least service expense?

We're mighty sure it's Westinghouse. And to back up our convictions, we offer you the FRANCHISE COMPARISON CHART, with which you... in the privacy of your own office... can weigh the merits of

Westinghouse against any other refrigerator franchise. Compare them point for point... dollar for dollar. Add up the score, and then—let your own good judgment take charge.

The Westinghouse FRANCHISE COMPARISON CHART is free... sent without obligation... and will take but a few minutes of your time to study. So send for it NOW, on the coupon below or your own letterhead. No matter what you are now selling, it will pay you to get the FACTS.



*Use this  
handy coupon*

Westinghouse Electric & Manufacturing Co.,  
Refrigeration Dept., (R. R. 10-33) Mansfield, Ohio

I want to check the facts. Send me the FRANCHISE  
COMPARISON CHART... free and without obligation.

Name.....

Address.....

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

# ATWATER KENT RADIO

Now presents  
THE  
**SILENT**

**SUPERHETERODYNE CIRCUIT**



**MODEL 510.** This truly beautiful console cabinet houses the same improved 10-tube chassis as Model 310, shown at the right. It is strikingly beautiful—modern—but not “moderate.” It has “eye value” plus and sells itself the minute you place it on your floor. **\$109<sup>00</sup>**



**MODEL 310.** The truthful tone of this remarkable 10-tube receiver sets new standards in radio enjoyment. 4-gang condenser, automatic volume control, 4-point tone control, “shadow” tuning, silent tuning, police and amateur signals. Six-legged cabinet of interesting design and richly finished wood. **\$99<sup>00</sup>**



**MODEL 711.** 11-tube combination broadcast and short wave superheterodyne. 4-gang condenser, automatic volume control, 4-point tone control, silent tuning and “shadow” tuning, auditorium type speaker, 4-point switch for all wave tuning. . . . **\$160<sup>00</sup>**

# ATWATER KENT RADIO

**T**HE REASON for the unparalleled superiority of Atwater Kent 1934 models in every price class is that ATWATER KENT ENGINEERS HAVE REDESIGNED THE SUPERHETERODYNE CIRCUIT. They have simplified construction and at the same time reduced static and interference noises to a minimum.

For five years, radio engineers have tried to ADD parts that would muffle interfering noises. Atwater Kent engineers dared to eliminate. They redesigned the superheterodyne circuit and LEFT OUT THE NOISE. The new type circuit has *fewer parts—better reproducing qualities—and less unwanted noise than ever before.* Its simplicity makes it more foolproof. Atwater Kent precision workmanship and rugged strength for every part make it longer lived—with less service—than ever.

What goes into a radio determines its cost. What comes out of it determines its quality—its sales value!

That's why the new Atwater Kent Radios with SILENT superheterodyne circuits offer every buyer EXTRA value for every dollar of their moderate cost.

That's why every dealer who pushes Atwater Kent this year is headed for *profits.*

## THESE SMALL RADIOS ARE THE TALK OF THE YEAR



**MODEL 165.** Remarkable tone and great volume for so reasonably priced a set. 5 tubes, automatic volume control, police signals. Full-size speaker in this artistic small cabinet of beautifully figured walnut. **\$34<sup>90</sup>**

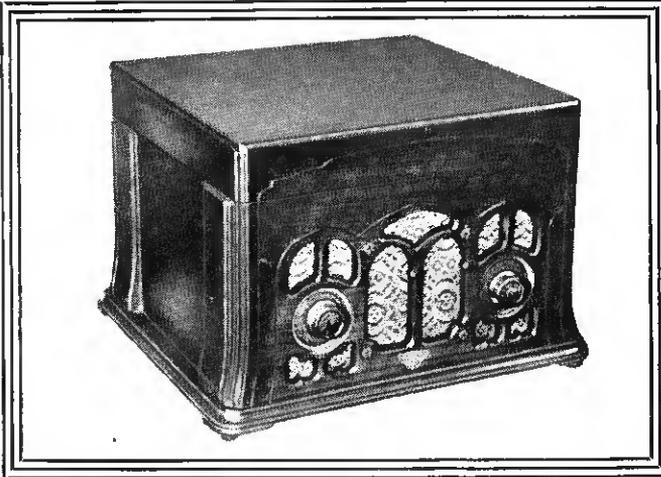


**MODEL 275.** For those wanting the very latest in design there is this new, smart, modern small radio. 5-tube A, C, and D, C., only 13½" high. Exceptional tone due to improved and larger speaker. This real quality radio is surprisingly low-priced at **\$34<sup>90</sup>**

ALL PRICES SHOWN ARE F. O. B. PHILADELPHIA AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

ATWATER KENT MANUFACTURING COMPANY  
A. Atwater Kent, President Philadelphia, Pa.

# New, THE "DUO" 2-in-1 music



DUO, MODEL 300—Compact and convenient at \$39.75 list  
Slightly higher in the West



DUO, MODEL 310—Popular-price Console at \$94.50 list

THIS is a new RCA Victor line... a new instrument... a new name... a new opportunity for doubled sales and profits—two-in-one business! It goes beyond any past "combinations" of radio and phonograph. Don't think or talk of it as that. DUO is new... it not only combines but *completes* home entertainment.

1. Records played through the tone-sensitive radio tubes. Most people don't know this exists. But the moment they hear it, they *want* it!
2. Improved RCA Victor radio reception when they want radio.
3. All-electric operation—no springs or "winding"... (new and faster automatic record-changing on Model 331).

Prices are *right*. The line is complete. Backed by a powerful advertising campaign. *And the public is waiting!* The new swing toward records will be immensely speeded up by these new DUO instruments.

### DUO, MODEL 300

This is a portable, electrically operated DUO instrument at the price of a good portable radio or phonograph, alone. Records are played through the radio tubes—Standard records, either 10" or 12", accommodated. Equipped with new-type synchronous motor... starts or stops by finger-touch. In addition there is a four-tube radio, with super-charger circuit.

*List price, complete with RCA Radiotrons, \$39.75.*

### DUO, MODEL 310

A handsome Console cabinet model for the next higher level of buyers. Beautiful playing of 10" or 12" standard or long-playing records. A five-tube improved Super-heterodyne radio set—all in one, DUO! Radio reception includes police signals... continuously variable tone-



# RCA VICTOR CO., INC.

# *doubles your* PROFITS

control ... special illuminated dial for volume-control ... extra large dynamic speaker ... and a new "vernier" that greatly increases tuning accuracy.

*List price, complete with RCA Radiotrons, \$94.50.*

## DUO, MODEL 330

This beautiful Console model provides magnificent playing of any record. Includes the new 7-tube RCA Victor Superheterodyne radio—a special circuit designed for this DUO purpose. Police signals ... super-accurate tuning ... automatic volume and tone control.

*List price, complete with RCA Radiotrons, \$149.*

## DUO, MODEL 331

The de luxe instrument of the New DUO line! With the 7-tube special Superheterodyne circuit—this Model 331 is exactly like Model 330 (*see next above*) but includes a **NEW AND FASTER AUTOMATIC RECORD CHANGER**: handles 12" or 10" long-playing or standard records... *only 4 seconds between records!* In the accompanying reproduction you can see the striking beauty of the cabinet achieved by the use of rare *matched veneer*.

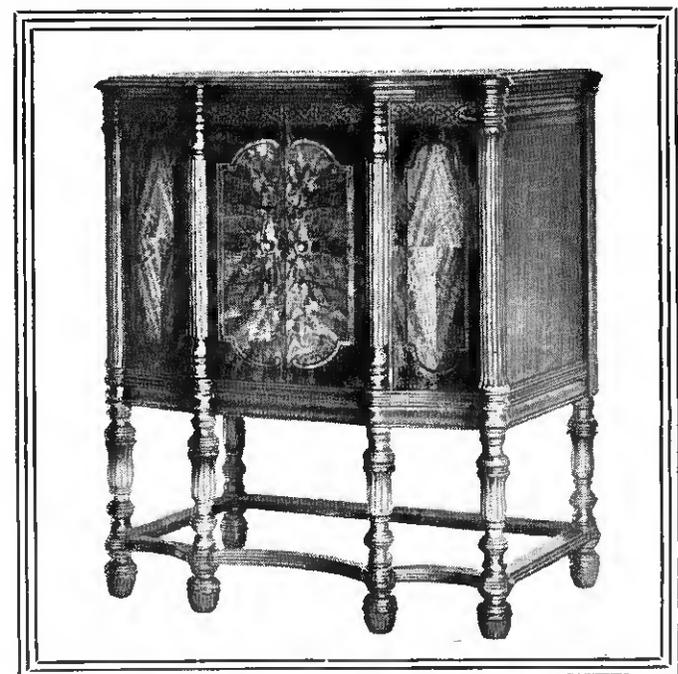
*List price, complete with RCA Radiotrons, \$179.*

Be ready for this new business. Telephone your RCA Victor distributor *at once!*

*There's 2-in-1*  
**PROFIT**  
*in 2-in-1*  
*business!*



DUO, MODEL 330—*Most glorious 2-in-1 music ever heard at \$149 list*



DUO, MODEL 331—*Fast, new, automatic record-changer at \$179 list*

**"RADIO HEADQUARTERS"**  
 Camden, New Jersey  
*A Radio Corporation of America Subsidiary*

# 3 efficient new SHORT

*All specially designed for*

European and domestic entertain-  
ment in the short wave band

*... "the world is at your finger tips"*

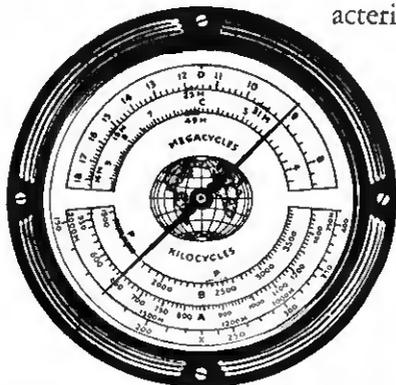
NOW you can offer your customers three of the finest short wave models just produced . . . by "Radio Headquarters". In models 121, 240 and 140 you have a range of receivers that will meet the demands of every short wave fan—no matter how exacting he is.

Model 121 is a six-tube selective table set with a special new airplane tuning dial, which receives either short wave or standard broadcast signals. The performance is excellent, the sensitivity and selectivity high—and the simplicity of operation of the short wave feature plus the novel dial and comparatively low price, all make this interesting model sure to be an outstanding success.

Model 240 is an eight-tube all-wave, housed in a beautiful console, and marks a definite advance in this type of apparatus, with performance characteristics far superior to previous instruments available for home use in this price range. It is an outstanding instrument from every point of view—and should find ready sale among your prospects.

Model 140 is an eight-tube all-wave table set possessing many of the features of Model 240 for those who wish a smaller set. It has, also, the new full vision airplane dial for easy tuning.

You are urged to get full details from your RCA Victor distributor immediately . . . thus be ready for the fall market.



This new full-vision "airplane" dial will make selling twice as easy

# RCA VICTOR CO., INC.



Page Missing  
From Original

(probably a tear-out page)

Page Missing  
From Original

(probably a tear-out page)

# RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

O. H. CALDWELL, *Editor*

RAY V. SUTLIFFE, *Managing Editor*  
W. W. MACDONALD, *Technical Editor*  
T. H. PURINTON, *Assistant Editor*

M. E. HERRING, *Publishing Director*  
HARRY PHILLIPS, *Art Director*  
P. WOOTON, *Washington*

## Radio *Under* NRA



**T**HE Radio Manufacturers Association will continue its identity as a radio body. Despite the whirl of events of NRA and of RMA's acceptance of the Electrical Code, the radio makers will *not* subjugate their organization to the electrical manufacturers body.

Out of the directors' and members' meetings of Sept. 26, a clear policy is now appearing: Except for the tube group, which earlier in the month joined NEMA, the RMA will refrain, for the present at least, from membership affiliation with the National Electrical Manufacturers' Association. The industry is co-operating with the NEMA Code administration in naming two Supervisory Agencies for radio: Arthur T. Murray for the set makers, and Leslie F. Muter for the parts and speaker people. These well qualified gentlemen will administer the Electrical Code for Radio.

**F**OR this participation there will be no expense to the radio manufacturers. Only if the radio group seeks a supplementary radio code will the NEMA be privileged to assess pro-rata expense against the radio companies. Such a supplementary radio code, it now appears, will not be attempted at this time. RMA will simply continue under the status quo.

Thus the Radio Manufacturers Association is preserved as an independent radio body; administration of its NRA responsibilities will be under sympathetic radio supervision; RMA members will be saved the cost of additional membership dues or NRA administration fees, and radio will continue its autonomy and individuality.

The RMA's difficulties seem to have worked themselves out to a satisfactory solution. And meanwhile a sudden new prosperity glimmers for radio, as dealers and distributors clamor for more merchandise to meet the public's sudden demand for better radio sets.

# The Outlook

*We Talk to the Men on the Selling Line—Find Marked Trend Toward Consoles, with Public Interested in Quality and Willing to Pay for It—Manufacturers Caught Napping*

By Ray V. Sutcliffe  
Managing Editor

WHAT'S the outlook for radio business this winter? Will Johnnie Q. Public buy a new set or throw the old one out the window and take up Ping Pong? Have just returned from a trip through the Northwest and Mississippi Valley territory—our semi-annual pilgrimage to find, first hand, the answers to these, and other, questions.

The signs are mighty hopeful. The people want radio . . . the real thing. And with a noticeable strengthening of buying power and with customers awake to the fact that radio *entertainment* means console design—well, it begins to look like happy days again.

The low-priced midget is pretty well out of the picture. Dealers are finding little difficulty in moving modern "table" models at an average list of \$32. Consoles are in good demand at \$60-\$80, with a fair number of sales reported at \$100 or over. Some dealers and jobbers, and one manufacturer, told me that inquiries for consoles exceeded that for the little sets. "In Pittsburgh we can't give the midgets away, they all want consoles," dealers told me.

The set makers are working nights. Whence comes this demand, where is this merchandise going? As of the middle of September, 70 per cent, at least, was to replenish entirely depleted jobber and dealer stocks . . . 30 per cent for consumer orders. By the middle of October this ratio should be reversed. It's the same old story: seasonal merchandise not available at point of sale; dealers and jobbers telegraphing frantically for stock—and getting samples.

Why?

Five reasons, as I see it:

1. No Trade Show this June, hence no early pressure to produce new models on proper schedule. WE SHOULD HOLD A TRADE SHOW NEXT JUNE OR JULY. HONEST-TO-GOODNESS EXHIBITS OF 1934-35 MERCHANDISE IN TIME FOR EVERYONE TO PROPERLY PLAN AND SCHEDULE ORDERS.

2. Labor and raw material cost uncertainties, hence hand-to-mouth production.

3. Problem of financing quantity production.

4. Over-production lesson too well learned.

5. All inventories at low for all time, practically zero.

I did not find that increased buying power alone ac-

counted for this revival of interest in radio. Rather it was a realization of the indispensability of radio, of the need for *hearing* the vital Washington broadcasts, of the attractiveness, after all, of the average feature program—and of added leisure hours that must be, inexpensively, employed.

This premise is supported by the fact that the service man is a busy fellow these days. Where people cannot afford a new set they most certainly are having the old one reconditioned. It is further borne out by the marked demand for traded-in battery sets.

The modern, high efficiency battery console has not, as yet, been displayed or merchandised adequately. There is every reason to believe, however, that these new "farm" sets will sell this season as never before—for between \$60 and \$80. The farmer wants better radio receivers. He has a little more ready cash on hand—and intends to convert it into usable merchandise, or in the pursuit of pleasure, this winter. Get after that prime market for battery sets, in the kerosene belt.

Again referring to the activity of the servicers: In many towns and cities service men are forming local organizations and frequently affiliating with their national body. This branch of the radio industry is in the process of submitting a code of its own to Washington.

What's happened to those retailers who feature cut prices? They have been forced to change their tactics. The supply of distress merchandise, of over-produced current models of well known brands, was never less—and it is on these standard brands, which can be sold (or at least advertised) at reduced prices, that the cut price dealer thrives. So certain department stores and chains must now fall back on traded-in sets or on models that are obviously antiquated for their "sales." Therefore they are going "regular" and featuring the well-known names at established prices.

Automobile radio was a life-saver this summer—went over in a big way. Generally speaking, the price was right and the sets performed. Some shoddy merchandise on the market, however. And it's the radio industry, the radio dealer and servicer, that's doing the job. There is every indication that this business will remain in the hands of radio men next year—with unit sales predicted as double those of '33. It's a profit item, nine out of ten reported, and the season is running well into the winter months.

A new situation has developed in this market. Following Terraplane's lead, many car makers will factory-equip one or more of their 1934 higher-priced automobiles with A-R as a standard accessory. The radio

manufacturers are booking this business direct, with a proviso that the set maker will provide national servicing facilities. Already such set makers are planning a national coverage chain of "authorized" auto-radio service stations. "What price glory!" This initial equipment trend should further stimulate interest in car radio for automobiles now in use.

### Buying Trend Survey

Another slant on the outlook may be obtained from the following digest of a survey of 402 radio dealers and 1,135 consumers recently conducted by the Hays MacFarland Advertising Agency. When the consumers, in 26 cities, were questioned, 34 per cent said, in effect: "We are considering buying a new radio set." Of these, 36 per cent wanted a console, 23 per cent wanted a motor car set and 31 per cent mentioned table model.

The 402 dealers, in 51 cities or towns, had this to say:

Will the demand be for the bigger sets? 76%, "Yes."

How about 1934 volume? 94% expected an increase, ranging from 10% (the opinion of 17% of all dealers replying) to an 80% increase in business. 45% of the dealers interviewed estimated that the dollars volume increase would be from 12 to 30%.

What proportion of your sales will be for replacement? Over half the dealers interviewed estimated this figure as about 60 per cent.

*Overheard in Minneapolis.* "The NRA code policies has taken the fear out of competitors sitting around a table and talking prices. It has heartened those who have been against the foolish practice of cutting prices."

*Financing Time Payments.* With this demand for higher priced consoles is arising the problem of financing time payment sales. The large discount houses are still gun-shy and the local banks handicapped. However, here also, there's a rift in the clouds. I find that radio paper is again being considered as good security. The manufacturer can be of inestimable service here, in helping his dealers sell their paper.

In a special bulletin devoted to the radio industry,

dated September 30, Dun & Bradstreet, Inc., present a most optimistic picture of the future for radio. It is based on an extensive business survey just concluded.

### Dun & Bradstreet Comment

After commenting on the marked evidences of intense manufacturing activity, Messrs. Dun and Bradstreet go on to say: "The future of the radio industry seems brighter than it has been in several years, as prices have increased, stocks have been cleaned of antiquated models, budgets have been adjusted and many evil trade practices have been eliminated."

With respect to the influence of the NRA: "Set manufacturers estimate that production costs will be increased by one-third due to the necessity of operating under the National Electrical Manufacturers' Association Code."

And covering the financial position of the industry: "The stronger financial position of the radio industry during the second and third quarters finds a reflection in the insolvency record, as during the four months from May 1 to August 31, only 7 manufacturers and 36 wholesalers and retailers were added to the failure list. During 1932 wholesalers and retailers were going into bankruptcy at the rate of 15 a month. During the current year this number has been reduced to ten."

EXTRA! *New York, Sept. 28.*—Have just returned from Madison Square Garden. Been talking with exhibitors at the Radio and Electrical Exposition. Here's what they said: "Amazing and unexpected success!" . . . "Public is buying again" . . . "They want consoles" . . . Our moderne line, even in the console models, is a fast mover this year" . . . "Largest attendance in years—and they mean business" . . . "It's a trade show as well as public exhibition. Radio dealers flocking in here every morning."

And from Joe Bernhart, show manager: "It's going to be an annual affair. Look at these signed contracts for space in next year's show. Eighty per cent of the exhibitors already have renewed."

## Analyzing the Trends in Receiver Design

THE tabulations in the facing column were obtained by averaging the set specifications which start on page 19 of this issue. It should be borne in mind that they are not weighted according to quantity demand. In other words, they do not reflect *volume* trends. They do reveal, however, the trend of thought on the part of the manufacturers.

The average list for compacts is now \$27. Note that this year each line is about divided between consoles and table models. The industry is broadening out. Observe the increase in the number of concerns cataloging double purpose furniture, phonograph combinations, remote control and short wave models. Also the jump in the ratio of those making auto sets and universal, ac-dc types.

The growing popularity of the superheterodyne circuit is shown by the fact that 42 per cent of set makers, in 1932, listed one or more t.r.f. models. This year but 14 per cent did so.

MODELS	1932	1933
Average, per line	9	10
Average number of consoles	5	5
Average number table models	3	4
Ratio, consoles to total	62%	55%
LINES WITH		
Double purpose furniture	6%	9%
Phonograph combinations	14	19
Automatic combinations	6	7
Remote control models	2	7
Two-volt battery models	19	12
Auto-radio models	30	59
Extended band models	47	75
Universal, ac-dc, models		54
TUBES		
Number per set	4 to 15	2 to 17
Average, per set	7	8

# Campaign Climaxed by Radio Prosperity Week

WITH the broadcasting of a series of special programs, designed to portray dramatically to listening America the value of radio, in which the "Father of Radio," Senatore Marconi, played an important part—and with the distribution of window posters, promoting "Radio Progress Week" to 25,000 radio dealers—the RMA sales campaign terminated October seventh.

This dual project represented the radio industry's pioneering effort along these lines. For the first time the radio manufacturers agreed to support their dealers and jobbers in staging a cooperative sales campaign of nation-wide proportions. Based on the many telegrams and letters from the field, pouring in to campaign headquarters as we go to press, this effort was well worth while. The following are typical:

*Reading, Pa., Oct. 2—*  
"Local campaign going over wonderful. Check-up shows dealers sold out and waiting for new sets STOP Local station WEEU donating two hours and 50 announcements." F. L. Lederbach, Electric League of Reading.

*Atlanta, Ga., Sept. 27—*  
"Cooperative ads appearing in local papers each day. WSB and WGST making spot announcements. Seventy-five window trims put in. Enthusiastic mass meeting held last week."

*Denver, Col., Sept. 27—*  
"Now have campaign problems well in hand with your daily telegrams being delivered to all dealers." Electric League of Colorado.

Judging this entire campaign from an unbiased perspective, it now is apparent that, with few exceptions, the dealers and jobbers of the country welcomed this gesture, on the part of the Radio Manufacturers Association, to provide them with special incentives and selling tools with which to organize and start the 1933-34 radio season with a bang.

Two unforeseen factors mitigated against the 100 per

cent success of this plan. As the campaign progressed from the stage of well-attended preliminary rally meetings to that of the actual selling operations, it became apparent that the supply of special units of display and advertising material—financed by RMA—would be insufficient to meet all demands. It was unfortunate that it was not possible to provide, free of charge, more than 9,000 of these display units. Certainly, if another cooperative campaign is ever run plenty of flashy lithography will be provided.

Lesson Number Two: The second negative factor was the shortage of 1934 merchandise on dealers' floors. This, of course, was a matter beyond the ability of the campaign committee to rectify—but it did slow up enthusiasm in those cities and towns where this shortage was acute.

As to what has been accomplished by this campaign and "Radio Progress Week," the only proper way to get this answer would be to review the reports from over 100 local committees. Space will not permit even briefing this picture in this article. The following are just a few of the places where cooperative, full-page advertisements were run or where the local radio stations were induced to put on special radio programs and spot announcements or where rally meetings of dealers and jobbers were conducted, with attendance running as high as 1,740—or where promotional funds were raised (in two instances over \$3,000); Boston, Philadelphia, Buffalo, Detroit, Pittsburg, Reading, Rochester, Atlanta, Fargo, San Francisco, Hartford, Denver, St. Louis—and over 100 other cities and towns.

## ENTHUSIASM AND CONFIDENCE KINDLED

Quoting Campaign Director Whitehorse: "The point is this—that out of lethargy and discouragement the radio

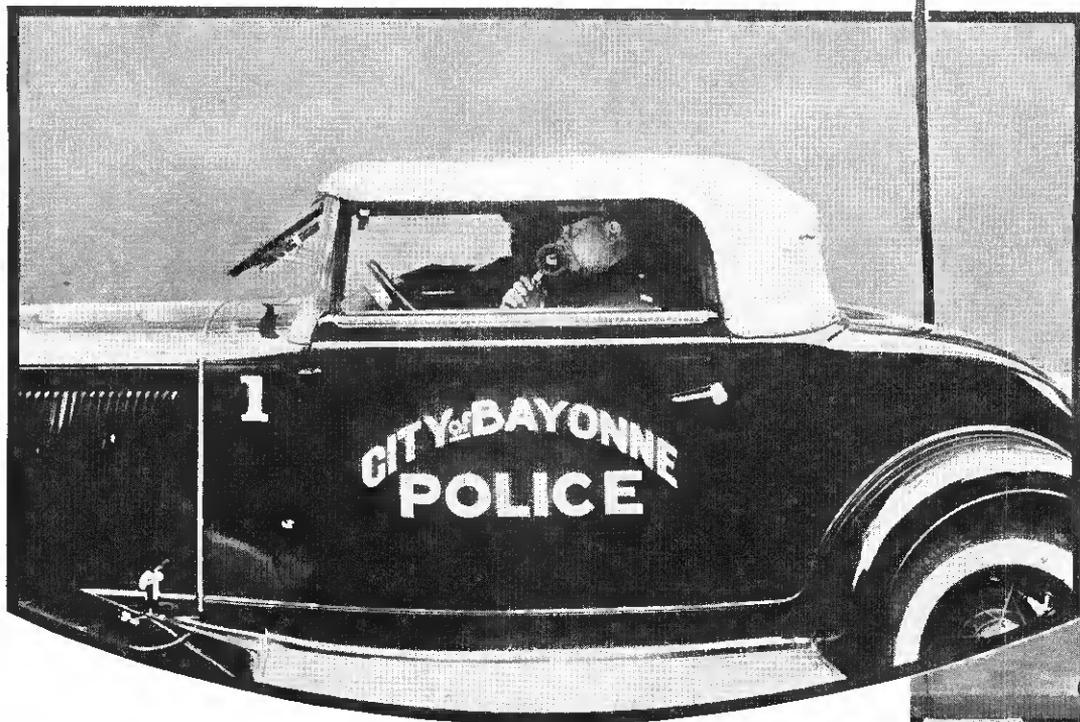
(Please turn to page 33)



## Radio Manufacturers Present Memorial to Guglielmo Marconi

This bronze statue, 28 inches high, symbolizing Achievement, was presented to Senatore Guglielmo Marconi on Marconi Day at the World's Fair. The presentation was made by Judge John Van Allen, representing the Radio Manufacturers Association. It also signalized the opening of "Radio Progress Week," Oct. 2-7.

The base of this memorial bears the inscription: "To Guglielmo Marconi, in Grateful Recognition of his Enduring Contribution to the Enrichment of Human Life. A Tribute from the Radio Industry of America. Presented by the Radio Manufacturers Association at the Century of Progress Exposition—Chicago, Oct. 2, 1933."



*The last word in Police Calls . . . Radio Engineering Laboratories has installed 8-meter transmitters in Bayonne, N. J., cruisers. Patrolmen can reply to headquarters and also communicate with each other. The new all-wave receivers don't tune in these very short waves but, fortunately, most cities operate in the 130 or 175 meter bands*



# 1 in 5 Buy

43rd STREET RADIO,  
New York, improves its  
dollar-volume by switch-  
ing broadcast set prospects  
to extended-band receivers

# Shortwaves

**F**ORTY-THIRD STREET RADIO (paradoxically located on 44th Street, New York) has improved its dollar volume this season by the simple expedient of selling extended-band receivers to people who come in for straight broadcast sets. Broadcast and police band midjets, costing only a few dollars more than the ordinary garden variety of 550 to 1,500 kc. tuner, constitute the bulk of the additional business. The average layman, according to Salesman Silverberg, is intrigued by "crime" broadcasts and can be induced to part with a few extra pennies without great pressure.

True, all-wave and straight shortwave receivers increase by but 3 per cent the company's gross volume (late reports indicate that this type of receiver is doing better than this in the rural districts) and are purchased chiefly by experimenters, amateurs and dyed-in-the-wool dx fans whose interest justifies the paying of considerably higher lists. But more important is the resulting steady demand for transposed antenna systems—profitable, over-the-counter business. Special sky-wires of this type are sold with sets capable of supplying foreign reception, and this business, together with accessory trade, moves about \$40 worth (Lynch) per month.

"Police and airplane calls are excellent business-

builders for the big-city dealer," says Silverberg. "Sets equipped to receive these are not unduly expensive, prospects don't have to be technically inclined to be interested and they work quite as reliably as do the broadcast jobs. We give 90 days' free service with every set we sell and have had no kick-backs whatever on police-call models.

"We do no special shortwave advertising and have not even made up a shortwave window display. Located just across the street from Grand Central Station and catering to a large transient trade we prefer to diversify. Salesmen simply point out to customers interested in new receivers that it costs little to have an extended-band receiver and 1 out of 5 spend from 10 to 15 per cent more for the extra range."

Shortwave reception is included in many of the new 1934 models, and we predict that it will be important to the trade this season. A good demonstrating location and a noise-free antenna installation should be part of every dealer's selling equipment. Stores, particularly those located in the country at points remote from broadcast stations, should be able to develop additional volume. And the comparatively high lists of all-wave receivers furnishes a worthwhile incentive.



Because a battery set can be operated anywhere, the dealer should stage spectacular demonstrations right "on the spot." Persuade the prospect to hold the free end of the antenna wire

# The Farmer Wants Radio

....and CAN  
now afford to  
PAY FOR IT

WHEAT (No. 2 hard, N. Y.) was quoted October 2 at \$1.04. A year ago it sold for 62½ cents. Today the farmer is getting 30 per cent more for his corn than in September, 1932. A further advance in grains was predicted, October 2, by the Bureau of Agricultural Economics, U. S. Department of Agriculture.

And what does the *Consumer's Guide*, a government publication, have to say on this matter of the "buying power" of the farmer? Listen to this: "Farm prices were 49% of their pre-war level on Feb. 15; on August 15, they were 72%. If the farmers continue to fare as well, they should have an added income of \$1,200 millions greater than last year's gross income."

Department store sales in the farm states is 12% ahead of 1932. For the Northwest the farmer's cash income has been estimated, for July, as \$27,000,000—as against \$16,000,000 a year ago. The Association of Washing Machine Manufacturers reports that the sale of gas engine driven washers for the first seven months of '33 was 18,492. For the same seven months of '32 it was 9,933.

And so it goes. Everywhere definite figures showing the return of farm buying power are being recorded.

## ALL CONDITIONS FAVORABLE

What will this mean to the small town dealer in radio? Simply this—the market for battery receivers is "hot" again. As reported elsewhere in this issue, this trend is already confirmed by the marked demand for traded-in battery operated sets.

But this is only part of the picture. The dry cell

makers and the set manufacturers are getting busy to meet this demand. They have produced *modern, efficient, fine appearing merchandise*. Unfortunately many of these new models will not reach the dealers until November. But this should not be permitted to interfere with the formulation of active plans to line up the rural customers right now—to build a special prospect list at once, for example. Here are the sources for such names:

## SOURCES FOR A PROSPECT LIST

Your county agent or the head of your local farmers' organization; your newspaper; county clerk; local bank; the manager of the rural telephone lines; purchasers of radio batteries; non-competitive dealers; the postmaster. In addition, the manager of the power company can give the exact location of unwired areas and may let you use his prospect list.

Get the habit of associating your best battery set with rural community activities. Your County agent is generally the key man to see and will tip you off to all gatherings where real music would be appreciated. While the County agent is not a commercial salesman he will probably supply the names of live prospects. Many farm items have been successfully introduced in this manner.

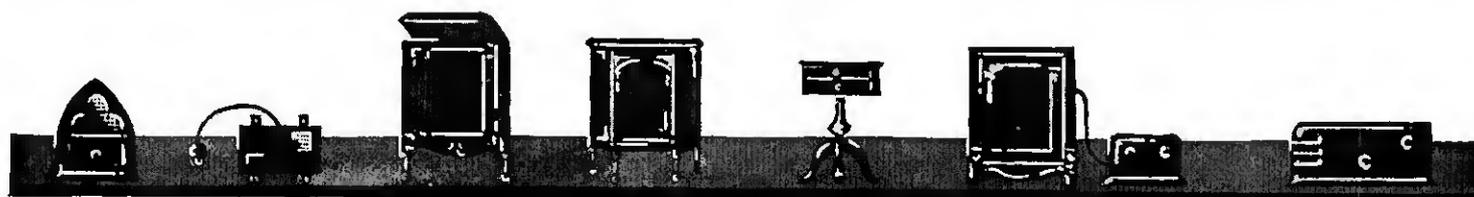
# Radio Retailing's SPECIFICATIONS

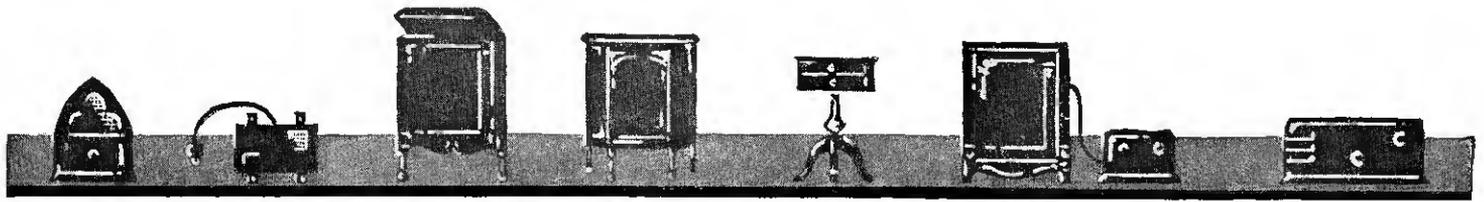
(1933-1934)

*A reference guide to new radio equipment including*  
BROADCAST . . . SHORTWAVE . . . AUTOMOBILE . . .  
PHONOGRAPH COMBINATION *and* PORTABLE  
RECEIVERS

Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Air-King Products Corp., 27 Hooper St., Brooklyn, N. Y. (<i>Air-King</i>)</b>										
52	\$39.50	.....	*Midget	Bakelite	12x9½x7½	180-550	AC	.....	57, 57, 53, 80, 47	Super.
37	29.00	.....	Midget	Bakelite	12x9½x7½	190-550	Univ.	.....	77, 77, 78, 43, 25Z5	Super.
60	27.00	.....	Midget	Wood	11x6 x 5	190-550	Univ.	.....	77, 77, 78, 43, 25Z5	Super.
60A	30.00	.....	Midget	Wood	11x6 x 5	200-2000	Univ.	.....	6A7, 78, 77, 43, 25Z5	Super.
† Choice of colors. * Ball-in electric clock.										
<b>American Television and Radio Co., 1916 University Ave., St. Paul, Minn. (<i>ATR</i>)</b>										
70	\$49.50	Auto.	1 Unit	Black, Metal	7½x10½x10½	175-550	Bat.	Vibrator	35, 36, 35, 37, 6A4, 6A4, 84	T. R. F.
61	35.00	Auto.	1 Unit	Chrom, Metal	8½x10½x5½	175-550	Bat.	Vibrator	39, 39, 36, 85, 89, 84	Super.
<b>Amsley Radio Corp., 240 West 23rd St., New York, N. Y. (<i>Radio-Dynaphone</i>)</b>										
D-3	\$69.50	Phono-Comb.	Compact	Leatherette	14 x 13½ x 7½	200-550	Univ.	.....	77, 78, 77, 43, 25Z5	Super.
D-4	69.50	Phono-Comb.	Midget	Wood	10½x15½x13½	200-550	Univ.	.....	77, 78, 77, 43, 25Z5	Super.
<b>Atwater Kent Mfg. Co., Philadelphia, Pa. (<i>Atwater Kent</i>)</b>										
387	\$45.00	.....	Compact	Wood	19½x16½x10½	200-550	Bat.	.....	33, 33, 33, 32, 34, 34, 1A6	Super.
427-Q	59.50	.....	Console	Wood	40 x 24x 12½	200-550	Bat.	.....	30, 30, 30, 32, 34, 34, 1A6	Super.
217	45.00	.....	Compact	Wood	14 x 17 x 10	94-550	AC	.....	55, 55, 58, 58, 58, 80, 2A5	Super.
427	59.50	.....	Console	Wood	40 x 24 x 12½	94-550	AC	.....	55, 55, 58, 58, 58, 80, 2A5	Super.
667	59.50	.....	Console	Wood	35 x 21 x 12½	94-550	AC	.....	56, 56, 58, 58, 58, 80, 2A5	Super.
510	99.00	.....	Console	Wood	38½x25½x14	94-550	AC	.....	56, 56, 56, 56, 58, 58, 58, 80, 2A5, 2A5	Super.
275	29.90	.....	Compact	Wood	8½x6 x 12½	100-550	Univ.	.....	43, 44, 75, 6A7, 25Z5	Super.
310-T	114.00	.....	†Console	Wood	40 x 26½x 16	94-550	AC	.....	56, 56, 56, 56, 58, 58, 58, 80, 2A5, 2A5	Super.
310-J	89.00	.....	*Console	Wood	40½x26½x 16	94-550	AC	.....	56, 56, 56, 56, 58, 58, 58, 80, 2A5, 2A5	Super.
711-T	150.00	.....	†Console	Wood	44½x27 x 17½	13-550	AC	.....	56, 56, 58, 58, 58, 58, 58, 55, 5Z3, 2A3, 2A3	Super.
711-R	135.00	.....	†Console	Wood	44½x27 x 17½	13-550	AC	.....	56, 56, 58, 58, 58, 58, 58, 55, 5Z3, 2A3, 2A3	Super.
711-J	125.00	.....	*Console	Wood	44½x27 x 17½	13-550	AC	.....	56, 56, 58, 58, 58, 58, 58, 55, 5Z3, 2A3, 2A3	Super.
808-A	78.00	.....	Console	Wood	40 x 24 x 12½	15-550	AC	.....	58, 58, 58, 58, 58, 80, 2A5, 2A6	Super.
165	29.90	.....	Compact	Wood	14½x12 x 8	100-550	AC	.....	57, 58, 2A5, 2A6, 80	Super.
708	59.90	.....	Compact	Wood	14½x16½x10½	15-550	AC	.....	58, 58, 58, 58, 58, 80, 2A5, 2A6	Super.
217-D	45.00	.....	Compact	Wood	14 x 17 x 10	94-550	DC	.....	37, 75, 78, 78, 78, 43, 43	Super.
427-D	59.50	.....	Console	Wood	40 x 24 x 12½	94-550	DC	.....	37, 75, 78, 78, 78, 43, 43	Super.
667-D	59.50	.....	Console	Wood	35 x 21 x 12½	94-550	DC	.....	37, 75, 78, 78, 78, 43, 43	Super.
424	37.90	Auto.	.....	Metal	5 x 6½x 12½	200-550	Bat.	Vibrator	41, 44, 75, 77	Super.
534	39.90	Auto.	.....	Metal	7 x 6 x 12½	200-550	Bat.	Vibrator	41, 44, 75, 77	Super.
636	74.50	Auto.	.....	Metal	8½x 7 x 9½	200-550	Bat.	Dynam'r	36, 39, 39, 41, 41, 85	Super.
756	79.50	Auto.	.....	Metal	8½x 6½x 12½	200-550	Bat.	Dynam'r	36, 39, 39, 41, 41, 85	Super.
756-B	79.50	Auto.	.....	Metal	8½x 6½x 7½	200-550	Bat.	Dynam'r	36, 39, 39, 41, 41, 85	Super.
† Highboy. * Lowboy. † Modernistic.										
<b>Audiola Radio Co., 430 So. Green St., Chicago, Ill. (<i>Audiola</i>)</b>										
10731	\$99.95	.....	Console	Walnut	40 x 25	100-550	AC	.....	2A5, 2A5, 56, 56, 56, 57, 58, 58, 58, 80	Super.
8557	84.95	.....	Console	Walnut	40 x 23½	100-550	AC	.....	2A5, 56, 56, 56, 57, 58, 58, 80	Super.
7558	67.95	.....	Console	Walnut	40 x 22½	100-550	AC	.....	2A5, 56, 56, 57, 58, 58, 80	Super.

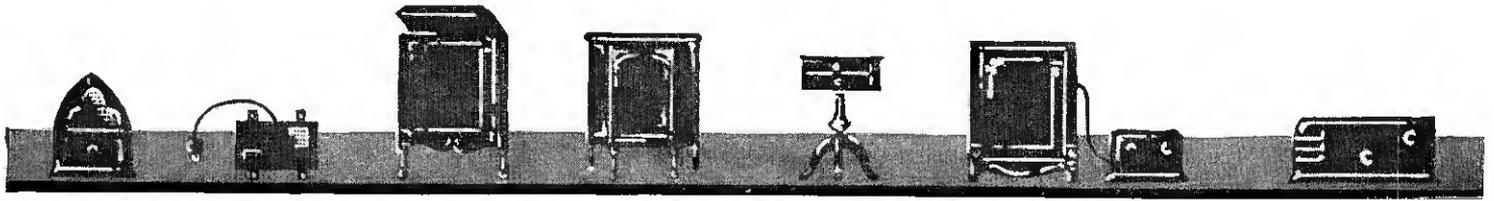
(Continued)





Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H. W. D.)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Audiola Radio Co., (Continued)</b>										
1016	79.95	.....	Table	Walnut	18 x 15	100-550	AC	.....	2A5, 56, 56, 57, 58, 58, 80	Super.
816	68.95	.....	Compact	Walnut	18 x 15	100-550	AC	.....	2A5, 56, 56, 57, 58, 58, 80	Super.
716	49.95	.....	Compact	Walnut	18 x 15	100-550	AC	.....	2A5, 56, 56, 57, 58, 58, 80	Super.
5WB	28.88	.....	Compact	Walnut	7 1/2 x 11 1/2	175-550	Univ.	.....	6D6, 6D6, 6C6, 43, 12Z3	Super.
4MB	17.95	.....	Compact	Metal	6 1/2 x 9 1/2	175-550	Univ.	.....	77, 78, 12Z3, 39	T.R.F.
S7	79.95	Auto.	.....	.....	.....	190-550	Bat.	.....	.....	Super.
A6	59.95	Auto.	.....	.....	.....	190-550	Bat.	.....	.....	Super.
816-32	89.50	.....	Compact	Walnut	18 x 15	175-550	*DC	.....	.....	Super.
* 32 volts, Built-in Eliminator.										
<b>Autoerat Radio Co., 3855 N. Hamilton Ave., Chicago, Ill. (Autoerat)</b>										
57W	.....	.....	Midget	Walnut	13 1/2 x 10 1/2 x 8 1/2	175-550	AC	.....	58, 57, 47, 80	T.R.F.
80	.....	.....	Midget	Walnut	14 1/2 x 12 1/2 x 8 1/2	175-550	AC	.....	58, 57, 47, 80	Super.
9	.....	.....	Midget	Walnut	14 x 12 x 9	175-560	AC	.....	58, 57, 55, 56, 2A5, 80	Super.
60SL	.....	.....	Midget	Walnut	18 x 12 1/2 x 9 1/2	15-560	AC	.....	57, 58, 58, 2B7, 56, 56, 2A5, 2A5, 80	Super.
48	.....	.....	Midget	Two Tone Wal.	7 1/2 x 12 1/2 x 5 1/2	175-550	Univ.	.....	6D6, 6C6, 43, 25Z5	T.R.F.
5SA	.....	.....	Midget	Two Tone Wal.	7 1/2 x 12 1/2 x 5 1/2	175-550	Univ.	.....	6D6, 6D6, 6C6, 43, 25Z5	Super.
5BL	.....	.....	Midget	Walnut	7 1/2 x 12 1/2 x 5 1/2	175-550	Univ.	.....	6D6, 6C6, 6A7, 43, 25Z5	Super.
T.R.F. 41	.....	Auto.	.....	Black, Metal	6 1/2 x 8 1/2 x 5 1/2	.....	Bat.	.....	39, 39, 36, 37, 41, 41	T.R.F.
60	.....	Auto.	.....	Black, Metal	8 1/2 x 9 x 7 1/2	.....	Bat.	Vibrator	6J5, 6A7, 6J5, 75, 41, 6Z5	Super.
<b>Automatic Radio Mfg. Co., Inc., 112 Canal St., Boston, Mass. (Tom Thumb, Auto Rola, Automaster, Air Master, Automatic)</b>										
A-4B	\$23.95	Auto.	.....	Metal	.....	175-550	Bat.	.....	77, 78, 78, 41	T.R.F.
A-5	34.95	Auto.	.....	Metal	.....	175-550	Bat.	Full-Wave	77, 78, 78, 41, 84	T.R.F.
T-5	29.50	.....	Midget	Wood	11 x 7 x 5	175-550	Univ.	.....	78, 78, 77, 43, 25Z5	T.R.F.
S-50	32.50	.....	Midget	Wood	11 x 7 x 5	175-550	Univ.	.....	78, 78, 77, 43, 25Z5	Super.
S-66	39.50	.....	Midget	Wood	14 x 10 x 7	175-550	AC	.....	58, 58, 2A7, 2A6, 2A5, 15Z3	Super.
CA-50	49.50	.....	Console	Wood	.....	175-550	AC	.....	78, 78, 77, 43, 25Z5	Super.
CA-66	57.50	.....	Console	Wood	.....	175-550	AC	.....	58, 58, 2A7, 2A6, 2A5, 15Z3	Super.
<b>Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill. (Freshman-Belmont)</b>										
425	\$14.95	.....	Midget	Metal, Wood	.....	173-566	Univ.	.....	6D7, 6E7, 43, 25Z5	T.R.F.
525	19.95	.....	Midget	†Metal	.....	173-566	Univ.	.....	6D6, 6D6, 75, 43, 25Z5	Super.
530	30.00	.....	Midget	Wood	.....	200-600	Univ.	.....	6A7, 6D6, 75, 43, 25Z5	Super.
545	25.00	.....	Midget	Wood	.....	1000-2000	Univ.	.....	.....	Super.
625	29.95	.....	Midget	Wood	.....	173-566	Univ.	.....	6D6, 6D6, 75, 43, 25Z5	Super.
660	44.50	Auto.	1 Unit	Metal	.....	173-566	Univ.	Vibrator	6A7, 78, 78, 75, 43, 25Z5	Super.
† Choice of colors.										
<b>Capchart Corp., E. Pontiac St., Fort Wayne, Ind. (Capchart)</b>										
404B	\$1095.00	Auto. Phon-C'mb.	Chateau	Koaewood	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
400B	975.00	Auto. Phon-C'mb.	Chippendale	Walnut	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
402B	945.00	Auto. Phon-C'mb.	Adam	Walnut	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
404BRC	1445.00	†Auto. Phon-C'mb.	Chateau	Koaewood	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
400BRC	1325.00	†Auto. Phon-C'mb.	Chippendale	Walnut	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
402BRC	1295.00	†Auto. Phon-C'mb.	Adam	Walnut	43x42x23	200-550	AC	.....	58, 58, 58, 58, 58, 55, 57, 58, 56, 56, 56, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
† Remote Control.										
<b>Colonial Radio Corp., Buffalo, N. Y. (Colonial)</b>										
126	.....	.....	Compact	Wood	7 1/2 x 10 1/2 x 5	175-550	Univ.	.....	25Z5, 78, 77, 43	T.R.F.
250	\$29.75	.....	Compact	Wood	7 1/2 x 11 1/2 x 5 1/2	120-550	Univ.	.....	6A7, 78, 43, 75, 25Z5	Super.
300	34.75	.....	Compact	Durez	8 1/2 x 10 1/2 x 5 1/2	120-550	Univ.	.....	6A7, 78, 43, 75, 25Z5	Super.
301	.....	.....	Compact	Wood	8 x 10 1/2 x 5	120-550	Univ.	.....	6A7, 78, 43, 75, 25Z5	Super.
400	44.50	.....	Compact	Wood	10 x 14 x 7	67-550	AC	.....	78, 78, 6A7, 85, 41, 84	Super.
500	49.50	.....	End Table	Wood	28 1/2 x 15 1/2 x 11 1/2	120-550	Univ.	.....	6A7, 78, 43, 75, 25Z5	Super.
501	59.50	.....	Bookcase	Wood	32 x 29 1/2 x 9 1/2	120-550	Univ.	.....	6A7, 78, 43, 75, 25Z5	Super.
150	49.50	Auto.	.....	Metal	7 1/2 x 6 1/2 x 6 1/2	200-550	Bat.	Vibrator	6A7, 78, 75, 41	Super.
106	79.50	Auto.	.....	Metal	.....	200-550	Bat.	Vibrator	36, 36, 39, 85, 41, 41, 84	Super.
<b>Commonwealth Radio Mfg. Co., 2363 N. Seeley Ave., Chicago, Ill. (Roosvelt)</b>										
170	\$54.50	.....	Midget	Walnut	13 x 17 x 11	200-2000	AC	.....	2A7, 58, 58, 55, 2A5, 2A5, 80	Super.
150	29.50	.....	Midget	Walnut	7 1/2 x 11 x 5	200-2000	Univ.	.....	6A7, 6D6, 75, 43, 25Z5	Super.
120	135.00	.....	Console	Walnut	.....	15-550	AC	.....	56, 56, 58, 58, 57, 57, 2A6, 2A5, 2A5, 80, 80	Super.
17	49.50	.....	Midget	Walnut	13 x 17 x 11	200-550	AC	.....	56, 57, 58, 58, 2A6, 2A5, 80	Super.
15	29.50	.....	Midget	Walnut	11 x 14 x 9	200-550	AC	.....	58, 57, 57, 2A5, 80	Super.
<b>Crosley Radio Corp., Cincinnati, Ohio. (Crosley)</b>										
Travo	\$17.50	.....	Midget	Brown, Metal	6 1/2 x 9 1/2 x 4 1/2	200-550	Univ.	.....	78, 6F7, 38, 12Z3	Super.
Casa	18.95	.....	Midget	Brown, Wood	7 1/2 x 10 1/2 x 5	80-550	Univ.	.....	78, 6F7, 38, 12Z3	Super.
Four	19.50	.....	Midget	Brown, Wood	12 1/2 x 10 1/2 x 8	80-550	AC	.....	58, 2B7, 42, 80	Super.
Five	23.95	.....	Midget	Brown, Wood	14 1/2 x 11 1/2 x 8 1/2	80-550	AC	.....	58, 58, 57, 42, 80	Super.
Five Lowboy	36.00	.....	Console	Brown, Wood	40 1/2 x 23 x 11 1/2	80-550	AC	.....	58, 58, 57, 42, 80	Super.
Five Sheraton	27.50	.....	Compact	Brown, Wood	16 1/2 x 12 1/2 x 8	80-550	AC	.....	58, 58, 57, 42, 80	Super.
Five Cabriolet	31.00	.....	Floor	Brown, Wood	30 x 14 1/2 x 10 1/2	80-550	AC	.....	58, 58, 57, 42, 80	Super.
Travelite	25.00	.....	*Midget	†Metal	6 1/2 x 10 x 4 1/2	80-550	Univ.	.....	78, 78, 36, 38, 12Z3	Super.
Companion	25.00	.....	*Midget	Brown, Wood	7 1/2 x 11 1/2 x 4 1/2	80-550	Univ.	.....	78, 78, 36, 38, 12Z3	Super.
Six	30.00	.....	*Midget	Brown, Wood	9 1/2 x 13 x 6 1/2	80-550	Univ.	.....	78, 78, 36, 38, 12Z3	Super.
Seven	37.50	.....	Midget	Brown, Wood	15 1/2 x 13 x 8 1/2	80-550	AC	.....	78, 78, 78, 6B7, 43, 25Z5	Super.
Seven	50.00	.....	Lowboy	Brown, Wood	40 1/2 x 23 x 11 1/2	80-550	AC	.....	58, 58, 58, 56, 2A6, 2A5, 80	Super.
Sevette	49.95	.....	Floor	Brown, Wood	29 1/2 x 15 x 12 1/2	80-550	AC	.....	58, 58, 58, 56, 2A6, 2A5, 80	Super.
Ten	49.95	.....	Compact	Brown, Wood	17 1/2 x 17 x 9 1/2	80-550	AC	.....	58, 58, 58, 56, 56, 56, 2A5, 2A5, 80	Super.
Ten Lowboy	62.50	.....	Lowboy	Brown, Wood	40 1/2 x 24 1/2 x 11 1/2	80-550	AC	.....	58, 58, 58, 56, 56, 56, 2A5, 2A5, 80	Super.
Twelve	59.95	.....	Compact	Brown, Wood	17 1/2 x 16 1/2 x 10 1/2	80-550	AC	.....	2A5, 2A5, 80, 58, 58, 58, 2B7, 56, 56, 56, 56	Super.

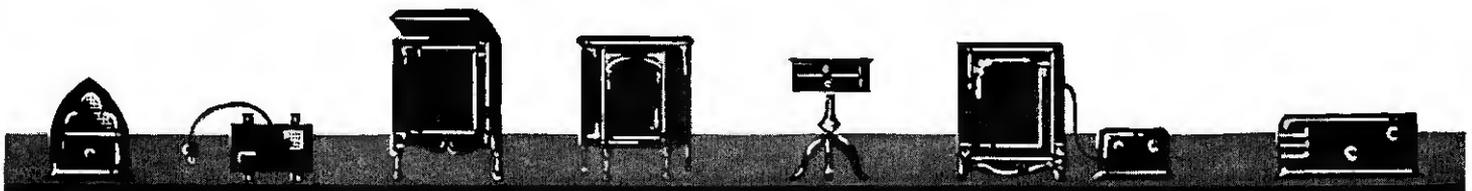
(Continued)



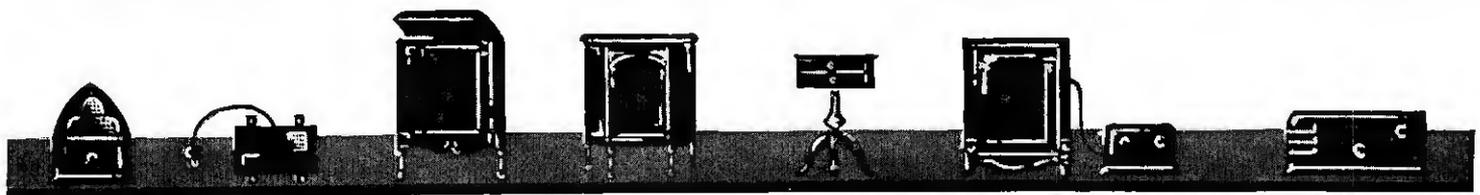
Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Crosley Radio Corp. (Continued)</b>										
Twelve	72.50		Lowboy	Brown, Wood	40 1/2 x 25 x 12 1/2	80-550	AC		2A5, 2A5, 80, 58, 58, 58, 2B7, 56, 56, 56, 56, 56	Super.
Fourteen	115.00		Console	Brown, Wood	41 1/2 x 26 x 15	80-550	AC		58, 58, 58, 55, 56, 56, 56, 45, 45, 45, 45, 57, 57	Super.
Repose, Jr.	39.95	Remote Control	Midg. Chass. Cons. Spkr. Screen	Brown, Wood	7 1/2 x 10 1/2 x 5	80-550	Univ.		78, 6F7, 43, 25Z5	Super.
Repose	50.00	Speaker Only	Console	Brown, Wood	31 x 17 x 13		AC		25Z5, 25Z5	
Fire-Screen	50.00	Speaker Only	Screen	Brown, Wood	33 x 35 1/2 x 14 1/2		AC		25Z5, 25Z5	
Bat. 5	24.95		Midget	Brown, Wood	14 1/2 x 11 1/2 x 8 1/2	200-550	Bat.		34, 34, 30, 32, 33	Super.
Bat. 5 Lowb.	36.95		Lowboy	Brown, Wood	40 1/2 x 23 x 11 1/2	200-550	Bat.		34, 34, 34, 34, 30, 30, 19	Super.
Bat. 8	45.00		Compact	Brown, Wood	17 x 17 x 9 1/2	200-550	Bat.		34, 34, 34, 34, 30, 30, 19	Super.
Bat. 9 Lowb.	55.00		Lowboy	Brown, Wood	42 x 24 1/2 x 13 1/2	200-550	Bat.		78, 78, 78, 77, 43	Super.
32-DC	45.00		Table	Brown, Wood	16 1/2 x 14 x 10 1/2	200-550	DC†		78, 78, 78, 77, 43	Super.
32-DC Lowb.	55.00		Lowboy	Brown, Wood	42 x 24 1/2 x 13 1/2	200-550	DC†		78, 78, 78, 77, 43	Super.
99 Roamio	49.95	Auto.		Metal		200-550	Bat.	Vibrator	78, 78, 78, 79, 85, 41	Super.
102 Roamio	37.50	Auto.		Metal		200-550	Bat.	Vibrator	78, 78, 78, 6B7, 41, 41	Super.
Ten	20.00	Shortwave Conv.	Compact	Brown, Wood	7 1/2 x 10 1/2 x 5	15-200	Univ.		77, 37, 37	Super.
† Choice of brown, green or black. * Jack for Extra remote speaker. † 32 volts.										
<b>El Rey Radio Mfg. Corp., 8408 S. Broadway, Los Angeles, Calif. (El Rey)</b>										
12	\$19.50		Compact	Walnut	9x6x4	176-545	AC		58, 57, 47, 80	T.R.F.
14	24.50		Compact	Walnut	9x6x4	176-545	AC		57, 57, 47, 80	Super.
25	49.50		Compact	Walnut		15-550	AC		58, 58, 58, 56, 55, 47, 80	Super.
A	54.50	Auto.		Metal		176-545	AC	Vibrator	78, 78, 6A7, 75, 89, 84	Super.
B	34.50	Auto.		Metal		176-545	AC	Vibrator	77, 6F7, 75, 89, 84	Super.
C	42.50	Auto.		Metal		176-545	AC	Vibrator	77, 6F7, 75, 89, 84	Super.
<b>Emerson Radio and Phono. Corp., 641 Sixth Ave., New York, N. Y. (Emerson)</b>										
420	\$19.95	Auto-Home	Compact	Bakelite	6 1/2 x 9 1/2 x 4 1/2	200-550	Univ.	Vibrator	78, 78, 77, 43, 25Z5	T.R.F.
410	25.00		Compact	Decorated	6 1/2 x 6 1/2 x 4 1/2	200-550	Univ.		78, 6F7, 38, 1V	T.R.F.
250-AW	30.00		Compact	Walnut	7 x 10 x 4 1/2	75-550	Univ.		78, 78, 77, 43, 25Z5	Super.
33-AW	39.00		Compact	Walnut	8 x 10 1/2 x 5	75-550	Univ.		78, 78, 77, 43, 25Z5	Super.
30-AW	35.00		Compact	Walnut	7 x 9 1/2 x 5 1/2	75-550	Univ.		78, 78, 77, 43, 25Z5	Super.
321-AW	37.50		Compact	Lac. Walnut	7 x 9 1/2 x 5 1/2	75-550	Univ.		78, 78, 77, 43, 25Z5	Super.
350-AW	35.99		Compact	Walnut	8 x 11 x 6 1/2	75-550	Univ.		78, 78, 77, 43, 25Z5	Super.
375	39.50		Compact	Walnut	9 x 11 x 6 1/2	200-550	Univ.		78, 78, 78, 6B7, 43, 25Z5	Super.
250-LW	32.50		Compact	Walnut	7 x 10 x 4 1/2	200-2000	Univ.		78, 6A7, 77, 43, 25Z5	Super.
33-LW	35.50		Compact	Walnut	8 x 10 1/2 x 5	200-2000	Univ.		78, 6A7, 77, 43, 25Z5	Super.
30-LW	37.50		Compact	Walnut	7 x 9 1/2 x 5 1/2	200-2000	Univ.		78, 6A7, 77, 43, 25Z5	Super.
321-LW	40.00		Compact	Lac. Walnut	7 x 9 1/2 x 5 1/2	200-2000	Univ.		78, 6A7, 77, 43, 25Z5	Super.
350-LW	37.50		Compact	Walnut	8 x 11 x 6 1/2	200-2000	Univ.		78, 6A7, 77, 43, 25Z5	Super.
755-M	42.50		Midget	Walnut	17 1/2 x 13 1/2 x 10 1/2	200-550	AC		55, 56, 58, 58, 58, 47, 80	Super.
755-S	52.50		Midget	Walnut	17 1/2 x 13 1/2 x 10 1/2	15-550	AC		59, 57, 58, 58, 58, 58, 80	Super.
755-L	52.50		Midget	Walnut	17 1/2 x 13 1/2 x 10 1/2	200-2000	AC		59, 56, 55, 58, 58, 58, 80	Super.
40	44.50		Consolette	Walnut	29 x 14 x 11 1/2	200-550	Univ.		78, 78, 78, 6B7, 43, 25Z5	Super.
50	54.50		Consolette	Walnut	39 1/2 x 17 1/2 x 11 1/2	200-550	AC		55, 56, 58, 58, 58, 47, 80	Super.
50-S	64.50		Consolette	Walnut	39 1/2 x 17 1/2 x 11 1/2	15-550	AC		59, 57, 58, 58, 58, 58, 80	Super.
50-L	64.50		Consolette	Walnut	39 1/2 x 17 1/2 x 11 1/2	200-2000	AC		59, 56, 55, 58, 58, 58, 80	Super.
678	49.95	Auto.	Compact	Chromium	6 x 7 x 8	200-550	Bat.	Vibrator	78, 6A7, 6B7, 41, 41	Super.
<b>Empire Elect. Products Co., 102 Wooster St., New York, N. Y. (Empire)</b>										
10	\$23.95		Midget	Walnut	7 x 10 1/2 x 5 1/2	200-600	Univ.		39, 36, 43, 25Z5	T.R.F.
20	31.50		Midget	Walnut	7 x 10 1/2 x 5 1/2	200-600	Univ.		39, 36, 37, 43, 25Z5	T.R.F.
30	36.25		Midget	Walnut	7 1/2 x 10 1/2 x 5 1/2	200-600	Univ.		77, 77, 78, 43, 25Z5	Super.
40	41.50		Midget	Walnut	8 x 11 1/2 x 7 1/2	200-600	Univ.		78, 75, 6A7, 37, 43, 25Z5	Super.
60	62.50	Auto.	I Unit	Black Metal	7 1/2 x 11 1/2 x 7 1/2	200-600	Univ.	Vibrator	58, 58, 6A7, 75, 41, 84	Super.
74	59.50		Midget	Walnut	18 1/2 x 14 1/2 x 9 1/2	15-550	AC		58, 58, 58, 58, 57, 2A5, 80	Super.
575	39.50		Midget	Walnut	15 1/2 x 14 x 8 1/2	200-600	AC		57, 58, 55, 2A5, 80	Super.
700	47.00		Midget	Walnut	18 1/2 x 14 1/2 x 9 1/2	200-600	DC		39, 39, 37, 37, 48, 48	T.R.F.
400AC	27.50		Midget	Walnut	15 x 12 x 8 1/2	200-600	AC		58, 57, 2A5, 80	T.R.F.
400DC	27.50		Midget	Walnut	15 x 12 x 8 1/2	200-600	DC		39, 39, 36, 33	T.R.F.
600AC	41.50		Midget	Walnut	18 1/2 x 14 1/2 x 9 1/2	200-600	AC		58, 58, 2A4, 2A5, 2A5, 80	T.R.F.
600DC	41.50		Midget	Walnut	18 1/2 x 14 1/2 x 9 1/2	200-600	DC		36, 36, 37, 37, 33, 33	T.R.F.
<b>Fada Radio &amp; Electric Corp., Long Island City, N. Y. (Fada)</b>										
141	\$52.50		Compact	Wal. Ebony	13 1/2 x 8 1/2 x 7 1/2	75-550	AC		6A7, 77, 6D6, 37, 42, 80	Super.
131	59.50		Console	Walnut	24 x 12 x 40 1/2	190-550	Univ.		6A7, 77, 6D6, 37, 43, 25Z5	Super.
132	64.50		Console	Wal. Rose	22 x 11 x 39 1/2	190-550	Univ.		6A7, 77, 6D6, 37, 43, 25Z5	Super.
133	99.50		Console	Walnut	24 1/2 x 14 1/2 x 42 1/2	75-550	AC		6D6, 37, 42, 84, 80, FN4	Super.
134	89.50		Console	Wal. Rose	22 x 11 x 39 1/2	75-550	AC		6D6, 37, 42, 84, 80, FN4	Super.
135	130.00		Console	Walnut	26 x 18 x 43 1/2	75-550	AC		6D6, 37, 42, 84, 80, FN4	Super.
106	29.75		Midget	Art. Leather	9 1/2 x 6 1/2 x 4 1/2	75-550	Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
107	32.50		Midget	Walnut	10 1/2 x 7 1/2 x 5 1/2	75-550	Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
112	69.50	Phono-Comb.	Carrying	Art. Leather	15 x 10 x 14	75-550	AC		6A7, 78, 6B7, 43, 25Z5	Super.
104B	54.50	Auto.		Metal	7 1/2 x 10 1/2 x 7 1/2	200-550		Vibrator	6A7, 6B7, 78, 41, 84	Super.
102	79.50	Auto.		Metal	7 1/2 x 10 1/2 x 7 1/2	200-550		Vibrator	39, 37, 85, 89, 79, 84	Super.
† In colors.										
<b>Fischer &amp; Smith, 1401 Station St., West Englewood, N. J. (Fischer-Smith)</b>										
40	\$29.50	Auto.		Black Metal	7 x 6 1/2 x 4	200-545	Bat.		39, 39, 36, 89, 84	T.R.F.
41	35.00	Auto.		Black Metal	7 x 6 1/2 x 4	200-545	Bat.	Vibrator	78, 78, 77, 89, 84	T.R.F.
50	39.50	Auto.		Black Metal	7 x 6 1/2 x 4	200-545	Bat.	Vibrator	85, 78, 78, 77, 89, 84	T.R.F.
60	54.50	Auto.		Black Metal	7 x 8 x 10	200-545	Bat.		39, 31, 36, 37, 71, 71, 84	T.R.F.
61	64.50	Auto.	I Unit	Black Metal	7 1/2 x 10 x 10	200-545	Bat.	Transf.	77, 78, 78, 89, 89, 84	T.R.F.
62	69.50	Auto.		Black Metal	7 x 8 x 10	200-545	Bat.	Transf.	77, 78, 78, 85, 89, 89, 84	Super.
<b>Fordson Radio Mfg. Co., 11784 Livernois Ave., Detroit, Mich. (Fordson, Goldentone)</b>										
6-T	\$39.50		Midget	Wood	16 1/2 x 8 x 9	200-550	AC		2A7, 58, 2A5, 2A5, 80	Super.
AC-DC	19.95		Midget	Metal		200-500	Univ.		78, 77, 83, 25Z5	T.R.F.
R-6	49.50	Auto.		Metal		200-550		Built-in		T.R.F.
Gold.	9.95		Midget	Metal	7 x 5 x 10	200-550	Univ.		(4)	T.R.F.
<b>Franklin Radio Corp., Dayton, Ohio. (Franklin)</b>										
54-A	\$27.50		Compact	Walnut	11 1/2 x 8 x 6	200-560	Univ.		25Z5, 78, 43, 6A7, 6B7	Super.
54-C	27.50		Compact	Walnut	13 1/2 x 7 1/2 x 6	200-560	Univ.		25Z5, 78, 43, 6A7, 6B7	Super.

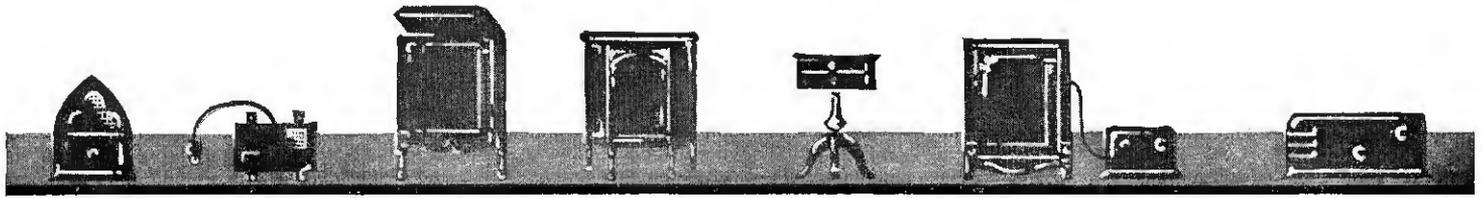
(Continued)

Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Franklin Radio Corp. (Continued)</b>										
54-CL	35.00	.....	Compact	Walnut	13½ x 7½ x 6	200-2000	Univ.	.....	25Z5, 78, 43, 6A7, 6B7	Super.
54-G	32.75	.....	Gothic	Walnut	13½ x 9 x 16½	200-550	AC	.....	55, 57, 58, 47, 80	Super.
64	49.50	.....	Moderne	Walnut	17 x 14 x 10	200-540	AC	.....	55, 2A6, 57, 58, 59, 80	Super.
94	165.00	.....	.....	.....	15 x 10 x 8	14-540	AC	.....	59, 59, 5Z3, 57, 57, 58, 58, 2A7, 56	Super.
† Custom built.										
<b>Freed Television and Radio Corp., 22-17 41st Ave., Long Island City, N. Y. (Freed-Eisemann)</b>										
346	.....	.....	Compact	Wood or Fab'k'd	11 x 7½ x 5	200-560	AC	.....	42, 80, 77, 78	T.R.F. Super.
350	.....	.....	Compact	Walnut	12½ x 8½ x 6	75-560	Univ.	.....	75, 78, 6A7, 43, 25Z5	Super.
355	.....	.....	Port.	Fabrikoid	8 x 10 x 6½	170-560	Univ.	.....	43, 25Z5, 75, 6A7, 78	Super.
356	.....	.....	Compact	Walnut	12½ x 9 x 7	170-560	AC	.....	42, 80, 75, 78, 6A7	Super.
360	.....	.....	Compact	Walnut	12½ x 15 x 8	75-560	AC	.....	37, 42, 80, 75, 78, 6A7	Super.
A-10	.....	Auto.	.....	Black, Metal	10 x 16	75-560	AC	.....	42, 42, 80, 37, 85, 78, 6A7, 78	Super.
358	.....	Phono-Comb.	Port.	Fabrikoid	8 x 9½ x 7	170-560	Bat.	Vibrator	41, 37, 37, 85, 6D6, 6A7	Super.
					15 x 10 x 14	1000-2000	AC	.....	42, 80, 75, 78, 6A7	Super.
<b>Galvin Mfg. Corp., 847 W. Harrison St., Chicago, Ill. (Motorola)</b>										
44	.....	Auto.	.....	.....	8x8½x7	.....	.....	Vibrator	.....	Super.
66	.....	Auto.	.....	.....	8x8½x7	.....	.....	Vibrator	.....	Super.
77	.....	Auto.	.....	.....	8x8½x7	.....	.....	Vibrator	.....	Super.
<b>General Electric Co., Bridgeport, Conn. (G.E.)</b>										
K-126	\$149.50	.....	Console	Walnut	43 x 28½ x 16½	555-200 200-107	AC	.....	58, 53, 58, 58, 56, 56, 56, 56, 59, 59	Super.
K-52	32.95	.....	Compact	Walnut	14½ x 12 x 8½	555-200 200-107	AC	.....	55, 5Z3 58, 2A7, 57, 2A5, 80	Super.
K-53	34.50	.....	Chest	Walnut	8½ x 13 x 7½	555-200 200-107	AC	.....	53, 2A7, 57, 2A5, 80	Super.
K-63	42.50	.....	Compact	Walnut	15½ x 12½ x 9½	555-200 200-107	AC	.....	58, 58, 2A7, 2B7, 2A5, 80	Super.
K-48	39.75	Phono-Comb.	Humidor	Walnut	9½ x 13½ x 11½	555-175	AC	.....	78, 77, 38, 25Z5	T.R.F.
K-58	94.50	Phono-Comb.	Lowboy	Walnut	37½ x 20 x 15½	555-200 200-107	AC	.....	58, 2A7, 57, 2A5, 80	Super.
K-78	149.00	Phono-Comb.	Console	Walnut	42 x 26½ x 17½	555-200 200-107	AC	.....	58, 58, 2A7, 55, 56, 53, 80	Super.
K-79	179.00	Auto. Phono-Comb.	Console	Walnut	37½ x 31 x 19½	555-200 200-107	AC	.....	58, 58, 2A7, 55, 56, 53, 80	Super.
K-107	136.50	.....	Console	Walnut	42 x 28 x 15½	555-200 200-107	AC	.....	58, 58, 58, 58, 56, 56, 56, 2A5, 2A5	Super.
K-43	27.95	.....	Compact	Walnut	12½ x 12½ x 7½	555-200 200-85	AC	.....	8) 6A7, 6F7, 38, 1V	Super.
<b>General Household Utilities Co., 2650 No. Crawford Ave., Chicago, Ill. (Grunow)</b>										
501	\$29.50	.....	Midget	Wood	.....	.....	Univ.	.....	(5)	.....
500	.....	.....	Midget	Wood	.....	.....	AC	.....	(5)	.....
502	.....	.....	Table	Wood	.....	.....	Bat.	.....	(5)	.....
503	.....	.....	Console	Wood	.....	.....	Bat.	.....	(5)	.....
700	.....	.....	Table	Wood	.....	.....	AC	.....	(7)	.....
701	.....	.....	Console	Wood	.....	.....	AC	.....	(7)	.....
801	.....	.....	Console	Wood	.....	.....	AC	.....	(8)	.....
901	.....	.....	Console	Wood	.....	.....	AC	.....	(9)	.....
1101	.....	.....	Console	Wood	.....	.....	AC	.....	(11)	.....
1201	160.00	.....	Console	Wood	.....	.....	AC	.....	(12)	.....
<b>Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill. (Majestic)</b>										
44	\$24.95	.....	Midget	Walnut	11½ x 8½ x 5½	90-204 196-542	AC	.....	6A7-S, 6F7-S, 41, 6Z5	Super.
49	24.95	.....	Midget	Nat. & Ebony	11½ x 8½ x 5½	90-204 196-542	AC	.....	6A7-S, 6F7-S, 41, 6Z5	Super.
411	29.50	.....	Midget	Walnut	6½ x 10½ x 5½	196-542	Univ.	.....	6D7, 6F7, 6D7, 43, 25Z5, 46B1	Super.
461	42.50	.....	Compact	Walnut	17 x 13½ x 8½	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
463	42.50	.....	Compact	Walnut	12½ x 13½ x 9½	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
66	52.50	Auto.	1 Unit	Metal	7 x 12 x 7	200-545	Bat.	Vibrator	6E7, 6A7-S, 6E7, 6C7, 89, 6Y5	Super.
55	35.50	.....	Compact	Lacew'd & Eby.	9 x 12½ x 7½	193-542 68-202	AC	.....	6A7-S, 6F7-S, 6B7-S, 42, 80	Super.
59	37.50	.....	Compact	Nat. & Ebony	13½ x 9½ x 7½	193-542 68-202	AC	.....	6A7-S, 6F7-S, 6B7-S, 42, 80	Super.
67	77.50	.....	Console	Walnut	40 x 24 x 11	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
68	72.50	.....	Console	Walnut	38½ x 21½ x 12	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
69	87.50	.....	Console	Walnut	40 x 23 x 11	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
85	124.50	.....	Console	Wal. & Ebony	45 x 22 x 14	173-542	AC	.....	58-S, 2A7-S, 58-S, 4-S, 4-S, 56, 53, 80	Super.
86	99.50	.....	Console	Walnut	40 x 23 x 11	173-542	AC	.....	58-S, 2A7-S, 58-S, 4-S, 4-S, 56, 53, 80	Super.
491	51.50	.....	Compact	Walnut	16 x 14½ x 9½	173-542	*DC	.....	6E7, 6A7-S, 6E7, 85-S, 42, 6Y5	Super.
493	62.50	.....	Console	Walnut	38 x 23 x 11	173-542	*DC	.....	6E7, 6A7-S, 6E7, 85-S, 42, 5Y5	Super.
194	19.95	.....	Midget	Walnut	13½ x 9½ x 6½	90-204 196-542	AC	.....	6A7-S, 6F7-S, 41, 6Z5	Super.
195	29.95	.....	Compact	Walnut	15½ x 14½ x 8½	193-542 68-202	AC	.....	6A7-S, 6F7-S, 6B7-S, 42, 80	Super.
196	32.95	.....	Compact	Walnut	16 x 14½ x 9½	173-542	AC	.....	58-S, 2A7-S, 58-S, 55-S, 2A5, 80	Super.
* 32 Volts.										
<b>Halson Radio Mfg. Co., 45 Lispenard St., New York, N. Y. (Halson)</b>										
40	\$22.50	.....	.....	Wood	9½ x 7 x 5½	200-550	Univ.	.....	78, 77, 43, 25Z5	T.R.F.
50	29.50	.....	.....	Wood	10½ x 8 x 6½	75-542	Univ.	.....	6A7, 6D6, 75, 43, 25Z5	Super.
60	36.50	.....	.....	Wood	12 x 11½ x 6½	75-542	Univ.	.....	78, 6A7, 78, 75, 43, 25Z5	Super.
<b>Hammarlund Mfg. Co., 424 W. 33rd St., New York, N. Y. (Hammarlund)</b>										
Comet Pro	\$187.40	.....	Compact	Metal	9½ x 20½ x 13½	15-250	AC	.....	58, 58, 58, 58, 57, 57, 2A5, 80	Super.
Comet Pro	187.40	.....	Compact	Metal	9½ x 20½ x 13½	15-250	DC	.....	77, 77, 77, 77, 78, 78, 42	Super.
Comet Pro	147.50	.....	Compact	Metal	9½ x 20½ x 13½	15-250	Bat.	.....	77, 77, 77, 77, 78, 78, 42	Super.
Comet	177.40	.....	Console	Walnut	39½ x 23½ x 14½	15-550	AC	.....	58, 58, 58, 58, 57, 57, 2A5, 80	Super.
† Single signal quartz crystal \$40 extra.										

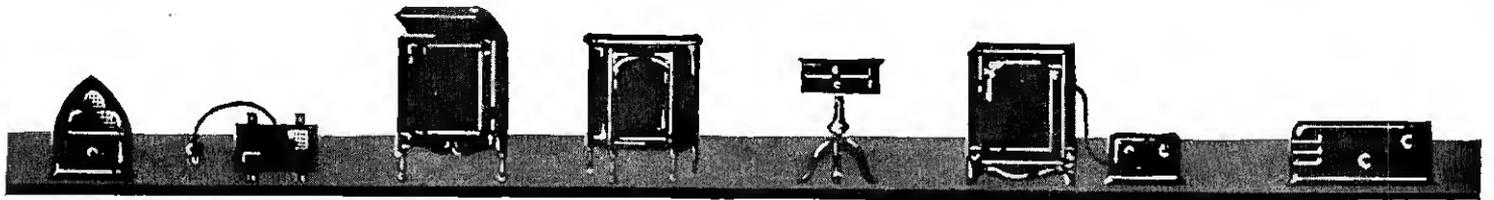


Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Hoodwin Co., Chas., 4240 Lincoln Ave., Chicago, Ill. (Aero)</b>										
4	\$15.00		Midget	Walnut	12½x10 x8	200-550	AC		57, 58, 47, 80	T.R.F.
5	17.50		Midget	Walnut	13½x11½x8	200-550	AC		57, 58, 47, 80	T.R.F.
6	25.00		Midget	Walnut	13½x12 x8	200-550	†AC		57, 57, 58, 47, 80	Super.
11-Int'l	39.50		*Chassis	Walnut	13½x10 x8	15-550	AC		55, 56, 58, 47, 80	Super.
6-Bat.	33.60		Midget	Walnut	13½x12 x8	200-550	Bat.		30, 32, 33, 34	Super.
† Also for battery operation. * Twin-speakers.										
<b>Horn, Herbert H., 1629 South Hill St., Los Angeles, Calif. (Tiffany-Tone)</b>										
21	\$19.50		Midget	Walnut	12x 7x 5½	180-550	AC		53, 57, 2A5, 83	T.R.F.
36	29.50		Midget	Walnut	8x11x 7½	175-550	AC		6A7, 78, 6B7, 42, 80	Super.
42	39.50		Console	Walnut	7x12x 5½	180-550	AC		56, 58, 2B7, 83, 2A5	Super.
102	89.50		Console	Walnut	43x27x14½	12-550	AC		58, 53, 58, 56, 56, 50, 57, 57, 57, 2A5, 2A5, 80	Super.
611	39.50	Car-Home	Compact	Walnut	7x13x 5½	175-550	†AC	Mot. Gen.	6A7, 78, 6B7, 41, 84	Super.
57	39.50		Midget	Walnut	16x13x 9	10-550	AC		77, 77, 58, 58, 42, 83, 56	Super.
111	59.50		Console	Walnut	43x27x14½	180-550	AC		2A5, 2A5, 80, 56, 53, 56, 56, 38, 38, 33	Super.
† Or 6 volt battery.										
<b>Howard Radio Co., South Haven, Mich. (Howard)</b>										
X-2	\$49.50		Table	Wood	8x16x 8	200-542	AC		78, 6A7, 78, 6B7, 12A5, 77, 80	Super.
Y-3	84.50		Console	Wood	40x24x13	200-542	AC		78, 6A7, 78, 6B7, 12A5, 77, 77, 80	Super.
Z-4	99.50		Console	Wood	42x24x14	200-542	AC		78, 6A7, 78, 78, 6B7, 2A5, 2A5, 77, 77, 80	Super.
R-6	149.50		Console	Wood	43x26x16	200-542	AC		58, 2A6, 58, 58, 56, 56, 56, 6B7, 57, 57, 57, 2A3, 2A3, 56, 80	Super.
W-6	174.50		Console	Wood	43x26x16	15-542	AC		58, 2A6, 58, 58, 55, 56, 56, 6B7, 57, 57, 57, 2A3, 2A3, 56, 80, 57	Super.
S-2			Console	Wood	40x24x13	200-542	Bat.		34, 1A6, 39, 1A6, 39, 41, 49	Super.
S-7			Console	Wood	42x24x14	200-542	Bat.		34, 1A6, 39, 1A6, 39, 49, 49	Super.
<b>Imperial Furniture Co., 1640 Broadway Ave., N. W., Grand Rapids, Mich. (Imperial)</b>										
391			Tune-In-Table	Mlg. Wal. Maple			Univ.			
392			Tune-In-Table	Walnut			Univ.			
393			Tune-In-Table	Walnut			Univ.			
394			Tune-In-Table	Mahog. & Wal.			Univ.			
395			Tune-In-Table	Walnut			Univ.			
398			Tune-In-Table	Mahog. & Wal.			Univ.			
399			Tune-In-Table	Mahog. & Wal.			Univ.			
310			Tune-In-Table	Mahog. & Hura			Univ.			
311			Tune-In-Table	Hura			Univ.			
312			Tune-In-Table	Hura			Univ.			
313			Tune-In-Table	Mahog. & Wal.			Univ.			
315			Tune-In-Table	Mahog. & Maple			Univ.			
316			Tune-In-Table	Wal. & Hura			Univ.			
317			Tune-In-Table	Mahog. & Wal.			Univ.			
320			Tune-In-Table	Mahogany			Univ.			
321			Tune-In-Table	Hura			Univ.			
322			Tune-In-Table	Mahog. & Wal.			Univ.			
<b>Insuline Corp. of America, 25 Park Place, N. Y. C. (I. C. A.)</b>										
Mignon			Midget	Walnut	7½x10 x5½	1000-2000	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Bijou			Midget	Walnut	7½x10 x5½	200-550	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Aiglon			Midget	Walnut	7½x10 x5½	15-550	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Gnome			Midget	Walnut	7½x10 x5½	200-550	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Atlantic			Midget	Walnut	16 x 12½x8½	1000-2000	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Pacific			Midget	Walnut	16 x 12½x8½	15-2000	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Latinic			Midget	Walnut	16 x 12½x8½	15-550	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Americus			Midget	Walnut	16 x 12½x8½	200-550	†Univ.		6A7, 78, 6B7, 43, 25Z5	Super.
Una-9			Midget	Walnut	20 x 15 x9½	1000-2000	†Univ.		6A7, 78, 78, 85, 77, 43, 43, 25Z5, 25Z5	Super.
S. Conq.			Midget	Walnut	20 x 15 x9½	15-2000	*AC		57, 57, 57, 58, 58, 58, 55, 47, 80	Super.
S. Conq.		Phono-Comb.	Console	Walnut	20 x 15 x9½	15-2000	*AC		57, 57, 57, 58, 58, 58, 55, 47, 80	Super.
Super-6			Console	Walnut	20 x 15 x9½	200-2000	*AC		58, 58, 57, 55, 47, 80	Super.
Super-7			Console	Walnut	20 x 15 x9½	200-2000	*AC		53, 53, 57, 57, 55, 47, 80	Super.
† 105-250 volts. *105-250 V., 40-60 cycles.										
<b>International Radio Corp., Ann Arbor, Mich. (Kadette)</b>										
B-1	\$30.25		Midget	Silv. and Blk.	9½x7 x4½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
B-2	30.25		Midget	Sl. Blk. & Red	9½x7 x4½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
B-3	30.25		Midget	Satin or Maple	9½x7 x4½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
A-4	30.25		Midget	Mahog. Bake	8½x6½x3½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
A-5	31.35		Midget	Wal. Plasticon	8½x6½x3½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
A-6	31.35		Midget	Iv'y Plasticon	8½x6½x3½	70-550	Univ.		6A7, 6B7, 6D6, 43, 25Z5	Super.
Jr.	12.50		Midget	†Colors	4 Wx2 D	190-550	Univ.		6F7, 12A7	T.R.F.
† I.e. Luxe suede finish, in colors, \$15.										
<b>Jackson Radio &amp; Television Co., 8440 S. Chicago Ave., Chicago, Ill. (Steinite)</b>										
401-A	\$19.50		Midget	Wood	12½ Hx 9½ W	175-550	AC		24, 24, 47, 80	T.R.F.
504-B	24.95		Midget	Wood	13½ Hx12 W	175-550	AC		58, 53, 57, 47, 80	T.R.F.
503-C	27.50		Midget	Wood	14½ Hx11½ W	175-550	AC		58, 58, 57, 47, 80	T.R.F.
505-D	27.50		Compact	Wood	7 Hx10½ W	175-550	Univ.			Super.
502	47.50	Auto	Metal	Metal	11x6½x7½	175-550	AC	Yes	6A7, 6B7, 6D7, 41, 84	Super.
602	54.50	Auto	Metal	Metal	11x6½x7½	175-550	AC	Yes	6D6, 6D6, 6A7, 6B7, 89, 84	Super.
<b>Karadio Corp., 2233 University Ave., St. Paul, Minn. (Karadio)</b>										
43	\$42.50	Auto.	1 Unit	Black Steel	8x9½	185-560	Bat.	Vibrator	77, 6F7, 6B7, 41	Super.
53	52.50	A.to.	1 Unit	Black Steel	8x9½	185-560	Bat.	Vibrator	77, 6F7, 6B7, 41, 41	Super.





Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Kingston Radio Co., Inc., Kokomo, Indiana. (Gipsy)</b>										
.....	\$25.00	.....	Midget	Walnut	7x9x5	170-560	Univ.	.....	1-V. 77, 78, 77, 33	Super.
.....	39.50	Car-Home	Midget	Walnut	7x9x5	170-560	†Univ.	Vibrator	1-V. 77, 78, 77, 33	Super.
† Has B-eliminator for battery use.										
<b>Lang Radio Corp., 767 E. 132 St., New York, N. Y. (Lang)</b>										
UB-5	.....	.....	Midget	Wood	.....	.....	Univ.	.....	6A7, 78, 77, 43, 25Z5	Super.
UB-6	.....	.....	Midget	Wood	.....	.....	Univ.	.....	6A7, 78, 78, 75, 43, 25Z5	Super.
AC-5	.....	.....	Midget	Wood	.....	.....	AC	.....	2A7, 58, 57, 2A5, 80	Super.
UD-5	.....	.....	Midget	Wood	.....	.....	Univ.	.....	6A7, 78, 77, 43, 25Z5	Super.
AC-6	.....	.....	Midget	Wood	.....	.....	AC	.....	2A7, 58, 58, 2A6, 2A5, 80	Super.
AD-6	.....	.....	Midget	Wood	.....	.....	AC	.....	6A7, 78, 6F7, 2A6, 2A5, 80	Super.
AB-8	.....	.....	.....	Wood	.....	.....	AC	.....	2A7, 58, 58, 2A6, 56, 2A3, 2A3, 5Z3	Super.
AA-1	.....	Phono-Comb.	.....	Wood	.....	.....	AC	.....	2A7, 58, 58, 2A6, 56, 2A3, 2A3, 5Z3, 226, 57, 56	Super.
<b>McCulla Mfg. Co., 112 Washington St., Waukegan, Ill. (National Pfanzstiel)</b>										
5-U-3	\$23.95	.....	Midget	Wood	13 x 11 x 8	172-550	AC	.....	5A, 58, 57, 2A5, 80	T.R.F.
618	29.95	.....	Midget	Walnut	14½ x 12½ x 9	74-550	AC	.....	2A7, 58, 57, 2A5, 80	Super.
7	19.95	.....	.....	Metal	6½ x 9½ x 4½	172-550	Univ.	.....	6D6, 6D6, 43, 25Z5	T.R.F.
60	69.95	.....	.....	Metal	.....	8-2500	§AC	.....	2A7, 58, 55, 56, 2A5, 80	†Super.
50	49.95	.....	.....	.....	.....	8-2500	§AC	.....	2A7, 58, 53, 55, 2A5, 80	†Super.
† Fits standard 19-in. relay rack. * Built-in speaker. ‡ Quartz crystal for single-signal operation optional. § Or battery.										
<b>Melburn Radio Mfg. Co., 2218 S. Hoover St., Los Angeles, Calif. (Melburn)</b>										
10	\$18.95	.....	Midget	Walnut	.....	200-550	AC	.....	57, 58, 80, 2A5	T.R.F.
15	29.50	.....	Midget	Walnut	.....	200-550	AC	.....	2A7, 58, 57, 2A5, 80	Super.
20	14.95	.....	Midget	Walnut	.....	200-550	AC	.....	57, 58, 80, 2A5	T.R.F.
25	22.50	.....	Midget	Walnut	.....	200-550	AC	.....	2A7, 58, 57, 80, 2A5	Super.
30	29.50	Auto.	.....	Metal	.....	200-550	Bat.	.....	57, 58, 58, 41	.....
35	16.95	.....	Midget	Walnut	.....	200-550	AC	.....	57, 58, 80, 2A5	.....
40	49.50	Auto.	.....	Metal	.....	200-550	Bat.	Vibrator	6C6, 6C6, 6D6, 85, 37, 41, 41, 84	Super.
45	39.50	Auto.	.....	Metal	.....	200-550	Bat.	Vibrator	39, 39, 36, 41, 84, 85	.....
<b>Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio. (Midwest)</b>										
RT-16	\$65.45	.....	Chassis	.....	.....	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
A-16	76.75	.....	Console	Walnut	40x23x13	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
B-16	79.95	.....	Console	Walnut	44x27x14	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
D-16	89.50	.....	Console	Walnut	46x28x15½	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
PR-16	129.50	Phono-Comb.	Console	Walnut	46x28x15½	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
RM-16	79.75	Remote Control	.....	Walnut	{ C: 11x24x12 S: 32x24x12 }	9-2000	AC	.....	6B7, 6B7, 6C6, 6D6, 5Z3, 37, 37, 37, 37, 45, 45, 45, 45, 56, 78, 78	.....
RT-9	39.85	.....	Chassis	.....	.....	9-2000	AC	.....	55, 56, 57, 58, 58, 58, 80, 2A5, 2A5	.....
G-9	44.75	.....	Table	Walnut	22 x 11 x 11½	9-2000	AC	.....	55, 56, 57, 58, 58, 58, 80, 2A5, 2A5	.....
F-9	49.50	.....	Console	Walnut	39x22x11	9-2000	AC	.....	55, 56, 57, 58, 58, 58, 80, 2A5, 2A5	.....
H-6	27.50	.....	Midget	Walnut	16x11x9	75-565	AC	.....	58, 58, 80, 2A5, 2A7, 2B7	.....
HE-6	27.50	.....	Midget	Walnut	16x11x9	200-2000	AC	.....	58, 58, 80, 2A5, 2A7, 2B7	.....
† Compact control and console speaker.										
<b>Mission Bell Radio Mfg. Co., Inc., 1455 Venice Blvd., Los Angeles, Calif. (Mission)</b>										
10	\$59.50	Auto.	2-Unit	Brown, Metal	6½ x 8½ x 7½	176-545	Bat.	Vibrator	6D6, 6D6, 6C6, 6Z4, 85, 42	Super.
15	44.50	Auto.	.....	Brown, Metal	7 x 9 x 7	176-545	.....	Vibrator	77, 78, 85, 6Z4, 42	Super.
20	15.95	.....	Midget	Walnut	6½ x 10 x 5	176-545	AC	.....	80, 56, 58, 2A5	T.R.F.
25	.....	.....	Console	Walnut	35 x 23 x 13	14-550	AC	.....	55, 56, 57, 58, 58, 2A5, 80	Super.
26	.....	.....	Midget	Walnut	13 x 9 x 8	14-550	AC	.....	55, 56, 57, 58, 58, 2A5, 80	Super.
<b>Nobilt-Sparks Industries, Inc., Columbus, Ind. (Arrin)</b>										
30-A	\$59.50	Auto.	.....	Metal	.....	200-545	Bat.	Vibrator	78, 77, 78, 75, 41, 79, 84	Super.
20-A	49.50	Auto.	.....	Metal	.....	200-545	Bat.	Vibrator	78, 77, 78, 75, 41, 84	Super.
20-B	49.50	Auto.	.....	Metal	.....	200-545	Bat.	Vibrator	78, 6A7, 77, 75, 41, 84	Super.
10-A	39.50	Auto.	.....	Metal	.....	200-545	Bat.	Vibrator	78, 6A7, 6B7, 41, 84	Super.
<b>Packard Radio Corp., 2017 2nd Ave., Seattle, Wash. (Packard)</b>										
11	\$18.50	.....	Midget	Walnut	6½ x 8½ x 5½	176-545	AC	.....	57, 58, 2A5, 80	T.R.F.
85	24.95	.....	Midget	Walnut	15½ x 13 x 8	176-545	AC	.....	57, 58, 55, 2A5, 80	Super.
36	34.50	Car-Home	.....	Walnut	7½ x 12 x 6½	176-545	†AC, Bat.	Vibrator	6D6, 6A7, 6D6, 85, 41, 80	Super.
95	29.95	.....	Midget	Walnut	8 x 14 x 7½	176-545	AC	.....	2A7, 58, 2A6, 2A5, 80	Super.
46	39.50	Auto.	.....	Black Metal	8 x 10½ x 7½	176-545	Bat.	Vibrator	6D6, 6A7, 6D6, 75, 41, 84	Super.
24	19.50	.....	Midget	Walnut	11½ x 9½ x 6½	200-545	AC	.....	57, 57, 47, 80	Super.
† 120 AC, 6 V.D.C.										
<b>Patterson Radio Co., 1320 Los Angeles St., Los Angeles, Calif. (Patterson)</b>										
74-AW-4	\$44.50	.....	Chassis	.....	9x12½	15-575	AC	.....	55, 56, 57, 58, 58, 2A5, 80	Super.
70-AW-4	49.50	.....	Compact	Wood	14x16 x 9	15-575	AC	.....	55, 56, 57, 58, 58, 2A5, 80	Super.
307-AW-4	69.50	.....	Console	Wood	42x24 x 15	15-575	AC	.....	55, 56, 57, 58, 58, 2A5, 80	Super.
84-AW-4	54.50	.....	Chassis	.....	9x12½	15-575	AC	.....	55, 56, 57, 58, 58, 59, 59, 5Z3	Super.
80-AW-4	59.50	.....	Compact	Wood	14x16 x 9	15-575	AC	.....	55, 56, 57, 58, 58, 59, 59, 5Z3	Super.
308-AW-4	79.50	.....	Console	Wood	42x24 x 15	15-575	AC	.....	55, 56, 57, 58, 58, 59, 59, 5Z3	Super.
104-AW-4	69.50	.....	Chassis	.....	10x18	15-575	AC	.....	55, 56, 57, 57, 58, 58, 59, 59, 5Z3	Super.
310-AW-4	89.50	.....	Console	Wood	42x24 x 15	15-575	AC	.....	55, 56, 57, 57, 58, 58, 59, 59, 5Z3	Super.
P.R.-10	119.50	.....	Professional	Metal	12x21 x 11	15-575	AC	.....	55, 56, 57, 57, 58, 58, 58, 59, 5Z3	Super.
<b>Perfectone Inc., 2005 South Michigan Ave., Chicago, Ill. (Perfectone)</b>										
55-E	\$35.00	Auto.	.....	Metal	.....	.....	.....	Vibrator	36, 36, 36, 41, 84	T.R.F.
55-ER	38.50	Auto.	.....	Metal	.....	.....	.....	Vibrator	36, 36, 36, 41, 84	T.R.F.
V-8	59.50	Auto.	.....	Metal	.....	.....	.....	Vibrator	6D6, 6A7, 6D6, 85, 41, 41, 84	Super.
679-B	84.60	Auto.	.....	Metal	.....	.....	.....	Mot. Gen.	36, 39, 36, 85, 41, 79	Super.



Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Philco Radio &amp; Television Corp., Philadelphia, Penna. (Philco)</b>										
57-C	\$20.00		Compact	Two-tone Wal.	9 x 12 1/2 x 5 1/2	90-555	AC		77, 77, 42, 80	Super.
60-B	27.50		Baby Grand	Black Walnut	16 x 12 1/2 x 8 1/2	75-565	AC		6A7, 78, 75, 42, 80	Super.
60-L	39.95		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	75-565	AC		6A7, 78, 75, 42, 80	Super.
54-C	30.00		Compact	Butt. Walnut	9 x 12 1/2 x 5 1/2	90-555	Univ.		6A7, 78, 75, 43, 25Z5	Super.
89-B	37.50		Baby Grand	Black Walnut	16 x 13 x 9 1/2	90-575	AC		44, 36, 44, 75, 42, 80	Super.
89-L	50.00		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	90-575	AC		44, 36, 44, 75, 42, 80	Super.
19-LZ	69.50		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	90-575	AC		44, 36, 44, 75, 42, 80	Super.
18-B	60.00		Baby Grand	Wal. Orient.	23 1/2 x 15 1/2 x 10 1/2	75-575	AC		78, 6A7, 78, 75, 42, 42, 42, 80	Super.
18-L	75.00		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	75-575	AC		78, 6A7, 78, 75, 42, 42, 42, 80	Super.
18-H	85.00		Highboy	Butt. Walnut	42 1/2 x 26 1/2 x 14 1/2	75-575	AC		78, 6A7, 78, 75, 42, 42, 42, 80	Super.
18-D	100.00		Highboy	Butt. Walnut	47 1/2 x 26 1/2 x 14 1/2	75-575	AC		78, 6A7, 78, 75, 42, 42, 42, 80	Super.
18-X	100.00		Inclined	Wal. Bl'k. Sat.	40 1/2 x 26 1/2 x 13 1/2	75-575	AC		78, 6A7, 78, 75, 42, 42, 42, 80	Super.
14-B	69.50		Baby Grand	Wal. Orient.	18 1/2 x 15 1/2 x 10 1/2	75-575	AC		78, 6A7, 78, 77, 42, 42, 42, 80	Super.
14-L	95.00		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	75-575	AC		78, 6A7, 78, 77, 42, 42, 42, 80	Super.
14-X	125.00		Inclined	Butt. Walnut	41 x 28 1/2 x 12 1/2	75-575	AC		78, 6A7, 78, 37, 77, 42, 42, 42, 80	Super.
14-RX	150.00	Remote Control	End Tab. Cont., Cons. Speak.	Butt. Walnut	23 1/2 x 22 1/2 x 14 1/2 } 30 1/2 x 32 1/2 x 13 1/2 }	75-575	AC		78, 6A7, 78, 37, 77, 42, 42, 42, 80	Super.
17-L	125.00		Lowboy	Wal. Orient.	39 1/2 x 26 1/2 x 13 1/2	75-575	AC		78, 6A7, 78, 37, 37, 78, 77, 42, 42, 42, 80	Super.
17-D	150.00		Highboy	Butt. Walnut	47 1/2 x 26 1/2 x 14 1/2	75-575	AC		78, 6A7, 78, 37, 37, 78, 77, 42, 42, 42, 80	Super.
17-X	150.00		Inclined	Wal. Bl'k. Satin	42 1/2 x 27 1/2 x 13 1/2	75-575	AC		78, 6A7, 78, 37, 37, 78, 77, 42, 42, 42, 80	Super.
16-B	85.00		Baby Grand	Black Walnut	19 1/2 x 16 1/2 x 12 1/2	13-575	AC		77, 76, 78, 78, 37, 78, 77, 42, 42, 42, 80	Super.
16-L	150.00		Lowboy	Wal. Orient.	39 1/2 x 26 1/2 x 13 1/2	13-575	AC		77, 76, 78, 78, 37, 78, 77, 42, 42, 42, 80	Super.
16-X	175.00		Inclined	Wal. Bl'k. Satin	42 1/2 x 27 1/2 x 13 1/2	13-575	AC		77, 76, 78, 78, 37, 78, 77, 42, 42, 42, 80	Super.
16-RX	195.00	Remote Control	End Tab. Cont., Cons. Speak.	Butt. Wal.	23 1/2 x 22 1/2 x 14 1/2 } 30 1/2 x 32 1/2 x 13 1/2 }	13-575	AC		77, 76, 78, 78, 37, 78, 77, 42, 42, 42, 80	Super.
43-B	59.95		Baby Grand	Black Walnut	18 1/2 x 16 1/2 x 12 1/2	15-545	AC		37, 36, 44, 44, 37, 44, 42, 80	Super.
43-H	79.95		Highboy	Walnut Inlays	40 1/2 x 23 1/2 x 12 1/2	15-545	AC		37, 36, 44, 44, 37, 44, 42, 80	Super.
43-X	100.00		Inclined	Butt. Walnut	40 1/2 x 26 1/2 x 14 1/2	15-545	AC		37, 36, 44, 44, 37, 44, 42, 80	Super.
38-B	45.00		Baby Grand	Black Walnut	16 x 12 1/2 x 8 1/2	121-575	Bat.		*15, 32, 32, 30, 19	Super.
38-L	59.95		Lowboy	Wal. Orient.	39 1/2 x 23 1/2 x 11 1/2	121-575	Bat.		*15, 32, 32, 30, 19	Super.
47-B	59.95		Baby Grand	Black Walnut	18 1/2 x 15 1/2 x 10 1/2	200-555	DC		44, 36, 44, 37, 37, 37, 43, 43	Super.
47-H	79.95		Highboy	Wal. Inlays	40 1/2 x 23 1/2 x 12 1/2	200-555	DC		44, 36, 44, 37, 37, 37, 43, 43	Super.
47-D	89.95		Highboy	Wal. Orient.	47 1/2 x 26 1/2 x 14 1/2	200-555	DC		44, 36, 44, 37, 37, 37, 43, 43	Super.
47-X	100.00		Inclined	Butt. Walnut	40 1/2 x 26 1/2 x 14 1/2	200-555	DC		44, 36, 44, 37, 37, 37, 43, 43	Super.
26-L	75.00	Phono-Comb.	Lowboy	Black Walnut	42 1/2 x 23 1/2 x 15 1/2	90-575	AC		44, 36, 44, 75, 42, 80	Super.
23-L	125.00	Phono-Comb.	Lowboy	Black Walnut	42 1/2 x 25 1/2 x 17 1/2	90-575	AC		44, 36, 44, 37, 37, 42, 42, 80	Super.
25-L	150.00	Phono-Comb.	Lowboy	Black Walnut	42 1/2 x 25 1/2 x 17 1/2	15-545	AC		37, 36, 44, 44, 37, 44, 42, 80	Super.
5-T	39.95	Auto.	1 Unit	Black Crackle	7 1/2 x 7 x 10 1/2	200-555	Bat.	Vibrator	6A7, 78, 75, 41, 84	Super.
6-F	59.50	Auto.	2 Units	Black Crackle	9 x 11 x 6 1/2	200-555	Bat.	Vibrator	36, 36, 36, 85, 41, 84	Super.
9-F	79.50	Auto.	2 Units	Black Crackle	9 x 11 x 6 1/2	200-555	Bat.	Vibrator	36, 36, 36, 85, 37, 79, 84	Super.
10	49.95	Auto.	1 Unit	Black Crackle	8 1/2 x 8 1/2 x 10 1/2	197-575	Bat.	Vibrator	39, 44, 6A7, 39, 44, 75, 42, 84	Super.

\* Plus Ballast tube. † With dry battery. ‡ 12 Volts.

<b>Pierce Airo, Inc., 510 Sixth Ave., New York, N. Y. (De Wald)</b>										
414	\$19.95		Midget	Walnut		190-560	Univ.		38, 25Z5, 77, 78	T.R.F.
550	29.95		Midget	Walnut		175-560	Univ.		43, 25Z5, 77, 44, 78	Super.
560			Midget	Walnut		200-600 } 1000-2000 }	Univ.		43, 25Z5, 6A7, 44, 77	Super.
551	29.95		Midget	Walnut		175-560	Univ.		43, 25Z5, 77, 44, 78	Super.
623	44.50		Console	Walnut		195-565	Bat.		49, 49, 30, 32, 34, 1A6	Super.
624	55.95		Console	Walnut			Univ.			Super.
801	57.95		Cons.orMidg.	Walnut		15-560	AC		42, 42, 78, 78, 76, 6A7, 80, 7	Super.
61-X	49.50	Auto.		Metal		180-550	Bat.	Vibrator	78, 78, 85, 37, 41, 84	Super.
BLG			Midget	Walnut		190-2000	AC		58, 58, 58, 57, 56, 47, 80	Super.
6-O			Cons.orMidg.	Walnut		190-560	Univ.		43, 43, 25Z5, 39, 39, 37	T.R.F.
603-R	41.50		Cons.orMidg.	Walnut		190-565	Univ.		43, 25Z5, 37, 78, 77	Super.
1001			Console	Walnut		60-560			(10)	Super.

† Also works on batteries.

<b>Pilot Radio Corp., 3706 36th Street, Long Island City, N. Y. (Pilot)</b>										
L-8	\$69.50		Midget	Wal. & Bake.	19 1/2 x 16 x 10 1/2	14-555	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
L-30	75.50		Midget	Wal. & Bake.	19 1/2 x 16 x 10 1/2	14-555 } 900-2000 }	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
L-28	74.50		Midget	Wal. & Bake.	19 1/2 x 16 x 10 1/2	14-555	DC		39, 39, 37, 37, 85, 48, 48, 36	Super.
L-32	80.50		Midget	Wal. & Bake.	19 1/2 x 16 x 10 1/2	14-555 } 900-2000 }	DC		39, 39, 37, 37, 85, 48, 48, 36	Super.
M-8			Console	Wal. & Bake.		14-555	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
M-30			Console	Wal. & Bake.		14-555 } 900-2000 }	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
H-7	52.50		Midget	Wal. & Bake.	19 x 15 1/2 x 10	200-555	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
H-34	58.50		Midget	Wal. & Bake.	19 x 15 1/2 x 10	200-555 } 900-2000 }	AC		56, 56, 57, 58, 58, 2A5, 55, 5Z3	Super.
H-38	57.50		Midget	Wal. & Bake.	19 x 15 1/2 x 10	200-555	DC		39, 39, 37, 37, 85, 48, 48, 36	Super.
H-36	63.50		Midget	Wal. & Bake.	19 x 15 1/2 x 10	200-555 } 900-2000 }	DC		39, 39, 37, 37, 85, 48, 48, 36	Super.
M-7		Phono-Comb.	Console	Wal. & Bake.		200-555	AC		56, 56, 57, 2A5, 58, 58, 55, 5Z3	Super.
M-34		Phono-Comb.	Console	Wal. & Bake.		200-555 } 900-2000 }	AC		56, 56, 57, 2A5, 58, 58, 55, 5Z3	Super.
B-2	29.75		Compact	Wal. & Bake.	7 1/2 x 10 1/2 x 5 1/2	200-555	Univ.		75, 6A7, 43, 78, 25Z5	Super.

<b>Radio Chassis, Inc., 112 West 18th St., New York, N. Y. (Powerack)</b>										
A-6D	\$45.00		Midget	Butt. Walnut	13 1/2 x 7 1/2 x 6 1/2	75-575	Univ.		6A7, 78, 78, 75, 43, 25Z5	Super.
L-6D	45.00		Midget	Butt. Walnut	13 1/2 x 7 1/2 x 6 1/2	200-2000	Univ.		6A7, 78, 78, 75, 43, 25Z5	Super.
N-6S	45.00		Midget	Butt. Walnut	13 1/2 x 7 1/2 x 6 1/2	200-575	Univ.		6A7, 78, 78, 75, 43, 25Z5	Super.
D-6C	50.00		Midget	Butt. Walnut	12 1/2 x 11 x 8 1/2	200-575	DC		36, 37, 39, 39, 48, 48	T.R.F.
S-6Q	50.00		Midget	Butt. Walnut	12 1/2 x 11 x 8 1/2	200-575	AC		58, 58, 57, 56, 47, 80	Super.
A-7D	55.00		Midget	Butt. Walnut	12 1/2 x 11 x 8 1/2	200-575	Univ.		78, 78, 77, 37, 43, 43, 25Z5	Super.
A-5D	30.00		Compact	Butt. Walnut	10 1/2 x 7 1/2 x 5 1/2	180-575	Univ.		77, 78, 78, 43, 25Z5	Super.

(Continued)

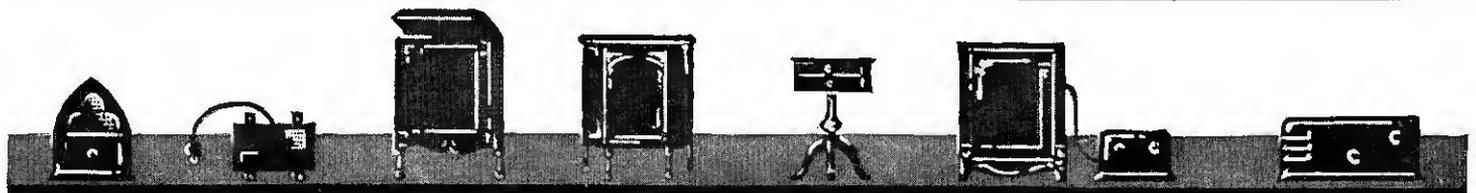
Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H. W. D.)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Radio Chassis, Inc. (Continued)</b>										
A-5L	30.00	.....	Case	Leatherette	10 1/2 x 7 1/2 x 5 1/2	180-575	Univ.	.....	77, 78, 78, 43, 25Z5	Super.
L-6W	65.00	.....	Midget	Butt. Walnut	15 1/2 x 18 x 10	200-2000	AC	.....	58, 58, 2A7, 55, 47, 80	Super.
S-7W	75.00	.....	Midget	Butt. Walnut	15 1/2 x 18 x 10	14-575	AC	.....	58, 58, 58, 58, 57, 47, 80	Super.
A-7C	65.00	.....	Midget	Butt. Walnut	15 1/2 x 18 x 10	200-575	AC	.....	58, 58, 58, 58, 56, 47, 80	Super.
A-6C	60.00	.....	Midget	Butt. Walnut	15 1/2 x 18 x 10	200-575	AC	.....	58, 58, 57, 47, 80, 56	Super.
V-6	60.00	Auto.	.....	Metal	9 x 6 1/2 x 6 1/2	200-575	Bat.	Vibrator	78, 78, 6A7, 41, 75, 84	Super.
<b>Radio Engineering Labs., Inc., 100 Wilbur Ave., Long Island City, (R.E.L.)</b>										
278	†\$45.00	.....	Compact	Brown Metal	7 x 11 x 9	Ama. B'nds	Bat.	.....	35, 35, 33	.....
† Less tubes.										
<b>Radio Trading Co., 100 Park Place, New York, N. Y. (RTC)</b>										
2177	\$24.45	.....	Open	Metal	7 x 10 1/2 x 8	15-200	AC	.....	58, 57, 56, 80	T.R.F.
2174	18.80	.....	Open	Metal	6 x 9 x 6	15-200	AC	.....	57, 55, 80	Reg.
2143	22.85	.....	Open	Metal	7 x 10 1/2 x 8	15-200	Bat.	.....	34, 31, 30	T.R.F.
2140	14.30	.....	Open	Metal	6 x 9 x 6	15-200	Bat.	.....	31, 30	Reg.
2146	11.30	.....	Open	Metal	6 x 4 1/2 x 5 1/2	15-200	Bat.	.....	37	Reg.
2197	22.05	.....	Open	Metal	6 x 9 x 6	15-200	AC	.....	55, 47, 80	Reg.
<b>Kadolek Co., 601 West Randolph St., Chicago, Ill. (Radolek)</b>										
953	\$21.25	.....	Midget	Wood	14 1/2 x 12 x 9	175-550	AC	.....	47, 57, 58, 80	T.R.F.
955	18.75	.....	Midget	Wood	14 1/2 x 12 x 9	175-550	AC	.....	24, 24, 47, 80	T.R.F.
950	19.50	.....	Compact	Wood	7 1/2 x 10 1/2 x 5 1/2	175-550	Univ.	.....	78, 77, 43, 25Z5	Super.
960	29.50	.....	Midget	Wood	14 1/2 x 12 x 9	75-555	†Bat.	.....	32, 32, 34, 31, 33	Super.
967	69.50	.....	Midget	Wood	18 x 15 x 11 1/2	175-550	*DC	.....	33, 39, 39, 31, 37, 37, 85, 79	Super.
970	118.50	.....	Console	Wood	43 x 25 x 14 1/2	15-550	†Bat.	.....	32, 32, 34, 31, 30, 30, 49, 49	Super.
988	71.00	.....	Console	Wood	40 x 22 x 12	100-550	AC	.....	2A5, 2A6, 2A7, 58, 53, 80	Super.
989	52.00	.....	Midget	Wood	16 x 12 1/2 x 9	100-550	AC	.....	2A5, 2A6, 2A7, 58, 58, 80	Super.
951	35.00	.....	Compact	Wood	7 1/2 x 10 1/2 x 5 1/2	180-555	Univ.	.....	6A7, 78, 75, 25Z5	Super.
956	43.50	.....	Compact	Wood	7 1/2 x 12 x 6	75-550	AC	.....	57, 58, 58, 2A6, 2A5, 80	Super.
958	52.00	.....	Compact	Wood	7 1/2 x 12 x 6	15-550	AC	.....	27, 53, 58, 2A6, 2A5, 80	Super.
977	145.00	.....	Console	Wood	45 x 27 x 14 1/2	15-550	AC	.....	58, 58, 58, 57, 57, 56, 56, 2A3, 2A3, 53	Super.
983	135.00	.....	Console	Wood	42 x 24 x 16	175-550	AC	.....	55, 56, 57, 57, 58, 53, 58, 58, 2A5, 2A5, 523	Super.
165	21.00	Auto.	.....	Metal	6 1/2 x 10 1/2 x 6 1/2	200-550	Bat.	.....	39, 39, 85, 36, 41	Super.
153	52.50	Auto.	.....	Metal	8 1/2 x 8 1/2 x 7	200-550	Bat.	Vibrator	78, 78, 6A7, 75, 41, 84	Super.
† 2 volts. *32 volts.										
<b>RCA Victor Co., Camden, N. J. (RCA-Victor)</b>										
100	\$27.95	.....	Compact	Wood	12 1/2 x 12 1/2 x 7 1/2	555-200 } 200-85	AC	.....	6A7, 6F7, 33, 1V	Super.
110	32.95	.....	Compact	Wood	14 1/2 x 11 1/2 x 8 1/2	555-200 } 200-107	AC	.....	58, 2A7, 57, 2A5, 80	Super.
111	34.50	.....	Chest	Wood	8 1/2 x 13 x 7 1/2	555-200 } 200-107	AC	.....	58, 2A7, 57, 2A5, 80	Super.
120	42.50	.....	Compact	Wood	15 1/2 x 12 1/2 x 9 1/2	555-200 } 200-107	AC	.....	58, 2A7, 58, 2B7, 2A5, 80	Super.
280	149.50	.....	Console	Wood	43 x 28 1/2 x 16 1/2	555-200 } 200-107	AC	.....	58, 58, 58, 58, 56, 56, 56, 59, 59, 55, 523	Super.
300	39.75	Phono-Comb.	Humidor	Wood	9 1/2 x 13 1/2 x 11 1/2	555-175	AC	.....	78, 77, 33	T.R.F.
310	94.50	Phono-Comb.	Lowboy	Wood	37 1/2 x 20 1/2 x 15 1/2	555-200 } 200-107	AC	.....	58, 2A7, 57, 2A5, 80	Super.
330	149.00	Phono-Comb.	Highboy	Wood	42 x 26 1/2 x 17 1/2	550-200 } 200-107	AC	.....	58, 58, 2A7, 55, 56, 80, 53	Super.
331	179.00	Auto. Phon-C'mb.	Console	Wood	37 1/2 x 31 1/2 x 20 1/2	555-200 } 200-107	AC	.....	53, 53, 2A7, 55, 56, 80, 53	Super.
M-34	32.95	Auto.	.....	.....	8 1/2 x 7 1/2 x 8 1/2	555-175	AC	Vibrator	73, 6A7, 6B7, 80	Super.
<b>Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif. (Remler)</b>										
26	\$29.90	.....	Midget	Black, Bake.	6 x 10 x 5	170-570 } 122-176	Univ.	.....	77, 78, 77, 43, 25Z5	Super.
27	44.90	Car-Home	Midget	Black, Bake.	6 x 10 x 5	170-570 } 122-176	†AC	Vibrator	6A7, 73, 6B7, 89, 1V	Super.
10-3	44.90	.....	Midget	Walnut	14 1/2 x 12 x 9	45-560	AC	.....	53, 27, 58, 57, 2A5, 80	Super.
† Also works on 6v. d. c.										
<b>Republie Industries, Ashland, Ohio. (Sky-Hawk)</b>										
Patrician	\$23.90	.....	Midget	Walnut	7 1/2 x 11 x 5	190-560	Univ.	.....	77, 73, 77, 43, 25Z5	Super.
SLS-D	28.80	.....	Compact	Walnut	9 x 14 x 7 1/2	75-560	AC	.....	6A7, 73, 75, 42, 80	Super.
SLD-6	33.95	.....	Compact	Walnut	9 x 14 x 7 1/2	75-560	Univ.	.....	78, 6A7, 78, 75, 43, 25Z5	Super.
RC-5	59.90	Remote Control	†Compact	Walnut	{ C: 7 1/2 x 10 1/2 x 6 } { S: 30 x 18 x 9 } { C: 7 1/2 x 10 1/2 x 6 } { S: 30 x 22 1/2 x 11 1/2 }	75-560	Univ.	.....	78, 6A7, 78, 75, 42, 25Z5, 25Z5	Super.
RC-6	69.90	Remote Control	†Compact	Walnut	{ C: 7 1/2 x 10 1/2 x 6 } { S: 30 x 18 x 9 }	75-560	Univ.	.....	78, 6A7, 78, 75, 42, 25Z5, 25Z5	Super.
CR-7	59.50	.....	Console	Walnut	30 x 18 x 9	75-560	Univ.	.....	78, 6A7, 78, 75, 42, 25Z5, 25Z5	Super.
AR-6	44.90	Auto.	.....	Metal	8 1/2 x 6 1/2 x 9 1/2	190-560	Bat.	Vibrator	78, 77, 73, 75, 89, 84	Super.
SL-6D	56.90	.....	*Compact	Walnut	9 x 14 x 7 1/2	75-560	Univ.	.....	78, 6A7, 73, 75, 43, 25Z5	Super.
SL-6	39.90	.....	Compact	Walnut	9 x 14 x 7 1/2	190-2000	Univ.	.....	77, 73, 77, 43, 25Z5	Super.
† Control unit is midget, set and speaker are console. * Same as SLD-6 with extra console type remote speaker.										
<b>R. K. Radio Laboratories, Inc., 6300 Northwest Highway, Chicago, Ill. (Radiokeg)</b>										
RKS-5	\$34.95	.....	†Midget	Wal. Fin. Oak	8 x 10 x 12	166-500	Univ.	.....	77, 78, 85, 43, 25Z5	Super.
† Shaped like keg.										
<b>Roots Auto Radio Mfg. Corp., 2800 South Parkway, Chicago, Ill. (Roots)</b>										
55	\$64.50	Auto.	.....	.....	5 1/2 x 6 1/2 x 6 1/2	200-550	.....	Vibrator	85, 78, 78, 6A7, 41, 79, 84	Super.
R-34	44.50	Auto.	.....	.....	9 1/2 x 7 1/2 x 6 1/2	200-550	.....	Vibrator	6A7, 6B7, 78, 78, 42	Super.
<b>Sara Co. Inc., J. &amp; L., 123 Liberty St., N. Y. (Sara)</b>										
S-39	\$56.45	.....	Chassis	.....	.....	187-555	AC	.....	57, 58, Wund., 2A5, 80	Super.
S-39B	57.00	.....	Chassis	.....	.....	187-555	AC	.....	2A7, 58, Wund., 2A5, 80	Super.
S-40	66.60	.....	Chassis	.....	.....	187-555	AC	.....	58, 57, 58, Wund., 2A5, 80	Super.
S-40L	77.35	.....	Chassis	.....	.....	187-2000	AC	.....	58, 57, 58, Wund., 2A5, 80	Super.
S-41	67.15	.....	Chassis	.....	.....	187-555	AC	.....	58, 2A7, 58, Wund., 2A5, 80	Super.
<b>Sargent, E. M., 721 McKinley Ave., Oakland, Calif. (Sargent)</b>										
9-33	\$166.20	.....	Compact	Black, Metal	9 x 19 x 14	15-550	AC	.....	57, 57, 2A7, 58, 56, 57, 2A5, 2A5, 80	Super.
<b>Sentinel Radio Corp., 2222 Diverscy Pkwy., Chicago, Ill. (Sentinel)</b>										
501	\$37.50	.....	Midget	Wood	19 x 18 x 10	200-560	Bat.	.....	30, 32, 32, 34, 33	Super.
502	49.50	.....	Console	Wood	40 x 22 x 12 1/2	200-560	Bat.	.....	30, 32, 32, 34, 33	Super.
599	32.50	.....	Midget	Wood	8 x 11 x 5 1/2	75-560	Univ.	.....	6A7, 78, 75, 43, 25Z5	Super.
623	39.50	.....	Midget	Wood	9 x 16 x 8	75-560	AC	.....	80, 2A5, 2A6, 58, 57, 57	Super.
634	49.50	.....	Compact	Wood	9 x 15 x 8	15-560	AC	.....	80, 2A5, 2A6, 58, 57, 57	Super.
635	69.50	.....	Compact	Wood	38 x 23 x 12	15-560	AC	.....	80, 2A5, 2A6, 58, 57, 57	Super.

(Continued)

Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>Sentinel Radio Corp. (Continued)</b>										
602	52.50	Auto.		Metal	9x 9x 7	200-560	Bat.	Vibrator	84, 75, 78, 78, 41, 6A7	Super.
1046	99.50		Console	Wood	40x25x14	75-560	AC		57, 57, 58, 58, 58, 58, 59, 59, 59, 55, 80	Super.
Duola-A	54.00	Ext. Speaker	Console	Wood	32x25x12				80	
625	59.50		Console	Wood	38x23x12	75-560	AC		80, 2A5, 2A6, 59, 57, 57	Super.
<b>Shelburne Mfg. Co., 1812 E. 30th St., Cleveland, Ohio. (Shelburne)</b>										
	\$47.50	Port., Auto.		Cast Al.			Bat.	Mot. Gen.	6A7, 6B7, 78, 41	Super.
† Serves as arm-rest when placed on seat.										
<b>Sheldon Radio Co., 2631 W. Ave. 32, Los Angeles, Calif. (Sheldon)</b>										
SA-7	\$59.50	Auto.		Metal		200-550	Bat.	Vibrator	6D6, 6F7, 6D6, 85, 41, 41, 84	Super.
<b>Silver, Inc., McMurdo, 1731 Belmont Ave., Chicago, Ill. (McMurdo Silver)</b>										
	\$294.60		Chassis				10-510	AC	2A7, 58, 58, 58, 58, 58, 58, 56, 56, 55, 2A3, 2A5, 5Z3	Super.
SA	\$117.00		Table	Black Steel	17½x10½x8½	11-200	AC		2A7, 58, 58, 53, 58, 55, 56, 54, 80	Super.
3A	\$127.00		Table	Black	17½x10x7	12-500	AC-Bat.		36, 35, 35, 51, 51, 42, 80	Super.
† Cabinets from \$66 to \$206 extra. *Tuner is 19x10½x8½, amplifier 19x5x7, speaker 12x12x7. † Less tubes, with quartz crystal for single signal operation. § Less tubes.										
<b>Simplex Radio Co., Sandusky, Ohio. (Simplex)</b>										
P	\$31.00		Midget	Walnut	12½x 9½x6½	75-555	AC		6A7, 42, 75, 78, 80	Super.
R	46.50		Console	Walnut	37½x21x11	75-550	AC		42, 77, 78, 80	T.R.F.
U	20.50		Midget	Walnut	12x 9½x 5½	75-555	AC		43, 44, 77, 25Z5	Super.
V	28.50		Midget	Walnut	6½x 9½x 4½	75-555	Univ.		43, 44, 77, 25Z5	T.R.F.
V	19.00		Midget	Walnut, Metal	6x 8½x 3½	175-555	Univ.		43, 44, 77, 25Z5	T.R.F.
V	21.50		Midget	Walnut, Metal	6x 8½x 3½	15-200	Univ.		43, 44, 77, 25Z5	T.R.F.
V	21.50		Midget	Walnut, Metal	6x 8½x 3½	800-2400	Univ.		43, 44, 77, 25Z5	T.R.F.
P-Bat.	31.00		Midget	Walnut, Wood	12½x 9½x 6½	75-555	†Bat.		1A6, 19, 30, 32, 34	Super.
	46.50		Console	Walnut, Wood	37½x21x11					
P-32V.	31.00		Midget	Walnut, Wood	12½x 9½x 6½	75-555	*DC	Vibrator	6A7, 42, 75, 78, 84	Super.
	57.50		Console	Walnut, Wood	37½x21x11					
W	49.50		Midget	Walnut, Wood	12½x 9½x 6½	15-2400	AC		6A7, 42, 42, 85, 78, 78, 80	Super.
	65.00		Console	Walnut, Wood	37½x21x11					
T	42.00	Auto.		Black, Metal	6x 8½x 5½	200-555	Bat.	Vibrator	6A7, 41, 75, 78, 78, 84	Super.
† 2 volts. * 32 volts.										
<b>Sparks-Withington, Jackson, Mich. (Spartan)</b>										
61-A			Bookstand	Wood	29 x 26½x11½					
61-B			End Table	Wood	35 x 16 x 11					
71	\$49.50		Mantel	Wood	14½x12½x 6½	170-565	AC		6D6, 6F7, 6D6, 75, 42, 80	Super.
71-B			Console	Wood	40½x22½x12½	170-565	AC		6D6, 6F7, 6D6, 75, 42, 80	Super.
72	69.50		Console	Wood	39½x21x11½	170-565	AC		6D6, 6D6, 37, 6D6, 85, 42, 80	Super.
74	109.50		Console	Wood	40½x22½x12½	170-565	AC		58, 24B, 58, 55, 55, 56, 2A5, 2A5, 80	Super.
58	87.50		Console	Wood	39½x21x11½	170-565	Bat.		34, 32, 30, 34, 25½, 30, 49, 49	Super.
61	27.50		Compact	Wood	10½x 7½x 4½	60-550	Univ.		78, 78, 75, 43, 25Z5	Super.
62	32.50		Compact	Wood	9½x 7x 5½	60-550	Univ.		78, 78, 75, 43, 25Z5	Super.
<b>Stewart-Warner Corp., 1826 Diversey Pkway., Chicago, Ill. (Stewart-Warner)</b>										
1155	\$29.50		Midget	Wood	8½x12x 6½	80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1111	32.50		Midget	Wood & Metal	7½x10x 5½	80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1152	39.50		Sm. Dun. Phy.	Wood	27x13½x11	80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1153	49.50		Dun. Phyfe	Wood	28x18x14½	80-550	AC		78, 37, 78, 43, 25Z5, 6B7	Super.
1154	55.50		Commode	Wood	33½x18x15	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1116	39.50		Book	Red Leatherette		80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1117	39.50		Book	Grn. Leatherette		80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1118	44.50		Book	Brown Leather		80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1119	32.50			Jade, Metal	7½x10x 5½	80-550	Univ.		78, 37, 78, 43, 25Z5, 6B7	Super.
1101	49.50			Wood	13x16½x12½	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1102	66.50		Console	Wood	41x24x14	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1103	76.50		Console	Wood	41x24x14	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1104	63.50		Console	Wood	41x24x14	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1105	69.50		Dun. Phyfe	Wood	28x18x14½	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1106	87.50		Commode	Wood	33½x18x15	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1131	5.00	Shortwave Conv.	Book Case	Wood	46x21x15	75-550	AC		58, 58, 58, 27, 55, 51, 27, 2A5, 2A5, 80	Super.
1121	39.95	Auto.		Walnut	6½x 9x 4½	20-200	AC		36, 37	Super.
				Metal	6½x 9½x 5	535-1550	AC	Vibrator	6A7, 78, 75, 41, 6Z4	Super.
<b>Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. (Stromberg-Carlson)</b>										
49	\$230.00		Lowboy	Walnut	44½x27x16	200-550	AC		55, 56, 56, 56, 57, 53, 58, 58, 2A3, 2A3, 5Z3	Super.
51	427.50	Auto. Phon-C'mb.	Console	Walnut	48x29½x19½	200-550	AC		55, 56, 56, 56, 57, 58, 58, 58, 2A3, 2A3, 5Z3	Super.
52	385.00	†	Console	Walnut	48x27x19½	200-550	AC		27, 35, 35, 35, 55, 56, 56, 57, 2B7, 2A3, 2A3, 5Z3	Super.
54	592.50	†Auto. Phon-C'mb.	Console	Walnut	47x32x20½	200-550	AC		27, 35, 35, 35, 55, 56, 56, 57, 2B7, 2A3, 2A3, 5Z3	Super.
55	148.50	*	Console	Walnut	{ Re: 6½x 7½x 6½ { S: 27½x25½x11½	200-550	AC		2A5, 2A5, 6A7, 2B7, 5Z3, 55, 53, 78	Super.
56	168.50	§	Lowboy	Walnut	40½x24x11½	200-550	AC		2A5, 2A5, 6A7, 2B7, 5Z3, 55, 58, 78	Super.
33	79.50	Auto.	2-Piece	Metal		200-550	Bat.	Vibrator	78, 6A7, 6B7, 37, 41, 41	Super.
53	257.50	†	Concealed	Metal	37½x24½x17½	200-550	AC		27, 35, 35, 35, 55, 56, 56, 57, 2B7, 2A3, 2A3, 5Z3	Super.
† With Te-lek-Tor remote control. * Te-lek-Tor-Ette table type remote control. ‡ Modernistic. § Pre-tuning mechanism.										
<b>Tatro, L., Products Corp., Decorah, Iowa. (L. Tatro)</b>										
0-84			Console	Walnut	23½x20x13½	200-545	†DC	Vibrator	6A7, 78, 78, 78, 75, 37, 41, 41	Super.
N-54			Console	Walnut	12½x22x40	162-545	†DC	Vibrator	6A7, 78, 75, 41, 41	Super.
L-54			Compact	Walnut	10½x13x21	162-545	†DC	Vibrator	6A7, 78, 75, 41, 41	Super.
K-54			Compact	Walnut	10½x14x20½	162-545	†DC		77, 78, 75, 38, 38	Super.
M-54			Console	Walnut	12½x21x39	162-545	†DC		77, 78, 75, 38, 38	Super.
† 32 volts.										
<b>Transformer Corp. of America, 2309 Keeler Ave., Chicago, Ill. (Clarion)</b>										
423	\$29.50		Midget	Wood	7½x11x 5½	174-555	Univ.		6A7, 25Z5, 43, 77, 78	Super.
451	37.50		Midget	Wood	8½x13x 7	174-555	Univ.		6A7, 78, 78, 85, 43, 25Z5	Super.
470	34.50		Midget	Wood	13x12½x 8½	85-555	AC		58, 58, 56, 2A6, 47, 80	Super.
471	39.50		Midget	Wood	14½x12½x 8	85-555	AC		58, 58, 56, 2A6, 47, 80	Super.
472	54.50		Console	Wood	38x24x12	85-555	AC		56, 56, 58, 58, 58, 55, 53, 80	Super.
490	89.75		Console	Wood	38x23x11½	85-555	AC		56, 55, 58, 58, 53, 55, 53, 80	Super.
480	74.50		Console	Wood	41½x25x12	85-555	AC		56, 56, 56, 58, 58, 58, 59, 59, 59, 5Z3	Super.
<b>United American Bosch Corp., Springfield, Mass. (American-Bosch)</b>										
501	\$28.50		Personal	Walnut	10x 7x 5	171-556	Univ.		6F7, 78, 75, 43, 25Z5	Super.
350	37.50		Personal	Mahogany	11½x 7x 6½	715-556	AC		2A7, 58, 2A5, 2A5, 80	Super.
355	37.50		Personal	Mahogany	11x 7x 6½	715-556	Univ.		6A7, 78, 75, 43, 25Z5	Super.
370-T	52.50		Console	Walnut	16½x15½x 9	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
360-T	62.50		Console	Walnut	16½x15½x 9	48-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.

(Continued)

Model	Price (complete)	Type	Cabinet	Color and Material	Dimensions (H, W, D)	Range (in meters)	Power Supply	Eliminator (auto-radio)	Tubes	Circuit
<b>United American Bosch Corp. (Continued)</b>										
370-I	74.50		Console	Wal., Mah., Met.	38½x23 x 11½	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
370-M	78.50		Console	Wal., Mah., Met.	34 x 18½x 11½	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
370-S	84.50		Console	Walnut	41 x 24½x 12	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
360-E	84.50		Console	Wal., Mah., Met.	38½x23 x 11½	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
360-M	88.50		Console	Wal., Mah., Met.	37½x22 x 11½	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
360-S	94.50		Console	Walnut	41 x 32 x 16	15-556	AC		58, 58, 58, 56, 2A6, 2A5, 80	Super.
260-R	109.00		Console	Walnut	45½x27½x 13	15-556	AC		58, 56, 58, 58, 58, 56, 56, 45, 45, 80	Super.
260-C	115.00		Console	Walnut	43½x27 x 13½	15-556	AC		58, 56, 58, 58, 58, 56, 56, 45, 45, 80	Super.
312-C	130.00		Console	Walnut	43½x27 x 13½	200-556	AC		58, 58, 56, 58, 58, 58, 57, 56, 46, 46, 46, 82	Super.
312-G	140.00		Console	Walnut	47½x28 x 14	200-556	AC		58, 58, 56, 58, 58, 58, 57, 56, 46, 46, 46, 82	Super.
140	39.95	Auto.						Vibrator	36, 36, 39, 85, 41, 41	Super.
150	49.95	Auto.						Vibrator	78, 78, 75, 6A7, 41	Super.
<b>United Motors Service, Inc., 3044 West Grand Blvd., Detroit, Mich. (United)</b>										
4037	\$47.50	Auto.	1 Unit			200-555	Bat.	Vibrator	78, 78, 75, 6F7, 41	Super.
4038	67.50	Auto.	2 Unit			200-555	Bat.	Vibrator	78, 78, 75, 6F7, 41, 41	Super.
4048	22.50		Midget	Walnut		200-555	Univ.		6F7, 78, 75, 43, 25Z5	Super.
4049	64.50		Table	Walnut		54-555	AC		78, 78, 37, 6B7, 75, 43	Super.
4050	84.50		Console	Walnut		54-555	AC		78, 78, 37, 6B7, 75, 43	Super.
<b>Wells-Gardner &amp; Co., 816 N. Kedzie Ave., Chicago, Ill. (Wells-Gardner)</b>										
N-5A1			Midget	Walnut	8 x 11 x 6	75-200 200-566	Univ.		6D6, 6D6, 6C6, 43, 25Z5	Super.
25-B1			Midget	Walnut	7½x11½x 6	165-565	Univ.		77, 77, 78, 43, 25Z5	Super.
27-A1			Mantel	Walnut	18 x 15½x 12	165-565	AC		6C6, 6C6, 6D6, 37, 37, 42, 80	Super.
27-A5			Console	Walnut	39 x 23½x 13	165-565	AC		6C6, 6D6, 6D6, 37, 37, 42, 80	Super.
26-A1			Mantel	Walnut	21 x 18½x 10	200-565	Bat.		30, 32, 34, 34, 19, 6AA	Super.
26-A6			Consolelette	Walnut	36½x21 x 12	200-565	Bat.		30, 32, 34, 34, 19, 6AA	Super.
20-A1			Console	Walnut	39 x 23½x 13	165-565	Bat.		30, 30, 30, 30, 30, 34, 34, 10AB	Super.
Z6-W1		Auto.	1 Unit	Black			Bat.	Vibrator	77, 78, 78, 75, 41, 84	Super.
T6-W1		Auto.	3 Units	Black			Bat.		77, 78, 78, 85, 41, 41	Super.
22-A5			Console	Walnut	42 x 26 x 15	165-565	AC		55, 56, 56, 56, 58, 58, 58, 58, 58, 45, 45, 45, 82	Super.
<b>Wilcox-Gay Corp., Charlotte, Mich. (Wilcox-Gay)</b>										
3J5-55	\$27.75		Midget	Wood	7½x11 x 5	190-550	Univ.		77, 77, 78, 25Z5, 43	Super.
3S5-66	34.90		Midget	Wood	9 x 14 x 7½	75-550	AC		80, 6A7, 75, 78, 42	Super.
3T6-66	37.75		Midget	Wood	9 x 14 x 7½	75-550	Univ.		75, 78, 78, 6A7, 43, 25Z5	Super.
2VB7-67	49.90	Table model	Compact	Wood	17 x 14½x 10	200-550	AC		58, 58, 58, 2A6, 56, 80, 2A5	Super.
3LB7-22-24	64.90	Remote control		Wood		75-550	AC		6A7, 78, 78, 75, 42, 25Z5, 25Z5	Super.
3LB7-24A	54.90	Remote control		Wood		75-550	AC		6A7, 78, 78, 75, 42, 25Z5, 25Z5	Super.
3LB7-22-706	74.90	Remote control		Wood	41 x 23 x 12	75-550	AC		6A7, 78, 78, 75, 42, 25Z5, 25Z5	Super.
3LB7-706	64.90	Remote control		Wood	41 x 23 x 12	75-550	AC		6A7, 78, 78, 75, 42, 25Z5, 25Z5	Super.
3R-6	49.90	Auto.		Metal	8½x 6½ x 9	190-550	AC	Vibrator	78, 78, 77, 75, 89, 84	Super.
3PA6-66	39.90			Wood	14 x 9 x 7½	190-2000	Univ.		77, 77, 77, 78, 43, 25Z5	Super.
3F7-67	52.00			Wood	17 x 14½x 10	200-2000	AC		57, 56, 56, 56, 58, 47, 80	Super.
<b>Wurlitzer, Rudolph, Mfg. Co., North Tonawanda, N. Y. (Lyric)</b>										
C-4-L	\$19.95		Midget	Gold, Metal	6½x 9½x 5	200-550	AC		6A7, 43, 6B7, 25Z5	Super.
C-4-LI	24.75		Midget	Wal. & Maple	17 x 10½x 5½	200-550	AC		6A7, 43, 6B7, 25Z5	Super.
M-4-L	28.50		Midget	Rose & Zebra	7 x 10½x 5½	200-550	AC		6A7, 43, 6B7, 25Z5	Super.
M-4-LI	29.50		Midget	Walnut & Alum.	7 x 10½x 5½	200-550	AC		6A7, 43, 6B7, 25Z5	Super.
P-5-L	29.50	Car-Home		Cork Fin. Wood	7½x10½x 5	200-550	*Univ.		6A7, 75, 78, 43, 12Z3	Super.
U-5-L	32.50		Midget	Walnut or Maple	7½x10½x 5½	125-550	Univ.		6A7, 75, 78, 43, 12Z3	Super.
U-5-LI	32.50		Sheraton	Mahogany	7½x10½x 5½	125-550	Univ.		6A7, 75, 78, 43, 12Z3	Super.
U-5-DP	47.50		Side Table	Mahog. or Wal.	27½x15½x 12	125-550	Univ.		6A7, 75, 78, 43, 12Z3	Super.
U-5-QA	47.50		Queen Anne	Mahog. or Wal.	28½x15½x 11½	125-550	Univ.		6A7, 75, 78, 43, 12Z3	Super.
A-5-L	37.50		Midget	Walnut	15½x13½x 9½	200-550	AC		2A5, 2A6, 2A7, 58, 80	Super.
W-88	59.95		Midget	Walnut	15½x15½x 9	13-550	AC		56, 56, 57, 57, 58, 58, 47, 80	Super.
RS-2	30.00	Ext. Speaker	Consolelette	Mahog. & Satin	30½x22½x 11		Univ.		12Z3	Super.
A-46	29.95		Consolelette	Walnut	38 x 19 x 10	200-550	AC		6A7, 43, 6B7, 25Z5	Super.
A-99	74.50		Console	Walnut	41½x24 x 13	200-550	AC		55, 57, 57, 58, 58, 56, 2A5, 80	Super.
A-120	84.50		Console	Walnut	40 x 21½x 12	200-550	AC		56, 56, 57, 57, 58, 58, 46, 46, 80, 56, 56, 56	Super.
A-133	119.50		Console	Brown, Walnut	39½x25 x 13½	200-550			82, 47, 47, 56, 56, 57, 57, 57, 57, 58, 38, 38, 58	Super.
A-60	54.50	Auto.	1 Unit	Black, Steel	6½x13½x 5½	200-500	DC	Vibrator	84, 41, 6A7, 6B7, 78, 78	Super.
W-89	75.00		Console	Brown, Walnut	41½x24 x 13	13-550	AC		56, 56, 57, 57, 58, 58, 47, 80	Super.
A-6L	59.50		Console	Brown, Walnut	39½x24 x 11½	200-500	AC		58, 58, 2A6, 2A7, 2A5, 80	Super.
A-6LI	64.50		Queen Anne	Brown, Walnut	36 x 22½x 11	200-500	AC		58, 58, 2A6, 2A7, 2A5, 80	Super.
A-5L1	49.95		Console	Brown, Walnut	38 x 20½x 10½	200-500	AC		58, 2A6, 2A7, 2A5, 80	Super.
A-5L2	54.75		Console	Brown, Walnut	39½x24 x 11½	200-500	AC		58, 2A6, 2A7, 2A5, 80	Super.
U-5-L2	39.95		Console	Brown, Walnut	38 x 20½x 10½	200-500	Univ.		6A7, 78, 75, 43, 12Z3	Super.
B-6-L			Mantel	Brown, Walnut	19½x14½x 13½	200-500	Bat.		10AB, 33, 32, 34, 34, 1A6	Super.
B-6-L1			Console	Brown, Walnut	39½x24 x 11½	200-500	Bat.		10AB, 33, 32, 34, 34, 1A6	Super.
† For U. S. Series. * Adapter available for car use. † 6 volts.										
<b>Zenith Radio Corp., 3620 Iron St., Chicago, Ill. (Zenith)</b>										
701			Midget	Wood	7½x11½x 5	170-560	Univ.		6A6, 6D6, 75, 43, 25Z5	Super.
705			Midget	Wood	8½x15½x 6½	170-560	AC		56, 2A6, 80, 57, 58, 59	Super.
706			Midget	Wood	8½x15½x 7	170-560	AC		56, 2A6, 80, 57, 58, 59	Super.
707			Midget	Wood	8 x 17 x 6½	170-560	AC		56, 2A6, 80, 57, 58, 59	Super.
711			Midget	Wood	8½x16 x 6½	170-560	AC		56, 2A6, 80, 57, 58, 59	Super.
750			Console	Wood	38 x 22 x 13	170-560	AC		56, 2A6, 80, 57, 58, 59	Super.
715			Midget	Wood	19½x16 x 9½	170-560	AC		55, 56, 58, 58, 58, 59, 59, 80	Super.
755			Console	Wood	40 x 24½x 14	170-560	AC		55, 56, 58, 58, 58, 59, 59, 80	Super.
760			Console	Wood	38½x23½x 23	170-560	AC		56, 56, 56, 58, 58, 59, 59, 80	Super.
765			Console	Wood			AC		56, 56, 56, 58, 58, 58, 59, 59, 80	Super.
770			Console	Wood	41½x26½x 17	170-560	AC		58, 58, 58, 56, 56, 56, 80, 57, 57, 59, 59, 59	Super.
775			Console	Wood	40 x 30 x 18½	170-560	AC		58, 58, 58, 56, 56, 56, 80, 57, 57, 59, 59, 59	Super.
476-A		Phono-Comb.	Console	Wood		170-560	AC		58, 58, 58, 56, 56, 56, 80, 57, 57, 59, 59, 59	Super.
460		Auto.		Metal		180-560		Vibrator	85, 89, 89, 6Z4, 6D6, 6D6, 6C6	Super.
288				Wood		12-560	AC		58, 58, 58, 58, 56, 2A6, 80, 59	Super.

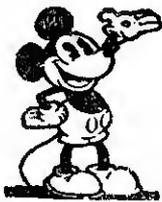


# A Pronounced Success

Arranged for Busy Readers

New York, N. Y.

## Mickey Mouse and Other Novelty Sets Add New Dimension to Radio Market



"IT'S A TREND!"

The world's most popular screen star has assumed a new role. Beloved by millions, he now breaks into radio. Walt Disney, his creator, has appointed the Emerson Radio and Phonograph Corporation as exclusive manufacturers and distributors of the Mickey Mouse receiving set. The advent of a radio line, housed in cabinets of lithesome design and gay colors, may mean more than that of their special appeal to little sister Betty or brother Bob at college or to dad for his den. While these sets should make easy the path for those dealers who go after the "second" and "third" radio sale per home, already there are signs that their cosmopolitan appearance is appealing to a wide variety of merchants. Toy shops, gift, jewelry and book stores see in these sets of novelty design an attractive item.

That new and radical exterior designs, and new outlets, is assuming the proportions of a trend is further evidenced by the fact that Colonial is out with a set housed in a globe of the world—of direct interest to the business man and proprietors of map and stationery stores. Then there is that attention-getting two-tube "pocket" set by International—the Kadette, Jr. "People are buying them for bridge prizes," we are informed.

## Clay Irwin Heads New Enterprise

To insure interest in radio programs and to increase the number of radio listeners by the simple expedient of building better programs, a new organization, Radio Shows and Associates, located in the Commodore Hotel, New York City, has been formed.

"Radio is showmanship," says Clay Irwin, general manager, "and this largely has been lost sight of by the variety of persons who have had their hands in program building." This company plans to build better programs employing "creative showmanship," "timing," and "balance."

## Prizes Awarded in Federated Contest

First prize in the contest sponsored by Federated Purchaser for the best letter on "How to Overcome Auto Radio Noises" was awarded to R. L. Dougherty of

Neptune, N. J. Other prize winners were Hyman Zimmer and E. M. Hollerman, both of New York City and the Eddy Radio Service System of Springfield Gardens, N. Y.

These data obtained from this contest have been compiled into an informative brochure giving special instructions for auto radio installations in various types of motor cars. This pamphlet may be obtained by writing to Federated Purchaser, Inc., 23 Park Place, New York City, and inclosing 10 cents to cover mailing cost.

## Lewis & Carnell Hold Dealer Meeting

About 500 dealers attended the meeting of Lewis & Carnell Co., Philadelphia, in the Clover Room of the Bellevue Stratford Hotel on September 28.

Representatives of Crosley, Cunningham, Newton Washer, Eureka Vacuum and the Cleveland Steel Products Corporation, the companies which this firm represents, attended, giving short talks to the dealers.

## R. W. Camfield with Wurlitzer

The many friends of R. W. Camfield who recently resigned from the presidency of the Sentinel Radio Corp., will be interested in learning of his association with the Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y., in the capacity of traveling sales manager of the Radio Division.

In his new connection, Mr. Camfield will be personally identified with all sales activities on the Lyric line.

Stewart-Warner announces the following new distributor appointment for its Atlanta district: Alexander Seewald, Inc., Atlanta, Ga.

## McMurdo Silver Bids the Admiral Bon Voyage



Admiral Byrd, now on his way to the South Pole, discusses with McMurdo Silver, at Chicago, the feasibility of receiving regular broadcasts from "Little America."

McMurdo is now hand-tailoring super-sensitive sets for just such special purposes—as well as for regular programs.

## RMA TO RETAIN ITS IDENTITY

Arthur Murray and Leslie Muter Named as Supervisors to Administer NEMA Code

At a general membership meeting of the Radio Manufacturers Association, held at the Hotel Commodore, New York, Sept. 26, it was voted to maintain the identity and interests of the radio industry, including industry administration of the Electrical Code as it applied to radio manufacturers. This action confirmed an agreement, previously made by the Board of Directors of RMA with the National Electrical Manufacturers Association, whereby active administration and supervision of the Electrical Code, as it may apply to the radio industry, will be in the hands of a radio supervisory agency to be nominated by the Radio Manufacturers Association.



LESLIE MUTER



ARTHUR MURRAY

Arthur T. Murray, of Springfield, Mass., chairman of the RMA Set Division, and Leslie F. Muter, Chicago, RMA treasurer and chairman of the Parts, Cabinet and Accessory Division, were named as the code supervisors. Another separate code supervisor for tube manufacturing will be named later.

Following this arrangement the RMA members adopted unanimously a resolution offered by Paul B. Klugh providing for immediate and aggressive enforcement of the Code. This resolution stated that: "the Board of Directors of the Radio Manufacturers Association declare that the Electrical Code as approved by the President, or any amendments thereof, will be aggressively enforced in the radio industry by a supervisory administrative power to be immediately created and the radio industry is hereby notified that it must adhere to such Electrical Code and that violations thereof will be reported to the Government."

While maintaining their RMA memberships, the tube manufacturers, on Sept. 16, decided to also form a radio tube section in NEMA and have a separate code supervisor appointed for the tube industry. All other RMA divisions, however, at the membership meeting gave strong expression toward maintaining the identity and independent action of the radio industry in RMA.

## GRUNOW AGAIN IN RADIO GAME

*General Household Announces  
New Line of Sets at Chicago*

William Grunow is back in the radio business. In the presence of over 100 distributors, at the Lake Shore Athletic Club, Chicago, Sept. 11, he presented his initial line of "Grunow" sets. As president of the General Household Utilities Company, he then predicted better times for the industry and a return to sound and sane merchandising practices. Mr. Grunow also emphasized that his company intended to sell only through jobber-to-dealer channels.

Orders for more than 200,000 sets were received by Sales Manager Henry Bonfig, from General Household jobbers, following the conclusion of the second day's business session. One hundred thousand of these receivers for October delivery and the balance prior to January, 1934, it was stated. These sets will be "belt line" produced in the factory of the former U. S. Radio and Television Corporation (now merged with the Grunow Corporation) at Marion, Ind.

In addition to this showing of nine new "maiden" models of radio sets the latest in Grunow electric refrigerators also were displayed and explained.

The two-day convention closed with a banquet staged in the well-known Queen's taste manner. "Now the selling begins," said the enthusiastic jobbers, as they left for home—and dealer conferences, telling the story of "an old name but a new line in Radio."

*"Now the Selling Begins"*



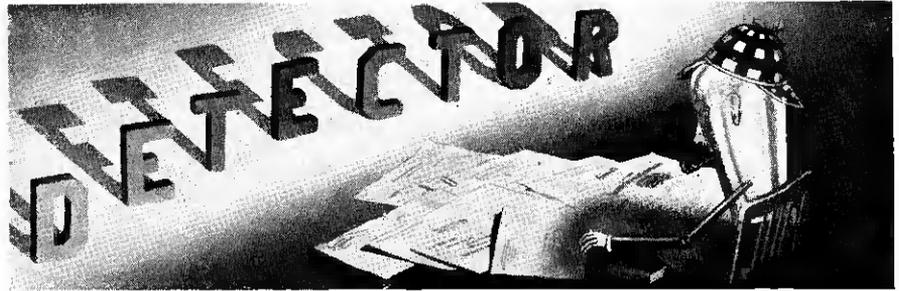
*"Now get to work and sell," says Bill Grunow to his New York distributor, Dave Goldman. This touching little banquet scene marked the closing hours of General Household's convention.*

### JOBBER APPOINTMENTS

NORTH AMERICAN RADIO CORP., New York City, has discontinued distribution of Zenith products to concentrate its sales efforts on the Grunow line made by the General Household Utilities Co. Both radios and refrigerators will be handled.

MOONEY-MUELLER-WARD Co., Indianapolis, has been appointed Stewart Warner distributor for the Indianapolis territory.

HUB CYCLE & RADIO Co., Boston, takes over the Lyric line in the New England territory.



VICTOR MUCHER has been advanced to the post of controller of Clarostat.

FERNALD NOW GSM Paul R. Fernald has been appointed general sales manager of the Kenyon Transformer Co., Inc., New York City. Mr. Fernald was formerly eastern sales manager for Wright-DeCoster.

EMPIRE LINE Empire Electrical Products Co., New York City, announces that Bert Ayers is now in charge of handling its line throughout the country. Mr. Ayers was formerly sales manager of Sprague Specialties Co.

50/50 Fred Lefgren, successful Moline, Ill., dealer, told me this: "I spend as much for publicity as for rent. Always 'proposition' the public in my ads."

TELEVISION "Television is still in the research stage." Senatore Guglielmo Marconi.

PRICES Ever try to keep a squirrel on the ground? That's the way with set quotations these days. "Prices not guaranteed, will be billed as prevailing at date of shipment," say the manufacturers.

1,000 DEALERS Peirce Phelps, Inc., ran its annual convention last month in Philadelphia. "Upwards of a thousand dealers" attended. Gar Wood, champion speed boat racer, was a big drawing card; gave a thrilling talk at the banquet. Peirce handles the full Majestic line.

CROSLEY Although Powel Crosley has added over 2,000 workers to his factory pay roll and production now exceeds 3,500 sets per day, he is unable to fill all

orders. "There's a back log of approximately 30,000 sets," Mr. Crosley states.

WURLITZER "Trade reaction to the new Wurlitzer Lyric line is excellent," writes sales manager Capehart, who recently returned to the factory with a 3-carload order for sets from one newly appointed distributor. Wurlitzer is out with a new window display litho that's a darbar.

EMPLOYMENT AGENCY National Radio Institute, Washington, D. C., offers its facilities free to those dealers and jobbers who wish to obtain trained service men.

25-MAN CONVENTION One of the most unusual radio conventions ever held occurred at Ann Arbor, Mich., Sept. 15-16, when 25 men, the administrative and sales staff of International Radio Corp., met in a two-day convention to discuss methods of merchandising a radio weighing only 2 lb. and measuring 2x4½ in.—the new Kadette, Jr. The entire deliberations were confined to this miniature of miniatures in radio.

RAYTHEON FIGHTS CRIME Through the cooperation of police chiefs, the Raytheon Production Corp. is offering to radio dealers its "Book of Police Mysteries," to be used in building sales of Raytheon tubes. I've just read its 48 pages of hair raising tales of police radio cars in action. Me for the sleeping powders tonight. Also gives detailed description of short wave police radio transmitters and how they work. Contains a complete list of police transmitters in the U. S. with their call letters, wave lengths and kilocycle frequencies. It's promotion material that's different.

### Parts Distributors Meet in N. Y.

Coincident with the IRSM Convention, eastern radio parts distributors met in the Hotel Pennsylvania, New York, on October 3, under the auspices of the National Association of Radio Parts and Accessories Distributors. Progress on the national group's code of fair competition, to be presented to the NIRA administrator at Washington, was reported and a resolution urging non-members to join the association to insure the code's success adopted.

Representatives of the following companies were present: B & O, Newark; H. Jappe, Boston; Wholesale Radio, New York; Coast-to-Coast, New York; Cameradio, Pittsburg; Federated Purchaser, New York; Sound Systems, Huntington, W. Va.; Geo. D. Barbey, Reading; American Sales, New York;

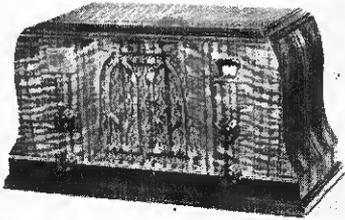
Radio Service Laboratories, Manchester, N. H.; Hatry and Young, Hartford, and Baltimore Radio, New York.

A formal report on the meeting is to be sent to members by the National Association secretary.

### Two Sylvania Tube Data Sheets Revised—Now Available

Hygrade Sylvania is out with two new tube specification sheets which should prove of great help to dealers and service men. "Tubes for Your Auto Receivers," revised as of August first, carries the kits needed for 69 makes of A R sets (didn't know there were so many on the market). "Average Characteristics" is the name of the other, four-page, pamphlet—a most thorough data-giving job.

# NEW MERCHANDISE



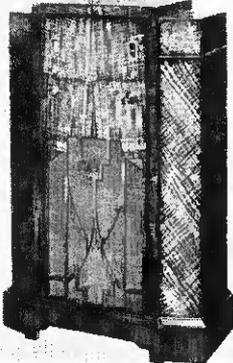
Sentinel Model 623

## Sentinel Series

Model 623 of the Sentinel Radio Corp., 2222 Diverseray Parkway, Chicago, takes 2A5, 2A6, 58, 2-57 and an 80. Wave range 75-550 meters. Provision is made for use with Duola Model B. \$39.50. As Console Model 625, in the moderne style, the price is \$59.50.

Model 634, table model, with the same chassis but tuning from 15-550 meters, is \$49.50. In the moderne console covering Model 635, it lists at \$69.50.

Model 1046 is a 10 tube console covering from 75-550 meters. The tube equipment includes 2-57, 3-58, 3-59, 55, 80. \$99.50.—*Radio Retailing*, October, 1933.



Sentinel Models 635 and 625

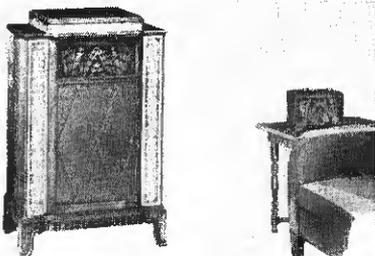
## Grunow Radio

The illustrated model is indicative of the higher priced Grunow radios to be placed on the market by the General Household Utilities Co., 2638 N. Crawford Ave., Chicago. Photos of the complete line are not yet ready for release. More complete details will appear in the November issue.

Model 1101, shown below, is a 11 tube remote control receiver using power chassis number 9B and remote control chassis 2A. The former takes 5Z3, 4-45, 37, 6B7, 85 and 78. The latter a 78 and a 6F7.

This set has shunt a.v.c., gets all police calls and has a 12 in synchro dynamic speaker

A feature of the Grunow line is the "Silent-trol" which is used in this set. This device enables the silent selection of favorite stations at will.—*Radio Retailing*, October, 1933.

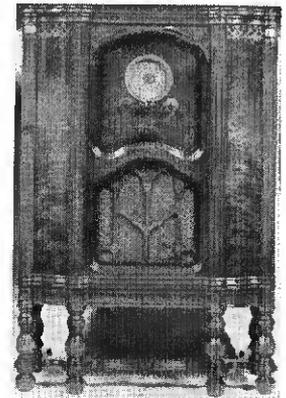


## Mickey Mouse Radio

Several models of the Mickey Mouse set made by the Emerson Radio & Phonograph Corp., 641 Sixth Ave., New York City, are available for den, nursery, etc.

The set measures 6x6x4 1/4 in. and can be used on either a.c. or d.c., 110-120 volts, 25-60 cycles. Also adaptable for 220 volt operation. The circuit uses 78, 6F7, 38 and IV.

There are three models: black with silver trimming; ivory with light green trimming and walnut with carved Mickey Mouse characters (illustrated). Each lists at \$25.—*Radio Retailing*, October, 1933.



RCA-Victor Model 240

## RCA-Victor Line

For the 1934 season, the RCA-Victor Co. Inc., Camden, N. J., offers:

Model 110, a 5 tube super using 58, 80, 2A7, 2A5, 57. Police call reception. Table model of the cathedral type. \$32.95.

Model 310, same chassis in a lowboy, is a radio-phonograph combination. \$94.50.

Model 120, 6 tubes (2-58, 80, 2A7, 2B7, 2A5), is a Gothic midget. Police calls. \$42.50.

Model 330, a radio-phonograph combination, takes 53, 55, 56, 2-58, 80, 2A7. Six legged highboy with doors. \$140.

Model 331, another combination, has automatic record changer. Accommodates either nine 10 in. or eight 12 in. records, 33 1/3 or 78 r.p.m. Same tube line up. \$179.

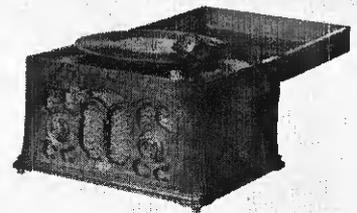
Model Duo 300 is a table radio-phonograph with t.r.f. radio. Equipped for 78 r.p.m. operation only. Takes either 10 or 12 in. records. \$39.75.

In the shortwave line, there are:

Model 240, all wave console with a continuous frequency range of from 16-555 meters. A special 4-position frequency switch controls 4 separate wave bands: 540-1,500; 1,500-3,900, 3,900-10,000, and 8,000-18,740 kc. It has full vision airplane dial. 8 tubes. \$128.50.

Model 140 is the table model of this job. \$92.50.

Model 121, a table model shortwave set, is a 6 tuber operating on two bands, from 540-1,500 kc. and from 5,400-15,500 kc. Also has full vision airplane dial. \$54.50.—*Radio Retailing*, October, 1933.



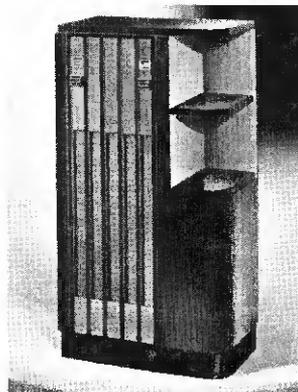
RCA-Victor Model 300

## Shelburne Portable Auto Radio

A motor generator powered and entirely self-contained auto radio can be obtained from the Shelburne Mfg. Co., 1812 E. 30th St., Cleveland, Ohio.

There are no clamps or bolts and no holes to drill. This set can be placed anywhere in the car like a piece of luggage. It can be placed next to the driver in the front seat acting as an arm rest, for instance, and is entirely portable. There are just two battery wires and the antenna to connect.

This set is a superheterodyne with a.v.c., G.E. dynamotor, Rola dynamic speaker and uses one each of the 6A7, 6B7, 78 and 41 tubes. The intended retail price is \$47.50, installed.—*Radio Retailing*, October, 1933.



Majestic Model 996

## Majestic Sets

Its modernistic table cabinets having proved so popular, the Grigsby-Grunow Co., 5301 Dickens Ave., Chicago, has brought a series of modernistic consoles.

There are four models, each with 6 tube chassis and made to receive calls. They are Model 666, Ritz; Model 776, Lido; Model 886, Park Avenue, and Model 996, Riviera.

In addition, Majestic has just released three 5 tube sets, dual range (535-1,550 and 1,480-4,400 kc.) They are Model 556, Tudor consolette; Model 75, Queen Anne consolette and Model 560, Chatham, a conventional console. The latter is available for 32 volt, d.c.; 110 volt, a.c. and battery operation.—*Radio Retailing*, October, 1933.

## Auto-Home Radio.

Interchangeable between auto, home and boat, the Model 611 radio made by the Herbert H. Horn Radio Mfg. Co., 1629 S. Hill St., Los Angeles, Calif., operates from 6-volt car battery or 110 volt house current. No extra equipment is necessary.

For use in the auto or boat it slips into a pair of slotted brackets which are permanently attached under the dash. There are no bolts or screws to bother with.—*Radio Retailing*, October, 1933.

(New Merchandise Department  
continued on page 34)

# New York Radio Show

October, 1933

Other News of the Month,

## RECORD CROWDS DISPLAY GENUINE INTEREST IN THE NEW SETS SHOWN AT THE GARDEN

Of the 210,000 persons who attended the 1933 National Electrical and Radio Exposition, New York, over 75 per cent paid the full admission price. But this indication of genuine interest in electrical merchandise, as reflected by this barometer, tells but part of the story. It was a high-class crowd. "They asked intelligent questions about radio, favored the better consoles and were intent on buying," declared the exhibitors.

It may be safely stated, therefore, that the nation's largest radio show, conducted by the Madison Square Garden Corporation and sponsored by the local Electrical Association, was a gratifying and outstanding success.

The "first-nighters" were greeted with flaming words of welcome written at a remote point by Clarence L. Law, Association president, and carried to the Show via telephone lines and Allen B. DuMont's new cathode-ray telautograph. Interest was sustained throughout the exposition through the demonstration of such things as Miessner's electronic piano and the U. S. Army Signal Corps' field communication apparatus. The city's emergency calls were routed through a Police Department exhibit. A complete amateur short wave station continued in constant operation. Historic and scientific displays, installed by the Museum of Science and Industry, also kept the public coming.

### 95 Exhibits

Ninety-five exhibitors were attracted to the Show. Thirty-four of these were manufacturers or distributors of air-conditioning apparatus, refrigerators, washers and other electrical appliances. Twenty-four displayed radio equipment. These were, in alphabetical order:

Atwater-Kent, Continental Diamond

Fibre, Crosley, Cunningham, Delco, Emerson, Empire, Fada, General Electric, General Household, Grigsby-Grinow, Halson, Motorola, Philco, Pierce Airo, RCA-Radiotron, RCA-Victor, Sparks-Withington, Stewart-Warner, Stromberg-Carlson, United American Bosch, Utah, York Automotive, and Zenith.

### Design Trends

Improvement in the cabinet or "furniture" design, rather than engineering advances, characterized the new models shown. The Century of Progress has had its influence, and many modernistic jobs, conservative enough to attract the average buyer, were introduced. In addition, there was a marked improvement in finish and cabinet work.

Remote control, of both the mechanical and electrical variety experienced a revival, with several manufacturers offering types which may be pre-tuned, stations clicking in without tedious dial adjustment. Auxiliary speakers, made by



### Miss Radio 1933

Diana Chase, Station WINS, is Miss Radio of 1933. With her are her two hand maidens, Leah Ray, WEAJ (left) and Rosemary Lane, WABC.

numerous companies, lead us to predict a run for two-unit sets. Midgets, though present, relinquished the limelight in most booths to consoles. A vest-pocket, two-tube brought visions of a new market. Automobile radio, in all its varied forms, came in for a good share of interest.

E. B. LATHAM AND Co. will distribute the Zenith line in the New York trading area. This appointment marks the satisfactory and friendly culmination of the rearrangement of Zenith representation in the East due to conflicting loyalties of its former distributor.

## Madison Square Garden on Opening Night, National Electrical and Radio Exposition



## IRSM Convention and Exhibit Held in New York City

On October 2, 3 and 4 the New York division of the Institute of Radio Servicemen held its convention and exhibit. Over 2,000 technicians attended to see the new servicing instruments and replacement parts displayed by 18 manufacturers and distributors and to hear the following speakers:

Louis Martin on "Problems in Short-wave Installation and Servicing"; E. H. Rietzke, on "Quiet Automatic Volume Control Systems"; E. O. Johnson, of RCA-Victor, on "Auto-Radio Interference"; Walter Jones, Hygrade-Sylvania, on "New Tubes and Their Applications"; C. W. Burton and V. S. Church, of Apparatus Design, F. E. Wenger, of Readrite, Bruce O. Burlingame, of Supreme, and John Miller of Weston-Jewell on "Test Equipment."

F. L. Horman discussed "The Decibel"; Dave Grimes, "Music If Any"; Arthur Lynch, "Noise Reducing Antennae Systems for Broadcast and Shortwave Bands"; Ken. A. Hathaway, executive secretary of IRSM held forth on "Last Minute Information About the NIRA Code for Radio Servicemen."

Hathaway discussed the code of fair competition for the service industry, giving an outline of the principles embodied in the National Industrial Recovery Act, and an explanation of the purposes of the code submitted by the Institute of Radio Service Men. Details cannot be divulged until permission to do so emanates from the Administrator's office in Washington. It can be said, however, that the Institute's code for the service industry has been formulated to provide for the welfare of the radio consumer, the serviceman in particular, and the radio industry as a whole. Its consummation, according to Hathaway, will react beneficially to all participants.

### The Campaign

(Continued from page 16)

trade was inspired by the campaign to go to work. The distributors met and set up a committee; the dealers were brought together for a meeting; new enthusiasm and confidence was kindled in the sales forces of the industry.

"A really notable review of broadcasting was developed through the generous cooperation of NBC and Columbia, combining the regular programs, high-lighted with special announcements, and special Radio Progress features, such as the Pageant of Radio Progress, 'Milestones with Marconi' and the daily demonstration hour for dealers called the "Radio Progress Week Revue." And this was merchandised to and through the dealers by broadsides and other display and advertising material.

"All this can be credited to the campaign. The fact that the RMA and the set and tube manufacturers provided only a little more than 9,000 of the dealer display units, instead of say 15,000 to 20,000, was unfortunate and has made much bad feeling. But it must be remembered that this campaign was more than just a package of advertising materials—important as they were. For the dealer had the display cards

and the folders advertising his own line, he had the campaign program broadsides and posters.

"The important point is that this Radio Prosperity Campaign provided a time and an occasion to stage a comeback in radio merchandising. It sounded a battle cry to which wholesalers and retailers responded. Many hundreds of dealers in towns where there was no committee wrote in for advertising material to help them cash in on the campaign and received it. Many cities that in the beginning said, 'Nothing can be done here. The dealers are dead,' later caught the spirit and put on a local program. In a word, no matter what any individual may think, or what any one city may have done, the sum total of it all is a remarkable awakening of selling activity in the radio trade through the country—And this is good."

### D. W. May to Distribute Lyric Line in N. Y. Area

The Rudolph Wurlitzer Co. has completed arrangements with D. W. May, whereby this well known eastern radio man will distribute the Lyric line throughout the Metropolitan territory, New York.

May, founder of the May Radio and Television Corp., sailed recently for Europe but will return in the near future to complete the details of his active participation in promoting the Wurlitzer interests in the East.

Among those seeing him off at the pier was Homer E. Capehart, Director of Sales for Wurlitzer.

## RADIO JOBBERS CODE SUBMITTED

Satisfactory progress and a favorable outlook for its acceptance by the Government is reported by the committee in charge of the writing and submission of a NRA Code for the radio wholesalers. It is expected that a public hearing will be held at Washington on this Code the latter part of this month.

This present status represents the culmination of many weeks of intensive effort on the part of the committee. In this connection, and in order that the Code may be directly representative of the thinking of the majority of radio jobbers of the country, every effort has been made to organize this branch of the radio industry into one compact organization, the Radio Wholesalers Association, and to obtain opinions relative to the Code from all parties interested. To this same end and because the Code necessarily affects the fortunes of the radio dealers, all radio retailers have been urged to form local associations to affiliate with the National Federation of Radio Associations, 111 North Canal St., Chicago. Copies of the Code are on file at these headquarters and comment pertaining to it should be sent to this address.

The National Federation of Radio Association, it is pointed out, is the only national body representing the radio dealers and the radio jobbers. Already many opinions have been received and every attempt has been made to incorporate the majority thought into the provisions of the Wholesalers' Code.

## Studio Party

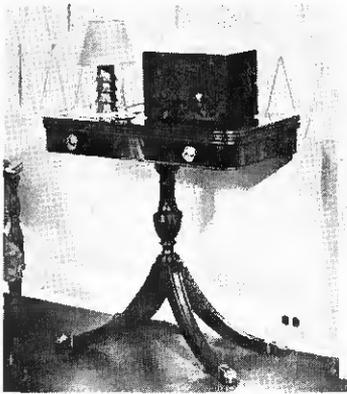
How Many of  
These Program  
Stars Can You  
Identify?

Reproduced from  
a new promotional  
piece just brought  
out by Cunningham  
and RCA Radiotron.  
In full color lithog-  
raphy, size 28 x 42  
inches.

For the correct  
answers write to  
Camden, N. J., and  
get the "Key Sheet."



How many can you identify? Ask for key sheet  
**RADIO TUBES TESTED FREE**



GE Model K-53

## G.E. 1934 Series

4, 5, 6, 7, 10 and 12-tube sets including two combinations and an automatic combination make up the new line of the General Electric Co., Bridgeport, Conn.

Model K-43 is a 4-tube midset which receives all police calls. \$27.95.

Model K-48 is a 4-tube l.r.f. radio phonograph combination of the table type. It plays 10- and 12-in. records. Wave range: 540 to 1,712 kc. Tubes used are a 78, 77, 38 and 25Z5. \$39.75.

Model K-52 is a Gothic type midset, \$32.95; Model K-53 is a chest model, \$34.50, and Model K-58 is a console radio phonograph combination. The latter plays from 10- to 12-in. records both 33 $\frac{1}{3}$  and 78 r.p.m. These three sets are 5-tube supers (58, 2A7, 57, 2A5 and 80). Wave range 1,400 to 2,800 kc.

Model K-63 is a 6-tube table model (2-58, 2A7, 2B7, 2A5 and 80). 540 to 2,800 kc. \$42.50.

Model K-78 radio phonograph combination is a low-boy with doors. It is automatic "lo-tone" phonograph compensator and plays either 10- or 12-in. records, standard and long playing, 540 to 2,800 kc. Tube line up: 2-58, 2A7, 55, 56, 53 and 80. \$149.

The model K-79 with same chassis is an automatic radio phonograph combination with a new type automatic type record changer. \$179.

Model K-107 is a 10-tube de luxe color-radio with dual automatic volume control, noise silencer. It uses 4-53, 3-56, 2-2A5 and 280. Receives all police calls. \$136.50.

Model K-126 is a 12-tube de luxe color-radio with twin-push amplification, dual a.v.c., automatic "lo-tone" compensator, tone equalizers and noise silencer. Receives all police calls. \$149.50.

Shortwave line includes two all-wave sets and two dual-wave sets. Each uses the superhet circuit on all broadcast bands and operates without a converter. Another feature is the new airplane type dial.

Model K-64 is a dual wave table model with a short wave range of from 6,000 to 16,000 kc. Model K-75 is the console.

Model K-80 is an all-wave table model with four frequency bands: 540-1,500; 1,500-3,900; 3,900-10,000 and 8,000-18,000 kc. Model K-85 is the console.—*Radio Retailing*, October, 1933.



GE Model K-79 Automatic Combination

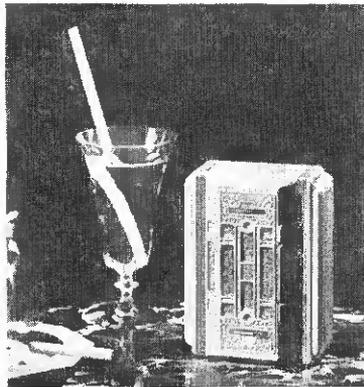
## Kadette Jr.

Truly a pocket radio is the Kadette Jr. of International Radio Corp., Ann Arbor, Mich. It weighs but 2 lb. and is only 2 in. thick and 4 $\frac{1}{2}$  in. wide. It will slip into a man's overcoat pocket easily and can be put in the office desk drawer ready for use at any time.

The chassis construction is quite revolutionary in that the usual chassis base is dispensed with. The tubes are hung upside-down in their sockets. The front panel forms the backbone of the metal housing onto which the various sub-assemblies are bolted. The set will operate in either a horizontal or vertical position. The circuit is a t.r.f. hookup employing reflexing. Tubes used are a 12A7 and a 6L7.

The 2-gang tuning condenser is specially designed as are the by-pass condensers and the volume control.

The Kadette Jr. comes in bakelite or suede finish in a variety of colors. The list price complete is \$12.50. De luxe model, \$15.—*Radio Retailing*, October, 1933.



## Audiola Radios

7, 8 and 10-tube sets are included in the new line of the Audiola Radio Co., 430 S. Green St., Chicago. With the 7-tube chassis, 2A5, two 56, 57, two 58, 80—there are Model 7558 console, \$69.95; Model 716 table model, \$49.95. These sets tune down to 3,000 kc.

With the 8-tube chassis (an additional 56) there are Model 8557 console, \$84.95, and Model 816, table set, \$68.95. These sets have quiet a.v.c., noise suppressor and tune down to 3,000 kc.

With 10-tube circuit (2-2A5, 3-56, 57, 3-58, 80) Audiola offers Model 10731, console, \$99.95. Has all the features of the 8-tube model.

In addition, there are Models 4MB, a 4-tube a.c.-d.c., t.r.f. compact in a metal cabinet. This set gets 175 meter police calls and uses a 77, 78, 12Z3 and 39. \$17.95.

Model 5WB is a 5-tube a.c.-d.c. super in a walnut cabinet. It also receives police calls and uses 2-6D6, 6C6, 43, and 12Z3. \$28.88.

A 32-volt, all electric, self-contained, eight-tube superheterodyne table model which can be plugged into a 32-volt line without batteries or other equipment, is also offered. It has quiet a.v.c., interstation noise suppressor. \$89.50, complete.—*Radio Retailing*, October, 1933.

## Noise-Reducing Antennas for Auto Radios

A line of auto-radio antennas, using the Lynch noise-reducing antenna system as a foundation, may be obtained from the Lynch Mfg. Co., 51 Vesey St., New York City.

The line includes types slipping directly into the roof upholstery; running-board types including those of solid metal, some of which are adjustable; and flexible units extended from the running-board, but held in place with rigid flanges; as well as narrow long strips provided with either tie-straps or eyelets. A special flexible type for coupes and roadsters consisting of two strips with a suitable connecting wire between is also available. List prices range from \$1.15 to \$5.25.—*Radio Retailing*, October, 1933.



Te-tek-tor-et Selector Case

## Stromberg Carlson Sets

The line of the Stromberg Carlson Telephone Mfg. Co., Rochester, N. Y., features the "Te-tek-tor-et," an 8-tube remote control receiver listing at \$143.50. The selector case is completely portable.

The No. 55 Te-tek-tor-et consists of a cabinet containing speaker and amplifier, and the selector case.

Model 56 Te-tek-tor-et has the same features as the No. 55 including pre-tuning but without the remote control case. The cabinet is conservatively modernistic. Access to the controls is obtained by pressing back a hinged door. \$168.50.

Model 52 utilizes 12 tubes. Equipped for Te-tek-tor operation. \$385.

Model 54 radio and automatic phonograph, also equipped for Te-tek-tor operation, takes 12 tubes. \$592.50.

Model 3 end table type automatic phonograph is designed to be used in conjunction with a radio set. It contains electrical pick up and automatic record changer. \$242.

The following price increases are announced. The new prices are: \$79.50 on the auto radio, \$230 for Model 49, and \$427.50 for Model 51.—*Radio Retailing*, October, 1933.



Te-tek-tor-et Speaker—Amplifier

## Remler Scottie

A conservatively modernistic receiver, the "Scottie," done in Bakelite is announced by the Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif. The chassis is completely enclosed as even the back of the cabinet is bakelite. It is a 5-tube superheterodyne, using the new multiple type tubes. For use on either a.c. or d.c. Gets police calls. The set measures 10 $\frac{1}{2}$  x 6 $\frac{1}{2}$  x 4 $\frac{1}{2}$ . \$29.90.—*Radio Retailing*, October, 1933.



## Atwater Kent Line

In addition to the sets described in the September issue, the Atwater Kent Mfg. Co., Philadelphia, Pa., announces the following sets:

Model 165, a 5 tube (57, 58, 80, 2A6, 2A5) super with 8 $\frac{1}{2}$  in. speaker, in a Gothic cabinet.

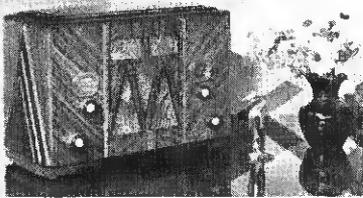
Model 275, to operate on 110 volt a.c. or 110 d.c. using 6A7, 44, 75, 43, 25Z5. Moderne cabinet. Tunes to all police signals.

Model 427, a console with same 7 tube chassis as Model 217 Compact.

Model 427Q, a battery console with same chassis as Model 387.

Model 708 is a combination broadcast and shortwave set. Tuning range 540-20,000 kc. Uses 5-58, 2A6, 2A5, 80. With shadow tuning and 11 in. speaker it is known as Model 808A.

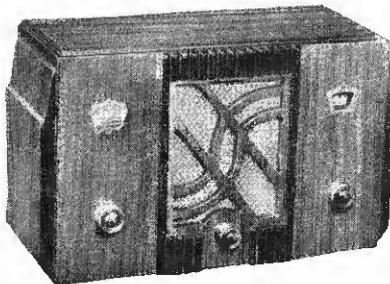
Model 310J is a 10 tube console (2-2A5, 4-56, 3-58, 80). Available also as Model 310T in a highboy cabinet.—*Radio Retailing*, October, 1933.



Atwater Kent Model 275

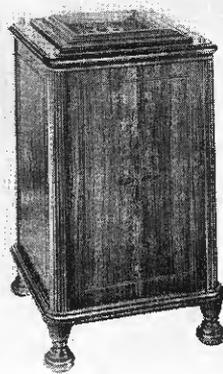
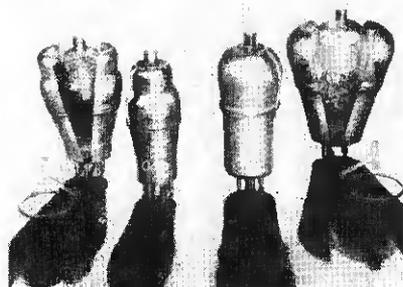
## Freed-Eisemann Model 350

A 5-tube a.c. de luxe superheterodyne. Model 350, tuning from 75 to 560 meters (4000 to 540 kilocycles) is announced by the Freed Radio & Television Co., 2219 Wilbur Ave., Long Island City, N. Y. Uses a 6A7, 78, 75, 42 and 80. This set is encased in a hand rubbed modernistic walnut cabinet with black and silver trim.—*Radio Retailing*, October, 1933.



## National Union Form-Fitting Tube Shields

National Union Radio Corp., New York City, has developed a form-fitting metal jacket and grounding clip, easily applied to any type tube on which shielding seems necessary. Two styles are available so that all requirements for both straight-side and dome-type bulbs are provided for.—*Radio Retailing*, October, 1933.



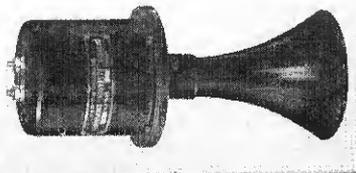
## American Bosch Humidifier

A humidifier (air moistener) in a harmonizing cabinet can be obtained from the United American Bosch Corp., Springfield, Mass. It is electric and purifies as it humidifies, clearing the air of tobacco smoke and dissipating odors. Three models are available.

HA-1 connects to the water supply. Entirely automatic in operation.

HS-1 is similar in appearance but is designed to be independent of the water supply. Has a Humidistat. \$98.50.

HM-1, without automatic controls but turned on or off as desired, is \$78.50.—*Radio Retailing*, October, 1933.



## Electrophone

To improve tone range and fidelity of the present speaker, the Electrophone Corp., 2019B Rittenhouse Square, Philadelphia, Pa., has developed a new high frequency Electrophone to be connected in direct parallel to the speaker. It has a crystal element, revolutionary in design, permitting greatly improved reproduction.

The Electrophone is simple to install, has no filters nor are special networks, field supply or polarizing voltage necessary.—*Radio Retailing*, October, 1933.



## Morrill and Morrill Condensers

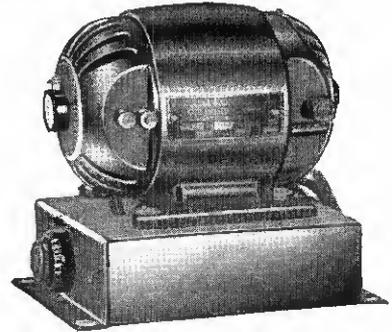
To fill the demand for compact condensers for quick replacement and to cut to the minimum stock requirements, Morrill and Morrill, 30 Church St., New York City, are now supplying the Little Giant 600 dry electrolytic condenser.

These units are 600 peak volts, 475 work volts and are available in 1, 2, 4, 6 and 8 mfd. capacities, having uniform lengths of 2 $\frac{1}{2}$  in. and width of 1 $\frac{1}{2}$  in. and varying depth of from  $\frac{1}{2}$  in. to 1 $\frac{1}{8}$  in. Furnished individually or in special service kits.—*Radio Retailing*, October, 1933.

## Kato Konverter

The Kato Engineering Co., Mankato, Minn., offers an improved low current drain radio converter, for operating a.c. sets from 32 and 110 volt d.c. lighting plants. It comes complete with attachment cord and remote control switch. Installation is simple as it is necessary only to plug the radio attachment cord into the Konverter receptacle and the radio is ready to operate. A remote control switch is provided on an extension cord, making it possible to start and stop from the radio. The list price is \$49.50.

32-volt A and B eliminators are also part of the 1933 Kato line.—*Radio Retailing*, October, 1933.



## Sprague "600 Line" Condensers

A new idea in replacement condensers has been launched by the Sprague Sales Co., North Adams, Mass. These units are known as Sprague "600 line" condensers and take their name from the fact that they are of one standard voltage, 600 volts. In other words, the service man need consider only capacities. They are extremely small so there is no difficulty in getting a replacement condenser to fit even the smallest midget.

A feature of the line is the Sprague emergency kit, a convenient box of ten specially designed units in five capacities and from which any filter condenser combination may be obtained.

In addition Sprague offers aluminum can type and cardboard dry electrolytics, bath-tub by-pass condensers, tubular condensers and auto radio condensers.—*Radio Retailing*, October, 1933.

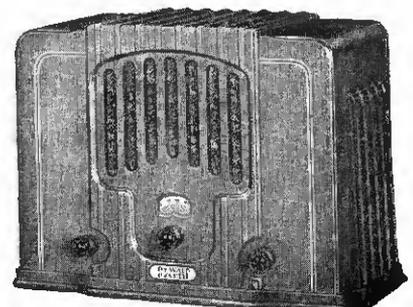
## Motorola Auto Radio

Model 77A super-de luxe auto radio of the Galvin Mfg. Co., 847 W. Harrison St., Chicago, is a 7 tube set (77, 3-78, 1-85, 2-12A-5) using a self-rectifying tubeless B-power supply. The tuning dial is of the airplane style with one-button control. \$64.50.

Super-Six model is a 6-tube job using a 77, 2-78, 85 and 2-12A5. It has the same type B power supply and the airplane one-button steering control. \$49.95.—*Radio Retailing*, October, 1933.

## DeWald Model 580

The DeWald Model 580 made by Pierce-Airo, Inc., 520 Sixth Ave., New York, is a 5 tube set in a midget cabinet. The wave length ranges from police broadcast and amateur to regular broadcast. The list price is \$34.50.—*Radio Retailing*, October, 1933.



# TUBE TIDINGS

October, 1933

E.T. Cunningham, Inc.—RCA Radiotron Co., Inc.

Camden, N. J.

## Newspaper, Magazine Advertising Backs Fall Tube Sales Campaign

Seen as Real Aid to Dealers

The promotional efforts of dealers who participate in the big C-R "3 Radio Sales Opportunities" campaign will be strongly supported by a powerful newspaper and magazine advertising schedule.

**Tip on Burns & Allen**

"HEALTHY, WEALTHY, WEALTHY AND HEALTHY"

GEORGE AND GRACIE, RADIO, STAGE AND SCREEN STARS. IN PRIVATE LIFE MAN AND WIFE. SHE STARTED LIFE AS SINGER, HE AS DANCER. MET IN UNION HILL, N. J. AND HAVE BEEN CLOWNING EVER SINCE. HER LONG LOST BROTHER ACTUALLY EXISTS, LIVING IN CALIFORNIA.

*a tip BZZ-ZZZ BZZ-ZZZ?*

REPLACE WORN-OUT TUBES WITH NEW CUNNINGHAM RADIO TUBES OR RCA RADIOTRONS. THE ONLY TUBES GUARANTEED BY RCA. DISCOVERIES UNKNOWN WHEN YOU BOUGHT YOUR TUBES FROM RCA'S GREAT LABORATORIES. FIVE VITAL IMPROVEMENTS THAT GIVE NEW LIFE TO YOUR RADIO SET.

**RCA Cunningham Radiotron**

Popular Radio Stars Are Featured in the C-R Newspaper Advertising

Each month, 22,000,000 copies of newspapers will carry the "Tips on the Stars" series of ads, which has attracted widespread attention. Undoubtedly these ads are outstanding in reader-interest.

National magazine ads will feature the Radio Tours Maps, creating a demand for them which dealers can capitalize. Several new magazines are being added to the list.

## Only a Few Left

C-R Special Offer on O1-A's, 27's and 45's Meets Wide Acceptance

Dealers who would like to participate in the extra profits available under the special net-price offer on Radiotron and Cunningham O1-A's and 27's in straight-side construction should get their order in to their distributor immediately.

The original offer, made a month ago, included 45's, also. The response has been so great that now only straight-side O1-A's and 27's are available to jobbers. Your jobber may still have a few 45's on hand.

The offer is an unusual opportunity for extra profit, in view of the rising price trend. Stocks are limited so you had better get your order in today.

## Big Sales Activity Launched by Cunningham-Radiotron

### "Radio Tours Maps Will Speed Sales"—Joyce

*Radio Tours Maps*, one of the featured items in the new Cunningham-Radiotron list of dealer sales aids, will do everything but close the sale, according to T. F. Joyce, sales promotion manager for the two tube companies.

"The industry's biggest market is with its old customers," explained Mr. Joyce. "Unfortunately, the great majority of radio listeners are too well satisfied with radio reception — reception that, measured by present-day standards of tone and sensitivity, is very superior. *Radio Tours Maps* wake these listeners up and make them dissatisfied with sets, tubes, and installations that are robbing set owners of half their radio pleasure. After that, selling them sets, tubes, or service, is not difficult.

#### SHOW RATHER THAN TELL

"From the listener's standpoint, *Radio Tours Maps* are a fascinating method of showing, not telling, him everything he wants to know about stations—their call letters, kilocycles, power, and chain affiliation—as well as directing him on 'radio tours' to all the outstanding local programs from nearby and distant stations. No tedious cross-references are needed.

"*Radio Tours Maps* are part of the Essential Kits given free to each dealer who enrolls in our '3 Radio Sales Opportunities' campaign."

**RADIO TOURS**

**RADIO STATIONS MAP of the UNITED STATES CANADA and MEXICO**

*Showing at a Glance*

Location, Call Letters and Frequency of all Stations

**RCA Cunningham Radiotron**

Cover of the Radio Tours Map of United States, Canada and Mexico

### Plan Sells Sets, Service and Tubes; Dealer Agrees Merely to Use Material

New selling helps and a different method of attack are noteworthy features of a great sales activity about to be started by E. T. Cunningham, Inc., and RCA Radiotron Co., Inc. The sponsors of the plan are so confident that it will produce results for any dealer that they pay all the expenses and furnish complete material for a trial.

"3 Radio Sales Opportunities," the descriptive name of the campaign, refers to the opportunities created by the plan for sales of radio sets, tubes, and service. Consequently, every type of dealer has been considered in the design of the new sales aids. The campaign is so flexible, it can be used by dealers with window display space or without, by the service department or for over-the-counter sales.

Presses have been running day and night to turn out the mountains of material required to permit every dealer in the country to try the plan without cost.

#### DISPLAY PRESENTS THIRTY-SIX RADIO STARS IN CARICATURE

The center-piece of the colorful window display, an intriguing caricature of a "Radio Studio Party," assembles for the first time thirty-six of the outstanding microphone stars of the nation. This in itself is enough to stop sidewalk traffic but this unique display goes much farther. Capitalizing the universal instincts of hero worship and curiosity, it brings passers-by into the store by offering a key-chart naming all the performers caricatured on the center-piece of the display. Almost anyone will recognize Betty Boop sitting on the grand piano, but some will need the key-chart before they will believe that the gentleman on whose piano she sits is none other than staid Walter Damrosch.

#### MAPS AND YARDSTICKS

"Radio Tours Maps" are another feature of the plan. They actually show on a four-colored map, size 19 inches by 27 inches, all the radio stations of the United States, Canada, and Mexico. Cross-reference is unnecessary — Location, kilocycles, and power are shown at a glance. The same information is given for short-wave stations on a "World-wide Short-wave Map." Each United States Map is accompanied by a cleverly designed "Radio Performance Yardstick," a device for exposing the inadequate performance of undersized and weak-tubed radio sets.

#### FREE TO DEALERS

Radiotron and Cunningham distributors throughout the country have adopted the plan enthusiastically. "Requisition Forms," to be used by the dealer in ordering Essential Kits, may be obtained from the distributors. All the dealer has to do is agree to use the material.

# Tubes for Ultra-Short Wave Use Demonstrated by RCA Engineers

## Bring Solution of Short-Wave Problem One Step Nearer Reality

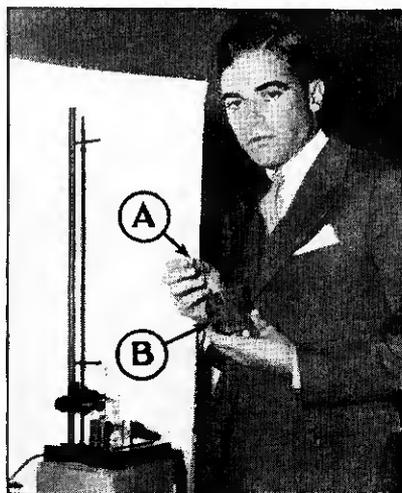
Utilization of the ultra-short radio waves is the momentous achievement that eventually may result from the further development of the extremely small radio tubes which were demonstrated recently to the members of the Institute of Radio Engineers by B. J. Thompson and G. M. Rose, Jr., of the Research Laboratory of the RCA Radiotron Company, Inc., Harrison, N. J. No larger than marbles, these tubes represent more than two years' research and are a radical departure in radio tube design. They are still in the laboratory state and are not available commercially.

### WOULD RELIEVE CROWDED CHANNELS

Solution of the problem of ultra-short-wave radio transmission and reception would greatly relieve the present crowded condition of broadcasting channels. Today more than 700 radio stations of the United States, Canada, and Mexico must share the 97 channels in the 200-to-555-meters broadcast band. In the ultra-short-wave band from one to two meters there are 15,000 channels. It is for this reason that utilization of ultra-short waves has been the goal of the world's radio engineers.

### FURTHER RESEARCH STIMULATED

"Although we are still far from the complete solution of the problem of ultra-short



B. J. Thompson holding (A) Ultra-Short-Wave Tube—(B) Ultra-Short Wave Set. The tubes are no larger than marbles.

waves, this radically new fundamental approach offers much promise of success," said Mr. Thompson. "The new tubes give us an effective tool with which to conduct further research in this field. They have just as great amplifying ability in the short-wave field as ordinary radio tubes have in the regular broadcast bands. The simultaneous reduction of tube and circuit dimensions in accordance with the reduction of wave lengths makes possible the avoidance of special and inconvenient circuit provision which have heretofore been necessary for ultra-short-wave reception."

## Rider's Auto Radio Manual Available on special offer

\$2 and a 25-tube Order Gets It

Again E. T. Cunningham, Inc., and RCA Radiotron Co., Inc. make it possible for their dealers to keep their service data libraries right up to date.

Dealers who participated in the Rider Manual Deals offered by these companies last spring will be among the first to jump at this new bargain.

For only \$2 and an order for 25 tubes, dealers can obtain Rider's latest volume, "Specialized Auto Radio Manual, Volume I." The regular price at which the Manual is sold by distributors or direct from the publisher is \$3.50. The current offer represents a saving of almost fifty per cent.

Those who are familiar with Rider's other manuals feel that they are invaluable aids to the service man.

Dealers should apply to their distributors for details of the offer, which is straightforward and without red tape.

## World Series Posters Popular

Radio's great sales booster, the broadcasting of the World Series, provided the Radiotron and Cunningham organizations with another opportunity to prove that they are on the job when it comes to helping their dealers.

And did they seize the opportunity! Every dealer on their mailing lists received free a set of window streamers enabling him to put the World Series right in his window. Six clever streamers for keeping the score of each day's game, inning by inning, were among the material provided.

## Cunningham - Radiotron Sales Show Big Gains

### "Public Wants Quality" Comments Sales Manager

C. R. King, Sales Manager of RCA Radiotron Company, Inc., and E. T. Cunningham, Inc., reports Cunningham-Radiotron sales for September as the highest for any month this year.

"From the field reports of our representatives, it is evident that these tubes are not staying in jobbers' stocks or on dealers' shelves. This is a most encouraging sign for we recognize that the merchandise is not actually sold until it gets into the sockets of the radio sets.

"Our dealers found September Cunningham-Radiotron sales the best for any month so far this year. These dealers state that quality and consumer demand for Cunningham Radio Tubes and RCA Radiotrons are important factors in the ever-increasing sales of these two popular brands. This Fall we have an advertising and merchandising program designed to increase even further the sales and profits of Cunningham-Radiotron dealers. And, as for quality, our Manufacturing Department has never built more efficient or more uniform radio tubes than those it is building right now. The public wants quality and we are giving it to them."

## PATENTED ACTION POSTCARDS

Direct-mail methods of bringing in prospects have not been neglected in the RCA Radiotron-Cunningham "3 Radio Sales Opportunities" Activity.

Triple postcards, so novel that a patent on them has been applied for, have been specially designed to create interest in better radio reception. Result: More radio tube sales, more radio set sales and more radio service work.

The remarkable feature of the cards, here used for the first time, is the die-cut caricatures of

individual radio stars. When the figure is pushed out of the card and the feet anchored on the base, the character seems to have so much life and personality that it does everything but say "Hello, everybody."

In addition to this unique attention-getter, the cards have the distinct advantage of presenting more than three times as much selling copy as an ordinary postal at only slight extra cost. The postage is 1½c., or in larger quantities, only 1c. under special postal permit. Price is only \$1.00 for 300, imprinted with dealer's name.

### STEPPING AHEAD

RADIO lost its pep? New Cunningham Radio Tubes or RCA Radiotrons are an ever-effective tonic!

Before you buy new radio tubes, you want to be sure that they incorporate all the latest improvements of radio tube science. The only way to be sure is to buy the tubes that have always been known for advanced design and progressive manufacture—RCA Radiotrons and Cunningham Radio Tubes.

Cunningham-Radiotron leadership is based on a policy of constant, consistent improvement on a broad engineering front. Here are five recent advances that attest to the productivity of this policy:

1. Precision Construction... makes every tube a "matched" tube.
2. More Efficient Cathodes... assure uniform performance throughout life.
3. Improved Heater Design... reduces hum, eliminates crackles and gives quick action.
4. Higher Vacuum... results in quieter operation.
5. Cooler Grids... prevent fluctuation in volume due to erratic tube performance.

IT'S HARD TO BELIEVE, BUT IT'S TRUE!

In the Radiotron-Cunningham factories good radio tubes are easier to make than bad radio tubes. The reason: the factories are so precise that the factory is forced to select its raw materials giving a high percentage of perfect tubes—and lowering production costs. With tubes and screening processes results and provides test links, lessens results and production costs too. Another understandable reason for Cunningham-Radiotron superiority.

**RCA Cunningham Radiotron**

One of the series of six postal cards in the big C-R Fall Campaign.

# A RECORD Month

WHAT makes a song hit? Tin Pan Alley and the phonograph companies would pay big for an infallible touchstone. Yet every once in a while a simple melody will make an unheralded entrance and, before many weeks have passed, will be on the lips of millions. Last spring "Stormy Weather" was the rage. This autumn the public fancy has been completely captured by an irresistible snatch of sing-song melody, childish and naive, entitled "Who's Afraid of the Big, Bad Wolf." Record sales of this delightful nursery tale, indications augur, will go a long way towards keeping that gaunt beast away from the disc counters. It's a big radio hit already; and, as far as records are concerned, it's a "natural."

## Silly Symphony Launches Hit

Mickey Mouse, presenting Walt Disney's Silly Symphony, "The Three Little Pigs," is responsible for the big tune of the season. The little pink porkers' reiteration of Ann Ronell's blithesome air, through 15 minutes of colored celluloid fantasy, send the customers away from the flicker temples humming the braggart melody as if they've known it a lifetime.

The record companies haven't lost time putting "Who's Afraid" on wax. Brunswick's edition left the pressing machines first with Victor Young's orchestral arrangement (vocal by the Songsmiths). Don Bestor's band and Florence Case (assisted by the irresponsible falsetto of Charles Yontz) have captured gasconade and whimsy in a completely unique and believable manner. With tweeting fifes and blustering brass and other comic accents, this Victor recording band has concerted a crazily, sing-song, narrative affair calculated to appeal to "Who's Afraid" fans of all ages. Order heavily on this disc and put up the streamers supplied by the manufacturers.

Ben Bernie and his boys do the wolf song for Columbia, a twelve-inch affair it is, too. Bernie has a flair for the humorous and should give Bestor a run. George Olsen's crooning frau, Ethel Shutta, has made a vocal (Columbia No. 2819), watch for it, too. In fact, the more you let people know about "Who's Afraid of the Big, Bad Wolf" recordings, the more you'll sell. Take our word for it, it's the biggest disc item of the year.

## Musical Film Tunes Popular

The musical films are going over big and their songs have enjoyed wide approbation. Forty-Second Street, Gold Diggers and College Humor have demonstrated this fact. The new pictures offer tunes equally as inviting and the demand will be as great. From Paramount's Too Much Harmony, featuring Bing Crosby, comes "Thanks" and "The Day You Came Along," both excellently recorded by Meyer Davis and His Orchestra, in a genteel, refined,

aristocratic sort of manner (Columbia No. 2815D); and Victor Young and His Orchestra (Brunswick No. 6652). The latter disc contains appealing vocal refrains by Scrappy Lambert.

Paramount's Take a Chance presents two splendid opportunities for superb Paul Whiteman orchestrations with "It's Only a Paper Moon" and "Night Owl" (Victor No. 24400). The Rhythm Boys expand in the refrain to the latter; but dashing Peggy Healy is obviously miscast in the dragging measures of "Paper Moon." Listen to Joe Morrison's crooning of "Paper Moon" (with Olsen's orchestra) on Columbia No. 2811 for something a little better.

## "Footlight Parade"

Warren and Dubin scored successes with original tunes in Gold Diggers and Forty-Second Street, but their "Honeymoon Hotel," from the new Warner Bros. Footlight Parade, is pretty much a steal from "Pettin' in the Park." "By a Waterfall," from the same picture, but by Kahal and Fain, is the big number. The song was introduced auspiciously by Al Jolson on the

recent nation-wide NRA broadcast and is already well known. Leo Reisman and His Orchestra offer two lush arrangements of both pieces on Victor No. 24399. Very danceable numbers. Meyer Davis does the same coupling for Columbia (No. 2816) in somewhat less interesting fashion. Guy Lombardo and His Orchestra furnish first-rate editions of "By a Waterfall" and "Shanghai Lil" (Warren and Dubin once more clicking) for Brunswick No. 6654. Paul Whiteman also does the latter and "Sittin' On a Backyard Fence," lively fox-trot.

The Fox film, My Weakness, presents "Be Careful" and "Gather Lip Rouge While You May." Columbia has premier recordings, nicely done by Fran Frey and His Orchestra (vocal refrains by the leader and former Olsen crooner) on disc No. 2814.

Music inspired by films are the pieces "Emperor Jones" and "Dinner at Eight." The last is a sentimental bit by Fields and McHugh, of Blackbirds fame (Columbia No. 2813).

## New Show Music Exceptionally Good

"Savage Serenade," the big number from Mr. Carroll's Murder at the Vanities, is sumptuously played by the Casa Lomas under Glen Gray (Brunswick No. 6647). This arrangement, with Pee Wee Hunt's vocalizing, is a wow. On the reverse appears "Weep No More My Baby," a rapturous tune from the same show. Other Vanities melodies are "Me for You Forever," featuring Joe Morrison, played by George

(Please turn to page 41)

## Who's Afraid of the Big Bad Wolf?





STOKOWSKI and the Philadelphia Orchestra  
John Charles Thomas · Lawrence Tibbett  
Yehudi Menuhin · Rose Bampton  
George Copeland · Pro Arte Quartette  
...and many others



★ Now exclusively Victor ★  
CAB CALLOWAY and his Orchestra  
DUKE ELLINGTON and his famous Orchestra  
PAUL WHITEMAN · LEO REISMAN · ISHAM JONES  
RAY NOBLE · RAMONA · CONRAD THIBAUT  
DON BESTOR · LOUIS ARMSTRONG  
JAN GARBER · EDDY DUCHIN  
HOAGY CARMICHAEL  
...AND MANY OTHERS



# VICTOR RECORDS

A product of RCA Victor Company  
Camden, N. J.

RCA VICTOR COMPANY, Inc.  
Dept. RR, Camden, N. J.

Please give us full information about the Victor Record proposition.

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

Also Blue Bird—the fastest selling low price record



*The Leading Stars of Broadway*  
**RECORD EXCLUSIVELY for**  
*Brunswick*

**BING CROSBY**

**GUY LOMBARDO**

**RUTH ETTING**

**MAE WEST**

**THE LAST ROUND UP**  
 Recorded 3 Ways  
 BING CROSBY - Vocal  
 GUY LOMBARDO - Orch  
 VICTOR YOUNG - Orch  
 With Novelty Chorus  
 By the Songsmiths

FOLLOW  
 The Stars  
 on  
**BRUNSWICK**  
 RECORDS

**EXCLUSIVE BRUNSWICK ARTISTS**

GUS ARNHEIM	GLEN GRAY and	RED NICHOLS
ANLORED BAILEY	THE CASALOMA ORCHESTRA	DICK POWELL
BOSWELL SISTERS	WAYNE KING	DON REDMAN
CORRIE BOSWELL	AL JOLSON	LEE SIMS
DORSEY BROTHERS	ABE LYMAN	KATE SMITH
TED FIO RITO	FREDDY MARTIN	ANSON WEEKS
HAL KEMP	MILLS BROTHERS	VICTOR YOUNG

*Brunswick Records are the Best*

Brunswick dealers sell the most records because Brunswick features the greatest celebrities of the stage, screen and radio when they are at the **HEIGHT** of their popularity

**BRUNSWICK RECORD CORPORATION**  
**1776 BROADWAY**  **NEW YORK CITY**

Branches: NEW YORK; CHICAGO; DALLAS;

LOS ANGELES; NEW ORLEANS; SAN FRANCISCO

# A RECORD Month

(Continued from page 38)

Olsen (Columbia); and Leo Reisman's interpretation of "Sweet Madness," Victor No. 24398.

Columbia scoops with first recordings of the music from the new Irving Berlin-Moss Hart review, featuring Clifton Webb, Marilyn Miller and Ethel Waters—As Thousands Cheer. Meyer Davis and His Orchestra made a pair of discs containing "Heat Wave" and "Lonely Heart" (No. 2821) and "Easter Parade" and "How's Chances" (No. 2822). Stock up on these numbers. Ethel Waters is to make a Columbia disc of two additional items from the show, including "Supper Time."

## Victor Signs Mills Artists

Duke Ellington and His Famous Orchestra, fresh from European triumphs; Cab Calloway, "his hi-de-highness of ho-de-ho," back at the Cotton Club; and the Blue Rhythm Boys, who held down the Harlem hot spot during the summer, all under the management of Irving Mills, have been signed up as exclusive Victor recording artists. Victor will also record any other talent enrolled under the Mills banner which may show promise. And, as everyone knows, Irving Mills certainly has un-  
canny ability for developing orchestras and singers of the most unusual sort.

Of interest to record dealers will be the news that practically all the material that the above organizations will record will be especially written for them, and will not be used on the air except by Mills talent. These pieces, therefore, will not be done to death by radio bands, as is customary on the general run of popular compositions. Victor particularly welcomes this opportunity—made possible through the cooperation of Mills Music and Exclusive Publications, Inc., organized to eliminate the constant repetition of popular music over the radio networks—to record songs which cannot be heard on the air. Recording of exclusive non-ASCAP material also prevents at one stroke what the best legal minds of the country have been unable to do—the playing of phonograph records on the air by smaller stations, which affected the sale of records in exactly the same way that radio affected the sale of sheet music.

The first Calloway release is announced: "Evenin'" and "I Learned About Love From Her." Watch for Ellington announcements.

## The Last Round-Up

"Who's Afraid of the Big, Bad Wolf" will be hotly contested by the unmistakable hit from the New Ziegfeld Follies, "The Last Round-Up," which is going over big at the moment. This tune was first presented by George

## THIS MONTH'S CLASSICS

**BACH: SONATA FOR VIOLIN NO. 5 IN C MAJOR.** Played by Yehudi Menuhin. A dazzling exhibition of violin technique by an amazing lad recently out of short trousers. Victor Musical Masterpiece Set No. M-148.

**BRAHMS: SYMPHONY NO. 4 IN E MINOR, OP. 98.** Played by Leopold Stokowski and the Philadelphia Orchestra. Splendid recording of a favorite orchestral work. Demonstrate side ten on your most expensive combination; tone quality is superb. Victor Musical Masterpiece Set No. M185. Also long-playing version: LM-185.

**DEBUSSY: QUARTET IN G MINOR, OP. 10.** Played by the Pro-Arle Quartet. Modern chamber music exquisitely played by a foremost string quartet. Victor Musical Masterpiece Set No. M-186.

**CARPENTER: Songs from "GITAN-JALI" (When I Bring You Colored Toys; Light, My Light).** Sung by Rose Hampton, contralto, with piano accompaniment. Modern American songs sung by an American girl, a member of the Metropolitan Opera company. Victor No. 1628.

**SATIE: GNOSSIENNE.** Modern French piano pieces played by an American pianist who specializes in contemporary music. Victor No. 1829.

**THE TRUMPETER.** Two popular songs sung by John Charles Thomas, baritone, MY MESSAGE, with piano accompaniment. Victor No. 1631.

**LALO: CONCERTO IN D MINOR FOR VIOLONCELLO AND ORCHESTRA.** Played by Maurice Marechal, French 'cellist well known in American, and orchestra conducted by Philippe Gaubert. A colorful show piece, splendidly recorded. Columbia Masterworks Set No. 185.

**AUBER: MASANIELLO: OVERTURE.** Played by Milan Symphony Orchestra. Columbia No. 50368D.

**MOZART: MARRIAGE OF FIGARO: OVERTURE.** Played by Bruno Walter and symphony Orchestra. Columbia No. 68133D.



Young Yehudi Menuhin conferring with England's composer-laureate, Sir Edward Elgar, whose violin concerto was recorded for Victor by him.

Olsen as part of his stage show at the New York Paramount Theatre. Columbia first put this out as a commercial 10-incher. Now available on 12-inch size, disc No. 50371D. Ben Bernie's "Who's Afraid," is the coupling. And that's a dollar-and-a-quarter's worth of sterling entertainment.

The vocal record by Bing Crosby, Brunswick, is extraordinarily appealing and should net a large number of sales.



BING CROSBY  
—who records "The Last Round-Up" for Brunswick

Crosby's "The Last Round-Up" is coupled with an old familiar Western, in Dave Guion's modern setting, "Home on the Range" (No. 6662, Brunswick). Another transcription of "The Last Round-Up," also a Brunswick record, is by Victor Young and His Orchestra—with the songsmiths. It's coupled to "Who's Afraid."

Conrad Thibault, popular radio baritone, who heretofore has made only Red Seal discs, is to be developed by Victor as an interpreter of the better popular songs of the day. Thibault's first release, in the 75-cent black label series, includes "The Last Round-Up" and "Shortnin' Bread." Victor is giving this double a big feature.

## Carmichael's Tunes Going Big

"Lazy Bones" and "Snowball" have been recorded before. But their popularity has been so great that the several studios have recorded additional interpretations to meet the continuing demand. Hoagy has made a personal recording of both hits for Victor. He is not new as an unusually original interpreter of his own songs, and his pianism is strikingly individualistic. No. 24402.

Mildred Bailey does "Snowball" for Brunswick, with the virtuosic Dorsey Brothers. The reverse is "Shoutin' in That Amen Corner," a bit of hysteria in the Harlem manner. No. 6655.

Lee Sims, absent from the recording field for some time, gives a scintillating keyboard interpretation of "Lazy Bones" and "Don't Blame Me" on Brunswick No. 6649. Lec's piano playing is well known; there will be a call for this disc.



# REPLACEMENT EXACT DUPLICATE TRANSFORMERS

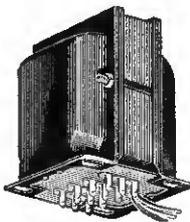
## AVOID *the uncertainties of* CHEAP *all-purpose replacement* TRANSFORMERS

**T**HE low price of a general-purpose or "salvage" replacement transformer is, perhaps, a big temptation to make an easy profit without the customer knowing any better. But, when that customer sees a STANCOR EXACT-DUPLICATE Replacement Transformer in the radio of a friend, inquires what the cost was . . . finds it was so little or no more than he paid—he joins the ranks of those who have recently been mentioned as having lost their confidence in service men and organizations.

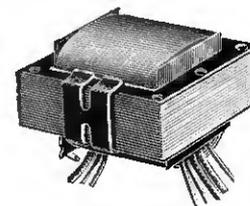
Now, we feel that the service man is not nearly so much to blame for dissatisfaction on the part of the customer as are some of the difficulties under which he has had to work . . . many times it's the customer himself.

For, this customer is a "finicky" sort of an egg. Maybe he thinks he could fix his own radio "if he just had the time" . . . you run into that kind in every business. Anyway, if you tell the owner of a set with a burned out transformer that you are going to put in a

STANCOR EXACT-DUPLICATE Replacement Transformer . . . that it is exactly like the original, electrically and physically . . . that you won't have to re-drill or re-wire or upset the balance of his set—that's something he can understand.



SPARTON  
STANCOR P-864

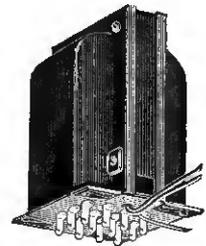


ATWATER KENT  
STANCOR P-1068

He knows all about that through his experience with automobile replacement parts. Not so many years ago he bought his cars because he had assured himself they wouldn't be "orphans" in a year . . . that replacement parts would be easy to get if they were needed.

So, when you tell him that STANCOR EXACT-DUPLICATE Replacement Transformers are the products of an organization that has specialized in the making and stocking of transformers for all makes and models of radios, that his set might never be an "orphan," he knows what you're talking about . . . you're on his side of the fence . . . he has confidence in you.

STANCOR EXACT-DUPLICATE Replacement Transformers are guaranteed. You know that once you have installed one, your customer will never have a complaint to make about the job you did. Customer confidence is the biggest asset you have. Build it with this nationally known product bearing the trade mark "STANCOR."



PHILCO  
STANCOR P-711

## STANDARD TRANSFORMER CORPORATION

852 BLACKHAWK ST., CHICAGO, ILL.

STANCOR EXACT-DUPLICATE Replacement Transformers, Catalogs and Supplements are distributed by authorized STANCOR distributors all over the United States, Canada and our Island possessions. If you do not know the distributor in your neighborhood, ask us for the catalog and we will, at the same time, tell you who your distributor is.



# OBSOLESCENCE WORRIES ARE ENDED

*with this new  
test equipment*

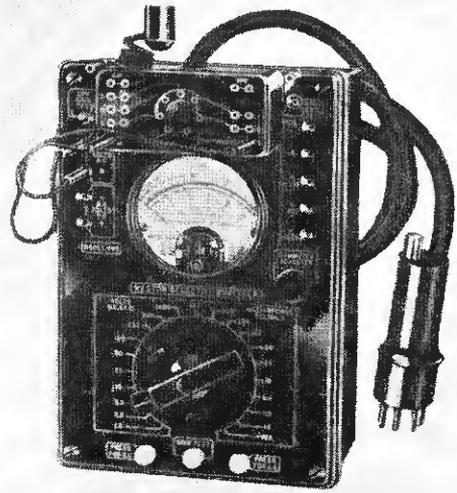
Here is new test equipment that will never gather cobwebs because of obsolescence. Never cost you real money in order to keep it up-to-date. The reasons are obvious:

The Weston Model 665 Selective Analyzer contains all the necessary voltage, current and resistance ranges. Separate Socket Selectors are provided to accommodate all 4, 5, 6 and 7 prong tubes. You merely attach the proper Socket Selector to the Analyzer, and insert the plug into the tube socket of the radio set. Then, by plugging into the proper jacks, voltage, current and resistance may be read in any part of the entire network leading to the tube socket. *New tube bases merely mean a new, inexpensive Socket Selector.*

The Weston Model 674 Tube Checker is a real tube merchandiser. It shows good tubes as "GOOD", and is beautifully finished in three distinct tones of brown. Provides for testing all present tubes; and has seven spare sockets which can be quickly wired in to test some fifty-odd additional tubes when and if offered. All reference to or knowledge of tube characteristics is avoided. Quick and accurate indication is obtained by simply following the few concise steps on the tube limit chart. Other features make it the outstanding value today.

Weston Model 666 Socket Selectors can be used with any and all makes of Analyzers. Your present Analyzer can be brought up-to-date, and kept that way, with these simple, inexpensive units.

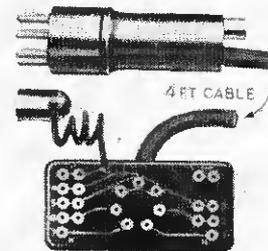
These and other Weston radio instruments are illustrated and described in the new bulletin RA. Send the coupon today, and receive your copy . . . Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark, New Jersey.



MODEL 665  
SELECTIVE ANALYZER



MODEL 674  
TUBE CHECKER



MODEL 666  
SOCKET SELECTOR

**WESTON**  
*Radio Instruments*



WESTON ELECTRICAL INSTRUMENT CORPORATION  
581 Frelinghuysen Avenue, Newark, New Jersey

Please send circular RA containing full information on Weston Radio Instruments.

Name

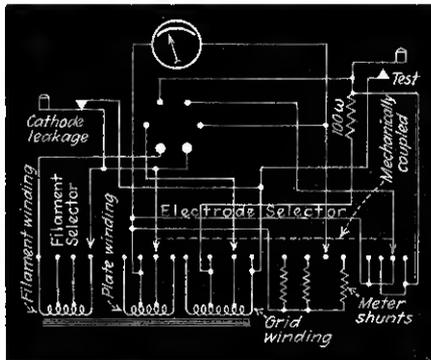
Address

prong arrangements.

Four sockets, one each of four, five, six and double seven accommodate all tubes in the third group. A transformer carrying taps for all nine of the heater voltages required, connected through a rotary switch to filament connections on all sockets takes care of the tubes in accordance with the second grouping. A four deck rotary switch is used to supply the correct potentials to the socket terminals as required in the first grouping. The top deck on this switch controls the cathode connection. By returning the cathode to various taps on the grid winding, suitable biasing of the tubes can be controlled. This arrangement also makes possible positive shifts on the control grids of Class B tubes.

The second deck selects the grid and screen voltages and connects them as required to the correct socket terminal. The third deck controls the plate voltage by connecting the filament or plate return to selected taps on the primary winding. Thus the meter is permanently connected between the hot side of the transformer and the common plate connection to all sockets. The fourth deck on the rotary switch controls the shunting of the meter.

A single pole double throw toggle



switch connected in the plate circuit gives separate tests on all double Class B, rectifier and double diode tubes, the test being made without removing the tube from its socket.

Four sockets (4, 5, 6 and double 7 prong) are used for all general amplifier tubes, two sockets (6 and double 7) are set aside for double Class B tubes, three sockets (4, 5 and 6) are set aside for rectifiers only, and two sockets (6 and double 7) accommodate duo-diode combinations. Eighteen sockets are supplied, eleven being used directly for testing, the remaining seven being spares. This combined socket and switch arrangement provides 459 separate combinations for tube testing.

A. V. C. and superhet circuits often call for high impedances between cathode and ground. The tester incorporates a cathode leakage test to detect resistances as high as three megohms between heater and cathode, the indication being read direct. The cathode and grid circuits are disconnected from the filament and plate return by a push button. Any current flowing in the plate circuit must, therefore, flow through the cathode insulation to the heater and will then be indicated on the instrument. The grid is tied to the cathode during this test to prevent extremely high biasing which would prevent plate current flow entirely whether the tube was shorted or not.

## "TRICKS of the TRADE"

**CROSLEY 125** Failure to operate below 875 kc. . . Due to defective 6,500 ohm resistor across primary of oscillator coil (LW24008). Place variable 50,000 ohm resistor or calibrated test unit across coil and vary to point of best reception. Read value and substitute permanent resistor. Higher value than original 6,500 ohms usually gives better results.

**MAJESTIC 130A** Motorboating . . . Look for partially open .04 mfd. by-pass condenser number 950 connected across 3rd r.f. screen-grid socket terminal and ground. It is a single unit located on r.f. coil partition near the front.

**GLORITONE 27** Set dead . . . Try shunting 5,000 ohm resistor across 8,400 ohm section of voltage divider. Increase volume by placing r.f. plate lead on first lug of voltage divider instead of second. Oscillation . . . Connect .5 mfd. condenser from r.f. cathodes to ground and realign. Motorboating . . . Look for out of place antenna lead.

**APEX 47** Set dead, 80 blue . . . cut out and tape white lead from filter condenser block. Removal of this filter section does not materially increase hum or reduce volume.

**CROSLEY 124** No reception, voltages all o.k. . . Replace 2,000 ohm pigtail oscillator bias resistor.

**RCA M34** Vibrator noise in speaker . . . Look for defective 78, or cathode to heater shorts in any other tubes, particularly those in r.f. stages. Metallic vibration at certain musical frequencies . . . Tighten light sheet-iron strip covering trimmer condenser adjusting holes, or use light cork gasket between plate and case.

**MAJESTIC 70, 71, 90, 91** Power transformer short, causing ballast resistor to get red hot, 80 fails to light . . . Remove ballast and short terminals with plug, then apply full 110 volts to set. Added voltage applied sometimes burns out short.

**PHILCO 20** Oscillation and unstable operation while moving condenser dial . . . Provide pigtail between rotor and stator by drilling hole in end of shaft, fastening piece of flexible cable under it and soldering the other end to the frame.

**MAJESTIC 66** Excessive noise . . . Look for loose or broken connection on metal covering on aerial lead. Re-solder where it goes through eyelet on metal case.

**SIMPLEX 4** Weak reception or set completely dead . . . Check micamold condenser W23615, capacity .05, 400 volts d.c., for short. If found, check tone control, which often burns out simultaneously.

**KENNEDY 4 AC-DC** Set cuts out and is noisy . . . Loose connection on 6D7 socket.

**MAJESTIC 20, 25, 35, 55, 60, 160, 200, 210** Lack of sensitivity . . . Check 35 or 51 in first detector socket. Try replacing with 24A. G51's and G35's may be replaced with G24's.

**MAJESTIC 15** Failure to oscillate below 1,110 kc. . . Trouble is probably unsuitable 24 detector-oscillator. Tubes which test ok in a checker sometimes are unsatisfactory in this critical position.

**RCA M34.** Half normal volume . . . Look for broken wire in 3-wire volume control cable and add extra shielded wire from terminal of control to terminal at chassis.

**RCA 80, WR5, GRAYBAR 700, GE H31.** Distortion similar to de-tuning . . . Try replacing 10,000 ohm resistor connected between cathode of second detector and ground with an 8,000 ohm resistor. This clears up reception, boosts volume and increases sensitivity.

**STEWART-WARNER 102A.** Intermittent distortion with slight increase in hum . . . Probably caused by defective 250,000 ohm resistor between yellow speaker wire and another resistor and condenser. The unit is in the 47 grid circuit.

**MAJESTIC 7.** Fading and intermittent reception . . . Open r.f. by-pass condenser located near front of chassis. Disconnect double lead on condenser and connect .5 mfd., 300 volt replacement between these leads and ground.

**CROSLEY 148.** Carrier hum in early models . . . Install .006 to .05 mfd. condenser between a.c. lead and ground of chassis on outside of chassis.

**SPARTON 930, 931.** No reception and no plate voltage on the 84's . . . Check 110 ohm resistor located just under terminal strip on rear section of chassis. Replace with 100 ohm, 1 watt size if defective. If ok check tubular by-pass condensers in 84 section. Motorboating at reduced volume . . . Remove fibre cover from volume control and smear small gob of vaseline on carbon strip, working it in thoroughly with the roller.

**CROSLEY 58.** Distortion . . . Check two detector plate-dropping resistors and see that they are 25,000 and 150,000 ohms respectively.

**STEWART-WARNER 105.** Poor tone . . . All chassis stamped with letter A on rear of chassis can be improved by putting a .25 mfd., 200 volt condenser from plate of avc 57 to ground, removing the .02 found in this position.

**STEWART-WARNER M102.** Low voltage on 2nd detector . . . If plate voltage is low the 500,000 ohm resistor is probably defective. If screen voltage is low the same trouble may be found. No screen voltage indicates defective 1 mfd., 200 volt condenser. There are two sizes of  $\frac{1}{2}$  watt resistors used in these models and the larger types frequently cause trouble.



Announcing



The  
**TRIPLET**  
Perpetual Tester  
No. 1177

**T**HIS finer tester is built for a lifetime of service. It has every feature you need to diagnose and remedy set trouble. Test tubes while operating in the set socket. Tests set circuits and aligns tuning condensers. Fulfills every testing requirement in the home or in the shop. Contains a direct reading Ohmmeter, Output meter, A.C.-D.C. Voltmeter and Milliammeter. Meter is 3 1/2" in size.

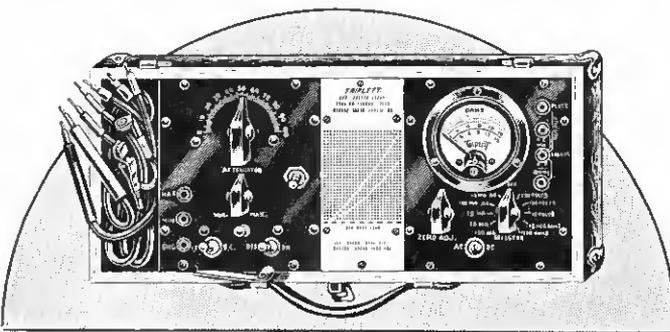
**PRECISION BUILT**

The single meter, when used as either an A.C. or D.C. Voltmeter has 1000 ohms resistance per volt. Voltage readings are 15-150-750. The D.C. milliamperere readings are 1.5-15-150. The A.C. milliamperere readings are 15-150. The direct reading Ohmmeter, with the easy reading scale, has red and black figures which make possible accurate readings from 3 megohms down to 1 ohm. All readings are controlled by a selector switch. Point to point continuity tests are made with this part of the instrument. The meter is also used for indicating output when set is connected with the oscillator for aligning condensers and measuring gain in tube values.

A switch on the oscillator permits its use for generating either a stabilized modulated or unmodulated signal of constant level. Extremely accurate scale divisions cover fractional frequencies on the individually hand made chart from 110 to 1600 KC.

**YOUR JOBBER CAN SUPPLY YOU**

Net price to dealer in oak case.....\$26.67



**SEND COUPON FOR FACTS!**

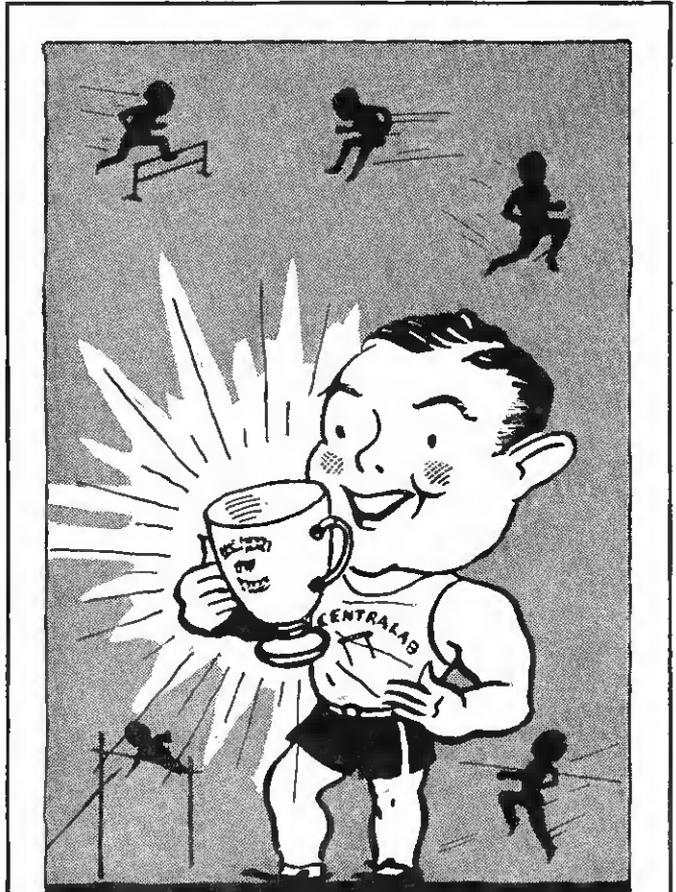
TRIPLETT ELECTRICAL INSTRUMENT CO.  
24 Main St., Bluffton, Ohio.

Gentlemen:  
Send me literature on Triplett No. 1177 Perpetual Tester.

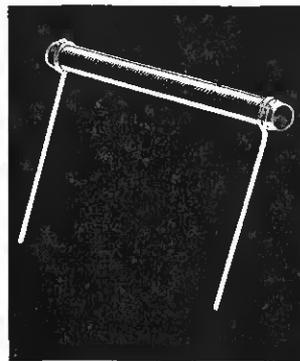
Name .....

Street Address .....

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



**"What-a-Man"**



Holder of ALL records  
—takes the cup for superior performance on Every Test.

No wonder they outperform and out-wear so-called "just-as-good" fixed resistors. Service men take note:

*Specify Centralab.*

**CENTRAL RADIO LABORATORIES**  
Milwaukee, Wis.

**Centralab**

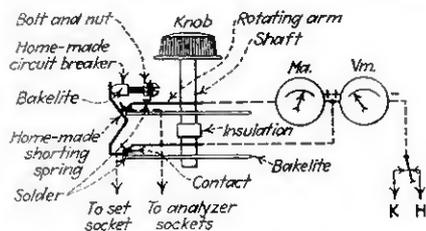
**FIXED RESISTORS**

# SHOP SHORTCUTS

## "Doctored" Switch Permits Simultaneous Voltage and Current Measurements

By Al Beers

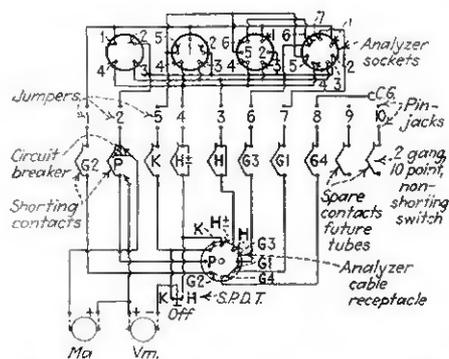
A "doctored" Yaxley two-gang, ten-point selector switch of the non-shorting type (No. 1620) is the heart of my shop tester which quickly makes simultaneous current and voltage readings in any radio circuit. By adding a few home-made parts to the switch I make it cut a milliammeter in series with any desired lead between set and analyzer sockets



and at the same time connect a d.c. voltmeter between this circuit and cathode or heater. Simultaneously it closes all other set to analyzer circuits so that normal operation conditions are preserved.

Ten shorting springs, bent as shown in the switch drawing, are made of No. 28 phosphor-bronze,  $\frac{1}{4}$  in. wide. The top bend is  $\frac{1}{4}$  in. long, the second  $\frac{2}{8}$  in., the third  $\frac{3}{8}$  in., the fourth  $\frac{1}{2}$  in. and the fifth  $\frac{1}{2}$  in. To fasten these in place bend up the ears holding the stationary contacts of the lower switch in place, slip the  $\frac{1}{2}$  in. end of the springs under, pinch the ears down tightly and then solder. The springs should now have sufficient tension to short the contact to which they are fastened to the one directly above on the upper switch.

Now make a "circuit breaker" as shown in the drawing of a half-inch



long 6/32 brass bolt, nut,  $\frac{3}{8}$  in. long length of 3/16 in. bakelite rod, a strong soldering lug bent at right angles as shown in the detailed sketch. Drill and tap the bolt about half way into the end of the bakelite rod, rounding and smoothing the other end of the bakelite so that it will ride smoothly over the spring contacts. The bakelite is, of course, intended as an insulator. Solder the completed circuit breaker on the variable arm of the upper switch in such a position that it pushes the shorting

spring open far enough to break the circuit but not so far that mechanical operation is difficult. The switch is now complete.

The switch is shown in position for a plate circuit reading in the complete schematic. Reversing switches (not shown) are mounted on the meter panel. The instrument may be used without them, but with less speed, by simply reversing the meters at the pin-jacks. Two rows of pin-jacks are used to permit point-to-point measurements if desired. Phones may also be inserted in the plate circuit, or a 6-volt pilot light placed in this position for short tests on power packs, etc.

To make a socket to chassis resistance test using the same switch simply connect one side of the ohmmeter to positive pin-jack of the unit and the other side of the meter to chassis. Thus, when the analyzer cable is plugged in the set socket and the receptacle of the test unit the various circuits are quickly contacted through the switch.

## How to Clear Car Top Screens of Grounds From the Outside

By H. E. Wollhaupt

The top of the Ford and most other popular cars may be opened from the outside. The most difficult part of the work, if you have never done it, is the "mental hazard."

As a general rule the screen is usually grounded at the front or rear of the top by overlapping the woodwork and coming in contact with the metal part of the body. Pull out the filler strip which runs around in the center of the bead or moulding. Now pull out the nails at one end of the moulding and pry up, taking it off all the way around. Be careful not to bend it. Then pull the tacks out across the front of the Pantosote and for about 12 inches back on both sides. Under the Pantosote you will find the roof padding, which can be loosened and folded back in the same manner.

The screen is now exposed and examination along its edge will disclose the ground. Cut the screen short wherever it is close enough to cause trouble. It is advisable to do this while running a continuity test between screen and body so that you will know when it is clear. Opening of the top along the sides is seldom necessary. If you do not find the ground in front it is probably at the rear. When it is cleared you are ready to lay the top back in place.

First lay the padding down smooth and stretch it, tacking at the center. Now tack and stretch both ways, working away from the center to the sides. Lay the Pantosote, stretching and tacking in the same manner. Replace the moulding by reversing the method you used to remove it and put the filler strip back in place over the nails. Paint the moulding to prevent leakage.

If the job is properly done the owner cannot tell that the top has been opened.

## Curing Transformer Lamination Hum

By Herbert J. Mayer

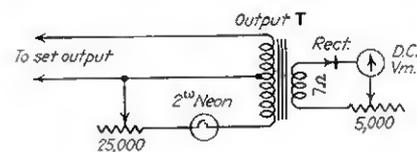
When a power transformer has a lamination hum that cannot be cured by tightening the core and it is difficult to remove the unit and heat it try smearing the laminations with medium machine oil. If the core is impregnated with too much varnish to permit the oil to penetrate use light automotive penetrating oil before applying the medium grade.

## Neon-Protected Output Meter

By B. O. Bass

The diagram shows an output meter used in my shop, with the protection of a neon lamp against surges. The neon light rheostat is turned down until the light glows at normal brilliancy on a signal reading about 6 on the 1 to 10 meter scale. The set's volume control is then turned down until the meter reads at 1, the light barely glowing. The output meter is kept between 1 and 3 by retarding the meter rheostat as alignment proceeds. Re-set the neon light brilliancy if necessary.

When a surge comes along that would



normally bang the meter hand past the stop it is shorted out by the lamp. The hand may hit the stop because of its low damping but it will not do so with crippling force. The 2 watt lamp probably shorts out up to 4 or 5 watt surges. If turned up it forms a spectacular method of re-aligning a set for a customer.

## Some Tips on Conversion to Type 30's

By Roger H. Hertel

In the past few months we have changed over a number of old battery type receivers to the 30 series tubes. The process varies with make and model, but we have hit upon several ideas which will be helpful to other shops interested in this work.

When a customer has a storage battery and cannot be induced to buy an Air Cell the center cell of the battery is taken out, reversed, and the three re-connected in parallel. Or, if the customer does not want the battery changed, we paint each positive terminal red and advise him to use them in rotation.

R.f. tubes are biased 4½ volts negative. If the C battery cannot be mounted right in the chassis it can be hooked up externally without adding leads to the cable. In the AK 33, for example, we disconnect the cable lead connected to the detector plate and feed the detector from the amplifier

# OUTSTANDING VALUE in RESISTORS *plus service!*

THE most perfect system ever devised for resistor replacement business—not a thing overlooked—complete equipment from service man's kit to Jobber's Stock Cabinets.

And, quality that has proved its worth over the last several years.

## OHIOHM FIRST-AID Resistor KIT

furnished in 1-watt and 2 watt kits with most popular resistance values. Handy Ohm Dial for determining the value of resistors in sets, furnished free with initial order.



**SUPPRESSOR SETS**  
for eliminating ignition interference on  
**AUTOMOBILE RADIOS**  
Available for 4, 6 and 8 cylinder cars

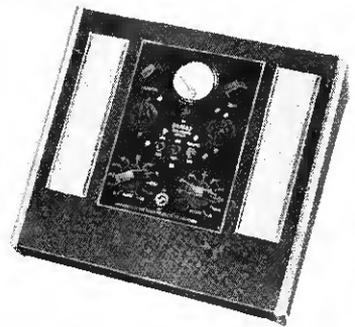
Contains condenser and the necessary spark suppressors to meet all usually encountered conditions of automobile radio installation.



**THE OHIO CARBON COMPANY**  
CLEVELAND, OHIO  
OHIOHM RESISTORS are made in Canada by  
C. C. MEREDITH & CO., Ltd., Toronto

**• OHIOHM •**

# MORE PROFITS *with these modern* TUBE CHECKERS



**DAYRAD**

Send for the new Dayrad Catalogue of tube checkers . . . see how you can make more profits with modern checkers that permit you to test *all* the new tubes.

Dayrad Tube Checkers combine flexibility with easy operation . . . their appearance attracts customers . . . but what is most important, Dayrad Checkers are accurate.

Write for the new catalogue . . . or get your information direct from your nearest jobber.



*We use the Octo Connector—your best assurance against obsolescence.*

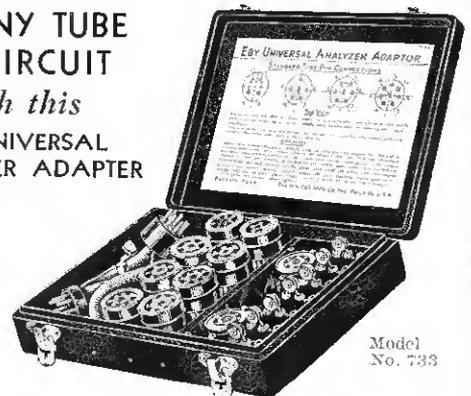
The **RADIO PRODUCTS CO.**  
FIFTH & NORWOOD DAYTON, OHIO

# MAKE ANY TEST

OF ANY TUBE  
OR CIRCUIT

*with this*

**EBY UNIVERSAL  
ANALYZER ADAPTER**



Model  
No. 733

This compact handy-kit, when used in combination with a multi-range meter, is the only equipment you need to test accurately every tube (even with seven prongs) for voltage, current or short circuit. In addition, it quickly analyzes every circuit hook-up. It is the

### EBY UNIVERSAL ANALYZER ADAPTER

It is complete in itself. It has everything you will ever need to be adaptable to past, present or future tubes. It is small, compact and has been tried, proven and accepted by dealers and service men everywhere.

### NEVER NEEDS RE-WIRING

The new Eby Universal Analyzer Adapter is the *only* tube or circuit analyzer on the market which is universally flexible. It is always ready for any testing operation, without re-wiring or circuit alterations. The simple directions are printed on the lid. You can't go wrong. You can't run into the impossible. All new tubes recently placed on the market will find it ready for any test.

### LIST PRICE COMPLETE \$17.50

Not only has Eby produced the most universal tester available, eliminating the need for frequent and expensive changes due to obsolescence, but it is also most reasonable in cost. Without the adapters, it lists at \$14.50, adapters cost \$3.75 each, and the two plugs complete are listed at \$4.00. This kit ready to set on the counter or to carry onto any job is a necessity at a bargain. Act at once. The price cannot last. See your jobber or mail this coupon:

**THE H. H. EBY MANUFACTURING COMPANY, Inc.**  
21st and Hunting Park Ave., Philadelphia, Pa.

Gentlemen:

Send me complete information on the new EBY Universal Analyzer Adapter.

Name .....

Address .....

City .....

Firm .....

high-voltage lead through a 10,000 ohm series resistor. The cable lead thus freed is used to make the C connection.

In general, no great difference is noted in performance when changing from 201A's to 30's, once proper bias is provided. Occasionally it is necessary to re-neutralize and align r.f. stages, however. If grid suppressor resistors are used we take out the fixed units and substitute variables for test, adjusting the receiver just below the "squeal" point, measuring the resistors with an ohmmeter and then installing fixed types. Suppressor resistors are usually too high in value and reduce the sensitivity of the set when 30's are substituted.

Certain types of magnetic speakers used with old battery sets are hard on B batteries. Induce customers to trade these in for low-drain types. Some old sets use 6-volt dynamic speakers and these do not lend themselves to use with converted sets. If the customer insists upon using them, however, try inserting a 20-ohm resistor in the field circuit. I have found that many work nearly as well on 1 ampere as on 2 amperes. The Air Cell should under no circumstances be used with such speakers.

Volume controls are a serious problem and those used in 201A sets rarely work well when 30's are substituted. We sometimes put a small midget condenser in parallel with the first r.f. stage tuning condenser, using this as a control. A 50,000 ohm resistor between antenna and ground is also used with good results.

Filaments are, of course, used without rheostats. A 0.7 ohm fixed unit is connected in the A negative when the Air Cell battery is used. Resistance coupled a.f. systems do not lend themselves to conversion and we rarely attempt them here.

## Duplex Receptacle As Service Tool

By S. S. Balsam

A duplex receptacle, such as those in a "Gem" box, makes an excellent bench tool. Where trial of resistors or pigtail condensers is required plug the two leads of the test prods in one receptacle and the trial part in the other. The springs will hold them fast.

Or, where paralleling of test parts is required plug one into each receptacle and connect the test prods to the duplex receptacle wiring connections.

## How to Match Twin-Speakers

By J. P. Kennedy

Twin-speakers must respond in the same direction to produce best results. This means that field coil and voice coil should flow in the same direction in both units.

A pocket compass held a few inches from the front of the speaker with an energized field will either point toward the speaker or away from it. If the needle does not point in the same direction for both, reverse one field circuit. With the field current off connect a single drycell in series with the output transformer secondary supplying the parallel voice coils. Again use the com-

pass and secure the same indication for both speakers.

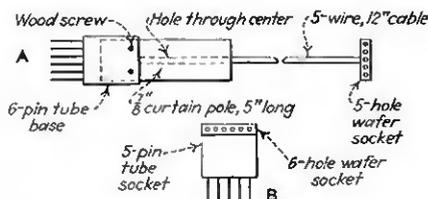
If identical dynamic speakers are used as twins a small iron core choke consisting of 25 turns of number 24 insulated wire on an inch-long 6/32 screw wired in series with the voice coil of one paralleled speaker will change its resonant period and improve performance.

## 6-Pin Tube Adapter for Weston 547

By Paul G. Freed

The Weston model 547 analyzer may be equipped at low cost with an adapter which permits the testing of sets using 6-pin tubes. No changes in the instrument itself are required.

Two separate accessories are necessary. These, labelled A and B in the drawing, are easy to construct. When making assembly A leave the suppressor-grid pin of the tube base open, connect the screen-grid pin to the control-grid lug of the wafer socket, connect



filament, cathode and plate pins to corresponding socket lugs. Tape the socket connections to avoid shock.

When making assembly B leave the suppressor-grid lug of the wafer socket open, connect the screen-grid lug to the control-grid pin of the tube base and connect all other socket lugs to corresponding base pins.

To use the adapter insert the 6-pin tube base of assembly A in the 6-hole socket of the set under test and insert the 5-pin cable plug of the 547 into the wafer socket of assembly A. Plug assembly B into the 5-hole socket of the analyzer and place the tube in the wafer-socket of B. Proceed in the usual manner with tests.

To get at circuits associated with type 47 pentodes, using the Weston 547 assemble a 5-hole wafer socket and a 5-pin tube base, deliberately leaving the soldering lugs of the socket exposed over the edge of tube base. With the adapter inserted in the 47 socket of the set and the tube inserted in the adapter use test prods (attached to 547 meter external binding posts) to contact the exposed lugs. Remember that the filament lugs are minus polarity for high voltage. Be sure and turn off the set before inserting or removing the adapter.

## Replacing 47's With 2A5's

By S. Bend

The new 2A5, with its amplification factor of 220 and other characteristics remarkably similar to the 47, can be easily substituted with a distinct increase in volume.

As an experimental arrangement, I open a six-hole, five-prong adapter and tap a wire from the cathode terminal of the six-hole section through a hole drilled in the side wall of the adapter. The screen circuit of the six-hole section then connects to the prong on the five-prong section equivalent to the screen terminal on a 47.

In using this makeshift adapter with a 2A5 the extra wire is connected to the center-tap of the heater circuit or to the chassis, according to the circuit of the set worked on. If a distinct gain is heard a permanent installation is made. This consists of installing a six-hole wafer socket in place of the five-hole socket used for the pentode 47. In some sets a tendency to motorboat may be overcome by installing a grid-leak of 100,000 to 250,000 ohms in place of the 0.5 or 1 meg. leak originally in the set.

To obtain maximum efficiency it is necessary to use about 16.5 volts bias. This is same as that recommended for a 47 but the plate and screen current of the new tube totals 3.5 ma. more and the original bias resistor must be reduced. I bridge a 5,000 ohm resistor across the original unit. When replacing two 47's with 2A5's a 2,500 ohm shunt resistor is ok. When 2A5's are used in push-pull try a 5Z3 rectifier for brilliance of tone.

## Curing Dynacone Rattle

By A. V. Ditty

Crosley Dynacones and similar speakers sometimes develop a nasty rattle. Investigation usually discloses that the outer cone clamp flattens out, allowing the paper to vibrate between inner and outer clamps.

Make two circular washers 1 1/4 in. in diameter of felt or inner tube rubber and drill 1/8 holes through their centers. Remove the outer cone nut, outer cone clamp, cone, inner cone clamp and run the inner cone nut down a few threads on the screw. Re-assemble in this order: inner cone clamp, one washer, cone, the other washer, outer cone clamp and outer cone nut. Make necessary adjustment.

## From 71's to 45's

By Boris S. Naimark

When the power transformer of a Colonial 31-AC blows it is an easy job to sell the customer the idea of replacing 71's with 45's while the repair work is under way.

Use a Victor power transformer such as those made for the R32, R52, RE45 and RE75. Following is a tabulation of connections:

Old Trans.	New Trans.	Color of Leads	Function
M-L	3-6	White-Black	110 ac
H-E	11-16	Brown-Yellow	High Volt. C.T.
R	13	White	
D-E	12-17	Green-Blue	45 Fil. C.T.
S	8	Blue	
C-A	9-14	Mar., Gr., Yel.	80 Fil. C.T.
B	1	Red	

Make More Calls at Lower Cost . . .

with the



*Readrite*

No. 710  
Tester



**T**HIS popularly priced tester is just what you have been looking for! It fills every need of both the expert serviceman and the radio beginner. It is designed to operate accurately under the hardest kind of service.

The No. 710 Tester is designed for the testing of both new and old radios. It handles the most advanced circuits and newest tubes. It is equipped with a practical selector switch for checking all parts of tube circuits by connecting to the set sockets. Selection for testing voltage of plate, grid, cathode, suppressor grid and screen grid is quickly and accurately done. Plate current, filament volts, line and power supply volts, resistance and continuity are measured. Battery is used for continuity testing of transformers, chokes, etc.

The No. 711 Tester is the same as the No. 710 except that it is equipped with the new Triplett D'Arsonval Volt-Ohmmeter, which has 1000 ohms per volt resistance.

**YOUR JOBBER CAN SUPPLY YOU**  
... with the No. 710 Tester at the Dealer's Net price of only \$16.50. See him today.

**READRITE METER WORKS**  
89 College Avenue, Bluffton, Ohio

**SEND COUPON FOR FACTS!**

READRITE METER WORKS, 89 College Ave., Bluffton, Ohio  
Gentlemen: Send me catalog on Readrite No. 710 All-Purpose Tester, as well as folder giving proofs of Readrite Leadership.

Name .....

Street Address .....

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

**KENYON**
**PRODUCTS**

## KENYON

### Replacements

### Keep Customers

## Sold!

### Audio Transformers and Chokes

Another example of Kenyon quality components despite low prices. Because we make our own laminations, wind our own coils, impregnate our windings and have research and engineering staffs constantly at work Kenyon products give you replacements that *stay replaced*. Exceptional production facilities allow generous proportions and guarantees of long satisfactory service with low prices.

Universal Replacement  
Audio Transformer

*Write for Catalog and Replacement Chart. See your jobber or get in touch with us direct.*

**KENYON TRANSFORMER CO., INC.**  
122-124 Cypress Avenue, New York City

### IT'S NEW! IT'S DIFFERENT!

### IT'S NEEDED IN YOUR WORK!

The **DUAL SCALE RESISTANCE INDICATOR** is a great improvement over all previous instruments of this type. The use of two separate scales makes it possible for the first time to get accurate readings below 1,000 ohms; the low resistance scale is needed to accurately measure many of the present day resistors.

The **DUAL SCALE** is a handsome instrument; the two resistance elements are enclosed in a black bakelite case which protects them against damage. The two scales (0 to 1,000 ohms and 0 to 100,000 ohms) are printed so that they will not rub off under any ordinary usage. A ball-pointed slider lessens the wear on the resistance windings and insures long, trouble-free service if the unit is not abused. The spring clips are of a new narrow type capable of gripping even in the tight places found in midget sets.

**USE THE COUPON FOR FURTHER DETAILS**

## OHMITE

MANUFACTURING COMPANY

641 N. Albany Avenue Chicago, Ill.

Please send me further details about the **DUAL SCALE INDICATOR**.

NAME .....

ADDRESS .....

CITY ..... STATE .....

JOBBER'S NAME .....

P-Q	2-4	Blk. & Rd.- Rd. & Blk.	27 Fil.
N-O	5-7	Blk. & Gld.- Gld. & Blk.	26 Fil.

Connect a center-tapped 10 to 20 ohm resistor across 5 & 7. Connect the c.t. to blue wire with red tracer originally connected to lug G on old power transformer. The increased voltage drop in the field coil and the slightly higher "bleeder" current through the voltage divider prevent the possibility of excessive potentials being applied to the set.

A 56 may be substituted for the 27 without circuit changes. This will give greater gain and reduce the drain on the 2.5 volt winding.

## Resonant Hum Removal

By R. F. Lambert

A common complaint in sets using line by-pass condensers is abnormal hum, heard when the set is tuned to resonance. Increase the size of the line condensers to affect a cure.

Resonant hum is also common in sets equipped with primary circuit ballast tubes. Ground the ballast tube side of the line through a .25 mfd. condenser.

## Sharpened Nut Re-Cuts Worn Balancing Wrenches

By R. G. Vaughn, Jr.

Fibre hex wrenches used for adjusting trimmers wear out quickly in use. Metal-ribbed types are not always satisfactory as they affect tuning. To "re-sharpen" the fibre variety select a nut of the proper size, preferably one with cleanly cut corners, and grind it flat on one side to sharpen the edges. Cut off a small piece at the end of the wrench, put the nut on the end of a machine screw and drive it into the hole, leaving it at the bottom. If care is used in making and driving the "die" the wrench will be as good as new.

## Wire-Saving Spools

By Joseph E. Soos

Old typewriter ribbon spools make excellent storage forms for the wire from old transformers and coils. Drive a nail through the center hole of the spool into the workbench. Tie one end of the wire to be saved to the spool and then wind on the length by spinning the spool with the forefinger. Tie a rubber-band to the loose end of the wire and slip the band over the spool to hold the coil firmly in place.

## Misleading Battery Voltages

By W. T. Golson

When auto-radio customers report declining volume and the condition of the plate batteries is suspected, be sure to test these under load if a high-resistance volt-

meter is used. A 10-watt electric lamp in shunt with the meter will place approximately the right drain on the cells.

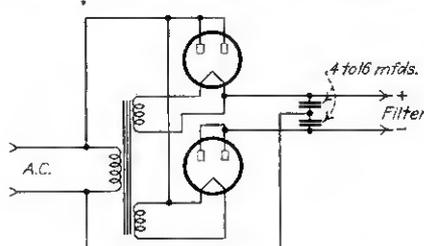
In testing the 90-volt blocks having no intermediate taps, supplied with some sets, I use my 0-50 voltmeter with a 10-watt lamp in shunt and a 0-500,000-ohm variable resistor in series. The variable resistor is adjusted until the meter reads 45 volts on a new 90-volt block. Used units will then show the proper decline.

## Doubler for High Voltage A.C.

By Joel T. Abbott

Two 80's, 81's, 82's or 83's may be used as voltage doublers in the accompanying circuit, the advantage over the 25Z5 being their ability to handle higher input voltages. Using two 80's and two 4 mfd. condensers I have doubled 400 volts a.c. successfully. With larger condensers the output is higher.

With 125 volts input my unit delivers 250 volts at 40 mils. With 300



volts input it delivers 600 volts at 75 mils. It is, of course, necessary to select a transformer which will operate satisfactorily on the input voltage selected and to see that the tube filaments receive the proper voltage.

## Changing to 83's

By D. T. Siegel

Sets equipped with type 81 half-wave rectifiers may be revamped at low cost to operate with a single 83. This materially reduces the cost of rectifier replacements. On sets having a single rectifier filament winding, untapped, insert an Ohmite or equivalent .83 ohm resistor in each lead. Where a center-tapped winding is found use .4 ohm resistors.

Insert a 6 henry, 250 ohm a.f. choke capable of passing 150 mils. in the positive supply lead between rectifier filament circuit and filter. If r.f. interference from the mercury-vapor tube is encountered place small r.f. chokes in both rectifier plate leads and shield the tube.

## Voice-Coil Dope

By A. B. Clark

Glue is bad for voice-coils. Don't use it even to repair loose windings temporarily as it causes corrosion which may eventually ruin the coil. We have found a species of ambroid, made by the Eveready Chemical Works of Rockford, Illinois, especially fine for such work. It is very tough and reasonably flexible, does not dry hard.

## Improved Local Reception

By Morris Chernow

In many sets using three or more sharply tuned r.f. stages selectivity is so great that side-bands are cut and tone quality impaired. Several customers having such receivers have commissioned me to broaden tuning to improve the tone of local stations and I have found that this also makes the sets lots easier to tune.

This is how it is done: Connect a resistor of between 0.5 and 1.5 ohms, the exact value being determined by experiment, between the grid terminal of the last r.f. stage coil and its tuning condenser without disturbing the original connection from condenser to control grid. Then connect a switch across the resistor. This will broaden tuning and improve tone quality without materially affecting sensitivity. For extreme distance short out the resistor by closing the switch.

## Simple Oscillation Test

By Edward Mooney

Superhets, especially shortwave types, sometimes refuse to work over certain portions of the dial. Failure of the oscillator to oscillate is a common cause. Touch the control-grid of the tube with the tip of a moist finger. A click should be heard when contact is made and another when it is broken. If only one click is noted the tube is not oscillating.

## Centering Speaker Armatures

By A. W. Dugan

It is sometimes found difficult to center the armatures of speakers such as the RCA 100, 100B, 100A and 103 and Kolster types due to the fact that they are sprung. When this happens the armature slips into a lopsided position when using the normal spacers.

Place a razor blade in such a position under the pole pieces near the locking screws that it raises the low side of the armature, bringing it into the proper position when the locking screws are set. Break off the protruding portion of the blade.

## Universal Speaker Adapter

By Alvin F. Braeking

I use a universal speaker adapter which should be of interest to other servicemen. The basic unit from which this testing device was built is an eight-inch Oxford dynamic having an 80 rectifier to supply d.c. field current. Field resistance is approximately 1,000 ohms and a 2,000 ohm variable resistor of high current carrying capacity in series permits simulation of speakers having field resistances of from 1,000 to 3,000 ohms.

Condenser C is part of the original assembly. The output transformer T is mounted on the speaker and is of the so-called "universal" type, in that it is supposed to match any single tube or push-pull arrangement to the voice-coil. The

Have you tried the NEW **CONTINENTAL SUPER-WATT?**



The SAFE replacement for all resistor failures!

Don't take needless risks with units of doubtful quality—look for the GREEN Continental Label.

Now all Continental jobbers are stocking the new SUPER-WATT. The three-watt rating, negligible voltage and temperature coefficients and exclusive noise-free one-piece construction assure dependable performance.

Continental SUPER-WATTS are available in values up to 5 megohms, and are pressure molded to produce everlasting "Carborite" units. 1000-volt insulation eliminates danger of sub-panel shorts. Cellophane wrapped to reach you in perfect condition.

Write for free literature and name of nearest jobber.

ELIMINATE AUTO RADIO IGNITION INTERFERENCE



**CONTINENTAL SUPPRESSORS**  
New Continental Flexo-Terminal Spark Plug Suppressor fits all cars and eliminates the need for carrying numerous types in stock. Isolantite housings withstand most severe service without breakdown.

**NOISE-FILTER CONDENSERS**  
These vibration and heat-proof condensers filter out noise at the generator and breaker points. Many manufacturers suggest placing these filter units across lighting wires running near roof and under-car antennas.

**CONTINENTAL CARBON Inc.**  
13902 LORAIN AVE. CLEVELAND, OHIO  
Canadian factory Toronto, Ontario

Please send literature on the complete Continental Line.  
Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



**CASH IN on the REBUILD RADIO PROSPERITY CAMPAIGN**  
with the Best Volume Control Proposition on the Market

Here's how Clarostat helps you:

1. Over 400 "exact duplicate" controls in the "X" SERIES.
2. Yet with SIX controls in the original AD-A-SWITCH SERIES 477 sets can be serviced.
3. By combining controls in both lines any requirement can be met with minimum stock investment.
4. CLAROSTAT with its two separate lines offers the widest range of replacement controls to choose from.
5. CLAROSTAT CONTROLS are inseparable from Quality Service Work.

CLAROSTAT "X" line has over 400 controls to choose from—exact as to electrical overall resistance, taper, bushing, shaft length, and will fit into exact space in set.



CLAROSTAT AD-A-SWITCH line comprises the maximum utility with minimum stock investment. Series W (Wire Wound) obtainable from 50 to 50,000 ohms. Series C (new composition element) obtainable from 10,000 to 5,000,000 ohms. Both lines obtainable in all tapers—insulated shaft 1 1/2" long. Wide use is indicated as follows: W-28 will service 128 sets; C-28, 100 sets; W-29, 77 sets; C-59, 66 set, etc., etc.

New Control Replacement Guide Upon Request

**CLAROSTAT Mfg. Co., Inc.**

287 North 6th Street, Brooklyn, N. Y.

"AD-A-SWITCH" was originated by Clarostat



# WHY

Complicate your Condenser stocks when **ONLY 5 MORRILL LITTLE GIANT 600 DRY ELECTROLYTICS** handle practically **ANY REPLACEMENT JOB**



MADE IN USA

CLIP THE COUPON



● Service Kit Contains:  
2 EACH OF  
1, 2, 4, 6, 8 mfd.  
600 surge volt  
475 work volt  
dry electrolytics

- Compact
- Rugged
- Convenient
- Economical
- Minimum Inventory

USED WHERE QUALITY COUNTS

MORRILL & MORRILL, 30 Church St., N. Y. C.

Please send me details on your new inventory-saving proposition.

Check Service ( )  
Jobber ( )  
Dealer ( )

Name \_\_\_\_\_  
Address \_\_\_\_\_  
My Jobber's Name \_\_\_\_\_  
Address \_\_\_\_\_

# Congratulations, SERVICE MEN!

Your recent convention of the Institute of Radio Service Men at the Pennsylvania Hotel in New York was a job well done.

It was gratifying, also, in talking to you, to find how many of you were reading *Radio Retailing*, either your own copy or the boss's copy. Glad, too, that you've noticed the constant improvements in our "Service and Installation" Section.

The staff of *Radio Retailing*

object of switch number 1 is to isolate the field coil from its associated power transformer and filter condenser when the speaker is to derive its field current from the receiver under test. The object of switch number two is to isolate the voice-coil from its transformer secondary. The uses of this switch will be explained later.

Figures 2, 3, 4 and 5 illustrate four types of speaker plugs commonly encountered in service work. None of these will fit standard tube sockets so they must be obtained from set distributors. The circuits shown beneath the dotted lines indicate the connections of the original manufacturer's speakers. The numbers appearing opposite the leads to the speaker plugs in the sketches indicate the corresponding pin-jacks to receive these leads. In order to facilitate easy identification of the proper leads, make the field leads to all plugs of red wire, and the leads to the outside of the output transformer of black wire, and the center tap of the transformer in figure 2 of green wire.

AK speakers having five-prong plugs have the output transformer fastened to the speaker with direct connections made to the voice-coil. This applies to late a.c. models. AK speakers having the four prong plugs are those incorporating the 47 pentode and sets introduced previous to the 47.

Sets utilizing the hookup shown in Fig. 3 have the output transformer built in the set, and the voice-coil winding of this transformer is connected to the holes of the speaker socket which engage the large prongs of the speaker plug. Switch number 2 is open when testing sets using this arrangement.

Sets using single output pentodes use the hookup shown in Fig. 4. The output transformer is mounted on the speaker with the voice-coil direct connected. The primary of the output transformer is connected to those holes of the speaker socket which engage the large prongs of the speaker plug.

Philco receivers, except the very latest

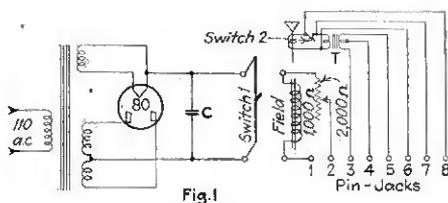


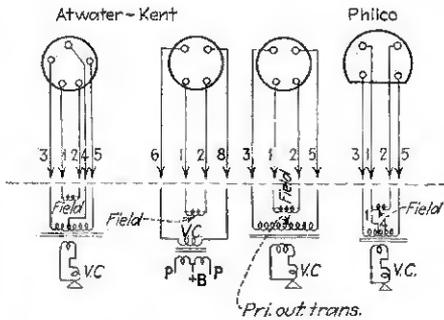
Fig. 1

models, use the hookup shown in Fig. 5. Here it is seen that one side of the field coil connects to the center tap of the output transformer. This necessitates a jumper connection between terminals 1 and 4 of the adapter. While the arrangement in the sketch shows a transformer designed for tubes in push-pull, it works equally well in sets having a single output tube. This is for the reason that in those sets there are only three connections made to the speaker socket, the one omitted corresponding to connection No. 5 in Fig. 5.

To use this speaker adapter with sets for which I have no speaker plugs, the following scheme is used. A number of old vacuum tubes were broken and the prongs from the bases were salvaged. Five each large and small size prongs were used, and to each prong was soldered a four foot length of wire. Phone tips were soldered

to the free ends of these wires. The prongs can be inserted in any speaker socket and the tips in the proper jacks on the adapter. Of course, it is necessary to know the correct speaker hookup for the set under test. When testing sets designed for magnetic speakers, connect terminals 3 and 5 to the speaker binding posts of the set. Close switches 1 and 2 and connect the a.c. cord to the line.

When balancing or neutralizing a receiver by means of an oscillator and output meter, it is sometimes desirable not to have the oscillator note audible. After connecting the speaker field and output transformer primary to the set in the proper manner, connect the output meter



to terminals 6 and 7 and open switch number 2. This opens the speaker voice coil and places the output meter across the secondary of the output transformer. If you want to hear the oscillator note, close switch number 2.

## Broken Cone Spider Repair

By W. R. Gaskill

A broken spider-web centerpiece in a dynamic speaker cone may be repaired without removing the cone from the speaker frame. Cut out the broken centerpiece with a safety razor blade, leaving a  $\frac{1}{8}$  in. flange of the spider-web on the cone. Cut out the web from a discarded cone  $\frac{1}{8}$  in. larger in diameter than the opening it is to cover. Cement the new disc to the flange of the cone to be repaired with ambroid and weight it lightly until thoroughly dry.

Center the cone in the usual way and fasten with the center clamping screw.

## Replacing 81's With the 5Z3

By Herbert J. Mayer

To convert powerpacks using two 81's for operation with one 5Z3 wire a  $\frac{4}{10}$  ohm, 5 watt resistor in series with each filament lead from the  $7\frac{1}{2}$  volt, center-tapped transformer secondary. Remove filament wiring from one of the rectifier sockets and move the high-voltage plate connection from this socket to the grid post of the 5Z3.

If there is no center-tap on the transformer filament winding then insert an  $\frac{8}{10}$  ohm, 10 watt resistor in one filament lead and take the positive high-voltage from the transformer side of this resistor.

The complete job can be done in  $1\frac{1}{2}$

hours and material, including the new tube should not cost more than \$1.50. As the cost of replacing two 81's is \$7 the serviceman can charge \$6.50 and still save the customer money, salvaging some of the 81's. I have made such changes in connection with 350 volt transformers without trouble.

## Reversed Twin-Speaker Coils

By N. York

When a twin speaker model fresh from the factory lacks volume, and tubes and voltages check ok, try reversing either the voice-coil or field-coil of one of the speakers.

Many manufacturers apparently give their sets electrical tests upon completion of assembly, running the speakers at low volume as monitors. Reversed voice-coils are commonly passed over, the acoustic bucking later causing trouble at high volume levels.

## Speaker Makes Good Mike

By J. E. Fox

A dynamic speaker makes a pretty good microphone. Remove the spider located in the apex of the cone, leaving the cone assembly suspended from the material around its outer edge. Use an output transformer which would normally work well with the speaker as an input transformer. Excite the field of the "mike" with a B-eliminator.

Good response on both voice and music is generally obtained without more elaborate alterations.

## Magnetic Speaker Tone Improvement

By George R. Campbell

The tone quality of console receivers equipped with magnetic speakers can almost invariably be improved by detaching the speaker from the cabinet and mounting it back away from the baffle about an inch by means of a small metal bracket. This is because few magnetic speakers have sufficient power for the large wooden baffles used and, as a result, accentuate the bass notes.

## Cork-and-Needle Test Prods

By A. Arbor

Test prods better than any of the home-made variety I have ever seen can be quickly and cheaply made of long rubber corks obtainable in chemistry labs (or good drugstores) and large darning needles.

Simply solder a suitable length of extra-flexible, tinned wire into the eye of the needle and then shove the needle through the center of the cork until the rubber is two-thirds on the needle and one-third on the wire.

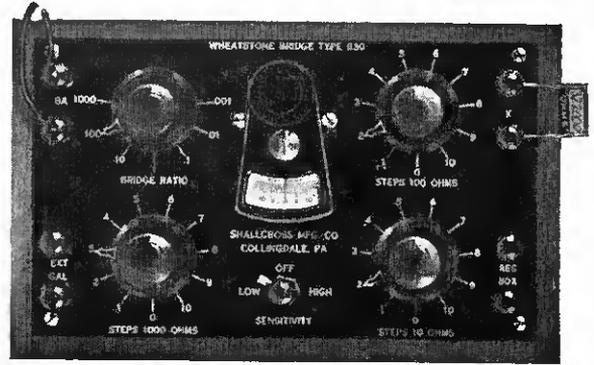
# Build Your Own Wheatstone Bridge for \$41.50

A simple, rugged, wide-range Wheatstone Bridge for resistance measurements. Operation identical with best laboratory instruments. Sensitive, accurate. Low cost. Kit easily assembled.

**Shallcross No. 630 Kit \$41.50**  
**Assembled \$49.70**

Built around a highly sensitive galvanometer and Shallcross Resistors. Range .01 ohms to 11.1 megohms. Send 6c. in stamps for Bulletin 630 R.

**Shallcross Mfg. Company, Collingdale, Pa.**

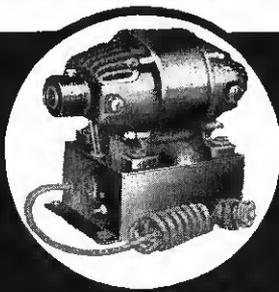


*Better  
 Save  
 This  
 Issue*

Readers are urged to save this copy of *Radio Retailing*, since it contains the Annual Specifications of Radio Sets. Past experience has shown that our supply of copies of the October issue, containing these specifications, is soon exhausted.

Better check through succeeding issues of *Radio Retailing*, both in the editorial and advertising pages, to keep abreast of changes that manufacturers make in their lines, during the months to follow.

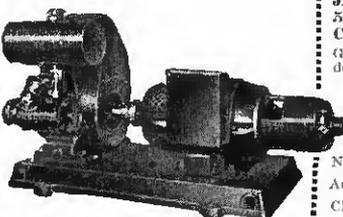
*Radio Retailing*



## JANETTE ROTARY CONVERTERS

**For Farms—Ships**  
**—City Apartments**  
**—Automobiles**

*Note:* Gas engine-operated JANETTE 110-volt, 60-cycle generator. Capacities: 300 to 2750 watts. Ideal for sound-trucks, amplifiers, P.A. systems, etc.



Wherever the current supply is D.C. use JANETTE Rotary Converters to operate your AC receivers.

JANETTE Converters are filtered to give radio results as good as, or better than, that obtained with central station AC. Built to outlast the radio set.

Available in 15 sizes. Capacities from 20 to 2500 watts. Input voltages of 6, 12, 32, 115 or 230 volts. Standard machines deliver 110 volts, 60 cycles AC.

**MAIL COUPON FOR DETAILS**

**JANETTE MFG. CO.**  
 555 W. Monroe St.  
 Chicago, Ill.

Gentlemen: Please send prices and details on your:

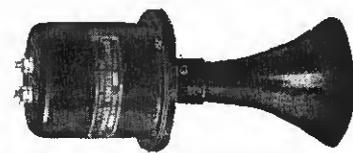
- Rotary Converters.
- Auto-B-Power (B-eliminator for auto-radio).
- Gas Engine Generators.

Name .....

Address .....

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

## Satisfy Your Customers' Demands for HIGH QUALITY TONE



1-6 actual size

Radio purchasers are continually demanding perfection of tone. They desire a loud-speaker which gives high quality reproduction over the full audio range.

The new Model 4A High-Frequency Electrophone reproduces the higher frequency sounds lost by ordinary loud-speakers and, when connected directly in parallel to a present loud speaker, brings the last word in tone perfection. Simple to install. No filters, special networks, field supply or polarizing voltage necessary.

The Electrophone is just what your customers have been waiting for.

Prepare yourself for this inevitable demand. Get your order in today, for every day that slips by means a loss to you in probable profits. Full information gladly sent on request.

**ELECTROPHONE CORPORATION**  
 2019B Rittenhouse Square, Philadelphia



# PIONEERS

● Radio has forged ahead since the first crude crystal sets of pre-war days. Yet, even today, vast fields remain unexplored. Radio pioneers still push on toward new discoveries . . . greater and greater achievement!

Hygrade Sylvania Engineers stand in the front rank of these modern frontiersmen. Hygrade Sylvania pioneered many of the developments of the new and more efficient tubes, particularly the popular 6.3 volt group of tubes.

The engineering resources of Hygrade Sylvania stand always ready to help manufacturers solve their own circuit and design problems. And

this service puts you under no obligation.

For the dealer and jobber, the support of a company like Hygrade Sylvania is a valuable business asset. They are assured of high quality tubes, fair price protection policies, strong sales help, and a stable "partner" in their business.

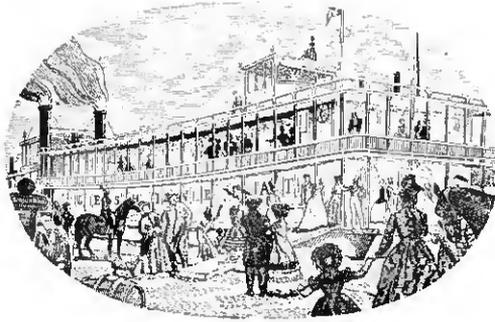
The men who own the major portion of the stock in this organization are directly active in the management. They put the reputation and success of their company

above all else. As a result, even during the depression years, Hygrade Sylvania's credit rating has always remained AaA1! Write: Hygrade Sylvania Corporation, Emporium, Penna.



*Sylvania*  
REGISTERED U.S. PAT. OFF.

**THE SET-TESTED RADIO TUBE**



## Here's the Headliners on the G-E Radio Show Boat!

**New G-E All-wave Sets—a smashing hit wherever they've been shown!**

**T**HE G-E Radio Show Boat has already visited New York, Boston, Philadelphia, Chicago—scores of cities.

And what a reception the headliners—the new G-E All-wave sets—received . . . everywhere!

The enthusiasm, like old man river, "just keeps rollin' along."

Leading dealers can't wait to spotlight them. Here's their verdict:

"They'll bring 'em all in—for-  
eign and American programs—

aviation, amateur and police calls—and *customers, to see, hear, marvel, and buy.*"

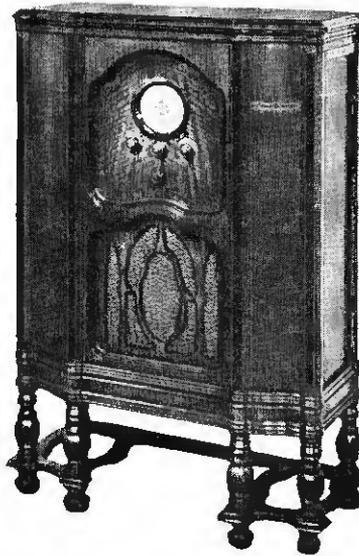
Maybe you're radio-calloused. But just wait till you hear them. You're going to get a kick out of them as you switch the dial from WEAJ or WGN to London . . . Paris . . . Rome.

What reception! You'll say these new G-E All-wave sets bring in real foreign entertainment when other sets only bring in faint and clouded foreign signals.

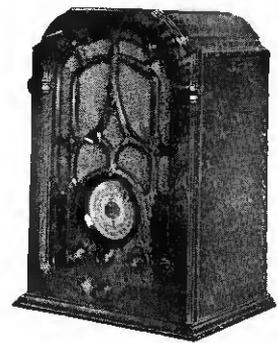
Spotlight these new G-E All-wave sets. Cash-in on them. They're the answer to the radio-dealer's prayer.



**MODEL K-64**—Dual-band table model with a short-wave band from 19 to 49 meters and a standard broadcasting band from 540 to 1500 kilocycles. A-c. superheterodyne circuit. American broadcasts, foreign stations, amateur and aviation signals. Cabinet of two-toned walnut and Oriental wood veneers.



**MODEL K-85**—All-wave console model. A-c. superheterodyne circuit. Featured by an airplane-type dial—divided into four bands: "A" for American programs, "B" for police calls, "C" and "D" for foreign stations and amateur and aviation signals. Renaissance design. Walnut and Oriental wood veneers.



**MODEL K-80**—All-wave table model. Uses the same chassis and dial as the All-wave console (Model K-85). Broadcasting range from 540 kilocycles to 18,000 kilocycles. The cabinet is most impressive in appearance. Simple and dignified in design. Made of two-toned walnut and Oriental wood veneers.

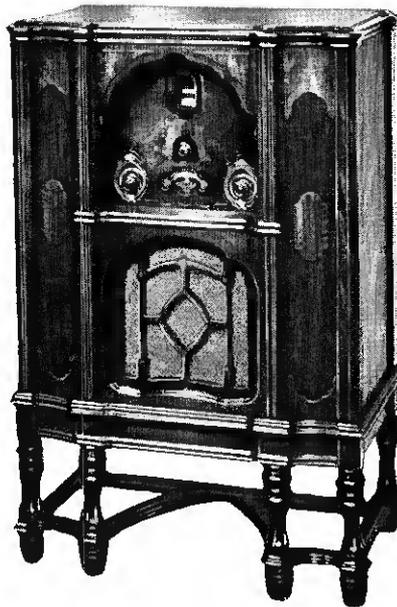
**GENERAL  ELECTRIC**

*Ear appeal . . . Eye appeal . . . Price appeal*

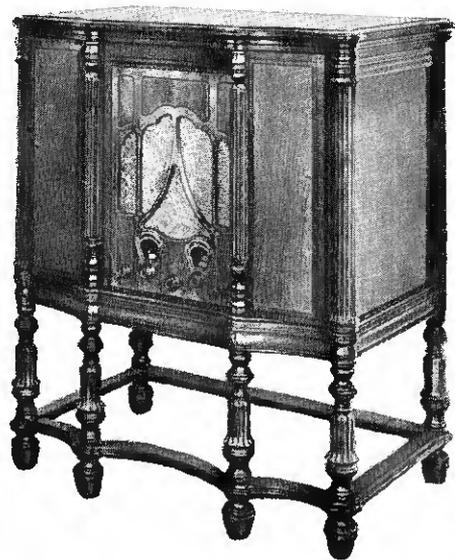
## Feature the Complete G-E Line



**MODEL K-63**—Standard broadcasting-range table model. A-c. superheterodyne circuit with a police call band from 1400 to 2800 kilocycles. Has vernier tuning control and automatic volume control. Cabinet of old mantle clock design, fashioned of two-toned walnut and Oriental wood veneers.



**MODEL K-126**—An impressive console model that covers the standard broadcasting range. A-c. superheterodyne circuit with all G-E "color radio" features. Tambour doors of mahogany give color and character to a cabinet of California walnut veneer, following the Renaissance motif in styling.



**MODEL K-79**—Automatic phonograph-radio combination. Plays nine 10-inch or eight 12-inch records without stopping. A-c. superheterodyne circuit with automatic tone compensation. The two-toned walnut and Oriental wood veneer cabinet is of 18th Century English design.



**W**E'LL feature the new all-wave sets in our national advertising, of course. Just as you'll headline them in your store.

But they're only the leaders in a distinguished G-E line that includes popular-priced table models, handsome and improved radio-phonograph combinations, and a group of smartly-styled, golden-toned consoles that are loaded with come-hither and buy.

And every set in the line, from the table model to the most expensive combination, is a blood-brother of the famous G-E sets that "won the tone-tests." In other words, brilliant, outstanding performers all.

They're handsome too—right down the line. Smartly styled. Simple and dignified in design. Two-toned walnut cabinets, rich in color and strikingly grained.

The prices, like the sets, are right. In key with the NRA code yet in harmony with the times. See your G-E distributor today, or write for complete details. Address General Electric Co., Section R-4410, Merchandise Dept., Bridgeport, Conn.

Prices slightly higher Denver and West

# RADIO



# Majestic has the



**FIRST ANNOUNCEMENT  
OF THE SUPERB NEW  
MAJESTIC MODERNISTIC  
CONSOLES**

LIDO

**LIDO Model 776**

A magnificent modernistic cabinet in five tones of wood, piano finished. 6 tubes (2 Duo-Valve). Tone control, automatic volume control, police calls.

HERE are conventional designs as notable in their field as the new modernistic models are in theirs. They enable the Majestic dealer to satisfy every trade demand. These three new Majestics have five tubes, with three *Duo-Valve* tubes, affording 8-tube performance.

**RIVIERA Model 906**

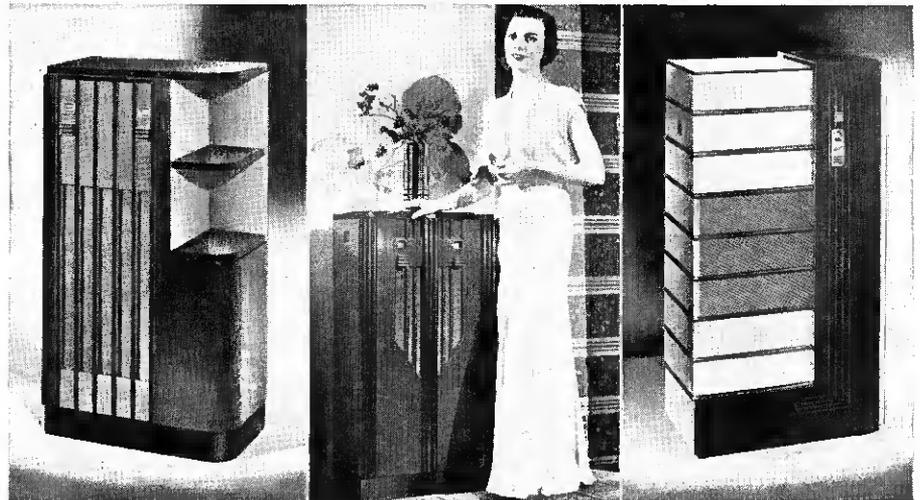
Authentic modernism in a stunning console. Four tones of wood—rosewood, walnut, natural, and ebony.

**RITZ Model 666**

Another console of superb advanced design. Striped walnut contrasts with pilasters of dark walnut.

**PARK AVENUE Model 886**

A sensational modernistic console. The cabinet of red and white birch is finished in natural and ebony.

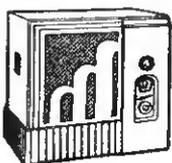


RIVIERA

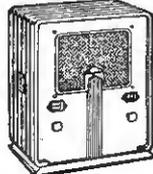
RITZ

PARK AVENUE

**CENTURY SIX  
Model 463**



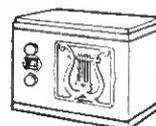
**MASTER SIX  
Model 461**



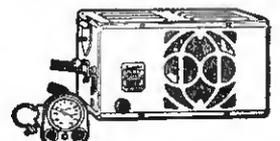
**STUDIO  
Model 59**



**DUETTE  
Model 55**



**TWIN-SIX AUTO  
Model 66**



# Smart Set of Radio

*With the Sensational  
New Duo-Valve Tube  
and Circuit*

**G**ET on the side that has the Style Leaders! Style has the call this season. Old-fashioned radios are going to stay on the floor.

The new Majestics are going to move. They're moving now! This new line—the "Smart Set" of Radio—is a sensation everywhere.

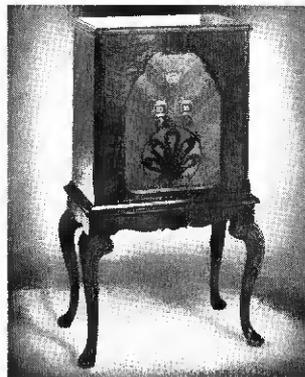
Early in the season Majestic presented the Style Leaders among table models. Now come four absolutely new and original modernistic consoles—loaded with eye-appeal and sales-punch. With them are three new conventional models of authentic period design.

This is the New Deal in radio design. A Century of Progress started it. Majestic was first to catch the new note. And wide-awake dealers are following the style leadership of the "Smart Set" of Radio—the best-looking, best-performing radios that America has ever seen. . . .

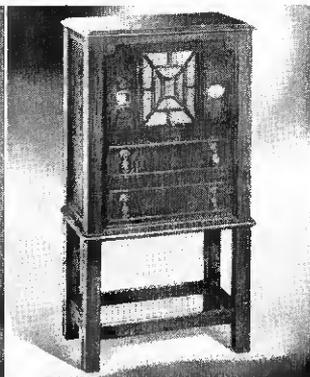
Sound-asleep dealers are going to get left. Don't miss the boat!

**GRIGSBY-GRUNOW COMPANY**  
5801 Dickens Ave., Chicago

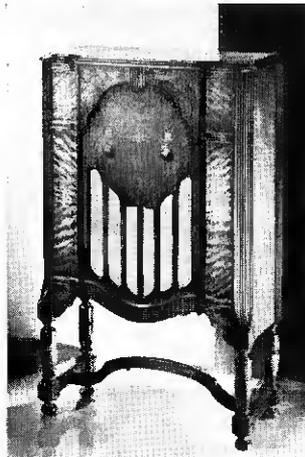
THESE three new modernistic consoles, and the Lido on the opposite page, are beyond question, the most strikingly beautiful radios ever made—and the most powerfully effective in attracting crowds to the dealer's store. . . . All four employ the outstandingly successful Majestic 6-tube superheterodyne chassis—with two Duo-Valve tubes providing genuine 8-tube performance.



QUEEN ANNE



TUDOR



CHATHAM

**QUEEN ANNE Model 75**  
An authentic period cabinet of matched butt walnut with oriental wood panel.

**TUDOR Model 566**  
The entire cabinet is American oak, with an all-over antique finish.

**CHATHAM Model 560**  
A handsome conventional cabinet with sliced birch and butt walnut paneling.

*The*  
**SMART SET**



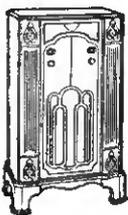
LICENSED UNDER PATENTS AND APPLICATIONS OF R. C. A., HAZELTINE, AND LA TOUR

# Majestic

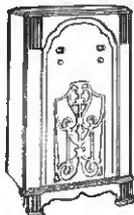
**RADIO**

**DUO-VALVE**  
Self-Shielded Tubes  
Better performance! All new Majestics have this exclusive feature, which adds the efficiency of at least two extra tubes to every set, and minimizes electrical interference.

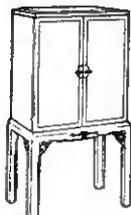
**PLAZA**  
Model 68



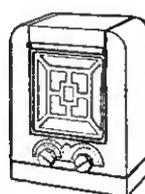
**HYDE PARK**  
Model 86



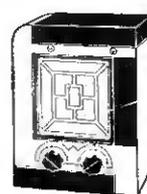
**ROYALE**  
Model 85



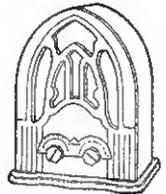
**DUO-CHIEF**  
Model 44



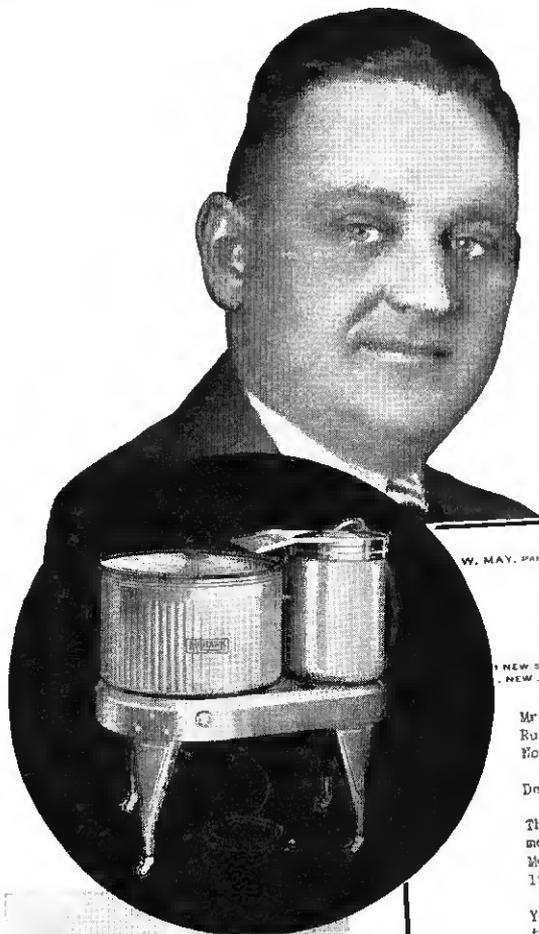
**DUO-MODERN**  
Model 49



**GOTHIC**  
Model 194



# D. W. May tells



D. W. MAY, PRESIDENT

TELEPHONE  
NEW YORK-VANDERBILT 3-7870  
NEW JERSEY-MARKET 3-2150

## May Radio and Television Corporation

111 NEW STREET  
NEW JERSEY

351 FIFTH AVENUE  
NEW YORK CITY

September 25, 1933

Mr. Homer Capehart, General Sales Manager,  
Rudolph Wurlitzer Mfg. Co.,  
North Tonawanda, N. Y.

Dear Mr. Capehart:

The deal is signed -- May Radio & Television Corporation becomes the exclusive metropolitan New York and northern New Jersey distributor for Wurlitzer Mohawk Washers and Refrigerators, effective at once, and for Wurlitzer Lyric 1934 Radios, effective January 1934.

You, as well as distributors and dealers, may be interested in the reasons that prompted us to select the Wurlitzer line. Here is what I wanted for my dealers and here are the things dealers and distributors all over the country should look for in the lines they sell:

1. First, I wanted a line that dealers could sell easily - a line with distinctive eye appeal. Wurlitzer Mohawk Washers and Refrigerators have both eye appeal and mind appeal to the housewife and her husband. Unquestionably your new 1934 Lyric radios, with the 27 models, starting from the midgets designed by Russell Wright and running up to the consoles, furniture models and auto radio, have instant spontaneous eye appeal.
2. I wanted a line with right prices and a liberal margin for the dealer. All three of the Wurlitzer lines have these.
3. I wanted a line with a name. WURLITZER has for years been an outstanding name to the American public.
4. I wanted a line backed by a financially strong company. Wurlitzer, with its large, sound organization, gives me this.
5. I wanted to sell a line of washers, refrigerators and radio sets put out by a plant with adequate designing, production and testing facilities. Your mammoth Wurlitzer factories fill the bill.
6. Finally, I wanted a line backed by aggressive sales promotion and advertising. The advance plans you have shown me for the Wurlitzer advertising campaign convinces me that with Wurlitzer my dealers and their salesmen will get real sales help.

We of the May organization have confidence that we will set new sales records with the three Wurlitzer lines - Mohawk washers, Mohawk refrigerators and Lyric radios. We believe our success can be duplicated, profitably, by distributors and dealers in other sections of the nation.

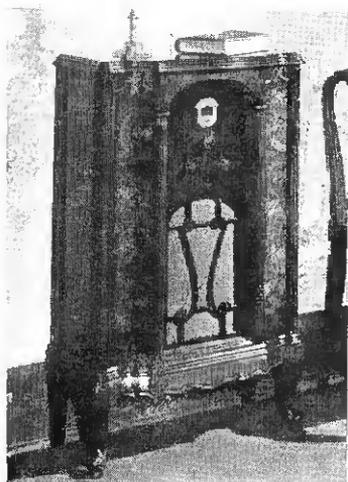
With kindest regards, I am, Cordially yours,

*D. W. May*  
President

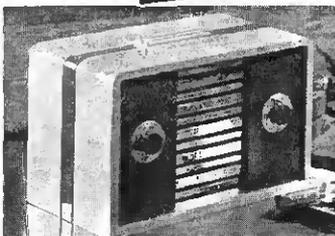
D. W. May



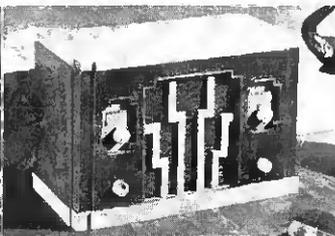
Model SW-89—S Tubes



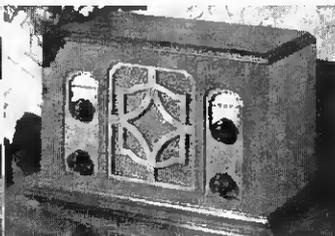
Model SA-6-L1 Queen Anne—6 Tubes



Model P5-L—5 Tubes (Universal AC-DC and Auto Set)

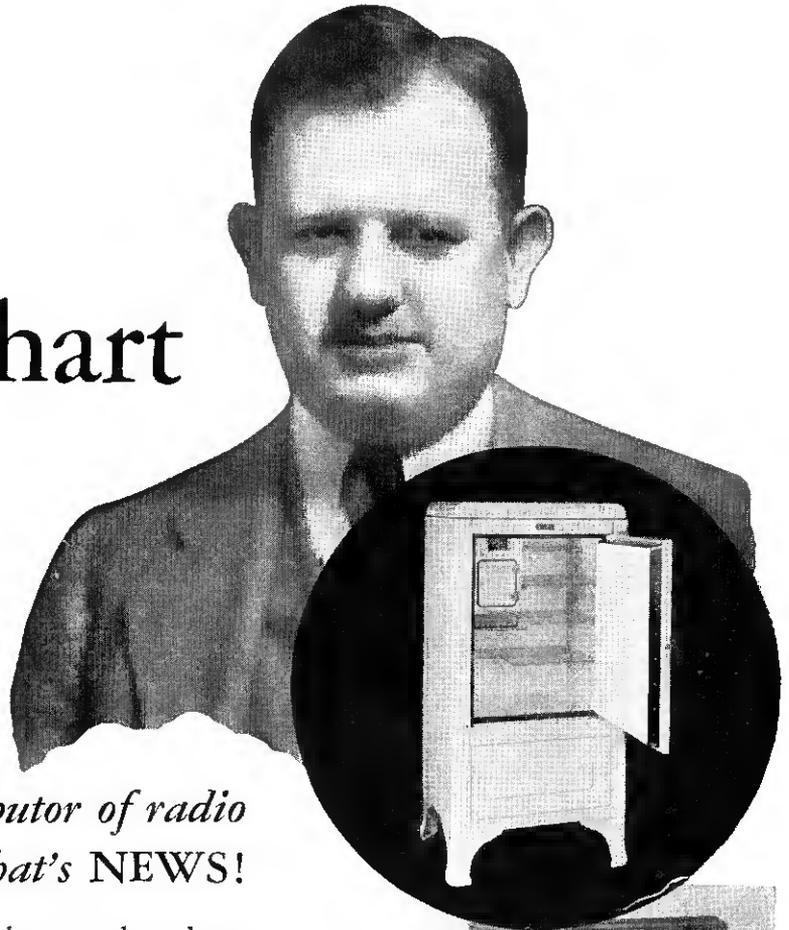


Model SU-5-L—5 Tubes (Universal AC-DC Set)



Model U-5-L1—5 Tubes (Universal AC-DC Set)

# Homer Capehart Why!

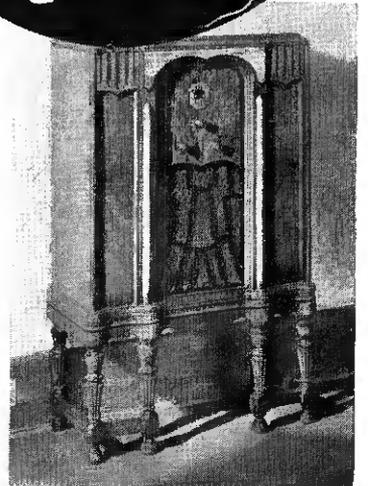


*When the world's largest distributor of radio sets selects WURLITZER . . . that's NEWS!*

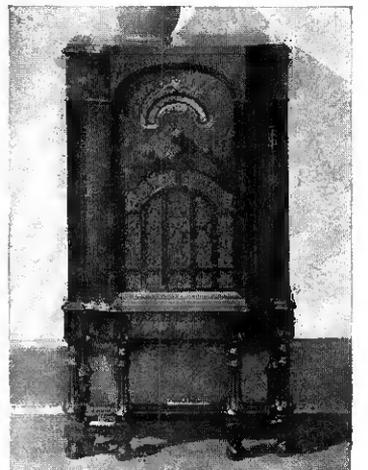
**T**HE reasons that prompted May to take on the three Wurlitzer Lines—Mohawk Washers, Mohawk Refrigerators and Lyric Radios—are of vital interest to distributors and dealers everywhere, particularly now at the start of the new selling season. *Read every word of D. W. May's letter to Homer Capehart.* Think about your own problem in terms of the experience of the world's largest distributor of radio sets, then get in touch at once with our factory or district managers. Time is short. Wurlitzer Mohawk-Lyric distributors and dealers are going to make big profits. The new Wurlitzer Lyric Radio Line has 27 separate and distinct models to meet every need. Wurlitzer Mohawk Washers include both Spinner and Wringer models. Wurlitzer Mohawk refrigerators feature the famous Duozone Unit. *If you want to climb on the bandwagon, you must do it now.* WRITE OR WIRE today!

**THE RUDOLPH WURLITZER MFG. CO.**

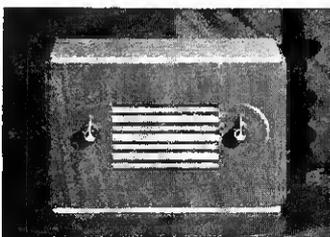
North Tonawanda, N. Y.



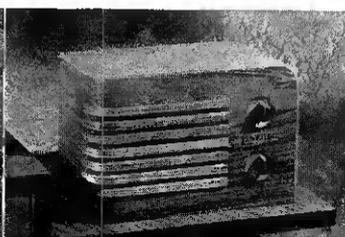
Model SA-6-J—6 Tubes



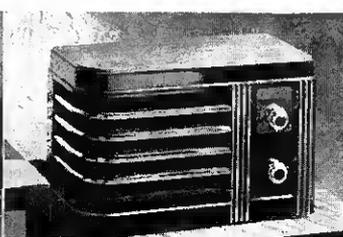
Model SA-120—12 Tubes



Model C-4-L1—4 Tubes

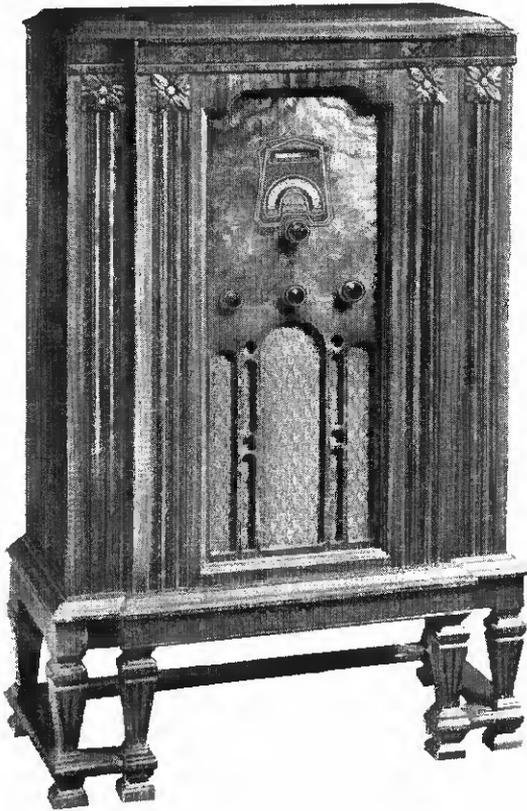


Model M-4-J—4 Tubes



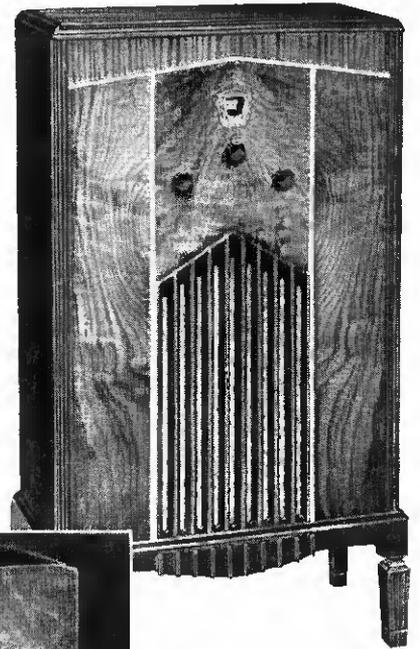
Model M-4-L1—4 Tubes

# GET GOING now on



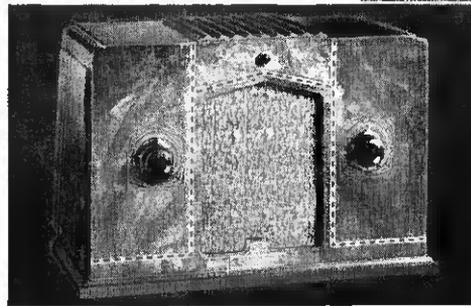
*Clarion Model No. 480*

New 10-tube Console (with automatic volume control), full vision calibrated dial, 14-inch speaker, push-pull output, Diode detector, tone control, automatic base compensation at low volume, Neon tuning indicator with QAVE (no noise between stations), variable noise control for any noise level, 540 to 3500 K.C. tuning range (includes all broadcast, police, amateur and aviation stations), completely shielded chassis, large gang condenser, beautiful walnut cabinet in advanced Modern design. List price \$89.75 with full discounts.



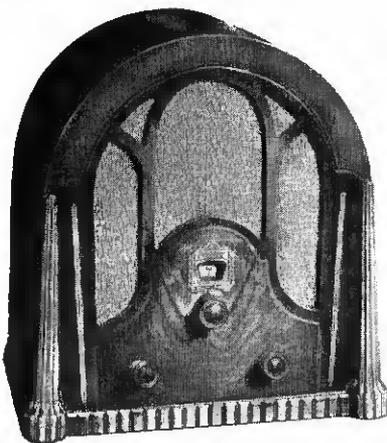
*Clarion Model No. 423*

5-tube A.C.-D.C. Superheterodyne, with emerald pilot light, beautiful cabinet in walnut, receives police calls, 1800 to 540 kilocycles, full dynamic speaker, highly sensitive for long distance use, powerful output, calibrated dial, heat-dissipating cord, built-in antenna, Clarion matched tubes. List price \$29.50 with full discounts.



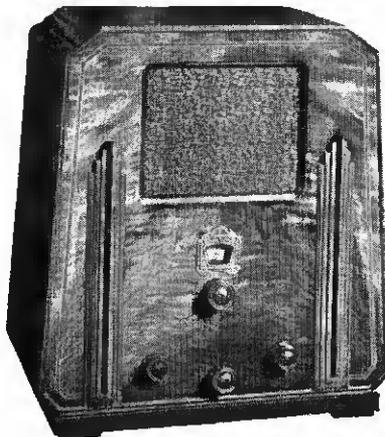
*Clarion Model No. 490*

New 8-tube A.C. Superheterodyne Console with full vision dial, 540-3500 K.C. tuning range (all police, amateur and aviation stations), heavy duty speaker, tone control, automatic volume control, oversize chassis, Diode detector, completely shielded chassis, large gang condenser and beautiful full walnut cabinet, conservatively modern. List price \$71.50 with full discounts.



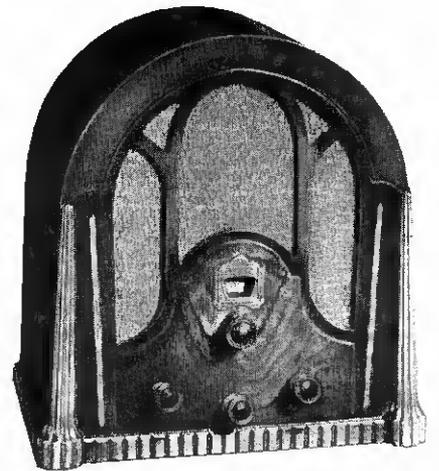
*Clarion Battery Model 500*

7-tube Superheterodyne, 3-gang condenser, class B output, extremely low battery drain, automatic volume control, battery regulator tube, extremely high selectivity and sensitivity, amazing economy in operation, reception equal to any socket radio. A big improvement over old style battery set. List price \$14.50 with full discounts.



*Clarion Model No. 471*

6-tube A.C. Superheterodyne Moderne Midget with automatic volume control, self-contained antenna, heavy duty speaker for increased volume and better tone, 540-3400 K.C. receives police, amateur and aviation bands, Vernier dial, dial light, 2A6 triple purpose tube, tone control and Clarion matched tubes. List price \$39.50 with full discounts.



*Clarion Model No. 470*

6-tube A.C. Superheterodyne Gothic Midget with automatic volume control, self-contained antenna, heavy duty speaker for increased volume and better tone, 540-3000 K.C. receives police, amateur and aviation bands, Vernier dial, dial light, 2A6 triple purpose tube, tone control and Clarion's matched tubes. List price \$31.50 with full discounts.

**PRICES SUBJECT TO CHANGE WITHOUT NOTICE • ALL**

# Clarion's 1934 line



The entire radio industry has continually said, "WATCH CLARION; THEY'RE GOING PLACES!" Thousands of radio dealers have FELT that CLARION was-up-to-something. They have been ready for the announcement for WEEKS . . . that CLARION would soon be ready with a COMPLETE NEW LINE.

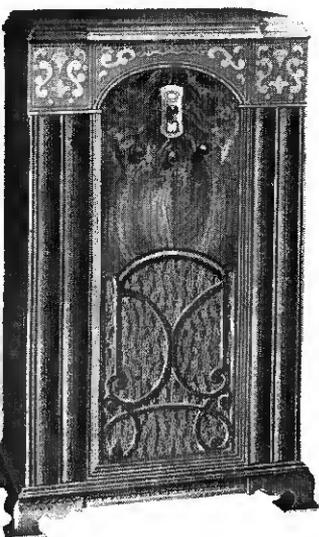
IT'S HERE! It's ready for you . . . for the faithful Clarion dealers who have helped us break all sales records for August . . . for other dealers who HAVE WANTED the CLARION line, and have waited for these new units at POPULAR prices. They know the tremendous buying IMPULSE for radios that is already here . . . replacements of over FOUR MILLION radios, and as many more new ones.

CLARION NEW LINE IS READY FOR YOU . . . with more beautiful cabinets, modernity again the keynote . . . with EVERY feature your customers are asking for: tuning range that includes all broadcast, police, amateur and aviation stations . . . with even greater range, fuller, sweeter tone, greater selectivity. The new line includes beautiful models in a wide price selection in both A. C. and D. C.—and a complete line of BATTERY sets.

Tear out the coupon to the right. Mail it to us today for complete information . . . for illustrated literature showing each model, for prices and discounts.

**TRANSFORMER CORPORATION**  
OF AMERICA

Ogden and Keeler Avenues • Chicago • Illinois



*Clarion Model No. 472*

New 6-tube A. C. Superheterodyne Console, with automatic volume control, heavy duty speaker, 540-3000 K.C. tuning range for police, amateur and aviation stations, Vernier dial and light, 2A6 triple purpose tube, tone control, Clarion matched tubes, beautifully built inlaid walnut cabinet. List price \$64.50 with full discounts.

*Clarion Battery Model No. 501*

7-tube Superheterodyne with the same cabinet as shown to the left and same chassis specification as in "Clarion Model No. 500." List price \$59.50 with full discounts.

**"4,000,000  
Radio Sets are due  
for replacement"**  
*Start Now  
to get your Share*  
**MAIL THIS COUPON  
today**

TRANSFORMER CORPORATION of America

*Yes...*

Send us complete details of your plan for getting more radio business. Send descriptive literature and prices on the NEW 1934 CLARION LINE.

TEAR ALONG THIS LINE

Dealer's Name.....

Street.....

City and State.....

**SETS COMPLETE WITH TUBES AND FEDERAL TAX PAID**

# PERMANENCY

Today, more and more of the country's outstanding distributors are lining up with Audiola because they appreciate the fact that profits depend upon *permanency* of the manufacturer and his cooperative policies.

Go back for 12 years to the time Audiola began. Each successive year shows a clean manufacturing and merchandising record—the kind of record that distributors and dealers can tie to with safety and profit.

12 successful years playing the game constructively does make the right kind of a foundation upon which to build radio sales profitably. As distributors and dealers realize this fact, Audiola representation increases.

A good, sound, progressive, and dependable radio source is after all the logical hook-up for distributors and dealers who want to show a substantial increase each year in their sales volume and profits.

*If you are open for a profitable and permanent line, please wire*

---

Audiola's complete new fall line:

4 tube compact—ac/dc	\$17.95
5 tube compact—ac/dc	28.88
5 tube table model—ac	28.88
6 tube battery table model (2-volt) . . . .	34.95
7 tube Table Model . . .	49.95
7 tube Console . . . . .	69.95
8 tube Console . . . . .	84.95
10 tube Console . . . . .	99.95
12 tube Console Deluxe.	150.00

Also 32 volt receivers.

No suppressor — auto radios —

6 tube . . . . .	\$59.95
7 tube . . . . .	79.95

---



## The 12 Year Record:

1. No Mergers. 2. No Financial Difficulties. 3. 80% of Our Accounts With Us 5 Years or More. 4. Sound Engineering. 5. Consistently Fine Radios. 6. No Dumping. 7. Generous Distributor Discounts. 8. Thorough Manufacturing. 9. No Stock Deals. 10. No Orphan Models. 11. Labor Always Paid Fair Wage Rate. 12. A Sound and Constructive Factor in the Radio Industry.

AUDIOLA RADIO COMPANY

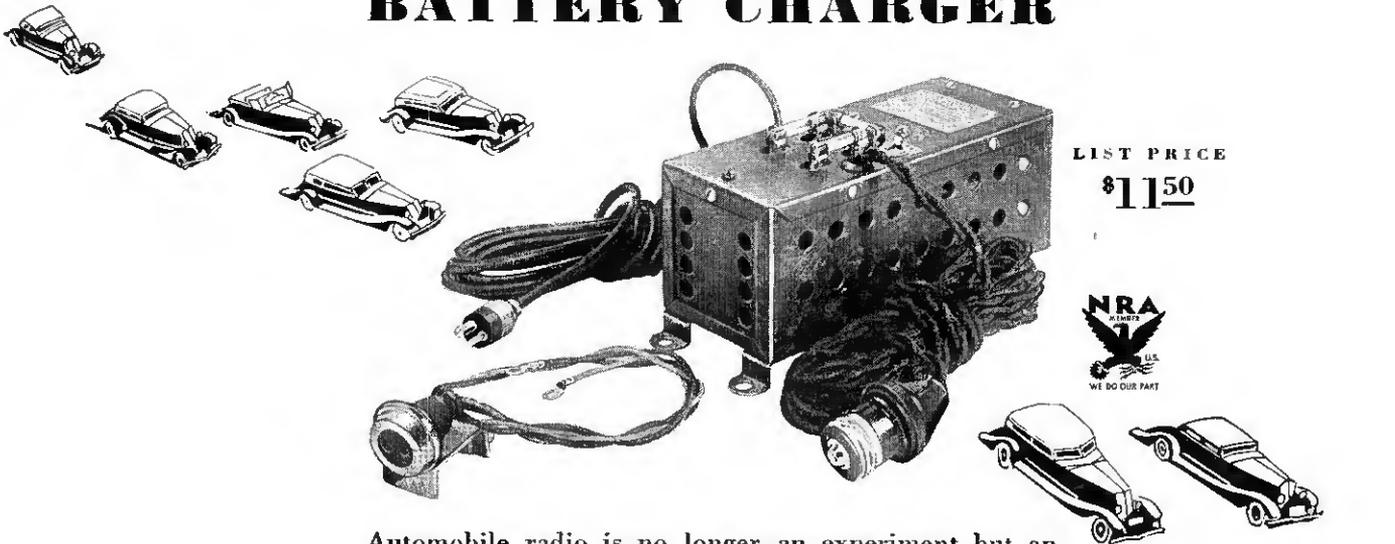


430 S. Green St.  
Chicago, Illinois

# AUDIOLA RADIO

KNOWN FOR ITS TONE

*Every owner . . . or buyer of an automobile radio is a prospect for the*  
**MALLORY BATTERY CHARGER**



LIST PRICE  
**\$11.50**

Automobile radio is no longer an experiment but an accepted accessory! Advances in starting and lighting have been little short of amazing! Free wheeling is established! But all these important developments have imposed a greater drain on the battery—and created an important market for the Mallory Battery Charger.

The Mallory Battery Charger which lists at \$11.50, offers motorists advantages that are immediately apparent—and offers the radio retailer in all communities immediate sales and worth while profits. It is compact in size, requires practically no installation, and offers transformer features of acknowledged superiority. Its fuses are externally mounted and easy to change—its rectifier needs no soldered connections and requires no wire.

Get the full details—then get the extra business and the extra profit the Mallory Battery Charger makes possible.



*The New Mallory-Elkon "B" Eliminator with Self-Rectifying Elkonode . . .*

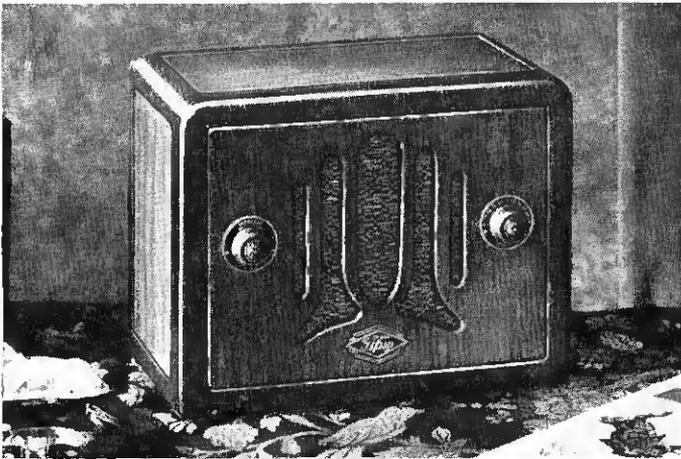
LIST PRICE **\$17.50**

Complete—including cable—Nothing else to buy! Provides every advantage of last year's "B" Eliminator—all the demonstrated performance and economy of the Mallory-Elkon principle—in a small, compact form.



in RADIO, ELECTRICAL, AUTOMOTIVE AND INDUSTRIAL FIELD

**P. R. MALLORY & CO., Incorporated, INDIANAPOLIS, INDIANA**



# GIPSY is the PROFIT-LEADER among AC.-D.C. RECEIVERS

Compare the features packed into the handsome walnut cabinet of the Kingston Gipsy. Compare it for tone quality and sensitivity with any receiver near its **\$24.95** list price.

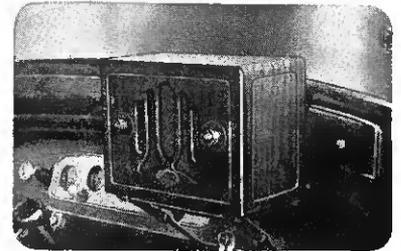
The Gipsy is small enough—5" X 7" X 9"—to serve handily anywhere in the house. It's an ideal travelling companion, for it weighs only eight pounds and plugs into any outlet. Actually easier to move than an electric fan. Yet it will perform with many sets twice its size and price.

There are new profit possibilities in the Kingston Gipsy. The set will prove it in your stock. Write for complete information, or order samples—NOW.

**KINGSTON RADIO CO., Inc.**

A Subsidiary of the  
**KINGSTON PRODUCTS CORPORATION**  
KOKOMO, INDIANA

The Gipsy is also adaptable to motor car service when used in conjunction with the Auto Kit, listing at \$14.50. (No "B" batteries are required as the kit is complete with converter, suppressors, cables and mounting brackets.)

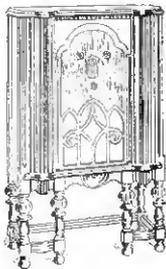


- SUPERHETERODYNE
- 5 TUBES . . . 2 - 77'S, 1 - 78,  
1 - 38, 1 - 1-V
- VERNIER TUNING
- FULL DYNAMIC SPEAKER
- PERFECTED VOLUME CONTROL
- SELF-CONTAINED AERIAL



INVESTIGATE NOW  
THE **L. TATRO** LINE...  
IT'LL BE YOUR  
START TO PROFITS!

Here is a real opportunity for you—it is your chance to cash in on big profits this year. L. Tatro dealers everywhere are reporting increased sales—L. Tatro National Advertising is reaching your prospects.



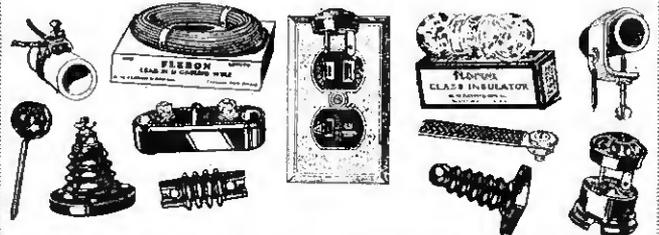
- ALL ELECTRIC  
NO BATTERIES
- NEW MODELS  
LOWER PRICES
- BEST TONE OF  
ALL RADIOS

## The New 1933 L. TATRO 32 VOLT RADIO

Get the facts! Send today for full details of our unique money-making dealer proposition.

**L. TATRO PRODUCTS CORPORATION**  
Dept. RR DECORAH, IOWA

## FLERON AERIAL ACCESSORIES



Radio Receptacles; Handy Taps; Lightning Arresters; Aerial Outfits; Wire for Aerial Lead-In and Ground; Masts; Ground Clamps; Screw Eyes; Aerial Tighteners; All sizes Porcelain and Glass Insulators; Lead-In Strips; Auto Aerials and Aerial Eliminators.  
Complete Line from One Source. *Catalog R-653 free.*

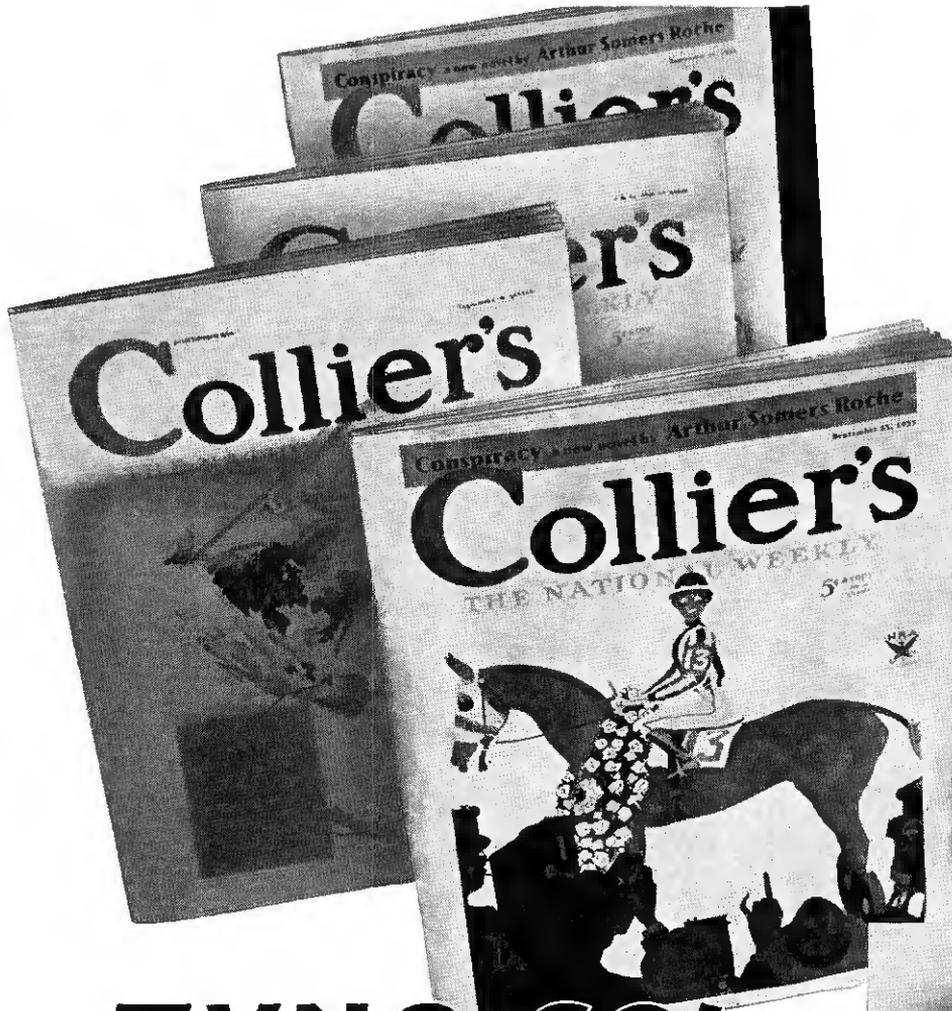
**M. M. FLERON & SON, INC. TRENTON, N. J.**

## "I Love a Parade"

—that was the title of a popular song some years ago. But the philosophy behind the song is still sound. Buyers appreciate the opportunity of witnessing a parade of sellers and their wares. It's a quick, convenient way of reviewing what the market has to offer.

Each issue of *Radio Retailing* is a parade before an audience of 20,000—your prospects and your customers, Mr. Manufacturer. Your advertisement is *you* in that parade. —a parade expected each month by 20,000 spectators who pay a subscription price for the privilege of watching the parade. . . . Are you in the parade?

**Radio Retailing**



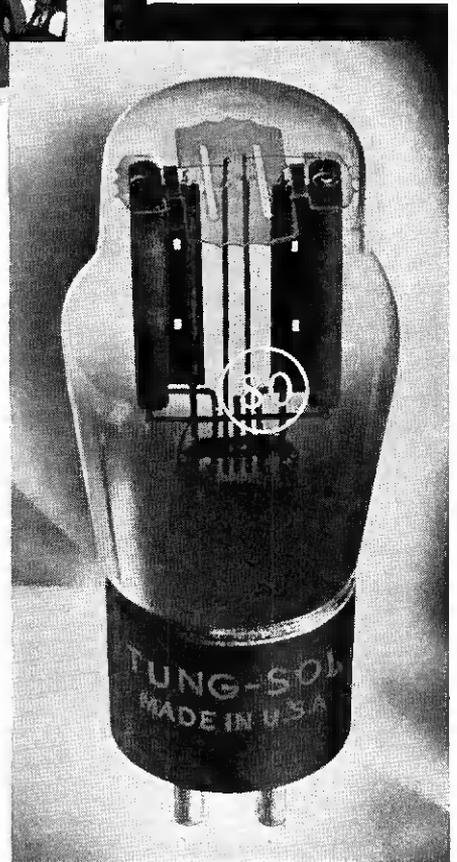
# TUNG-SOL

**supports its 8000\* RETAILERS  
with a NATIONAL ADVERTISING  
CAMPAIGN IN COLLIER'S...**

May 1933 was the inauguration date of a large space national advertising campaign for Tung-Sol Radio Tubes.

Full page "ads" of unusual human interest and with a decided "news" slant are being run.

\* Total as of July 31, 1933.



**TUNG-SOL RADIO TUBES INC.**  
95 EIGHTH AVENUE, NEWARK, NEW JERSEY

# Take the "Guesswork" Out of Your Next Service Jobs!

\* \* \*

## Information about:

- new tubes
- auto-radios
- new circuits
- testers and meters
- microphones
- multiple installations
- service costs
- parts and supplies
- public address

\* \* \*



## Short... Practical... Usable... Service Data

WITH business on the upgrade many people are getting the old set fixed up for the fall and winter evenings. That means more service jobs and with them more problems for the service man. Because of this increased emphasis on service work, Radio Retailing has increased its service information and publishes more and more of those practical, "bread and butter" articles that have become so popular with dealers and service men throughout the country.

EVERY month there are a score of time and money-saving service shortcuts in Radio Retailing. No long technical articles — no general discussions — but, concise "How" information which will answer daily problems and boost service profits.

SERVICE "Short-Cuts" in Radio Retailing will help the dealer as well as the service man. Insure yourself the help of this monthly service. Place your subscription now—at half price.

*Mail coupon below to get monthly service help at "half-price"*

RADIO RETAILING—A McGraw-Hill Publication  
330 W. 42nd St., New York, N. Y.

*\$1 rate restricted to U. S. A. only  
This offer void after Dec. 31, 1933*

O. K. Enter my subscription for Radio Retailing for the next 12 issues. Attached is \$1 in full payment at special "Half-Price" rate.

Name ..... Position.....

Street .....

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

Our Main Line Is.....

### Subscription Rates Outside U. S.

Canada \$1.50 per year, cash with order, Mexico, Central and South America, and West Indies excepting European Colonies, Spain and possessions, \$2 a year, cash with order. All other countries \$3 a year, cash with order.

### Renewal Subscription

If you are subscribing now and wish your subscription extended for a year at special rate, return \$1 with this coupon and check here.

Oct. 33

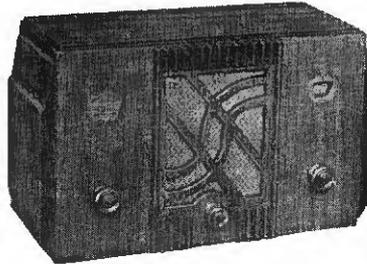
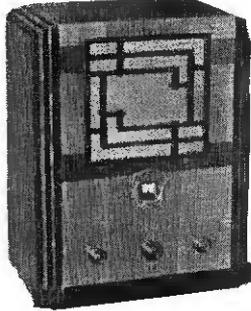


**MAIL CASH AT OUR RISK!**

# Freed-Eisemann

famous since broadcasting began

**Model 360 (below)**  
6-tube AC superheterodyne in modernistic walnut upright cabinet—75 to 560 meters (4,000 to 550 kc) — Dynamic speaker — Extremely selective and sensitive — Tone control — Illuminated calibrated tuning scale — Audio output 3 watts.



**Model 365 (above)**  
6-tube AC-DC superheterodyne— Dynamic speaker—75 to 500 meters (4,000 to 540 kc)—Illuminated calibrated tuning scale.

The complete Freed-Eisemann line includes a further assortment of styled compacts, remote control speaker sets, 4 to 10-tube chassis and auto radios. This line is intended for quality trade including department stores and high grade dealers.

**Model 346 (below)**  
4-tube AC, compact— Dynamic speaker—200 to 560 meters—Audio output, exceptional for compact, i.e. 3 watts.



**Jobbers—a few territories still open.**  
For export—a complete line of short wave and long wave sets.

## FREED TELEVISION & RADIO CORPORATION

Long Island City, New York

Export Division: Associated Radio Industries, 115 Broad St., N. Y., U. S. A. Cable Address CAMRADIO

**DEALERS**  
**QUICK PROFIT!**

*selling now!*



Thousands of GT Vario-Aerials being sold on their performance. An easy "extra profit" item with other purchases and service calls. *Get your share of this extra profit!* Low-priced for easy, volume sales—and a handsome profit for you! **GET OUR DISCOUNTS**—write or wire today!

**GENERAL TELEVISION, INC.**  
Dept. B, 5742 Gd. River, Detroit, Mich.

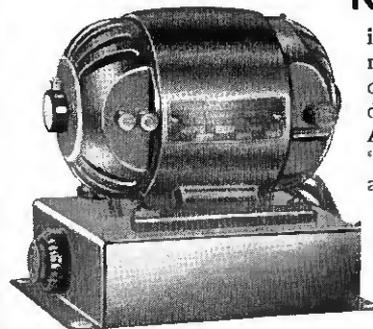
## 32 VOLT RADIO

power units.

An AC set operated by a low current drain

## Kato Konverter

is the only satisfying radio for the light plant owner. Write for new deal. Also 32 volt "A" and "B" Eliminators and AC and DC light plants.



**Kato Engineering Co.**  
MANKATO MINN.  
also  
Lancaster, Pennsylvania

## TUBES

Tubes are going up in prices. Buy now. All Diamond Tubes are sold with a 30 day money back guarantee. Replacements made within 90 days.

SPECIAL TYPES		Type	Price
201A—\$ .22	230 — .40	125	MU B-H Rect... \$ .85
226 — .25	41 — .40	461	For Kellogg... .90
227 — .25	42 — .40	403	" " " " " " " "
245 — .25	43 — .75	485	For Sparton... .50
171A — .25	44 — .40	182	" " " " " " " "
280 — .25	46 — .35	183	" " " " " " " "
224A — .35	55 — .40	182B	" " " " " " " "
285 — .35	56 — .39	585	" " " " " " " "
251 — .35	57 — .40		
247 — .40	58 — .40		
112A — .35	59 — .35		
250 — .35	77 — .50		
251 — .35	78 — .50		
282 — .40	79 — .75		
283 — .55	82 — .35		
284 — .55	83 — .40		
236 — .40	84 — .40		
237 — .35	85 — .40		
239 — .35	89 — .50		

Minimum order 25 tubes. Don't wait, send your order in today. Remittance with order or C.O.D. if desired.

**RADIO TUBE EXCHANGE OF AMERICA**  
162 Washington St., New York City, N. Y.



## HYDRO Magnetic SPEAKERS



The Biggest Market in Radio Today. A Hydro Extension Speaker for Every Radio Set

Installation time one minute on any type set, old or new. Three models, list \$4.90, \$5.50 and \$6.60, including 25 ft. cord and adapters. Send for bulletin.

**UNIT REPRODUCERS MFG. CO.,** Rochester, N. Y.  
Foreign Division: 1457 Broadway, New York City  
Cable Address—Loprech, New York  
Makers also of Hydro Positive Magnetic Pickups.

# SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

**UNDISPLAYED—RATE PER WORD:**  
Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.

(See § on Box Numbers.)

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.

Proposals, 40 cents a line an insertion.

## INFORMATION:

Box Numbers in care of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge. Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

**DISPLAYED—RATE PER INCH:**  
1 inch.....\$7.50  
2 to 3 inches..... 7.25 an inch  
4 to 7 inches..... 7.00 an inch  
Rates for larger spaces, or yearly rates, on request.  
An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

## SALESMEN WANTED

### Resident Salesmen Wanted

To sell a new type of radio, which attracts enthusiastic attention. So radically different and unusual that out of four demonstrations, three sales are positively made. This is a wonderful proposition for men having wide acquaintance and radio clientele with the better type radio stores. SW-181, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

## BUSINESS OPPORTUNITIES

### Radio Manufacturing Business

Nationally known and advertised concern, manufacturing 32 volt D.C. receivers. Unlimited possibilities. P. O. Box 407, Omaha, Nebraska.

UNDISCOVERED radio talent will be given encouragement opportunity and management. Microphone and cabaret audience provided free at 11 West 51st St. in Radio City. Nellie Edwards, New York, N. Y.

## SPECIAL NOTICE

### To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

### DEALERS and SERVICE MEN

Genuine Grebe factory made parts in stock for all model Grebe receivers manufactured prior to 1933. Power transformers for sets using from 4 to 12 tubes. Also audio transformers and filter chokes. Write for descriptive data and parts price list.

**GREBE RADIO SALES & SERVICE CO.**  
137-28 Jamaica Ave., Jamaica, N. Y.  
(Owner former Gen. Fact. Mgr. of  
A. H. Grebe & Co., Inc.)

### ATTENTION! DEALERS, JOBBERS DE LUXE RANGE BURNERS, \$9.50

Complete. Approved and 5-year guaranteed. Write at once for protected territory.

**LAFAYETTE OIL BURNER CO.**  
28-30 Portland St., Boston, Mass.  
Dept. D. SALESMEN WANTED

1934  
RADIO BUYERS' GUIDE

Rush my FREE copy to—

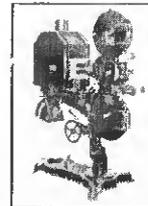
Name .....

Address .....

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

The AIREX Co., Inc. 78 Cortlandt St.,  
New York City

## Tremendous Savings on Sound Equipment. Buy from the World's Largest Suppliers.



Exceptional Bargains in New, Used, and Rebuilt Motion Picture Apparatus. Recent Government Surplus and Liquidation of other manufacturers such as FACENT, POLYMET, ROYAL AMPLITONE, CINEPHONE, TONEOGRAPH, BIOPHONE and others, now offered to our trade.

**S. O. S. CORPORATION**  
Dept. R.R., 1600 B'dway, New York, U.S.A.  
Cable Address: "SOSOUND" New York. All Codes.

## SEARCHLIGHT SERVICE

Covers the Advertising of

Agencies Wanted  
Agents Wanted  
Auction Notices  
Bids Wanted  
Books and Periodicals  
Buildings for Sale  
Business Opportunities  
Civil Service Opportunities  
Contracts to Be Let  
Contracts Wanted  
Educational  
Employment Agencies  
Foreign Business  
For Exchange  
For Rent  
Franchises  
Labor Bureaus  
Machinery Wanted  
Partners Wanted  
Patent Attorneys  
Patents for Sale  
Plants for Sale  
Positions Vacant  
Positions Wanted  
Property for Sale  
Proposals  
Receivers' Sales  
Representatives Wanted  
Salesmen Wanted  
Second Hand Equipment  
For Sale For Rent  
Exchange Wanted  
Specialties  
Tutoring  
Miscellaneous For Sale, For Rent and Wanted

Address

Departmental Advertising Staff  
McGraw-Hill Publications

## RADIO DEALERS and SERVICEMEN:

We offer you a Service that has a national reputation for its Completeness, Speed and Reliability.

### INVESTIGATE IT!

Send today for your copy of our big, new catalog—THE 1933 PROFIT GUIDE, the most complete index to Radio Replacement Parts, Repair Materials, Specialties and Public Address Equipment ever published! It features:

### 6,000 Radio Items

embracing practically everything needed for the servicing of any standard Receiver.

### Dependable Quality,

goods that will really stand up when put to the test of actual service.

### Lowest Wholesale Prices

ever quoted, quality of merchandise considered.

### Overnight Service

within 500 miles of Chicago, proportionately swift service for those outside this zone.

**The RADOLEK Co.**  
603 West Randolph Street, Chicago

Gentlemen:—I am a Dealer  Serviceman . Please send the New Radolek Profit Guide immediately and put me on your mailing list to receive your literature regularly.

Name .....

Address .....

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

Please attach coupon to your letterhead or enclose your business card. We sell only to the trade.

explaining a

# NEW DEAL

for the Radio Dealer  
and Serviceman . . . .

In spite of the fact that industry in general is getting a new deal, the radio technician has not been recognized as a fundamental unit in industry.

As matters stand now, the radio technician is forced to follow a "hang-dog" type of business and will continue to be so handicapped until definite steps are taken to enable radio dealers and servicemen to sell their services as responsible members of a recognized labor group. As a matter of simple justice, the merchandising and servicing of radio parts and equipment should have the same advantages of standardization such as those enjoyed now by the electrician and the automobile repairman.

As national distributors of radio parts and equipment, Federated has been asked by thousands of radio dealers and servicemen to take the initial step to help establish the radio service industry on a recognized plane — and that these initial steps be taken in the form of a new type of catalog which dealer and serviceman can use in direct client solicitation.

Such a catalog is considered the most important single factor in establishing a standard basis for the

sale of radio parts and equipment to the ultimate consumer. Furthermore, with a catalog of this type, the radio technician would have in his hands, for the first time, a selling tool which would place him on a plane comparable with servicemen in other fields of industry.

It is to your interest as a radio serviceman and radio dealer to sign and mail in to us the attached coupon. As soon as it is ready you will receive our new catalog "The New Deal in Radio" which contains LIST PRICES for your use in direct client solicitation. If your name is on our list you will receive the confidential listing of NET TRADE PRICES to which you alone will be entitled.

Our new booklet featuring exclusively Sound Equipment is also ready with LIST PRICES. Interested? Then check off your request on the coupon and send it in with one of your business cards or letterheads.



Be Sure to Share in  
**THE NEW DEAL**  
IN RADIO—send in  
the coupon TODAY

FEDERATED PURCHASER, INC.  
23-25 Park Place, New York

Send me your new LIST PRICE CATALOG "THE NEW DEAL in Radio"

Send me your new book "PUBLIC ADDRESS and SOUND EQUIPMENT"

Name . . . . .

Address . . . . .

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

Company . . . . .

Serviceman  Dealer

Please attach letterhead or business card.

**Federated Purchaser, Inc**

PHILADELPHIA, PA. 2909 N. BROAD ST.	JAMAICA, L.I. N.Y. 92-26 MERRICK ROAD	BRONX, N.Y. 534 E. FORDHAM RD.	NEWARK, N.J. 273 CENTRAL AVE.
ATLANTA, GA. 631 SPRING ST. N.W.	PITTSBURG, PA. 343 BLVD. of the ALLIES	CHICAGO, ILL. 1331 S. MICHIGAN AV.	NEW YORK CITY 25 PARK PLACE

# CONTENTS for OCTOBER, 1933

Copyright, 1933, by McGraw-Hill Publishing Company, Inc.

Radio Under NRA .....	An Editorial	13
The Outlook .....	By R. V. Sutcliffe	14
The Campaign .....		16
One Out of Five Buy Shortwaves.....		17
The Farmer Wants Radio.....		18
Annual Set Specifications .....		19-28
<i>A reference guide to new equipment including broadcast, shortwave, automobile, phonograph combination and portable receivers.</i>		
New Merchandise .....		29
News of the Month .....		30
A Record Month.....	By Richard Gilbert	38
<b>SERVICE SECTION</b>		
Circuits of the Month.....		43
Tricks of the Trade.....		45
Shop Shortcuts .....		47

## 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.

Page	Page
Atwater Kent Mfg. Co.....	6-7
Audiola Radio Co.....	64
Brunswick Record Corp.....	40
Central Radio Lab's.....	46
Clarostat Mfg. Co.....	52
Continental Carbon Co.....	52
Crosley Radio Corporation,	
Inside Back Cover	
Cunningham, Inc., E. T.....	36-37
Eby Mfg. Co., H. H.....	48
Electraphone Corp.....	54
Emerson Radio & Phono. Corp..	12
Fleron & Son, M. M.....	66
Freed Television & Radio Corp..	69
General Electric Co.....	56-57
General Television, Inc.....	69
Grigshy-Grunow Co.....	58-59
Hygrade-Sylvania Corp.....	55
International Radio Corp	
Inside Front Cover	
Janette Mfg. Co.....	54
Kato Eng. Co.....	69
Kenyon Transformer Co., Inc.....	50
Kingston Radio Co., Inc.....	66
Mallory & Co., Inc., P. R.....	65
Morrill & Morrill.....	52
Ohio Carbon Co.....	48
Ohmite Mfg. Co.....	50
Pierce-Airo, Inc.....	72
Radio Products Co.....	48
Radio Tube Exchange.....	69
Raytheon Prod. Corp.....	Back Cover
RCA Radiotron Co.....	36-37
RCA Victor Co., Inc.....	8-9-10-11-39
Readrite Meter Works.....	50
Shallcross Mfg. Co.....	54
Standard Transformer Corp.....	42
Stewart-Warner Corp.....	3
Stromberg Carlson Tel. Mfg. Co.	2
Tatro Prod. Corp.....	66
Transformer Corp.....	62-63
Triplet Elec. Instr. Co.....	46
Tung-Sol Radio Tubes, Inc.....	67
Unit Producers Mfg. Co.....	69
Westinghouse Elec. & Mfg. Co..	4-5
Weston Elec. Instr. Corp.....	44
Wurlitzer Co., Rudolph.....	60-61
Zenith Radio Corp.....	1

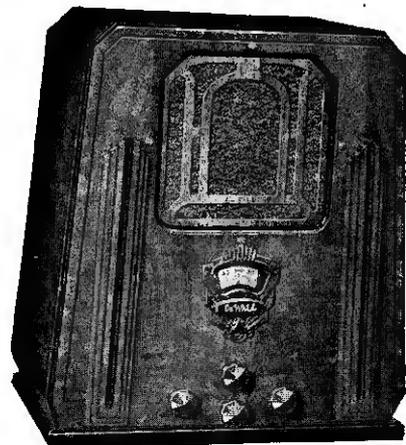
### SEARCHLIGHT SECTION

Classified Advertising

Classification	Page
EMPLOYMENT .....	70
REPAIRING .....	70
RADIO STOCKS .....	70
Airex Co., Inc.....	70
Federated Purchaser, Inc.....	71
Grebe Radio Sales & Serv. Co.	70
Lafayette Oil Burner Co.....	70
Radolek Co., The.....	70

McGraw-Hill Publishing Company, Inc., 330 West 42d Street, New York, N. Y. Branch offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C.; James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Vice-President and Treasurer; Mason Britton, Vice-President; Edgar Kobak, Vice-President; H. C. Parmelee, Vice-President; Harold W. McGraw, Vice-President; B. B. Putnam, Secretary. Member A.B.P. Member A.B.C. Printed in U. S. A.  
Printed by The Schweitzer Press, N. Y.

# ... TO HELP YOU Keep a Jump Ahead



**LITTLE  
GIANT**

**Model  
801**

DeWald comes through—as usual. Take our new Model 801 as an example. We doubt that more quality and sales appeal could be packed into one medium-sized radio.

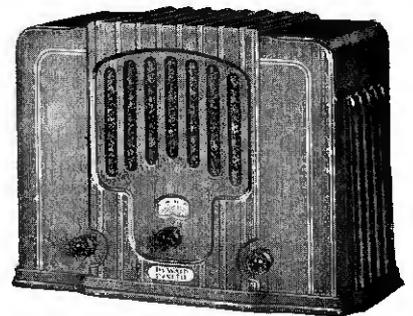
Take a look at the features of the Little Giant. Won't you agree that they're just about irresistible?

Model 801 illustrates how DeWald keeps on giving dealers the chance to stay well ahead of competition.

- 8 TUBE HIGH GAIN SUPERHETERODYNE
- 100% AUTOMATIC VOLUME CONTROL ON ALL TUBES
- NOISELESS INTER-STATION TUNING
- MANUAL VARIABLE TONE CONTROL
- BROADCAST AND SHORT WAVES DOWN TO 60 METERS
- NEON "SYNCRILITE" TUNING
- FULL SIZE CHASSIS
- DUAL CURRENT
- FULL SIZE DYNAMIC SPEAKER
- AND MANY OTHER IMPORTANT FEATURES

**Model 580**

Ultra sensitive super-heterodyne  
Illuminated vernier dial  
Full toned dynamic speaker  
Anti-blast tuning with tone control  
AC-DC heatless chassis  
Walnut cabinet with two toned imported inlay, hand-rubbed finish



# DEWALD

Products of

## PIERCE-AIRO, Inc.

520 Sixth Avenue, New York City

PACEMAKERS IN RADIO FOR OVER TWELVE YEARS



**T**HERE is one sure guaranty of quality — a good name. There is one sure way to find which is the best—comparison. In the midst of today's upheavals the name Crosley remains the buying guide of the masses. No matter what happens to prices — and they are rising — the name Crosley now, as always, will mean the most for the radio dollar. Crosley was never surpassed in value. Crosley will never be surpassed in value.

It is easy to prove this for yourself. Compare a Crosley with any other radio in the same price range. Count the tubes, listen to the tone, compare the volume and the features. And there will dawn upon you the reason for the tremendous public preference for the Crosley. This preference is something for you to build upon and profit by.

## **THE CROSLEY RADIO CORPORATION**

POWEL CROSLEY Jr., *President*

Home of "the Nation's Station"—WLW

CINCINNATI

WHATEVER HAPPENS...YOU'RE THERE WITH A CROSLEY

**CROSLEY RADIO**

ARE YOU TIRED OF

**"DOG-EAT-DOG"**

COMPETITION?

DO LONG discounts really mean long profits? Hasn't your own experience proved that they mean quite the reverse . . . that they have resulted in a profitless price-slashing warfare rather than a fair-profit competition on the basis of quality and service?

Right you are! The radio tube business has been chaotic. Over-zealous striving for business has been mainly responsible for pyramiding of discounts — an evil which eventually extended throughout the jobbing and retailing fields as well. Result: Nobody was making any money on tubes.

Raytheon, in common with others, has

pioneered the movement toward price-sustaining discounts and equitable jobber and dealer profits. Its policies are in line with the principle of proposed NRA retailing codes. And now Raytheon is happy to announce that the tube manufacturing industry in general has recognized the need of a firmer footing for everybody and that a genuinely profitable range of discounts — with no special concessions to anybody — has been agreed upon.

*Henceforth your tube business will be worth developing.*

RAYTHEON PRODUCTION CORPORATION

30 East 42nd Street, New York City    555 Howard Street, San Francisco  
55 Chapel Street, Newton, Mass.    445 Lake Shore Drive, Chicago

*Raytheon has always been a quality product. Only Raytheon Radio Tubes have the patented 4-pillar construction: They are better but cost no more. Never built down to a price, but always up to the very highest standards of tube efficiency and user satisfaction. This policy will be rigidly maintained.*



**RAYTHEON**  
4 PILLAR RADIO TUBES  
TRADE MARK

