

RADIO RETAILING

INCLUDING
SERVICE
AND
INSTALLATION
SECTION

THE BUSINESS MAGAZINE OF THE RADIO INDUSTRY

The **YAXLEY** 1936

Replacement Volume Control Manual

Yaxley doesn't believe in resting on its laurels. Its constant advances in volume control development prove that! The latest and greatest edition of the Yaxley Replacement Volume Control Manual proves it, too!

Twenty-four months were devoted to the production of this invaluable book. Five radio service engineers — specially trained for the task — compiled, checked and re-checked the data that makes it the most complete and comprehensive manual of its kind ever offered to you by anyone. Its preparation took plenty of time and plenty of work. And it will save you plenty of time, plenty of money, and plenty of grief.

The 1936 Yaxley Replacement Volume Control Manual lists more set models than any other. It provides more factual data. It contains a complete catalog of Yaxley approved radio products. No service man can well afford to do without it. It's complete—authoritative—up-to-date! And it's free.

YAXLEY MANUFACTURING DIVISION
of P. R. Mallory & Co., Inc.
INDIANAPOLIS, INDIANA Cable Address: PELMALLO



and that was heralded as the
greatest manual ever published

USE THE
YAXLEY
MANUAL

and save yourself time
...trouble and money

**ARVIN
BAND BEAM
STATION
FINDER**

**SIMPLIFIES
ALL-WAVE
TUNING
AS NEVER
BEFORE**

**SHOWS AT
A GLANCE
WHERE YOU
ARE ON ANY
WAVE BAND**

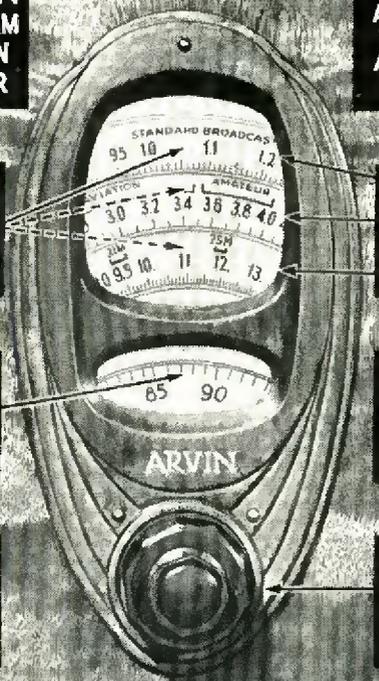
**3 BANDS
COVER
EVERY
BROADCAST
SERVICE**

**MICROCYCLE
SIGNAL
SEPARATOR
FOR SHORT
WAVE LOGS**

**LARGE
EASY-TO-READ
FIGURES
AVOID
CONFUSION**

**EASY TO
LOCATE
AND LOG
STATIONS
ACCURATELY**

**DOUBLE
RATIO
CONTROLS
FOR SPEED
AND PRECISION**



ALL-WAVE TUNING

Simplified by

ARVIN

A bright beam of light shines through the glowing dials from behind—moves up and down on the major dial—and illuminates the central reading on the chosen wave band. The lower or secondary dial is controlled by the same dual-knob that operates the major dial. It is calibrated from 1 to 100, and is geared to make five complete revolutions to one trip across the large dial.

MODEL 81. Walnut veneered console, shown below, 40" high, 21" wide, 12 $\frac{1}{2}$ " deep. An 8-tube all-wave superheterodyne covering all broadcast service. Over-sized, full-range 12" dynamic reproducer. List price with tubes..... **\$89.50**

MODEL 81M. Same as Model 81, except engineered for 9 metal tubes. List price with tubes..... **\$99.50**

MODEL 62. Walnut veneered console, 37" high, 21" wide, 11 $\frac{3}{4}$ " deep. A 6-tube all-wave superheterodyne covering all broadcast service. Full-range 10" dynamic reproducer. List price with tubes.. **\$59.50**

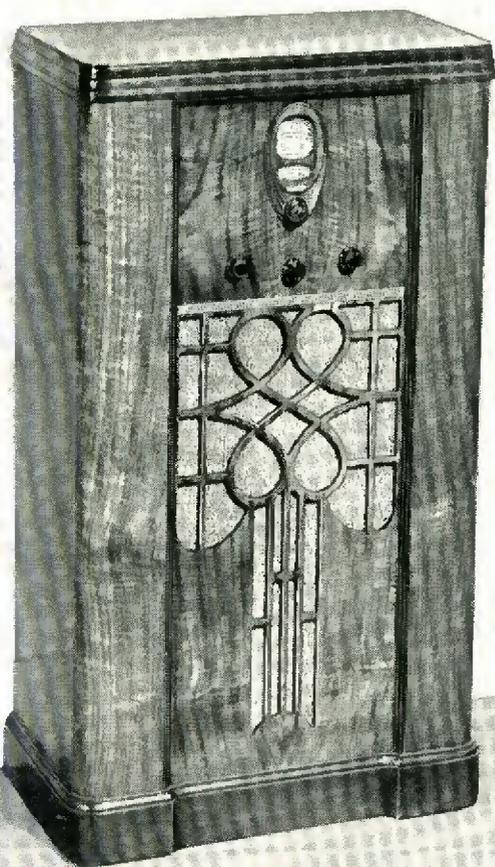
MODEL 62M. Same as Model 62, except engineered for 7 metal tubes. List price with tubes..... **\$67.50**

ACTUALLY—the easiest, simplest, most accurate tuning the radio world has experienced to date . . . and that's not all!

Metal tube models, of course! And numerous outstanding features such as . . . Center-Poised Tuning Mechanism with Double-Ratio Control for speed and precision . . . Automatic Wave-Route Director that balances antennae to circuit for each broadcast band . . . Powerful Full-Range Dynamic Reproducers with Multi-Point Tone Control . . . Double-Action Automatic Volume Control and Logarithmic Manual Control . . . True-Fidelity Amplifier Circuits, triple-tuned to insure true ratio of reproduction to the original broadcast . . . and many other features that make the new Arvins your best buy for radio profits.

Look at the attractive Arvin cabinets! They're designed to enhance the beauty of any room . . . Modern in every line, but not too modernistic. Listen to the rich, full tones of the new Arvins! Every one of the nine models (including a battery-operated table set) is truly outstanding in its price class . . . The new Arvins have everything your customers want, at prices they can afford to pay. Think what this means to you! Wider appeal . . . more sales . . . *greater profits!* See your Arvin jobber!

NOBLITT-SPARKS INDUSTRIES, Inc., COLUMBUS, INDIANA



MODEL 61. A 6-tube all-wave superheterodyne covering all broadcast service. Full-range 8" dynamic reproducer. Walnut veneered cabinet, shown below, 21 $\frac{1}{2}$ " high, 16 $\frac{1}{2}$ " wide, 10 $\frac{3}{4}$ " deep. List price with tubes **\$49.95**

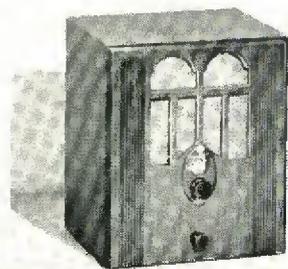
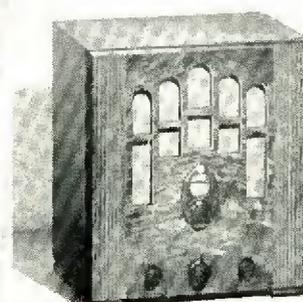
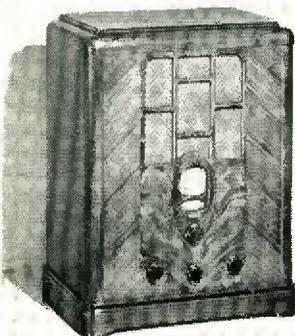
MODEL 61M. Same as Model 61 except engineered for 7 metal tubes. List price with tubes..... **\$57.95**

MODEL 51. A 5-tube skip-band superheterodyne. Frequency range: 540 to 1750 KC—5.5 to 18.0 MC. Full-range 6" dynamic reproducer. Walnut veneered cabinet shown below, 11 $\frac{3}{4}$ " high, 12" wide, 8" deep. List price with tubes..... **\$32.95**

MODEL 51B. Same cabinet and essentially the same features as Model 51—except 51B is for battery operation. List price with tubes..... **\$34.95**

MODEL 41. A 1-tube AC superheterodyne in attractive, portable-sized cabinet 13" high, 10 $\frac{3}{8}$ " wide, 7 $\frac{3}{8}$ " deep. Frequency range 1750 to 510 KC. Covers all standard and some high-fidelity, police and amateur broadcasts. A really dependable low-priced set, built so well that you can sell it with confidence and assurance of customer satisfaction.

List price with tubes..... **\$19.95**



By the Makers of Arvin Car Radio

to date



LOOK FOR THE RADIO
WITH
THE BIG BLACK DIAL

August 20
42,314 Consumers
have asked
the factory* for
particulars of the

1936

ZENITH
TRADE MARK REG
→ LONG-DISTANCE ← **RADIO**

*In response to our
opening advertising

INVESTIGATE

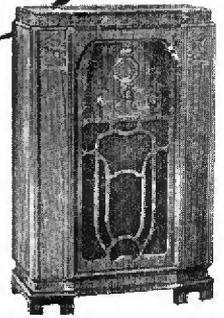


ZENITH RADIO CORPORATION
3620 IRON STREET, CHICAGO, ILLINOIS

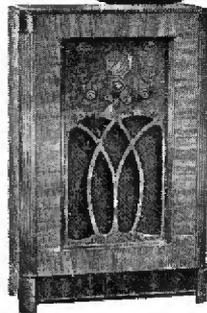
Visit the Zenith Exhibit, Booth No. 53, Main Floor, National Electrical and Radio
Exposition, Grand Central Palace, New York City



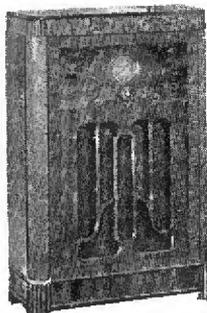
HERE'S THE LINE THAT
SELLS 'EM ALL
 FROM \$ **59⁵⁰** UP



No. 63



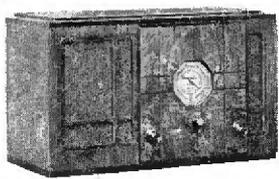
No. 62



Nos. 58-W and 61-W



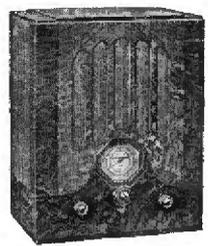
Nos. 58-L and 61-L



No. 61-H



No. 65



Nos. 58-T and 61-T

*The most complete
 Quality line
 in radio
 history!*

Look at this array of radios! They vary in scope, size and appearance but all have this in common—the Stromberg-Carlson reputation for quality which the public knows and wants.

Here is the longest price range to be found in the radio industry—with every step from the lowest to the highest correctly graded for “selling up”.

Concentrating on a line like this will simplify your business; make it possible for your salesmen to know the radios they sell more thoroughly; identify your store with quality products.

Stromberg



There is nothing finer than a Stromberg-Carlson



THE NO. 58 SERIES. Triple Range, glass tube radios with the "Cloverleaf" wiring of coils and range switch.

THE NO. 61 SERIES. Triple Range, metal tube radios. Same cabinets and chassis as the record-breaking 58s. One additional shelf type model.

THE NOS. 62 AND 63. High Fidelity, Triple Range, metal tube radios that bring features of expensive models into the low price field.

THE NO. 65 TE-LEK-TOR-ET. Standard wave, glass tube, remote control radio featuring Touch Tuning of pre-selected stations.

THE NO. 82. Four Range, glass tube radio that has proven an outstanding value against all competition.

THE NO. 84. High Fidelity, Four Range, metal tube radio with the exclusive Acoustical Labyrinth. In every particular the finest radio of its type ever produced.

THE NO. 70 SERIES. High Fidelity, Four Range, glass tube, Te-lek-tor type radios and automatic radio phonographs with the Stromberg-Carlson Acoustical Labyrinth. These models feature two speakers, treble and bass. The most nearly perfect reproducers radio engineers have ever devised.

Stromberg-Carlsons are priced from \$59.50 to \$985.00 (All prices slightly higher, Texas, Rockies and West). Some desirable territories are still open for dealerships. Send the attached coupon for details of our franchise and merchandising plan.

STROMBERG-CARLSON TELEPHONE MFG. COMPANY
152 CARLSON ROAD, ROCHESTER, N. Y.

Old or young; the well-to-do or the "just getting-by"; the musically critical or the lovers of jazz — all find in a Stromberg-Carlson the radio they like best.

- Carlson

Stromberg-Carlson Telephone Mfg. Co.,
152 Carlson Road, Rochester, N. Y.
Send details of your franchise plan

Name

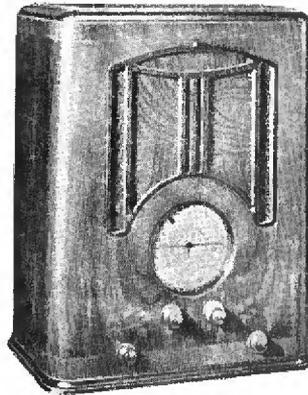
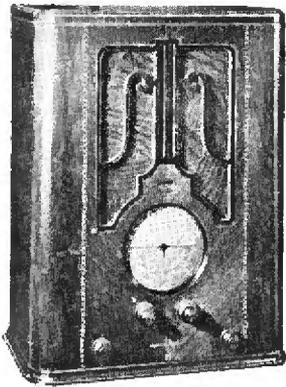
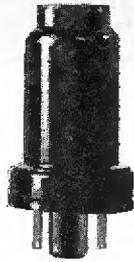
Street

City

THE 2 PRECEDENT SMASHING *Number 1 • Metal Tubes*

— ONLY 1 RADIO

AMERICAN-BOSCH



SUCCESS in 1935 depends upon 2 revolutionizing features! The new metal tube is only one of them! Even more important than metal tubes alone is the CentrOmatic Unit—a separate visible unit in American-Bosch Radio. On it are centralized all the sensitive radio elements, insulated and isolated from the audio section where intruding "feed-back" noises usually occur.

Automatically, this revolution in radio engineering guarantees to your customers 5 definite benefits: 1. Better long and short wave reception. 2. Higher tone fidelity on all wave bands. 3. Greater freedom from noise between stations and on the station. 4. Easier accurate tuning even on short wave. 5. Surpassing dependa-

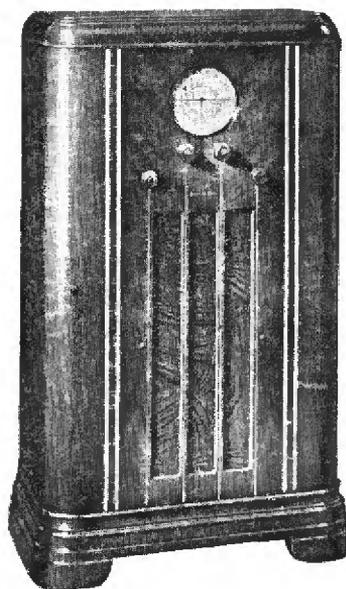
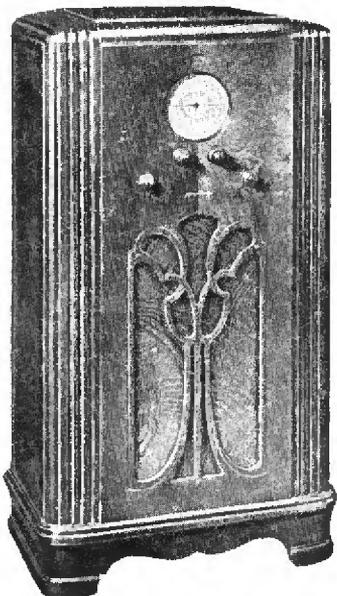
MODEL 585Y (Above)—8 tube, 9 tube performance, American, police and foreign, plus U. S. weather band, superheterodyne Consolelet with new metal tubes and CentrOmatic construction. Range: 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and long wave U. S. weather band 150 to 350 Kilocycles. **\$79.95**

MODEL 575F (Above)—7 tube, 9 tube performance, American, police and foreign superheterodyne Consolelet radio with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and short wave 6000 to 18500 Kilocycles. **\$65.95**

MODEL 595P—High Fidelity 10 tube, 11 tube performance, American, police and foreign, plus U. S. weather band, superheterodyne Console with new metal tubes and CentrOmatic construction. Range: 540 to 1800 Kilocycles, police and short wave 1800 to 6000 Kilocycles, short wave 6000 to 18500 Kilocycles and long wave U. S. weather band 150 to 350 Kilocycles. **\$139.50**

MODEL 585Z (Below)—Same chassis as Model 585Y above, in Console cabinet. **\$99.50**

MODEL 575Q (Below)—Same chassis as Model 575F above, in Console Cabinet. **\$85.95**



ENGINEERING FEATS OF 1936!

Number 2 • CentrOmatic Unit

LINE HAS BOTH

CentrOmatic RADIO

ability resulting from 90% less wiring and 104 fewer soldered connections.

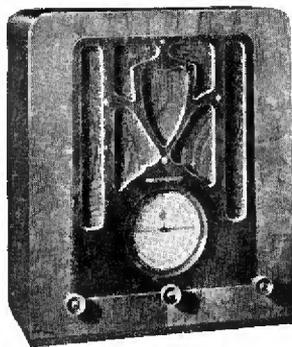
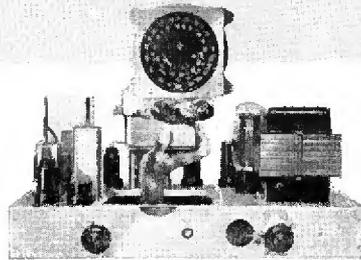
Only American-Bosch offers metal tubes and the CentrOmatic Unit combined. That is why American-Bosch offers you the greatest radio line of the year—especially if you are a dealer who prefers to build your business with distinctive, plus-standard merchandise.

Write for complete broadside and name of nearest American-Bosch distributor.

UNITED AMERICAN BOSCH CORPORATION
 SPRINGFIELD, MASS. NEW YORK CHICAGO DETROIT

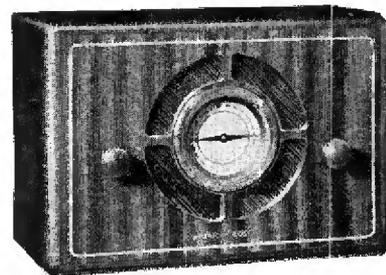
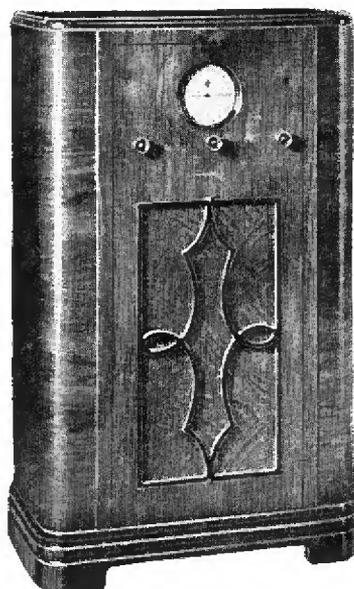
American-Bosch Radio is licensed under patents and applications of R. C. A., and Hazeltine Corp.

MODEL 595M—High Fidelity 10 tube, 11 tube performance, American, police and foreign, plus U. S. weather band, superheterodyne Console with new metal tubes and CentrOmatic construction. Range: 540 to 1800 Kilocycles, police and short wave 1800 to 6000 Kilocycles, short wave 6000 to 18500 Kilocycles and long wave U. S. weather band 150 to 350 Kilocycles. De Luxe. **\$169.50**

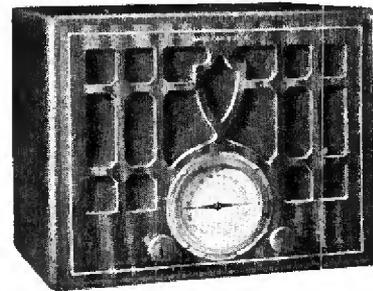


MODEL 510 (Above)—5 tube, 8 tube performance, standard and police bands, superheterodyne Console radio. Range: 540 to 1500, and 1500 to 3600 Kilocycles. Full Automatic Volume Control, Illuminated Airplane Dial calibrated in both Kilocycles and Meters, full floating coil dynamic speaker. **\$34.95**

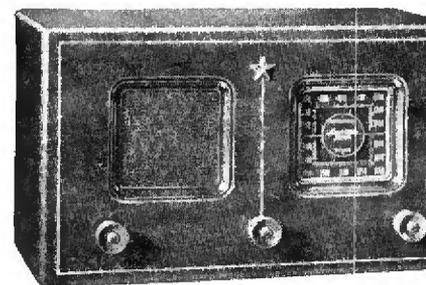
MODEL 510E (Below)—Same chassis as Model 510 above, in Console cabinet. **\$49.95**



MODEL 04—4 tube plus 1 ballast tube, two wave band Personal radio for AC-DC operation. Range: 540 to 1500 Kilocycles; Police Calls 1500 to 3600 Kilocycles. Portable. New full vision Compass Dial. Full floating coil dynamic speaker. **\$17.95**



MODEL 05—5 tube, plus 1 ballast tube, 8 tube performance, American and Foreign Personal radio for AC-DC operation. Improved superheterodyne circuit. Range: 540 to 1600 Kilocycles; Short wave 5800 to 15000 Kilocycles. **\$29.95**



MODEL 505—5 tube, 8 tube performance, standard and police bands Personal radio for AC operation. Latest improved superheterodyne. Four tube circuits. Range: 540 to 1500 and 1500 to 3600 Kilocycles. **\$29.95**

RAYTHEON

TRADE MARK

presents

"33 DEALS FOR YOU!"

Raytheon's 33 New Tube Deals

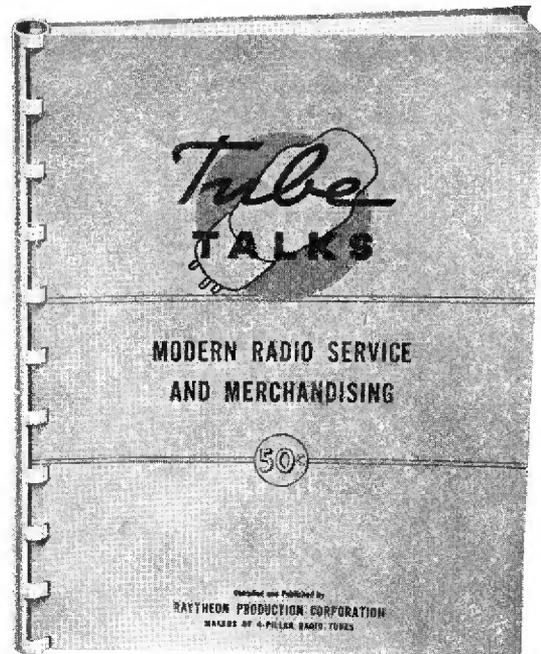
offer a wide range of service equipment, designed to meet 1935-36 conditions including the special requirements of metal tubes and octal sockets.

•
"TUBE TALKS" Modern Radio Service and Merchandising (including tube complements). This 48-page book is hot-off-the-press, full of sales ideas, service tips and constructive suggestions, which have been tried out and proved in actual practice. Subjects cover not only radio tubes but also include sound methods applicable to all radio products.

Finally, 30 of the 48 pages are devoted to a tube complement section which lists the types and numbers of tubes required by various model receivers of 25 well-known radio manufacturers. This data covers over 2,000 models. This information should be available for reference, in all dealers' sales and service departments and by all independent service men.

This is the start of a service reference library. The binding, designed especially for this book, permits the addition of supplementary pages which we will supply periodically . . . We believe this book is unique and is worth many times the price placed upon it. First edition is limited **Mailed prepaid for 50c**

and ↘



Ask your Jobber for complete details of Raytheon's New Tube Deals or write to

RAYTHEON PRODUCTION CORPORATION

General Sales Office: Dept. A-9, 30 East 42nd Street, New York

Emerson

Continuing as the "World's Biggest Selling Little Radio"—plus a Line of Equally High Valued Consoles!

(On Exhibit at National Electrical and Radio Exposition Grand Central Palace, Sept. 18-28.)



"Re-Creates the Artist in Your Home"

Radio

with METAL TUBES

19 New 1936 Models

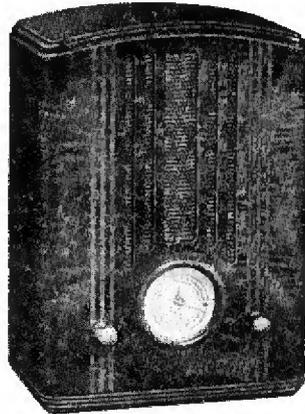
\$14.95 to \$129.95

(Standard—Battery—Auto Sets)



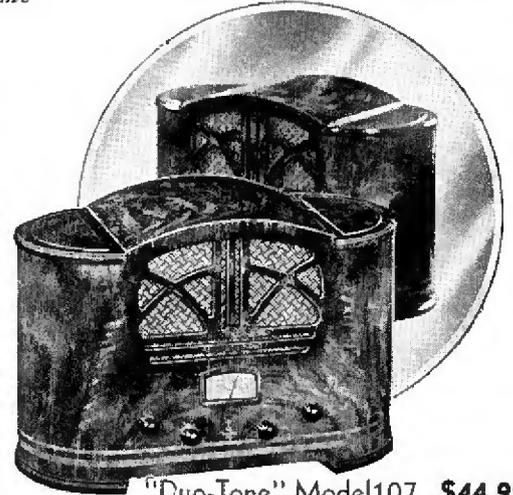
"Duo-Tone" Model 106... **\$34.95**

2-Band, 6-Tube AC-DC with Metal Tubes. Identical Grille Front and Back



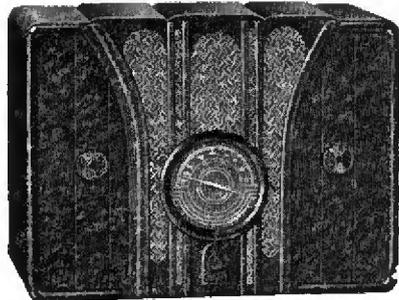
Emerson Model 110. **\$29.95**

2-Band, 5-Tube AC-DC



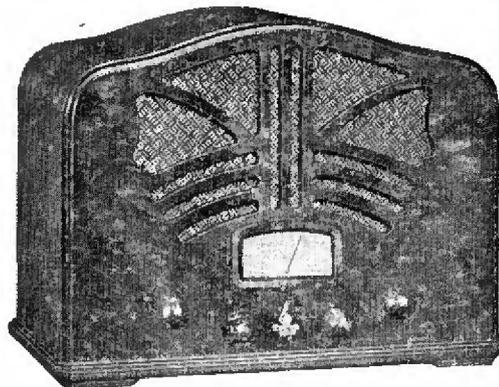
"Duo-Tone" Model 107. **\$44.95**

3-Band, 6-Tube AC-DC with Metal Tubes. Identical Grille Front and Back



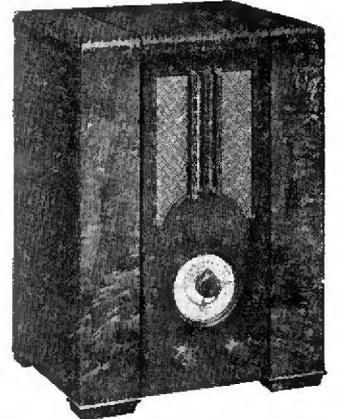
Emerson Compact Model 109. **\$14.95**

AC-DC Superheterodyne. Illuminated Aeroplane Dial. Bakelite cabinet



Emerson Compact Model 111... **\$39.95**

3-Band, 6-Tube AC-DC with Metal Tubes



Emerson Upright Model 36 **\$19.95**

2-Band AC Superheterodyne. Full Vision Dial



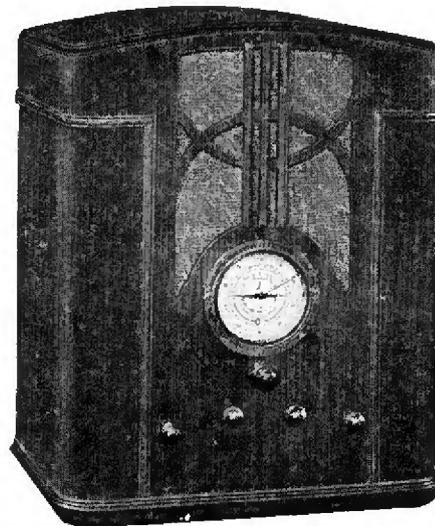
Emerson Upright Model 108... **\$24.95**

2-Band, 5-Tube AC-DC Superheterodyne. Aeroplane Dial. Bakelite Cabinet

Prices Slightly Higher in West and South

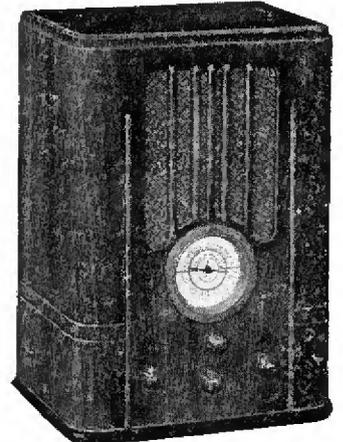


Send for new Catalog and details of Emerson's Distributor and Dealer Proposition.



Emerson Model 104... **\$69.95**

16 to 555 Meters. 8-Tube AC with Metal Tubes



Emerson Model 34-C **\$44.95**

3-Band, 6-Tube AC with Metal Tubes

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Avenue, New York, N. Y.
The EMERSON Line Also Comprises Models For Every Foreign Market Cable Address: EMPHONOCO, N. Y.

ATWATER KENT

with

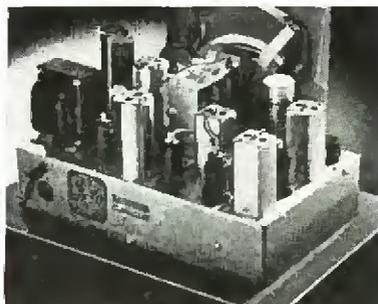
A NEW TONE REALISM puts Atwater Kent 'way up front on the selling line this year. Business is brisk, and you'll be hearing plenty over the air and in the magazines about the new engineering advances in metal-tube Atwater Kent Radios for 1936.

You know what a selling point the new metal tubes have already become. Look and see what Atwater Kent has done with them. In the laboratory, engineers have specially designed *new circuits* that get the utmost out of these new tubes. Add to this the precision workmanship for which Atwater Kent has always been famous, and the result is a new tone purity, a new realism in radio—true as Control-Room Reception.

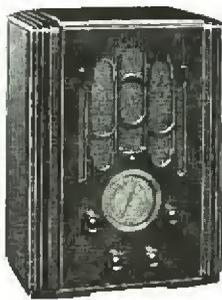
ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President Philadelphia, Pa.

AGAIN THE ATWATER KENT RADIO HOUR GOES ON THE AIR!

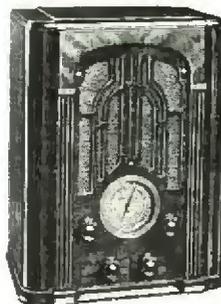
Millions will hear the brilliant guest artists to be presented on the new series of Atwater Kent Radio Hours—Thursdays at 8:30 p. m., beginning September 19th over a Columbia coast-to-coast network. These millions will hear about *and will want* the radio with *Control-Room Reception*. When they step out to buy, that will mean business for you, if you're lined up with the radio they want—the new 1936 metal-tube Atwater Kent.



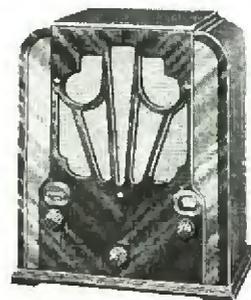
COMPARE this metal tube chassis with any other make at any price. See how Atwater Kent famous precision workmanship has adopted the new metal tubes to create a new tone realism.



MODEL 856. A 6-tube compact with METAL tubes, 3-range tuning, 7 tuned circuits, 3-gang condensers. Accurate 2-speed tuning, \$56.50.



MODEL 337. Standard and short-wave reception, 7 METAL tubes, 3-range tuning, 7 tuned circuits, 3-gang condenser. 2-speed tuning, \$64.50.



MODEL 184. A 4-tube compact, 4 tuned circuits, tone control. Illuminated dial. Vernier tuning. Rich tone quality. \$27.50.

10TH ANNIVERSARY · ATWATER KENT RADIO HOUR

Metal Tube RADIO CONTROL-ROOM RECEPTION

1. In the Studio

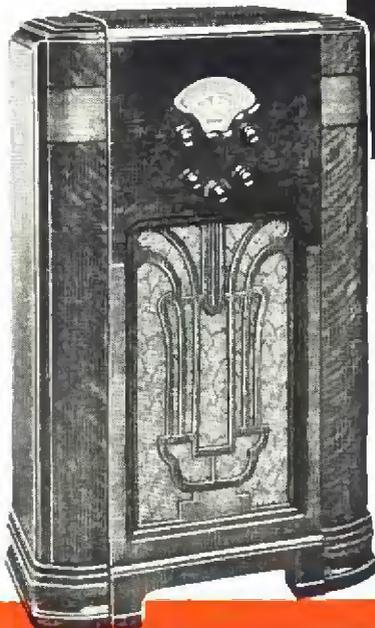
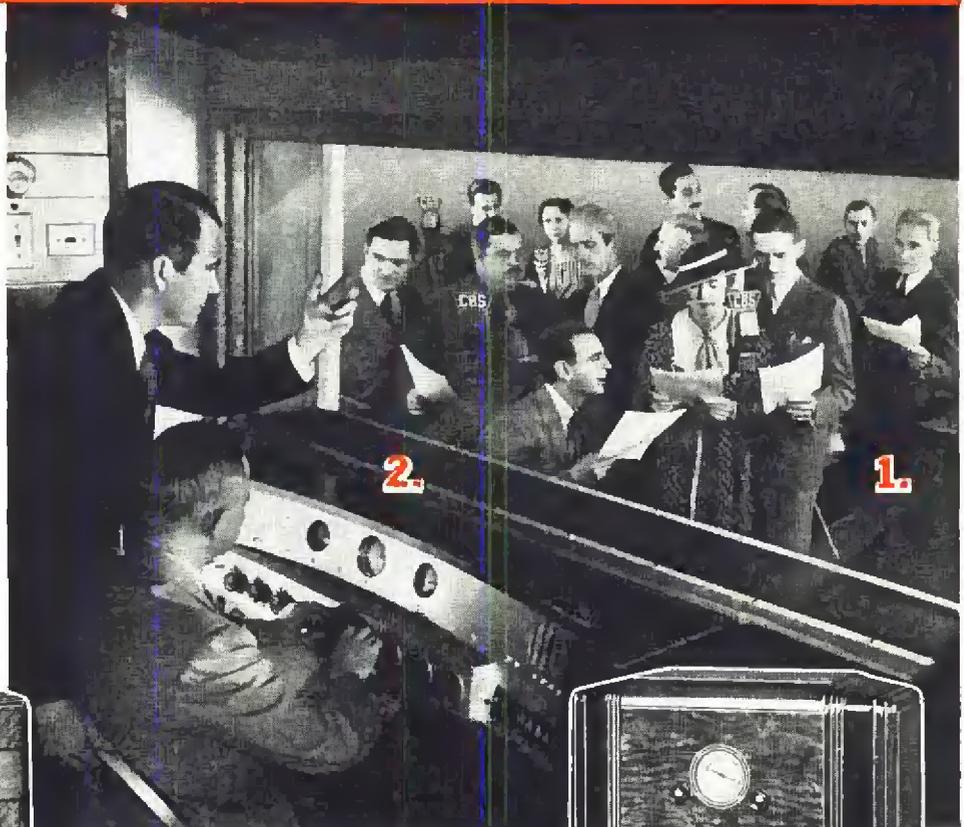
MARCH OF TIME's actors, on the air five times a week for *Time* and *Remington Rand*, reenact notable news events before sensitive microphones.

2. In the Control Room

Director Arthur Pryor, Jr., listening over radio speakers that capture every whisper from the studio, instructs the actors by signals through sound-proof windows. With the engineer, he hears the program true as life, perfectly broadcast.

3. In the Home

Now, with the new 1936 metal-tube Atwater Kent, you hear voices and music perfectly, as if you were actually listening in the studio control room.

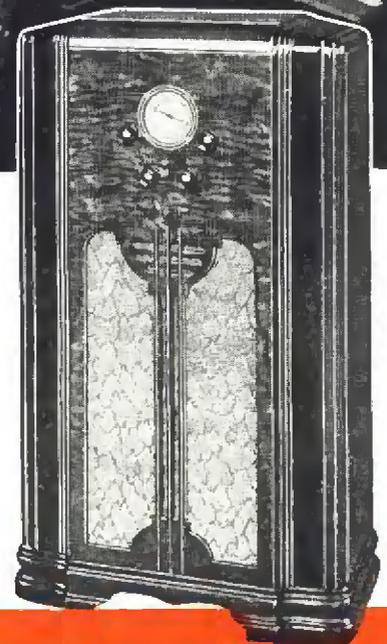


MODEL 328. (at left) An 8 METAL-tube console for standard and short-wave broadcast. Shadow tuning, 9 tuned circuits, 4-position tone control. Full tone quality, sharpened selectivity with the new Selectivity-Fidelity switch. Full vision dial. A radio that gives pride in ownership. \$99.75.

MODEL 317. (at right) Superb performance in foreign and domestic reception. 7 METAL tubes, 3 tuning ranges, 7 tuned circuits. Illuminated range selecting dial. Excellent tone quality in one of the smartest console cabinets Atwater Kent has ever designed. \$87.50.

A Complete new line for 1936. From a small compact set to a de luxe console model in A. C. models. Also Motor Car Radio and sets for 6-volt storage battery operation or air-cell battery power.

Prices f.o.b. factory and subject to change without notice.



COLUMBIA NETWORK · 51 STATIONS · THURSDAYS 8:30 E. D. S. T.

FADA FORGES AHEAD

AGAIN FADA LEADS TO A CLIMAX IN RADIO ACHIEVEMENT WITH ITS NEW ALL-METAL TUBE No. 190 MODELS

With an entirely new chassis designed to utilize all the advantages of metal tubes

With THE THREE GUARDSMEN that keep FADA *different*

1

AUTOMATIC TONE REGULATOR

2

FADA HI-FIDELITY DYNAMIC SPEAKER

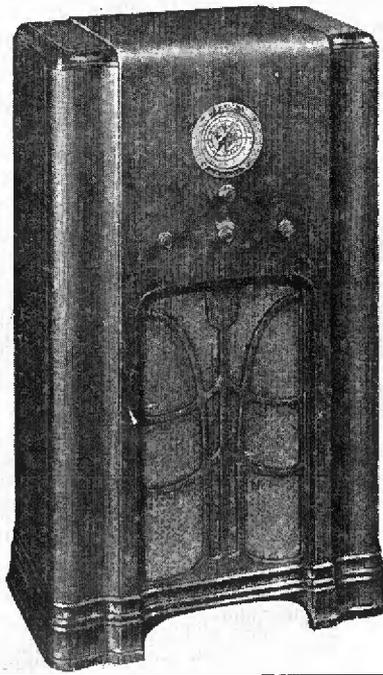
3

MICROMETER TUNING DIAL

With the acid test of enthusiastic repeat orders from the field on Fada all-metal tube sets, resulting from July deliveries—nothing can stop the Fada "forge ahead" procession.

MODELS NO. 190 OUTSTANDING FEATURES

- 9 Metal Tubes . . . 18 Tuned Circuits
- . . . 4 Wave Bands . . . Frequency Range, Continuous 540 KC to 24 MC, (12.5 Meters to 555 Meters) . . . Delayed Automatic Volume Control . . . Inter-station Noise Suppression . . . Automatic Tone Regulator . . . Illuminated Aeroplane Dial . . . Micrometer Tuning . . . Push-Pull Output Stage . . . Power Output, 6 watts.



CONSOLE MODEL 190C

Cabinet: Piano finish walnut, with gracefully curved pilasters and rounded front corners. Straight grain walnut with figure used on sides and pilasters, with burl walnut overlaid on center of top and front panel. Speaker: 12" Full Dynamic.

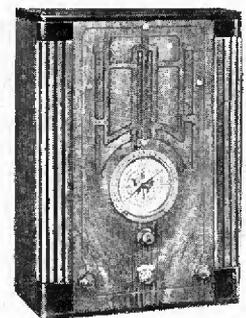
PRICE \$12450

MODEL 190CK (SAME AS ABOVE)

With 12" Super Hi-Fidelity Speaker.

PRICE \$14450

TABLE MODEL 190 T



Cabinet: Two-toned walnut with rounded corners, front panel burl walnut, top and sides straight grain walnut.

Speaker: 8" Full Dynamic. PRICE \$8450

FADA offers a radio for every purse . . . from compact to HI-FIDELITY console . . . straight AC and AC-DC WORLD-WIDE receivers . . . from \$19.99 to \$144.50. Wire for Distributor or Dealer proposition.



See why Fada forges ahead at Booth 51—New York Radio Show. Sept. 18-28 inclusive. Grand Central Palace.

1920 **FADA** 1936

Radio

o o Famous Since Broadcasting Began o o

Fada Radio & Electric Company Long Island City New York

RADIO RETAILING

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Vol. 20

No. 9

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SPECIFICATIONS AND THE SHOW

In this issue, *Radio Retailing* prints its annual tabulation of the new sets. This month, at the Grand Central Palace, New York City, many of these receivers will be publicly displayed.

The complete, itemized specifications in this issue offer the only convenient opportunity for radio dealers throughout the country to study and compare the new models which manufacturers are marketing.

The National Electrical and Radio Exposition will be the only show this year claiming national prominence.

This month, therefore, marks the opening of

another radio year. The industry is prepared to "go to town" with a line of merchandise never before equalled in attention value and promotional features. The sets are properly priced and will be adequately advertised.

And the remaining factor, listener interest, will be well taken care of by the big broadcasting chains and the local stations. Programs distinctly different (see feature news story in this issue) are already on the air or will be launched shortly.

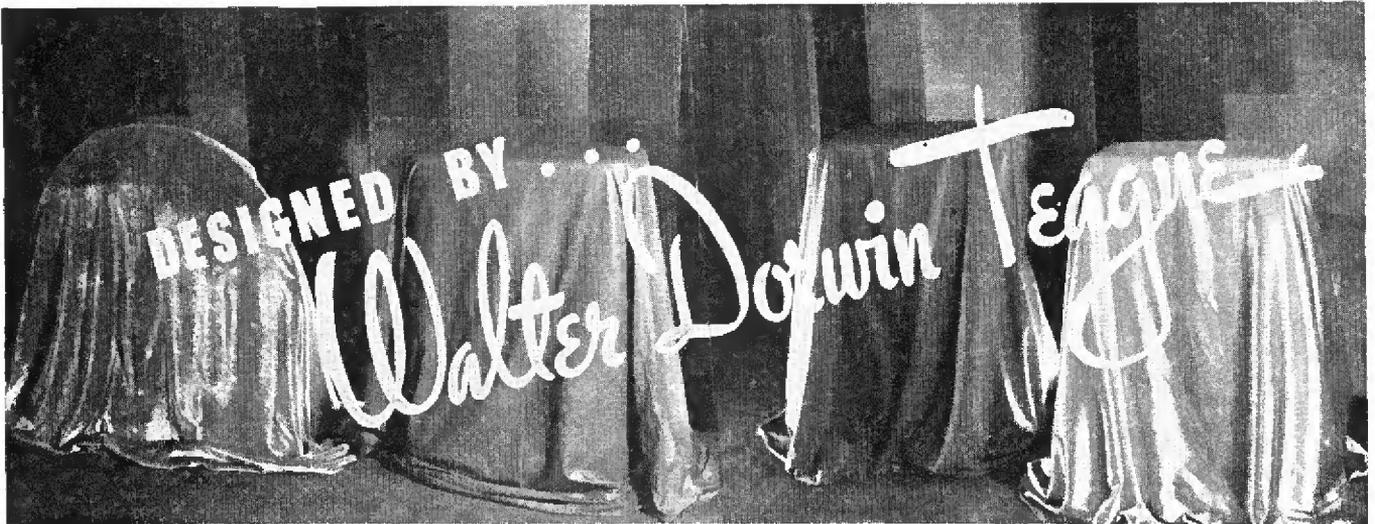
To the coming season! May sales justify this vast amount of preparation.

Ray V. Sutcliffe

EDITOR

The **STYLE SENSATION**

OF THE RADIO WORLD IS UNDER THESE COVERS



ENGINEERED WITH SPARTON "Presence" REPRODUCTION—THESE
 REVOLUTIONARY MODELS CREATE AN ENTIRELY NEW SALES
 OPPORTUNITY FOR SPARTON RADIO DEALERS

● Walter Dorwin Teague is one of America's foremost industrial designers. In nearly every new phase of industry he has designed products that are more beautiful and more salable—from kodaks, stoves, glassware to trains and Ford buildings at A Century of Progress and the San Diego Exposition. He has won praise from coast to coast. Walter Teague is a great designer, but he is a great salesman, also. He knows how to beautify products to help them sell.

Sparton has the exclusive radio service of Teague. Under these four covers are the most revolutionary radio designs ever offered to the public. Although extremely revolutionary, they will be immediately accepted and set an entirely new trend in radio de-

sign. They will be unveiled September 18th and be included as part of the already attractive line of 11 models. Sparton in 1936 really has two lines—the regular line which has already been introduced, and this sensational Teague line. Both lines are superbly engineered with Sparton "Presence" reproduction and include other remarkable features, such as Super-High Fidelity, Tone Exactifier, Triolian Third-dimension Principle, New Viso-glo Tuning, Special Superheterodyne Circuits. No dealer, under any circumstances, should miss seeing this Teague line. Watch for it. Expect it to be wonderful. You'll not be disappointed. In the meantime write for details. The Sparks-Withington Company, Jackson, Michigan. Sparton of Canada, Ltd., London, Ontario.

UNVEILING SEPTEMBER 18 AT THE NATIONAL ELECTRICAL AND RADIO EXPOSITION
 SPACE 3, 4, 5 MAIN FLOOR, GRAND CENTRAL PALACE, AND AT SPARTON DEALERS.

SPARTON

RADIO'S RICHEST VOICE NOW COMBINED WITH RADIO'S SMARTEST STYLING

SEPTEMBER
1935

News and Views

THE metal tube, its present and its future, is this month's liveliest topic of conversation. Intended originally as an exclusive G-E feature, competition saw in this decidedly different device a chance to capture a larger share of the public's attention. Hence arose a sales psychology situation which has forced quantity production a bit before its logical ripening time.

* * *

Should the dealer handle one line or many? Letters just received indicate that retailers are still uncertain as to the best policy to pursue.

There are two well defined sides to this argument. Dayton's largest furniture store (one of countless examples) for years has given the public its choice of five or more makes—and made money by so doing. Other, smaller outlets, favor concentration.

This problem cannot be solved with the simple pronouncements that there is but one way to run a retail business. Each dealer must cut the cloth to his own measurements.

* * *

RR's statement, last month, that practical television still is a long way off—that people are deluding themselves who would defer the purchase of a present type set with the idea that a combined instrument shortly will be available—is further supported by the recent discovery of new transmitting troubles.

Experiments made by the Marchese Marconi suggest that the range of ultra-short waves may be much greater than the limit of optical visibility. British engineers have picked up and resolved Berlin television transmissions, and these have even been received in Buenos Aires.

We must first learn the true characteristics of wavelengths below 8 meters before television practices can be determined.

* * *

How do you like your radio news? Spot reported, as it happens, in five minute summaries, 15 minute commentaries, dramatized, satirized, or in weekly reviews digested for family use? All types are on the air this season.

* * *

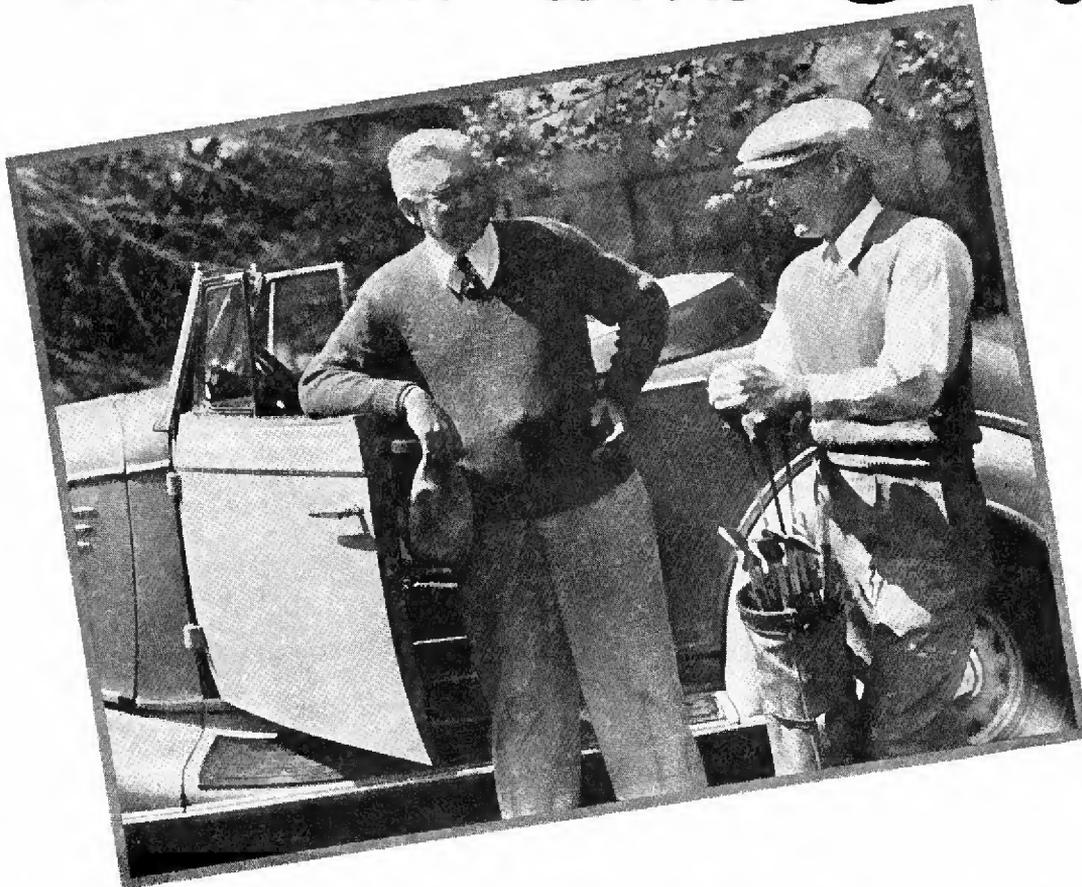
Great to-do about the revival of "wired radio," in Cleveland and elsewhere, broke out in the public press last month. Tish, tish! Its bark is worse than its bite. High service charges and limited range of programs will keep this critter in the dog house for many months to come.

* * *

M. Auster and H. R. Levinger (formerly vice president and advertising manager, respectively, with Wholesale Radio Equipment Company, New York City) have bought out Federated Purchaser, Inc., same town. Mr. Levinger states that "the show will be different, Graham" . . . more conservative, controlled circulation and a better break for the legitimate dealer and service man.

The catalog business is no bed of roses these days. Virtual elimination of dumping has cleared the market of stocks which once were readily gathered in and re-sold at bargain prices. And the parts makers, working through "on location" jobbers, have secured such good distribution and made prices so competitive that the post office operators find much of their old thunder stolen and must change their tactics.

Men with Money



By
Tom F.
Blackburn

BEAUTIFUL as furniture, obsolete as radios, the sets sold back in the days of Calvin Coolidge are blocking the door to new business.

The heck of it is that radio dealers might just as well scratch off the best residential sections of town as prospective customers, unless something is done to stimulate replacements. For the well-to-do, the liberal spenders, the quickest to adopt new luxuries, were just the ones who went into radio with both feet when the instrument was first perfected.

These old sets are in their homes today, performing after a fashion and causing owners to feel satisfied.

Witness the saturation, among the upper bracket customers, as evidenced by a Columbia University survey of typical Westchester County, New York, published recently in the book "Leisure":

HOMES HAVING	PER CENT
Radio	95
Piano	64
Phonograph	54
Other instruments	44

(Copyright 1934, Columbia University Press.)

Create Atmosphere, Says Lyon & Healy

Aware that the replacement market is the royal road to substantial sales, Gerald W. Ward of the radio department of Lyon & Healy, Chicago, declares that he has turned to direct mail as a media for stirring up discontent with old sets.

"It is the old set that gives trouble that leads the family to take action. One or two repair jobs at im-

portant moments will stimulate buying as nothing else will. Lyon & Healy prepare for this day by mailings, three times a year, to 22,000 families whose incomes indicate they are able to afford the best in musical instruments. This list had to be prepared new, as the depression has ruined most of our old customer addresses. We send out three mailings a year, with pieces costing up to 7c apiece. Out of each we get a direct kick back of from 75 to 100 prospects. The others follow when their radios go bad.

"Mind you, a lot depends on whether you sell a radio as a musical instrument or something to get baseball scores. We stress record players heavily. In fact, I believe we sell 70 per cent of all combinations placed in the Chicago territory."

Sells Aerials—Throws in Free Trials

Post cards—plain old picture postals—form the media by which G. A. Tatch of the Tatch Radio Co., 643 Michigan Ave., Chicago, penetrates the portals of the Gold Coasters.

"The tough job is getting to these people," says Mr. Tatch, who can stand at his front door and see the homes of the millionaires. "They get piles of mail, and direct mail doesn't often catch them. But a picture card has a personal touch about it, and this fall we are sending them a view of our new \$10,000 bungalow here on Michigan Ave." Incidentally the card is about the cheapest of direct mail—25,000 for 2 cents apiece.

The Tatch proposition is simple. He lumps a \$5 antenna in with the price of every radio. Mr. Customer



G. A. Tatch attracts high-class trade by mailing picture postcards of his swanky \$10,000 Michigan Avenue store



Herb Arcadius intrigues upper-bracket buyers by inducing interior decorators, architects to recommend built-in speakers, remote control



Dave Ettelson offers to equip the old "hand-painted Chinese consoles" with new chassis if owners value these too highly to let them go

How Chicago dealers sell replacement sets to Gold Coasters who bought their last radio back in the Coolidge era

is offered a trial in his home for \$5. Up goes the new aerial and radio. If the customer doesn't like the 1935 radio, he is ahead a new antenna, which makes his old set play better anyway. Mr. Tatch finds the well-to-do like the proposition.

Ties up with the Architects

On the walls of the office of the late Arthur Bissell of Bissell-Weisert Piano Co., Chicago, are affectionately endorsed photographs from Ellen Terry down to present-day stars. He knew the opera singers, knew the wealthy opera public. All this is mentioned as evidence of the firm's understanding of the psychology of the well-to-do market.

This year Herbert Arcadius, head of the radio department, is working hand-in-glove with the architect and the interior decorator.

"The architect is striving mightily to give the builder something unusual for his money—something ahead of the ready-made plans one can buy. Music from hidden speakers, music by remote control is that something. There is no quibbling over price on a job of this kind. There is a lot of building and remodeling going on and we use the architect as our sales agent.

"In the same boat is the interior decorator—a man who is consulted much more frequently by the well-to-do than the radio dealer. Cooperation with him on cabinet work is mighty profitable to a house."

Both Dodge and Polk leasing and building reports are subscribed for by Bissell-Weisert as tip-off sheets. Mr. Arcadius goes personally out to "inspect" his installations three times a year. Free adjustments, a half hour's conversation with clients, keep his appointment books packed.

Rebuilds Old Radio

A stone's throw from the Sheridan Road apartment skyscraper that houses "Amos and Andy" stands the Lake Shore Radio Company at 3206 Broadway, Chicago. David Ettelson, one of the proprietors, is a veteran who dates back to 1923, and once operated four stores.

The firm is unique in that it "rebuilds" the magnificent old Calvin Coolidge radios, putting new allwave chassis in them.

"A woman from the Gold Coast, wanting to trade in a magnificent hand carved cabinet started us on the idea," Mr. Ettelson relates. "That cabinet was worth \$600, and a fair trade-in would have more than wiped out all our profit. Being stymied, we proposed to rebuild it for her. The proposition was accepted, and the house was launched on a new idea."

About 75 per cent of the customers for rebuilt jobs are happy with the modernization. Some 25 per cent, started at last on the purchase of a new radio, let the old set go, bag and baggage. That is really what the firm is after, but the rebuilding proposition is a door opener. It has been found that direct mail on the idea gets a bigger response than straight radio sales talk.

3 NEW TUBES

They All Fit The OCTAL SOCKET

METAL ENVELOPE WITH
GLASS BEAD SEAL

GLASS ENVELOPE AND
REMOVABLE SHIELD

METAL SHELL OVER
GLASS ENVELOPE

DISTURBING rumors of tough manufacturing hurdles yet to be mounted in the assembly and sealing of the new metal tubes, of consequent delivery delays and of field failures are rife in the industry. These rumors are not without a substance of fact behind them—as is attested by the present shortage of metal tube sets in dealer inventories. This situation, however, is not seriously alarming—neither does it appear that it will become so.

Two favorable factors incite this last remark:

1. The mastering of the practical problems of metal tube processing. (One tube maker reports to *Radio Retailing* a present reject ratio of less than 20 per cent. "and getting smaller every week." Another very large concern states that output is now 2,500,000 metal tubes per month.)

2. The production of various types of "counterpart" tubes—tubes having the same octal base and with approximately the same electrical characteristics but using a glass envelope. At least three tube makers are providing a close fitting metal jacket over this glass envelope. In shielding, in external appearance, in performance and in electrical characteristics such tubes are claimed to be an adequate substitute ("if not superior")

for the original article. As it is much easier to assemble such a product. original glass tube parts, machinery and processes being usable, these tubes already are available in considerable quantities and are being utilized by quite a number of set makers.

Thus, it will be seen that the ship "Radio Industry" has lowered an anchor to windward. If the breeze shifts, she'll still ride clear of the rocks.

Here is a brief description of the three types of "metal" tubes now available:

METAL TUBE—Has one envelope only, of iron, welded to metal base to

form vacuum cup and grounded to chassis through tube prong.

The **METAL-GLASS Tube**—Envelope is of glass. Similar assembly and sealing of lead-in wires as old type glass tube. Uses new octal base. Claimed interchangeable with all-metal tube in new circuits. Form-fitting shields can be slipped on.

The **METAL SHIELDED Tube**—Glass envelope and assembly same as Metal-Glass type but has overcovering of a close-fitting metal jacket permanently fastened to octal base and grounded to chassis. Claimed interchangeable with metal tube in new circuits.

THAT the tube makers now hold widely different views on the respective merits and the expediency of interjecting the two latter tube types into radio's tumultuous tube picture, is seen in the following extracts from letters which have just reached our desk:

"NOT A HYBRID"

"We are not making an imitation or 'hybrid' metal tube. We are making a glass tube employing proven manufacturing processes. It is true that our new line

(Please turn to page 62)

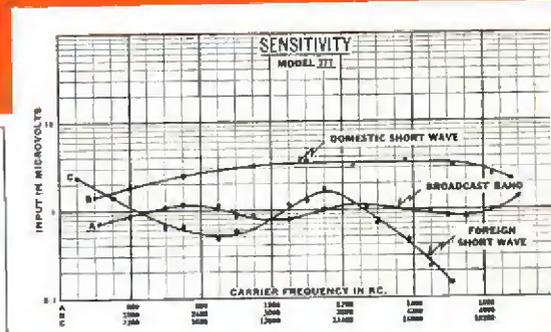
Tone Quality!



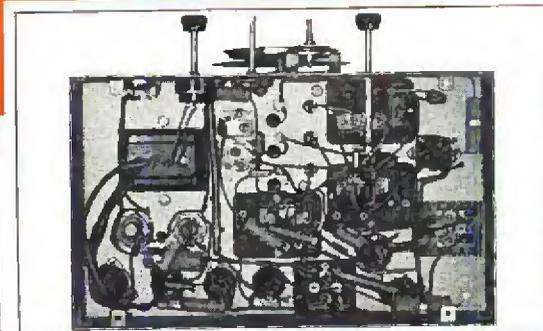
Model 777

Sells Belmont Radio

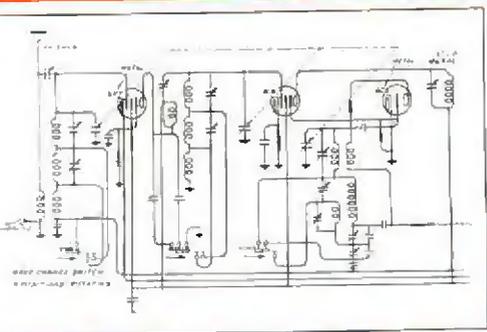
Tone backed by Selectivity, Appearance, All-Wave Reception, and the basic appeal of Price! Demonstrate this latest Belmont Radio with iron tubes to discriminating clients. A Belmont Radio Sells Itself.



Sensitivity tolerance of .1 to 4 microvolts over the entire range! The composite sensitivity curves tell their own story to engineers—"This Belmont radio is good!"



The under-class illustration of the Belmont seven-tube 777 shows its clean, open assembly. All condensers and resistors are marked with R. M. A. designations, or part numbers, and are listed with the circuit on the complete instruction sheet which every Belmont dealer receives.



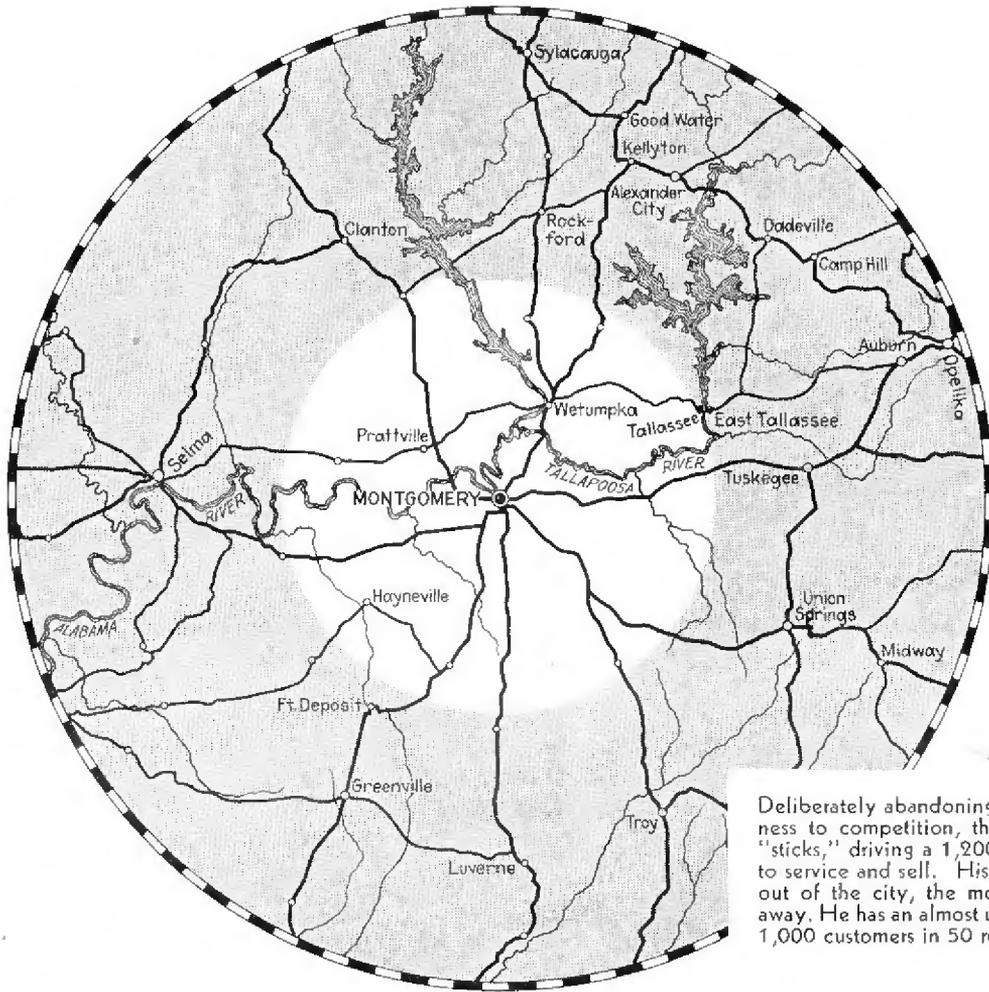
All-wave bandspread tuning on three channels! From 18 megacycles to 535 kilocycles. An advanced system of mixer modulation eliminates the characteristic hiss of sensitive superheterodyne receivers. The latest high-gain I. F. transformers are used. For 50-60 cycles, 110-120 volts A.C. Other voltages and frequencies available on special order.

BELMONT RADIO CORPORATION
1257 FULLERTON AVE. • CHICAGO, ILL.
CABLE ADDRESS: BELRAD

BELMONT

THE DEPENDABLE

RADIO



Deliberately abandoning Montgomery business to competition, this dealer works the "sticks," driving a 1,200 mile weekly route to service and sell. His first call is 25 miles out of the city, the most distant 60 miles away. He has an almost unbreakable hold on 1,000 customers in 50 rural towns.

UP the Ladder

Ten years a service specialist, Beauchamp Nolin of Alabama tackles sale of radios and refrigerators, sells 40 sets, 55 boxes to repair clientele in 90 days

By W. W. MacDonald

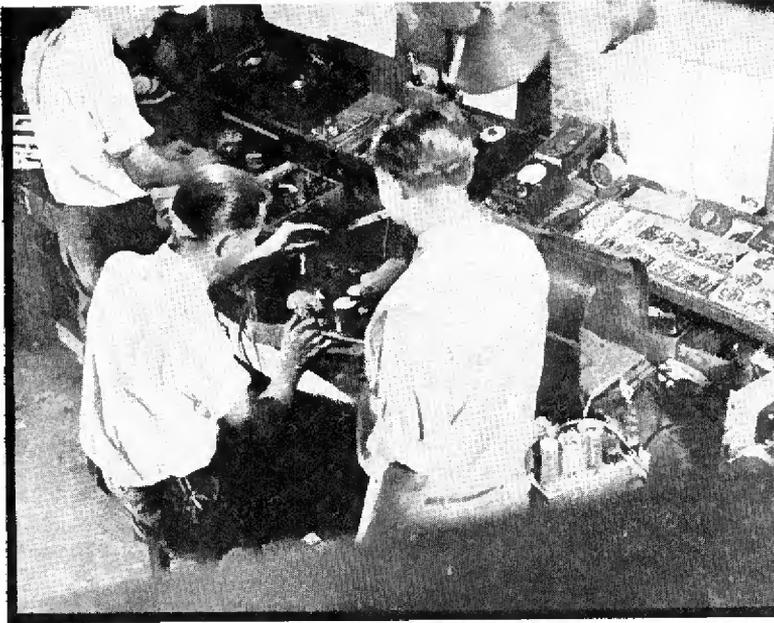
NOT every independent serviceman is ambitious to become a dealer. But it is *George Allen Tsemiuth Beauchamp Nolin, Jr.*'s idea of the way to grow. "Beech" started servicing from his home in Montgomery, Alabama, back in the battery set days. And he started with an idea. Avoiding competition in the city he induced a relative driving a wholesale meat truck to

tote him around through the "sticks," concentrating on neglected rural prospects.

Within a year business warranted the purchase of a second-hand Continental-Beacon sedan. The back seat was removed and a trunk ingeniously fashioned out of part of a Model-T Ford body fitted up at the rear. It was soon rolling over a weekly 1,200 mile route, stopping first about 25 miles out of Montgomery and extending its sphere of influence to the edge of a 60-mile circle.

He couldn't be everywhere just when repair work "broke" so it seemed essential to have some kind of representation in outlying districts, people who would collect leads, pass them along when he came through on his trips. And it was necessary to secure such representation without adding materially to selling costs. The problem was solved by making friends (Nolin does it naturally) with general storekeepers, postmasters and gas-station owners, offering them free service on their own radio equipment by way of compensation.

Beech soon boasted over 1,000 regular service customers, people who liked him so well that they would frequently bid for him to stay with them overnight, even offering fried chicken as an inducement when a neighbor extolled the virtues of corned-beef hash! Twenty-two

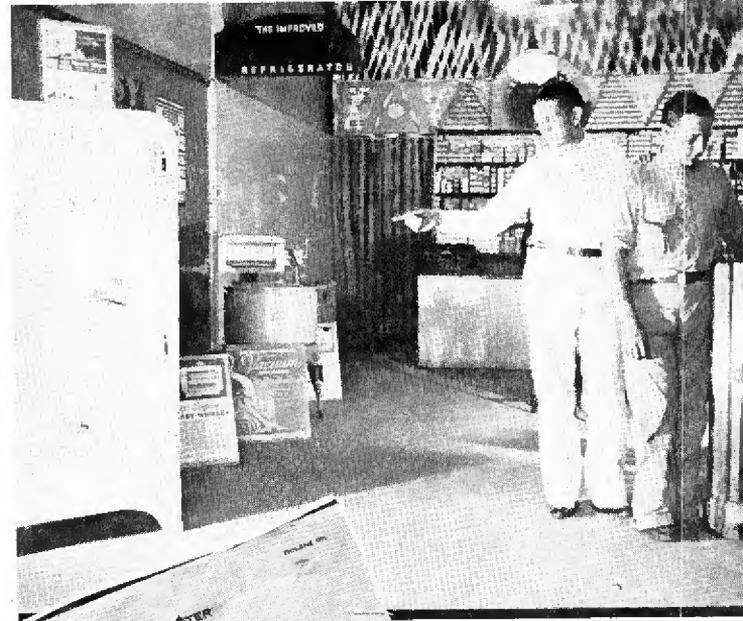


ABOVE

One-third of the service jobs unearthed in the field are brought in for repair, returned next trip. Shopmen Samford, Taylor and Gilliam fix them up

ABOVE RIGHT

Boss Nolin (right) leans toward radio. Salesman Leverage exerts a counter-pull for refrigeration



crossroads storekeepers were working for him and despite the necessity of paying from \$20 to \$45 in taxes to certain small towns for the privilege of doing business Montgomery Radio Service seemed well on the way to success.

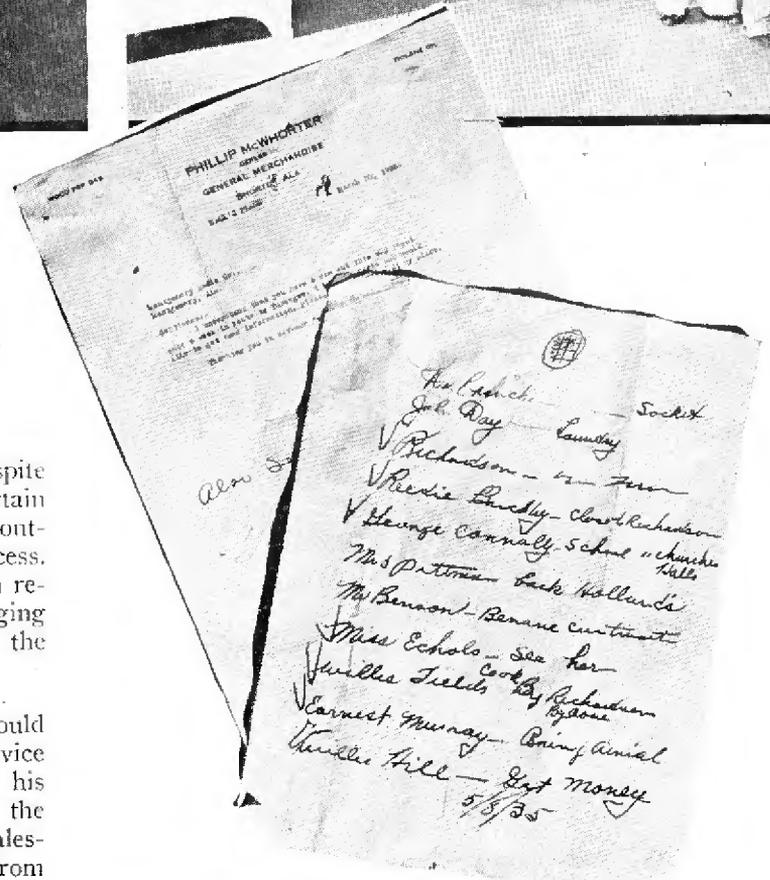
Followed several years of straight servicing, Nolin repairing about two-thirds of the sets in the field, bringing the remainder back to town and returning them on the next week's trip. A shop was rented.

NINETY days ago Beech decided that while he could undoubtedly continue to make a living on service alone, with little fear that competitors would "crash" his territory, business growth practically demanded the merchandising of sets and refrigerators. He hired salesman H. S. Leverage, secured Grunow merchandise from the E. E. Forbes Piano Company of Birmingham, a concern which evidently knows a good man when it sees one and is willing to back its judgment with stock.

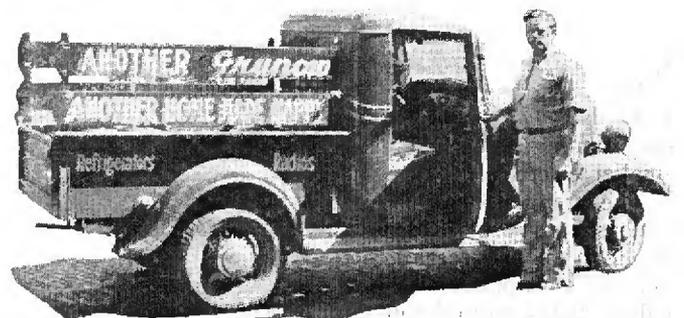
Boss and salesman covered the next weekly route together, Nolin talking radio, Leverage boosting refrigeration. To date the combination has sold 55 refrigerators and 40 radios. Nolin's acceptance plus Leverage's drive has turned a service operation into one of the most promising sales-service operations we have seen in some time.

Financing of merchandise sales prevents the operation from mushrooming, which is probably a good thing. Beech is not particularly well "heeled" but what he lacks in resources he more than makes up in credit rating. Ask any wholesaler who sells in Montgomery. They would trust Beech with their shirt, realizing that his clientele, won in a territory badly neglected by others, is nearly bulletproof and that Beech's future is secure.

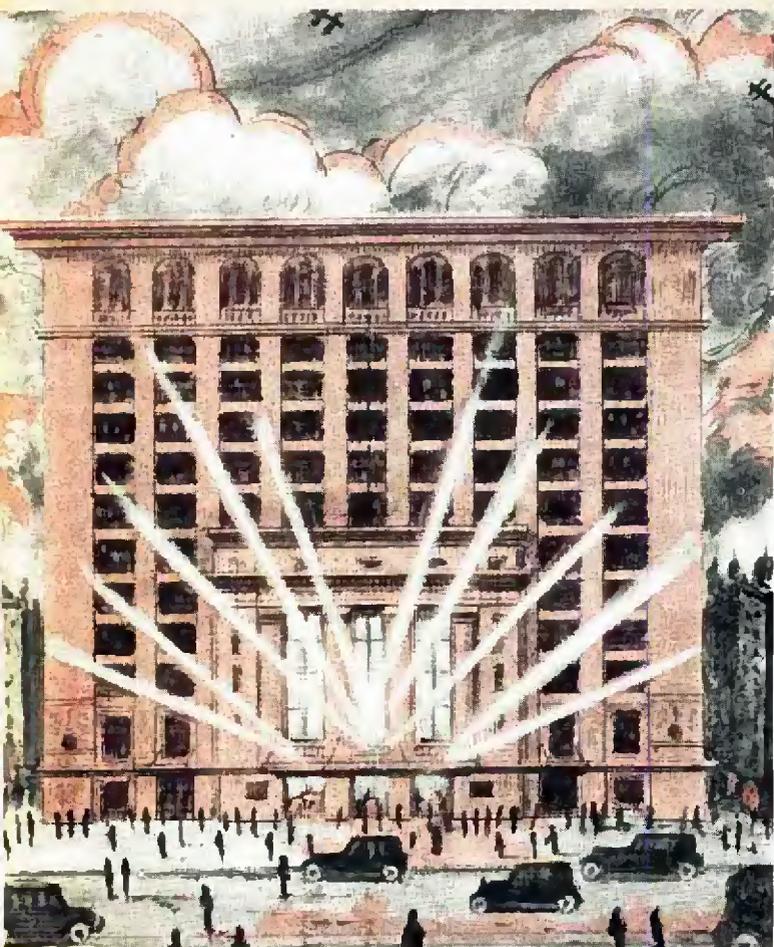
George Allen Tsemiuth Beauchamp Nolin, Jr. "went places" as a servicer. Now he's headed Up the Ladder as a sales-service dealer.



Dog-eared lists of prospects for service or new equipment are relayed to Nolin by 22 crossroads storekeepers. He reciprocates by keeping their appliances in repair.



At once a showroom and an advertisement, this new 1 1/2 ton truck costs \$40 a week to operate, is worth it



The RADIO SHOW

Presenting a cross section of the radio industry's newest offerings in receivers, tubes and accessories, the annual Electrical and Radio Exposition opens Sept. 18 at the Grand Central Palace, New York City, under the sponsorship of the Electrical Association of New York.

Here, an expected attendance of 250,000 persons will view also the latest in lighting, heating, refrigeration, air conditioning, oil burners, electric cookery and many smaller electrical appliances.

The attendance-getter this year will be right in tune with the basic purpose of this exposition—that of educating the public in the progress of the electrical arts. The "Hall of Science" occupies a large part of the second floor and there will be demonstrated non-commercial, electrical and scientific inventions such as the many uses of the electric eye (the electronic tube), the radio knife, the electric brain,

What the Public Will See at the Annual National Electrical & Radio Exposition, Grand Central Palace, New York, Sept. 18-28

talking books for the blind, baking bread without crust, the "lie detector" and countless other fascinating devices.

Among the unusual displays by the set makers will be noted the Zenith exhibit of ebony-finished receivers and, on a revolving turret, its well-known 25-tube "Stratosphere." Also four farm radio models and on top of this, 14 ft. in the air, a "Wiucharger" in full operation.

Pilot will feature its newly developed high power automatic phonograph combination with bi-acoustic reproduction of records, broadcasting and short-wave programs. Also a newly perfected all-wave chassis available in table cabinet, console and phonograph combination.

Pierce-Airo is displaying ten models utilizing the new metal tube with special emphasis on its model 610 S.A., a 6-tube superheterodyne covering a range from 18 to 500 meters.

General Electric will call the attention of the public to its "Sentry Box" assembly and unique horizontal dial with a specially mounted chassis to facilitate close inspection of these features.

Among those specializing on speaker design and high fidelity will be noted the General Household Utilities Company (Grunow) and Philco.

In addition to Grunow's tone testing resonator, its sets have been smartly styled to attract the instant attention of the fair sex. Thirty-six other features will be explained by willing salesmen.

Attention at the American Bosch booth will be focussed on its two high fidelity sets employing the exclusive CentrOmatic Unit and a new tuning range expanding device. All the critical radio elements have been centralized for the first time, claims American Bosch, in a separate unit in these receivers.

Crosley is one of the few companies offering a choice of either glass or metal tubes. Appealing to the technically minded will be its developments in a velvet action two-speed dial and triple-tuned i.f. transformer.

Radiolar will exhibit six models of its now famous invention for mixing one's liquid inspiration with music. Priced from \$99.50 to \$347.50—including all the necessary glassware. Bring your own liquor.

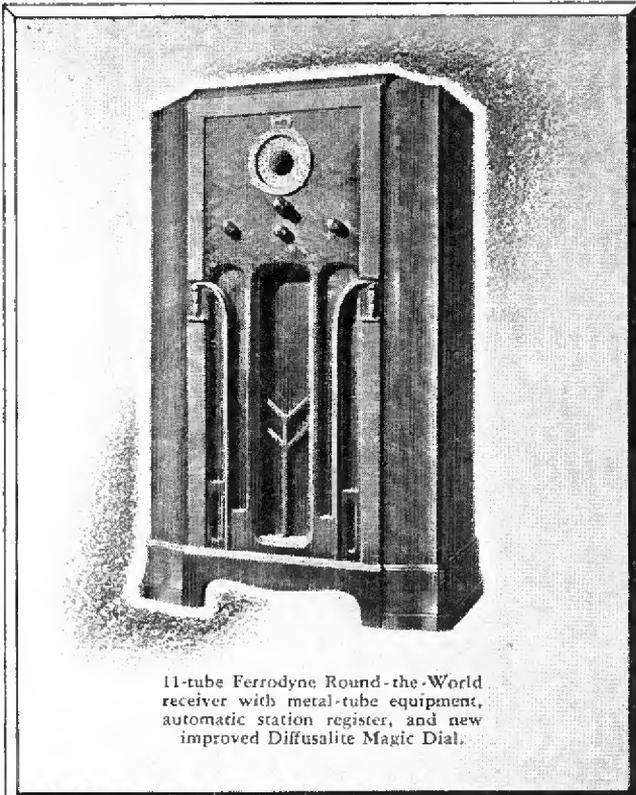
The crowd at the Emerson booth will undoubtedly mill around its "Duo-tone"—the little table model with an added speaker opening in the finished back panel. The public will also notice in most Emerson sets a clever combination of both metal and glass tubes in the same circuit.

Among those displaying striking new designs in cabinetry, in tuning facilities or in the compact assembly of component parts will be Stromberg-Carlson, RCA Victor, Ferguson, Stewart-Warner, Air King and Pada.

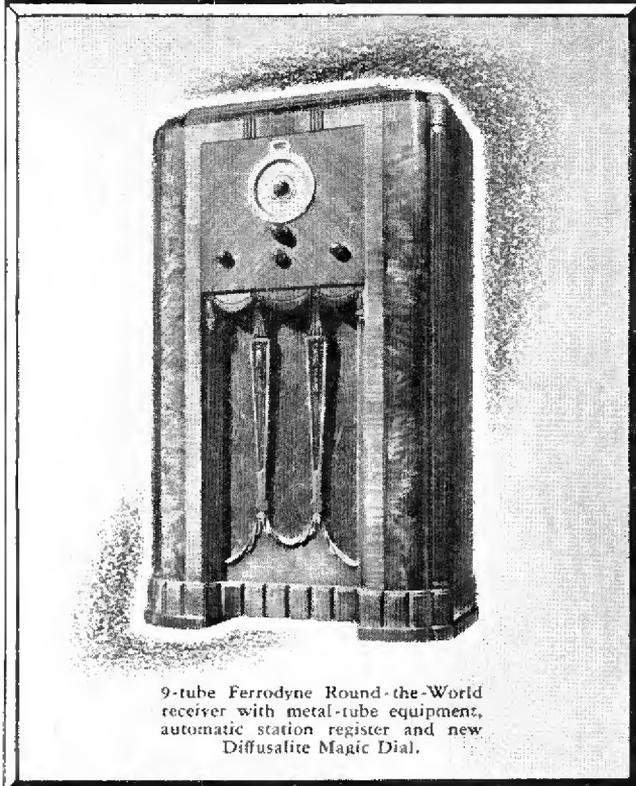
Manager Joseph Bernhart reports a sell-out of space.

Special arrangements have been made to facilitate the inspection of these sets by the trade during the morning hours. Many radio manufacturers will have entertainment headquarters in the surrounding hotels.

Only STEWART-WARNER BRINGS YOU THE TWO GREATEST ADVANCES IN RADIO —



11-tube Ferrodyne Round-the-World receiver with metal-tube equipment, automatic station register, and new improved Diffusalite Magic Dial.



9-tube Ferrodyne Round-the-World receiver with metal-tube equipment, automatic station register and new Diffusalite Magic Dial.

● Stewart-Warner *alone* gives you radio's most sensational achievements . . . the metal tube and Ferrodyne. The Ferrodyne Chassis is an *exclusive* Stewart-Warner development, created especially for the all-metal tube . . . to get the utmost from every advantage the new tubes bring to radio!

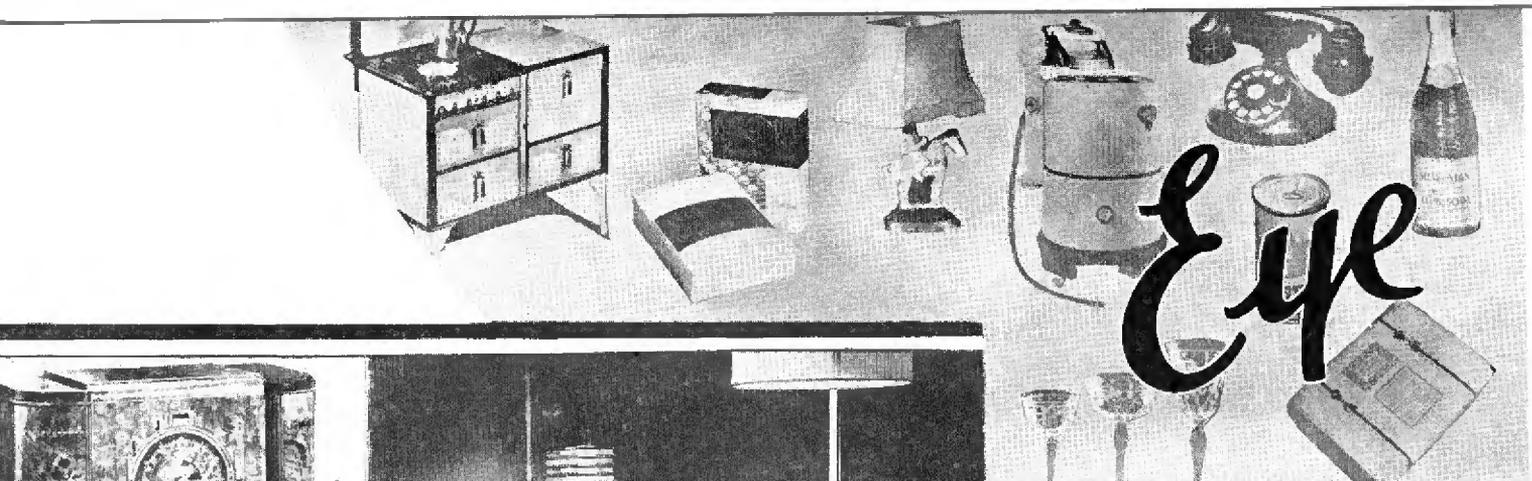
Now we know you've heard plenty of sets, and some mighty good ones. We know you're inclined to be skeptical. But here's our proposition. Look at the new Ferrodyne. Listen to it. We'll leave it to your own good judgment: Isn't the Stewart-Warner Ferrodyne as fine a set as you've ever heard? That's proof enough, isn't it? We're willing to stake everything on your opinion!

Then—after you've heard this amazing new all-metal tube set, look into the unusual merchandising program Stewart-Warner has set up to help you sell. It's a sound plan. It's backed by sound selling ideas . . . newspaper advertising . . . and something new: your *own* local radio program with big-time talent! You'll find the Stewart-Warner story interesting, out-of-the-ordinary. Write, wire or phone today—we'll give you full details in a hurry!

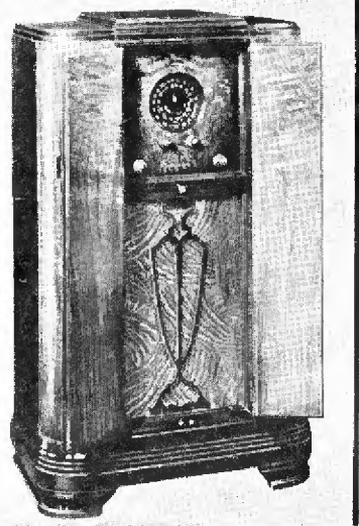
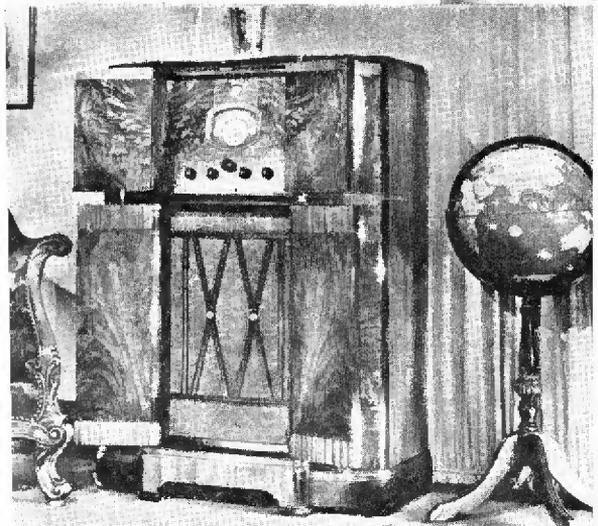
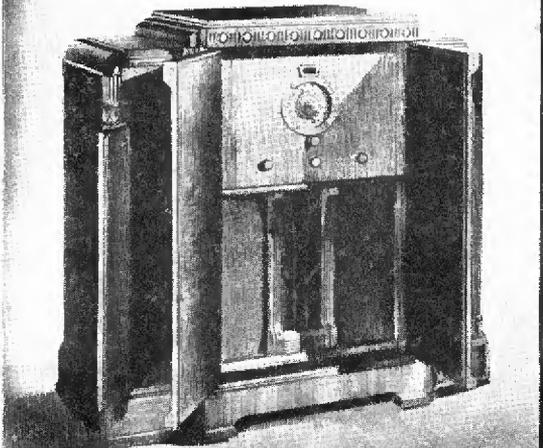
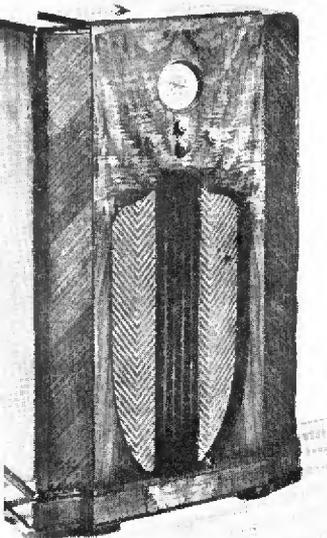
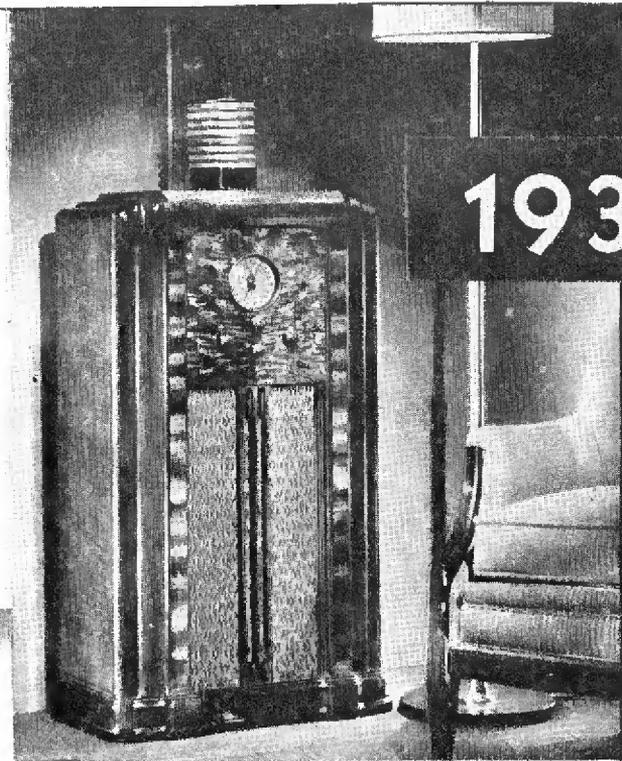
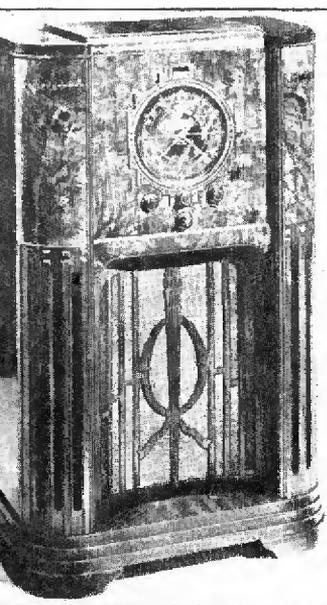
STEWART-WARNER CORPORATION
Chicago, Illinois

STEWART WARNER

Ferrodyne RADIO



1936 RADIOS



*Models like these . . .
convenient and more
powerful stimulant for*

DESIGN TRENDS

WHAT kind of radios will the fickle public buy this season? How much will the consumer be willing to pay?

No one can be quite certain just how the wind blows until the season is well under way. But we can determine, by analyzing the specifications of new lines appearing in the following pages, what manufacturers think the public wants.

METAL TUBES

Extremely interesting facts come to light concerning the popularity of metal tubes among designers. Sixty-two per cent of all companies listed use them in one or more sets, generally sticking to glass rectifiers even where metal is used in other sockets. One manufacturer uses them exclusively, in every model.

A larger number of manufacturers still use standard glass tubes exclusively than we had imagined, 38 per cent of them to be exact. Either these makers were caught with production too far advanced to switch or prefer to avoid any possibility of "bugs" or delivery holdups.

Glass tubes with octal bases are found in 8 per cent of the new lines. We predict that the number of users will increase as the season advances. An increase in the number of users of metal types is also to be expected as models are added to the pre-season list.

Obviously, the bulk of the producers

Appeal

HAVE IT

more efficient, more beautiful . . . are a the replacement market

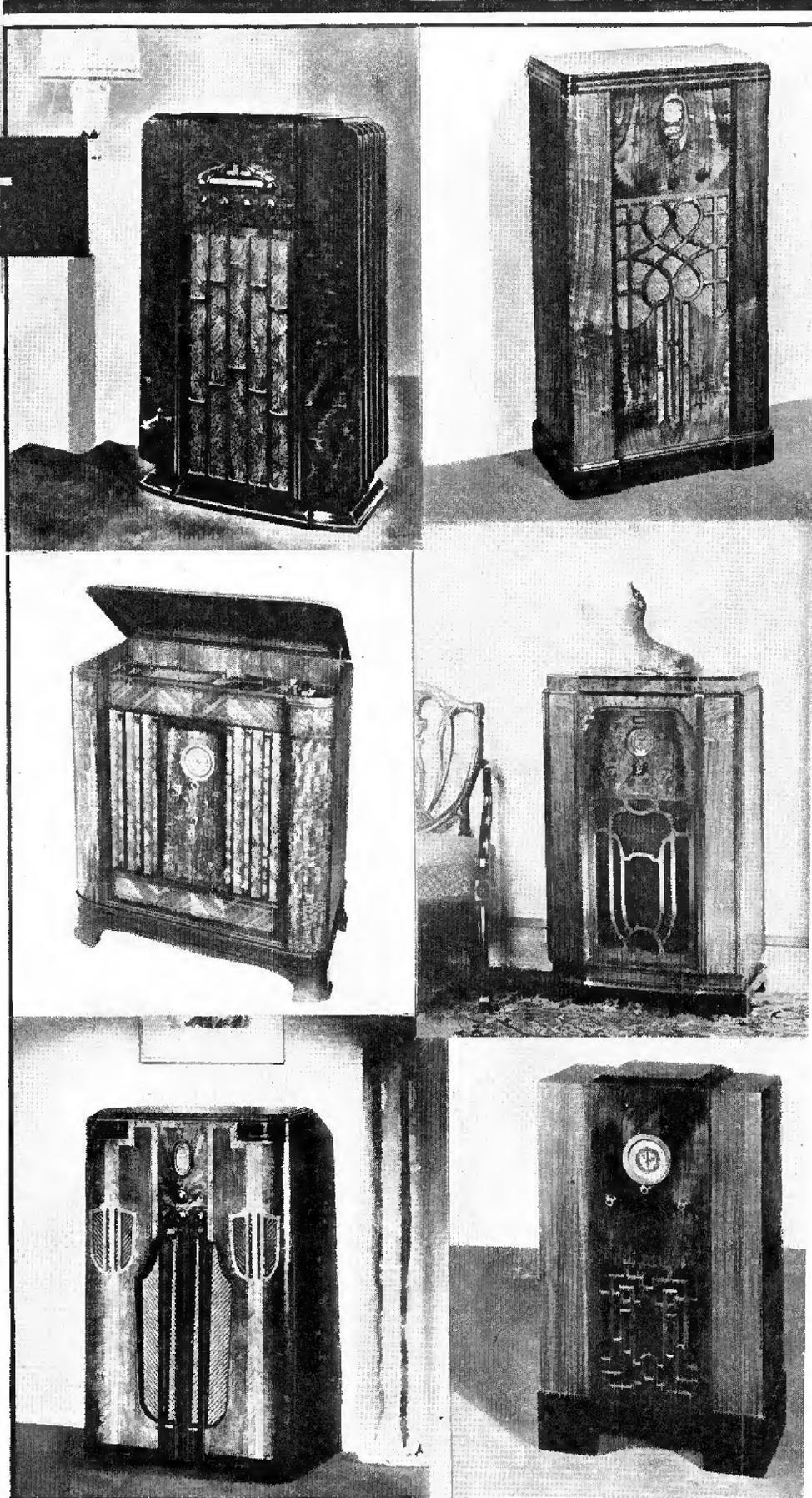
have been sold on at least the merchandising advantages of the iron bottles. But they have found it necessary or advisable to dispense with them in some models at this time, as further analysis shows.

Metal types are not available for use in 2 volt battery receivers. And new automobile radios are not introduced until the Spring, so that no car set included in our listings uses the iron tubes. Thus the proportion of models using metal tubes seems relatively low if battery sets of both the car and home variety are included in the analysis. Of more than 800 models listed, for example, just 11 per cent use the GE-type metal tubes exclusively. Sixteen per cent use both metal and glass tubes in the same chassis. Another sixteen per cent use glass types with the octal base. And 57 per cent of all the receiver types now offered use regular glass tubes.

It is more significant to determine what percentage of new a.c., or a.c.-d.c. home sets offered use metal tubes in one or more sockets, omitting 2 volt battery and auto-radio sets from the calculation. Precisely 33 per cent of them do, a figure sufficiently high to indicate high interest when the late date at which the metal tubes were announced is taken into consideration.

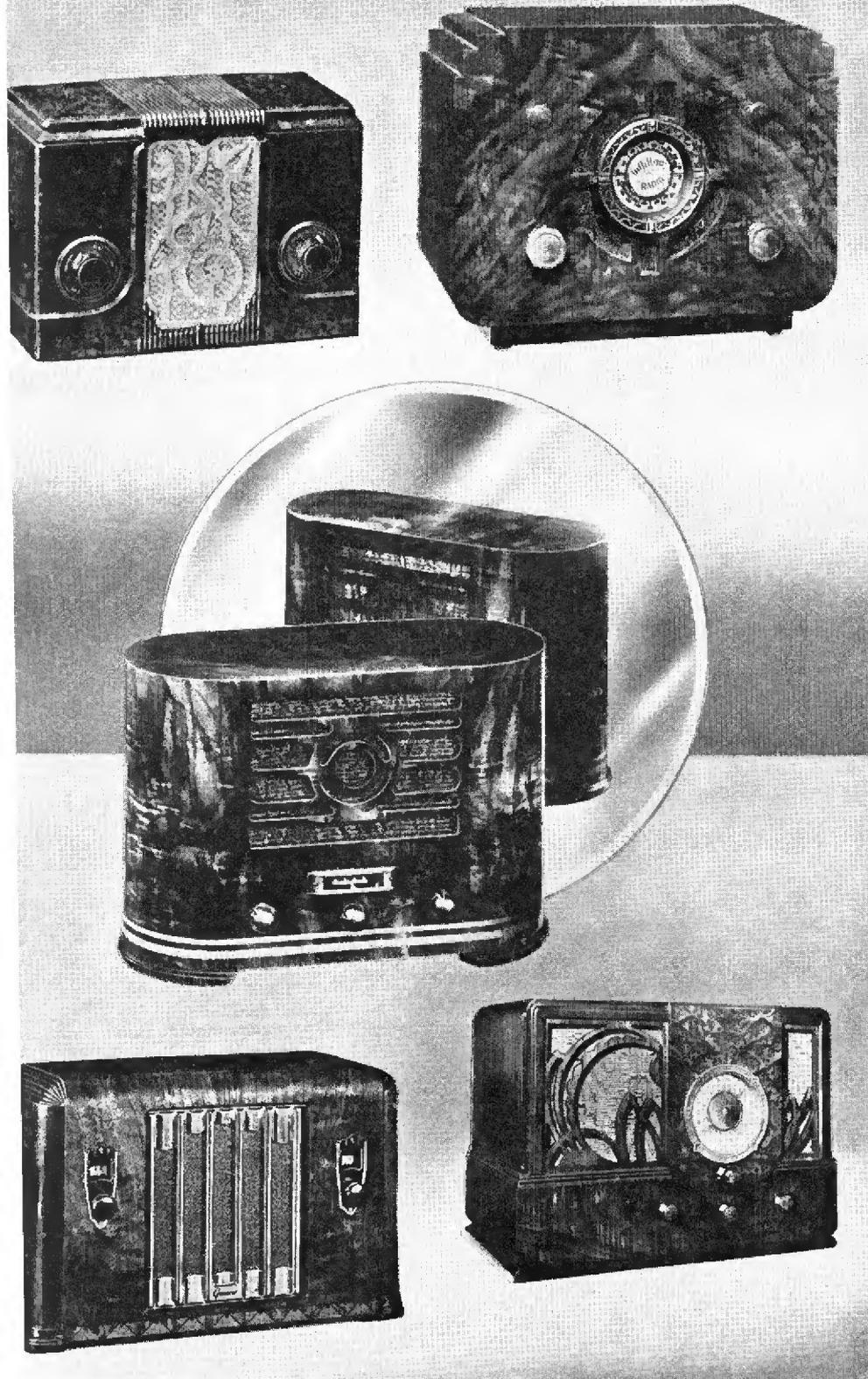
PRICES

Now, let's check price trends. The average console costs \$106. This is a material increase over last year, manufacturers evidently "betting" that there



Eye Appeal

1936 RADIOS HAVE IT



will be more money in circulation. The average table model costs \$47, somewhat higher than last season, which will please most dealers. Introduction of many more deluxe auto-radios jacks the average in this classification to \$50. Phonograph combinations settle down at \$136. Automatics, few in number, will command nearer \$1,000.

The average price of sets sold last year was: Table model: \$35, console: \$67 and auto-radio: \$43. Manufacturers, thus, appear to be aiming at a substantial step-up this season.

MODELS

The public will have more models to choose from this year, for the average line has 14 (10 last year). This includes 5 consoles (as against 3 in 1935) and 8 table types (6 last season). No tendency to produce more consoles in proportion to midjets, or vice versa, is noted.

BATTERY SETS

More companies appear to be interested in battery sets, 49 per cent of all makers producing them as compared with 38 per cent shown in our September, 1934, analysis. Another extremely interesting trend is seen in the production of battery models with built-in B-eliminators by 19 per cent of the field, where only two companies had such offerings before. About the same attention is paid to 32 volt d.c. sets, 13 per cent as compared with 15 per cent a year ago. But those companies that make such farm models appear to be giving the rural purchaser more variety with respect to models.

Improvements in farm district economics have, obviously, stimulated radio manufacturers to greater interest in this business.

COMBINATIONS

Less interest in phonograph-radio combinations is evidently expected. Or set makers prefer to concentrate on volume items at lower lists, for 16 per cent of the producers include combinations in their new lines as against 25 per cent last year. Automatics similarly drop from 13 per cent to 8 per cent, with concerns specializing in this particular type of business putting more steam behind it than those producing diversified lines.

AUTO-RADIO

More auto-radio business for the specialists is, perhaps, indicated by a slight decline in interest in this type of merchandise among home set makers. Forty-four per cent of all companies



EVER since the new all-metal radio tubes were announced by the General Electric Co. April 1, newspaper editors have consistently featured metal tubes as the big radio news of the year. Thousands of papers have printed such stories as you see here, until probably there is not a newspaper reader in the United States who has not heard about RCA Metal Tubes as the great radio tube advance, the sensational new creation that revolutionizes the tube art.

Stories like these cannot be bought.

They are free because they are news—but they are worth plenty of dollars to you. They help people to decide to buy new sets—metal-tube sets. Feature in your store sets equipped with RCA Metal Tubes, and cash in on the great set sales advantage of the greatest radio tube advance in 28 years.

There are still some 23,000,000 glass-tube sets in use; feature glass RCA Radio Tubes for replacement and get the tube business of those who cannot afford new sets. Only radio tubes bearing the RCA monogram are made and guaranteed by RCA.



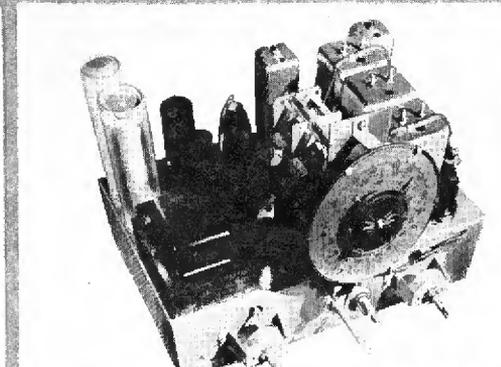
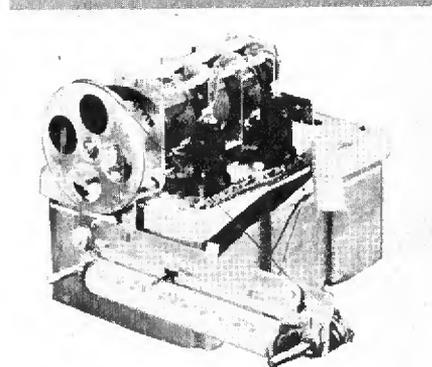
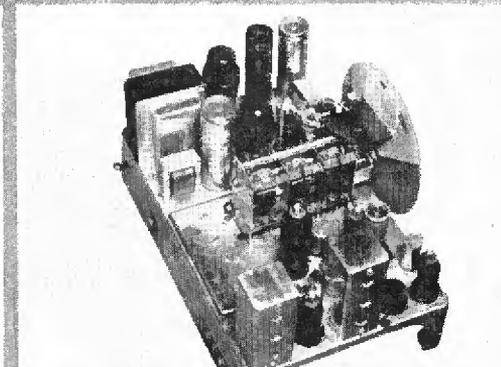
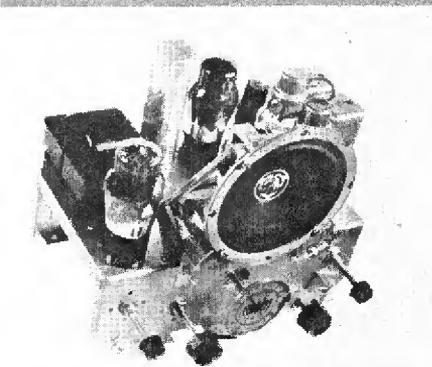
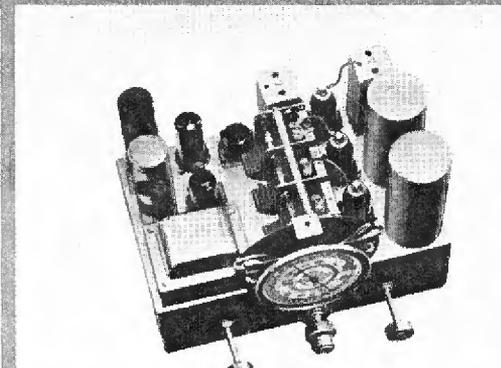
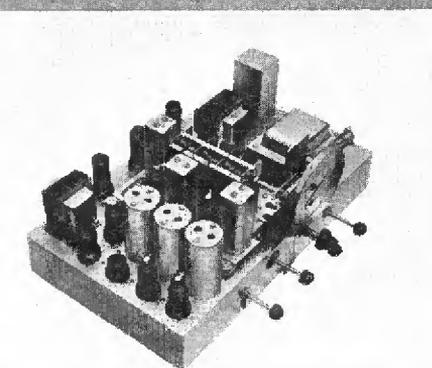
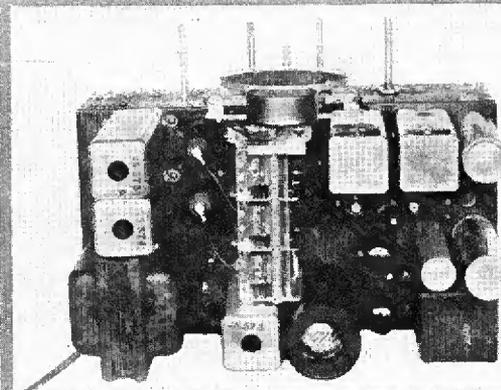
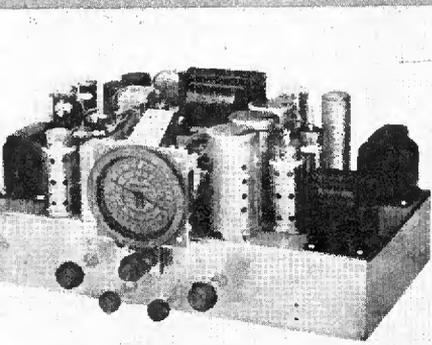
RCA RADIOTRON DIVISION

RCA RADIO TUBES

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

Even
the CHASSIS are

Different



listed produce car sets. Fifty-one per cent had them last season.

AC-DC

Interest in universal models operable on either a.c. or d.c. remains precisely as it was in late 1934. Sixty per cent of all lines include such sets.

TUBES

The average receiver, all types lumped together, uses 7 tubes. Six was the average last year, the increase being attributed to the use of more single purpose types of the metal variety and also the manufacturer's desire to make better, bigger receivers and get more for them.

Breaking this figure down, the average console used 8 tubes, the average table 6 and the average auto-radio 6.

SHORTWAVES, LONGWAVES

Seventy per cent of all the new home models included in our listings tune right down into the daytime foreign transmission bands, usually without skips, although a few receivers hurdling from broadcast to dx are still seen. Another 12 per cent provide, at least, reception of police calls, aviation reports and upper amateur channels, if not foreign reception. Which leaves only 18 per cent of our new models tuning in the broadcast band, and in this band only.

Reception of weather reports and other services particularly useful in rural districts but interesting even to people in cities led several manufacturers to include a longwave channel last year. This season the trend has grown by leaps and bounds. Eighteen per cent of all home receivers offered tune in this area, some as "low" as 125 kc.

EYE-APPEAL

No need to go into detail. The photographs on these pages of typical 1936 sets tell the story better than words. Suffice it to say that more consoles run right down to the floor, favoring semi-modernistic appearance. Many consoles are smaller, neater, to appeal to people who live in homes with small rooms and in apartments. Dials are larger, more attractive. Cabinets go in particularly for rounded corners.

Table models remain much as they were last season, with respect to appearance. It's hard to tell, but the "personal" or oblong type seems to predominate. This style appears to be easier for designers to modernize.

HOWARD WORLD-SEVEN



METAL TUBES!

8 OTHER MODELS

The 1936 Howard Crystal Anniversary line includes a low priced promotional 4-tube AC-DC and a very handsome 5-tube AC-DC. Both of these models have the patented UPRIGHT chassis increasing the sensitivity, selectivity and the baffle area. Others are two distinctive 6-tube ALL-WAVE models priced considerably under the market; two magnificent 9-tube models with 100% METAL TUBES. The line is topped by the finest radio receiver ever to come from the Howard Laboratories—the 19-tube Howard Grand.

Tear out a corner of this page and pin it to your letterhead for complete details on the finest Distributor or Dealer Franchise in radio history.

It is a typical value from the Howard Laboratories. It strictly follows Howard's fifteen-year-old policy of building only quality receivers. Complete all-wave coverage from 540 to 18,000 kilocycles. Designed especially for the new ALL METAL tubes. Uniform sensitivity on all bands. Automatic volume control that works on the short-waves as well. Tone control. Unique illuminated airplane dial. Three-gang variable condenser floated on rubber. Complete chassis floated on rubber. Heavy eight-inch dynamic speaker. Coils wound on Bakelite forms—not the usual paper. The same coil system as is used in the famous 19-tube Howard Grand. Every part the finest obtainable. In a V-matched Walnut roll front table cabinet 18 $\frac{1}{4}$ inches high. To retail for \$64.50. Also available in a 37 inch console with 10 inch speaker at \$79.50 retail.

HOWARD

HOWARD RADIO COMPANY, BELMONT AVE., CHICAGO, U. S. A.
"AMERICA'S OLDEST RADIO MANUFACTURERS"

THE MOST IMPORTANT NEWS ON FARM RADIO IN 15 YEARS!

1 THE FAMOUS EVEREADY AIR CELL "1000 HOUR" "A" BATTERY



FORMERLY
\$850

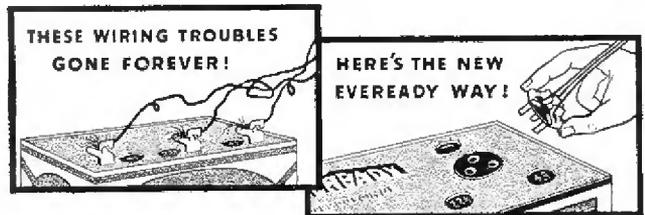
NOW
ONLY
\$5.95

Think of it! Only \$5.95 for the famous Eveready Air Cell "A" Battery! It never needs recharging throughout its life! Even if you use your radio set three hours every day, this battery will give you a full year's service. It brings you the finest, economical, trouble-free reception! Eveready engineers made this low price possible by concentrating more power-making materials into less space... giving you, also, a more convenient-sized battery.

Saves 1/2 to 2/3 your yearly "A" power cost!

Your initial expense is your *only* expense with an Eveready Air Cell. Because it never needs recharging, the Eveready Air Cell costs only about half as much per year as the average yearly cost of charging other kinds of "A" batteries, and only about 1/3 as much per year as dry "A" packs. And, in addition to this saving gone forever is the nuisance of recharging. Battery or frequently recharging.

2 AND NOW, NO MATTER WHAT KIND OF BATTERY SET YOU OWN, YOU JUST **PLUG-IN** EVEREADY "B" AND "C" BATTERIES!



Each new Eveready "B" Battery and Eveready "C" Battery is equipped with a 3-hole socket and a handy removable plug. Wires from the set are connected to the plug and the plug stuck in the battery—as you plug in a radio tube—and the *correct* battery connections are made. When you need a new battery, you just pull the plug out of the old one and stick it in the new one. No wiring troubles! These new plug-in Evereadys can be put right on the set you now have, without any change in the set.

The socket holes are arranged so that they will go in only the *right* way—you *can't* make a wrong connection!

Start NOW—with your present set—to enjoy the trouble-free, economical radio entertainment these engineering feats make possible

Your dealer now has these great new Eveready Batteries. Stop in soon and let him point out the big advantages these Evereadys have over all other farm radio "B" and "C" batteries.

And if

This is a reproduction of the opening full-page advertisement in a campaign announcing the new Eveready Radio Batteries to your farm customers! This campaign will open in 21 farm publications in October. Get ready for the customers it will send in. Call your jobber today and stock up on Evereadys!

RADIO RETAILING'S

11th Annual Tabulation Of

SET

SPECIFICATIONS

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
Air-King Products Co., Inc., 27-35 Hooper St., Brooklyn, N. Y. (Air-King)						
424 Portable	545-1500	AC-DC	7½x10 x 6	6K7, 6J7, 38, 6C5	T.R.F.
155 Table	545-4000	AC-DC	11½x10 x 6	6K7, 6J7, 43, 25Z5, 55A1	T.R.F.
616 Table	545-1500	AC-DC	13½x10 x 7½	6A8, 6K7, 43, 75, 25Z5, 55A1	456
*666 Table	6000-20,000	AC-DC	12 x 9½x 7½	6A8, 6K7, 43, 75, 25Z5, 55A1	456
6E Table	545-1500	AC	17 x 13 x 10	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	456
9E Table	545-1500	AC	20 x 15½x 11	6F6, 6F6, 5Z4, 6C5, 6F5, 6H6, 6K7, 6K7, 6A8	456
9EC Console	545-1500	AC	38 x 21x 11	6F6, 6F6, 5Z4, 6C5, 6F6, 6H6, 6K7, 6K7, 6A8	456
* Plaskon.						
Anstey Radio Corp., 240 W. 23rd St., New York, N. Y. (Dynaphone)						
D-6 Midget Radio-Phono.	\$49.50	550-1650	AC†	11x11x 6	6A7, 6D6, 6C6, 43, 25Z5	456
D-7 Port. Radio-Phono.	59.50	550-1650	AC-DC	13x13x 7	6A7, 6D6, 6C6, 43, 25Z5	456
D-9 Port. Radio-Phono.*	79.50	550-1600	AC-DC	14x13x 8	6A7, 6D6, 6C6, 43, 25Z5, 12Z3	456
D-10 Table Radio-Phono.*	84.50	6000-16,000	AC-DC	12x16x14	6A7, 6D6, 6C6, 43, 25Z5, 12Z3	456
U-10 Midget	44.50	550-1600	AC-DC	8x13x 7	6A7, 6D6, 6C6, 43, 25Z5, 12Z3	456
D-1 Port. Elect.-Phono.*	69.50	6000-16,000	AC-DC	9x14x20	76, 48, 48, 25Z5
D-12 Port. Elect.-Phono.†*	89.50	AC-DC	17x18x10	76, 76, 48, 48, 25Z5, 25Z5
DA Turn. and Pickup*	37.50	AC-DC	8x15x13
* Crystal pickup. † For 16" records. ‡ Radio AC-DC, Phono. AC.						
Atwater Kent Mfg. Co., Philadelphia, Pa. (Atwater-Kent)						
184 Compact	540-1712	AC	14½x11¼x 7½	6C6, 6C6, 42, 80	450
545 Compact	540-1712	AC	16½x13 x 6½	6A7, 6D6, 75, 42, 80	450
435 Compact	2300-7500	AC	36 x 22½x12½	6A8, 6K7, 75, 6F6, 80	450
856 Compact	540-18,000	AC	18½x13½x 8½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	264
976 Console	540-18,000	AC	36½x24 x 11	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4,	264
317 Console	540-18,000	AC	39 x 23½x11	6K7, 6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	472½
337 Compact	540-18,000	AC	18½x13½x 8½	6K7, 6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	472½
328 Console†	540-18,000	AC	39½x24½x11	6K7, 6A8, 6K7, 6K7, 6H6, 6F5, 6F6, 5Z4	472½
649 Console†	540-18,000	AC	39½x24½x11	6K7, 6A8, 6K7, 6K7, 6H6, 6C5, 6F6, 6F6, 5Z4	472½
509 Console†	540-1600	AC	41½x27½x15½	58, 2A7, 58, 56, 56, 55, 2A5, 2A5, 80	472½
810 Console†	5500-15,500	AC	40 x 26¼x14½	6K7, 6A8, 6K7, 6K7, 6H6, 6J7, 6C5, 45, 45, 5Z3	472½
412 Console†	540-18,000	AC	40 x 26¼x14½	6K7, 6A8, 6K7, 6K7, 6H6, 6C5, 6C5, 6C5,	472½
					6C5, 2A3, 2A3, 5Z3	
237Q Compact	540-18,000	*6DC	18½x13½x 8½	1C6, 34, 34, 1B5, 30, 19, 6Z4	472½
467Q Console	540-18,000	*6DC	39 x 23½x11	1C6, 34, 34, 1B5, 30, 19, 6Z4	472½
415Q Compact	540-1712	2DC	18½x13½x 8½	1C6, 34, 30, 32, 33	450

(Continued on next page)

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES (Metal in bold)	I. F.
Commonwealth Radio Mfg. Co., 4848 Lincoln Ave., Chicago, Ill. (Com-Rad)						
251 Table	\$39.50	130-17,000	AC-DC	16x12x 8	*6A7, 6D6, 75, 43, 25Z5	456
551 Table	37.50	550-17,000	AC-DC	16x12x 8	*6A7, 6D6, 75, 43, 25Z5	456
261 Table	47.50	130-17,000	AC-DC	16x12x 8	*6D6, 6A7, 6D6, 75, 43, 25Z5	456
661 Table	45.00	550-17,000	AC-DC	16x12x 8	*6D6, 6A7, 6D6, 75, 43, 25Z5	456
260 Compact	47.50	130-17,000	AC-DC	14x 9x 7 $\frac{1}{2}$	*6D6, 6A7, 6D6, 75, 43, 25Z5	456
660 Compact	45.00	550-17,000	AC-DC	14x 9x 7 $\frac{1}{2}$	*6D6, 6A7, 6D6, 75, 43, 25Z5	456
15 Table	37.50	550-17,000	AC	16x12x 8	*6A7, 6D6, 75, 42, 80	456
25 Table	39.50	130-17,000	AC	16x12x 8	*6A7, 6D6, 75, 42, 80	456
16 Table	45.00	550-17,000	AC	16x12x 8	*6D6, 6A7, 6D6, 75, 42, 80	456
26 Table	47.50	130-17,000	AC	16x12x 8	*6D6, 6A7, 6D6, 75, 42, 80	456
17 Table	55.00	550-17,000	AC	18x13 $\frac{1}{2}$ x 9	*6D6, 6A7, 6D6, 75, 42, 42, 80	456
27 Table	57.50	130-17,000	AC	18x13 $\frac{1}{2}$ x 9	*6D6, 6A7, 6D6, 75, 42, 42, 80	456
170 Console	75.00	550-17,000	AC	42x24 x14	*6D6, 6A7, 6D6, 75, 42, 42, 80	456
270 Console	77.50	130-17,000	AC	42x24 x14	*6D6, 6A7, 6D6, 75, 42, 42, 80	456
* Metal tubes after Sept. 15.						

Consolidated Radio Products Co., 5540 Webb Ave., Detroit, Mich. (Royal)						
R5D Table	\$23.50	540-4000	AC-DC	9 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 5 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5	456
R5DC Console	31.95	540-4000	AC-DC	18 x31 x 8 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5	456
R6GM Table	39.95	540-16,000	AC	12 x14 $\frac{1}{2}$ x 7	6A8, 6K7, 6H6, 6F6, 6F5, 5Z4	456
R6GMC Console	55.95	540-16,000	AC	21 x36 $\frac{1}{2}$ x12	6A8, 6K7, 6H6, 6F6, 6F5, 5Z4	456
R6GH Table	33.95	540-16,000	AC-DC	12 x14 $\frac{1}{2}$ x 7	6A7, 6D6, 43, 75, 25Z5	456
R6GHC Console	49.95	540-16,000	AC-DC	21 x36 $\frac{1}{2}$ x12	6A7, 6D6, 43, 75, 25Z5	456
R6G Table	33.95	540-16,000	AC	12 x14 $\frac{1}{2}$ x 7	6A7, 6D6, 75, 42, 80	456
R6GC Console	49.95	540-16,000	AC	21 x36 $\frac{1}{2}$ x12	6A7, 6D6, 75, 42, 80	456
R6JM Table	62.50	150-22,000	AC	14 $\frac{1}{2}$ x16 x 9 $\frac{1}{2}$	6K7, 6A8, 6J7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
R5JMC Console	78.50	150-22,000	AC	21 x36 $\frac{1}{2}$ x12	6K7, 6A8, 6J7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
R8J Table	54.50	150-22,000	AC	14 $\frac{1}{2}$ x16 x 9 $\frac{1}{2}$	6A7, 6D6, 6D6, 75, 42, 42, 80	456
R8JC Console	70.50	150-22,000	AC	21 x36 $\frac{1}{2}$ x12	6A7, 6D6, 6D6, 75, 42, 42, 80	456
R5M Midget	18.00	540-4000	AC-DC	10 $\frac{1}{2}$ x 7 $\frac{1}{2}$ x 5 $\frac{1}{2}$	77, 6C6, 43, 25Z5, 5B	T.R.F.
R4Z Midget	13.25	550-1750	AC-DC	9 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 4 $\frac{1}{2}$	38, 76, 6C6, 78	T.R.F.
RT Auto.	37.75	540-1600	*6DC	9 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x7 $\frac{1}{2}$	75, 6D6, 6D6, 6A7, 42, V6	175
RTA Auto.	32.30	540-1600	*6DC	8 $\frac{1}{2}$ x 6 x 6 $\frac{1}{2}$	78, 6A7, 6B7, 41, V7	456
R4M Table	21.00	540-4000	AC-DC	11 x 9 $\frac{1}{2}$ x 6 $\frac{1}{2}$	77, 78, 43, 12Z3	T.R.F.
* B Eliminator Included.						

Continental Radio & Television Corp., 325 W. Huron St., Chicago, Ill. (Admiral)						
ML477 Table	\$49.75	540-5000	AC	18 x13 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A8, 6K7, 6F6, 6A6, 6H6, 80, 6F6	456
ML266 Table	42.00	5500-15,500	AC	18 x13 $\frac{1}{2}$ x10	6A7, 6K7, 6H6, 6F5, 6F6, 80	456
		520-5000				
X140 Table	29.75	5500-15,500	AC	14 x12 x 8	6D6, 6A7, 75, 42, 80	456
		520-5000				
X141 Table	32.00	5500-15,500	AC	14 $\frac{1}{2}$ x13 x 8 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
		520-5000				
MX241 Table	36.00	5500-15,500	AC	14 $\frac{1}{2}$ x13 x 8 $\frac{1}{2}$	6H6, 6F5, 6A7, 6D6, 42, 80	456
		520-5000				
X641 Table	42.00	5500-15,500	2DC	14 $\frac{1}{2}$ x13 x 8 $\frac{1}{2}$	1C6, 34, 33, 30, 30, 32	456
		520-5000				
X541 Table	34.00	5500-15,500	AC-DC	14 $\frac{1}{2}$ x13 x 8 $\frac{1}{2}$	6A7, 6D6, 75, 43, 43, 25Z5	456
		520-5000				
MX239 Table	34.50	5500-15,500	AC	14 $\frac{1}{2}$ x12 x 8	6A7, 6D6, 6H6, 6F5, 42, 80	456
		520-5000				
ML156 Table	39.75	5500-15,500	AC	12 $\frac{1}{2}$ x15 $\frac{1}{2}$ x 9	6K7, 6H6, 6F5, 6F6, 6A7, 80	456
		520-5000				
X341 Table	39.75	5500-15,500	AC-DC	14 $\frac{1}{2}$ x12 x 8 $\frac{1}{2}$	6A7, 6D6, 75, 43, 43, 25Z5	456
		520-5000				
L215A Console	52.00	5500-15,500	AC	37 x21 $\frac{1}{2}$ x11	6K7, 6H6, 6F5, 6F6, 6A7, 80	456
		520-5000				
X118 Console	44.50	5500-15,500	AC	36 x21 $\frac{1}{2}$ x11 $\frac{1}{2}$	6D6, 6A7, 75, 42, 80	456
		520-5000				
X718 Console	52.00	5500-15,500	2DC	14 $\frac{1}{2}$ x13 x 8 $\frac{1}{2}$	1C6, 34, 33, 30, 30, 32	456
		520-5000				
ML481 Console	67.50	5500-15,500	AC	37 x20 $\frac{1}{2}$ x12	6A8, 6K7, 6H6, 6F6, 6F6, 6A6, 80	456
		520-5000				
MX218 Console	48.50	5500-15,500	AC	36 x21 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A7, 6D6, 6H6, 6F5, 42, 80	456
		520-5000				

Crosley Radio Corp., Cincinnati, Ohio. (Crosley)						
425-H New Travo, Port.	\$25.00	535-1750	AC-DC	5 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	78, 6F7, 43, 25Z5	450
515-AC Fiver, Table	19.99	535-4000	AC	11 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6D6, 6D6, 76, 6B5, 80	450
525-B Galleon, Table	29.95	535-4000	AC	12 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6A7, 6D6, 75, 41, 80	450
505-MK Galleon, Console	44.50	535-4000	AC	36 x21 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A7, 6D6, 75, 41, 80	450
545-AD Privateer, Table	25.00	535-1750	AC-DC	12 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6D6, 6D6, 6B7, 43, 25Z5	450
615-C Cruiser, Table	47.50	535-15,500	AC-DC	16 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6D6, 6D6, 6A7, 6B7, 43, 25Z5	450
615-M Cruiser, Console	59.50	535-15,500	AC-DC	36 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	6D6, 6D6, 6A7, 6B7, 43, 25Z5	450
635-C Buccaneer, Table	39.95	535-15,500	AC	16 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6D6, 6D6, 6A7, 76, 42, 80	450
635-M Buccaneer, Console	54.50	535-15,500	AC	36 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	6D6, 6D6, 6A7, 76, 42, 80	450
655-C Olympia, Table	45.00	535-15,500	AC	16 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6K7, 6K7, 6A8, 6A6, 6F6, 5Z4	450
655-M Olympia, Console	59.95	535-15,500	AC	36 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	6K7, 6K7, 6A8, 6A6, 6F6, 5Z4	450
715-D Corsair, Table	55.00	535-15,500	AC	17 x13 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6D6, 6A7, 6B7, 76, 76, 42, 80	450
715-N Corsair, Console	69.95	535-15,500	AC	36 $\frac{1}{2}$ x21 x11 $\frac{1}{2}$	6D6, 6A7, 6B7, 76, 76, 42, 80	450
855-D Merrimac, Table	65.00	535-15,500	AC	17 x13 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6H6, 6C5, 6F6, 5Z4	450
855-N Merrimac, Console	79.95	535-15,500	AC	36 $\frac{1}{2}$ x21 x11 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6H6, 6C5, 6F6, 5Z4	450
725-F Viking, Table	65.00	150-350	AC	19 $\frac{1}{2}$ x14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6D6, 6A7, 6B7, 76, 76, 42, 80	450
		535-22,000				
725-P Viking, Console	85.00	150-350	AC	38 x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	6D6, 6A7, 6B7, 76, 76, 42, 80	450
		535-22,000				
865-F Monitor, Table	77.50	150-350	AC	19 $\frac{1}{2}$ x14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6H6, 6C5, 6F6, 5Z4	450
		535-22,000				
865-P Monitor, Console	97.50	150-350	AC	38 x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6H6, 6C5, 6F6, 5Z4	450
		535-22,000				
915-EK Clipper, Table	85.00	150-350	AC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x10 $\frac{1}{2}$	6D6, 76, 76, 6B7, 42, 42, 6A7, 5Z3	450
		535-22,000				
915-RA Clipper, Console	100.00	150-350	AC	41 $\frac{1}{2}$ x25 x12 $\frac{1}{2}$	6D6, 76, 76, 6B7, 42, 42, 6A7, 5Z3	450
		535-22,000				
1055-EK Constitution, Table	99.95	150-350	AC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x10 $\frac{1}{2}$	6K7, 6K7, 6C5, 6C5, 6F6, 6F6, 6F6, 6H6, 6A8, 5Z4	450
		535-22,000				
1055-EK Constitution, Console	115.00	150-350	AC	41 $\frac{1}{2}$ x25 x12 $\frac{1}{2}$	6K7, 6K7, 6C5, 6C5, 6F6, 6F6, 6F6, 6H6, 6A8, 5Z4	450
		535-22,000				
415-AA Table	19.99	535-1750	2DC	8 x10 $\frac{1}{2}$ x 5	1A6, 1A6, 34, 33	450
555-KC Table	29.95	535-1750	2DC	13 $\frac{1}{2}$ x10 x 8 $\frac{1}{2}$	1A6, 1A6, 34, 34, 33	450
555-SA Console	49.95	535-1750	2DC	36 x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	1A6, 1A6, 34, 34, 33	450
625-E Table	69.50	535-15,500	2DC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x10 $\frac{1}{2}$	15, 15, 15, 6A7, 30, 38	450
625-NB Console	84.50	535-15,500	2DC	36 $\frac{1}{2}$ x21 x11 $\frac{1}{2}$	15, 15, 15, 6A7, 30, 38	450
815-EC Table	59.95	535-1750	2DC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x10 $\frac{1}{2}$	1C6, 19, 34, 34, 34, 30, 30, 30	450
		5700-15,500				
815-NC Console	74.50	535-1750	2DC	36 $\frac{1}{2}$ x21 x11 $\frac{1}{2}$	1C6, 19, 34, 34, 34, 30, 30, 30	450
		5700-15,500				
645-CB Table	47.50	535-4000	*32V-DC	16 $\frac{1}{2}$ x24 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6D6, 6D6, 6A7, 85, 48, 48	450

Continued on next page

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Crosley Radio Corp. (Continued)						
645-MB Console	\$64.50	535-4000	*32V-DC	36½x20½x11½	6D6, 6D6, 6A7, 85, 48, 48	450
A-145 Roamio, Auto.	36.95	535-1750	*6V-DC	7 x 10 x 6½	6F7, 6B7, 6D6, 42, 6SA4	456
A-155 Roamio, Auto.	47.50	535-1750	*6V-DC	7 x 10 x 6½	78, 6F7, 6B7, 78, 42, 6SA4	181.5
* B Eliminator Included.						

Detrola Radio Corp., 3630 W. Fort St., Detroit, Mich. (Detrola)						
4WG2 Table	545-4000	AC-DC	8 x 10 x 5½	43, 25Z5, 6D6, 6C6
4WM3 Table	545-4280	AC-DC	8½x11½x 6	6K7, 6J7, 43, 25Z5
4XG1 Table	545-4000	AC	11 x 10 x 6	80, 42, 6D6, 6C6
4XM2 Table	545-4000	AC	11 x 10 x 6	6K7, 6J7, 80, 42
5XG1 Table	{ 550-1650 }	AC	16 x 12 x 7	80, 6A7, 75, 78, 42
5XM9 Table	550-5400	AC	9½x13 x 6	80, 42, 75, 6D6, 6A7
5XM1 Table	550-5400	AC	16½x13½x 8½	6F6, 5Z4, 75, 6D6, 6A7
5XM4 Console	550-5400	AC	36 x 22 x 10	6F6, 5Z4, 75, 6D6, 6A7
6XM1 Table	545-18,000	AC	16 x 13 x 7	80, 42, 75, 6K7, 6A7, 6K7
6XM5 Console	545-18,000	AC	37 x 21½x12	80, 42, 75, 6K7, 6A7, 6K7
6WG1 Table	545-18,000	AC-DC	9½x12 x 7	6A7, 78, 75, 43, 25Z5
6WM1 Table	545-18,000	AC-DC	15½x12 x 7½	6A7, 6K7, 75, 43, 25Z5, 6K7
6WM3 Console	540-18,000	AC-DC	6A7, 6K7, 75, 43, 25Z5, 6K7
6XM9 Table	545-18,000	AC	9½x12½x 6½	80, 42, 75, 6K7, 6K7, 6A7
6Z1 Table	540-1500	AC	17½x13 x 9	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4
6Z3 Console	540-1500	AC	38 x 22 x 12	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4
7Z1 Table	540-1500	AC	18 x 13 x 9	6K7, 6A8, 6H6, 6F6, 5Z4, 6K7
7Z3 Console	540-1500	AC	37 x 23 x 12	6K7, 6A8, 6H6, 6F6, 5Z4, 6K7
10Z1 Table	{ 150-400 }	AC	18½x14½x10	6K7, 6K7, 6K7, 6A8, 6C5, 6F5, 6H6, 6F6, 6F6, 5Z4
10Z3 Console	{ 150-400 }	AC	40 x 23 x 13	6K7, 6K7, 6K7, 6A8, 6C5, 6F5, 6H6, 6F6, 6F6, 5Z4
6M Auto.	*6DC	7½x 9½ x 6½	42, 6D6, 6A7, 75, 84, 6D6
2B1 Table	2DC	19 x 14 x 11	1C6, 34, 25S, 30, 19
6B1 Table	*6DC	16 x 12 x 7	6A7, 15, 15, 75, 19
32V1 Table	555-17,650	32DC	16½x13½x 8½	6A8, 6K7, 6K7, 6B7, 43, 6A6, 6A6
* B Eliminator Included. † No B Batteries Required.						

Electrical Research Labs., Inc., 2222 Diversey Parkway, Chicago, Ill. (Erla)						
(See "Sentinel")						

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y. (Emerson)						
109 Compact	\$14.95	540-1650	AC-DC	6½x 9½x 4½	6A7, 6F7, 43, 25Z5	456
106 Compact	34.95	530-4300	AC-DC	8½x12½x 5	6A7, 6D6, 43, 25Z5, 6H6, 6F5	456
107 Table	44.95	{ 540-4750 }	AC-DC	10½x15 x 7	75, 43, 25Z5, 6A8, 6K7, 6K7	456
111 Table	39.95	{ 5500-16,000 }	AC-DC	10½x13 x 6½	75, 43, 25Z5, 6A8, 6K7, 6K7	456
36 Table	19.95	540-3200	AC	14½x10½x 7½	6D6, 6D6, 76, 42, 80	456
108 Compact	24.95	530-4000	AC-DC	9½x 7 x 5	6A7, 6D6, 75, 43, 25Z5	456
110 Compact	29.95	530-4000	AC-DC	11 x 7½x 5	6A7, 6D6, 75, 43, 25Z5	456
34-C Table	44.95	{ 540-4740 }	AC	16 x 11½x 7½	75, 80, 6A8, 6F6, 6K7, 6K7	456
104 Table	69.95	540-19,000	AC	21 x 16½x 12½	75, 80, 6A8, 6K7, 6K7, 6C5, 6F6, 6F6	456
105 Console	129.95	540-19,000	AC	41 x 24½x 14½	5Z3, 6A8, 6K7, 6K7, 6K7, 6K7, 6H6, 6C5, 6F6, 6F6, 6F6	456
101 Console	59.95	{ 540-4740 }	AC	37 x 21 x 11	75, 80, 6A8, 6K7, 6K7, 6F6	456
101-U Console	69.95	{ 5500-16,000 }	AC-DC	37 x 21 x 11	75, 43, 25Z5, 6A8, 6K7, 6K7	456
102 Console	89.95	540-19,000	AC	40 x 23½x 12½	75, 80, 6A8, 6K7, 6K7, 6C5, 6F6, 6F6	456
101-F7 Console	69.95	{ 540-1750 }	*Bat.	37 x 21 x 11	(Seven)	456
103 Table	34.95	{ 5500-16,000 }	Bat.	20½x15½x10½	1C6, 1B5 or 25S, 30, 33, 34	456
34-F7 Table	49.95	540-1700	*Bat.	16 x 11½x 7½	(Seven)	456
1A Auto.	37.95	545-1500	*6DC	6½x 9½x 6½	6F7, 6A7, 6B7, 41, 84	172.5
6A Auto.	44.95	545-1500	*6DC	6½x 9½x 6½	78, 78, 6A7, 85, 41, 84	172.5
5A Auto.	49.95	545-1500	*6DC	8 x 8½x 5½	78, 78, 6A7, 85, 42	172.5
102-LW Console	94.95	{ 135-375 }	AC	40 x 23½x 12½	75, 80, 6A8, 6K7, 6K7, 6C5, 6F6, 6F6	456
105-LW Console	134.95	{ 5500-19,000 }	AC	41 x 24½x 14½	5Z3, 6A8, 6K7, 6K7, 6K7, 6K7, 6H6, 6C5, 6F6, 6F6, 6F6	456
104-LW Table	74.95	{ 135-375 }	AC	21 x 16½x 12½	75, 80, 6A8, 6K7, 6K7, 6C5, 6F6, 6F6	456
107-LW Table	49.95	{ 5500-19,000 }	AC-DC	10½x15 x 7	75, 43, 25Z5, 6A8, 6K7, 6K7	456
108-LW Compact	29.95	{ 540-1660 }	AC-DC	9½x 7 x 5	6A7, 6D6, 75, 43, 25Z5	132
110-LW Compact	34.95	{ 150-450 }	AC-DC	11 x 7½x 5	6A7, 6D6, 75, 43, 25Z5	132
111-LW Compact	44.95	{ 530-1550 }	AC-DC	10½x13 x 6½	75, 43, 25Z5, 6A8, 6K7, 6K7	456
* B Eliminator Included.						

Espey Mfg. Co., Inc., 124 E. 25th St., New York, N. Y. (Espey)						
545 Midget	\$19.50	550-1700	2DC	10x 8 x 7	34, 32, 33, 1A6	456
553 Table	39.50	{ 140-380 }	AC-DC	12x 9½x 7	6A7, 6D6, 75, 43, 25Z5	456
555 Table	39.50	{ 550-1550 }	AC-DC	12x 9½x 7	6A7, 6D6, 75, 43, 25Z5	456
560 Chassis, Tubes, Speak.	39.50	{ 5800-18,000 }	{ AC or AC-DC }	14x 7 x 3½	456
564 Table	69.50	{ 550-1550 }	AC	18x14 x 9	6D6, 6D6, 6A7, 75, 42, 80	456
565 Table	69.50	{ 5700-18,000 }	AC	18x14 x 9	6D6, 6D6, 6A7, 75, 42, 80	456
458 Table	56.50	{ 133-333 }	AC	15x11 x 8	6A7, 6D6, 75, 42, 80	456
5191 Chassis & Speak.	58.50	{ 527-18,200 }	{ AC or AC-DC }	12x20 x 12	*(Nineteen)	456
* Glass or metal optional.						

Fada Radio & Electric Co., Long Island City, N.Y. (Fada)						
150C Console	\$59.95	{ 530-1540 }	AC	37 x 22½x 11½	6A7, 6K7, 75, 6F6, 80	456
150T Table	39.95	{ 575-15,800 }	AC	16½x13 x 7½	6A7, 6K7, 75, 6F6, 80	456

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES (Metal in bold)	I. F.
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Fada Radio & Electric Co. (Continued)

155 Compact	\$19.99	540-1750	AC-DC	7 $\frac{1}{2}$ x12 x 6	6A7, 6D6, 76, 43, 25Z5	456
156 Compact	540-1750†	AC-DC	7 $\frac{1}{2}$ x12 x 6	6A7, 6D6, 76, 43, 25Z5	456
157 Compact	32.95	2100-6500	AC-DC	7 $\frac{1}{2}$ x11 $\frac{1}{2}$ x 5 $\frac{1}{2}$	6A8, 6K7, 6C5 , 43, 25Z5	456
160C Console	69.95	535-1740 5720-18,500	AC	37 x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	456
160T Table	52.95	535-1750 5720-18,500	AC	16 $\frac{1}{2}$ x13 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	456
166 Auto	49.95	530-1550	*6DC	9 $\frac{1}{2}$ " Dia., 7 $\frac{1}{2}$ " High	78, 6A7, 78, 75, 41, 84	175
170C Console	82.95	535-1740 5720-18,500	AC	37 $\frac{1}{2}$ x22 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
170CK Console	99.95	535-1740 5720-18,500	AC	37 $\frac{1}{2}$ x22 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
170T Table	62.95	535-1740 5720-18,500	AC	17 $\frac{1}{2}$ x13 $\frac{1}{2}$ x 9	6A8, 6K7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
190C Console	124.50	540-24,000	AC	40 x24 x13	6K7, 6A8, 6K7, 6H6, 6K7, 6F5, 6F6, 6F6, 5Z4	456
190CK Console	144.50	540-24,000	AC	40 x24 x13	6K7, 6A8, 6K7, 6H6, 6K7, 6F5, 6F6, 6F6, 5Z4	456
190T Table	84.50	540-24,000	AC	20 x14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6K7, 6A8, 6K7, 6H6, 6K7, 6F5, 6F6, 6F6, 5Z4	456
192C Console	99.95	535-1740 5720-18,500	AC-DC	39 $\frac{1}{2}$ x22 $\frac{1}{2}$ x12 $\frac{1}{2}$	6K7, 6A8, 6K7, 6H6, 6C5 , 43, 43, 25Z5, 25Z5	456
192CK Console	124.75	535-1740 5720-18,500	AC-DC	39 $\frac{1}{2}$ x22 $\frac{1}{2}$ x12 $\frac{1}{2}$	6K7, 6A8, 6K7, 6H6, 6C5 , 43, 43, 25Z5, 25Z5	456
192T Table	72.50	535-1740 5720-18,500	AC-DC	20 x14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6K7, 6A8, 6K7, 6H6, 6C5 , 43, 43, 25Z5, 25Z5	456
1462D Compact	39.95	530-1340 5750-15,800	AC-DC	9 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6A7, 6K7 , 75, 43, 25Z5, 6C5	456

† And up to 2,000 méters. *B Eliminator Included.



Fairbanks-Morse Home Appliances, Inc. 430 South Green St., Chicago, Ill. (Fairbanks-Morse)

4015 Table	\$24.95	540-1720	AC	14 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6C6, 6C6, 41, 80	456
5619 Table	34.95	540-1750 2350-7500	AC	15 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
5416 Table	44.95	540-1720 2400-2500	AC	15 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
6317 Table	54.95	540-18,200 5600-18,000	AC	17 x13 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6D6, 6A7, 6D6, 75, 42, 80	456
8218 Table	79.50	140-360 540-18,200	AC	20 $\frac{1}{2}$ x14 $\frac{1}{2}$ x12 $\frac{1}{2}$	6D6, 6A7, 6D6, 6D6, 85, 42, 42, 80	456
4115-B Table	29.95	540-1720	2DC	14 $\frac{1}{2}$ x10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	1C6, 34, 32, 33	456
6416-B Table	49.95	540-1720 2400-2500	2DC	15 $\frac{1}{2}$ x12 $\frac{1}{2}$ x 9 $\frac{1}{2}$	1C6, 34, 34, 1B5, 30, 19	456
5645 A Console	49.95	5600-16,500 540-1750 2350-7500	AC	37 x22 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
5445 Console	59.95	540-1720 2400-2500	AC	37 x22 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
6346 Console	77.50	5600-18,200 540-18,200	AC	38 x22 $\frac{1}{2}$ x12 $\frac{1}{2}$	6D6, 6A7, 6D6, 75, 42, 80	456
8247 Console	99.50	140-360 540-18,200	AC	39 x23 x13 $\frac{1}{2}$	6D6, 6A7, 6D6, 6D6, 85, 42, 42, 80	456
8248 Console	112.50	140-360 540-18,200	AC	40 x25 $\frac{1}{2}$ x13 $\frac{1}{2}$	6D6, 6A7, 6D6, 6D6, 85, 42, 42, 80	456
10049 Console	150.00	140-360 540-18,200	AC	41 x25 $\frac{1}{2}$ x13 $\frac{1}{2}$	6D6, 6A7, 6D6, 6D6, 76, 76, 42, 2A3, 2A3, 5Z3	456
10050 Console	175.00	140-360 540-18,200	AC	42 $\frac{1}{2}$ x27 x15 $\frac{1}{2}$	6D6, 6A7, 6D6, 6D6, 76, 76, 42, 2A3, 2A3, 5Z3	456
6445-B Console	69.95	540-1720 2400-2500	2DC	37 x22 $\frac{1}{2}$ x13 $\frac{1}{2}$	1C6, 34, 34, 1B5, 30, 19	456
64 Auto.	49.95	5600-16,500 540-1600	†6DC	7 x 9 x 7 $\frac{1}{2}$	6D6, 6A7, 6D6, 75, 42, 84	177.5
C6 Auto.	42.95	540-1600	†6DC	7 x 9 x 7	6D6, 6A7, 6D6, 75, 42, 84	177.5

† B Eliminator Included.

Freed Mfg. Co., Inc., 127 W. 17th St., New York, N. Y. (Freed-Eisemann)

A-342 Compact	550-155	AC-DC	7x10 $\frac{1}{2}$ x 6	†6C6, 6D6, 43, 25Z5	T.R.F.
E-341 Compact	550-1550	AC-DC	7x10 $\frac{1}{2}$ x 6	†6C6, 6D6, 43, 25Z5	T.R.F.
G-351-P Compact	*550-3500	AC-DC	7x10 $\frac{1}{2}$ x 6	†6C6, 6D6, 43, 25Z5, 50X3	T.R.F.
H-357-P Compact	550-3500	AC-DC	7x10 $\frac{1}{2}$ x 6	†6A7, 6D6, 76, 43, 25Z5	456
H-357-L Compact	550-3500	AC-DC	7x10 $\frac{1}{2}$ x 6	†6A7, 6D6, 75, 43, 25Z5	456
R-369S Table	* 550-1500 5500-15,700	AC-DC	15x11 x 8	†6A7, 6D6, 75, 76, 43, 25Z5	456
Q-358S Table	550-1500 5500-15,700	AC-DC	10x12 x 7	†6A7, 6D6, 75, 76, 43, 25Z5	456
T-368P Table	*550-3500	AC-DC	10x11 $\frac{1}{2}$ x 7	†6A7, 6D6, 75, 76, 43, 25Z5	456
T-367S Table	550-1500 5500-15,700	AC	10x11 $\frac{1}{2}$ x 7	†6A7, 6D6, 75, 76, 42, 80	456
U-363 Table	* 550-3500 5500-20,000	AC	15x11 x 8	†6A7, 6D6, 6D6, 75, 42, 80	456
V-360 Table	550-3500 5500-20,000	AC	17x13 x 9 $\frac{1}{2}$	†6D6, 6D6, 6A7, 75, 42, 80	456
W-380 Table	* 550-3500 5500-20,000	AC-DC	19x15 x11	†6D6, 6D6, 6A7, 75, 43, 43, 25Z5, 12Z3	456
W-382 Table	550-3500 5500-20,000	AC	19x15 x11	†6D6, 6D6, 6A7, 75, 42, 42, 80, 80	456
C-310AC Chassis	550-3500 5500-20,000	†AC	18x10	†6D6, 6D6, 6A7, 75, 76, 76, 42, 42, 80, 80	456

† AC sets available with metal tubes. AC-DC Models available with metal and glass tubes. § On application.

‡ Also made for AC & DC. * Also made with Long Wave Band (1000 to 2000 meters) for Export.

Galvin Mfg. Corp., 847 W. Harrison St., Chicago, Ill. (Motorola)

57 Auto.	\$37.50	530-1560	*6DC	7 $\frac{1}{2}$ x7 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 78, 75, 41, 6Z4	456
75 Auto.	47.50	530-1560	*6DC	8 $\frac{1}{2}$ x7 $\frac{1}{2}$ x8 $\frac{1}{2}$	78, 77, 78, 75, 41, 6Z4	262
100 Auto.	64.50	530-1560	*6DC	6 $\frac{1}{2}$ x8 $\frac{1}{2}$ x9 $\frac{1}{2}$	78, 77, 78, 85, 37, 6A4, 6A4, 6Z4	262

* B Eliminator Included.

Garod Radio Corp., 34 East 12th St., New York, N. Y. (Garod)

*26 Console "C"	\$74.50	550-4000 5700-16,000	AC	6A8, 6K7, 6H6, 6F5, 6F6, 80	456
*26 Table	53.50	550-4000 5700-16,000	AC	16 x12 $\frac{1}{2}$ x 8	6A8, 6K7, 6H6, 6F5, 6F6, 80	456
*49 Table	84.50	145-345 540-18,000	AC	6K7, 6K7, 6A8, 6H6, 6C5, 6C5 , 45, 45, 80	456

Continued on next page

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Garod Radio Corp. (Continued)

*512A Table	\$115.00	145-345 540-1600 5200-36,000	AC	21 x15 x18½	6K7, 6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6C5, 6K7, 45, 45, 5Z3	456
*512A Console "B"	149.50	145-345 540-1600 5200-36,000	AC	6K7, 6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6C5, 6K7, 45, 45, 5Z3	456
M33 Compact	48.50	550-4000 5700-16,000	AC-DC	12½x10 x 7½	6A7, 6K7, 6H6, 6F5, 43, 25Z5, 340A	456
M33LW Compact	53.50	140-340 550-1600 5700-16,000	AC-DC	12½x10 x 7½	6A7, 6K7, 6H6, 6F5, 43, 25Z5, 340A	456
*M32 Table	55.00	550-4000 5700-16,000	AC-DC	6A7, 6K7, 6H6, 6F5, 43, 25Z5, 25Z5	456
*M32 Console C	69.50	550-4000 5700-16,000	AC-DC	38½x23½x12	6A7, 6K7, 6H6, 6F5, 43, 25Z5, 25Z5	456
*104 Table	75.00	145-345 540-18,000	AC-DC	6K7, 6K7, 6K7, 6A7, 6H6, 6C5, 43, 43, 25Z5, 25Z5	456
*311 Chassis and Speaker	79.50	540-3600 5600-19,500	AC-DC	6K7, 6K7, 6A7, 6H6, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*311 Console B	109.50	540-3600 5600-19,500	AC-DC	6K7, 6K7, 6A7, 6H6, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*311LW Chassis and Speaker	84.50	140-340 540-1550 5600-19,500	AC-DC	6K7, 6K7, 6A7, 6H6, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*311LW Console B	114.50	140-340 540-1550 5600-19,500	AC-DC	6K7, 6K7, 6A7, 6H6, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*514 Table	115.00	145-345 540-1600 5200-36,000	AC-DC	21 x15 x18½	6K7, 6K7, 6K7, 6K7, 6A7, 6H6, 6C5, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*514 Console B	149.50	145-345 540-1600 5200-36,000	AC-DC	6K7, 6K7, 6K7, 6K7, 6A7, 6H6, 6C5, 6C5, 43, 43, 43, 43, 25Z5, 25Z5	456
*520 Chassis and Speaker	195.00	145-345 540-1600 5200-36,000	AC	6K7, 6K7, 6K7, 6K7, 6A7, 6H6, 6C5, 6C5, 6C5, 5Z3, 76, 6C5, 6C5, 6H6, 6H6, 6A8, 45, 45, 45, 45, 5Z3	456
*520 Console B	225.00	145-345 540-1600 5200-36,000	AC	6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 5Z3, 76, 6C5, 6C5, 6H6, 6H6, 6A8, 45, 45, 45, 45, 5Z3	456
*8 Table	74.50	145-345 540-18,000	2DC	21 x15 x18½	34, 34, 34, 1C6, 1B5, 30, 30, 30
*8 Console B	94.50	145-345 540-18,000	2DC	34, 34, 34, 1C6, 1B5, 30, 30, 30

*All chassis, excepting M33 and M33LW are available in Radio-phonograph combinations.

General Electric Co., Bridgeport, Conn. (G. E.)

A-53 Table	\$34.50	540-1600 2400-6800	AC	6A8, 6K7, 6J7, 6F6, 5Z4
A-63 Table	47.50	540-1600 5400-16,000	AC	6A8, 6K7, 6H6, 6C5, 6F6, 5Z4
A-65 Console	64.50	540-1600	AC	38½x21x12½	6A8, 6K7, 6H6, 6C5, 6F6, 5Z4
A-70 Table	74.50	540-19,500	AC	6A8, 6K7, 6K7, 6H6, 6C5, 6F6, 5Z4
A-75 Console	100.00	540-19,500	AC	6A8, 6K7, 6K7, 6H6, 6C5, 6F6, 5Z4
A-82 Table	94.50	140-410 540-19,500	AC	6A8, 6K7, 6K7, 6H6, 6C5, 6F6, 6F6, 5Z4
A-87 Console	125.00	140-410 540-19,500	AC	6A8, 6K7, 6K7, 6H6, 6C5, 6F6, 6F6, 5Z4
A-125 Console	185.00	140-410 540-19,500	AC	41½x26 x13½	6K7, 6L7, 6C5, 6K7, 6K7, 6H6, 6H6, 6C5, 6F6, 6F6, 6F6, 6F6, 5Z4



General Household Utilities Corp., 2650 N. Crawford Ave., Chicago, Ill. (Grunor)

1241 Console	\$167.50	150-410 545-18,000	AC	*42 x28 x15	6A8, 6F5, 6H6, 5Z4, 6C5, 6C5, 6K7, 6K7, 6K7, 6F6, 6F6, 6F6	465
1171 Console	137.50	150-410 545-18,000	AC	*42 x26½x13½	6A8, 6F5, 5Z4, 6H6, 6H6, 6H6, 6C5, 6C5, 6K7, 6K7, 6K7	465
871 Console	99.50	140-410 545-18,000	AC	*40 x25½x12½	6A8, 5Z4, 6C5, 6H6, 6K7, 6K7, 6F6, 6F6	465
761 Console	87.50	140-410 545-18,000	AC	*39½x24½x11½	6A7, 85, 80, 6D6, 6D6, 42, 42	465
681 Console	69.50	545-18,000	AC	39 x23½x12	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	465
641 Console	59.95	545-18,000	AC	37½x23½x12	6A7, 75, 80, 42, 6D6, 6D6	465
640 Table	49.95	545-18,000	AC	18½x13½x9½	6A7, 75, 80, 42, 6D6, 6D6	465
581 Table	49.95	545-18,000	AC	37½x23½x12	6A7, 75, 6D6, 80, 42	465
580 Table	39.95	545-18,000	AC	18½x13½x9½	6A7, 75, 6D6, 80, 42	465
520 Table	29.95	545-1720	AC-DC	8 x11½x6½	6F7, 78, 75, 43, 25Z5	465
470 Table	22.50	545-1720	AC	13½x10½x7½	6A7, 6F7, 41, 80	465
621 Console	79.50	545-18,000	†Bat.	39 x23½x12	1C6, 32, 19, 34, 30, 30	465
721 Console	59.50	545-18,000	Bat.	37½x23½x12	1C6, 32, 34, 19, 6-1, 30, 30	465
620 Table	59.50	545-18,000	†Bat.	18½x13½x9½	1C6, 32, 19, 34, 30, 30	465
720 Table	49.50	545-18,000	Bat.	21 x17½x13½	1C6, 32, 19, 34, 30, 30	465

† B Eliminator Included. * Depth slightly less at top.

Gilfillan Bros., Inc., 1815 Venice Blvd., Los Angeles, Calif. (Gilfillan)

42A Table	\$18.70	550-1712	AC	7½x10½x 5½	77, 78, 80, 42
43A Table	24.50	550-1712	AC	7½x12½x 6½	2A5, 57, 80, 58
52A Table	36.50	550-1712	AC	7½x 9½x 5½	77, 77, 78, 42, 80	465
53A Table	36.50	550-1712	AC-DC	7½x 9½x 5½	77, 77, 78, 42, 25Z5	465
54A Table	27.50	550-1712	AC	8½x10½x 7½	77, 77, 78, 42, 80	465
55A Table	27.50	550-1712	AC-DC	8½x10½x 7½	77, 77, 78, 42, 25Z5	465
62B Table	37.50	550-4000	AC	10 x14½x 7½	6K7, 6J7, 5Z4, 6F5, 6F6, 6H6	175
62X Table	40.50	550-4000	AC	10 x14½x 7½	6K7, 6J7, 5Z4, 6F5, 6F6, 6H6	175
63B Table	45.00	550-18,000	AC	14½x11½x 8½	*6A6, 6F6, 5Z4, 6H6, 6K7, 6F5	460
63X Table	49.50	550-18,000	AC	14½x11½x 8½	6A6, 6F6, 5Z4, 6H6, 6K7, 6F5	460
76A Table	53.00	550-1712 5400-18,000	2DC	18½x15½x 9½	1C6, 34, 34, 30, 30, 32, 19	460
77A Table	70.50	550-1712 5400-18,000	2DC	25½x39 x13½	1C6, 34, 34, 30, 30, 32, 19	460
78B Console	74.00	550-1800	AC	23 x39½x11½	*5Z4, 6A8, 6K7, 6K7, 6H6, 6F6, 6F5	460
78X Console	78.00	550-1800	AC	23 x39½x11½	5Z4, 6A8, 6K7, 6K7, 6H6, 6F6, 6F5	460
96B Table	71.00	550-18,000	AC	18½x15½x 9½	*5Z4, 6H6, 6F6, 6F6, 6C5, 6C5, 6K7, 6K7, 6A8	460
96X Table	78.00	550-18,000	AC	18½x15½x 9½	5Z4, 6H6, 6F6, 6F6, 6C5, 6C5, 6K7, 6K7, 6A8	460

Continued on page 36

America's Finest Auto Radio

Motorola

specifies quality parts only for its Model "57"

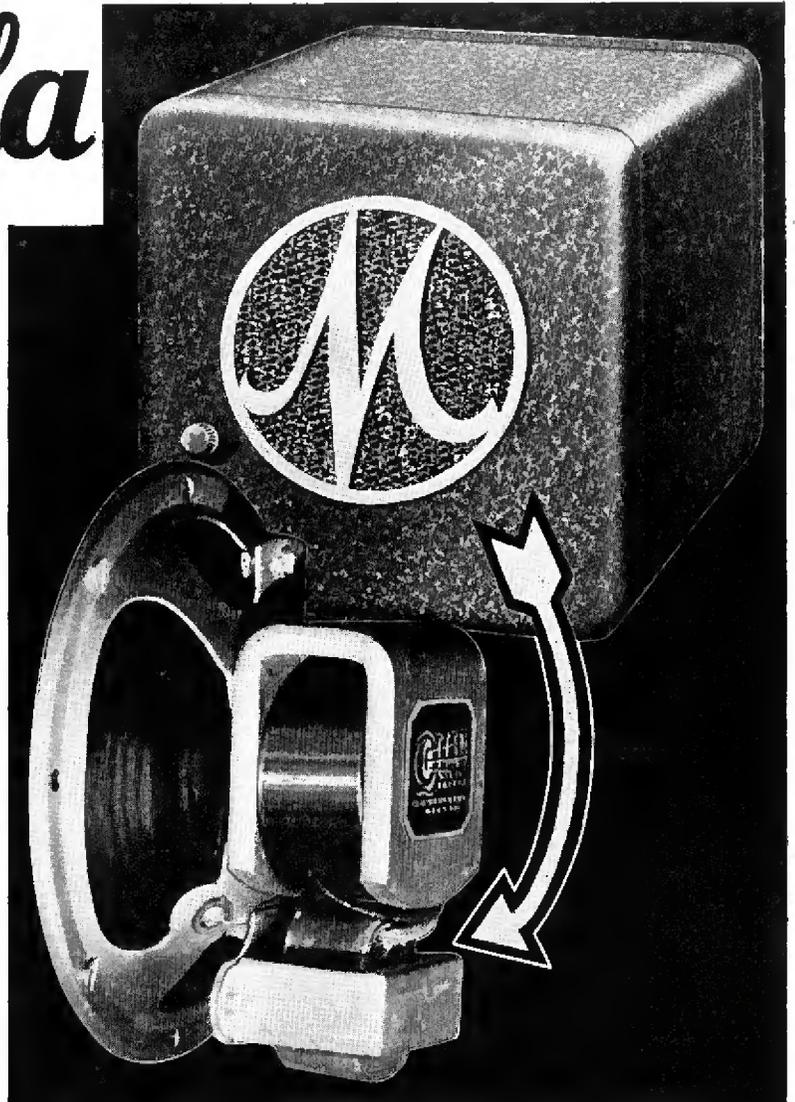
This compact all-in-one super power auto radio is CUSTOM BUILT to install in every make car and perfectly fit and match the instrument panel.

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Motorola's exclusive "Magic Eliminode" does away with spark plug suppressors, and insures interference-free radio reception without impairing engine efficiency.

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Any receiver built to be "America's Finest Auto Radio" must of necessity have a mellow clear tone comparable to fine home sets. For that reason the new *supersensitive* Quam Dynamic with the permanently *armored* field coil was chosen for the Motorola "57." Just listen to it!



QUAM
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1623 West 74th Street
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"AMERICA'S LARGEST SPEAKER MANUFACTURER"

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Giffillan Bros., Inc. (Continued)

97B Console	\$115.50	550-18,000	AC	39 x 25 1/2 x 13 1/2	*5Z4, 6H6, 6F6, 6F6, 6C5, 6C5, 6K7, 6K7, 6A8	460
97X Console	122.50	550-18,000	AC	39 x 25 1/2 x 13 1/2	5Z4, 6H6, 6F6, 6F6, 6C5, 6C5, 6K7, 6K7, 6A8	460
116B Table	92.00	550-18,000	AC	20 1/2 x 15 1/2 x 12 1/2	*5Z4, 6F6, 6F6, 6A8, 6H6, 6K7, 6K7, 6C5, 6C5, 6C5	460
116X Table	100.00	550-18,000	AC	20 1/2 x 15 1/2 x 12 1/2	5Z4, 6F6, 6F6, 6A8, 6H6, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5	460
117B Console	150.00	550-18,000	AC	40 x 23 1/2 x 18	*5Z4, 6F6, 6F6, 6A8, 6H6, 6K7, 6K7, 6C5, 6C5, 6C5	460
117X Console	165.00	550-18,000	AC	40 x 23 1/2 x 18	5Z4, 6F6, 6F6, 6A8, 6H6, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5	460
8A Auto.	67.50	550-1753	DC	9 1/2 x 6 1/2 x 10	77, 85, 84, 78, 78, 41, 41, 76	262

* MG Metaglas Types.

Hallcrafters, Inc., 3001 Southport Ave., Chicago, Ill. (Skyrider)

Super-seven Table	\$49.50	540-18,000	AC	10 1/2 x 21 1/2 x 9 1/2	78, 6A7, 78, 75, 42, 78, 80	465
Super Skyrider	79.50	540-41,000	AC	10 x 19 1/2 x 10	6K7, 6L7, 6C5, 6K7, 6H6, 6K7, 6F5, 6F6, 5Z4	465

Halson Radio Mfg. Corp., 120 E. 16th St., New York, N. Y. (Halson)

4M Compact	\$9.95	545-1580	AC-DC	8 x 10 x 6	36, 37, 38, 39	456
MG5 Compact	14.95	545-1580	AC-DC	8 1/2 x 10 1/2 x 6 1/2	6K7, 6J7, 45MG, 25Z5MG, 55A1	456
50M Compact	19.95	545-4000	AC-DC	11 1/2 x 10 x 7 1/2	6A7, 6K7, 75, 43, 25Z5	456
AW6 Midget	29.50	545-18,750	AC-DC	11 1/2 x 14 1/2 x 8 1/2	6A8, 6K7, 6J7, 6F6, 5Z4	456
MA53 Midget	29.50	545-18,750	AC	11 1/2 x 15 x 8	6A8, 6K7, 6J7, 6F6, 5Z4	456
MA63 Midget	34.95	545-18,750	AC	12 1/2 x 16 1/2 x 8 1/2	6A8, 6K7, 686, 6J7, 6F6, 5Z4	456
CM5 Console	34.95	545-18,750	AC	19 1/2 x 37 x 9 1/2	6A8, 6K7, 6J7, 6F6, 5Z4	456
CA5 Console	34.95	545-18,750	AC-DC	19 1/2 x 37 x 9 1/2	6A7, 6D6, 6C6, 76, 43, 25Z5	456
18M Midget	59.50	545-18,750	AC	15 1/2 x 20 x 10 1/2	6K7, 6A8, 6K7, 686, 6F5, 6F6, 5Z4, 6F6	456
MA8 Midget	59.50	545-18,750	AC-DC	15 1/2 x 20 x 10 1/2	6A7, 43, 43, 12Z3, 12Z3, 6C6, 6D6, 76	456
CM8 Console	69.50	545-18,750	AC	22 1/2 x 41 x 14	6K7, 6A8, 6K7, 6H6, 6F5, 6F6, 6F6, 5Z4	456
CA8 Console	69.50	545-18,750	AC-DC	22 1/2 x 41 x 14	6A7, 43, 43, 12Z3, 12Z3, 6C6, 6D6, 76	456



Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York, N. Y. (Hammarlund)

Comet Pro-Standard	*\$162.00	1200-20,000	AC	9 1/2 x 20 1/2 x 12	57, 58, 58, 58, 57, 58, 2A5, 80	465
Super Pro-Standard	* 330.00	540-20,000	AC	10 1/2 x 18 x 14 1/2	6D6, 6D6, 6C6, 6A7, 6D6, 6D6, 6D6, 6B7, 6C6, 6B7, 76, 42, 42, 42, 5Z3, 1-V	465
Super Pro-Standard-Rack Type	* 367.50	540-20,000	AC	10 1/2 x 19 x 14 1/2	6D6, 6D6, 6C6, 6A7, 6D6, 6D6, 6D6, 6B7, 6C6, 6B7, 76, 42, 42, 42, 5Z3, 1-V	465

* Crystal Filter \$30 extra.

Howard Radio Co., 1731 Belmont Ave., Chicago, Ill. (Howard)

47-U Table	\$17.95	*540-1700	AC-DC	9 1/2 x 10 1/2 x 7 1/2	6D6, 6C6, 43, 25Z5
57-UA-S.W. Table	29.95	*540-4000	AC-DC	8 1/2 x 11 1/2 x 6 1/2	6A7, 6D6, 75, 43, 25Z5
67-T Table	44.95	*540-16,000	AC	16 x 12 1/2 x 8 1/2	6D6, 6A7, 6D6, 75, 42, 80
67-C Console	59.95	*540-16,000	AC	36" High	6D6, 6A7, 6D6, 75, 42, 80
77-T Table	64.50	*540-18,000	AC	18 1/2 x 15 x 9 1/2	6K7, 6A8, 6K7, 6H6, 6F6, 6F5, 5Z4
99-C Console	124.50	*550-18,000	AC	6K7, 6A8, 6K7, 686, 6K7, 6F6, 6F5, 6F6, 5Z4
Grand-Console	295.00	{ 150-350 550-18,000 }	AC	41 x 25 x 14 1/2	78, 78, 78, 78, 78, 78, 76, 76, 76, 85, 6C6, 80, 42, 42, 42, 42, 5Z3, 84
77-C Console	79.50	*540-18,000	AC	37 x 20 1/2 x 11 1/2	6K7, 6A8, 6K7, 6H6, 6F6, 5Z4, 6F5

* Longwave range optional.

International Radio Corp., Ann Arbor, Mich. (Kadette)

Jewel 41	\$13.50	550-1600	AC-DC	† 5 1/2 x 7 1/2 x 3 3/4	6C6, 6C6, 12A7	T.R.F.
Jewel 43	16.50	550-1600	AC-DC	† 5 1/2 x 7 1/2 x 3	6C6, 6C6, 12A7	T.R.F.
Jewel 44	16.50	550-1600	AC-DC	† 5 1/2 x 7 1/2 x 3	6C6, 6C6, 12A7	T.R.F.
Jewel 47	16.50	550-1600	AC-DC	† 5 1/2 x 7 1/2 x 3	6C6, 6C6, 12A7	T.R.F.
Jewel 48	16.50	550-1600	AC-DC	† 5 1/2 x 7 1/2 x 3	6C6, 6C6, 12A7	T.R.F.
26	22.50	550-1600	AC	9 1/2 x 12 1/2 x 6	6C6, 6C6, 12A7	T.R.F.
52	29.95	{ 550-1600 6000-18,650 }	AC	14 1/2 x 11 x 7 1/2	*6J7, 6J7, 6F6, 5Z4
53	37.50	545-23,000	AC	16 1/2 x 12 1/2 x 8 1/2	6A8, 6K7, 6J7, 6F6, 5Z4	456
61	39.95	545-23,000	AC-DC	17 1/2 x 13 1/2 x 9	6A8, 6K7, 6J7, 25Z5, 165R8, 43	456
120	49.50	545-23,000	AC	13 1/2 x 21 x 10 1/2	6K7, 6A8, 6K7, 6H6, 6C5, 6F6, 5Z4	456
1200	69.50	545-23,000	AC	38 x 21 1/2 x 10 1/2	6K7, 6A8, 6K7, 6H6, 6C5, 6F6, 5Z4	456
72	32.50	540-6800	2DC	18 x 12 1/2 x 10	† 6C6, 34, 25S, 30, 19	456

* Metal or Glass Tubes interchangeable. † Moulded Cases. ‡ Also voltage regulator.

Karadio Corp., 50 11th Ave. N. E., Minneapolis, Minn. (Karadio)

180 Auto.	\$59.50	Broadcast	*6DC	78, 78, 6A7, 75, 84, 41, 6A6	175
160 Auto.	49.50	Broadcast	*6DC	78, 78, 6A7, 75, 84, 41	175
150 Auto.	39.50	Broadcast	*6DC	6A7, 6D6, 75, 41, 84	456
Sheriff's Auto.	54.50	{ Broadcast & 1500-2400 }	*6DC	77, 78, 78, 75, 41, 41	456
Police Auto.	54.50	To Specifications	*6DC	77, 78, 78, 75, 41	T.R.F.

* B Eliminator Included.

Kingston Radio Co., Inc., Kokomo, Ind. (Kingston)

55 Table	\$19.95	550-1715	AC-DC	Five (Glass)
610A Table	37.95	540-1765	AC	Six (Glass)
600B Console	49.95	540-1765	AC	Six (Glass)
500A Table	34.95	{ 540-1590 6000-16,700 }	AC	Five (Glass)
700A Table	54.95	{ 540-1590 6000-16,700 }	AC	Seven (Glass)
700B Console	64.95	{ 540-1590 6000-16,700 }	AC	Seven (Glass)

Lang Radio Corp., 3611-14th Ave., Brooklyn, N. Y. (Lang)

60UP Table	*\$13.50	540-4500	AC-DC	9 1/2 x 10 1/2 x 6 1/2	6A7, 6D6, 76, 43, 25Z5, R130	470
60PC Table	*\$39.95	{ 540-4500 540-1560 }	AC-DC	16 x 11 x 8	6A7, 6D6, 76, 43, 25Z5, R130	470
80NA Table	*\$31.50	{ 1600-4500 5570-16,000 }	AC-DC	22 x 12 x 9	43, 43, 25Z5, 12Z3, 6D6, 6D6, 6A7, 75	470

* Dealers Cost.

Lehman Radio Salon, Inc., 1013 Madison Ave., New York, N. Y. (Port-O-Matic)

12 Auto. Port.-Comb.	\$165.00	{ 146-340 518-1525 }	AC-DC	9 x 15 1/2 x 23	6C6, 6C6, 12Z3, 12Z3, 43, 6D6	115
12A Auto. Port.-Comb.	149.50	535-1650	AC-DC	9 x 15 1/2 x 23	6C6, 6C6, 12Z3, 12Z3, 43, 6D6	175
10 Auto. Port.-Comb.	139.50	535-1650	AC-DC	9 x 15 x 20	6C6, 6C6, 25Z5, 43, 6D6	175

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
Lincoln Radio Corp., 154 E. Erie St., Chicago, Ill. (<i>Lincoln Symphonic</i>)						
Wagner	\$275.00	150-18,000	AC	40x15½x26	{ 78, 78, 78, 76, 78, 78, 78, 85, 76, 6C6, 78, 80, 56, 56, 45, 45, 45, 45, 5Z3, 80	456
L'Tatro Products Corp., Decorah, Iowa. (<i>Tatro</i>)						
S6636 Console	545-3800 5800-18,000	*6DC	38 x22 x11½	15, 15, 6A7, 75, 30, 19
R5636 Console	545-3800 5800-18,000	*6DC	37½x15½x 9½	6A7, 15, 15S, 75, 33
Q5636 Table	545-3800 5800-18,000	*6DC	6A7, 15, 15S, 75, 33
P4626 Console	545-1740 5800-18,000	*6DC	37½x20½x12½	6A7, 15, 75, 33
O4626 Table	545-1740 5800-18,000	*6DC	6A7, 15, 75, 33
M4616 Table	540-1740	*6DC	17 x14½x10	15, 75, 33, 15, 15
Y6236 Console	545-3800 5800-18,000	*32DC	6A7, 78, 78, 75, 12A5, 25Y5
X6236 Console	545-3800 5800-18,000	*32DC	37½x15½x 9½	6A7, 78, 78, 75, 12A5, 25Y5
W6236 Table	545-3800 5800-18,000	*32DC	21 x15½x10½	6A7, 78, 78, 75, 12A5, 25Y5
V5226 Console	540-1740 5800-18,000	*32DC	32½x20½x12½	6A7, 78, 38, 84, 75
U5226 Table	540-1740	*32DC	18 x13½x 9½	6A7, 78, 38, 84, 75
T6216 Table	550-3800	*32DC	18½x18½x10½	78, 78, 6A7, 75, 38, 84
* B Eliminator Included.						
McMurdo Silver Corp., 3354 N. Paulina St., Chicago, Ill. (<i>Masterpiece</i>)						
Masterpiece III Chassis	†\$189.25	140-410 530-32,000	AC	{ 9½x20x12½ 7 x20x 5½	6D6, 6D6, 6D6, 6D6, 6D6, 6D6, 76, 76, 76, 85, 6B7, 42, 42, 42, 42, 42, 5Z3, 5Z3	465
Masterpiece IVA	† 149.50	140-410 530-32,000	AC	{ 9½x20x12½ 7 x10x 6	6D6, 6D6, 6D6, 6D6, 6D6, 6D6, 76, 76, 76, 85, 6B7, 6B5, 6B5, 5Z3	465
5D Chassis	*†109.80	†1700-33,000	AC	9½x17x12½	6D6, 6D6, 6D6, 6D6, 6D6, 6D6, 76, 76, 76, 85, 6B7, 42, 42, 42, 42, 5Z3, 5Z3	465
† Has crystal filter. * \$89.95 in Kit Form. † Cabinets from \$17.50 to \$120 extra. § Tuner. ° Amp.						
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio. (<i>Midwest</i>)						
AA18 Console	\$87.50	125-67,000	AC	39½x23½x12½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
BB18 Console	89.95	125-67,000	AC	41½x23½x12½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
CC18 Console	97.50	125-67,000	AC	44½x25 x17½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
DD18 Console	106.50	125-67,000	AC	47 x27½x16	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
EE18 Console	129.50	125-67,000	AC	44½x20½x31½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
FF Phono. Comb.	159.50	125-67,000	AC	44½x20½x31½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
MM11 Console	57.50	124-33,400	AC	39½x23½x12½	*6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6F6, 6F6, 6H6, 5Z4	456
GG11 Table	52.85	124-33,400	AC	22½x11½x11½	*6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6F6, 6F6, 6H6, 5Z4	456
H117 Table	29.95	124-33,400	AC	19½x13½x 8½	*6K7, 6K7, 6K7, 6C5, 85, 42, 80	456
SS7 Console	39.50	124-33,400	AC	39½x23½x12½	*6K7, 6K7, 6K7, 6C5, 85, 42, 80	456
RT18 Chassis	77.45	125-67,000	AC	20 x12 x 8½	*6F6, 6F6, 6F6, 6F6, 6F6, 6K7, 6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 5Z4, 5Z4, 6H6, 6H6	456
RT11 Chassis	47.85	124-33,400	AC	18 x10½x 8½	*6K7, 6K7, 6K7, 6K7, 6C5, 6C5, 6C5, 6F6, 6F6, 6H6, 5Z4	456
* Metal or Glass Equivalent.						
Noblitt-Sparks Industries, Columbus, Ind. (<i>Arvin</i>)						
41 Table	\$19.95	540-1750	AC	13½x10½x 8½	6A7, 6F7, 41, 80	456
51 Table	32.95	540-1750 5500-18,000	AC	14½x12 x 8½	6A7, 6D6, 75, 41, 80	456
61 Table	49.95	550-18,000	AC	21½x15½x10½	6D6, 6A7, 6D6, 75, 42, 80	456
61M Table	57.95	550-18,000	AC	*21½x15½x10½	6K7, 6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	456
62 Console	59.50	550-18,000	AC	36½x20½x12	6D6, 6A7, 6D6, 75, 42, 80	456
62M Console	67.50	550-18,000	AC	*36½x20½x12	6K7, 6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	456
81 Console	89.50	550-18,000	AC	40½x22½x12	6D6, 6A7, 6D6, 6B7, 76, 6B5, 6B5, 80	456
81M Console	99.50	550-18,000	AC	*40½x22½x12	6K7, 6A8, 6K7, 6H6, 6K7, 6C5, 6B5M, 6B5M, 5Z4	456
7 Auto	37.95	550-1500	*6DC	8½x8½x6½	6A7, 6B7, 6F7, 41, 84	175
17 Auto.	44.95	550-1600	*6DC	8½x8½x6½	78, 78, 6A7, 75, 41, 84	175
17A Auto (Ford)	44.95	550-1600	*6DC	18½x8½x6½	78, 78, 6A7, 75, 41, 84	175
17B Auto. (Olds., Pont., Chev.)	45.95	550-1600	*6DC	18½x8½x6½	78, 78, 6A7, 75, 41, 84	175
17C Auto. (Chrysler)	45.95	550-1600	*6DC	18½x8½x6½	78, 78, 6A7, 75, 41, 84	175
27 Auto.	54.95	550-1600	*6DC	8½x8½x6½	78, 78, 6A7, 75, 41, 84	175
37 Auto.	64.95	550-1600	*6DC	8½x8½x6½	78, 6A7, 6B7, 76, 76, 41, 41, 84	175
* B Eliminator Included. † Overhead Speaker.						
Patterson Radio Co., 1320 So. Los Angeles St., Los Angeles, Calif. (<i>Patterson</i>)						
*86AW Chassis	\$59.50	550-20,000	AC	7½x16 x 9½	5Z3, 42, 42, 42, 6A6, 6D6, 6D6, 6B7, 6A7	458
186AW Table	64.50	550-20,000	AC	14 x18 x10½	5Z3, 42, 42, 6A6, 6D6, 6D6, 6B7, 6A7	458
286AW Console	84.50	550-20,000	AC	40½x23½x12	5Z3, 42, 42, 6A6, 6D6, 6D6, 6B7, 6A7	458
386AW Phono.-Comb.	134.50	550-20,000	AC	40 x23½x13	5Z3, 42, 42, 6A6, 6D6, 6D6, 6B7, 6A7	458
*106AW Chassis	74.50	550-20,000	AC	7½x16 x 9½	5Z3, 42, 42, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 6A7	458
1106AW Table	79.50	550-20,000	AC	14 x18 x10½	5Z3, 42, 42, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 6A7	458
2106AW Console	99.50	550-20,000	AC	40½x23½x12	5Z3, 42, 42, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 6A7	458
3106AW Phono.-Comb.	149.50	550-20,000	AC	40 x23½x13	5Z3, 42, 42, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 6A7	458
*126AW Chassis	84.50	550-20,000	AC	7½x16 x 9½	5Z3, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 76, 6A7, 6A3, 6A3	458
1126AW Table	89.50	550-20,000	AC	14 x18 x10½	5Z3, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 76, 6A7, 6A3, 6A3	458
2126AW Console	109.50	550-20,000	AC	40½x23½x12	5Z3, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 76, 6A7, 6A3, 6A3	458
3126AW Phono.-Comb.	159.50	550-20,000	AC	40 x23½x13	5Z3, 6A6, 6D6, 6D6, 6D6, 6C6, 76, 76, 6A7, 6A3, 6A3	458
*PR16-CTS. Chassis	139.50	550-39,000	AC	10 x17½x13	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
*PR16-CTS.C Chassis	149.50	550-39,000	AC	10 x17½x13	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458

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MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Patterson Radio Co. (Continued)						
PR16 Table	\$149.50	550-39,000	AC	11½x19½x13½	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
PR16-C Table	159.50	550-39,000	AC	11½x19½x13½	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
PR16-K Console	199.50	550-39,000	AC	40 x23½x12	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
PR16-CK Console	209.50	550-39,000	AC	40 x23½x12	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
PR16-KP Phono.-Comb.	259.50	550-39,000	AC	40 x23½x13	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458
PR16-CKP Phono.-Comb.	269.50	550-39,000	AC	40 x23½x13	6F7, 5Z3, 6A6, 6D6, 6D6, 6D6, 6D6, 6D6, 6C6, 6C6, 6C6, 76, 76, 76, 6A3, 6A3	458

* Tubes & Speaker included.

Philco Radio & Television Corp., Philadelphia, Pa. (Philco)

38B Table	\$49.95	540-4000	2DC	16½x12½x 8½	1A6, 32, 32, 30, 19	460
38F Console	65.00	540-4000	2DC	37½x22½x10½	1A6, 32, 32, 30, 19	460
38AF Console	540-4000	2DC	37½x22½x10½	1A6, 32, 32, 30, 19	460
54C Compact	29.95	540-1600	AC-DC	8½x11½x 5½	25Z5, 43, 75, 6A7, 78	460
54S Compact	35.00	540-1600	AC-DC	8½x12½x 5½	25Z5, 43, 75, 6A7, 78	460
59C Compact	25.00	540-1700	AC	8½x11½x 5½	77, 77, 42, 80	460
59S Compact	29.95	540-1700	AC	8½x12½x 5½	77, 77, 42, 80	460
60B Table	29.95	530-4000	AC	16½x12½x 8½	6A7, 78, 75, 42, 80	460
60F Console	42.50	530-4000	AC	37½x22½x10½	6A7, 78, 75, 42, 80	460
84B Table	20.00	540-1720	AC	14½x11½x 8	77, 77, 42, 80	460
89B Table	39.50	540-3500	AC	16½x13½x 9½	77, 44, 44, 75, 42, 80	260
89F Console	50.00	540-3500	AC	38 x23½x11	77, 44, 44, 75, 42, 80	260
116B Table	97.50	150-22,000	AC	23½x16½x12½	5Z3, 6A3, 6A3, 37, 42, 76, 77, 78, 78, 78	460
116X Console	175.00	150-22,000	AC	42½x26½x13½	5Z3, 6A3, 6A3, 37, 42, 76, 77, 77, 78, 78, 78	460
610B Table	39.95	530-18,000	AC	16½x12½x 8½	6A7, 42, 75, 78, 80	460
610F Console	49.95	530-18,000	AC	37½x22½x10½	6A7, 42, 75, 78, 80	460
611B Table	45.00	530-18,000	AC-DC	16½x12½x 8½	6A7, 25Z5, 43, 75, 78	460
611F Console	57.50	530-18,000	AC-DC	38 x23½x11	6A7, 25Z5, 43, 75, 78	460
620B Table	49.95	540-18,000	AC	18½x12½x 9	6A7, 42, 75, 78, 78, 80	460
620F Console	65.00	540-18,000	AC	38 x23½x11	6A7, 42, 75, 78, 78, 80	460
623B Console	59.95	530-18,000	2DC	18½x12½x 9	1C6, 19, 30, 30, 32, 34	460
623F Console	75.00	530-18,000	2DC	38 x23½x11	1C6, 19, 30, 30, 32, 34	460
630B Table	59.95	540-18,000	AC	19½x14½x 9½	6A7, 42, 75, 78, 78, 80	460
†630CSX Console	79.50	540-18,000	AC	22½x23 x14½	6A7, 42, 75, 78, 78, 80	460
630X Console	75.00	540-18,000	AC	39½x24½x11	6A7, 42, 75, 78, 78, 80	460
640B Table	69.50	145-18,000	AC	20½x15½x10½	6A7, 42, 42, 78, 78, 85, 80	460
640X Console	89.50	145-18,000	AC	39½x24½x11	6A7, 42, 42, 78, 78, 85, 80	460
641B Table	75.00	530-18,000	110DC	20½x15½x10½	6A7, 43, 43, 76, 78, 78, 80	460
641X Console	100.00	530-18,000	110DC	39½x24½x11	6A7, 43, 43, 76, 78, 78, 80	460
642B Table	59.50	540-18,000	*32DC	18½x12½x 9	6A7, 6F7, 76, 78, 85, 48, 48	460
642F Console	75.00	540-18,000	*32DC	38 x23½x11	6A7, 6F7, 76, 78, 85, 48, 48	460
643B Table	79.50	150-18,000	2DC	20½x15½x10½	1C6, 19, 30, 30, 32, 34, 34	460
643X Console	100.00	150-18,000	2DC	40 x24½x11½	1C6, 19, 30, 30, 32, 34, 34	460
650B Table	79.50	145-18,000	AC	20½x15½x10½	6A7, 42, 42, 42, 75, 78, 78, 80	460
650H Console	125.00	145-18,000	AC	36½x28½x15½	6A7, 42, 42, 42, 75, 78, 78, 80	460
650X Console	100.00	145-18,000	AC	40 x24½x11½	6A7, 42, 42, 42, 75, 78, 78, 80	460
650PX Phono.-Comb.	175.00	145-18,000	AC	41½x26 x17	6A7, 42, 42, 42, 75, 78, 76, 80	460
650RX Tuning Unit	21 x24 x13
650RX Console Speaker	137.50	145-18,000	AC	30½x24 x11½	6A7, 42, 42, 42, 75, 78, 78, 80	460
650MX Console	125.00	145-18,000	AC	35½x24½x14½	6A7, 42, 42, 42, 75, 78, 78, 80	460
660L Console	150.00	150-18,000	AC	31½x37½x16½	42, 42, 42, 75, 76, 77, 78, 78, 78, 80	460
660X Console	137.50	150-18,000	AC	40½x25½x13½	42, 42, 42, 75, 76, 77, 78, 78, 78, 80	460
680X Console	250.00	150-22,000	AC	41½x28½x17½	5Z3, 6A3, 6A3, 6F7, 6F7, 42, 76, 78, 78, 78, 78, 80, 85, 85, 85	460
805 Auto.	42.95	Broadcast	*6DC	10½x 7½x 7	6A7, 41, 75, 78, 84
806 Auto.	49.95	Broadcast	*6DC	10½x 7½x 7	6A7, 41, 75, 78, 78, 84
809 Auto.	59.95	Broadcast	*6DC	10½x 7½x 7	6A7, 41, 75, 76, 78, 84
808 Auto.	75.00	Broadcast	*6DC	10½x 7½x 7	6A6, 6A7, 75, 76, 77, 84

* B Eliminator Included. † Chairside.



Pierce Airo, Inc., 510-518 Sixth Ave., New York, N. Y. (Dewald)

805A Table	\$75.00	140-18,000	AC	19 x16½x 9	58, 58, 2A6, 2A7, 2A5, 45, 45, 80	456
805C Console	95.00	140-18,000	AC	39 x23 x12½	58, 58, 2A6, 2A7, 2A5, 45, 45, 80	456
610SA Table	44.95	540-16,600	AC	16½x13½x 8½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
610SA-LW Table	45.95	150-16,600	AC	16½x13½x 8½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
611SA Table	44.95	540-16,600	AC-DC	16½x13½x 8½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
611SA-LW Table	45.95	150-16,600	AC-DC	16½x13½x 8½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
610SC Console	59.95	540-16,600	AC	20½x36 x11½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
610SC-LW Console	60.95	150-16,600	AC	20½x36 x11½	6A8, 6K7, 6H6, 6F6, 6F5, 80	456
609SA Table	27.95	545-4000	AC-DC	9½x10½x 7	6A7, 6J6, 43, 6K7, 25Z5, 160R4	456
510B Table	19.95	535-1700	AC	14½x11½x 7	6D6, 6C6, 6A7, 42, 80	456
612SA Table	33.00	535-17,600	AC-DC	9½x12½x 6½	6A8, 6K7, 75, 43, 25Z5, 160R4	456
612SA-LW Table	34.00	150-1660	AC-DC	9½x12½x 6½	6A8, 6K7, 75, 43, 25Z5, 160R4	456
403A Table	17.95	545-1700	AC-DC	8 x 9½x 5½	6C6, 43, 6D6, 12Z3	T.R.F.
506A Table	22.00	545-1700	AC-DC	9½x11½x 7	6C6, 6D6, 43, 25Z5, 185R4	T.R.F.
505R Table	31.50	535-17,600	AC-DC	9½x11½x 6½	6A7, 6D6, 43, 75, 25Z5	456
505RLW Table	32.50	535-17,600	AC-DC	9½x11½x 6½	6A7, 6D6, 43, 75, 25Z5	456
A605 Auto.	44.95	520-1660	*6DC	7½x 8½x 7½	6D6, 6D6, 75, 6A7, 41, 84	175
A607LW Auto.	55.00	150-1580	*6DC	7½x 8½x 7½	6D6, 6D6, 75, 6A7, 41, 84	456

* B Eliminator Included.

Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y. (Pilot)

41 Table	\$29.90	545-1770	AC	14½x11 x 7½	6A7, 6F7, 42, 80	456
43 Table	33.50	5700-18,800	AC	14½x11 x 7½	6A7, 6F7, 42, 80	456
123 Table	49.50	545-18,800	AC-DC	11½x14½x 9½	6D6, 6D6, 75, 6A7, 43, 25Z5	456
103 Table	42.50	545-1680	AC	16½x13½x 7½	6A7, 6D6, 75, 42, 80	456
108 Table	45.00	5700-18,800	DC	16½x13½x 7½	6A7, 6D6, 75, 43, 43	456
X63 Table	67.50	545-18,800	AC	18½x14½x 9½	6D6, 6D6, 6A7, 75, 42, 80	456
X68 Table	72.50	545-18,800	DC	18½x14½x 9½	6D6, 6D6, 6A7, 75, 43, 43	456
X73 Table	64.50	545-18,800	2DC	18½x14½x 9½	1C6, 1A6, 19, 30, 34, 34, 34	456
X114 Table	99.50	530-23,500	AC	21½x11½x15½	6D6, 6D6, 6D6, 76, 76, 6A7, 85, 42, 42, 5Z3, 6C6	456
183 Table	49.90	545-1680	AC	16½x13½x 8½	6A8, 6K7, 6H6, 6J7, 6F6, 5Z4	456
213 Table	69.90	545-18,300	AC	20 x14½x10½	6K7, 6A8, 6H7, 6J7, 6F6, 5Z4	456
303 Table	99.90	530-23,500	AC	21½x16½x12½	6K7, 6K7, 6K7, 6L7, 6C5, 6J7, 6J7, 6C5, 6F5, 456	
CX63 Console	89.50	545-18,800	AC	41 x25½x13	6F6, 6F6, 5Z4, 6D6, 6D6, 6A7, 75, 42, 80	456

Continued on page 42



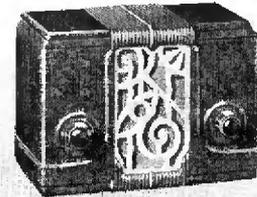
THE INTERNATIONAL RADIO CORP.

KADETTE

Factories at
ANN ARBOR, MICHIGAN

Takes the Spotlight OF DEALER APPROVAL

FULL "QUALITY" LINE



Size: Only
3½ x 7½ x 3¾
Inches
Weight: Only
3¾ Pounds

KADETTE Jewel

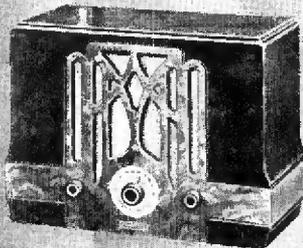
The most beautiful AC-DC compact in the world. Encased in gleaming scratchproof bakelite with exquisite grille settings representing precious stones. A wide selection of colors for all room settings.

- Model 41—Walnut Bakelite..... \$13.50
- Model 43—Deluxe Ivory Plaskon..... 16.50
- Model 44—Deluxe Red Plaskon..... 16.50
- Model 47—Deluxe Black Pearl..... 16.50
- Model 48—Deluxe Marble..... 16.50

To win the extraordinary acceptance that has been instantly accorded the Kadette line, it must have EVERYTHING—EVERYTHING in public appeal and profit possibilities that any dealer could ask for—EVERYTHING in up-to-the-minute radio perfection. The new Kadettes have it—more power, keener selectivity, vastly superior short-wave reception, simplified dual-ratio tuning, fully illuminated and descriptive dials of airplane type, three-gang tuning condenser mounted in live rubber, and many other important refinements. Years of knowledge and experience have been concentrated on the creation of the highest quality line in the industry at the most advantageous price. Fullest cooperation is extended dealers with tried and tested merchandising plans, sales and advertising helps, window displays, etc. Send for complete dealer plan at once! A few jobbing territories still open.

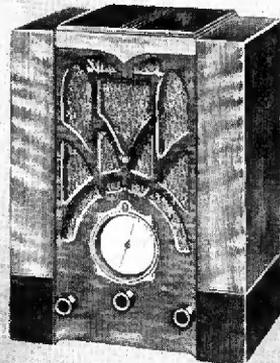
NEW METAL TUBES

The new metal tubes are interchangeable with glass tubes, providing an opportunity for choice, with a distinct price advantage where glass tubes are preferred.



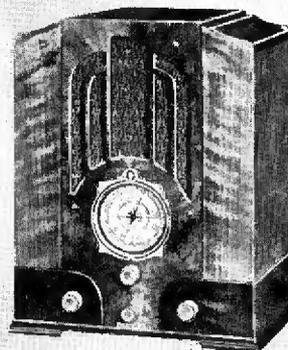
KADETTE COMPACT MODEL 26. A 4-tube AC receiver using the NEW METAL tubes or glass counterparts. Cabinet of finest center-matched and figured butt walnut. Hand-rubbed piano finish.

NEW METAL tubes \$25.75
With glass tubes \$22.50



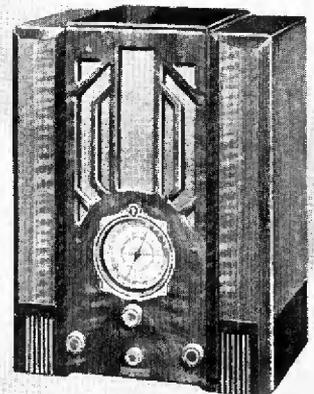
KADETTE TABLE MODEL 52. A powerful 5-tube superheterodyne with extra band, covering practically all foreign short waves. Uses metal tubes or glass interchangeably. An exquisite, hand-rubbed cabinet of oriental walnut and rare contrasting woods.

NEW METAL tubes \$33.95
With glass tubes \$29.95



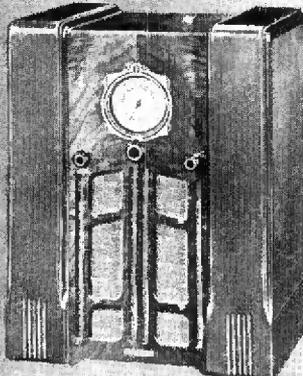
KADETTE TABLE MODEL 53. A 5-tube, all-wave AC superheterodyne tuning foreign-domestic short-wave, police-amateur and regular broadcast. Beautiful matched butt-walnut with sliced oriental walnut pilasters and selected figured butt walnut top.

NEW METAL tubes \$42.00
With glass tubes \$37.50

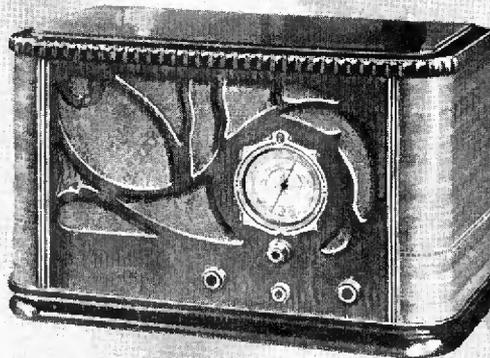


KADETTE MODEL 61. All-wave 6-tube AC-DC superheterodyne with complete range from 13 to 555 meters without gaps. Gleaming hand-rubbed piano finish cabinet of selected oriental and matched butt walnut.

NEW METAL tubes \$42.00
With glass tubes \$39.95

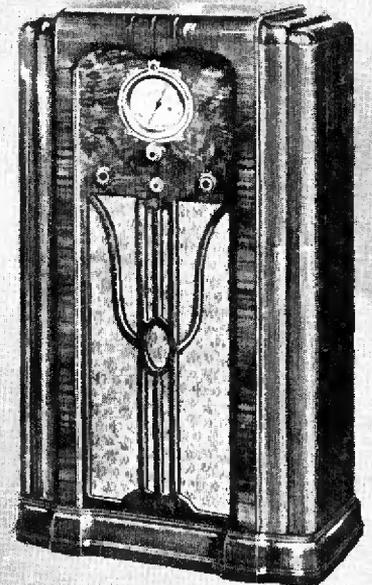


KADETTE BATTERY MODEL 72. A 6-tube sharply selective superheterodyne receiver with rich beauty of tone and unusual volume. Large special design speaker, automatic volume control, and airplane dial calibrated for broadcast and police band ranges. Batteries self-contained within the cabinet. Complete with tubes (less batteries) \$32.50



KADETTE TABLE MODEL 120. Striking a new note in furniture design with graceful, harmonious lines. Choice figured maple and walnut are hand-rubbed to a rich piano finish. A powerful seven-tube, all-wave, three-band superheterodyne with no gaps between bands.

NEW METAL tubes \$56.00
With glass tubes \$49.50



KADETTE CONSOLE MODEL 1200. A modern console of exquisite design and charm. Selected butt walnut and rare woods are used in this unusual creation of cabinet art. This powerful 7-tube three-band superheterodyne has no gaps between bands, having continuous covering from 13 to 555 meters.

NEW METAL tubes \$76.00
With glass tubes \$69.50

RCA pioneering wins lead

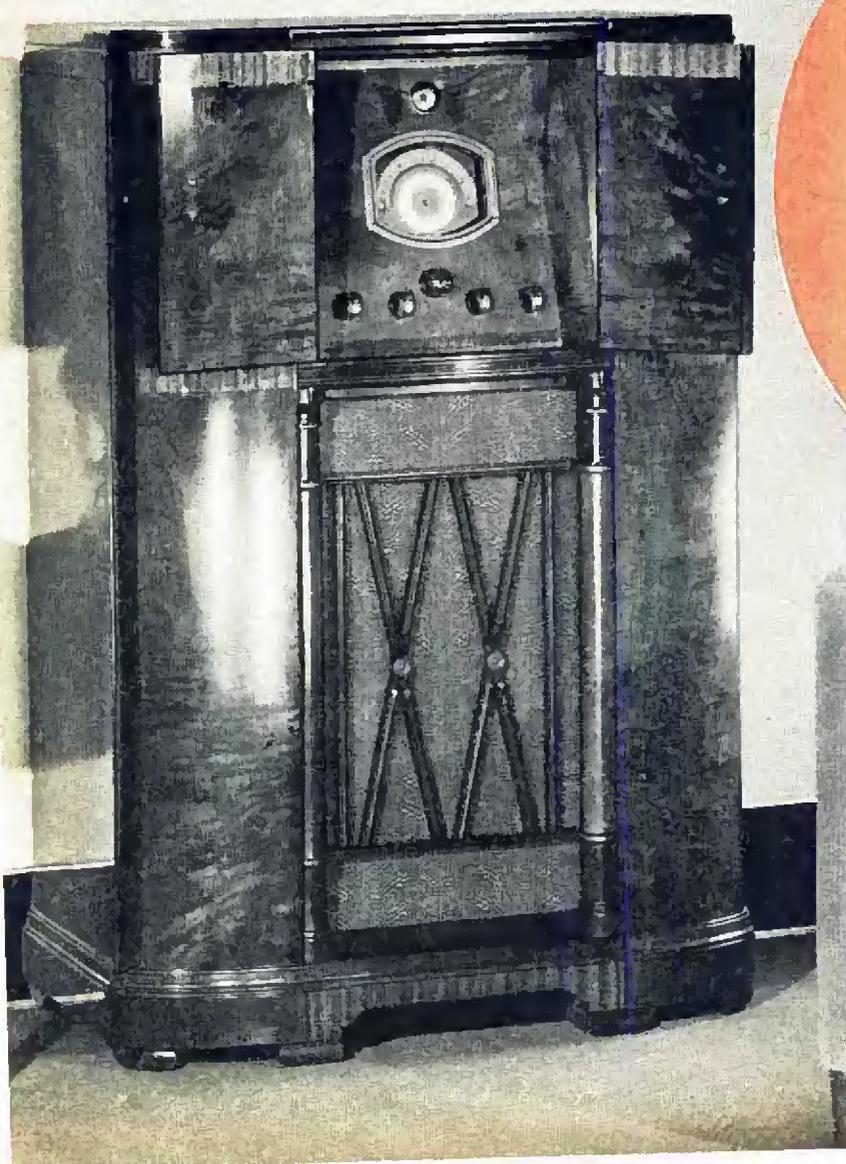
Some people think pioneering never pays. Nothing could be further from the truth. The story of industrial progress is the story of those who have had the courage to pioneer. The names of the pioneers in America's steel, oil, automotive, railroad and other fields are written not only in the pages of history but on great industrial empires. In radio the pioneer is RCA. RCA traces its descent in an unbroken line from the great practical pioneer in radio, Marconi, on down through the other great inventors. It is today bigger and greater than ever before, the creator of the radio of yesterday, of today, of tomorrow! Grow with RCA and your profits grow with radio!

Pioneering pays RCA . . .

Year after year RCA has pioneered in radio, being the first to present discoveries, inventions and developments that have made radio what it is today. Vast sums have been made by those who followed RCA leadership—including jobbers and dealers. Still greater rewards await those who handle RCA products now and in the

future. And that's your

Today the public is becoming certain of the fact that it must come to the originator. Let's look at the results of public acceptance of the RCA are the actual figures:



AVERAGE
RCA VICTOR
CONSOLE SALE

\$102



\$67

Average console sale
last year
(McGraw-Hill figure)



Already a great leader—RCA Victor C13-2, giving you the "Magic Eye", the "Magic Brain", and RCA Metal Tubes in a handsome console for only \$189.50 list! A terrific value with its three sure-fire features, its 12-inch speaker, its 5 bands tuning to 140-410 and 540-60,000 kilocycles! All prices f. o. b. Camden, N. J., subject to change without notice.

Leadership in the fine set field

RCA pioneering pays you

... for more profits!
... using more and more
... y want the best they
... urce of radio—RCA.
... is swiftly increasing
... h about radio. Here

Average console sale last year \$67
(McGraw-Hill figure)

AVERAGE RCA VICTOR CONSOLE SALE \$102

Look at that increase of \$35! That's 52%! That's the *extra* money that RCA Victor dealers took in against the general average of the field. Nothing produced this result but pioneering, plus aggres-

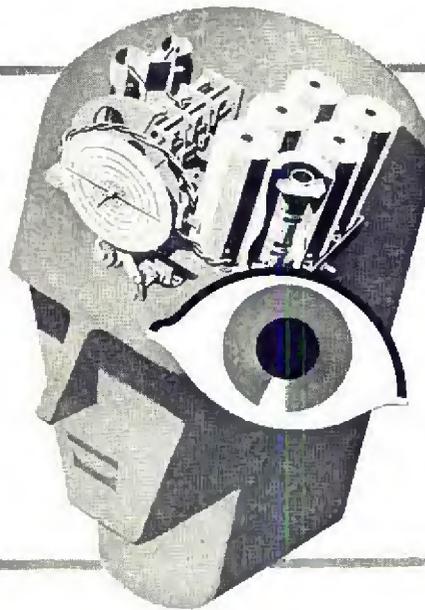
sive sales and advertising methods to make the public conscious of the facts.

Thus RCA has grown to leadership in the fine set field, dispelling forever the thought that there is money in cheapness. This year, there is no doubt we shall again far outstrip the industry, get more money for a quality product, make more money for our dealers. Pioneering pays. It pays us, it pays you, it pays the public. If you want to make real money in radio, feature RCA Victor!

WHAT DEALERS SAY

... e were pleased to receive, in the
... m of advertising literature, sta-
... tistics showing that last year RCA
... ctor consoles eclipsed the aver-
... e console unit sale by 52%. We
... re greatly surprised at this figure
... e to the fact that our average RCA
... ictor console price averages far
... ove the \$102.00 which you men-
... oned. We have every reason to
... lieve on these 1936 models, that
... ir average console sale will be
... uch greater than last year.—
... nter's, Newark, N. J.

For the past twelve months our Radio Department has enjoyed the most profitable business than for any like period since 1929. We attribute this to the fact that the public is generally demanding radio merchandise of quality. The RCA Victor "Magic Brain" line introduced last Fall has played an important part in building higher unit sales in our department. The 1935 RCA Victor line will carry our sales to a new high this season.—Scruggs, Vandervoort & Barney, St. Louis, Mo.



The "MAGIC EYE"

The "Magic Eye" joins the "Magic Brain" and with RCA Metal Tubes gives the trade its great triple partnership of sales features for 1936, proving once more that IT PAYS TO PIONEER.



SEE THIS LIST OF RCA PIONEER ACHIEVEMENTS, EVERY ONE OF WHICH WORKS TO YOUR BENEFIT:

- First practical superheterodyne for home use.
- First power-operated dynamic-type loud speaker for the home.
- First tubes and radio powered from the light socket.
- First cathode-ray tuning indicator, the "Magic Eye".
- First unit known as the "Magic Brain".
- Network broadcasting.
- Commercial inter-continental short-wave communication.
- Marine radio.
- World-wide radio communication.
- And many others.

RCA VICTOR

RCA Manufacturing Co., Inc. • Camden, New Jersey

A SUBSIDIARY OF RADIO CORPORATION OF AMERICA . . . THE WORLD'S LARGEST RADIO ORGANIZATION. OTHER UNITS: NATIONAL BROADCASTING CO., INC. . . R. C. A. COMMUNICATIONS, INC. . . RCA RADIOTRON . . . RADIOMARINE CORPORATION OF AMERICA

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES (Metal in bold)	I. F.
Pilot Radio Corp. (Continued)						
CX68 Console	\$94.50	545-18,800	DC	41 x 25½ x 13	6D6, 6D6, 6A7, 75, 43, 43	456
PX63 Phono-Comb.	150.00	545-18,800	AC	41½ x 26 x 17	6D6, 6D6, 6A7, 75, 42, 80	456
PX68 Phono-Comb.	165.00	545-18,800	DC	41½ x 26 x 17	6D6, 6D6, 6A7, 75, 43, 43	456
CX114 Console	149.50	530-23,500	AC	43 x 27½ x 14½	6D6, 6D6, 6D6, 76, 76, 6A7, 85, 42, 42, 5Z3, 6C6	456
PX114 Auto. Comb.	395.00	530-23,500	AC	45 x 40½ x 19	6D6, 6D6, 6D6, 76, 76, 6A7, 85, 42, 42, 5Z3, 6C6	456
Radiobar Co. of America, † 7100 McKinley Ave., Los Angeles, Calif. (Radiobar)						
*107 Radiobar	\$99.50	530-4000	AC	54 x 45 x 13	6A7, 78, 75, 42, 80	460
*507 Radiobar	174.95	540-18,000	AC	59 x 55½ x 16½	6A7, 42, 75, 78, 78, 80	460
*528 Radiobar	268.50	145-18,000	AC	63 x 60 x 17	6A7, 42, 42, 42, 75, 78, 78, 80	460
*536 Radiobar	294.50	145-18,000	AC	62½ x 60½ x 19½	6A7, 42, 42, 42, 75, 78, 78, 80	460
*510 Radiobar	347.50	150-22,000	AC	66 x 65 x 18½	5Z3, 6A3, 6A3, 37, 42, 77, 77, 78, 78, 78, 76	460
* Philco Radio Chassis used. † Warehouse & Showroom at 13 E. 47th St., New York.						



RCA Mfg. Co., Camden, N. J. (RCA Victor)						
BT6-3 Table	\$39.25	540-6900	2DC	17½ x 14½ x 10	1C6, 34, 1B5, 30, 49, 49	460
BC6-4 Console	58.50	540-6900	2DC	37½ x 23½ x 11 11/16	1C6, 34, 1B5, 30, 49, 49	460
BT6-5 Table	64.95	540-1720	*2DC	20 1/16 x 14 1/8 x 9 1/4	1C6, 34, 75, 30, 49, 49	460
BC6-6 Console	83.95	540-1720	*2DC	38 x 24 x 12	1C6, 34, 75, 30, 49, 49	460
BT7-8 Table	62.95	540-18,000	2DC	18½ x 14½ x 11	1C6, 34, 34, 30, 30, 32, 19	460
BC7-9 Console	78.95	540-1720	2DC	39 x 25½ x 14½	1C6, 34, 34, 30, 30, 32, 19	460
T4-8 Table	20.00	540-1720	AC	6A7, 6F7, 1-V, 41	460
T4-9 Table	24.95	540-1720	AC	9½ x 17 x 6½	6A7, 6F7, 1-V, 41	460
T4-10 Table	19.95	540-1720	AC-DC	8 x 10 x 4½	6C6, 6D6, 38, 76	T. R. F
T5-2 Table	29.95	540-3500	AC	14½ x 13 1/8 x 8 1/4	6A7, 6B7, 6D6, 41, 80	460
117 Table	32.95	540-1720	AC	16 x 13½ x 9½	41, 80, 6A7, 6B7, 6D6	460
214 Console	44.95	2250-6850	AC	37½ x 23 x 9½	41, 80, 6A7, 6B7, 6D6	460
125 Table	39.95	540-1720	AC	17½ x 14½ x 10	41, 80, 6A7, 6B7, 6D6, 6D6	460
225 Console	54.95	540-1720	AC	38 x 24 x 11	41, 80, 6A7, 6B7, 6D6, 6D6	460
T8-14 Table	79.95	540-18,000	AC	19 1/8 x 16 x 11 1/16	6L7, 6J7, 6K7, 6K7, 6H6, 6F5, 6F6, 5Z3	460
C8-15 Console	100.00	540-18,000	AC	39 x 25 x 12½	6L7, 6J7, 6K7, 6K7, 6H6, 6F5, 6F6, 5Z3	460
C9-4 Console	118.50	540-18,000	AC	40 x 26 x 11½	6L7, 6J7, 6K7, 6K7, 6H6, 6F5, 6F6, 5Z3, 6E5	460
T10-1 Table	99.50	540-18,000	AC	20 1/8 x 17 1/8 x 13 1/4	6L7, 6J7, 6K7, 6K7, 6H6, 6C5, 6C5, 6F6, 6F6, 5Z3	460
C11-1 Console	150.00	540-18,000	AC	41 x 26 x 14	6L7, 6J7, 6K7, 6K7, 6H6, 6C5, 6C5, 6F6, 6F6, 5Z3, 6E5	460
C13-2 Console	189.50	140-410	AC	41 x 27 x 15½	6L7, 6J7, 6K7, 6K7, 6K7, 6H6, 6C5, 6C5, 6C5, 6F6, 6F6, 5Z3, 6E5	460
C15-3 Console	250.00	540-60,000	AC	42 x 29½ x 15½	6L7, 6J7, 6K7, 6K7, 6K7, 6H6, 6H6, 6C5, 6C5, 6C5, 6F6, 6F6, 5Z3, 6E5	460
D9-19 Phono-Comb.	140-410	AC	42 x 26½ x 16½	6L7, 6J7, 6K7, 6K7, 6H6, 6F5, 6F6, 6E5, 5Z3	460
D11-2 Auto. Comb.	540-1800	AC	43 x 30½ x 18½	6L7, 6J7, 6K7, 6K7, 6H6, 6C5, 6C5, 6F6, 6F6, 6E5, 5Z3	460
D22-1 Auto. Comb.	540-1800	AC	43½ x 38 x 20 1/8	6L7, 6L7, 6J7, 6K7, 6K7, 6K7, 6K7, 6H6, 6H6, 6H6, 6C5, 6C5, 6C5, 6C5, 2A3, 2A3, 2A3, 2A3, 5Z3, 5Z3, 6E5	460
M-101 Auto.	44.95	540-1600	*6DC	9 x 9½ x 6½	41, 6A7, 6B7, 6D6, 6D6	175
M-104 Auto.	49.95	540-1600	*6DC	9 x 9½ x 6½	41, 6A7, 6B7, 6D6, 6D6	175
M-108 Auto.	57.95	540-1600	*6DC	6½ x 9½ x 6½	41, 6A7, 6B7, 6D6, 6D6	175
M-109 Auto.	74.95	540-1600	*6DC	6½ x 7½ x 7	76, 84, 6A6, 6A7, 6B7, 6D6, 6D6	175
R-93 Record Player	16.50	AC	AC—plays thru radio.
* Inbuilt Vibrator.						

Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal. (Remler)						
26 Portable	\$34.90	540-4100	AC-DC	6½ x 10 x 5½	6A7, 78, 77, 43, 25Z5	450
36 Auto.	59.50	540-1715	†6DC	7 x 11½ x 7½	6D6, 6A7, 6D6, 75, 76, 41	250
40 Portable	29.90	2200-6800	AC	6½ x 10 x 5½	6A7, 6F7, 41, 84	450
41 Portable	34.90	540-1715	AC	6½ x 10 x 5½	6A8, 6K7, 6J7, 6F6, 5Z1	450
43 Table	49.50	2200-6800	AC	10½ x 15½ x 8	6K7, 6A8, 6K7, 6H6, 6J7, 6F6, 80	450
62 Table	36.50	*540-1715	AC	10 x 14 x 7	6A8, 6K7, 6J7, 6F6, 5Z1	450
88 Table	79.50	540-1715	AC	17½ x 16½ x 10	6K7, 6A8, 6K7, 6J7, 6H6, 6A6, 6A6, 2A3, 2A3, 5Z1	450
* Also 2400 Kc. †B Eliminator Included.						

Royale Radio Mfg. Co., 1417 W. Pico St., Los Angeles, Calif. (Royale)						
48 Table	\$14.95	550-1750	AC	7½ x 10½ x 6	80, 42, 76, 6D6
48A Table	15.95	550-1750	AC	7½ x 10½ x 6	80, 42, 76, 6D6
53A Table	19.95	550-1750	AC	8 x 11½ x 6½	80, 42, 76, 6D6, 6C6	465
63A Table	29.95	530-16,000	AC	10 x 17½ x 8½	80, 42, 76, 6D6, 75, 6C6	465

Sentinel Radio Corp., 2222 Diversey Pkwy., Chicago, Ill. (Sentinel)						
32B69 Table	*\$29.95	540-1720	2DC	17 x 14½ x 12	1C6, 34, 1B5, 33	465
33B70 Table	*39.95	540-1720	2DC	21 x 15½ x 13½	1C6, 34, 1B5, 30, 13	465
33B71 Console	*59.95	2300-6300	2DC	37 x 22 x 12	1C6, 34, 1B5, 30, 13	465
35B70 Table	*49.95	540-1720	2DC	21 x 15½ x 13½	1C6, 34, 34, 30, 30, 19	465
35B72 Console	*69.95	540-18,100	2DC	39 x 24 x 13	1C6, 34, 34, 30, 30, 19	465
34B73 Table	*49.95	540-1720	†6DC	16 x 12½ x 8½	1C6, 34, 1B5, 38	465
34B71 Console	*69.95	2300-6300	†6DC	37 x 22 x 12	1C6, 34, 1B5, 38	465
31B74 Table	*59.95	540-1740	†6DC	17 x 13 x 9½	1C6, 34, 34, 30, 30, 19	465
31B72 Console	*79.95	5800-18,300	†6DC	39 x 24 x 13	1C6, 34, 34, 30, 30, 19	465

Ken-Rad Radio Tubes

Better...

because of Ken-Rad Engineering



Glass and Metal
Radio Tubes

The first step in the manufacture of quality radio tubes is quality engineering. Ken-Rad engineering staff is one of the best in the country. No slipshod methods. No short cuts at the expense of the product. Every detail must live up to the excellent reputation that Ken-Rad has always maintained.

Dealers handling Ken-Rad Radio Tubes know that they're giving customers the best. Building good will. Establishing prestige. Increasing business. Write us for our complete dealer plan.

Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, Inc., Owensboro, Ky.
Division of The Ken-Rad Tube and Lamp Corporation. Also Mfrs. of Ken-Rad Incandescent Electric Lamps.

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Sentinel Radio Corp. (Continued)

36L73 Table	\$39.95	540-1720 2300-6300	†32DC	16 x 12½ x 8½	6A7, 6D6, 75, 76, 48, 48	465
36L71 Console	59.95	540-1720 2300-6300	†32DC	37 x 22 x 12	6A7, 6D6, 75, 76, 48, 48	465
30A83 Table	18.50	540-4500	AC	16 x 13 x 8½	6D6, 6D6, 42, 80	T.R.F.
20A73 Table	29.95	540-1720 2300-6300	AC	16 x 12½ x 8½	6A7, 6D6, 75, 42, 80	465
20A71 Console	49.95	540-4500	AC	37 x 22 x 12	6A7, 6D6, 75, 42, 80	465
19A68 Table	34.95	540-4500 5800-18,100	AC	15½ x 13½ x 8½	6A7, 6D6, 75, 42, 42, 80	465
19A71 Console	59.95	540-4500 5800-18,100	AC	37 x 22 x 12	6A7, 6D6, 75, 42, 42, 80	465
25A74 Table	49.95	540-18,100	AC	17 x 13 x 9½	6A7, 6D6, 75, 75, 41, 80	465
25A72 Console	69.95	540-18,100	AC	39 x 24 x 13	6A7, 6D6, 75, 70, 41, 80	465
14A86 Table	69.95	540-1725 1780-18,900	AC	21½ x 16 x 13	6D6, 6D6, 6D6, 76, 76, 75, 41, 41, 80	465
14A72 Console	84.50	540-1725 1780-18,900	AC	39 x 24 x 13	6D6, 6D6, 6D6, 76, 76, 75, 41, 41, 80	465
40A Table	39.95	540-16,600	AC	6A8, 6K7, 6H6, 6F5, 6F6, 80	465
40A Console	59.95	540-16,600	AC	6A8, 6K7, 6H6, 6F5, 6F6, 80	465
10M Auto.	39.95	540-1550	†6DC	6A7, 6D6, 6B7, 41, 84	465
10MF Auto.	37.50	540-1550	†6DC	6A7, 6D6, 6B7, 41, 84	465
11M Auto.	44.95	535-1525	†6DC	6D6, 6A7, 6D6, 75, 41, 84	465
7-M Auto.	54.95	140-370 535-1525	†6DC	6D6, 6A7, 6D6, 75, 41, 84	465

* Includes Batteries. † No Vibrator. ‡ B Eliminator Included.

Simplex Radio Co., Sandusky, Ohio. (Simplex)

4Z Compact	\$13.25	540-1750	AC-DC	6½ x 9½ x 4½	78, 6C6, 75, 38	T.R.F.
V Compact	18.00	540-4000	AC-DC	6 x 8½ x 3½	77, 78, 25Z5, 43, 5B	T.R.F.
Y Table	21.50	540-4000	AC-DC	12½ x 9½ x 5½	6C6, 6D6, 6B, 25Z5, 43	T.R.F.
Y Console	29.95	540-4000	AC-DC	31 x 18 x 8½	6C6, 6D6, 6B, 25Z5, 43	T.R.F.
5C Compact	19.50	540-4000	AC-DC	7½ x 10 x 5	77, 78, 25Z5, 50B2, 43	T.R.F.
5D Table	24.95	540-4000	AC-DC	12½ x 9½ x 5½	43, 75, 6D6, 6A7, 25Z5	456
5D Console	33.50	540-4000	AC-DC	31 x 18 x 8½	43, 75, 6D6, 6A7, 25Z5	456
5DA Table	24.95	540-4000	2DC	12½ x 9½ x 5½	1C6, 1B5, 34, 19, 30	456
5DA Console	33.50	540-4000	2DC	31 x 18 x 8½	1C6, 1B5, 34, 19, 30	456
5DB Table	31.95	540-4000	*6DC	12½ x 9½ x 5½	1C6, 1B5, 33, 34	456
5DB Console	40.50	540-4000	*6DC	31 x 18 x 8½	1C6, 1B5, 33, 34	456
5DF Table	33.95	540-4000	*32DC	12½ x 9½ x 5½	1C6, 1B5, 33, 34	456
5DF Console	42.50	540-4000	*32DC	31 x 18 x 8½	1C6, 1B5, 33, 34	456
6G Table	33.95	540-16,000	AC	14½ x 12 x 7	85, 6D6, 76, 80, 6A7, 42	456
6G Console	49.95	540-16,000	AC	36½ x 21 x 12	85, 6D6, 76, 80, 6A7, 42	456
6GM Table	39.95	540-16,000	AC	14½ x 12 x 7	6H6, 6F5, 5Z4, 6F6, 6A8, 6J7	456
6GM Console	55.95	540-16,000	AC	36½ x 21 x 12	6H6, 6F5, 5Z4, 6F6, 6A8, 6J7	456
8J Table	59.50	150-22,000	AC	16 x 14½ x 9½	6A7, 75, 80, 42, 42, 42, 6D6, 6D6	456
8J Console	73.50	150-22,000	AC	36½ x 21 x 12	6A7, 75, 80, 42, 42, 42, 6D6, 6D6	456
8JM Table	67.50	150-22,000	AC	16 x 14½ x 9½	6A8, 6A8, 6J7, 6K7, 5Z4, 6F6, 6F6, 6F6	456
8JM Console	81.50	150-22,000	AC	36½ x 21 x 12	6A8, 6A8, 6J7, 6K7, 5Z4, 6F6, 6F6, 6F6	456
T Auto.	37.75	550-1550	*6DC	6 x 9½ x 7½	6D6, 6D6, 75, 42, 6A7	175
TA Auto.	33.95	550-1550	*6DC	6 x 8½ x 6½	6B7, 41, 6A7, 78	456
6GH Table	33.95	540-16,000	AC-DC	14½ x 12 x 7	85, 6D6, 76, 25Z5, 43, 6A7	456
6GH Console	49.95	540-16,000	AC-DC	36½ x 21 x 12	85, 6D6, 76, 25Z5, 43, 6A7	456

* B Eliminator Included.

Sparks-Withington Co., Jackson, Mich. (Sparton)

506 Compact	\$29.95	550-6000	AC-DC	7½ x 10½ x 5½	78, 78, 75, 43, 25Z5	456
516 Table	39.95	550-1500 1600-4000 5500-15,500	AC	15½ x 13 x 7½	345
616 Table	49.95	530-20,000	AC	17½ x 13½ x 8½	78, 6A7, 78, 75, 42, 80	345
666 Console	69.95	530-20,000	AC	36½ x 20 x 10½	78, 6A7, 78, 75, 42, 80	345
716X Table	79.50	530-20,000	AC	19½ x 16½ x 10½	78, 6A7, 78, 78, 75, 42, 80	456
766 Console	89.50	530-20,000	AC	37½ x 22 x 12	78, 6A7, 78, 78, 75, 42, 80	456
966 Console	110.00	530-20,000	AC	39 x 23 x 11½	6K7, 6A7, 6K7, 6K7, 6H6, 6C5, 42, 42, 5Z3	456
1086 Console	200.00	540-20,000	AC	30 x 14½ x 45½	78, 78, 76, 78, 78, 85, 76, 42, 42, 5Z3	456
1166 Console	170.00	150-20,000	AC	40 x 24 x 11½	6K7, 6L7, 6C5, 6K7, 6K7, 6H6, 6C5, 6C5, 6F6, 6F6, 5Z3	456
1466 Console	240.00	150-20,000	AC	39½ x 29½ x 13½	6K7, 6L7, 6C5, 6K7, 6K7, 6H6, 6C5, 6C5, 6F6, 6F6, 5Z3, 5Z3, 6A6, 6A6	456

Special cabinets designed by Walter Teague to be announced later.

Stewart-Warner Corp., 1853 Diversey Pkwy., Chicago, Ill. (Stewart-Warner)

1401 Table	\$32.50	540-4600	AC	13 x 9½ x 7½	6A7, 6D6, 75, 42, 80	456
1301 Table	44.50	530-1600 5700-18,200	AC	17 x 13½ x 8½	6A7, 6D6, 75, 42, 80	456
1302 Table	42.50	530-1600 5700-18,200	AC	11½ x 7½ x 8½	6A7, 6D6, 75, 42, 80	456
1306 Console	57.50	530-1600 5700-18,200	AC	36 x 22½ x 11½	6A7, 6D6, 75, 42, 80	456
1345 Console	69.50	545-1750 2200-6800	AC	38½ x 23½ x 12½	6D6, 6A7, 6D6, 75, 42, 80	456
1361 Table	69.50	545-1750 1800-18,000	AC	19½ x 14½ x 10½	6K7, 6A8, 6K7, 6H6, 6J7, 6F6, 5Z4	456
1362 Table	74.50	545-1750 1800-18,000	AC	13 x 18½ x 10½	6K7, 6A8, 6K7, 6H6, 6J7, 6F6, 5Z4	456
1365 Console	94.50	545-1750 1800-18,000	AC	38½ x 23 x 12½	6K7, 6A8, 6K7, 6H6, 6J7, 6F6, 5Z4	456
1366 Console	89.50	545-1750 1800-18,000	AC	38½ x 24½ x 13½	6K7, 6A8, 6K7, 6H6, 6J7, 6F6, 5Z4	456
1375 Console	119.50	140-400 545-1750 1800-18,000	AC	40½ x 24 x 13½	6K7, 6A8, 6K7, 6H6, 6C5, 6C5, 2A3, 2A3, 83	456
1376 Console	129.50	140-400 545-1750 1800-18,000	AC	39½ x 24 x 13½	6K7, 6A8, 6K7, 6H6, 6C5, 6C5, 2A3, 2A3, 83	456
1385 Console	144.50	140-400 545-1750 1800-18,000	AC	41½ x 26½ x 13½	6K7, 6A8, 6K7, 6K7, 6H6, 6H6, 6J7, 6C5, 2A3, 2A3, 83V	456
1386 Console	159.50	140-400 545-1750 1800-18,000	AC	43 x 25 x 15½	6K7, 6A8, 6K7, 6K7, 6H6, 6H6, 6J7, 6C5, 2A3, 2A3, 83V	456
1388 Console	275.00	140-400 545-1750 1800-18,000	AC	37 x 40 x 17	6K7, 6A8, 6K7, 6K7, 6H6, 6H6, 6J7, 6C5, 2A3, 2A3, 83V	456
1391 Table	42.50	530-1750	2DC	18½ x 13½ x 12½	1G1, 30, 30, 30, 1B5, 1A6, 34	456
1395 Console	57.50	530-1750	2DC	37½ x 20½ x 11½	1G1, 30, 30, 30, 1B5, 1A6, 34	456

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
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Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. (*Stromberg-Carlson*)

58-T Table	\$59.50	540-3500 5600-18,000	AC	19 x 14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6D6, 6D6, 75, 42, 80, 6A7	465
58-L Console	78.50	540-3500 5600-18,000	AC	36 $\frac{1}{2}$ x 21 x 11	6D6, 6D6, 75, 42, 80, 6A7	465
58-W Console	92.50	540-3500 5600-18,000	AC	37 $\frac{1}{2}$ x 24 $\frac{1}{2}$ x 10 $\frac{1}{2}$	6D6, 6D6, 75, 42, 80, 6A7	465
61-T Table	66.00	540-3500 5600-18,000	AC	19 $\frac{1}{2}$ x 14 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 80	465
61-L Console	85.00	540-3500 5600-18,000	AC	36 $\frac{1}{2}$ x 21 x 11	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 80	465
61-W Console	99.00	540-3500 5600-18,000	AC	37 $\frac{1}{2}$ x 24 $\frac{1}{2}$ x 10 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 80	465
62 Console	132.50	540-18,000	AC	38 $\frac{1}{2}$ x 24 $\frac{1}{2}$ x 10 $\frac{1}{2}$	6K7, 6K7, 6K7, 6A8, 6H6, 6F6, 5Z3	465
63 Console	145.00	540-18,000	AC	39 $\frac{1}{2}$ x 24 $\frac{1}{2}$ x 12 $\frac{1}{2}$	6K7, 6K7, 6K7, 6A8, 6H6, 6F6, 5Z3	465
82 Console	187.50	520-23,000	AC	41 $\frac{1}{2}$ x 27 $\frac{1}{2}$ x 15 $\frac{1}{2}$	6D6, 6D6, 6D6, 6A7, 76, 76, 42, 42, 42, 5Z3	465
70 Console	495.00	520-23,000	AC	42 $\frac{1}{2}$ x 33 $\frac{1}{2}$ x 19	6D6, 6D6, 6D6, 6D6, 6A7, 76, 6C6, 6C6, 6B7, 42, 2A3, 2A3, 5Z3	360
72 Auto. Phono-Comb.	795.00	520-23,000	AC	47 $\frac{1}{2}$ x 34 $\frac{1}{2}$ x 23 $\frac{1}{2}$	6D6, 6D6, 6D6, 6D6, 6A7, 76, 6C6, 6C6, 6B7, 42, 2A3, 2A3, 5Z3	360
74 Auto. Phono-Comb.	985.00	520-23,000	AC	48 x 41 x 23 $\frac{1}{2}$	6D6, 6D6, 6D6, 6D6, 6A7, 76, 6C6, 6C6, 6B7, 42, 2A3, 2A3, 2A3, 2A3, 5Z3, 5Z3	360
65 Te-lek-tor-et	135.00	540-1500	AC	{ 6 $\frac{1}{2}$ x 7 $\frac{1}{2}$ x 6 $\frac{1}{2}$ } { 27 $\frac{1}{2}$ x 25 $\frac{1}{2}$ x 11 $\frac{1}{2}$ }	42, 42, 42, 78, 78, 85, 6A7, 6B7, 5Z3	260

* Selector. † Speak-Amp.

Troy Radio Mfg. Co., 721 So. Main St., Los Angeles, Cal. (*Troy*)

TR4 Table	\$15.95	*550-1750	AC	6D6, 6C6, 42, 80	T.R.F.
TR4A Table	16.95	*550-1750	AC	6D6, 6C6, 42, 80	T.R.F.
TR5A Table	23.95	*550-1750	AC	6A7, 6D6, 85, 42, 80	465
TR711 Table	29.50	*550-1750	AC	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	465
TR63 Table	39.50	550-19,000	AC	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	465
TR84 Table	69.50	550-19,500	AC	6D6, 6D6, 6A7, 85, 76, 42, 42, 80	465
TR86 Auto.	39.90	550-1500	†6DC	6D6, 6D6, 6A7, 75, 41, 84	465
TR51B Table	550-1750	2DC	1A6, 34, 1B5, 30, 19	465
TR63B Table	550-19,000	2DC	1C6, 34, 1B5, 30, 30, 19	465
TR74B Table	550-19,500	2DC	34, 34, 1C6, 30, 30, 30, 19	465
TR151 Table	550-1750	AC-DC	6A7, 6D6, 75, 43, 25Z5	465
TR163 Table	550-19,000	AC-DC	43, 25Z5, 6A8, 6K7, 6H6, 6F5	465
TR184 Table	550-19,500	AC-DC	6D6, 6D6, 6A7, 85, 1V, 43, 43, 25Z5	465

* Police Switch. † B Eliminator Included.

United American Bosch Corp., Springfield, Mass. (*American Bosch*)

04 Table	\$17.95	540-3600	AC-DC	7 $\frac{1}{2}$ x 10 $\frac{1}{2}$ x 5 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5, 185RS
05 Table	29.95	540-1600 5800-16,500	AC-DC	9 $\frac{1}{2}$ x 11 $\frac{1}{2}$ x 6 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5, 185	465
505 Table	29.95	540-3300	AC	8 $\frac{1}{2}$ x 14 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6F7, 6D6, 75, 42, 80	465
510 Table	34.95	540-3300	AC	16 $\frac{1}{2}$ x 14 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6F7, 6D6, 75, 42, 80	465
430T Table	39.95	540-1750 2000-2600	AC	17 $\frac{1}{2}$ x 16 x 7 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	450
510E Console	49.95	540-3300 5800-18,000	AC	37 $\frac{1}{2}$ x 23 x 10 $\frac{1}{2}$	6F7, 6D6, 75, 42, 80	465
430J Console	54.95	2000-2600 5800-18,000	AC	36 x 20 $\frac{1}{2}$ x 10	6A7, 6D6, 75, 42, 80	450
575F Table	65.95	540-18,500	AC	21 x 16 $\frac{1}{2}$ x 10	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 80	465
585Y Table	79.95	120-350 540-18,500	AC	21 $\frac{1}{2}$ x 16 $\frac{1}{2}$ x 10 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6C5, 80	465
575Q Console	85.95	540-18,500	AC	39 $\frac{1}{2}$ x 23 $\frac{1}{2}$ x 10 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 80	465
585Z Console	99.50	120-350 540-18,500	AC	43 $\frac{1}{2}$ x 24 x 13 $\frac{1}{2}$	6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6C5, 80	465
595P Console	139.50	120-350 540-18,500	AC	42 $\frac{1}{2}$ x 26 $\frac{1}{2}$ x 14 $\frac{1}{2}$	6K7, 6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6F6, 6C5, 80	465
480D Console	155.00	540-22,500	AC	38 $\frac{1}{2}$ x 24 x 15 $\frac{1}{2}$	78, 78, 78, 77, 76, 6B7, 42, 6A6, 6A6, 83V	456
595M Console	169.50	120-350 540-18,500	AC	43 $\frac{1}{2}$ x 27 $\frac{1}{2}$ x 14 $\frac{1}{2}$	6K7, 6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6F6, 6C5, 80	465
385 Table	39.95	540-1600 530-1700	2DC	17 $\frac{1}{2}$ x 15 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1A6, 34, 34, 32, 33	463
386 Table	59.95	2300-2600 5800-19,000	2DC	19 $\frac{1}{2}$ x 16 $\frac{1}{2}$ x 9 $\frac{1}{2}$	1C6, 34, 34, 30, 32, 33	463
376N Table	69.90	540-1600	2DC	38 x 23 $\frac{1}{2}$ x 12	1A6, 34, 34, 32, 33	456
524 Auto.	43.95	Broadcast	†6DC	6A7, 78, 75, 42, 84	456
634 Auto.	48.95	Broadcast	†6DC	77, 77, 78, 75, 42, 84	175

† B Eliminator Included.

United Motors Service, General Motors Bldg., Detroit, Mich. (*Delco*)

1101 Table	\$34.50	540-1725	AC-DC	7 $\frac{1}{2}$ x 11 x 5 $\frac{1}{2}$	6F7, 6B7, 25Z5, 78, 43
1105 Table	25.00	540-4500	AC	12 $\frac{1}{2}$ x 10 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6D6, 6D6, 6B5, 76, 80	450
1106 Table	34.50	540-1725 2300-6300	AC	16 $\frac{1}{2}$ x 12 x 9	6A7, 75, 80, 6D6, 42	465
1107 Table	49.50	540-15,500	AC	18 $\frac{1}{2}$ x 13 $\frac{1}{2}$ x 10	6A7, 75, 80, 6D6, 6D6, 42	450
1108 Console	69.50	540-18,000	AC	38 x 22 $\frac{1}{2}$ x 11 $\frac{1}{2}$	6A7, 75, 80, 6D6, 6D6, 42	490
1109 Console	99.50	540-18,000	AC	41 x 25 x 12	6D6, 6D6, 6C5, 80, 6A7, 6F6, 6C5, 6F6	450
1110 Console	137.50	150-410 540-18,000	AC	42 x 25 $\frac{1}{2}$ x 13 $\frac{1}{2}$	6D6, 6K7, 45, 45, 6C5, 6C5, 6C5, 6C5, 6A7, 80	450
3205 Table	49.50	540-4000	†32DC	16 $\frac{1}{2}$ x 12 x 9	6D6, 6A7, 85, 48, 48	450
3206 Table	69.50	150-390 540-15,300	†32DC	18 $\frac{1}{2}$ x 13 $\frac{1}{2}$ x 10	6D6, 6A7, 85, 76, 48, 48, 48, 48	450
6010 Table	44.50	540-1725 2300-6300	*6DC	16 $\frac{1}{2}$ x 12 x 9	34, 1B5, 1C6, 38	465
3207 Console	89.50	150-390 540-15,300	*32DC	37 x 22 x 12	6D6, 6A7, 85, 76, 48, 48, 48, 48	450
626 Auto.	49.50	540-1550	*6DC	7 x 9 x 7 $\frac{1}{2}$	6D6, 6D6, 6A7, 6B7, 42	262.5
627 Auto.	57.50	540-1550	*6DC	7 x 9 x 7 $\frac{1}{2}$	262.5
628 Auto.	67.50	540-1550	*6DC	7 x 9 x 7 $\frac{1}{2}$	6D6, 6D6, 6D6, 6A7, 85, 6A6	262.5
629 Auto.	*6DC	262.5

† No B Batteries Required. * B Eliminator Included.

Warwick Mfg. Co., 1700 W. Washington Blvd., Chicago, Ill. (*Warwick*)

635 Druid Console	AC	37 x 20 $\frac{1}{2}$ x 11 $\frac{1}{2}$	76, 6D6, 6D6, 75, 6B5, 80	456
635 Dinah Table	535-1540 1600-4500	AC	15 $\frac{1}{2}$ x 11 $\frac{1}{2}$ x 8 $\frac{1}{2}$	76, 6D6, 6D6, 75, 6B5, 80	456
530 Cathay Console	6000-16,000	AC	37 x 20 $\frac{1}{2}$ x 11 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
530 Table	AC	14 x 12 x 8	6A7, 6D6, 75, 42, 80	456
418 Bea Table	535-1712	AC-DC	12 x 10 x 6 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5
725 Dinah Table	535-1540 1600-4500	6 or 2V DC	15 $\frac{1}{2}$ x 11 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1C6, 34, 34, 30, 1B5, 19, 6-1	456
540 Carlisle Table	535-1540 1600-4000	6 or 2V DC	14 x 12 x 8	1A6, 34, 32, 33, 4H1	456
618 Auto.	535-1500	*6DC	7 $\frac{1}{2}$ x 9 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6D6, 6A7, 6D6, 75, 41, 84	175
511 Auto.	535-1500	*6DC	7 $\frac{1}{2}$ x 9 $\frac{1}{2}$ x 7 $\frac{1}{2}$	6A7, 6D6, 75, 41, 84	456

* B Eliminator Included.

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES Metal in bold	I. F.
Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago, Ill. (Wells-Gardner)						
37J510 Mantel	535-1730 5750-18,300	AC	18 x15 x10	6K7, 6K7, 6K7, 6F6 , 6B7, 76, 8#	456
37J560 Console	535-1730 5750-18,300	AC	36 x21 x11	6K7, 6K7, 6K7, 6F6 , 6B7, 76, 80	456
37G508 Mantel	535-18,300	AC	18 x16 x10	6K7, 6K7, 6K7, 6F6 , 6B7, 76, 80	456
37G566 Console	535-18,300	AC	36 x22 x11	6K7, 6K7, 6K7, 6F6 , 6B7, 76, 80	456
30D568 Console	535-18,300	AC	38 x23 x11	6K7, 6K7, 6K7, 6F6 , 45, 45, 76, 76, 80	456
32C570 Console	535-18,300	AC	39½x23½x12½	6K7, 6K7, 6K7, 6F6 , 45, 45, 76, 76, 80	456
36F552 Console	535-46,000	AC	43 x27 x14½	6K7, 6K7, 6K7, 6K7 , 6B7, 6F7, 45, 76, 76, 76, 5Z3, 5Z3, 2A3, 2A3, 2A3, 2A3, 30, 32, 34, 34, 19	456
35G510 Mantel	526-1750	2DC	18 x15 x10	30, 32, 34, 34, 19	456
35G560 Console	526-1750	2DC	36 x21 x11	30, 32, 34, 34, 19	456
37H508 Mantel	535-16,000	2DC	18 x16 x10	1C6, 19, 30, 30, 34, 34, 34	456
37H566 Console	535-16,000	2DC	36 x22 x11	1C6, 19, 30, 30, 34, 34, 34	456
39C568 Console	530-16,000	2DC	38 x23 x11	19, 30, 30, 30, 34, 34, 34, 34	456
37E508 Mantel	535-16,000	*2DC	18 x16 x10	1C6, 19, 30, 30, 34, 34, 34	456
37E566 Console	535-16,000	*2DC	36 x22 x11	1C6, 19, 30, 30, 34, 34, 34	456
36D510 Mantel	530-1750	32DC	18 x15 x10	6A6, 6A7, 6D6, 6D6, 43, 85	456
36D560 Console	530-1750	32DC	36 x21 x11	6A6, 6A7, 6D6, 6D6, 43, 85	456
26R1 Auto.	530-1650	8½x 7½x 6½	84, 75, 41, 6D6, 6D6, 6C6	175
* B Eliminator Included.						
Westinghouse Electric Supply Co., 150 Varick St., New York, N. Y. (Westinghouse)						
WR100 Midget	\$25.00	540-4000	AC-DC	10½x 8½x 6	6A7, 6D6, 75, 43, 25Z5
WR101 Midget	39.95	540-4700	AC-DC	10½x14½x 7½	75, 43, 25Z5, 6A8, 6K7, 6K7
WR201 Table	19.95	540-3200	AC	14½x11½x 8½	6D6, 6D6, 76, 42, 80
WR203 Table	44.95	540-4700	AC	16½x12½x 8½	75, 80, 6A8, 6K7, 6K7, 6F6
WR303 Console	59.95	540-4700	AC	37 x23 x11½	75, 80, 6A8, 6K7, 6K7, 6F6
WR204 Table	85.95	540-18,500	AC	20½x16½x 9½	6A8, 6K7, 6K7, 6F5, 6F6, 6F6, 80
WR304 Console	85.95	540-18,500	AC	39½x24 x12	6A8, 6K7, 6K7, 6F5, 6H6, 6F6, 80
WR205 Table	79.95	120-370	AC	21½x17 x10	6A8, 6K7, 6K7, 6C5, 6H6, 6F5, 6F6, 80
WR305 Console	99.50	540-18,500	AC	41½x25½x13½	6A8, 6K7, 6K7, 6C5, 6H6, 6F5, 6F6, 80
WR306 Console	139.50	120-370	AC	43 x27½x14	6A8, 6K7, 6K7, 6K7, 6C5, 6H6, 6F5, 6F6, 6F6, 5Z3
WR601 Table	34.95	540-3900	2DC	20½x15½x11½	1C6, 25S, 30, 33, 34
WR602 Table	540-1750	*6DC	16½x12½x 8½	1A6, 34, 34, 25S, 30, 19
WR500 Auto.	48.95	540-1500	*6DC	77, 77, 78, 75, 42, 84
WR501 Auto.	44.95	540-1500	*6DC	6½x 9½x 6½	78, 78, 6A7, 85, 41, 84
* Vibrator Included. † 9½ Diameter, 7½ Deep (round).						
Wilcox-Gay Corp., Charlotte, Mich. (Wilcox-Gay)						
3JE5-93 Table	\$23.95	545-1710 6000-16,600	AC-DC	14 x12 x 6	6A7, 78, 77, 43, 25Z5	175
5B5-89 Table	34.90	545-4000 6000-16,600	AC	16 x13 x 8	6A7, 78, 75, 42, 80	456
5B5-800 Console	44.90	545-4000 6000-16,600	AC	37½x20½x12	6A7, 78, 75, 42, 80	456
4JC6-84 Table	49.90	150-21,400	AC-DC	16½x14 x 8	6A7, 75, 78, 78, 43, 25Z5	456
4JC6-780 Console	69.90	150-21,400	AC-DC	38 x20½x13	6A7, 75, 78, 78, 43, 25Z5	456
5E7-91 Table	44.90	545-4000 6000-16,600	AC	17½x14½x 8	78, 78, 76, 77, 75, 42, 80	456
5E7-780 Console	59.90	545-4000 6000-16,600	AC	38 x20½x13	78, 78, 76, 77, 75, 42, 80	456
5A6-89 Table	39.90	545-1710	2DC	16 x13 x 8	1A6, 30, 30, 33, 34, 34	456
5A6-810 Console	49.90	545-1710	2DC	37½x20½x12	1A6, 30, 30, 33, 34, 34	456
3J4-11 Table	19.95	545-1710	2DC	17 x13 x10	1A6, 33, 34, 34	175
5F8-90 Table	54.90	545-4000 6000-16,600	*6DC	18½x15½x10	34, 34, 34, 34, 30, 30, 33, 84	456
5F8-790 Console	69.90	545-4000 6000-16,600	*6DC	36½x23½x11½	34, 34, 34, 34, 30, 30, 33, 84	456
4H13-840 Console	150.00	150-21,400	AC	40 x24 x13½	80, 80, 45, 45, 45, 45, 6F5, 6F5, 6H6, 6K7, 6K7, 6K7, 6C5	456
4B6-2 Auto.	44.90	545-1500	*6DC	10½x 6 x 7½	78, 78, 77, 75, 41, 84	175
4G8-840 Console	99.90	150-350 545-23,000	AC	40 x24 x13½	6K7, 6K7, 6K7, 80, 6F5, 6F6, 6H6, 6C5	456
* B Eliminator Included.						
Zenith Radio Corp., 3620 Iron St., Chicago, Ill. (Zenith)						
4T26 Table	\$20.00	540-3700	AC	14 x11 x 7	*6A8, 6P7, 6F6, 5Y3	456
4T51 Console	39.95	540-3700	AC	35 x22 x11	*6A8, 6P7, 6F6, 5Y3	456
5S29 Table	39.95	535-4450 5800-18,500	AC	18 x13 x 9	*6A8, 6K7, 6B6, 6F6, 5Y3	252½
5S56 Console	59.95	535-4450 5800-18,500	AC	40 x22 x12	*6A8, 6K7, 6B6, 6F6, 5Y3	252½
6S27 Table	59.95	535-4450 5800-18,500	AC	23 x17 x13	*6A8, 6K7, 6K7, 6H6, 6F6, 5Y3	252½
6S52 Console	69.95	535-4450 5800-18,500	AC	39 x24 x13	*6A8, 6K7, 6K7, 6H6, 6F6, 5Y3	252½
7S28 Table	75.00	550-1780 2100-23,000	AC	22 x17 x13	*6K7, 6K7, 6K7, 6A8, 6H6, 6F6, 5Y3	456
7S53 Console	89.95	550-1780 2100-23,000	AC	41 x25 x14	*6K7, 6K7, 6K7, 6A8, 6H6, 6F6, 5Y3	456
9S30 Table	85.00	550-1780 2100-23,000	AC	22 x16 x12	*6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6F6, 6F6, 5Y3	456
9S54 Console	99.95	550-1780 2100-23,000	AC	41 x24 x14	*6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6F6, 6F6, 5Y3	456
9S55 Console	119.95	550-1780 2100-23,000	AC	42 x26 x16	*6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6F6, 6F6, 5Y3	456
12A57 Console	139.95	550-1780 2100-23,000	AC	41 x25 x15	*6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6C5, 6C5, 6F6, 6F6, 5Y3, 5Y3	456
12A58 Console	159.95	141-375 550-1780 2100-23,000	AC	42 x26 x16	*6K7, 6K7, 6A8, 6H6, 6C5, 6C5, 6C5, 6F6, 6F6, 5Y3, 5Y3	456
16A61 Console	375.00	141-375 550-1780 2100-23,000	AC	47 x28 x16	*6K7, 6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6F6, 6F6, 6F6, 6F6, 6C5, 5Y3, 5Y3, 5Y3, 5Y3	456
16A63 Console	450.00	141-375 550-1780 2100-23,000	AC	43 x30 x18	*6K7, 6K7, 6K7, 6A8, 6H6, 6F5, 6F6, 6F6, 6F6, 6F6, 6F6, 6C5, 5Y3, 5Y3, 5Y3, 5Y3	456
Stratosphere Console	750.00	535-63,600	AC	50½x29½x19½	6D6, 6D6, 6D6, 6D6, 6D, 6D6, 6A7, 76, 76, 76, 85, 79, 42, 42, 5Z3, 5Z3, 5Z3, 45, 45, 45, 45, 45, 45, 45, 45, 45, 45	483
4V31 Table	39.95	550-1800	†6DC	15 x13 x10	*15, 15, 75, 38	456
4V59 Console	59.95	550-1800	†6DC	35 x22 x11	*15, 15, 75, 38	456
6V27 Table	69.95	550-1780 2100-23,000	†6DC	23 x17 x13	*15, 15, 6A7, 75, 76, 19	456
6V62 Console	89.95	550-1780 2100-23,000	†6DC	29 x24 x13	*15, 15, 6A7, 75, 76, 19	456
664 Auto.	39.95	535-1600	†6DC	7 x 9 x 6 7/8	6A7, 6D6, 75, 41, 6Z4
666 Auto.	49.95	535-1600	†6DC	9½x 6½x 6 7/8	6D6, 6C6, 6D6, 75, 42, 84
668 Auto.	54.95	535-1600	†6DC	9½x 6½x 6 7/8	6D6, 6C6, 6D6, 75, 42, 6Z4
* Meta-Glas. † B Eliminator Included. § Speaker Separate.						



this fall it's **TUBES**

NEW!

ALL-METAL TUBE CH...

We've Been Told

When you sell a Tung-Sol Tube you receive a satisfied customer. Look around you. You have sold 1,000 Tung-Sol Tubes and had only four replacements.

(Signed)
Albert W. Lentz,
LUCY'S RADIO SERVICE,
Brooklyn, N. Y.

TUNG-SOL MADE IN U.S.A.

A NEW PRODUCT
*
A NEW HOME

METAL TUBES

Millions of dollars worth of advertising . . . billions of words of tube-talk . . . will make America's 22,000,000 set owners critical, as never before, of tube performance; ready, as never before, to buy tube replacements for their sets.

Now is the Time . . .

- . . . to make sure of getting your share of the profits of a great tube season.
- . . . to escape completely from chain store and other cut-price competition.
- . . . to begin making a full profit on every tube you sell.
- . . . to use capital, which may be tied up needlessly in tubes, to increase your stock of new radio sets.
- . . . to shift to a complete line of tubes whose quality is unsurpassed and seldom equalled.
- . . . to take on a nationally warehoused line that provides for prompt stock replacement from a wholesaler located in your territory.
- . . . to stabilize your tube business under policies that remove most of the uncertainties and risks prevalent in tube retailing.

THIS FALL is the time to become a Tung-Sol Retail Partner and benefit from Tung-Sol's time-tested, plus-profit selling plan.

Some locations remain where independent radio dealers and service shops could qualify as Tung-Sol Retail Partners and still have "elbow-room." Write now for the name of the nearest Tung-Sol wholesale agent, who will give you details.

TUNG-SOL
Tone-flow radio Tubes

SALES OFFICES • Atlanta • Boston • Charlotte • Cleveland
Chicago • Dallas • Detroit • Kansas City • Los Angeles • New York
GENERAL OFFICE: NEWARK, N. J.

New

Music lovers everywhere have been noting these imaginative posters, in full color, which record dealers have been displaying in their windows



NEW Promotional Ideas will sell RECORDS for dealers

By
Richard Gilbert

Well known record critic, head of Schirmer's phonograph department and, for five years, contributing editor to *Radio Retailing*, Mr. Gilbert will continue to conduct this department this season, again presenting pre-reviews of the best sellers and practical ideas for increasing your record business.

Radio Retailing has long contended that the record business was never as moribund as some folks believed. On the contrary it has claimed that discs were staging a certain comeback and that sooner or later sales would reach sizable proportions. Our sanguine hopes, however, did not include the idea that a repetition of the boom era (1922-28) was likely. But, with the increasing demand for phonograph discs, we have prompted dealers not to lose sight of the merchandising possibilities of such home entertainment. It is gratifying to review the articles this writer has written for *Radio Retailing* and note that our prophesies have held true.

National Ads Arouse Interest

A significant indication of the present healthy state of the phonograph must be apparent in the renewed interest in national advertising by the RCA Victor Company.

During the past year magazine and newspaper campaigns—featuring each month an album set of records (usually a \$10 list item) selected because of popular appeal and technical excellence have aroused interest in records among a widely flung musical public. Brilliant, large, eye-appealing posters, supplied to dealers, tie up with the ads appearing in

Scribner's, *The American Mercury*, and elsewhere. Do not fail to use these colorful posters conspicuously. The albums selected by Victor (for September, a new recording of the popular *Scheherazade*) for this special promotion have been notable for their popular appeal. When you play these records—all establishing sensational heights in wide-range reproduction—you will need little musical training to transfer your enthusiasm on to your customers.

Boston Symphony Goes Jazz

But, you say, you never have had luck selling the higher priced "high brow" discs because your customers don't care for music other than jazz. Why not play for them the new Victor record of *Carioca* and *The Continental* (the dance Fred Astaire made famous) by none other than the Boston "Pops" Orchestra, the title under which the Boston Symphony played its summer concerts conducted by Arthur Fiedler. Here is a recent disc calculated to make more Red Seal addicts from the ranks of "popular" buyers. More such discs are to follow and they will be certain to arouse curiosity about the more serious repertoire. The *Carioca* disc (No. 4287) is a "wow" for demonstrating the new phonograph-radio combinations.

Astaire's "Top Hat" Discs Top

The dance records destined for best selling honors are Brunswick's trio of *Top Hat* hits (*No Strings*, *Cheek to Cheek*, *Top Hat*, *The Piccolino* and *Isn't This a Lovely Day*—all by Irving

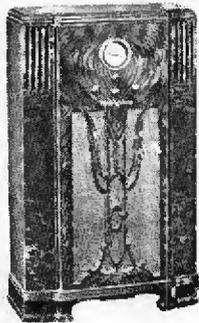
Berlin) featuring Fred Astaire, singing and tapping with Leo Reisman's and Johnny Green's orchestras. With Fred's popularity and the swell orchestrations of Reisman and Green, an appropriate window display (in which your local picture exhibitor will assist with "stills" and theatre cards) and a small newspaper ad, when the picture comes to your city, will prove that records with something radio can't offer, aren't dead by a long shot. These three discs (Nos. 7486/87/88) have gone big long before the picture's release.

Columbia has made some interesting recordings of old and modern music in this country. If your clientele goes in for novelties, by all means show them the recent Columbia lists. Modernists will go for Aaron Copland's piano *Variations*, played by the composer; classicists for Mozart's *Quartet in C major*, by the Gordon String Quartet of Chicago.

Decca Discs Up-to-Date

Decca populars never seem to flag. Jack Kapp, head of this company, has an uncanny sense for discovering new talent and building up previously unknown artists. Cleo Brown is a recent discovery—a dusky girl with a dusky voice and mean fingers on a piano. Feature her *Never Too Tired for Love* and *Mama Don't Want No Peas*, etc. . . . A recent batch of discs from this company contains tasty editions for "hot" fans, the smooth dancers and lovers of Harlemania: we noted particularly *I'm in a Mood for Love* and *Two Together*, *East of the Sun* and *And Then Some* by Bob Crosby (Bing's talented brother) and his orchestra; motion picture hits, *Why Dream and I Wished on the Moon* by Victor Young and his orchestra; and a swell hot one by Jimmie Lunceford and his orchestra, *Four or Five Times and Rumm'n' Wild*—both revivals. The Decca quality is good and the price low.

FEATURES! MODELS! PRICES!



Console WR-303. Standard, Police and European Short Wave Bands

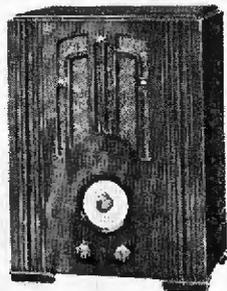


Table Model. WR-201. "The Mighty Midget"—Standard and Police Bands

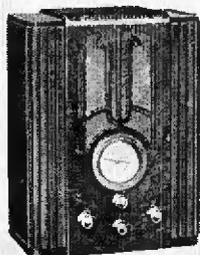


Table Model, WR-203. Standard, Police and European Short Wave Bands

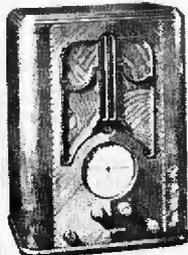


Table Model, WR-205. Weather, Standard, Police, European Short Wave Bands. Precision Tuner and Metal Tubes



Console WR-304. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes



Console, WR-305. Weather, Standard, Police, European Short Wave Bands. Precision Tuner and Metal Tubes

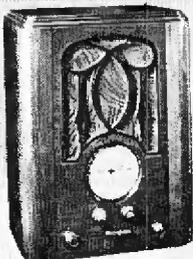


Table Model, WR-204. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes



Console, WR-306. Four Bands. Weather, Standard, Police and European Short Wave. With Precision Tuner and Metal Tubes

Westinghouse gives you every talking point—for every type of customer

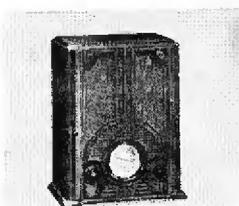
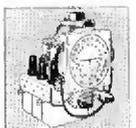
Here's the radio line you don't have to "piece out" . . . with a model here to satisfy the price-minded customer . . . a model there to meet the demand for one of the popular new features. The Westinghouse line is complete! Complete in quality! Complete in performance! Complete in features and prices!

No wonder so many dealers are "going Westinghouse" this season . . . taking advantage of the extra profit, the lower inventory, that comes from standardizing on a single high-quality line.

FEATURING

The PRECISION TUNER

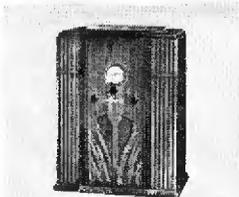
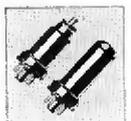
An amazing control unit that automatically rules out the variables that distort tone, introduce noise and affect exact dial settings. Makes possible reception with true precision on every broadcast band.



Midget, WR-100. Five tubes, Standard and Police Bands

The new ALL-METAL TUBES

Westinghouse has the new metal tubes . . . just as it has every worth-while improvement in radio design and construction.



Farm Set, WR-601. Standard and Police Bands

For complete descriptions and information see your nearest jobber or write Westinghouse Radio, Merchandising Headquarters, 150 Varick Street, N.Y.C.

Prices Start with Mighty Midget at \$19.95 up to Super Deluxe at \$139.50
(Slightly higher west of the Rockies)

Westinghouse Precision Radio

Another Foreign Invasion!

EUROPEAN SHORTWAVERS AFTER AMERICAN AUDIENCES

John Royal of NBC Interviewed by "Radio Retailing"—
Says New U. S. Programs also Packed With Interest Value

NEW YORK—"Radio is the healthiest thing in Europe today. Governments may disagree—and do, but," said John F. Royal, NBC vice president in charge of programs, who has just returned from a two months' tour of England and 16 continental countries, "radio is an international factor for good will."

Interviewed by the editor of *Radio Retailing* immediately on his return to his native land, Mr. Royal continued: "Every country I visited is radio-conscious to an amazing degree. In Germany they are broadcasting to the world 24 hours a day. So is Russia—and England. Every country wants a large North and South American audience, for political or trade purposes. I predict that, within the next 18 months, we will witness the greatest program competition in the history of radio. By that time all the European countries will be equipped for short wave sending and receiving. This, together, with further improvements in American shortwave receivers, will mean that the American family will have the world in their living room."

Likewise, Mr. Royal pointed out, every European country is clamoring for U. S. programs. "In Russia they asked me for American broadcasts that would feature week-old popular dance tunes. They can't get them quick enough or hot enough."

As for programs NBC will re-broadcast during 1935-36 from Europe: "Probably from the near-war zone in Ethiopia." When pressed by your reporter, Mr. Royal admitted NBC was making every effort to establish direct short wave transmission from the field of battle, if and when as.

Another innovation will be the broadcasting to America of ancient history lessons; actual historic scenes, re-enacted right on the spot where they happened, the Roman Colosseum, the Grecian Acropolis, etc.

Then there will be first time pickups from Greenland, Iceland and other new locations. Also more frequent exchanges with the British Broadcasting Corporation. Other sidelights: Germany is planning a huge building for shortwave broadcasts only; 52 studios and two new and powerful transmitters. Purpose: to sell Germany to the world. Italy broadcast 250 operas last year. Many of these will be heard in America this season. Many foreign stations broadcast daily les-

sons in the speaking of English. Mr. Royal expects that language lessons will be available on this side in 1936.

THREE-SIDED RADIO NEWS BUREAU BATTLE RAGES

NEW YORK—The recent virtual break-up of the Press-Radio pact has brought the whole matter of the collecting and dishing out of news to radio listeners into the open again. Three large news services are involved; the United Press (UP), the Trans-Radio Press Service, and the International News Service (INS).

Inasmuch as some 116 of the nation's 600 radio stations are owned by newspapers or closely affiliated with a publishing concern, the UP at last has realized that here is a new outlet for its news service which has profit possibilities.

For the present the three big chains continue to support the Press-Radio Bureau in New York City, although both NBC and Columbia are subscribing

to other more elaborate news services for individual stations and are contemplating featuring chain circuit news on a more satisfying scale than at present.

In the meanwhile Trans-Radio and International continue to sign up independent stations, the former claiming 250 clients, and the latter (INS) now over half a hun-

dred. Another finger in the pie was interjected last month with the signing up by Columbia of a new "March of Time" series, to be sponsored alternately by *Time* Magazine and Remington-Rand, Inc. These 15-minute news dramatizations will be on the air five nights a week on the Columbia chain. This move is not regarded as a violation of the Press Radio pact, since, it is believed, the dramatic treatment is a sufficient departure from straight news reporting to keep the program out of this category.

Editor's Note—As We Go To Press—The following news release has just been received from the Transradio Press Service, Inc.: "The greatest news story since the World War is about to break. When it does, Transradio's large clientele will have a coverage unsurpassed by any news-gathering organization on earth. Its war correspondents will flash the news, via shortwave, not only from the heart of Abyssinia but from border points in six surrounding countries and from Italy."

For those who like their daily fare of news predigested radio will offer the listener many "interpreters." For example: Gabriel Heatter will begin a Saturday and Sunday news review over NBC's WJZ Blue network starting Sept. 21 at 5:45 P.M. (EST).

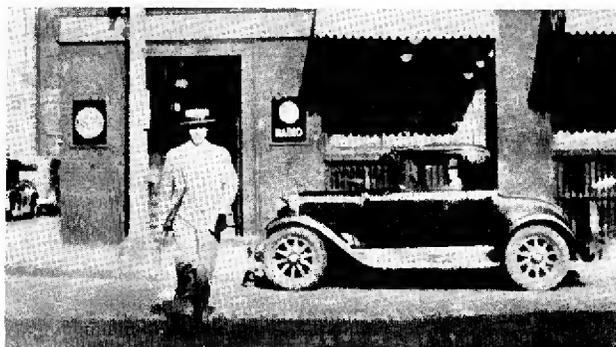


New Type Sparton Console, by Teague, to be Unveiled at New York Radio Exposition

What's under this silken cover? It's a new kind of radio cabinet, created by Walter Dorwin Teague, one of America's foremost designers. Does the curved top give a clue?

Now a secret, this revolutionary console will be introduced at the Sparks Withington exhibit, Radio Show, New York, next week. A total of 19 radio concerns will have booths at this exposition. See page 20 for Details.

Why Walk, Mr. Arnold?



And with a car waiting right at your front door! Perhaps L. C. Arnold, D. M. for General Electric Supply Corp., St. Louis, is keeping in trim for the "big Push"

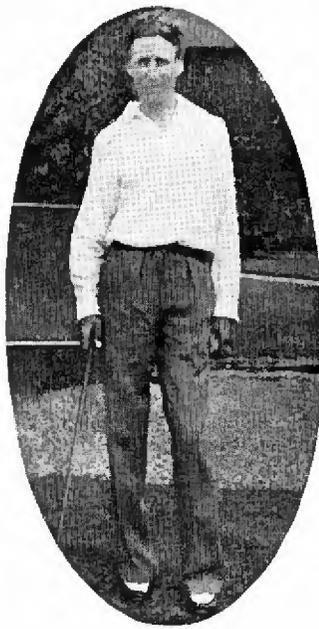
Billings Belts the Ball

CHICAGO—Here's the saga of radio's greatest golfer, as we get it from RR's Chicago representative — who was among those present:

The setting was the 18th hole—not the 19th. Place: the St. Charles Country Club, at the August 8 get-together of the Radio Industries Golf Club, Chicago chapter. This hole is 135 yards, tee to green, with plenty of water in between and on three sides of the green.

One hundred players gathered on the club side and wagered on the chances of each drive—would it land in the drink or on the green. Few accomplished the latter. In the last foursome appeared P. S. Billings, president of the Belmont Radio Co., Chicago. "P. S." decided to give the boys a real bet; offered \$10 to all takers that he could place ten consecutive balls on the green. The whole gallery wanted a piece of this change.

President Billings placed his first five pills well on the green, one within two feet of the hole. From then on the crowd was his and he didn't let them down. With machine like precision he placed



P. S. Billings

the remaining five fairly on the green—and collected his bets while the crowd said, "I'll be damned!"

Now the Chicago boys are backing Billings against all comers. What say, you Easterners—and you Milwaukee picknickers?

Cleveland Campaign

CLEVELAND—A sales promotion campaign, designed to sell 25,000 modern radio sets to Cleveland families, began this month with a large advertising program by the Electrical League in Cleveland's metropolitan, community and foreign language newspapers. An extensive cooperative dealer campaign is being carried on at the same time.

According to recent estimates

there are over 200,000 radio sets in homes in greater Cleveland, and of these at least 50 per cent are over four years old and, therefore, do not provide listeners with modern radio reception.

For that reason the promotional program features the greater selectivity, better reception, and the all-wave features of the modern sets, and Clevelanders will be urged to replace old sets with new sets so that they may enjoy their radios to the fullest.

STROMBERG-CARLSON HOLDS GENERAL SALES CONFERENCE

Introduce "Carpinchoe" Leather Speaker and "Acoustical Labyrinth" to 150 Salesmen and Distributors

ROCHESTER — With 150 salesmen and distributors' representatives in attendance, the first Stromberg-Carlson general sales conference held in several years got off to a flying start on Saturday, August 24.

General Manager George A. Scoville greeted the assemblage and outlined the purpose of the conference. He stated that the Stromberg Company is in an unusually sound financial condition, having shown a profit during the first six months' business of this year with steadily increasing volume. Flexible merchandising and finance plans have been developed to meet the requirements of every dealer and organization handling the Stromberg-Carlson line.

Twenty-eight distribution points have been set up in the past few months in addition to the Stromberg-Carlson branch offices and representatives, enabling a more nearly perfect national coverage.

Lee McCanne, secretary, introduced the complete fall line stressing the point that in the 15 models there is one in each price class from \$59.50 to \$985. He stated that the merchandising possibilities of the line are unlimited because of this unusually long price range. He further said that no dealer should experience difficulty in "selling up" with Stromberg-Carlson because in every model there is a good and logical reason for the increase in price over the next lower priced model.

During the afternoon session

Dr. R. H. Manson described the new Carpinchoe leather speaker which makes possible high fidelity reproduction at a popular price. For the benefit of new members of the organization he outlined the advantages of Stromberg-Carlson's exclusive Acoustical Labyrinth which is used in the higher priced high fidelity models.

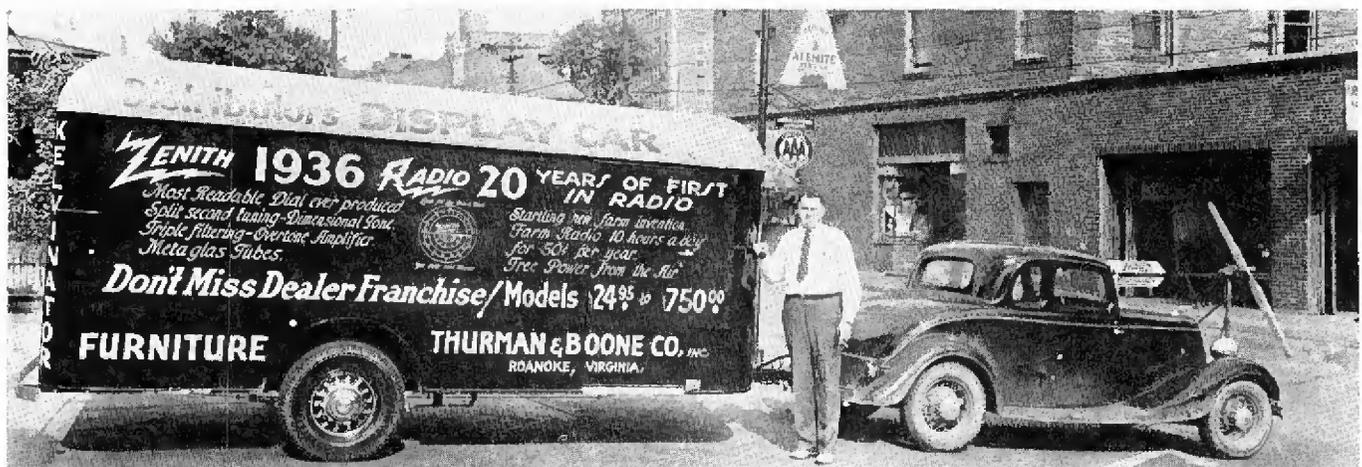
Lee McCanne then outlined the merchandising possibilities of the line stating that his company now had the longest price range in the industry, offering the dealer an unprecedented opportunity to meet every demand of prospective customers.

Edwin C. Roworth, treasurer, then described a new finance plan which is to be offered S-C dealers, and which will greatly enlarge their opportunity for time payment sales and enable them to make terms far more convenient to the purchaser than has been possible in the past. Mr. Roworth stated that the Stromberg-Carlson credit plan is far more liberal than is general in the radio business.

Benjamin Gross and L. L. Spencer, of Gross Sales, Inc., New York City representatives, also addressed the convention, delivering two sales talks of great practical value.

A concluding banquet was given by the company at a Rochester Club. G. A. Scoville was toastmaster. Otto Thurn and his Bavarian Orchestra, heard weekly over NBC from Stromberg-Carlson Station WHAM, entertained.

And a Darn Good Ad for the Little Ford Too



Not content with its trailer publicity, Thurman & Boone, Roanoke, makes this poor ole Ford push a Wincharger all over

Virginia. This is just about the most advertising on wheels we've seen since God knows when.

TUNE IN ON THESE

After ten years of refusals, Ignace Paderewski, world famous pianist, has at last capitulated and will be heard in this country on October 12 in a 90 minute recital of Chopin's works will be short-waved westward from Switzerland and rebroadcast by WJZ and associated stations.

In connection with this subject of shortwave broadcasts—their growth in number and in quality—*Radio Retailing's* readers should know that over 600 local newspapers now receive regularly, and in time for publication, very complete program listings of foreign stations. This splendid publicity, and necessary stimulant to the sale of the short-wave feature provided in American sets, is made possible through the efforts of the Radio Manufacturers Association.

"March of Time"

Noted among the pre-fall programs originating in local studios and indicative of the good things to come, was the resumption, Monday, Aug.

26, of the ever popular "March of Time." This year it's on the air five nights a week, at 10:30 EST.

A few more domestic innovations, by way of what to expect: The WOR program "For Women Only," with Rosaline Greene announcing, received excellent commendation from the Women's National Radio Committee recently. The amateurs will rehearse together, for Conti Products Sunday evening series—on the Mutual Chain. The plan is to present a finished radio revue, a unit show rather than a haphazard hodge-podge. Even the commercial announcements will be done by amateurs. What a relief.

And for those who tire of retuning every 15 minutes, there's the Lux Radio Theatre, every Monday, nine to ten p.m. on Columbia network—a solid hour of drama.

Last, by way of a sampler of what's original, is the Stromberg-Carlson new program over its 50,000 watt station WHAM every week day morning at 7:40. The "Radio Reporter" outlines the out-

standing programs to be heard during the day over all three of the major networks. gives a review of shortwave reception conditions and a summary of the s-w programs to be heard within the next 24 hours from the most easily received foreign stations. A mighty fine idea from whatever angle you view this sales builder.

And from Washington, over the Mutual System, will come spicy "low downs on the high ups." These programs of political news commentations, by Drew Pearson and Robert Allen, start Tuesday evening, Oct. 1, at 7:45.

Pearson and Allen are responsible for the famous book and newspaper column, "Washington Merry-Go-Round."

Louis-Baer Bout on Air

Since Joe Louis and Maxie Baer were matched to fight in New York, Sept. 24, the networks have been racing to locate a sponsor. WEAF and WJZ win out.

New Program Schedules Available

Radio Retailing has on file mimeographed sheets giv-

ing the advance list of fall premieres on both the NBC and Columbia networks. This valuable sales ammunition will be mailed to its readers upon request.

With Wurlitzer Stores



Ray S. Erlandson, for the past two years sales manager of the Auto Radio Division, Zenith Radio, has just joined the Rudolph Wurlitzer Company, of Cincinnati, as assistant general sales manager.

We should thank the radio industry but they're thanking us...for "G" Tubes!

For the trade's very splendid reception of "G" tubes (glass counterpart of metal tubes) that has caused our plant to work at capacity, we say "Thank You."

Deluging us, however, are thousands of "Thank You's" from:

Set Manufacturers—because they are enabled to go into quantity production of sets that can use metal tubes, but using "G" Tubes—built on tried and proved principles;

Jobbers, Dealers, Servicemen—for placing them in a position to cash in, now, on the public's great interest in this development.

"G" Tubes embody all the merits of metal tubes but are built on time-

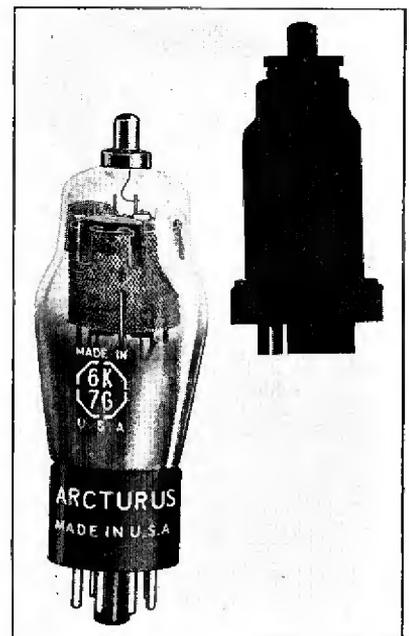
tested, experience-proved principles. A few important features of "G" Tubes include:

1. Characteristics identical to all-metal tubes.
2. Pin connections and base same as all-metal tubes.
3. Type numbers correspond to all-metal tubes (except our 5Y3 is a counterpart of the 5Z4).
4. Positively interchangeable with all-metal tubes.
5. Proved efficiency; built along conventional manufacturing practices; not an experiment.
6. Available now in quantities.
7. Currently used as initial equipment by several leading set manufacturers.

Characteristic Chart on "G" Tubes available on request. Arcturus Radio Tube Co., Newark, N. J.

ARCTURUS RADIO TUBES

Pioneer of 6 out of the 7 Fundamental Developments in a. c. tubes.



Showing general appearance of the "G" Line Tubes, with all-metal tube base connections and guide pin.

LOCAL SHOWS

Radio & Appliance Show
Minneapolis, Minn.
Sept. 30 to Oct. 5

Under management of Harry H. Cory, who promises ten crowd-pulling features plus a tie in with the food processors.

Electric & Radio Show
Philadelphia, Pa.
Oct. 7 to 12

Featuring a six-county contest for a complete home electric laundry and publicized by three broadcast stations.

Radio & Food Show
Milwaukee, Wis.
Oct. 21 to 26

F. W. Greusel, president of the Wisconsin Radio, Refrigeration & Appliance Association,



who advises that the Association plans to tie in with the Milwaukee Food Show, scheduled to open October 21 to 26 at the Auditorium.

This Bank Sells Washers

FORT WAYNE—A sales promotion plan which dramatizes the savings made with home laundering equipment and overcomes price resistance is now being made available to dealers in Horton washers and ironers. Announcement of the new plan has just been made by W. T. White, general sales manager of the Horton Manufacturing Co., Fort Wayne, Ind.

Basic equipment for the plan



Showing type of newspaper copy used
Same idea could be applied to radios

is a neat and attractive savings bank, constructed in the form of a small book. The bank carries the title "Horton Washers and Ironers Save Money, Clothes, Time, Work, Health."

In announcing the savings bank plan to the trade Mr. White points out that it may be used in various ways, for instance: As an advertising hook to bring prospects into the store; to dramatize home laundering savings; to meet the objection "no money for down payment;" and as a good will gift to cash buyers.

Federal Taxes Continue

WASHINGTON—Without increase in present rates, federal excise taxes, including the 5 per cent radio tax, 2 per cent automotive and 5 per cent tax on electric refrigerators, will be continued for another two years. All were due to expire June 30 but now continue to June 30, 1937. Since the 5 per cent radio tax became effective in 1932, manufacturers have paid (up to May of this year) the government \$8,788,559.

Scott Sticks to Glass

E. H. Scott Radio Laboratories, Chicago, states that all its models will be continued, as in the past, with full complements of glass tubes. This is to correct an erroneous listing, in the August issue of *Radio Retailing*, to the effect that Scott would "undoubtedly" use metal tubes.

Canty is Cleveland Mgr.

NEW YORK — Leonard T. Canty, former western manager of *Radio Merchant*, has joined



the McGraw-Hill Company as Cleveland business manager for *Radio Retailing*. Mr. Canty succeeds W. K. Beard, Jr., who has been appointed manager of the McGraw-Hill publication, *Electrical World*.

Following "Len's" graduation from college and initial experience as a newspaper reporter he received a very extensive field experience in radio trade publishing as western manager of *Talking Machine World* and *Radio Merchant* previously mentioned. Recently he has been western manager for two other trade publications.

INCREASE YOUR FARM RADIO SALES & PROFITS

Actual experiences are proving every day that Wincharger, the world's standard 6-volt battery charger, is the boon farm radio dealers have long been seeking. The profit sheets of thousands of radio dealers this year proclaim the fact that Wincharger has stimulated farm radio sales to an amazing degree, opening up as it does a practically unlimited sales field in millions of farm homes.

Wincharger not only increases the volume of farm radio sales—it makes the sales more profitable and more satisfactory. No come-backs. No service bills. No lost customers. That's why radio dealers everywhere are availing themselves of the priceless opportunity offered by Wincharger—the hard-hitting, convincing answer to the farmer's demand for city radio performance without the expense of battery up-keep.

WHAT WINCHARGER IS:

The Super De Luxe 6-Volt Wincharger gives an excess of power to keep the farm radio battery continuously charged without cost, assuring the farmer what he has long been demanding—the all-electric radio.

The De Luxe Wincharger is built for service—rigidly constructed of new material throughout, with positively no rebuilt parts. The generator is specially designed and built for wind-charging purposes by one of the largest manufacturers of generators in America.

WINCHARGER DE LUXE

BUILT IN TWO SIZES
DE LUXE

A 6-volt wind-driven battery charger having two governors. Governor No. 1—A third brush controls output of the generator and prevents its overheating and burning out.
Governor No. 2—The Special Albers Airfoil Propeller is designed so that it will not make above 1700 R. P. M. regardless of wind velocity. This doubly protects generator and prevents burning out.

Comes as shown with Albers Airfoil Propeller; newly designed 6-volt generator which begins charging in light winds at 380 R. P. M. and has output of 15 to 18 amp; turntable, vane and mounting; 5 1/2 ft. angle iron tower; cutout, ammeter and short lead-in wire.

Begin at Once to Realize a Larger Volume of Farm Radio Sales...

MAIL THIS COUPON TODAY

WINCHARGER CORP.,
2704 HAWKEYE DRIVE, SIOUX CITY, IOWA.

Gentlemen: Please send complete details on De Luxe and Utility Wincharger. Am interested as

JOBBER

DEALER

Firm Name

My Name

Street

City

State

Make of Radio Now Handled

WINCHARGER CORPORATION
WORLD'S LARGEST PRODUCERS OF 6-VOLT WIND-DRIVEN BATTERY CHARGERS. MANUFACTURERS ALSO OF 32-VOLT PLANTS.

Stern & Co. Host to 400 Grunow Dealers

HARTFORD—Four hundred Grunow dealers and their wives, comprising the largest group of the kind ever to gather at the Tumble Brook Country Club, Hartford, Conn., met for an annual sales meeting and outing as guests of Stern & Company, Aug. 7.

Dealers from Connecticut, western Massachusetts and Vermont participated in a program of outdoor sports in the afternoon, with prizes awarded to winners.

One of the chief features of the affair was a pre-showing of the 1936 Grunow radio models, while another was the awarding of a Ford V-8 sedan to the winner of a contest conducted between January 1 and July 1. The winner was John Barstow of the Barstow Radio Shop, South Manchester. Another contest will be held, Francis E. Stern announced, from September 1 to January 1, with a car again the prize.

The speakers included H. C. Bonfig, vice-president of the General Household Utilities Corporation, and Paul Ellison, advertising manager for Hy-Grade-Sylvania.

V. A. Searles with International

ANN ARBOR—W. Keene Jackson, sales manager of International Radio Corp., Ann Arbor, Mich., announces the



appointment of V. A. Searles as advertising and sales promotion manager. Previous to this appointment Mr. Searles served as advertising director for the Sparks-Withington Co. for a period of eight years.

Under Mr. Searles' able direction it is expected that the well-known line of Kadette radios will experience an even more extensive sale this coming season than the wide distribution which this line enjoyed last year.

Radio Boosters Meet

LOS ANGELES—At a regular meeting of the Radio Booster Club, Southern Cali-



Trying It Out in the Old Home Town

Laura Judd Bryant (second from left) home service director for the Union Gas and Electric Co., Cincinnati, tells her staff all about the new Crosley Coach. This traveling demonstrator played an active part in the recently concluded Zoo Cooking School—sponsored by a local newspaper, the lighting company and Crosley dealers in Southern Ohio and Northern Kentucky

ifornia Branch No. 1, on August 5, the following officers were elected: president, J. T. Hill; vice-president, J. J. Perlmuth; secretary-treasurer, Harry A. Lasure; directors, Carl Stone and Don Wallace.

The Radio Booster Club is composed of executives engaged in the distribution of parts, sets, and accessories, with the object of close-cooperation among its members, and between manufacturers, wholesalers and dealers for the general betterment of the radio industry.

"Teleflash" Announce

NEW YORK—A possible competitor of radio, for news service in public places, is seen in the advertising announcement, August 14, *New York Times*, of a special "Teleflash" service for hotels, clubs, etc.

This service purports to bring to sport fans and others, via wire, a word-by-word description of prize fights, horse races, baseball and football games, etc., broadcast from the actual scene of battle.

The apparatus is advertised as being installed and maintained by the local telephone company. The rental charge is "a few cents a day."

Arvin-New York Corp.

NEW YORK—Noblitt-Sparks Industries, Inc., who recently entered the home receiver field, will be represented in New York by the newly organized Arvin-New York Corp. with offices at 236 West 59th Street. Henry D. Felsen will be manager. Mr. Felsen was formerly district manager for the Philadelphia

Radio & Television Corporation.

This new firm is affiliated with the Automobile Necessities Co. which has represented Noblitt-Sparks to the automotive trade for a number of years. Arvin-New York will distribute heaters as well as radio sets in Manhattan, the Bronx and Westchester counties. Complete service facilities will be available.

Scheel with Case

For many years export head of the Grigsby-Grunow Company, H. J. Scheel is now looking after the destinies of the Case Electric Corp. in foreign markets. Case, as announced last month, is in radio, at home as well as abroad, with serious intent. Under the leadership of president Arthur Case, rapid progress in the completion of its distribution picture and a very considerable influx of orders is reported.

Wessner National Union Sales Manager

NEW YORK—S. W. Muldowny, chairman of the board of National Union Radio Corporation of New York, announces the appointment of F. J. Wessner as general sales manager to succeed H. A. Hutchins, who has resigned to enter the advertising field.

Mr. Wessner has been engaged in sales promotional work with National Union since the formation of the company in 1929. He has played a prominent part in the development of the National Union Service-Dealer Selling Program and was one of the leaders in agitating for a higher list price, fair profit arrangement. This led to the establishment of the National Union 10c. higher list price two years ago.

El Paso Dealer Wages War on Metal Tubes

EL PASO—Last April readers of the *New York Times* were greeted with a full page advertisement, by the Philco Radio & Television Corp., cautioning the public against the too hasty acceptance of the new metal tube.

Last month El Paso, Texas, citizens were greeted with a 6-col. reproduction of this ad, over the signature of Car Parts Depot, Inc., Philco jobbers for that area.

Thus is the tube tile being carried to the far corners of these United States.

George H. Payne, Federal Communications Commissioner, has warned against permitting radio broadcasting to become a "political power" or "a fifth estate in our government."

Milwaukee Jobber Popularizes GE "Bandwagon"



The General Electric Supply Company, Milwaukee, pulled a clever advertising stunt coincident with its dealer meeting July 8. Taking the lead from the factory's "bandwagon" advertising, which appeared in "Radio Retailing," the jobber converted the idea into a consumer promotion stunt with a real bandwagon, horses and all. He played up metal tubes by affixing a large replica of one to each horse!

En Route

with RVS

NEW YORK—Dropped in at the Waldorf (it's getting to be a habit) for Crosley's, New York showing. Noted the little "Fiver" in the line per usual.

"This makes the third year for this veteran," said manager Fielding Robertson, "and it's going better than ever."

Which only goes to show that if a model rings the bell it's not necessary to throw it out the window when next season's line is announced. "The Fiver" was announced in 1932 at \$19.99 and still sells at the same price. Of course, it has been greatly improved, which means that a better set can be sold today at the same price as its less perfected counterpart of three years ago.

J. H. Herrick, president of the Polymet Mfg. Corp., New York City, advises that the recent investigation and indictments relative to the sale of that company's stock in no way involves the present management—which has fully cooperated with the Federal authorities.

Zenith claims to have scooped the field by virtue of a complete departure in cabinet finish. The new line is available, in addition to the regular walnut finish, in ebony. This contrast of black and chromium fits admirably into modern decorative schemes. 'tis said.

Heard at "Camp Merchandise" (General Electric rally): "In these days of aggressive competition you must analyze each jobber salesman as to his assigned territory, fixing concrete quota responsibility on sets in ratio to the industry available in those areas." . . . "We are not interested in merely placing merchandise on the dealer's floor. We want a plan that will move it into consumer's homes—hence the great need for the active use of our monthly sales promotion material." . . . "General Electric national newspaper advertising is of little avail unless dealers are listed as a source of purchase." RALPH J. CORDINER, *In Charge of Radio.*

Kiefer-Stewart Co., Crosley distributor, Indianapolis, introduced the new 1936 Crosley radios to more than 200 dealers and salesmen at the Hotel Antlers in a two-day meeting recently. The business sessions were directed by Oscar C. Maurer.

The RCA versus Philco lawsuit over patent royalty payments is not dead—"but sleepeth." Will be fought out early this fall.

CHICAGO—Advance orders placed for fall delivery at the national convention of radio distributors recently held by the Stewart-Warner Corp., in Chicago, were the largest in the company's history. F. A.

Hiter, vice-president and general sales manager, stated recently and were 300 per cent greater than at the distributors' convention held last year.

CHICAGO—B. C. Murphy, formerly sales manager of L. Tatro Radio Co., has associated himself with the Zenith Radio Corp. Mr. Murphy will be in charge of the sales of the new Zenith farm radio line under the direction of E. A. Tracey.

Have just returned from first "Dealer and Wife, No Business, Strictly Pleasure" cruise of GE's eastern retailers. A huge success. We prophesy this cruise idea will be repeated by GE and copied by other outfits.

Two innovations in the holding of dealer-jobber meetings were pulled at the joint presentation of the RCA-Victor line in New York City, August 14:

(a) The affair was held in broadcasting studio 8H, National Broadcasting Company headquarters in Radio City. Thus, in tangible manner bringing home to retailers the interdependence of broadcasting and the sale of sets. And what is more, the big family relationship of NBC and RCA-Victor.

(b) The decision to divorce business from pleasure. The mid-August session was strictly for the study of the new line. At a later date an entertainment festival (see news item) will be pulled, where joy, unalloyed with business cares, will reign supreme.

Ralph S. Cron, for the past two years manager in New England for the Victor Talking Machine Company, has been appointed manager of the Eastern Radio Company, RCA Victor distributors, with headquarters at 88 Pearl Street, Boston. Mr. Cron began his business career with the Victor company 17 years ago.



"QUIET" . . . is the insistent demand of millions who today own all-wave receiving sets. Give them what they want, by installing

NOISE-MASTER ALL-WAVE ANTENNA

This remarkable unit, A.A.K. patented and engineered with traditional CORWICO thoroughness, is building sales and good will for dealers and service organizations everywhere.

FOR EVERY SET AND LOCATION

"NOISE-MASTER" picks up and strengthens feeble overseas signals, straining out the "man-made" static that sometimes seems to make radio a curse instead of a blessing. Minimizing the noises caused by household appliances near the set, "NOISE-MASTER" improves broadcast as well as shortwave reception. It successfully operates more than one set from a single aerial. We guarantee that "NOISE-MASTER" will eliminate noise when properly installed, and urge you to recommend it at every opportunity.

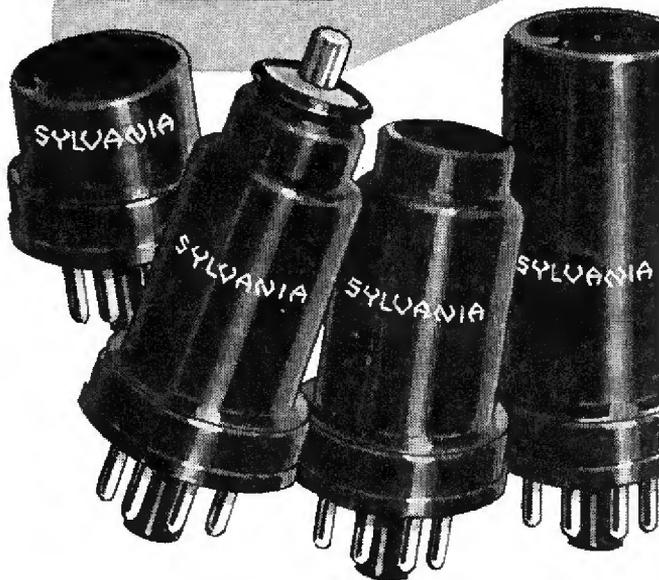


Cat. No. 14 **\$6.75**
List Price

Send for latest complete literature describing this and other up-to-the-minute antenna units.

CORNISH WIRE CO., Inc.
30 Church Street New York City

ACCOMPLISHMENT



● For some time we have been supplying the requirements of leading set manufacturers with a complete line of Metal Tubes for original equipment.

Beginning September 3, several thousand tubes a day have been shipped against orders from leading jobbers for replacement purposes. These shipments have been made up of balanced quantities of all types now being used as original equipment.

Our success with the new metal tubes has enhanced the position which we have held for over three years as the largest supplier of glass tubes for original equipment.

Inquiries regarding tubes for original equipment will be promptly answered if addressed to our New York Office at 500 Fifth Avenue.

Jobbers, take no chances—carry SYLVANIA tubes and be ready to take care of your trade!

Dealers and service men will profit by dealing thru a SYLVANIA jobber. Communicate with our factory for *FREE* Technical Supplement on the new metal tubes. Address Hygrade Sylvania Corporation, Dept. J-1, Emporium, Penna.

SYLVANIA

THE SET-TESTED RADIO TUBE

© 1935, Hygrade Sylvania Corp.

JOBBER GOSSIP

The Ignition Service & Supply Co., Albany, N. Y., will represent Fada exclusively in eastern New York State and Berkshire County in Massachusetts. Henry J. Zehner is president of this live outfit.

Moto Radio Distributing Co., Pittsburgh, Pa., will look after Fada's distributing interests in western Pennsylvania and northwest Virginia. Partners Bryson and McCutcheon, experienced radio men, were previously with the Pittsburgh Auto Equipment Co.

The Federal Oil Burner Co. has been appointed a new distributor for Sparton radios. This concern headquarters at Newark, N. J. General manager Harry M. Feinsilver was particularly intrigued by Sparton's new set designs—the brain child of artist Walter Dorwin Teague.

Hughes-Peters Electrical Corp. will job Sparton radio products in the Columbus, Ohio, area. President Welch was attracted by Sparton's group of price leaders.

Auto-Rad Supply Co., Cincinnati, Ohio, are among the new jobbers added to the strong wholesale organization of the Howard Radio Co., Chicago.

Another strengthening of Howard's distribution is seen in the appointment of the H. C. Haeggi Co., of Dayton, Ohio.

Baumgardner Distributing Co., Toledo, Ohio, former RCA outlet, have been appointed distributors for Stewart-Warner. Jim Baumgardner was highly enthusiastic about the new line and placed a substantial order for refrigerators as well as new S-W radios.

Electric Lamp & Supply Co., St. Louis, will represent Stewart-Warner in the St. Louis territory. H. S. Hollander and his entire sales force attended the recent S-W convention at Chicago. This outfit held open house for all its dealers the fore part of August.

BUFFALO — The Ontario Electric Co., Crosley jobber introduced the new 1936 line to 200 dealers and salesmen at a meeting held in Buffalo, August 8. J. L. Block acted as master of ceremonies. Howard E. Richardson, sales manager for Crosley, delivered an inspiring address on advertising and sales promotional plans in characteristic Richardsonian fashion.

PITTSBURGH — Approximately 400 Crosley dealers and salesmen attended the

presentation of the new 1936 Crosley radios by Anchor Lite Appliance Co., at Pittsburgh, Pa., August 9. Harold Goldstein, president, is noted for his unique dealer meetings and this one was up to his previous gatherings in every respect.

These Five Booklets — are worth writing for

"On the Air"—a compact review of broadcasting development—is full of interesting pictures and text showing how radio grew to its present man's estate.

National Broadcasting Co.
Sales Promotion Dept.
30 Rockefeller Plaza
New York City

Yaxley's No. 2 Replacement Volume Control Manual and Service Guide is off the press—160 pages of catalog and helpful data.

P. R. Mallory & Co.
Indianapolis, Ind.

"Tube Talks" is the title of Raytheon's elaborate service and merchandising manual. Chuck full of tube dope—and planned to be self-expanding as new



pages are issued. There's a price on it of 50 cents—but it looks worth it. Write:

Raytheon Production Corp.
30 East 42nd Street
New York City

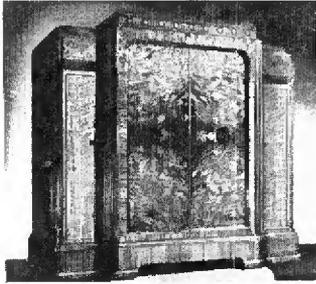
Radolek's new catalog (4,000 more items than the previous edition) combines extensive service data with a wide range of merchandise listings. "This catalog will be limited to a mailing of about 25,000 servicemen who have given satisfactory proof of being legitimately engaged in the resale or service of radio equipment," says W. C. Braun, president.

Radolek Company
861 W. Randolph St.
Chicago, Ill.

Electrad offers a new Volume Control Guide and 1936 catalog of resistors. Lists alphabetically all radio receivers, model numbers, makers' names, catalog numbers of proper Electrad replacement controls, resistance values and list prices.

Electrad, Inc.
175 Varick St.
New York City

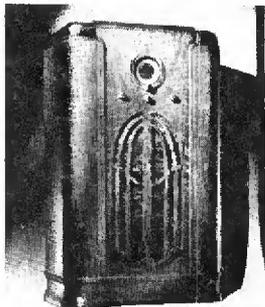
NEW MERCHANDISE



Stewart Warner Model 1388

Stewart Warner Sets

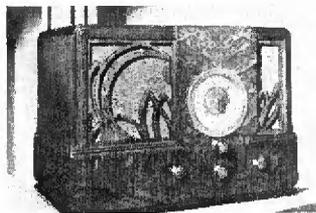
The "Ferrodyne" chassis developed by the engineers of the Stewart Warner Corp., 1826 Diversey Blvd., Chicago, has a rigid, all-metal, rust proof chassis frame with built-in shortwave aerial terminals, a.v.c., automatic station register, Magic Dial, dual-line filter and sound diffusion system and is designed for all-metal tube equipment. The cabinets are "Craft-Built" combining beauty and correct acoustical design.



Stewart Warner Model 1345

All sets in the S-W line but one, Model 1401, are "round-the-world" models. Model 1388, illustrated, is an 11 tube set housed in a four door console. Twin dynamic speakers are employed, the largest of which is a 14 in. speaker. Utility shelves are provided back of the two side doors.

Model 1386, also an 11 tube set, has a 12 in. speaker with



Stewart Warner Model 1362

curvilinear cone which adds an additional octave to the audio response.

The third 11 tuber is Model 1385 in an attractive cabinet of the "floor" type.

With 9 tube chassis, there are Models 1375 and 1376, the former in the "solid" cabinet

and the latter in a six-legged console.

Models 1366 and 1365 are 7 tube sets. Model 1366 is housed in a six legged cabinet and 1365 in a down-to-the-floor cabinet.

Model 1345 is a 6 tube floor type console with 12 in. speaker.

Stewart Warner's table sets include the following: Model 1361, upright style, 7 tubes; Model 1362 which comes in an unusually well designed cabinet with "off center" dial panel of burl walnut; Model 1301, an upright receiver, and Model 1302, in a unique cabinet with distinctive grille treatment.

The only standard broadcast radio in the line is Model 1401 superheterodyne with shortwave switch covering two bands for police, aircraft calls, etc.—*Radio Retailing*, September, 1935.

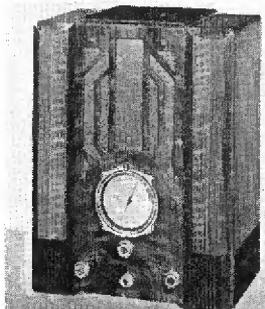
International "Kadettes"

The new Kadette "Met-Octal" radio line has just been placed on the market by the International Radio Corp., Ann Arbor, Mich. These sets use the new octal base tube so that either the all-metal or glass counterpart may be used interchangeably.

Model 120 is a 7-tube all-wave set covering from 13 meters right through to 555 meters. The cabinet is designed to harmonize with the finest surroundings and yet fit in the most modestly furnished home.

Model 52 is a five tube set, covering the broadcast band as well as the 16 to 50 meter band. This is a table set in a curly maple and walnut cabinet.

Model 26 is a 4-tube t.r.f. set differing radically from the conventional t.r.f. receiver in that



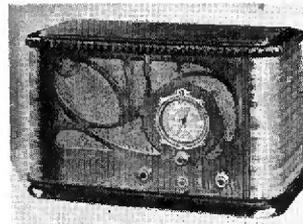
Kadette Model 61

a new capacitively-coupled antenna system is employed. The cabinet is a table style particularly adapted for the end table, bedroom or mantle.

Model 53 is a five-tube all wave set with superheterodyne circuit. It covers from 13 to 555 meters without gaps. The cabinet is of the upright table type.

Model 61 is a six-tube superheterodyne for either a.c. or d.c. operation. 13 to 555 meters. Harmonious combinations of selected types of walnut grain are used in this upright table cabinet.

The Jewel compact, Model 40 series, brought out a year ago is being retained due to its popularity. Important refinements in the chassis, the introduction of two new de luxe plaskon cabinet models as well as a downward revision of prices on the de luxe model are

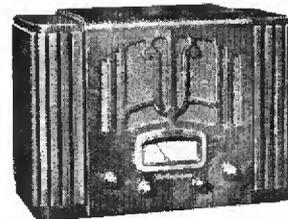


Kadette Model 120

announced. This is an a.c.-d.c. compact, measuring 5 $\frac{1}{2}$ x7 $\frac{1}{2}$ x3 $\frac{1}{2}$ in. The walnut bakelite model lists at \$13.50; the de luxe plaskon models at \$16.50.—*Radio Retailing*, September, 1935.

Westinghouse Radios

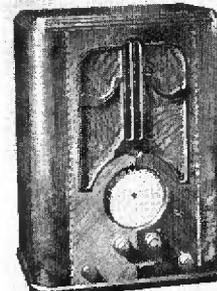
The "Precision Tuner" is being featured in the 1936 line of the Westinghouse Electric & Supply Co., 150 Varick St., New York City. Metal tubes, of course, are also used. There are 8 table sets and 4 consoles in which are included models



Westinghouse Model 101

for battery operation in addition to two auto-radios.

The table sets are: Model WR-100, the "Mighty Mite," 5 tubes, a.c.-d.c., 540-4700 kc.; WR-101, 6 tubes three band (540-1650, 1600-4700, 5500-16,000 kc.) a.c. set with 3 metal tubes; WR-201, "Mighty Midget," 5 tubes, a.c., 540-3200 kc.; WR-203, 6 tubes including 4 of the metal type, 540-16,000 kc.; WR-204, 7 tubes, 540-



Westinghouse Model 205

18,500 kc., precision tuner; and WR-205, a companion model to 305 and utilizing all its desirable features, 3 tubes, precision tuner, 120-370 and 540-18,500 kc.

The consoles include: Model WR-303, a round-the-world set with 4 all-metal tubes at a popular price; WR-304, 7 tube super with all-metal tubes, precision tuner, 540-18,500 kc.; WR-305, 8 tubes, separate oscil-

lator tube to eliminate the necessity for retuning on the shortwaves and to increase sensitivity with a minimum of noise, precision tuner; and, WR-306, a de luxe, all-wave controlled high fidelity set using 10 tubes, the calibrations of the four bands being marked with individual colors on the



Westinghouse Model 305

extra large dial, oversize 14 in. concert speaker, 120-370 and 540-18,500 kc.

There are two battery table sets, WR-601, completely battery operated with all batteries enclosed in the cabinet. May be used with a dry A pack for filament power, adapters are available to allow use of an air cell, 2 volt storage cell or 6 volt storage battery, 540-3900 kc. Model WR-602 is a 6 volt set covering the broadcast band and the principal European shortwave channels.

Westinghouse's auto-radios are Model WR-500, of the "round" or drum type, and WR-501, 6 tube single unit receiver.—*Radio Retailing*, September, 1935.

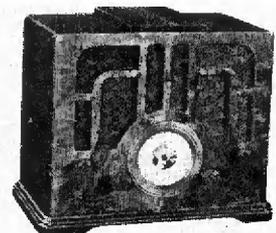
Freed-Eisemann T-367-S

A new powerful two band a.c. superhet encased in a hand polished, walnut veneer table cabinet is available from the Freed Mfg. Co., Inc., 127 W. 17th St., New York City.

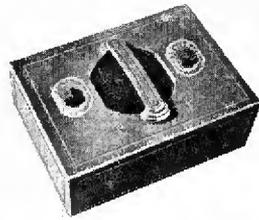
The set has a full vision airplane dial printed in four colors to indicate the locations of various types of reception. Tubes are 6A7, 6D6, 75, 76, 42 and 80. Frequency range 550-1,500 and 5,500-15,700 kc.

This set is also made for a.c.-d.c. operation as well as with broadcast and European long wave band (1000 to 2000 and 200-550 meters).

The a.c. models are available with all-metal tubes and the a.c.-d.c. models are available with some metal and some glass tubes.—*Radio Retailing*, September, 1935.



Freed Eisemann T367S



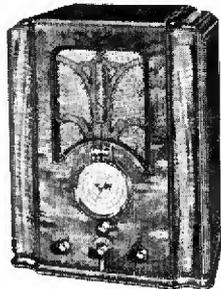
Crosley "Travo"

1936 Crosley Line

By incorporating the very latest developments, the engineers of the Crosley Radio Corp., Cincinnati, Ohio, have done their share to make effective the company slogan, "You're there with a Crosley."

Both metal and glass tubes are available, giving the dealer a choice of virtually parallel models in the a.c. line incorporating glass or metal tubes, except in the lower priced brackets. The respective models have been specifically engineered for their particular type of tube.

A new velvet action two-speed dial, triple-tuned i.f. transformer, shadow tuning, 5 color

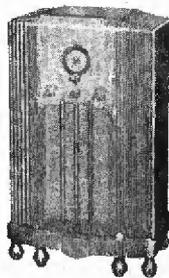


Crosley Clipper and Constitution

airplane dial and color band designation are some of the highlights. There are models for medium short and medium waveband reception and many all-wave receivers.

One of the most interesting of the "little" sets is the new Travo, a four tube superhet, medium wave, for a.c.-d.c. operation. A carrying handle is provided and may be seen over the speaker grille in the illustration. \$25.

There are four 5 tube sets



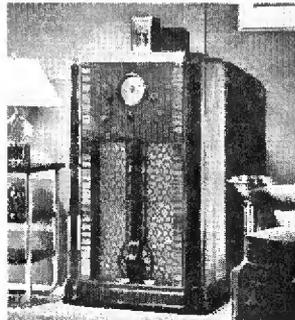
Crosley Corsair and Merrimac

(\$19.99 to \$44.50), six 6 tube sets (\$39.95 to \$59.95), four 7 tube receivers (\$35 to \$85), four 8 tube models (\$65 to \$97.50), and 9 tube table and console (\$85 and \$100), and a 10 tube all-metal tube job with shadow tuning (5 bands, all-wave), \$99.95 and \$115.

For battery operation there is a line of 7 sets—four table models and three consoles. \$19.95 to \$84.50.

Crosley also makes a 32 volt d.c. table and console set. \$47.50 and \$64.50.

In addition there are two auto-radios—A145 and A155. Both are supers—the former of the single unit construction and the latter with remote control dial. \$36.95 and \$47.50. A special adapter panel to fit in the ash tray or glove box of several new model cars is available at a slight additional cost.—*Radio Retailing*, September, 1935.

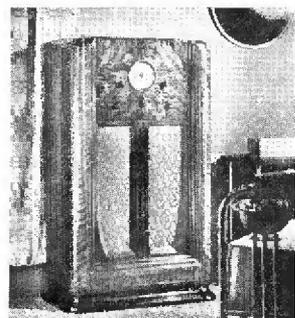


Delco Model 1109

1936 Delco Radios

"Robot controlled Delco synchro-tuning" is the talking point this season with the United Motors Service, Detroit, Mich. This robot matches the circuits to produce better radio reception. Individual circuits, which must be synchronized perfectly for maximum efficiency, are controlled by precisely calibrated capacitors. A twist of the dial and the robot tuner takes hold, bringing every circuit into resonance—producing maximum efficiency from the weather band to the 16 meter foreign broadcast band.

An unusual clock dial to



Delco Model 1110

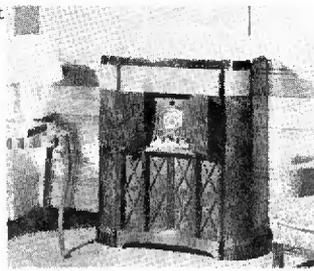
simplify shortwave station finding has been developed. Only those metal tubes which Delco engineers recommended after rigid tests are used. Future use of other new types of metal or glass tubes depends on the results of laboratory tests by Delco.

Four table sets and three consoles make up the line, all branded "Delco."

The former are: Models 1107, 6 glass tubes, three bands; 1106, 5 glass tubes, two bands; 1105, 5 glass tubes, two bands, and, 1101, 5 glass tubes.

The consoles include: Model 1110, 5 metal and 5 glass tubes, four bands covering from 540 kc. to 18 mc. plus 150-290 kc.; 1109, 4 glass and 4 metal tubes, three bands; 1108, 5 glass tubes, three bands giving complete coverage from 540 kc. to 13 mc.

Particular emphasis has been placed on the cabinets this year as Delco feels purchasers of new radios are going to be more interested than ever in attractive furniture design.—*Radio Retailing*, September, 1935.

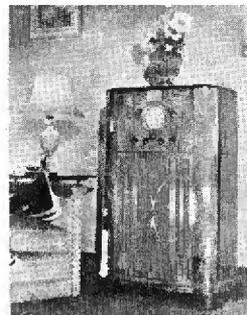


RCA Victor Model D22-1

1936 RCA Victor Sets

Four fundamental newly designed and engineered chassis are employed in the 1936 line of the RCA Mfg. Co., Inc., Camden, N. J. Large speakers, distinctive cabinet styling and two new type dials are other features. The Color Band Dial used on the lower priced items, indicates each band in a distinct color, and the Selector Dial automatically switches into view the band in use.

Metal tubes are used, of course, and these sets also have

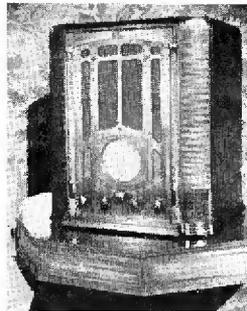


RCA Victor Model C8-15

the Magic Brain and Magic Eye. There are two table models, T8-14 and T10-1, 8 and 10 tubes sets.

The consoles are: Model C8-15, 8 tubes, 540-18,000 kc., down-to-floor cabinet; C9-4, 8 tubes, Magic Eye; C11-1, 11 tubes, Magic Eye, Selector Dial.

Also Model C13-2 which brings in calls on the 140-410 kc. band and provides for coverage of the ultra shortwave band from 30,000-60,000 kc. In this model is introduced an automatic sensitivity booster, super-fidelity and improved output system. Cabinet has inclined tuning panel behind double doors. Model C15-3 is a super de luxe instrument with



RCA-Victor Model T10-1

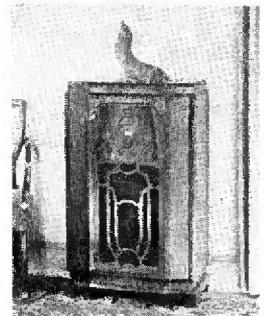
same band coverage. This is a 15 tube job in a master cabinet of striking design.

The radio-phonographs include Model D8-18 which has the 8 tube chassis employed in T8-14. However, there is a slight difference in band coverage. Instead of covering the intermediate band, 1800-6000 kc. it features the X band—140-410 kc.; Model D11-2 is equipped for the automatic playing of

records, has 11 tubes, Magic Eye and Selector Type dial.

Model D22-1 is the super de luxe combination of the line. It has the C15-3 chassis. This instrument uses 22 tubes, has de luxe Magic Brain, covers 5 bands (140-60,000 kc.), has Magic Eye, Selector Dial, Music speech control, 3 super fidelity speakers. Also has "volume extender" using three tubes. This extender eliminates the limitations of recording, bringing back into the reproduction the full original range and scope of volume. Home recording is also provided.

RCA also has improved battery models, both table and console, in the new line.—*Radio Retailing*, September, 1935.



Stromberg-Carlson Model 63

Stromberg-Carlson Metal Tube Sets

Two new models with metal tubes have just been announced by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. They will be known as Models 62 and 63. The 58 series, Stromberg's low priced models, are now available with either metal or glass tubes.

Model 62 is a console covering all wave lengths from 540-18,000 kc. High fidelity is provided by means of a special band widener device. This set has the "Selectorlite" dial which indicates the frequency range in use by changes in illumination. The two shortwave ranges are individually illuminated while for the standard broadcast band the entire dial is illuminated. An automatic antenna selector, similar to that used on the higher priced models, is provided in conjunction with the range switch.

Model 63 console is similar in operating features with the exception of a visual tuning meter which has been incorporated.—*Radio Retailing*, September, 1935.

Garod Battery Radio

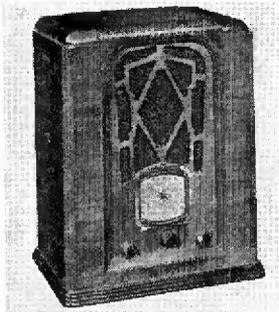
Announcement has been received from the Garod Radio Corp., 34 E. 12th St., New York City, that their new battery radio, Model No. 3, is now ready.

This is an 8-tube air cell receiver, three bands (15 to 555 meters) with a power output of 2 watts. Filament consumption is .54 amp. and B battery consumption between 20 to 30 milliamperes, depending on volume level.

The tube equipment consists of 3-34, 1C6, 1B5, and 3-30. The set is equipped with the "master control," radio frequency stage on each band.

This model will be followed shortly by a similar set completely powered from a 6-volt storage battery.

Both are available as table sets, consoles or radio-phonograph combinations.—*Radio Retailing*, September, 1935.



Pierce-Airo Model 619SA

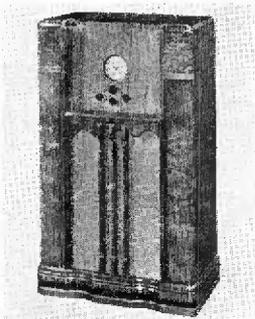
Pierce-Airo Line

For the new season, Pierce-Airo, Inc., 510 Sixth Ave., New York City, is bringing out 8 table sets, two consoles, and an auto-radio in two models.

The table sets come in both the compact and upright type cabinets and range in size from a 4 tube, a.c.-d.c., t.r.f. set to a 6 tube a.c. superhet. Metal tubes are available in certain models. There are round-the-world, skip band sets; ultra sensitive hi-fidelity allwave models; broadcast and police call receivers, etc.

Both consoles are semi-modern in line and of the down-to-the-floor type. They may be had to cover from 18-560 meters or from 18-2,600 meters.

The auto-radio, marketed under the trade name Motortone, is a 6 tube high-gain superhet with remote control. As Model A605 it covers from 180-555 meters and as Model A607LW it gets calls from 190-2,000 meters. — *Radio Retailing*, September, 1935.



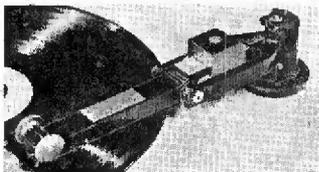
Pierce-Airo Model 804C

Proctor Piezo Reproducer

Difficulties inherent in other phonograph pick-ups have been overcome in the new Piezo phonograph reproducer developed by the B. A. Proctor Co. Inc., 315 W. 68th St., New York City, employing a Piezo-electric crystal as the reproducing element.

Especially suited for p.a. and centralized radio work where a high degree of fidelity and consistent performance must be maintained.

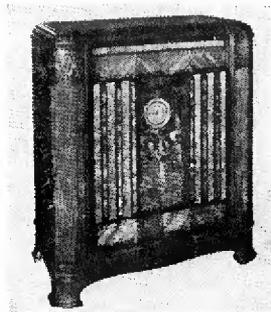
The entire unit, including tone arm, is solidly built of cast aluminum. — *Radio Retailing*, September, 1935.



Pilot "Phoramatic"

A ten-record automatic phonograph and 11-tube superheterodyne radio with bi-acoustic reproduction may be obtained from the Pilot Radio Corp., 3706 36th St., Long Island City, N. Y. It is known as the Model PX-110 Phoramatic and may be used in homes, schools and auditoriums. The automatic changer handles ten records either 10- or 12-inch size. Specially designed cabinet for bi-acoustic reproduction has two balanced speaker units. The radio is the Model 110 chassis with special audio amplifier section.

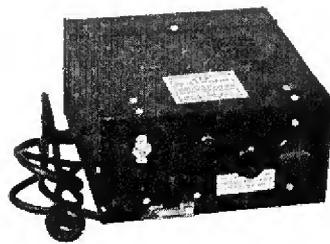
It comes in two models, standard 18-550 meters and, for European use only, 13-550 and 750-2,000 meters. — *Radio Retailing*, September, 1935.



ATR DC-AC Inverters

A new and improved line of inverters to be used in operating standard a.c. radios, p.a. systems, fans, vacuum cleaners, etc., on farms and in d.c. districts is now ready at the plant of the American Television and Radio Co., St. Paul, Minn.

ATR's inverters have a number of outstanding advantages. They are noiseless in operation, compact and need no oiling or greasing. Other features include: full-wave input operation, plug-in vibrator unit, 4-point voltage regulator, pilot light indicator and resilient mounting feet. Encased in an attractive brown crackle finish metal cabinet. \$18.50 complete. — *Radio Retailing*, September, 1935.



Remler PA System

The new APS-57 public address system of the Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif., has been designed for non-technical operators who demand professional tone quality. It plugs in like any other electrical appliance and is as easy to operate as a home radio.

The system includes an amplifier of the latest design, attractive professional floor stand condenser microphone; two tone equalized speakers with acoustical baffle cabinets and all necessary cable and sturdy plug type connectors.

This equipment is reasonably priced and may be had for a.c. or battery operation. — *Radio Retailing*, September, 1935.



THE NEW
BROWNIE
ALL-WAVE
ANTENNA

Today the craze in radio is short wave. People everywhere are buying the new all-wave radios. Most of them are disappointed in results, because they lack a really good antenna.

CASH IN on this tremendous market. Sell the Brownie All-Wave Antenna. There's a real profit for the dealer on every Brownie sold. And you'll be making real friends too.

The Brownie All-Wave Antenna has been tested repeatedly. These tests proved the Brownie to be unsurpassed in quality and performance. It is sensitive to the faintest signals, bringing them in with astonishing volume regardless of the hour or location of the set. Man-made interference is eliminated. Local stations attain new high fidelity.

The Brownie is made by an old line manufacturer in the electrical field. It is constructed on the Balanced Doublet System with a new type, super-efficient, matching transformer, and comes complete with quality parts for a quick, easy installation.

Backed by a national advertising campaign starting soon in the Saturday Evening Post and Colliers, the Brownie will soon become one of your best profit items. Mail the coupon today for details of our attractive, money-making offer.

PORCELAIN PRODUCTS, INC., FINDLAY, OHIO

Mail this Coupon Today

Porcelain Products, Inc. Dept. A Findlay, Ohio
If there's real merit to your antenna, I'm interested. If there's a real profit for me, I want to make it. Rush me your proposition

Name _____
City _____ State _____
My Jobber is _____

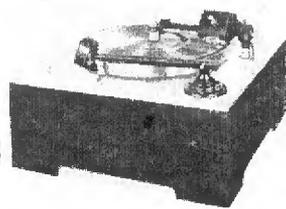


Ampli-Phone

The specifications of the Model 142 Ampli-Phone of the Ampli-Phone Co., 874 Broadway, New York City, are: all electric-equipped with fidelity power amplifier, three tubes, six inch dynamic speaker, General Electric induction motor, special matched light model pick-up. The instrument will play both 10 and 12 inch records. Size 11x16x8 1/2. List price, \$35. To operate on a.c. or d.c. the price is slightly higher.—*Radio Retailing*, September, 1935.

New Jefferson Parts

Jefferson Electric Co., Bellwood, Ill., has recently started production on a complete line of transformers, chokes and other products designed particularly for the radio amateur. This line incorporates convenience and ranges of adaptability which will be appreciated and includes over 130 numbers.—*Radio Retailing*, September, 1935.



Walco Sound Recording Instruments

A complete line of pick-ups, cutting heads, feed screws, motors and turntables, microphones, amplifiers, aluminum blanks, celluloid blanks, cutting needles and fibre needles are available from the Electrical Laboratories Co., Inc., 49 E. 21st St., New York City.

Of especial interest is its pick-ups suitable for 78 or 33 1/2 r.p.m. motors listing at \$12, cutting heads, \$8, recording feed mechanisms, \$25 and a recording chassis for professional use, \$300.

The Walco also offers a complete chassis for recording on blank aluminum records which is ideal for home recording. \$127.—*Radio Retailing*, September, 1935.

Hand Sets in Colors

The French phone hand set made particularly for five meter sets and transceivers by the Universal Microphone Co., Inglewood, Calif., may now be had in a wide variety of colors including pink, red, green, orange, brown, blue, walnut and several other modernistic shades and combinations.—*Radio Retailing*, September, 1935.

G-H Augmented Line

Girard-Hopkins, 1437 23rd Ave., Oakland, Calif., announces four additions to its 1936 line.

New space-saving midget electrolytic condensers are especially featured. Many of these units are about half size and are available in both high and low voltages.

Improvements have been made in G-H dry paper wound electrolytic replacements. Added capacity and safety are featured.

The new uncased condensers are conservatively rated with a 4 to 1 safety factor. Decidedly small, these highly compact and serviceable units are provided with push back leads and are completely sealed against moisture in cellophane and wax.

Improved transmitting condensers including solid pack heavy duty types are now smaller and more efficient. Replacement banks, auto condensers, and new highly accurate, non-inductive carbon resistors round out the now completely standardized G-H line.—*Radio Retailing*, September, 1935.



Aerovox "Midget" Electrolytics

Without sacrificing working voltage, full capacity value or service life, yet taking full advantage of a new development in the treatment of aluminum foil, the engineers of the Aerovox Corp., 70 Washington St., Brooklyn, N. Y., announce a great reduction in the bulk of dry electrolytic condensers. Known as "Midget" electrolytics these units are available in 200 and 450-volt ratings, and in capacities of 2 to 16 mfd.—*Radio Retailing*, September, 1935.

Williams Midget "Superrenches"

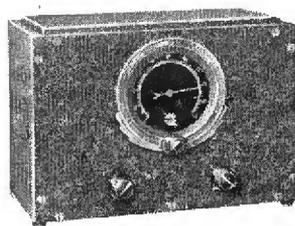
A revised assortment of midget "Superrenches" and "Super-sockets" has just been announced by J. H. Williams & Co., 75 Spring St., New York City.

One of the many features of the new set, No. 1284P, is the extension-driver with revolving,



lockable handle. Its design permits the knurled handle to revolve freely, yet a slight downward pressure locks it automatically, allowing the driver to operate on the fixed screw driver principle.

The complete set contains eight of the new straight wall sockets with 9/32 in. square drive, two drivers, four "Superrenches" and a midget "Superplier." Set No. 1268F is identical except for the omission of the "Superrenches."—*Radio Retailing*, September, 1935.



Line Filter Choke and Pre-Selector

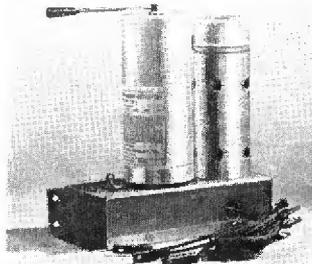
For use ahead of a short-wave receiver to raise weak DX signals, a high gain, two-stage r.f. amplifier has been designed by the engineers of the J. W. Miller Co., 5917 S. Main St., Los Angeles, Calif. It is available completely wired and housed in a metal cabinet. There is also available a kit which includes antenna coil, r.f. coil, r.f. choke coil, switch and three dual trimmer condensers. The list price of the coil kit is \$8; metal cabinet, \$6.50. List price of all parts, including three tubes, totals approximately, \$35.

Elimination of high frequency disturbance from power supply lines is accomplished by the new line filter choke which the Miller Company has developed for use with receivers, transmitters or any source of interference. List prices range from \$1 for the 2-ampere type to \$4 for 20-ampere chokes.—*Radio Retailing*, September, 1935.

RCA Beat Oscillator

With the new RCA beat oscillator attached to a short wave superheterodyne home set, it is possible to listen to the many continuous wave code signals that would otherwise be inaudible. It is also useful for tuning any weak signal by the sensitive "birdie" method.

This is a compact, unmodulated C-W oscillator having a frequency range of from 415 kc. to 700 kc. \$7.50. RCA Mfg. Co. Inc., Camden, N. J.—*Radio Retailing*, September, 1935.



IRC Insulated Resistors

Retaining all the advantages of the familiar type "F" Metallized resistors, the new insulated resistors (Type B) have complete high voltage insulation protection and are constructed without metal ends. They can contact other parts without danger of shorting. Utilizing an improved Metallized resistance element, they have an extremely low noise level and represent a distinct improvement in essential resistor characteristics such as accuracy, permanency of resistance value and durability under all operating conditions. International Resistance Co., 2100 Arch St., Philadelphia, Pa.—*Radio Retailing*, September, 1935.

Automatic Cut Out

The "Fuse-Ever" automatic cut-out of Henry C. Forster Co., 1307 So. Michigan Ave., Chicago, Ill., may be installed any place where there is a fuse plug or cartridge fuse and requires no special effort or additional cost for installation. Controls nominal current consumption up to and including 20 amps. This automatic cut-out provides protection against short circuits and overloads. It is a switch, fuse, motor and line guard in one device. \$2.50.—*Radio Retailing*, September, 1935.



Macy Directional Speaker Baffle

The new floor stand and directional speaker baffle manufactured by the Macy Engineering Co., 1451 39th St., Brooklyn, N. Y., is suitable for rental or temporary installation. The three-pointbase will set evenly on all surfaces and its large base area and weight of 24 lb. offers a steady support for the heaviest cone speakers.

The top section and support is available separately for use in mounting at locations where the floor stand is not required.

List price complete as illustrated, \$40; baffle and housing alone, \$15.—*Radio Retailing*, September, 1935.

Crowe Products

The Crowe Name Plate & Mfg. Co., 1749 Grace St., Chicago, manufacturer of tuning controls, escutcheons, name plates, instrument dials, etc., announces the following additions to its line:

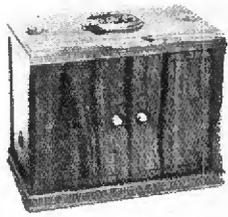
A special remote control for instrument panel mounting in General Motors cars; instrument panel mounting kit for Crowe universal heads on 1935 Fords; instrument panel mounting kits for Crowe universal heads as well as the universal heads themselves in four ratios.

Crowe is also announcing a new line of dial plates and knobs for panel mounting.—*Radio Retailing*, September, 1935.

Lenz R.F. Circuit Hook-up Wire

A new type of hook-up wire known as radio frequency hook-up wire has been developed by the Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill. This wire has been designed with the idea of giving excellent performance at high frequency.

The dielectric characteristics consist of exceptionally low losses, high insulation resistance and low moisture absorption, it is claimed. The company states that excellent tests were obtained at 25 meters (12 megacycles).—*Radio Retailing*, September, 1935.



Victor Projector

A new enclosed, cabinet-type of silent 750-watt projector has just been introduced by the Victor Animatograph Corp., Davenport, Iowa. It is known as Model 21 and will probably list at \$185. It is equipped with 1600 ft. reel arms, so that a one-hour presentation may be made without stopping to change the film. Smaller reels may be used if desired.—*Radio Retailing*, September, 1935.

Radio Interference Suppressor

A special suppressor resistor for quieting the radio disturbance which originates in the distributor of Ford V-8 cars may be obtained from the Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio. This suppressor is made in the shape of the brush contact in the ignition coil circuit of a Ford V-8 distributor and replaces this brush contact. The resistance thus introduced in the ignition circuit has the effect of damping the oscillatory discharge without appreciably weakening the intensity of the spark. The retail list price is 30 cents.—*Radio Retailing*, September, 1935.



Solar Dry Electrolytics

A new series of dry electrolytics which bring ultra-compactness to the service trade is made by the Solar Mfg. Corp., 599 Broadway, New York City, under the trade name "Little Giant." They are about half the size of previous "midget" types. Two voltage ranges are available, 450 volts and 200 volts working, in all usual capacities. Thickness has been kept to a minimum so that these condensers will fit anywhere for rapid repairs.—*Radio Retailing*, September, 1935.

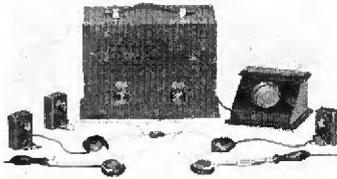
Variable Impedance Modulation Transformer

A transformer for use in radio transmitters which permits coupling the 500-ohm output of any audio amplifier to any r.f. plate circuit carrying not over 215 milliamperes of direct current is made by the Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago. It will handle up to 80 watts of audio power. This is the first time, according to Thordarson, the universal system of coupling, popularized in small radio output transformers, has been applied to a large unit employed in transmitter circuits.—*Radio Retailing*, September, 1935.

Trimm Group Hearing Aid

A group hearing aid, complete in every detail, has just been announced by the Trimm Radio Mfg. Co., 1528 Armitage Ave., Chicago. The design combines a number of outstanding features not heretofore found in equipment for this service, says the manufacturer.

A high quality microphone requiring no power supply is used in conjunction with an amplifying unit that is entirely self-contained, requiring no extra chokes or transformers. Trimm featherweight earphones and bone conduction oscillators are used.—*Radio Retailing*, September, 1935.



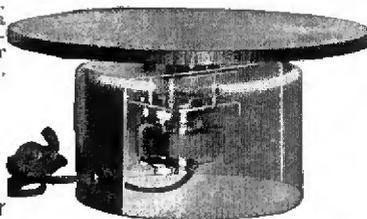
Shure Microphones

Two new additions to the line of the Shure Bros. Co., 215 W. Huron St., Chicago, are its crystal lapel microphone (diaphragm type) which weighs less than 2 oz. and is only 2 in. in diameter, \$25; and a diaphragm type crystal microphone especially designed for highly effective communications service in airways, police, commercial and amateur radiophone systems. Known as model 70S and furnished with a convenient desk mount and two-conductor shielded cable, \$25.—*Radio Retailing*, September, 1935.

"Speedway" Turntables

Dealers wishing to get animation in their window and store displays will be interested in the line of Speedway "flea-power" motors, turntables and display mechanisms made by the Speedway Mfg. Co., 1834 S. 52nd Ave., Cicero, Ill.

This company has just announced a new line of cast steel turntables, capable of supporting up to 150 lb., complete with 110 volt motors and speed reducers. They list from \$6.50 up.—*Radio Retailing*, September, 1935.

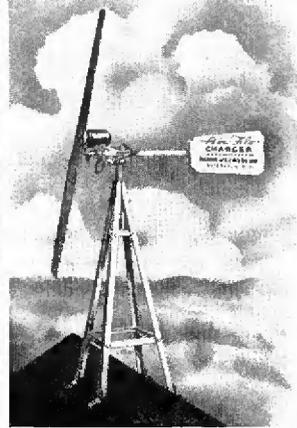


Duco-Noise Filter and Aerial Eliminator

An all-wave line noise filter and aerial eliminator has been placed on the market by the Dumont Electric Co., Inc., 514 Broadway, New York City. It may be used on any set a.c. or d.c. and all waves, short wave, medium or long, from 6 to 2,000 meters. The list price is \$5.—*Radio Retailing*, September, 1935.

The PIONEER

Air-Flo
a wind-operated
charger
—that
really
works!



For perfect customer satisfaction sell the Air-Flo, a completely engineered, utterly practical, wind operated charger. It is entirely built in the Pioneer plant, without a single re-manufactured part used in its assembly.

With its scientific operation, the Air-Flo will charge at low wind velocity. Your customers needn't wait for a gale to charge their batteries.

Sell the Air-Flo confidently, it will really deliver the service claimed for it. TEAR OUT this ad and pin to your letterhead for complete information. Be prepared to sell it with your battery sets.

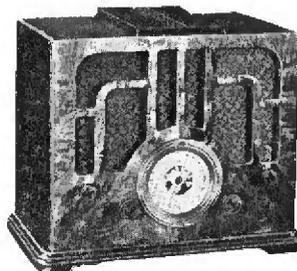
Send for Pioneer's complete circular on a new line of high voltage dynamotors and Gas Engine Driven Dynamotors.

PIONEER GEN-E-MOTOR CORP.
458-J West Superior St. Chicago, Illinois

Freed-Eisemann

FAMOUS SINCE BROADCASTING BEGAN

Headquarters for Quality Radio Sets at Low Prices
Capitalize on this world renowned name—always associated with the highest quality types of radio sets.



MODEL T-368-P

6 tube AC/DC Short Wave and Broadcast Superheterodyne. Powerful, highly selective set; large airplane dial printed in colors; frequency range 3500-1500; 550-1500 KC.

Now you can sell "Freed-Eisemann" sets to your trade at popular prices, within the reach of all.

This new line has everything needed in popular priced radio to help you do a substantial business at a good profit. 5 to 10 tube Superheterodyne models: Foreign Short wave, Police and Broadcast Bands.

Latest cabinet designs with many attractive features, lots of eye value and unsurpassed performance are built into all new "Freed-Eisemann" sets—at prices that will surprise you.

All these features combine to enable the progressive and alert radio buyer to do a substantial volume at a sure profit. Cash in on the good-will and reputation of the "Freed-Eisemann" name.

PRIVATE BRAND SETS

A complete line of TRF sets for sales and promotional purposes to fill the need for low priced leaders and round out a complete line. Single band and multi band sets attractively styled. Licensed under RCA and Hazeltine patents.

Exclusive cabinet designs and brand names to quantity buyers. Business solicited from small as well as large accounts—export business also invited. Write at once for details and prices.

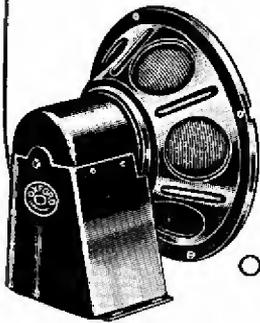
FREED MANUFACTURING COMPANY, INC.
127 West 17th Street New York, N. Y.
Telephone: CHelsea 3-1747. Cable: Radiofreed, N. Y.

Speakers by **OXFORD**

Something **NEW** and **BETTER** to offer your trade—allows a good margin of profit—the new **CHROMAVOX** series

- high fidelity
- unequalled purity of tone
- fullness of tone
- every unit tested, guaranteed
- wide line, moderately priced

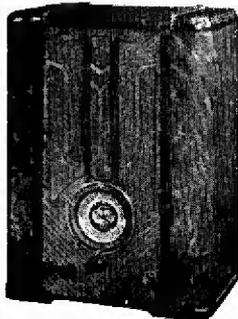
Write for full details



OXFORD RADIO CORP.

Dept. F, 350 W. Huron St.,
Chicago

ACCEPTED BY SOUND JUDGEMENT



12 Tubes—5 Bands
8—2050 Meters

GAROD PRESENTS **HIGH FIDELITY** WITH **METAL TUBES**

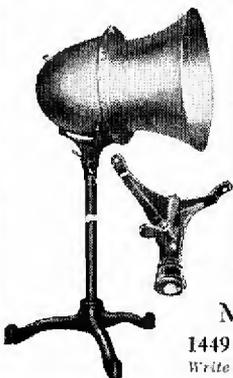
20 models—consoles, table type, midgets—battery models—radio-phonograph combinations—AC-DC and straight AC.

Wire or write for details of our distributor-dealer plan. New catalog sent on request. Complete line available for export markets.

GAROD RADIO CORP.

34 EAST 12TH STREET NEW YORK CITY
CABLE ADDRESS: DORAG: NEW YORK

MACY DEFLECTOR Baffle and FLOOR STAND



THE answer to all speaker mounting problems, stadiums, sound-truck, indoor, outdoor, etc. The well balanced stand weighing 32 lbs. is finished in a durable shriveted black. The deflector baffle is an aluminum spinning finished in a brilliant aluminum color. It can be directed and easily locked in any position desired. Overall height 6-ft. A weatherproof snap-on cover for bell opening included. Will accommodate all speakers of sizes not exceeding an overall outside diameter of 12½-in.

Complete as illustrated—Model MFB-10, Dealers net price \$23.52. Deflector Baffle alone—Model MB-10, Dealers net price \$8.42. Mounting Fixture as illustrated—Model SA-10, Dealers net price \$5.29.

Macy Engineering Company

1449 - 39th St. Brooklyn, N. Y.

Write for our complete catalogue.—Territories for representatives available.

Three New Tube Types

(Continued from page 16)

has the new octal base and is interchangeable with the metal tube of similar model.

"Further, we are far from convinced that this new glass tube of ours is a 'transition' tube. First, it must be established whether this 'transition' is tending. Personally, I believe that the metal tube may work out successfully but I am far from convinced that the tube of the future is the present metal tube."

OIL TO THE FIRE

"God knows, and I am sure the tube manufacturer knows, that the industry already is sufficiently confused and disturbed with the introduction of the metal tube. Injecting any publicity into the situation on the so-called metal glass or intermediate tube will add oil to the fire."

(Editor's Note: *RR's* obligation to its dealer readers is to acquaint them with every pertinent development in the industry.)

A QUESTION

"There is a question as to whether it is wise to make this more or less temporary move. I believe if the subject is covered merely to clarify the situation and mark this so-called metal glass as a temporary expedient, it will answer the purpose."

ARE ACTUALLY METAL TUBES

"We do not desire to publicise our tubes as 'metal glass' types inasmuch as we contend that they are actually metal tubes since they have all the internal capacities and general characteristics of the ordinary metal tube with the exception that, instead of our product depending upon the eight glass beads at the point of the prongs for protection against loss of vacuum, we protect the tube with an entire glass envelope inside of metal."

AS of September 1, the manufacturing policies of the industry's ten leading tube makers are as follows: Six companies have installed special machinery for

Metal Shielded Tube A.C.-D.C. RADIO

Made to sell for \$16.95

- **REVOLUTIONIZING RADIO!** Metal tube and metal-shielded tube sets are making radio history. Almost every maker has joined the metal-tube parade.
- **GIMBELS BRINGS THE PRICE DOWN TO EARTH!** We secured a modest-size set, with 4 metal-shielded tubes, in a handsome walnut-finished cabinet... at an introductory low price that everyone can afford!
- **WHY ARE METAL TUBES AND METAL-SHIELDED TUBES BETTER?** The shielding protects the glass and the inside elements. Less noise-interference; less static; better tone. Rigid construction; built to resist vibrations.
- **SELF-CONTAINED AERIAL**... Just drop it out the window.
- **GUARANTEED** by Gimbel's and by the manufacturer.
- **MAIL AND PHONE ORDERS FILLED**

GIMBELS—Radios—Sixth Floor

Clipped from the Aug. 14 issue of the *New York Evening Sun*, this ad., by Gimbel's department store, may or may not be the forerunner of a new technique for cashing in on the trend toward metal tubes.

the manufacture of the original design metal tube, under GE licensing agreement. At least four of these concerns are now on a limited production basis on all but two types of the GE tube. Another is on a large scale production schedule.

Consensus of opinion of these concerns: "There still remains certain production problems to be solved, but these are not insurmountable and should be cleared up in the near future."

Four of these six tube manufacturers also are experimenting with other, modified, types of octal based tubes using glass envelopes.

The four remaining tube concerns are confining their manufacturing efforts, for the present, to the production of counterpart tubes.

All companies are continuing the manufacture of the older types of glass tubes to take care of the replacement and new set demand.

FROM the preceding it would appear that a fairly adequate supply of GE type metal tubes and an adequate number of satisfactory "counterparts" should be available for every receiver manufacturer not later than some time in October.

Whether or not one or all of these glass and metal combinations will pass out of the picture—or remain as an accepted and superior product—time alone can tell.

MORE NEW MERCHANDISE

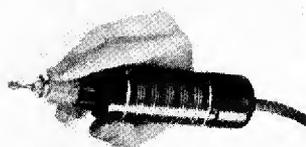
Toledo Sound Equipment

The Toledo Sound Equipment Laboratories, formerly Bud Speaker Co., 1138 Jackson St., Toledo, Ohio, offer a line of portable sound systems, electrodynamic units, carbon microphones, amplifiers, 4, 5 and 6 ft. all aluminum natural-tone trumpets, field exciters, air column horns and low and high frequency units for wide range theatre use.

This company is also making a new speaker assembly with all aluminum baffle housing and adjustable wall mounting bracket to meet all indoor requirements. An improved baffle design greatly increases speaker efficiency and reduces feed-back possibilities. — *Radio Retailing*, September, 1935.

range is approximately 100 decibels.

The illustration shows the comparison between the small Filterette and this new 15 kw. model. *Radio Retailing*, September, 1935.



High Speed Grinder

With a speed of 25,000 r.p.m., the de luxe "Hand-ee" grinder of the Chicago Wheel & Mfg. Co., 1101 W. Monroe St., Chicago, has ample power to drive a variety of accessories. The maker claims it will do in minutes a number of jobs that would otherwise require hours or even days.

It is 6 in. long overall and the weight has been reduced to 15 oz. Heat has been eliminated by a new type of fan mounting. — *Radio Retailing*, September, 1935.

Mica Dielectric Condensers

A new series of mica dielectric high voltage condensers is being made by the Lechner Electric Co., 2026 Fairfield Ave., Ft. Wayne, Ind. The mica units are made in higher capacities than the glass dielectric condensers and may be had in five capacities from .003 mfd. through .01 mfd. and in two voltage ratings 400 d.c. and 2,500 d.c.—*Radio Retailing*, September, 1935.

New Tube Filterette

The new filterette being marketed by the Tobe Deutschmann Corp., Canton, Mass., is of the inductive capacitive type containing heavy duty inductances capable of carrying the full load current of a 50 kw. machine without introducing objectionable voltage drop. The frequency range covers from 0.1 to 10.0 megacycles and the attenuation provided over this

— DUCO —

"THE BEST CONDENSER"

A Typical Letter

Dumont Elec. Co.,
New York.

May 15, 1935.

Gentlemen:

Up to the present time we have used over 17,000 of your Dual Filter Capacitors. Our experience with these has been very satisfactory.

(Signed by the largest radio set manufacturer in the West.)

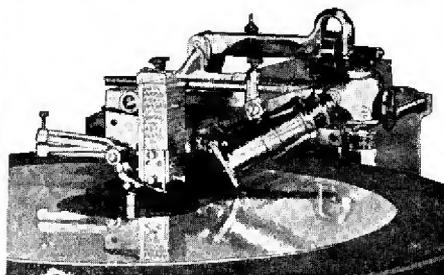
We Guarantee Duco Condensers to be the Best in the World

Manufactured by

DUMONT ELECTRIC CO.

514-16 Broadway, New York, N. Y.

Write for free catalogue—jobber territory open



UNIVERSAL Professional Recording Machine

Designed and built to insure Highest Class Results—Solid, heavy, dependable—Precision machined thru-out—15 in. distortion-proof turn-

table disc—Constant speed rim drive without "waver" or "wow"—110 volt A.C. 100% synchronous, reversible motor—Solid steel bar slide—Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane, Inglewood, Calif., U. S. A.

A.C. Current ANYWHERE In CARS... On FARMS... In D.C. DISTRICTS

with **ATR** Completely Radio Filtered
D.C.-A.C. INVERTERS

- INTERFERENCE—FREE All Wave RADIO RECEPTION ASSURED.
- For Operating ALL STANDARD A.C. RADIOS and other APPLIANCES.

Furnished in 12 different types for D.C. input voltages from 6 to 220 volts D.C. and A.C. outputs of both 110 and 220 volts.

WRITE OR WIRE FOR COMPLETE INFORMATION

Sold by Leading Jobbers Everywhere



List Price \$18.50*

*Without filter; \$22.50 with filter.

STANDARD DISCOUNTS APPLY

AMERICAN TELEVISION & RADIO CO.

St. Paul, Minn., U. S. A.

Cable Address "LIKEX" New York

Ex-Stat Products

Among the specialties for radio service technicians made by the Tilton Electric Corp., 15 E. 26th St., New York City, are dry electrolytic condensers in the cardboard filter, cartridge by-pass types and round aluminum can types; paper cartridge condensers, replacement volume controls volume and tone control kits, composition type resistors, fixed wire-wound resistors, and adjustable wire wound resistors.

Tilton also makes two resistor kits to equip the average radio service shop to meet all replacement calls immediately. Type 48 kit (1 watt) contains a balanced assortment of 48 resistors in the exact thirty-four values likely to be called for with duplicates of those most often used, \$9.60. Type 24 kit, in convenient package size, contains one

each of the 24 most frequently used values. \$4.80.

Auto-radio filter equipment for all makes of cars is also available. — *Radio Retailing*, September, 1935.

S.O.S. Cinemaphone

The "Cinemaphone" consists of a 16 mm. projector, complete sound-on-film mechanism and has full a.c. amplification, dynamic speaker, necessary tubes and 65-ft. voice cable from speaker to amplifier.

This type of equipment is particularly suitable for use in theatres, schools, churches, colleges and at fraternal meetings as well as for sales demonstration work. Sales on Sound Corp., 1600 Broadway, New York.—*Radio Retailing*, September, 1935.



It takes YEARS

IT takes years to build the exceptional distributor, dealer, service man and industry reader confidence and following that makes *Radio Retailing*—now in its eleventh year of editorial, circulation and advertising leadership—the outstanding publication in the radio field today.



Dozens of radio magazines have come and gone during the past ten years. But through the strife and turmoil, the ups and downs of the fast moving history of the radio industry, *Radio Retailing*, backed by the complete facilities of the McGraw-Hill Publishing Company, has stuck to its guns—constantly improving its service to the radio industry.



During the coming important months in radio merchandising, *Radio Retailing* will publish some of the most

constructive, useful issues in the history of the paper. This means that your advertising message in these issues *will reach, and have the attention* of the leading distributors, dealers and service men during the best selling months of the radio industry—with the result of increased sales and profits for you this fall.

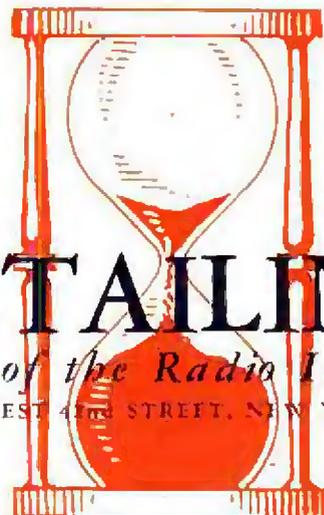


Manufacturers alert to the increasing opportunities in the present radio market will run *full* schedules in *Radio Retailing* during the next three months—October, November and December. Many manufacturers—rather than scattering their shots—will find it economical and profitable to CONCENTRATE their trade paper advertising in *Radio Retailing*.



What space shall we reserve for you? Forms for the October issue close September 25th.

RADIO RETAILING
The Business Magazine of the Radio Industry
 A MCGRAW-HILL PUBLICATION • 330 WEST 47th STREET, NEW YORK, N. Y.

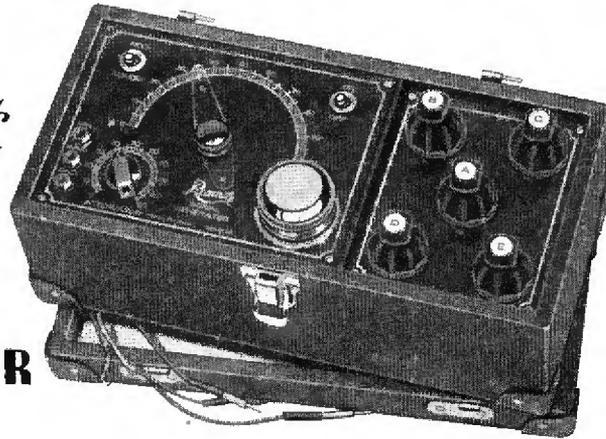


ESPECIALLY BUILT FOR PRESENT AND FUTURE NEEDS!

THE *Readrite*

554 - A

ALL-WAVE SIGNAL GENERATOR



**DEALER'S
NET PRICE**
\$14.40

READRITE engineers have incorporated into this new, advanced 1936 All-Wave Signal Generator all the improvements and advantages of present-day engineering. It is designed expressly for speed and accuracy.

All frequencies of the Model 554-A are fundamentals and thoroughly stabilized. It is completely shielded and tube-modulated. The 554-A features a plug-in type coil for each of the five frequency bands, with readings from 100 to 21,000 Kc. This wide range and long sweeping scale assures accuracy and flexibility.

A very attractive additional feature is the exceptionally low price quoted on the Readrite No. 554-A All-Wave Signal Generator. Look around — compare prices! Nowhere else will you find such amazingly fine performance, high quality and low price.

The 554-A All-Wave Signal Generator is furnished in a black Portable Leatherette covered case. Self-contained batteries and two types '30 tubes. Calibration curves supplied for each band.

Model 554-A, Dealer's net\$14.40

NEW 1936 READRITE MODELS

		Dealer's Net
Model 430	Direct Reading Tube Tester (with Triplett meter)....	\$18.00
" 431	Direct Reading Tube Tester (All Readrite Meters)...	14.40
" 554-A	All-Wave Signal Generator.....	14.40
" 710-A	Set Tester.....	16.50
" 712-A	Set Tester (with Triplett DC Voltmeter).....	22.20
" 720-A	Point-to-Point Tester.....	15.00
" 730-A	Point-to-Point Tester (with Triplett DC Voltmeter)..	18.60

SEE YOUR JOBBER

Write for Literature

THE READRITE METER WORKS
181 College Avenue Bluffton, Ohio, U.S.A.

The Readrite Meter Works
181 College Avenue, Bluffton, Ohio

Gentlemen:
Please rush me new 1936 Readrite catalog.

Name.....

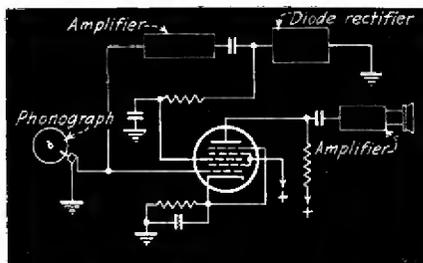
Address.....

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

SERVICE SECTION

CIRCUITS of the MONTH

ED. NOTE: Servicemen will find these columns of particular interest this month as the new 1936 sets, just announced, are especially rich in technical interest. Details of all new circuit features are not yet available but we endeavor to pass along as many as possible while they are still news.



Volume Expander

Volume expansion is something entirely new to the serviceman. RCA plans to use it in a phonograph combination, we understand, but details cannot be obtained until late this month or early October. The following advance explanation and skeleton diagram is the best we can do at this early date and is in line with *Radio Retailing's* policy of printing technical news while it is still "hot."

When phonograph recordings are made volume peaks are monitored, or held down, to avoid breaking the groove walls. So reproduction cannot re-create these peaks unless some form of compensation is used. In the proposed volume expansion system a diode rectifier driven by the audio system cuts the amplifier's bias when peaks of volume are present. Thus, when a particularly loud passage is played the amplifier gets to work and makes it *still* louder. One might almost call this thing a form of audio regeneration.

Volume peaks are monitored in broadcasting too. So the idea is undoubtedly applicable to radios as well as phonographs.

I.F. Broadener

Fairbanks-Morse broadens i.f. tuning by electrical rather than mechanical

Differences (If Any) Between "G" Tube And GE Metal Type Characteristics

"G" tubes . . . types using the new octal base but dispensing with the G.E.-inspired bead-seals and all-metal envelopes . . . have been placed on the market by a number of manufacturers. All of these G-appended bottles differ from the Bridgeport design in physical size and shape. And there has been much guessing with respect to possible differences in electrical characteristics.

Complete characteristics of all makes of G tubes cannot yet be obtained. But we do have National Union's. Close study indicates that this particular line has electrical characteristics identical to those of the GE-type tubes, with one notable exception. And that exception is **inter-electrode capacity**.

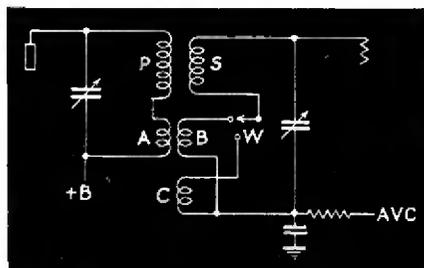
Following is our tabulation of comparison between the NU G types and the RCA metal line. Measurements were made with form-fitting shields in place:

	6A8G	6A8
Oscillator input (mmf.)	8.0	6.5
Oscillator output	6.3	5.0
Oscillator grid G ₁ to grid G ₂ anode	1.1	0.8
R.f. input	9.3	12.0
Mixer output	12.5	12.5
Grid G ₂ to plate	0.3	0.03

means. In one particular super-de luxe chassis there are two i.f. transformers so treated.

Referring to the diagram of a single stage P and S are the conventional primary and secondary coils. They are rather loosely coupled and in series with P is a very low inductance A, which is only a few per cent of the inductance of P. Wound over this is a coil, B, having the same inductance as A, and spaced a small distance away is coil C, having the same inductance as B to within one per cent.

When the switch W connects C in series with S the overall selectivity of



the set is very sharp, being about 3 kc. wide at two times input and 20 kc. wide at a thousand times. When the switch W is connected to B the coils are considerably over coupled and the over all selectivity of the set is 16 kc. wide at two times and about 35 kc. wide at 1,000. This provides a two position adjustment from selectivity to high fidelity, called by the manufacturer "Third Dimension Tone."

Retrimming would undoubtedly be necessary when replacing a 6A8G with a 6A8 unless very large losses in sensitivity, particularly at the high-frequency end of the band could be tolerated. In circuits requiring particularly fine adjustment of oscillator tracking interchanging might not be advisable at all. And, in addition, owing to the additional height of the 6A8G and the resulting longer built-in grid lead the slack wire might conceivably cause feedback. A top shield on the 6A8 would help.

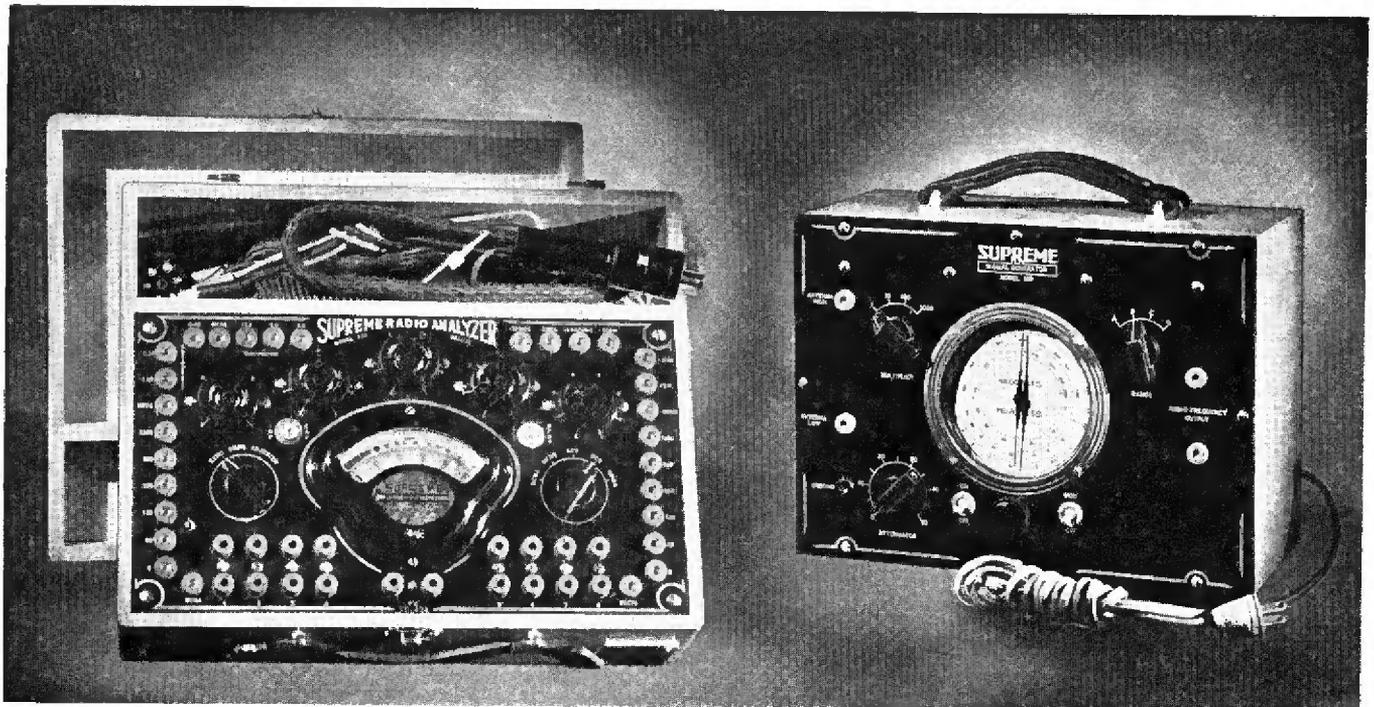
	6C5G	6C5
Grid to plate (mmf.)	2.2	1.8
Input	3.9	4.0
Output	11.2	12.0

The differences may be significant where this tube is used as the oscillator in a superhet, affecting calibration and tracking, particularly at the high end and, perhaps, reducing the range in frequency slightly.

The 6D5G and the 6D5 are identical in electrical characteristics.

The 6F5G and 6F5 are identical in electrical characteristics. Because these are high-gain triodes, the G type being a little larger physically than the all-metal, the length of the grid lead should be watched to avoid feedback when interchanging.

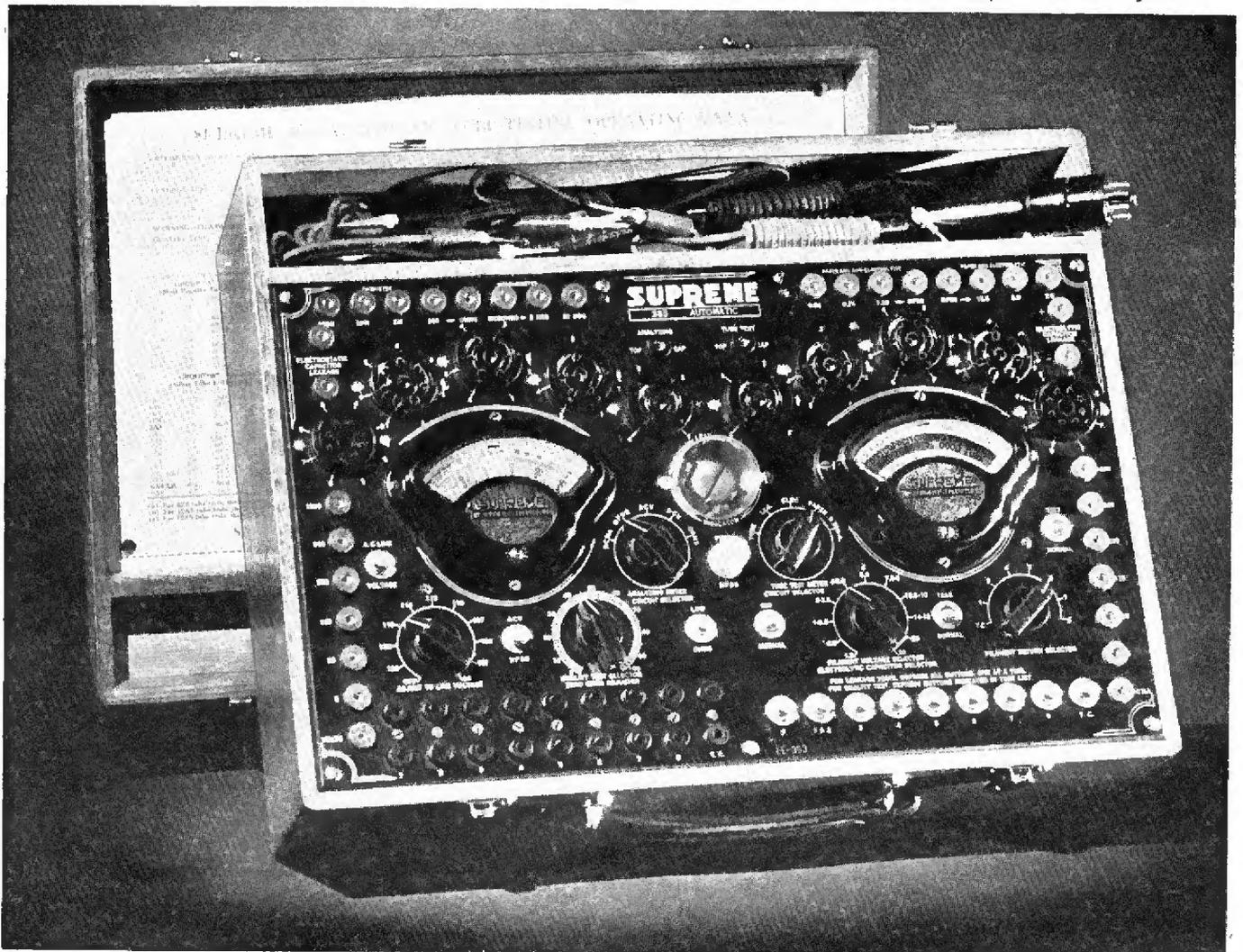
The 6F6G and the 6F6 are identical in electrical characteristics. If you use



Supreme says it with the camera. Shows the new versatility and speed inherent in all its 1936 Instruments. Leading jobbers display them with the statement, "The instruments the radioman who wants most progressive equipment, will choose." Above is the Supreme 339 DELUXE Analyzer. Recognized as the finest testing equipment selling under \$75.00. Super analyzer with direct resistance ranges up to 20 megs—self-contained power supply. Price \$39.95. The 339 STANDARD is priced at \$29.95. To the right above is the 189 Signal Generator, distinguished for handsome finish and serviceability. 3 tubes . . . 4 controls . . . electron coupled circuit. Price \$36.95.

serviceman finds his ideal equipment for precision service. Truly a portable laboratory. Features of the 339 DELUXE Analyzer and the 89 DELUXE Tube Tester are combined through the exclusive Supreme "Uni-Construction." Result, an instrument of amazing simplicity. So fast, so positive—automatic diagnosis. Price \$77.95. Other Supreme instruments include the already renowned 89 DELUXE Tube Tester, in portable or counter designs, \$45.95; 391 P.A. Analyzer, \$69.95; the Supreme 89 STANDARD, \$34.95; the Supreme 310 Meter, \$13.00. Get a demonstration from your jobber—write Supreme Instruments Corp., Greenwood, Miss., for diagrammatic manuals that give you the inside story of the instrument of your choice. Truly "Supreme by comparison" and the instruments for up-to-date servicing work.

In the Supreme 385 AUTOMATIC, below, the modern



SERVICE SECTION

a glass-shielded type and insist on a metal shield, make it a black one and not a nice, shiny jacket to facilitate heat radiation.

	6J7G	6H6
Input to each diode plate (mmf.)	4.8	4.1
Plate to plate	0.2	0.1

These differences are probably not great enough to cause any trouble.

	6J7G	6J7
Grid to plate (mmf.)	0.007 max.	0.005 max.
Input	4.8	7.4
Output	12.5	12.0

When replacing a 6J7G with a 6J7 a top shield may be needed. It may be desirable to shield the lengthened grid lead, or at least to place it in a shield.

	6K7G	6K7
Grid to plate (mmf.)	0.007 max.	0.005 max.
Input	4.6	7.4
Output	12.5	12.0

Retrimming will obviously be required if the 6K7 is substituted for the 6K7G. This will be particularly true in i.f. amplifiers using small shunt capacities across the i.f. coils and also to a greater extent where the coils have high Q. Substituting of one tube for the other in r.f. amplifiers will cause detuning at the high end and require realigning. Top caps may be necessary on substituted metal tubes. Grid lead adjustments may have to be made to avoid feedback.

The 5Y3, incidentally, is an octal based type just out. Its characteristics are the same, exactly, as those of an 80.

Set manufacturers using the G lines and anticipating possible replacement with GE-sponsored types at some later date will (we hope) take care of mechanical placement of sockets, shields and whatnots so that we don't have to worry about getting the things into the sockets, anyway.

And that's something.

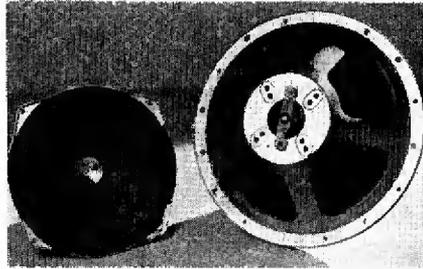
TRF or Superhet At Will

High fidelity reception is provided in a novel fashion in new GE 20-tubers. These offer a choice between normal all-wave, highly selective and sensitive reception and high fidelity reception with deliberately limited sensitivity.

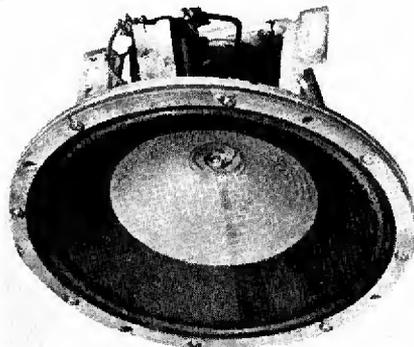
When the instruments are set for high fidelity reception they comprise a single t.r.f. stage, diode detector and two separate audio channels having very low overall distortion. The low frequency channel feeds two speakers of conventional design, connected in parallel, while the high frequency channel feeds a special high frequency speaker so designed that a wide horizontal distribution of sound is obtained.

When the instruments are switched to the selective, sensitive condition the high-frequency speaker is shorted out, other minor changes are made in the audio system and a converter, a double-stage i.f. amplifier and a.v.c. system are inserted between the r.f. stage and the diode detector.

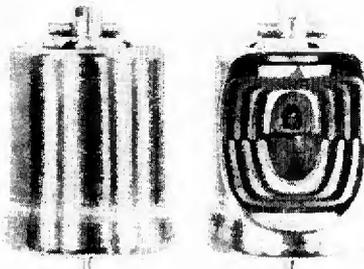
New Mechanical Features



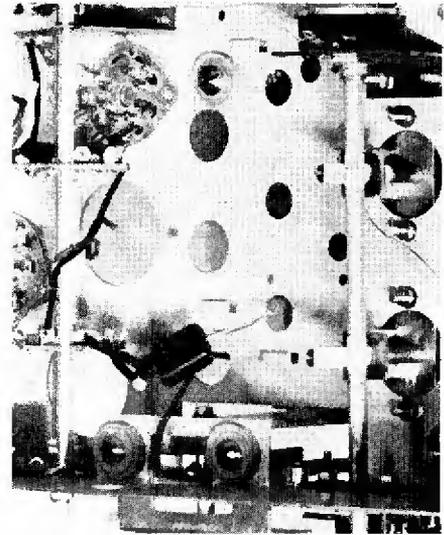
ACOUSTIC CLARIFIERS used by Philco are small cones resonant around 100 cycles. A small one is placed each side of the speaker, a large one beneath, with the result that distortion due to low-frequency cabinet resonance is lessened by their damping action. The clarifiers are not connected in any electrical circuit, work against small strips of rubber-like material which may be seen at the apex of the large unit



HIGH-FIDELITY SPEAKER used with the clarifiers described above. It uses an aluminum voice coil, whose mass responds readily to high frequencies, and a heavy-and-thin paper composite cone



PERMALINER, used by GE, is a totally enclosed air dielectric trimming condenser of interesting and unique design. Adjustment by rotating screw on top of unit, moving the upper group of cups



I.F. EXPANDER, in one of its many forms. This particular system is used by Zenith. Note the rack and pinion. On the sharp position (i.f. primaries and secondaries widely separated) rejection ratio of the set is 10,000 times at 12 1/2 kc. over the carrier. The channel broadens gradually until at 75 per cent knob rotation it is flat to 8000 cycles. Further rotation raises the response above 3000 cycles and finally both low and high notes are boosted

Four New Glass Tubes

Hygrade-Sylvania has just announced four new glass tubes, the 1A4 tetrode amplifier with a 2 volt, 0.06 ampere filament, the 6A3 output triode with a 6.3 volt, 1 ampere filament, the 6B5 power output amplifier (a triple-twin type) with a 6.3 volt, 0.8 ampere heater and the 6E6, a double triode power amplifier with a 6.3 volt, 0.6 ampere heater.

Typical characteristics are as follows:

	1A4	6A3	6B5	6E6
Plate voltage	180	250	Out. 300, Imp. 300	250
Screen voltage	67.5	45	0	27.5
Grid bias	3	45	0	27.5
Plate current	2.3	60	Out 40, Imp. 8	18 per plate
Screen current	0.7			
Amplification factor	720	4.2	60	6
Mutual	*750	5,250	2,300	1,700 per triode
Plate resistance	960,000	800	26,000	3,500 per plate
Load resistance		2,500	7,000	14,000 plate to plate
Power output		†3.3	†4	1.6
*15 microbias at 15 volts bias.				
†With 5% second harmonic				
‡Input signal 15 volts, 5 per cent or less total distortion.				

Socket connections of the 1A4, reading clockwise from large filament pins beneath small 4-prong base: filament, filament, screen, plate. Cap is grid. Connections read similarly on

\$3.58

(Net in U. S. A.)

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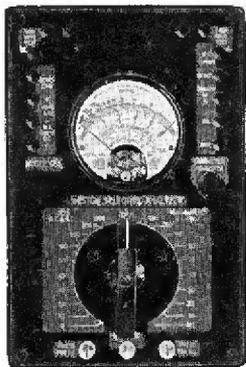
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WESTON SELECTIVE ANALYZERS

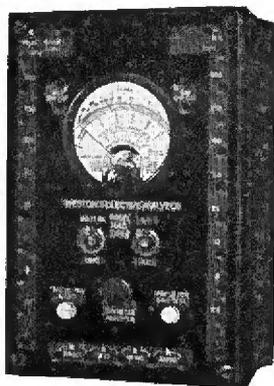
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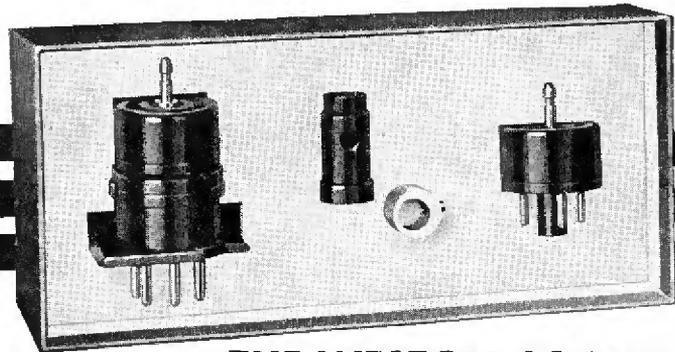
Model 698 low price Selective Set Servicer, complete with Socket Selector Set, leads, carrying case, etc.



Model 665 Selective Analyzer (rotary switch model)—for those who want the finest in analyzer equipment.



Model 665 Selective Analyzer (pin jack model)—has a series of pin jacks instead of the rotary switch, and is offered at lower cost.



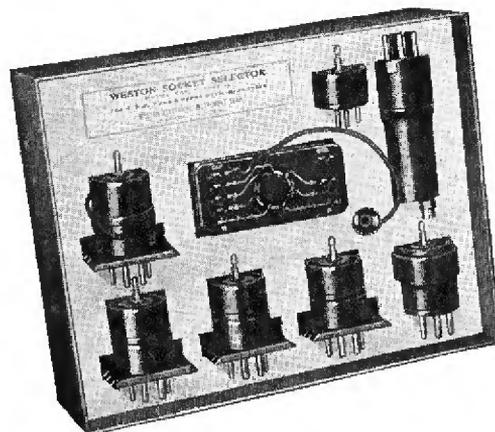
THE WESTON SOCKET UNITS FOR THE NEW METAL TUBES

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If you don't use the proved Weston Method of Selective Analysis, you can bring your present analyzer out of the obsolete class with the *complete* Model 666 Type 1-B Socket Selector Set. It is readily adapted to any and all analyzers and will enable you to service all receivers using 4, 5, 6, 7 and 8 prong tubes.

A bulletin is available describing Weston Socket Selectors, and the complete line of Weston Selective Analyzers illustrated at the

left. Ask for a copy today... Weston Electrical Instrument Corp., 581 Frelinghuysen Ave., Newark, N. J.



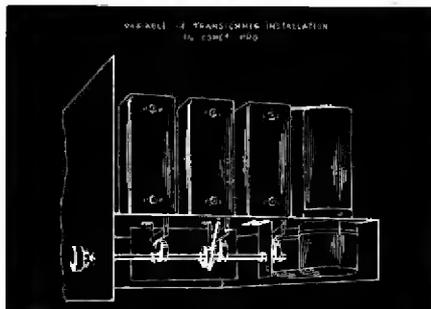
The complete Weston Model 666 Type 1-B Socket Selector Set. Inexpensive; fits all analyzers. Provides modernization at low cost.

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Radio Instruments

SERVICE SECTION

6A3, from beneath medium 4-pin base; filament, filament, grid, plate. Connections of the 6B5: heater, heater, cathode, input grid, input plate, output plate. Connections of the 6E6: heater, heater, plate 1, grid 1, cathode, grid 2, plate 2.



Another I.F. Variation Method

Here's the way Hammarlund controls variable-coupling i.f. transformers (photos of the transformers themselves and response curves appeared on page 45 of the April issue) from the front panel of a new model.

The transformers are available for set building.

Notes on Iron-Core I.F. Transformers

By W. J. Halligan
The Hallicrafters, Inc.

Radio engineers have long been familiar with the fact that increasing the permeability of a transformer core, providing the losses in the core used are low, increases the efficiency of the device. Less wire is required for a given inductance, thereby lowering the R.F. resistance and also the distributed capacity. This results in a higher "Q".

Since the losses at r.f. increase as the square of the frequency, the problem is to make a coil with sufficiently high permeability but with a minimum of loss. To do this an i.f. core has been developed using powdered iron, moulded with bakelite, having approximately 90 per cent iron content. Fine division of the iron breaks up its magnetic structure and reduces eddy current losses. The coil is wound directly on the core and an optimum form size has been developed which is a compromise between distributed capacity and iron core dimensions.

Various types of coupling have been developed, both of the magnetic and non-magnetic types. The non-magnetic type is more compact. Both methods are very sensitive to strong capacity, resulting from positions of the leads, trimmers, etc., pro-

ducing an over-coupled condition. So considerable care must be taken to reduce this to an absolutely minimum by the use of spacers and the proper placement of leads.

We have found it possible, through the use of the special cores described above, to design coils having a Q of approximately twice that of air-core coils. And since the voltage in any circuit is equal to QE, the voltage gain is likewise approximately double. Two i.f. amplifiers were constructed in our laboratories, one using a single "Ferrocarr" iron-core transformer, the other using two air-core, air-tuned transformers. Overall sensitivity favored the single stage. By using a 75 or 85 second detector we found it possible to develop a sensitivity of better than 5 microvolts, for a 50 milliwatt output reading.

The selectivity difference between the two amplifiers was as follows:

INPUT	BANDWIDTH	
	Air	Iron
10	13	7
100	21	14
1000	31	24
10000	62	44

Both systems were operated at 465 kc.

Sensitivity of the two-stage air-core unit was about 25 microvolts from the grid of the first i.f. tube. That of the single-stage iron-core unit was 15 and the noise ratio of the two systems was approximately 2 to 1 in favor of the iron.

SHOP SHORTCUTS

Measuring Meter Resistance

By D. G. Fink

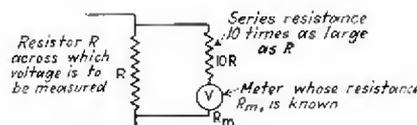
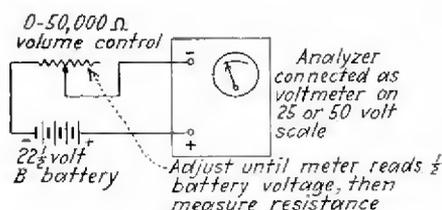
It is well known among servicemen that even relatively high-resistance voltmeters give incorrect readings when used in certain circuits. If the internal resistance of the meter is known, however, allowance may be made for such errors. But the meter resistance must first be known. If the manufacturer of the instrument cannot readily be queried it may be measured by the serviceman himself.

The simplest way to measure the resistance (in ohms-per-volt) is to set the meter on a high scale, say 100 or 200 volts, then connect its two terminals to an ohmmeter. The pointer on the voltmeter will probably move slightly when the measurement is made but this makes no difference. Read meter resistance direct. To obtain the meter sensitivity divide the resistance value read on the ohmmeter by the highest number on the scale used, 100 volts or 200 volts, depending upon which one you have selected. The quotient is the meter sensitivity in ohms per volt.

If only one test instrument, such as a universal meter, is on hand, the above procedure cannot be carried out due to lack of a separate ohmmeter. In this case meter resistance and sensitivity may still be measured by an indirect method. A good 22½

volt battery and a 0-50,000 ohm control will be needed in addition to the analyzer. Connect the equipment as shown in Fig. 1, with the analyzer connected as a voltmeter on its 25 or 50 volt range. Turn the volume control to "off" (no resistance in series with the terminals). The voltmeter will read the full battery voltage. Now turn the control on gradually, inserting resistance. When the meter reads exactly half the battery voltage disconnect the battery and connect the terminals of the volume control to the analyzer. Reconnect the analyzer as an ohmmeter and measure the resistance of the portion of the volume control used. This will be equal to the meter resistance for the scale used in making the initial measurement. To obtain meter sensitivity divide the meter resistance in ohms by the full scale value of the scale used (25 volts or 50 volts) and the result will be sensitivity in ohms per volt.

There would not be much use in meas-



$$\text{Actual voltage} = \frac{\text{Voltage reading} \times (\text{Series resistor})}{\text{Meter resistance}}$$

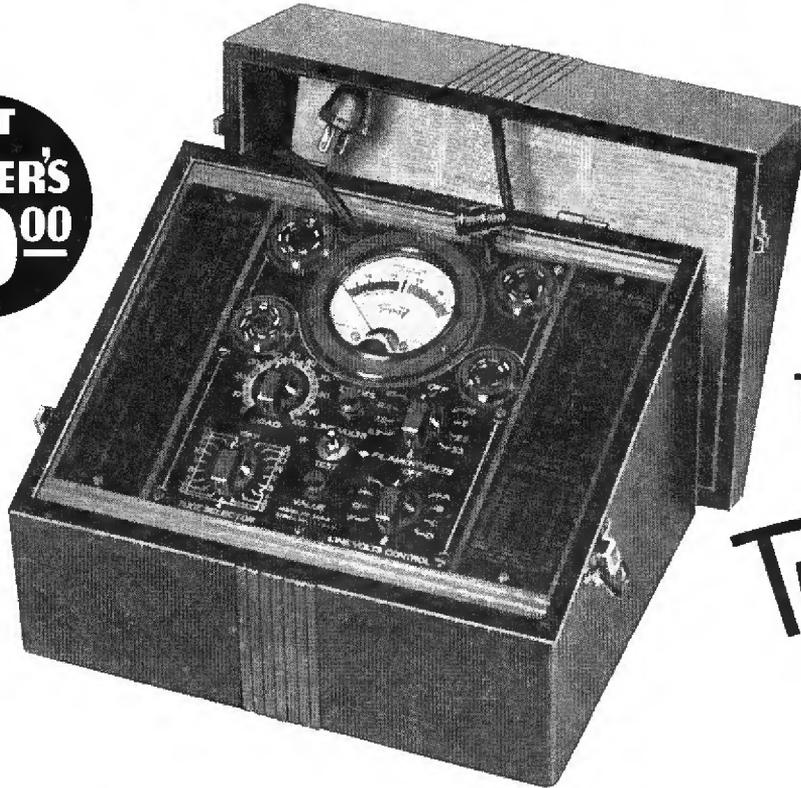
uring meter resistance unless we had some use for it after we had found it out. The figure happens to be very useful. If it is found to be below 100 ohms per volt the instrument is obviously not very useful for most phases of radio service work. If it is high, between 500 and 1,000 ohms per volt the value is still useful as we can now correct for error when working in certain high resistance circuits.

Suppose we must measure voltage across high resistances without error, resistors such as those used in series with pentode screens. Or those in the plate circuits of resistance-coupled amplifiers. Meter readings will be inaccurate because the meter resistance, while high, is still low compared to the resistor across which the measurement is made, the meter, acting as a shunt, decreasing the apparent voltage drop. To guard against such error first turn off all power and measure the value of the resistor across which voltage is later to be measured. Select a fixed resistor ten times as large as this value and connect it in series with the voltmeter. Now reconnect the voltmeter back in the circuit as shown in Fig. 2, turn on the power and take a reading.

Determine the meter resistance for the

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ful, modernistic two-tone walnut case. The panel is sloping—with metal charts, on each side, giving instructions for testing tubes. The case has a removable cover, and may be used for either portable or counter testing. Available for immediate shipment.

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SERVICE SECTION

scale used, as outlined above. Divide the meter resistance into the value of the resistance in series with the meter. Multiply the result by the voltage indicated on the meter and the result will be the actual voltage drop across the dropping resistor in the receiver circuit, with very little error.

Needless to say, this method cannot be used when very low voltages are to be measured as the meter indication will be too small to read. Fortunately most circuits of this kind have from 50 to 250 volts or more across resistors ranging from 50,000 ohms to 500,000 ohms and results sufficiently accurate for service work are possible.

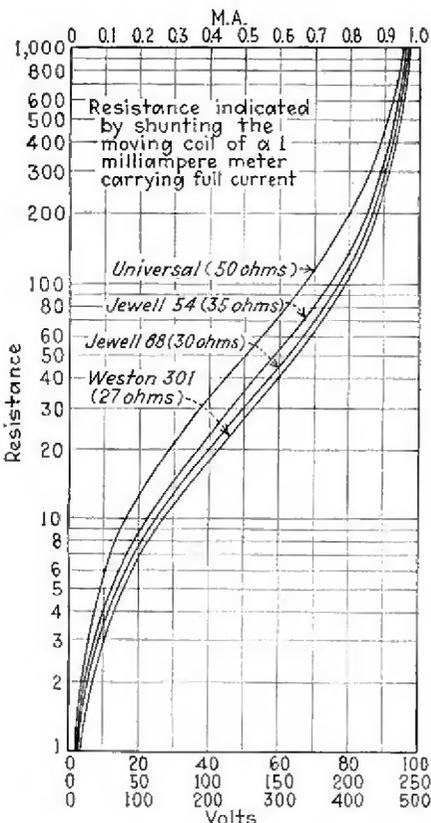
Shunt Resistance Curves for 1 M.A. Meters

By E. F. Staunton

Two binding posts added to standard ohmmeters or analyzers with ohmmeters provide for low resistance measurements.

Connect the two binding posts to the movement of the 1 M.A. meter. With the regular ohmmeter terminals shorted and the battery compensator set for full scale deflection, connect any value of resistance between 1 and 1,000 ohms across the new binding posts. A lower reading will appear on the meter.

On the uniform milliamperere or volt scale of the meter trace up to the proper curve on the accompanying chart, determined by the type of meter or the resistance of its movement. The hori-



zontal line at that point indicates the resistance. If unable to identify your meter, take a 50 ohm resistance known to be quite accurate and observe the reading which should come between 0.5 and 0.65 M.A. The curve which intersects the 50 ohm line at the observed reading of the scale is the one to use on all readings.

By using the chart printed herewith it is possible to plot on a regular meter scale the major points, such as 5, 10, 25, 50, 100 and 500 ohms, for the extra ohmmeter scale.

Speaker Glues and Varnishes

By John M. Thompson

Some servicemen have recommended collodion or ordinary glues for speaker, coil and similar unit repairs. They have also recommended shellac for doping voice coils and speaker cones.

The disadvantages of such substances are: Collodion, due to its composition, deteriorates very rapidly. Ordinary glues harden and crack and are usually affected by humidity and temperature changes. Shellac and most varnishes are not sufficiently flexible and have a tendency to distort speaker cones and voice coils due to uneven drying. They will, also, usually peel or crack off due to vibration.

DuPonts Household Cement and clear lacquer, thinned with lacquer thinner, have none of these disadvantages and have the added advantage of quick drying. Both having the same base, they will adhere to each other, which is not true of glues and varnishes.

To use lacquer correctly and avoid warping of cones and coils it should be sprayed on evenly, not brushed. A small hand sprayer is most convenient. The lacquer should be thinned with about 50 per cent of the lacquer thinner.

Coloring Pilots

By E. P. Waldo

When coloring pilot lights with nail polish or the special fluid now available be sure and have the bulbs fit. If they are not warm when the liquid is applied the coloring will "bloom" or "frost."

"Natural" polish can be used to thin blue or green if these colors are too dense to let the light through.

"Strap" for Remote Control Cable

By Boris S. Naimark

Many an auto-radio installation has been spoiled in appearance by the use of friction tape to secure remote control cables in the desired position.

A much neater job can be made by using

In the New York Manner

This interesting little gadget, peddled on the sidewalks of New York at one dime, ten cents, is said to eliminate static. We were especially intrigued by the fact that



it had only one connection. "Just hang it on the antenna," bawled the salesman. So we bought one, broke it open, found that it contained . . . just one ounce of swell beach sand and about the same amount of tar to hold the sand in place!

the narrow, tin strips used to hold coils of antenna and lead-in wire in place during shipment. These are about six in. long, 3/4 in. wide and do the job neatly.

Neon Condenser Test Kink

By Kenneth A. Richardson

The following "trick" effect has been noted in connection with neon type condenser testers, those where the voltage is 200 d.c. or over.

A low capacity condenser, say .02, which is held by the operator at its one end and attached to the positive test lead at its other end will not test for charge, i.e.: the neon light will not flash when the end operator holds is attached to the minus lead, but will show an open (no flash) because the ground effect of the operator partially charges the condenser through his body.

The remedy is, of course, to attach the condenser under test to the minus lead first.

Charger Makes Good Bench Field Supply

By Arthur C. Donovan

In order to repair dynamic speakers it is often necessary to remove them from the chassis and to operate right on the test bench. Unless the chassis accompanies the speaker it is necessary to furnish field supply from some external source.

A battery charger of the "Tungar" type makes an excellent external field supply. Many such chargers have an out-



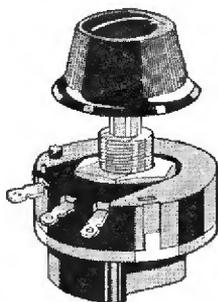
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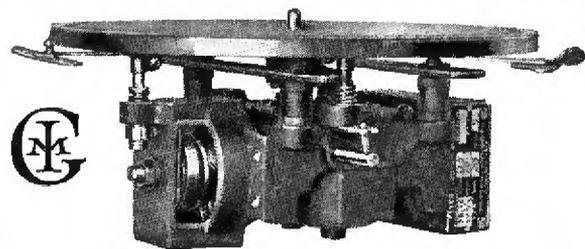
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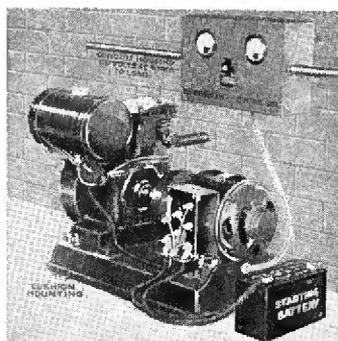
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SERVICE SECTION

put of slightly above 6 volts d.c., which may be used for field supply in connection with low voltage speaker types. In addition, many such chargers also have a high voltage tap which delivers about 100 volts for charging "B's." This can be used to excite high voltage fields.

Tire Static

By R. N. Van Gelder

Most annoying cases of tire static in auto-radio equipped cars are frequently due to much-patched inner tubes. If the patching material has a coating of aluminum paint on the tube side, noise will develop when rolling over dry concrete or stone surfaced roads but will not occur when such roads are wet.

The noise may be identified as a rasping sound, the frequency of which depends upon the number of tire patches and the speed of the car. Install new tubes in the shoes.

How to Cure "House-Noises"

By Herbert J. Mayer

Radio interference is sometimes noticed when certain boards in the floor of a frame building are trod on, a door slammed, the furniture moved or the building jarred by passing traffic. BX or conduits carrying electric wiring usually cause such trouble when they are not thoroughly bonded or grounded, particularly in newly re-wired old buildings where the service is in grounded rigid conduit and the wiring is in flexible BX fished through the walls.

I have generally found in such cases that

the main feeder cables to the lights were grounded but electricians frequently fail to bond the BX running to the switches, which may be pulled through the same compartment as the grounded feeders. Naturally, the ungrounded switch legs lying on the grounded feeders, when not positively connected to them, produce interference if moved, due to the difference in potential between them.

Connecting all the cables together with bare copper wire will generally clear up the trouble and it is worthwhile even if it is necessary to take up the floor board previously removed by the electrician installing the new wiring. This same type of interference is also noticed sometimes when electric fixtures move or sway, particularly the chain type of fixtures. To clear up this trouble clean the lacquer finish from each link at the points of contact, using fine sandpaper. This places the whole chain at about the same potential. Potential will be nearly at ground if the fixture stud is grounded through the conduit feeding it. Another way is to apply another coat of lacquer to each link at point of contact and thus insulate the whole chain. Or insulate the whole fixture by taking it down and installing an insulating coupling between the fixture and the ceiling stud. See if the local building inspector objects to this practice first, however.

To Improve Midget Selectivity

By I. Knight

Most four tube midgets suffer from lack of selectivity when used in the vicinity of strong locals. To increase sharpness of tuning remove the coils, cut a piece of busbar about 3 inches

Air-Cell Pilots

The 60 milliamperere pilots designed for use on Air-Cell sets frequently are not marked. Killing of the battery is frequently reported, due to replacement of such pilots with 2.5 volt types drawing 500 mils.

long and solder one end of the bus to the plate lug of the primary coil, running it up the side of the coil to within $\frac{1}{2}$ in. of the top of the secondary, encircling the winding at this point with one turn.

Insulate the turn with paper. Do this to both coils and then replace them in the receiver. Readjust compensating condensers and gang condenser.

Necessity for Good Input Transformers

By H. M. Plymouth

I have found that it pays to buy the best input transformers on the market. It is good economy. This is particularly true when purchasing a ribbon mike to grid, or line to grid job.

A cheap transformer not only frequently wrecks frequency response of a pre-amplifier but also picks up hum from any a.c. wiring in the building which is not run in grounded rigid conduit. Hum pickup from this source may be noticeable when a ribbon microphone is in one position and may disappear when the pickup angle is changed.

Also, the efficiency of cheap input transformers is usually so poor that the output of an otherwise good microphone is lost before it ever gets to the first grid. While it is generally possible to eliminate hum pickup from open a.c. wiring by mounting the input transformer in a grounded double shield made of 16 gauge sheet iron with 1 inch between the two sections, this makes a bulky job which cannot be tolerated if the rig is to be at all portable.

Temporary Band-Dial Drive

By S. Bend

Ordinary half-inch medical tape folded up the middle of the sticky side makes a quarter inch wide strip of fabric which may be used as a substitute for bronze band dial drives.

This makes a good temporary repair for many early types of the AK line and Gilfillan receivers using a similar type of control. If the fold is not completed at one end of the tape it is ok to splice the strip, forming a complete circular band.

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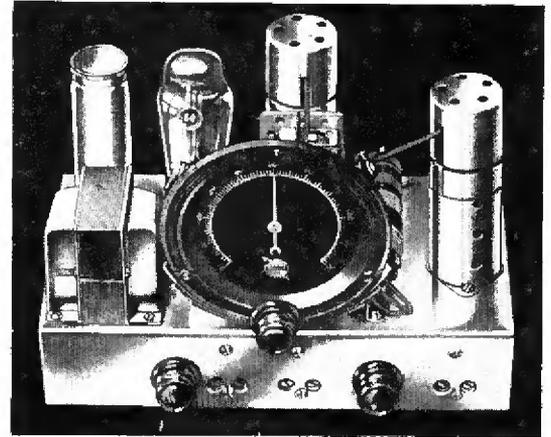


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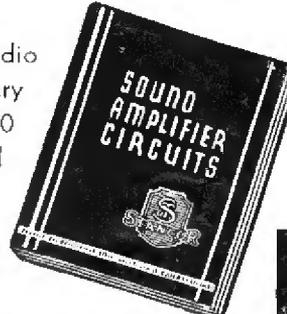
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SERVICE SECTION

TRICKS of the TRADE

AK 37. To increase selectivity . . . Mount three-gang trimmer on top of tuning gang and re-balance with these trimmers connected in the circuit. Make sure that the rotor section is well grounded. Stunt also ok on Model 40.

BELMONT 71C. Audio frequency modulation of oscillator, audible all over dial . . . Replace 56 grid leak with proper size. It has probably increased in value.

CROSLEY 129. Oscillation at high frequencies after usual tests have shown up nothing . . . Check value of fixed portion of volume control. It should be 200 ohms and is critical. If necessary, put in a 25 ohm resistor in series, raising the value of the fixed unit to 225 ohms.

EMERSON U6D. Frequency drift, requiring constant retuning in the broadcast range . . . Frequently trouble will not appear when chassis is removed from cabinet and placed on bench but will reappear again in the cabinet. Trouble is in midget type compensating condenser in series with broadcast oscillator coil. Drill $\frac{3}{8}$ inch holes in the cabinet base near this condenser to ventilate it and drift, due to heating, will disappear.

GM 120, 130, 140. Intermittent drop in volume but set does not go dead . . . Tighten screws holding stator plates on gang condenser. Both top and bottom screws should be tightened. Or, solder wire lead between top and bottom lugs. Same trouble common in other sets, such as U. S. Radio 27, where grid lead is connected to one side of stator plates and coil is connected to opposite side.

GRUNOW. Capacity of condensers marked only with part number:

NUMBER	CAPACITY	VOLTAGE
28717	.002	700
28719	.004	700
28720	.005	700
28721	.01	500
28722	.04	400
28723	.05	400
28726	.1	400
28729	.5	100
28876	.02	500
29135	.1	100
29170	.017	500
29453	.01	400
29564	.075	100
29567	.02	400
29662	.15	200
29812	.04	500
29813	.004	700
29818	.003	700
29990	.02	400
30143	.05	100

KENNEDY 4 AC-DC. Trouble on 25-cycle lines . . . Always use a voltage regulator and set it on the lowest voltage tap provided. Without this the set will almost always develop hum ripple, completely blurring out reception.

MAJESTIC 70B. No grid reading on 71's . . . Check pilot light socket. It frequently shorts to ground.

MOTOROLA 77A. Loud whistle and distorted reception in early models . . . Generally caused by breaking of solid wire connection between tone control and small fixed condenser mounted on chassis directly behind control. The wire is covered with cotton braid and frequently appears to be ok. Continuity test shows up defect. Replace with flexible wire, such as is used in later models. Dead set . . . Suspect the vibrator first. Remove from housing and check the two .007 condenser shunted across the rectifying vibrator points. They frequently short. Replace with 1600 volt, .007, oil-filled units. Static when car is in motion . . . Sometimes caused by broken soldered joint between

antenna coil shield and chassis. Or by corrosion of spring contact grounding the variables. Bond rotors to chassis for permanent repair.

PHILCO 96. Serious oscillation not traceable to open condenser or resistor . . . Replace screen feeder resistor with 50,000 ohm, 1 watt replacement and bypass with 2 mfd. Bypass the a.c. line with .001. Add a .1 mike to center of grid resistor network in the audio channel.

SILVER MARSHALL. To make replacement of dial cable a half-hour job . . . Remove all tubes, then remove shield around r.f. section. Now unsolder all connections to gang condenser. Remove three screws holding down condenser and remove entire gang with the drum. String on new cable, time about 5 minutes, and replace the assembly. Any other way takes about three times as long.

Wanted: Appliance Data

Our "sister" paper, "Electrical Merchandising," now publishes an appliance service section.

Have you any data on the adjustment or repair of household refrigerators, washers, cleaners, oil-burners or minor appliances?

Send them in to the Service Editor, "Electrical Merchandising," 330 West 42nd Street, New York City.

"Merch" will pay for all accepted items, just as we do, of course.

ZENITH 35-P, 40-P. Noisy reception . . . Look for high resistance ground on secondary of original a.f. transformer. Green corrosion is frequently found under the terminal lugs. Ohmmeter tests rarely show up this grief.

New "DEPENDABLE" TUBE TESTER and SET TESTER—In One

A NEW arrangement combining a high-grade tube tester and set tester in one compact, accurate instrument which meets all present and future needs at low cost.

Latest design 5" Bakelite fan-type "Good-Bad" meter in full view. Unusual Neon lamp indicates shorts also leakages above 500,000 ohms. Handsome black, etched, sloping metal panel and weatherproofed case. Counter, portable and deluxe models. Kit, \$17.85. Ready to operate, \$21.95. Write Dept. RR-9 for new test equipment catalog.

RADIO CITY PRODUCTS CO.
28-30 W. Broadway, New York



New Model 305

MIDGET ELECTROLYTICS



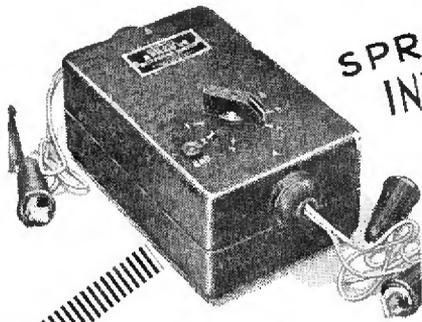
For assemblies where space is limited . . . or as replacements in midget sets. Remarkably compact . . . yet safety factors remain adequate. In 200-volt and 450-volt ratings, 2 to 16 mfd. Use them in these tight places . . . save money and time . . . and forget your condenser headaches!

DATA: Send for latest catalog covering complete condenser and resistor line. Also sample copy of monthly Research Worker.

AEROVOX

CORPORATION

74 Washington St. :: :: Brooklyn, N. Y.



SPRAGUE INTERFERENCE ANALYZER

\$9.75

Net
(With Adapters)

SHOW WHERE INTERFERENCE ORIGINATES . . . Then Eliminate It!

At last—a quick, practical way for eliminating radio interference from ANY electrical device. No more guessing. No lost time. First you actually *eliminate* the noise with the Analyzer. You *show* customers just what proper filtering of appliances will do. Then, from the instruction sheet, you learn what Sprague filter condensers or chokes to install to insure *exactly* the same results obtained with the Analyzer. Inexpensive—will quickly pay for itself. Full instructions with every Analyzer for building new interference elimination business from homes, stores, professional offices, etc. See it at Sprague jobbers or write for catalog. SPRAGUE PRODUCTS CO., North Adams, Mass.

BY THE MAKERS OF

SPRAGUE CONDENSERS



NATIONAL UNION OFFERS

THREE TESTERS IN ONE

RADIO TUBE TESTER
CONDENSER TESTER
VIBRATOR TESTER

This remarkable instrument is the latest development of the Apparatus Design Company, famous makers of Confidence instruments. You can own it the easy National Union way, the way in which more than 21,000 dealers have obtained the finest instruments built. It costs you nothing. You make a small deposit which is rebated when tube purchases are completed. You get the instrument immediately.

Now Only
\$16.00 deposit!
After Oct. 15th \$21.00!

USE THIS COUPON TO GET DETAILS

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570 Lexington Ave., N. Y. C.
Tell me how to get the new 3 in 1 Tester!

Name

Street City

My Jobber is.....State.....

NEWS OSCILLOGRAPHY

"More than fifteen hundred oscillographs sold in less than a year. This refers to only one type—the cathode ray—and to a single firm's sales! One has to guess at the total number of all types and of all makes that were bought by research workers, engineers and production chiefs in this last year of the so-called industrial depression." *Instruments*.

ABOVE EDITORIAL IS A TYPICAL COMMENT IN CURRENT ENGINEERING PAPERS

Engineers, amateurs and servicemen are growing aware of the uses of the cathode ray tube. However, until RIDER introduced his book, "The Cathode Ray Tube At Work," information available regarding its workings had been very incomplete. "The Cathode Ray Tube At Work" is the only book published giving full detailed information on

the uses and applications of the tube.

16,000 radio and 20,000 electrical engineers, 60,000 amateurs and 30,000 servicemen are all interested in this tube—ready to eat up this information.

320 pages, replete with photographic illustrations of various applications of the cathode ray tube and text easy to understand!

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Resale Price \$3.50
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Sensational

NEW

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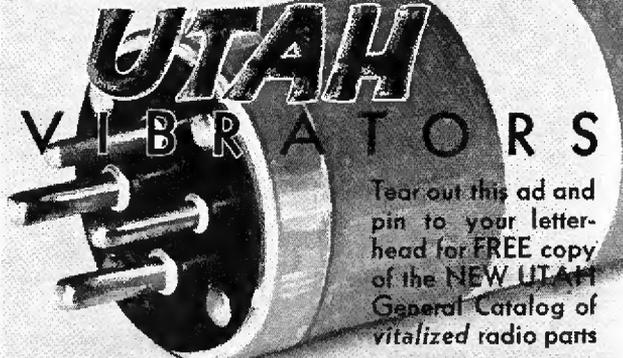
IRC RESISTORS



Radio's most important resistor development! Insulated against shorting—humidity—opens breakage. Famous Metallized resistance principle. See them at your jobbers. Write for catalog.

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Tear out this ad and pin to your letter-head for FREE copy of the NEW UTAH General Catalog of vitalized radio parts

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Webster-Chicago equipment includes public address systems, amplifiers, pre-amplifiers, micro-phones, speakers, mobile sound equipment, etc. We invite inquiries from sound men and dealers.



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WE are not a branch of any other company . . . nor have we any outside affiliations. We have no branches or plants outside of Chicago. There is only ONE! WEBSTER-CHICAGO—it's IN! Chicago. To be sure of getting genuine Webster-Chicago Sound Equipment, insist on WEBSTER-CHICAGO!

THE WEBSTER CO.
3829 W. Lake St.
CHICAGO, ILL.

Ask for Catalog

Webster - Chicago public address systems are made from completely co-ordinated parts, all materials conforming to close engineering specifications.

WEBSTER-CHICAGO
SOUND EQUIPMENT OF SOUND DESIGN

INDEX TO ADVERTISERS

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

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Send me your FREE 1936 Catalog.

Name
Address

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GRADUATE PHYSICIST and radio engineer with Master of Science degree desires position with electronics, electrical instrument, or radio service company. Twelve years radio experience. Sigma Xi. Single. Now in central Ohio. Willing to sell as side line. PW-198, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

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Write for Parts Price List
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for profitable merchandising such as only

FULTON RADIO CORP.
can offer
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*Such popularity
is well deserved*

By popular approval, we again draw aside the curtain on Model A-125, accepted everywhere by dealers and the public alike as the radio sensation of the year. Here are a few of the many startling features that place Model A-125 in the spotlight of fame.



METAL TUBES

Equipped 100% with 12 all-metal tubes.

SLIDING-RULE TUNING SCALE

All stations listed in a horizontal line. "Easy to read as a ruler." Automatic two speed vernier tuning.

SENTRY BOX

Passes only the desired frequency, rejecting all others. Coils are mounted directly on switch points. Separate coils for each band and no tapped coils are used.

PERMALINERS

Sealed air dielectric trimmer condensers permanently maintain perfect alignment of all parts of circuit.

STABILIZED DYNAMIC SPEAKER

A 10 1/4-inch speaker of new design. Projection welding assures permanent and perfect alignment of all magnetic paths.



PRECISION TUNING INDICATOR

Furnishes a refined vernier reading for any point on main dial.

SHADOW BAND TUNER

Indicates when receiver is in resonance with desired station.

ADDITIONAL FEATURES

Noise Control — Automatic Two-speed Station Finder — Deluxe Console Cabinet — Antenna and Ground Connection Board for easy connection to G-E "V" Doublet Antenna.

Model A-125 and its full line of companion models are supported by a merchandising and powerful sales promotion program that is making radio history for franchised G-E Radio Dealers. Ask your General Electric Radio Distributor for complete details. Or write the General Electric Company, Section R-119, Merchandise Department, Bridgeport, Connecticut.

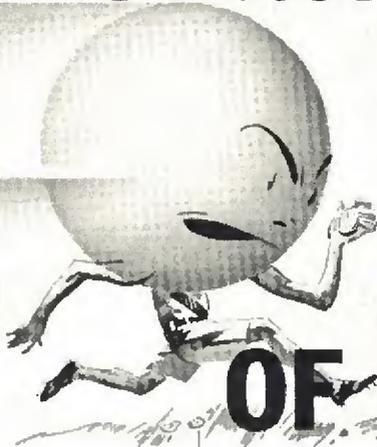


GENERAL ELECTRIC RADIO

With the tube that's "Sealed in Steel"

MERCHANDISE DEPARTMENT
GENERAL ELECTRIC COMPANY
BRIDGEPORT, CONNECTICUT

This late Summer...



WILL GIVE YOU EXTRA MONTHS OF PEAK BUSINESS

A late cool spring. People put off buying their electric refrigerators. But— it is followed by a late hot summer—a summer that will go far into fall. Like an explosion, so swiftly came the peak season—

so swiftly has come an unprecedented demand for Shelvador. For Crosley dealers a bumper crop of business . . . a longer harvest season, lasting far, far into the fall months.

Thousands of women have their minds made up to buy an electric refrigerator this summer . . .

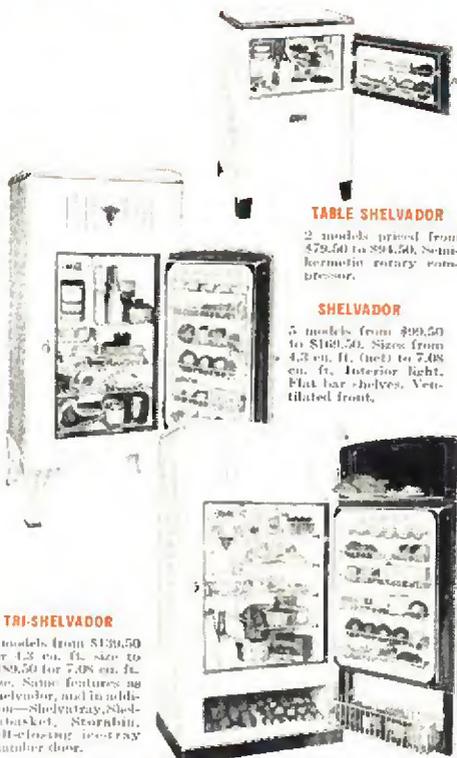


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2 models priced from \$79.50 to \$94.50. Semi-hermetic rotary compressor.

SHELVADOR

5 models from \$99.50 to \$169.50. Sizes from 4.3 cu. ft. (net) to 7.08 cu. ft. Interior light. Flat bar shelves. Ventilated front.

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3 models from \$139.50 for 4.3 cu. ft. size to \$189.50 for 7.08 cu. ft. size. Same features as Shelvador, and in addition—Shelving, Storagebasket, Storagebin, oil-closing economy chamber door.

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

Seldom, if ever, has an equal opportunity presented itself to Crosley dealers. A season that didn't grow up like Topsy; but one that came along with the impact of a freight train. One day—and it was cool, late, spring—people holding off buying their Shelvador Electric Refrigerators as they held off buying their hot-weather clothes. The next day—and a sweltering sun beat upon a people who wanted ice cubes and palm beach suits right now.

Then the surge to buy. Not just an urge—but a surge. The housewives who had been looking at and asking about Shelvador and admiring its smartness and many features, now DEMAND the Shelvador.

And the season has barely started. The calendar will say late fall while the thermometer will still say sweltering summer—and it's the thermometer, not the calendar, that puts people in the buying mood. You can't kid the thermometer.

The field is white and ready. The harvest is rich—and it's just started. Cut YOUR swath in this field. The sooner you start, the more you profit. Your Crosley distributor has the answer. It's SHELVADOR. Get in touch with him.

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(Pioneer Manufacturers of Radio Receiving Sets)

Home of "The Nation's Station"—WLW—500,000 watts—

most powerful in the world—70 on your dial

CROSLLEY SHELVADOR