

# WESTERN Radio and Refrigeration JOURNAL

*Announcing*

**PATTERSON'S 1932**

**8 TUBE SUPERHETERODYNE  
PROMOTION MODELS**



Model 100-A Console.  
Your Net Price \$26.73.

List Price **\$49.50**

PATTERSON'S concentrated efforts have made it possible to offer you these two special Promotion Consoles at prices which are slightly above the—Midget box. Here we have supplied the same engineering known and perfected only through fine radio production and have rigidly maintained the traditional PATTERSON quality standard.

The chassis is full size measuring 9x15" complete with genuine Magnavox Dynamic Speaker and Arcturus tubes.

**FEATURES**

AUTOMATIC VOLUME CONTROL . . .  
PENTODE AND VARIABLE MU TUBES  
. . . FULL VISION DIAL . . . BAND  
PASS FOUR GANG CONDENSER . . .  
SHIELDED . . . MAGNAVOX DYNAMIC  
SPEAKER . . . WALNUT CABINETS.



Model 500-B Lo-Boy Console.  
Your Net Price \$37.53.

List Price **\$69.50**

BUILDERS OF  
QUALITY RADIO  
SINCE 1920

**Patterson**  
**Radio Company**

1320 So. Los Angeles Street . . . Los Angeles

DEALERS  
WRITE, WIRE  
OR PHONE

JANUARY, 1932

Mr. Wallace Byam  
Western Radio & Refrigeration Journal

Dear Wally:-

With reference to pages  
17 and 23, please stop the presses  
and insert the price

\$ 24<sup>95</sup>  
=

Thanks,

Al Smith



BRUNSWICK **RECORD** CORPORATION

*Announces*

its acquisition of the manufacturing and sales rights to BRUNSWICK, VOCALION and MELOTONE records for the United States and Canada from the Brunswick Radio Corporation.

The same Branch Office now serving you will continue to serve you without interruption or delay.

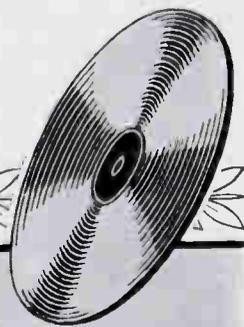
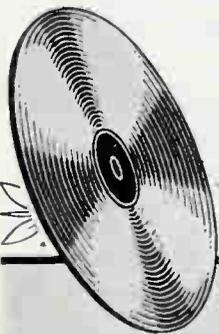
The same Sales and Recording Laboratory management and personnel formerly responsible for Brunswick Records will be associated with the new company.

The same artists who have made Brunswick Records so profitable to dealers will continue with the new corporation and the same high quality of recording will be maintained.

The same mutually beneficial policies formerly prevailing will be continued by this company with even more aggressive efforts in behalf of record sales.



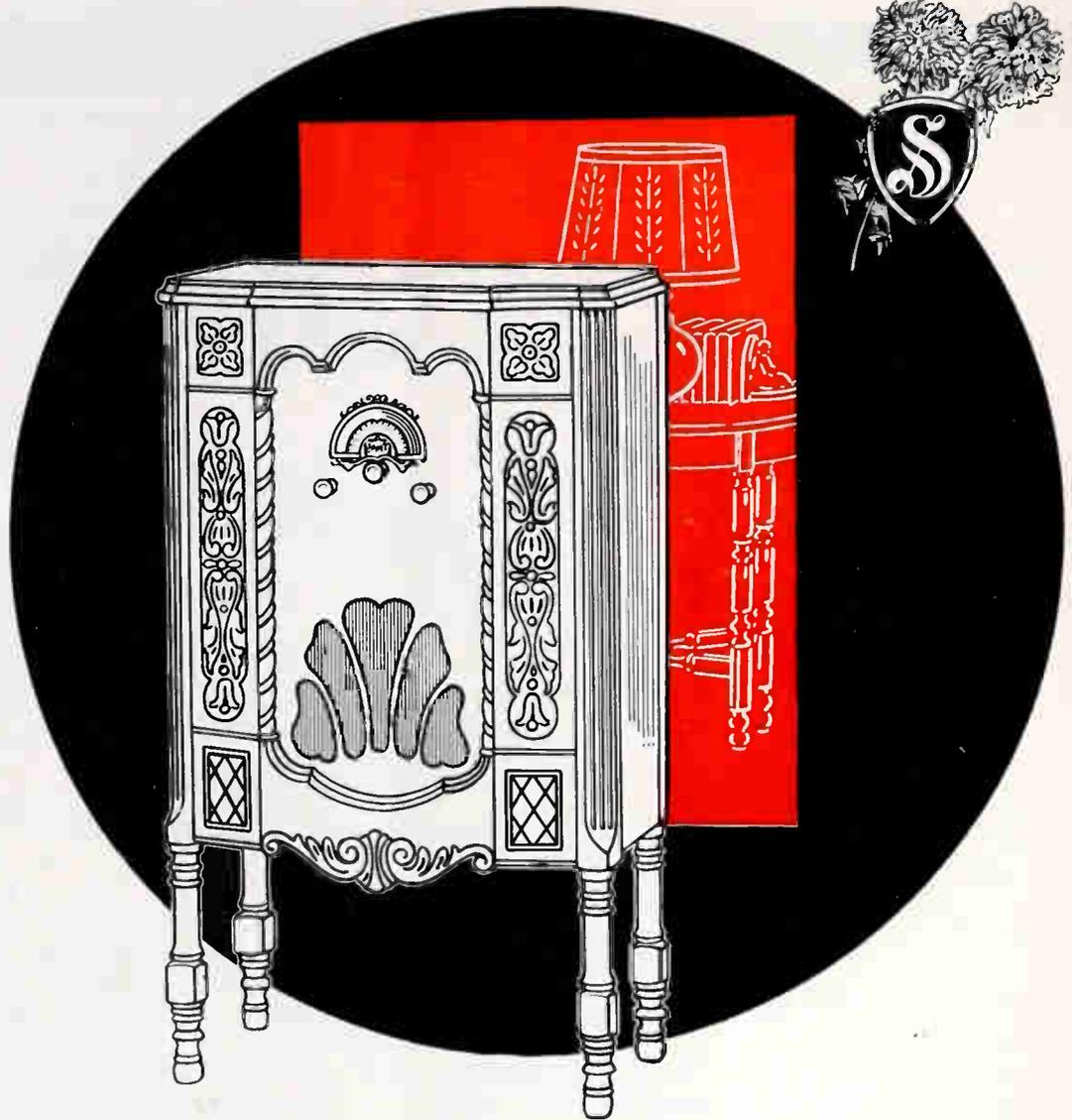
*Brunswick*  
*Vocalion · Melotone*  
**RECORDS**  
 PORTABLES · NEEDLES

1776  
BROADWAY

*Brunswick*  
**RECORD CORPORATION**

NEW YORK  
CITY



## Sparton dealers

# WELCOME the value-seeker

The type of purchaser who demands *value* is invariably impressed with Sparton.

Sparton believes that the biggest help we can give Sparton dealers—at this or any other time—is to build the kind of product that attracts precisely this type of buyer.

To satisfy yourself as to what has been accomplished, communicate with the Sparton distributor in your district.

On the score of value—no less than on the score of tone, performance and outward charm—the new Spartons deserve your attention.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN, U. S. A.  
(Established 1900) (748)

*Only Sparton has the Musical Beauty of Sparton*

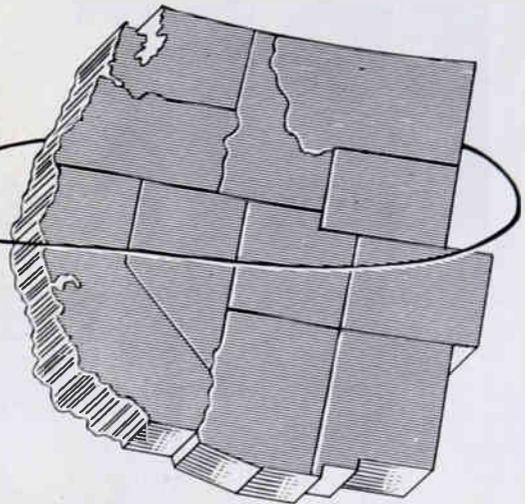
# SPARTON RADIO

*"Radio's Richest Voice"*

# WESTERN Radio and Refrigeration JOURNAL



"PRINTED IN THE WEST  
FOR THE WEST"



JANUARY, 1932

## What are the Prospects for 1932?

**A**NYONE who makes an out-and-out-prediction for business in the present year is either a master mind or a prophet. From the big shots on down everyone is pretty much in the dark as to what will actually happen in 1932.

This much is apparent. Stabilization is beginning to make its appearance along the eastern seaboard and the effect is spreading Westward, just as every business movement spreads from East to West.

This is a Presidential year. More than ever before it will be fought over the air. There will be tremendous public interest in the campaign, and likewise, a tremendous public interest in the radio broadcasts, that can mean nothing but increased sales for radio dealers. The nominating conventions of the Republican and Democratic parties open in June. Business for the radio industry from June to November should be excellent.

As for the types of merchandise that will sell, manufacturers are looking for good results from automobile radios which still enjoy a virgin market. Several large manufacturers are planning to put as much sales efforts behind their automobile radios as their home sets. Developments in automobile radios may be expected, new tubes, and the entire elimination of the B battery.

As things stand now, short wave and all wave will be the big developments of the first half of the year. The public is exhibiting a keen interest. Police broadcast, airplane broadcast, and international broadcast from foreign countries are gaining a great interest in short wave amongst general radio wners.

In the midget field there is a pronounced tendency toward better merchandise. Midgets in '32 will be sold as much on quality as on price. And, in spite of the efforts of several manufacturers to

Western Radio & Refrigeration Journal is the oldest and the most widely read trade journal in its field in the entire West. From the time of the establishment of the Western Music Trades Journal in 1919, its subsequent merger with Western Radio Trades in 1925, to the recent change incorporating electrical refrigeration into its title, it has been a progressive and acknowledged influence in the Western industry.

beat the price down, the general opinion is that midget prices will go higher.

In the higher price field, the furniture appeal will be noticeable. The set with the classy cabinet will get its name on the most contracts if it has the intestinal fortitude to back up its looks.

Officials in nearly all the major refrigerator companies are still smoking two-bit cigars, and they are all set for a bigger year than 1931, which was anything but "depression" for the refrigerator boys. One company increased its sales more than 500 per cent last year, and is off to another good start this year. Several more radio manufacturers are making refrigerators; handling them through their established radio jobber. Competition will be keen and it is going to take ultra-aggressive outside selling and efficient sales management to do a good job.

Television will make headway in the West in 1932. One station is already on the air experimentally and another is expected to go on in two weeks. These stations, however, are still more or less experimental. As yet, there is no standardized method in Television and very, very few television sets are capable of receiving the present broadcasts. One very large manufacturer has intimated that he will have Television sets on the market by June.

Sound on film, Home Talkies, will undoubtedly make their appearance this year, and it is believed by many they will be a considerable factor in the radio business. The complete machines including projector, radio, amplifier, etc., are expected to sell within the neighborhood of \$300. Feature length pictures will be reduced to the 16mm. size and made available to homes at popular prices. The films may be made available free with each film carrying an advertising leader under the same sponsor system that broadcasting is paid for.

# FREE

# The REAL Key to BIG TUBE SALES in 1932



**IN Two Models — Complete with Full Merchandising Service — AT NO Actual COST TO YOU !!**

**ABOVE** is shown the compact **COUNTER ANALYZER** for use where floor space is limited.

**AT THE LEFT** is shown the Aristocrat of ALL Display Analyzers—already a sensation in the trade—original, distinctive, compelling—the bright spot on the Dealer's floor—brilliantly illuminated Crystal Glass Showcase and shelving—genuine walnut cabinet by Adler-Royal. Interior display may be changed regularly. Plenty of room for complete tube stock in rear of mirrored display doors.

Tests all types, including rectifiers, and provides for future new types. Customers find it easy to read; easy to understand the meter readings. It builds confidence and makes sales.

ALSO

**A CONSUMER MERCHANDISING SERVICE CONSISTING OF 19 DIFFERENT, TESTED SALES PRODUCERS**

**A PLAN THAT ENABLES YOU TO MAKE THE GREATEST NUMBER OF TUBE SALES WITH THE SYLVANIA ANALYZER**

**SYLVANIA'S TWICE WEEKLY BROADCAST** over Columbia Basic Network—the **SYLVANIA** newspaper campaign—combined with this startling **FREE** Analyzer plan—warrant your interest and participation. Use the coupon for convenience.

# Sylvania

THE SET-TESTED TUBE

HYGRADE SYLVANIA CORPORATION,  
Sylvania Division, Dept. W 12,  
Emporium, Penna.

Please send me full details of the Free Sylvania Analyzer Plan

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

My Firm Name .....

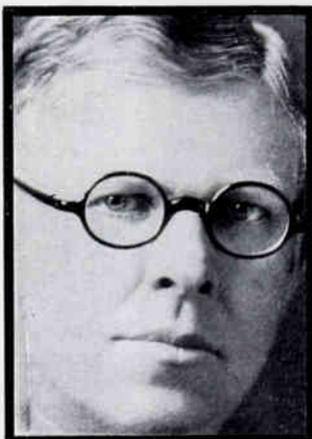
Address .....

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

# WISE and Otherwise



By  
**SHIRLEY WALKER**  
Associate Editor



**T**HE retail business of Sears Roebuck & Co. will exceed their mail sales during 1931. This concern is making feverish preparations for expanding their retail outlets. With the passing of the large mail order catalogs, goes a handy toilet accessory.

\* \* \*

According to a study made by Dr. Paul D. Converse at the University of Illinois, on Chain Store buying, 55.4 per cent of chain store purchasers gave price as the reason for patronizing them. The percentages of consumers buying from chain stores decrease as their incomes increase.

\* \* \*

The Chevrolet Motor Co. recently staged the most intensive outdoor advertising campaign ever attempted—25,000 Boards. In addition, 5,355 daily and weekly newspapers are being used. Also radio, phonograph records, dealer window displays and 76 tons of promotional material. The magazine advertising breaks with the January issues. All to announce the 1932 Chevrolet and to keep Mr. Ford from paying such a heavy income tax.

\* \* \*

### Substitute For Milk Bottle

A St. Louis dairy is now using a non-refillable container made of paper for delivering milk, in place of the age-old milk bottle.

\* \* \*

The era of "odor" is treading on the age of color. The soap manufacturers have long used perfume in their product. Other manufacturers have just discovered that some of the phenomenal gains made by cigarette manufacturers have been due to a synthetic aromatic product known as "coumarin." It is widely used in artificial vanilla and has an odor resembling that of maple sugar. One cigarette manufacturer is not content with the synthetic, but actually consumes four million pounds of maple sugar yearly. Many products are being deodorized before being offered to the consumer, such as silk hosiery, artificial leathers, certain textiles, etc. The use of "odor" has the sound psychological basis, that human beings crave pleasant experiences instead of unpleasant ones. Incidentally, a drug chain is now marketing a scented toilet tissue.

One might say "like taking coals away from Newcastle."

\* \* \*

About 21 per cent of the annual sales volume of the large city department stores is done in the last two months of the year.

\* \* \*

In Britain every radio is taxed annually about \$2.50, whether in the store or in the home. It does no good to conceal the set when the assessor comes around—the government has developed a "radio set detector."

\* \* \*

### Ernest Ingold Retires

An announcement will be made shortly that Ernest Ingold will retire as the distributor of Atwater Kent Radio. He will probably now devote all his time to golf. It is understood that Ernest netted close to a million dollars working for A. Atwater Kent in Central California. The only bloomer (that is, in the radio business) that Ernest ever pulled was his enthusiastic support of A. Atwater's "Stove Model." It was a dud and even a good salesman like Ernest couldn't put it over.

\* \* \*

### Filament-less Radio Tube

An announcement was made recently that Ernest field is a new filament-less radio tube which apparently does everything a 3-electrode tube can. It operates cold, without vacuum, and costs only a few cents to make. It is the work of Dr. August Hund, of the Ampere, New Jersey, laboratories of Wired Radio, Inc., subsidiary of the North American Co., one of the largest owners of electrical utilities in the United States. Wired Radio is developing a system for broadcasting over electric light wires. The new tubes will be used in transmission and reception devices in this system.

\* \* \*

A manufacturer is marketing "In-Centive" Soap so that mother can induce water-shy youngsters to wash more frequently. Each cake is transparent, with a new Lincoln penny imbedded in the center, which cannot be reached in ordinary use until the cake is entirely used up.

# "BUSINESS

## As Usual"

WE know one young fellow in an average Western city (about 100,000 population) who is doing a whale of a radio business. In fact, all things considered, including capital invested, he is making more profit from his store than any other dealer in the West that we have heard of. His reputation has spread far and wide. Most everyone, from jobber salesman to finance company, knows of him, speaks of him, and remarks: "Yes, he is doing a darn good business." Here is a store that did slightly more business in 1931 than in 1930, and considerably more in 1930 than in 1929. And he was still doing a good business in 1929.

A young fellow, only three and one-half years in the business. Not a great deal of experience. Not a business wise head, and yet probably leading the parade in the West's list of successful dealers.

How does he do it? No more customers pass his store than the dealer's across the street. The same so-called "depression" should affect him as it does everybody else. But, he seems to get through unscathed.

\* \* \*

### Here's How He Does It

WALK in his store. The first impression that dawns upon you is one of "business as usual." And there is the solution. Business is as usual in this store. Times haven't changed much since 1929. He hasn't heard about the depression. His salesmen come in, in the morning, full of "Wim, Wigor, and Witality." His merchandise is on the oor, polished up and ready to be sold. The salesmen expect to sell it, and do sell it. The "head man" himself is a great big happy kid. He has smiles all over, is tickled to death that he is alive, and thinks the radio business is one swell business. He is an exfootball player, and is convinced that touchdowns don't happen unless you make them happen. He doesn't expect any business to walk into his store unless he drives it in by force of advertising. He doesn't expect any sales to be made, unless you make them. He is having too much fun making sales, figuring out where he can sell another radio, enjoying life in general, to think much about depression and doesn't waste much time on it. Anyway, the depression isn't any fun. He would rather sell radios.

When he first opened his business he started off on the right foot of making every department show a profit, and every man pay his way. In the beginning, he had only a limited credit, and sees no reason why he should extend his credit facilities now. He makes his business pay its way as it goes. He uses any sales plan that will make sales with these standard lines that he handles. He does not go in for cut price sales because he figures he can't

make enough profit on them. He is using the same method in making sales that every dealer in the West knows all about. The only difference is, that he is using them. His entire attitude is one of "business as usual," whether it is 1929, 1930, 1931, or 1932.

\* \* \*

### More Fish In the Sea

THIS depression is highly exaggerated. There are more fish in the sea than have ever been caught. There are more radio sales to be made than have ever been made. For every reason why you can't sell a radio now there are four reasons why you can. And the live wires, large and small, are proving it every day.

Small dealers are no more to be censored than large manufacturers. Several of our leading manufacturers have apparently adopted the belief that there are no sales to be made anyway, and are therefore pulling in their horns, crawling in their hole, and pulling in their hole after them, waiting for the depression to blow over. In the meantime, letting their jobbers and dealers hold the sack. When the storm has passed, they will find that a new bird, stirring around while it was blowing a gale, has captured all the worms.

And, opposed to these, are other manufacturers doing "Business as Usual." They are holding up their advertising schedules, every week, and every month. They are aggressively plunging out with sales plans to help their dealers, and with new merchandise to kindle a public interest.

These firms have plunged steadily ahead, and are not only holding their gains, but are increasing them, with each year's sales topping the previous year's sales. Instead of spending their time swapping tales with their bankers of how hard times are, they have been using their nimble wits to devise new merchandise that the public will buy, and new sales methods that will sell it. They have done "Business as Usual," and more important, "Profits as Usual."

The recent Philco dealer conventions held throughout the West introducing their new line are proof of what an aggressive policy can do. Some of the largest dealer attendances in history turned out to them. Halls and banquet rooms were packed. Enthusiasm ran high. A "Business as Usual" policy has shown steady gains for this company since 1928. Proof that it can be done.

The same story goes for jobbers. While some jobbers in the West are locking up their front doors, throwing up their hands in disgust, others are plunging ahead with a "Business as Usual" policy that is surprising no one as much as themselves. One prominent Western jobbing organization did

# Western Viewpoint

two and one-half times as much business in 1931 as in 1930, and it did a big business in 1930 (ranked as one of the West's five biggest jobbers). They are travelling more men today than ever before, doing more business, and making bigger profits. These are actual cold facts, and he will back them up with the name of the jobber, and financial statements to prove it, to anyone who is interested.

\* \* \*

## Where Are the Failures?

**W**HAT have become of the terrible crashes that last fall we heard were predicted for "right after the first of the year"? We haven't seen any yet, and in fact, one of the manufacturers whom we heard the most scandal about six months ago has gone out and purchased another very prominent concern. It doesn't look like anything is going smash there. It is safe to say that in nine cases out of ten these calamity predictions gossiped through the trade are, to use a slang phrase, "A bunch of baloney."

The quicker we get it through our heads that "Business is as Usual" for those who want to do "Business as Usual," the quicker we will get back to "Profits as Usual."

\* \* \*

## New Leaders In Radio

**I**T is stated that a new group of millionaires is growing up in the United States. Likewise a new group of leaders is growing up in the radio and music business. You can lay your bottom dollar on a bet that those leaders will be the same men who are out to do "Business as Usual" today and now.

\* \* \*

## Lucky To Have Refrigeration

**N**O business has a brighter future than the one we are in. Refrigeration sales are waiting now to be made. It is predicted that the coming summer will see the biggest electric refrigeration business ever done, and refrigeration right now is admittedly one of the most prosperous, optimistic industries in the United States. Radio dealers will sell more refrigerators than any other outlet. The shoe merchant next door, the furniture dealer, or the corner grocer, would be tickled to death if he had something as "hot" as refrigeration to sell. It is a gold mine for the radio dealer who is willing to get himself in the "Business as Usual" frame of mind. Believe it or not, last week a prominent refrigeration jobber asked us if we could help him find a refrigeration promotion man. He is willing to pay a salary of \$100 a week and expenses. We called up a dozen possible men to fill the job. We wrote a dozen letters, and it took us a full week to find the man for that position. There is certainly no unemployment there.

## Is this a Drastic Policy for 1932?

**N**O man ever became rich by trading dollars. Selling radios at cut-rate prices merely to make sales has lost the radio industry hundreds of thousands of dollars, and it is doubtful as to whether this practice has made money for anyone. The West is full of stores now for rent, formerly occupied by radio dealers who tried it.

Price slashing is a vicious circle. Nobody profits. The parts manufacturers trade dollars or take the loss. The set manufacturer operates on such a small margin that his overhead puts him out of business. Manufacturers' salesmen can't pay their car expenses. The dealer in most instances doesn't make enough profit to pay his rent. Dealers' salesmen make plenty of sales (maybe), but hardly make enough from selling them to make three squares a day. And, the customer in most instances gets a cheap set that means grief and more grief for years to come.

Several radio trade associations in the West have adopted resolutions and measures to curb this evil. In spite of their efforts, however, price slashing and under-price merchandising still continues.

Now Western Radio and Refrigeration Journal enters 1932 with a drastic policy.

This publication will refuse to accept the advertising of any manufacturer who makes or advertises merchandise that does not offer a fair profit to everyone concerned, including the manufacturers' agent, manufacturer, jobber, and dealer. We may lose business, but dealers using these pages can be assured that everything advertised therein will return them a fair profit.



# Sell A in

*Once the dealer gets the prospect into the demonstration car and lets him hear the auto set in operation, he's over the hump—the set will sell itself.*

FULLY half of our total radio set volume during 1931 was in automobile sets. Furthermore, our business during last year dropped only ten per cent, as compared with as much as fifty in many other concerns.

I'm not trying to boost my company; the idea I want to get over is this: there is absolutely no doubt that this low percentage was due to increase in the sale of automobile radios.

To dealers who say: "Well, you're in the automobile accessory business; naturally the people who enter your store are hot car radio prospects," there is this to say: While we are in the automobile accessory business, we have also enjoyed a good volume in home radios.

### Ripe for Radio Dealers

There is no reason why an exclusive radio dealer cannot make money with car radios. In the first place, they are in the high unit sale field, with no dumping or cheap merchandise for competition, as exist in the home radio field. Secondly, they are still in the novelty stage and the public is showing a remarkable interest and curiosity in them. At a large automobile show recently held in the West, the public interest in auto sets was astounding.

However, the metropolitan radio and music dealer does not stand the chance of cleaning up on auto sets

as does the small town dealer. City buyers will go to their car dealer or accessory dealer instead of a radio retailer, in most cases. The fact that some of our stores in small towns are doing as well as many of the metropolitan stores on the Coast, show that the rural market is considerable.

### "Get Prospect in the Car"

After several years experience with car sets, I find that there is one single thing that will sell them more than any other, and the radio dealer is in as good a position to do it as anyone else. That is, get the prospect into a car with an automobile set. Advertising, salesmanship, elaborate displays all have their effect, but if a prospect once hears a set operate while riding in a car, he's as much sold as he ever will be. No amount of selling will compare with an actual demonstration.

A small town dealer can have just as good a set-up for handling auto sets as the city store. Very few radio dealers are in a position to sell, install and service auto sets alone. Installing the set is the job of an automotive electrician, as it is a tricky job to install a set so as to be entirely free from interference and noise. The radio dealer can, however, tie up with a local garage or automotive electrician to handle installations. Once the set is properly installed, the radio dealer's service man can handle most of the

servicing with a little experience, and turn a tough job over to the electrician if he can't handle it. We have found very little servicing required on a set, once it has been installed.

One advantage in handling auto sets is the fact that there are no trade-ins. At present, every customer is buying his first set. Once in a great while someone comes in with one of the old sets, but very seldom. In this case, we usually allow him about 20 per cent of the price he paid for the old model on a new one. We fix up the old one, put in new tubes and batteries, and double the trade-in price, including cost of installation, which is \$15.

Our sets are guaranteed for 90 days; after that service charges are \$1.00 an hour for shop time, plus parts.

### Major Companies in the Field

One would imagine that car dealers would be an ideal outlet for auto sets, but we have not had very good results from this quarter, although we still keep after them to contact for sales. The car dealer feels that he has done his part when he sells a new car, and is perfectly satisfied not to press a radio on his customer. There are exceptions to this, however, some car dealers doing a good business in auto sets.

The fact that most of the major radio manufacturers are all in production on auto radios this year is

# AUTO RADIOS

By

T. C. BOWLES

Manager

Radio Department

Western Auto Supply Company

932

*Only about 2% of all the cars in the United States are equipped with auto sets—radio dealers are the logical and best outlet for these sets, says Bowles, and they can't afford to pass up this year's big car radio market.*

another indication that the field is a lucrative one. Four years ago, most of them were skeptical about them, and refused to push them to any great extent. This year, however, nearly every manufacturer is featuring auto sets, and the prospects that 1932 will be a big car radio year are apparent on all sides.

A surprising thing about the auto radio business is that the buyers are not entirely in the well-to-do class. Fully 50 per cent of our sales have been to owners in the Ford and Chevrolet class. The customers themselves include all types, from college students to old people. In fact, everyone who owns a car is a hot prospect for an auto set. Old cars as well as new ones come into the shop to be fitted with a set.

## New Selling Angles

We've learned a few angles in selling auto sets that are different from selling home radios. In the first place, many customers ask why the new sets aren't equipped with tone control, and why auto sets don't have the low, deep tones of the home set. In the first place, the auto set is built primarily for the closed car, as there are more of them. It was found that the low tones didn't blend satisfactorily with the acoustics of a sedan, and that the driving sounds, such as the traffic noises, and general rumble of the car in motion, often made the deep tones nearly indistinguishable. Therefore, the auto set was pitched at a higher tone, which the user soon finds is as natural as that of his home set.

One of the common questions asked is: "Can I depend on satisfactory reception if I take a long trip?" It is true that the auto set isn't especially a distance getter. However, there are practically no

spots in the country where some stations cannot be picked up well on the auto set. In the West, from one end of the Coast to the other, an auto set will give continued reception. Going from San Francisco to Los Angeles, no sooner do the San Francisco stations begin to fade than the Los Angeles stations begin to get stronger.

## Legal Status of Car Set

Whether a finance company can attach an unpaid-for auto radio

any greater title than the Vendee held, which was only right of possession and full use dependent on the full compliance by our Vendee with all the terms of our conditional agreement.

By the same analogy the installation of an auto radio on a car does not make it subject to an outstanding lien on the car, nor subject to any subsequent lien placed on the car by the Vendee. In the event that the party purchasing the radio from us defaulted on his contract of purchase of the car on which the set was installed and the car be repossessed, the party repossessing the car acquires no title to the radio and we may recover it by appropriate proceedings of Claim and Delivery.

## Keep Your Set Busy

There is a young fellow in the Northwest—a radio dealer—who is doing a good job with auto sets. He has one in his car, and takes that car wherever there is the biggest crowd, parks it and turns on the radio. Last summer he had scores hanging around his car listening to the World Series. Whenever he parks and goes into a store, the set is left turned on. Of course, he has a sign on his car telling the story. Baseball games, after theatre crowds, Saturday afternoons—wherever there is a crowd, you'll find that auto set going.

A system of getting prospects that has worked out nicely in the East has been by using the customer himself for a salesman, giving each some form of commission for every sale he is responsible for. While perhaps this isn't good business, yet it shows one thing: that every customer is a salesman, whether he gets a commission or not. Word-of-mouth advertising is the best form

(Continued on Page 30)

## Why?

- • the public is interested in them.
- • all the major companies are making them.
- • they're a higher-priced unit with a good margin and no trade-ins.
- • they are still novel.

when recovering a car for unpaid installments is a point of law that is troublesome. In some states, understand, the law differs, but with our company the following holds true:

Our sets are sold under a standard form of Conditional Sale Agreement and title to the set is reversed until final payment is made. If the car on which the set is installed be sold by the Vendee (original purchaser) the subsequent purchaser does not acquire title to the set, as the party who purchased the radio from us did not receive any title which he could legally transfer, and the purchaser could not acquire

# Who Runs the Small-Town Dealer's BUSINESS?

*The Little Retailer Is Taking His Orders From the Big Boys In the City—and Losing His Shirt Says*

**D. C. O'KEEFFE**

Sales Promotion Manager  
*Western Radio & Refrigeration Journal*

**T**HE big trouble with radio dealers within 100 miles of a big city is that they are letting the big boys downtown run their business for them. I've seen little dealers time and again rush out in the street on Saturday afternoon at five o'clock to buy a city paper—they can't wait to see what the big stores downtown are advertising—what new terms they're offering. And what do they find? Here's a big ad proclaiming that Platt or Wurlitzer, or Meier and Frank, will deliver any radio to your home for one dollar down. A \$100 radio in your home for only one dollar down!

### Small Dealer Can't Compete

And does the little dealer believe it? You bet he does! He swallows it hook, line and sinker, and immediately puts a "Dollar Down" sign in his window. What's the result? The independent dealer loses his shirt trying to compete with the big boy on his own ground.

But here's the joker. Does the downtown customer really get a nice new \$100 set delivered to his home for one single cartwheel? You bet he doesn't! Not until he's signed his life away and parted with eight or ten bucks for cartage, or because his credit is weak. Platt



"... little dealers can't wait to buy a Saturday afternoon city paper, to see what the metropolitan stores are up to."

and Wurlitzer aren't giving anything away.

Here's the usual procedure when Mrs. Jones, who has read the big store's ad in the paper, comes in. She wants to see the set advertised in the paper. The polite salesman shows her the small model she thinks she wants, then starts building her up to one of the bigger sets. When she finally decides on the one she wants, Mrs. Jones asks: "Now, I can get this set delivered for a dollar, can't I?"

"Oh, yes, madame, absolutely!" he replies. "Just step over here and sit down." Madame lays dollar on desk, salesman puts it away.

After the salesman has asked her her first, last and maiden name, and that of her husband, address, phone

number and what not, he politely asks: "You own your own property, don't you, madame?"

"Why, we're buying our property." Gets a trifle indignant.

"That's fine," says the salesman. "Now if you'll excuse me a moment, I'll call in the manager, and we'll go over your credit rating. Just a formality." The "manager," who is usually the first available person the salesman can find, comes in. He's wise.

### How He Does It

After a few preliminaries, he asks her to name several responsible persons as references. Mr. Manager frowns. "Can't you give us one or two more? You know, Mrs. Jones,

There is probably no other man so well acquainted with dealers in the West as O'Keeffe, who for years has visited and chinned with nearly every retailer from Canada to Mexico, and from Long Beach to Denver. This is the first time he's ever consented to write his observation of retail methods.

you've only lived here three years, and after all, you understand our position. But, of course, if you'd like to pay the first month's payment in advance . . . You want the set delivered today, don't you?" (Mrs. Jones has waited a year, but she wants her new set right now, pronto.) "Well, then, it's like this. You see, it will take several days for the credit office to pass on your credit rating, and I'd suggest that you simply pay the other nine dollars on the regular deposit, and there will be no delay." (Mrs. Jones weakens, but sees the logic, and wants her radio now.)

In the end, she is prevailed upon, although she doesn't understand half of it, that it will save her lots of trouble and time to simply pay the other nine dollars and get her radio. She has nearly forgotten about the "dollar down" deal. Besides, she is tickled to death to think that, after all, she got a much nicer radio on the same terms as the one she saw advertised.

Some lucky persons, prominent enough to get by the credit rating test easily, get away with the offer. The great majority don't. And



D. C. O'Keeffe

that's where the little dealer comes in. He can't compete with the big store. By innocently trying to duplicate the offer he saw in the big store's ad, he's laying himself open for a nice sock on the button. And still he rushes out on Saturday afternoons to see what the big boys are up to.

#### More About Trade-Ins

The old subject of trade-ins has been discussed high, wide and handsome by trade journals for years. Yet there are still many small town dealers, as well as some of the big boys, who are taking in old sets, allowing too much, and sacrificing their profit.

Not long ago I was in a dealer's store while he was closing a sale for a \$67.50 set. After the customer had gone, the dealer started bragging that he had taken the sale away from his competitor down the street, and was as tickled as a kid with a new bicycle. I asked him what he had allowed the customer on her old set, and found that he had actually allowed her \$20 for it. He didn't make a cent on that sale; yet he was pleased with himself for taking it away from the other fellow.

From what I've observed in hundreds of radio stores, here's my advice to dealers who can take it or leave it: If you can't make any profit out of a sale, pass it up and let the other fellow get it if he can. If you can't make a profit on it, it's a cinch he can't either. That's where all this cut-throating began, and nobody's any better off for it.

#### Careful Credit

Another thing. While the little dealer shouldn't let the big boy run his business, there are a lot of things he can learn from the city store, and one of them is careful credit investigation. I know several dealers right

now who are still waiting to lay their hands on skips who walked out with sets after making a small down payment. Small town dealers have the idea that you can't get away with those things in a small town, and they're too apt to be trusting. Just try to move to a large city and buy a radio for only a down payment and no questions asked! A man bought a set from a friend of mine in a small town just before Christmas, paid \$7.50 down, and that's the last the dealer has seen of him. Maybe they'll catch him, and maybe they won't.

#### Small-Town Collections

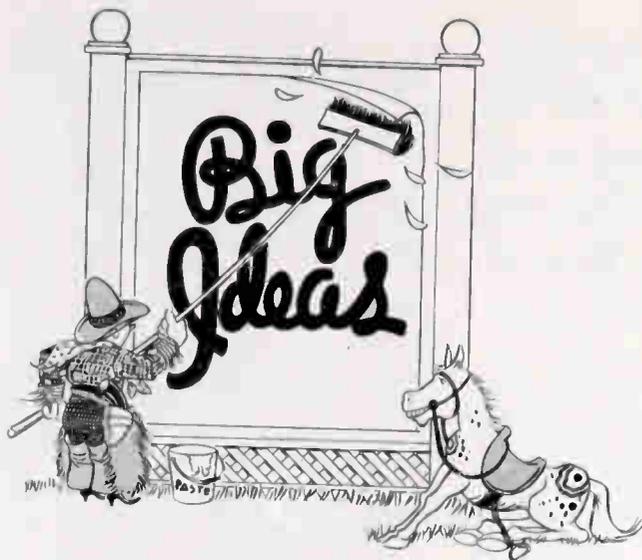
The small town dealer is in the same boat with a lot of other people when it comes to collections. If Brown, the grocer, is behind several payments on his set, Mr. Dealer usually lets it ride, because his wife buys her groceries of Brown, and besides, Brown is a pretty good old guy—he'll come across. What the dealer ought to do is send his truck out to Brown's house and pick up the set until Brown pays up his back payments, groceries or no groceries.

Nearly every dealer in rural districts has a different deal for each customer that comes into his store. Maybe he knows one person better than another, and knocks off a dollar or two on the price. Some of his friends expect him to give them a special price, and he gives it to them. All his old cronies get sets wholesale, and Johnny's school teacher gets a discount so that maybe Johnny will get a better grade next term. A little exaggerated, but that's the situation.

The whole thing boils down to the fact that many dealers in smaller towns have a lot of slack habits that are losing them money. Too many promises that they can't keep—long free service guarantees—the salesmen are continually knocking the other fellow's line. Dealers are jealous of each other, and break their necks gypping themselves out of profits by trying to out-chisel each other on turnover alone.

If he only knew it, the small dealer who is afraid to charge more than fifty cents or a dollar for a service call could make more money if he charged \$1.50, take it or leave it, terms strictly cash. If Jones wants to have his servicemen running all over town at four bits a run, let him do it; he's only hurting himself.

(Continued on Page 30)



### Dealer Has Own Newspaper

A SAN BERNARDINO dealer has started a small, four-page newspaper, published once a month. The front page carries news and editorial comment. The entire center spread is devoted to a single large ad on special offers or new models.

On the back page is carried a semi-technical department, in which radio conditions in that particular neighborhood are explained and how to get the best reception. The first issue contained an interesting article on "What Kind of Aerial?" and explained what sort of antennas to use and what sort not to use; real worthwhile information of interest to any radio owner. Also on the back page is included a catalogue of bargains in used merchandise available at the store.

### Rents Auto Sets That Stay Sold

A COLORADO battery and ignition man rents automobile radios to car owners going on vacation trips. He charges a small fee for installation and removal, and 50 cents a day rental. No deposit is required of those who have good established credit; otherwise he charges the renter the cost of the set plus 10 per cent, which is returned when the set is brought back.

Almost without exception, the persons who rent his sets either buy them outright on their return, or leave the deposit and never come back, except perhaps to have a more permanent job of installation done.

### One Serviceman for Several Dealers

SEVERAL dealers in a small Mid-Western town, none of whom could afford to hire a fully qualified and skilled serviceman, pooled their interests and employed a good man to handle their respective repair work.

To guarantee no ill results from the project, they hired a thoroughly dependable, well-recommended man, and pro-rated his salary among them, depending on the amount of work he did for each. They were afraid that if they placed him on commission, he might be tempted to show partiality in sending prospects to one particular store.

This method insured the town of good service work, and likewise did away with cut-throating among the

dealers, as a standard price could be maintained always. Furthermore, it left the dealer free to spend more effort on sales.

### Hospital With All the Trimmings

THE hospital and doctoring idea in promoting the servicing of ailing radios is being played strong these days. P. R. Dunlap, who has just opened a new shop in the center of the Portland shopping district, has carried out the idea to new limits in adapting his store to the name "Radio Doctor."

The shop trim is all in white—white shelves, white parts drawers, white testing panels, white showcase, and he and his girl assistant dress in trim, white smocks, like a doctor and his nurse assistant.

Dunlap specializes on tubes and in his daily advertising over a local broadcasting station he claims to have the largest stock in the Northwest. He will carry regularly, he says, from 1,500 to 2,500 tubes. He stocks, he says, every existing type of tube, even carrying some ancient ones, for which he doesn't expect one call in a year, in order that he will always be able to supply from stock instantly whatever is asked for. He has invented and manufactures a tube tester, which he says has the largest test scale known, being 32 inches across.

The "Radio Doctor" makes no outside calls. The patients must be brought to the office. Dunlap says this saves his patrons from \$3 to \$5 a visit. Dunlap has sold out the Moreland Radio Electric Company, which he operated for the past three and a half years.

### Paid in Full? Not Yet, Says Store

A MIDDLE WEST store last month sent out a notation printed on its current statements which showed no outstanding balance. Here's what the paid-up customer reads when he opens the statement:

"What: Paid in full?"

"Not quite; you still owe us a few moments of your attention. And if time is money, you'll be making a wise investment, because we have news of January sales that may save you many, many dollars.

"First, there is the . . ." And so on, enumerating some of the outstanding specials of the sale, very briefly.

### Fresh Milk Contest Successful

A RADIO-REFRIGERATOR dealer and a furniture dealer in a small town cooperated in handling an unusual contest that resulted in considerable publicity for both concerns.

Sample bottles of milk, supplied by the local dairy, which also shared in the publicity, were placed in an electric refrigerator displayed in the windows of both the radio dealer's store and that of the furniture store. A new refrigerator was offered to the one guessing most exactly how long the milk would stay fresh in the refrigerators. Other prizes ranged from a substantial allowance on the list price of a refrigerator to a bottle of milk, were given.

Abundant advertising space in the newspaper was used, and each day the results of the chemist's test of the milk was featured. The milk actually stayed fresh a few minutes less than 16 days, a good ad for electric refrigeration in itself.

# Why I PUSH Refrigerators and HOW!

By LEON M. BARROWS

**E**LECTRICAL refrigeration units are being sold. Whether those units are sold by radio dealers, or whether the bulk of the trade (aside from refrigerator dealers) goes to furniture stores, hardware merchants and even the drug stores with their ten thousand other products, depends entirely upon the radio dealer and his attitude toward this newest product to make its appearance upon the merchandising horizon.

The dealer must show them, tell them, sell them. And here is where customer good-will comes in. The dealer who has taken care of his radio customers, gone just a little farther in making adjustments, etc., finds such customers half sold on his refrigeration product the minute they are in the market.

They are sold on the dealer. They have confidence in his word and, vicariously, his product. At the beginning of every sales presentation I tell the prospect: "If you have confidence in me, if you believe what I am telling you, I can sell you." Then I give them a complete sales presentation that takes about two hours. I don't give them generalizations; I tell them facts, facts presented in a way that a person who knows little about refrigeration units can understand. This may seem like a long talk, but I always bear in mind that I am not selling a \$2.00 article, but a product that the prospect is going to think a lot about before he purchases, a product that he expects to use for many years.

If I can convince him that I have confidence in my product and know its superior merits, it follows that I can convey that same confidence in the product to him. Couple this with the fact that he has confidence in

*as told to*  
**Harold Ashe**



me and the sales circle is completed and the sale follows as a natural result.

In this respect I cannot over-emphasize the value of customer confidence. Not long ago a radio customer walked into my store and made out a check for \$250 for a refrigerator without any sales talk. Unwittingly I had sold this man that refrigerator years ago when I sold him his first radio, and I had continued to qualify that refrigerator sale during the years that I had rendered him satisfactory service on radio.

That is why radio dealers are overlooking a mighty good bet when they fail to take on refrigerators. They have innumerable sales in the making awaiting only the adding of refrigerators. If they don't take such a step, such satisfied customers must perforce go elsewhere. Incidentally, they may go to another radio store and in so doing the remiss radio dealer stands a good chance of losing that customer's radio business to another and more alert dealer.

Again demonstrating to me that radios and refrigerators are the Siamese Twins of radio retailing is the experience I had with a direct mail campaign designed primarily to stimulate service business.

Taking a none too accurate mailing list, I sent out 500 double government postcards offering free service calls. From this first mailing my service man sold \$8.00 worth of tubes. This, however, was the smallest part of the campaign. The

service man was also instructed to leave refrigerator pamphlets and small advertising thermometers bearing our name. He was also instructed to sound out all such people on their ideas on electric refrigeration. The third free service call developed a live prospect. He made one personal call after the service call; then followed a phone call, and just the other day we delivered, for cash, a five foot Majestic refrigerator.

Cost to us: \$4.50 for the three free calls, partially offset by the \$8.00 in tube sales. However, this free service would probably have been prohibitive if it had not been for the refrigeration angle. Likewise the refrigeration prospect would not have been uncovered in any other manner, the list not being a customer's list.

Interior displays of refrigerators go far toward emphasizing to your customers that you are selling refrigerators. We have what we consider a very fine display at the rear of the store that is visible the moment a customer enters the door. This display, which is not a factory set-up, was evolved by using a little imagination and ingenuity. A large picture-frame set, discarded by a distributor of another product, was adapted to setting off a refrigerator. A girl cut-out used by a cigarette manufacturer was also used. Neither was originally intended for the purpose to which we put it. All it cost was a little time and thought.

# SPEAKING of REFRIGERATION—

A new testimony to the importance of electrical refrigeration in fur storage has been made known in a survey conducted by the May Department store in Los Angeles.

"Our fur department and main cold storage vault has room for 10,000 garments," reported Fred Harling, manager of the fur department. This does not include the thousands of rugs, curtains, antiques, trophies and wild animal heads in our keeping.

"This diversified storage brings hundreds of people into our store who would not otherwise come in. It means big sales volume and added revenue in all departments."

Temperatures in fur cold storages vary, stated Harling, in the opinions of various individuals. A fluctuating temperature of 20 degrees one day, 40 the next, 20 the next, and so on, is advocated by many. Others find that around 40 degrees constantly gives best results, as the larvae is dormant below 45 degrees and moth eggs do not hatch below 60. The accepted humidity for fur storage is about 55 per cent.

All garments in the May fur department are cleaned thoroughly before storing, to prevent rot. After cleaning and fumigating, each is ticketed and hung on racks. Furs and garments are hung on racks, rugs are rolled, curtains are hung, animal heads are placed on wall hooks. Other merchandise is placed on shelves.

Norge Corporation, which astounded the refrigeration industry by leaping ahead 20 places in rank of sales in 1931, has started the New Year with a vengeance and has completed the enlargement of manufacturing facilities.

Expansion took place both in the recently acquired Alaska Refrigeration Corporation at Muskegon Heights, Wis., and the Rollator plant in Detroit, according to H. E. Blood, Norge president.

"Immediately after we purchased the Alaska plant last Fall," said Blood, "we began an extensive expansion program in equipment as well as methods of manufacturing. We have invested thousands of dollars in these improvements, the installation of much new equipment to increase the efficiency and capacity of each factory unit."

Probably the cleverest gadget introduced into refrigeration, this from the Convenience standpoint, is the new "Len -a-Dor" feature of the 1932 Leonard boxes. This device is an inconspicuous pedal at the base of the box, which springs the door open at a light pressure of the foot. It should save the housewife many steps, for now she can carry dishes in both hands to the refrigerator, press the pedal, and there you are.

F. A. D. Andrea, Inc., New York, one of the most successful manufacturers in the industry today, will soon begin production on a new electric refrigerator, to be known as the "Fada."

Fada has already entered the appliance manufacturing field with its new

wireless electric iron, which is already in production. There are no definite details available on the new box as yet. Fada will still keep in the radio business, however.

According to L. J. Chatten, vice-president and general sales manager, Fada sales in 1931 were 40 per cent greater than in 1930.

Norge sales in 1931 showed an increase of 527 per cent over those of last year, stated J. H. Knapp, vice-president stated recently. Knapp was in Seattle to purchase 3,000,000 feet of lumber for Norge boxes.

Here's news of a few prospects that a dealer won't even have to turn a hand to get. Electric utilities are go-

ing to spend \$445,000,000 in 1932 for expansion and improvement.

While this is 28 per cent less than 1931 expenditures it is significant in that a greater proportion is going toward wider distribution for domestic consumption. Domestic distribution increased some seven per cent last year, with indications of an even greater rise in 1932.

This steady increase in domestic use of electricity during depression is encouraging, indicating that householders will continue to use, and will increase their use of anything that will more effectively meet their needs. The depression hasn't injured the need and desire for radios, refrigerators, cleaners, ranges and other items.

## Refrigerator Dealers Organize Here's a Set of By-Laws Recommended For Forming a Refrigeration Bureau

THE following by-laws have been adopted by the electric refrigeration bureau of Knoxville, Tenn., and have been recommended to the trade in any locality contemplating the formation of an electric refrigeration bureau. The by-laws follow:

Article I. The name of this organization shall be: The Knoxville Electric Refrigeration Bureau.

Article II. The purpose of this organization shall be: To promote a better understanding among the dealers in refrigeration in the City of Knoxville.

2. To work out and adopt policies of conducting the electric refrigerator business, which shall be to the best interests of the customers and dealers.

Article III. 1. The membership of this organization shall be confined to retailers and distributors handling electric refrigerators known to be the product of a reliable manufacturer.

2. The membership shall be further limited to retailers and distributors who have a store or warehouse where electric refrigerators can be displayed to the public or to the trade.

3. All members of the bureau, besides charter members, shall be admitted through ballot, a majority vote of all members being necessary to elect.

Article IV. The officers of this bureau shall consist of: 1. a chairman; 2 a vice chairman; 3 a secretary.

2. The duties of the chairman shall be those which usually evolve upon the officer of this character. In the absence of the chairman, the vice-chairman shall assume his duties.

3. The duties of the secretary shall be to keep minutes of all meetings of the bureau, to send out bulletins and all notices of meeting to members and to perform such duties as the chairman may direct.

4. The officers shall be elected by a majority vote of the membership.

5. The term of office shall be for one year.

6. The officers shall be elected at the meeting at which these by-laws are adopted, and every twelve months thereafter.

7. Representatives of \_\_\_\_\_ firms shall constitute a quorum at any regular or special meeting.

8. Each member firm or organization shall be entitled to one vote.

Article V. 1. There shall be no initiation fee and no dues, attached to membership to this bureau.

2. The bureau shall be operated and conducted as a non-profit organization.

Article VI. 1. Regular meetings shall be held once each month at a date to be determined by the chairman. Special meetings may be called at any time at the discretion of the chairman. The chairman shall call a meeting at any time at the request of five or more members.

2. The secretary shall notify each member in advance of the date of the meeting.

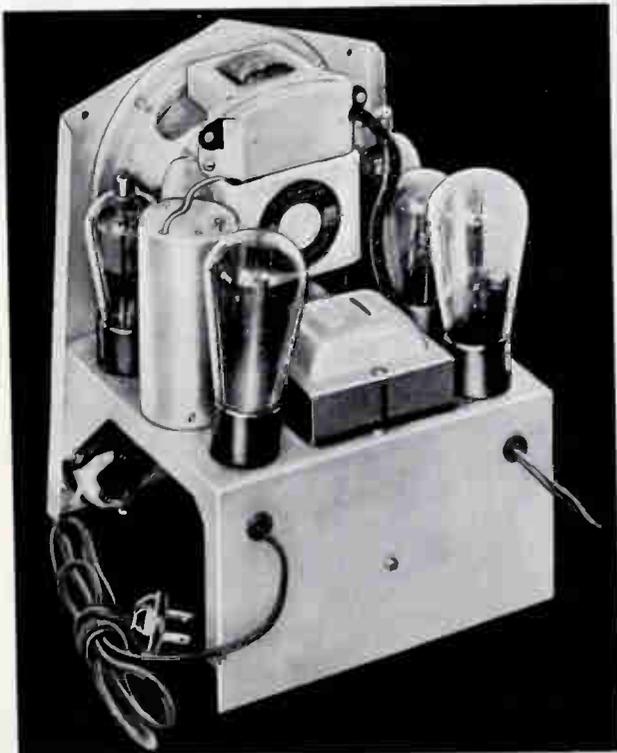
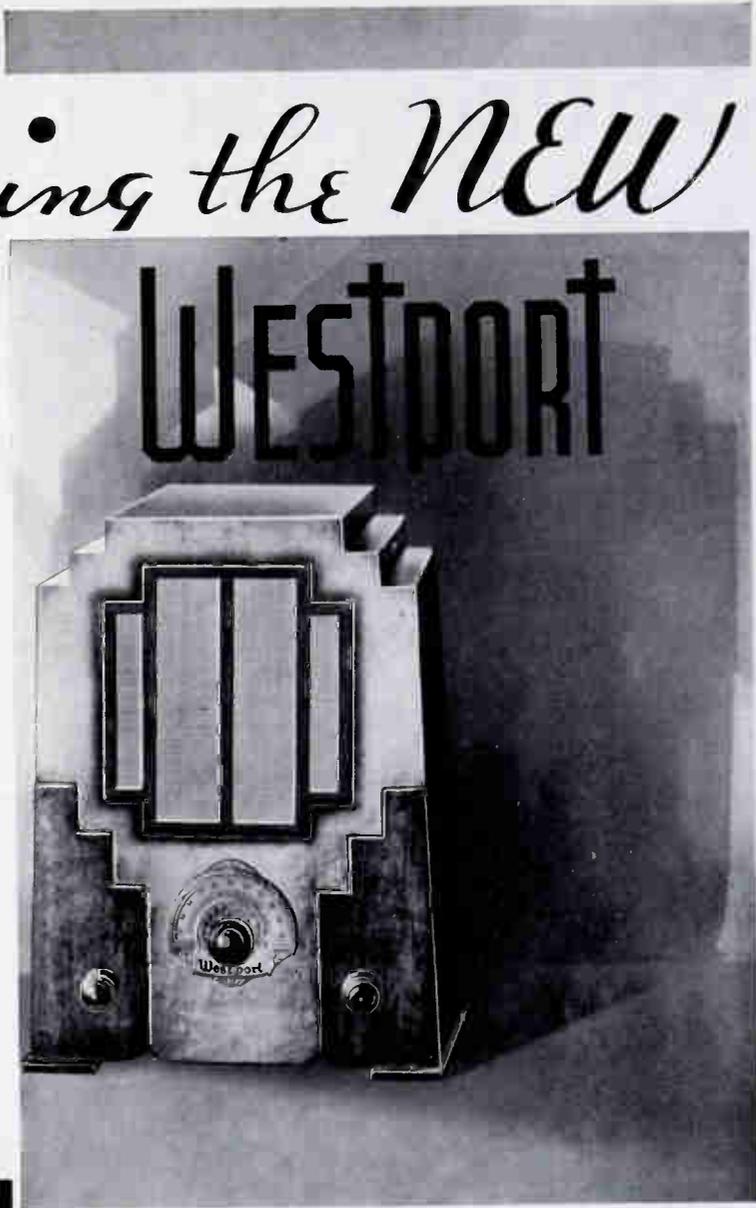
Article VII. 1. Any member who may wish to do so, shall have the privilege of resigning his membership by giving written notice to the secretary of his desire to withdraw.

2. Any member firm not represented at four consecutive regular meetings, without acceptable reasons, shall be automatically dropped from membership.

Article VIII. Any member who, in the opinion of the majority of the other members does not conduct his business according to the policies which have been adopted by this bureau, and who after having the matter called to his attention continues to violate these policies, may be expelled by a two-thirds vote of the membership. All charges against the member, if any, shall be preferred in open meeting and an opportunity shall be given him to defend himself before the members.

Article IX. This bureau may be dissolved by a two-thirds vote of the membership.

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**WESTPORT**

# Shortwave and the Long Green

## Converters Will Boost 1932 Sales

FOR some time we've all been howling for "something new" in radio—something that will again create the public interest that has waned since the first days of radio.

Well, we've got it. Short-wave converters and combination-wave sets are fast coming into their own as the latest innovation in radio. International broadcasts have stirred up an interest in distance that is astonishing. People are beginning to realize that there are a lot of good things on the air that their r.f.f. and superhet sets won't pick up.

From the sales angle, big things are expected from converters this year. One nationally-known manufacturer reported that fully 88 per cent of his business last year was in short-wave converters and combination wave sets. This year he expects to sell an even greater number.

In the West, Herb Bell, president of Jackson Bell Company, has this to say: "I am certain that at least 40 per cent of our business in 1932 will consist of short-wave converters and combination-wave units."

An advantage of converters is the fact that they are designed to be used in conjunction with ordinary sets, and the dealer can call upon his old customer list for converter prospects. His old buyers have already been sold on their radios, and it requires very little selling to convert them to converters.

### Sell the Idea First

A good point to remember is that converters can not be sold successfully as simply merchandise alone. The public isn't as well acquainted with the possibilities of short-wave as it is with long-wave. Few have ever listened to short-wave broadcasts, and do not realize that they are missing a whole "air-full" of programs it is impossible to get on their own receivers.

It isn't hard for a dealer to get enthusiastic over short-wave. Jobbers' salesmen who have been bored for years with ordinary listening, can be found at home in the wee small hours monkeying with their

short wave converters as interested as a kid with his first crystal set. They all come to work in the morning with some new distant station to brag about.

It is this enthusiasm over the many curious and interesting things on the air that are available with converters, that the dealer has to sell before he starts talking instruments.

### Demonstration Important

An important item in selling short-wave converters is the demonstration. Short-wave picks up interference of various kinds at best, and with a poor installation the in-

no trade-ins.

The list of short-wave stations on the opposite page tells a story of its own. Russia, China, Norway, Japan, Chile, Germany, France—all interesting broadcasts and worth sitting up at night for. And of course this list doesn't include such entertaining sidelights as messages from airplanes, police broadcasts from a dozen different cities, amateur messages of a personal nature, ship wireless—a hundred and one things to fish for in the ether.

### The Iron Is Hot

The time to get into short-wave is now—while it is new to the pub-



Sparton

Stewart-Warner

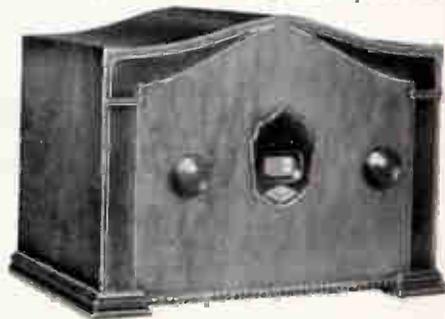
Philco

terference is sometimes terrific. Indoor antennas, as a general rule, will not work with a converter—especially if there are any electrical machines such as teletype instruments, in the vicinity. It takes a good outside aerial, with careful shielding throughout, for best results. While it is true that a short-wave bug will listen faithfully to anything he can get on the set, interference or not, a new customer, unacquainted with the peculiarities of short-wave, is liable to be scared away, if the demonstration set isn't in shipshape condition.

### Converters Not Expensive

Fortunately, the list prices of most of the converters on the market now are quite low—between \$15 and \$50—with a nice margin for the dealer; and what is better still,

lic. If it is to become a stable commercial item, this year will be the "easy money" year for dealers. If the short-wave idea is put over in the right way, it ought to produce



Flint

the nearest thing to the days when customers came in and took radios away from the dealers that we've seen for a good many years.

# The World's Most Popular Short-wave Stations

Arranged by Kilocycles

Kilos	Call	Location	Meters	Kilos	Call	Location	Meters	Kilos	Call	Location	Meters
2938	W6XAF	Sacramento, Cal.	102.1	7025	EAR125	Madrid, Spain	42.7	10000		Belgrade, Jugoslavia	30
3030		Motala, Sweden	98.95	7120	OZ7RL	Copenhagen, Den.	42.12	10013	CM2LA	Havana, Cuba	29.98
3653	OZ7RL	Copenhagen, Den.	84.24	7143	HKX	Bogota, Colombia	42	10167	HSG	Bangkok, Siam	29.5
3750	12RO	Rome, Italy	80	7184	CM2MK	Havana, Cuba	41.80	10170	HS2PJ	Bangkok, Siam	29.50
4015	NAA	Arlington, Va.	74.72	7195	VS1AB	Singapore, Malay	41.7	10190	GBX	Rugby, Eng.	29.44
4115	WGBN	Deal, N. J.	72.9	7211	EAR58	Tenerife, Can. Is.	41.6	10240	T14	Heredia, Costa Rica	29.3
4280	RV15	Khabarovsk, Russia	70.1	7300		Bangkok, Siam	41.1	10382	LSX	Buenos Aires, Arg.	28.89
4434	DOA	Doberitz, Germany	67.23	7317	F8LK	Paris, France	41	10395	GBX	Rugby, England	28.86
4800	W2XV	Long Island, N. Y.	62.50	7538		El Prado, Ecuador	39.8	10415	KEZ	Bolinas, Cal.	28.80
4918	LL	Radio LL, France	61	7550	CGE	Calgary, Alta.	39.74	10525	RDRL	Leningrad, Russia	28.50
5172	OK-MPT	Prague, Czechoslov.	58	7550	CKS	Calgary, Alta.	39.74	10527	VK2ME	Sydney, Australia	28.5
5837	HKD	Barranquilla, Colo.	51.40	7616	X26A	Neuvo Laredo, Mx.	40.70	10550	WLO	Lawrence, N. J.	28.44
5857	XDA	Mexico City, Mex.	51.22	7616	HKF	Bogota, Colombia	39.4	10710		Casablanca, Morocco	28
5970	HVJ	Vatican City, Italy	50.26	7770	FTF	Kootwijk, Holland	38.6	10710	CTIBO	Lisbon, Portugal	28
6000	EAJ25	Barcelona, Spain	50	7895	VPD	Doberitz, Germany	38	10710	GBP	Rugby, England	28
6000		Moscow, Russia	50	7968	HS4PJ	Bangkok, Siam	37.6	10990	ZLW	Wellington, N. Z.	27.30
6000	ZL3ZC	Christchurch, N. Z.	50	8030	NAA	Arlington, Va.	37.36	11440		Nauen, Germany	26.22
6000	VQ7LO	Nairobi, Africa	50	8105	EATH	Vienna, Austria	37.02	11495	K1XR	Manila, P. I.	26.1
6005	HRB	Tegucigalpa, Hon.	49.97	8105	JIAA	Tokio, Japan	37.02	11705	FYA	Pontoise, France	25.63
6020	W9XF	Chicago, Ill.	49.83	8330	3KAA	Leningrad, Russia	36.0	11720	CJRX	Winnipeg, Canada	25.6
6040	W2XAL	New York, N. Y.	49.67	8400	VBS	Khabarovsk, Russia	35.70	11751	G5SW	Chelmsford, Eng.	25.53
6040	W9XAQ	Addison, Ill.	49.67	8650	W2XV	Long Island, N. Y.	34.68	11763	XDA	Mexico City, Mex.	25.5
6040	PK3AN	Sourabaya, Java	49.67	8650	W8XAG	Dayton, Ohio	34.68	11800	UOR2	Vienna, Austria	25.42
6050	HKD	Barranquilla, Colo.	49.60	8650	W3XE	Baltimore, Md.	34.68	11800	W9XF	Chicago, Ill.	25.42
6060	W8XAL	Cincinnati, Ohio	49.5	8650	W9XAL	Chicago, Ill.	34.68	11810	12RO	Rome, Italy	25.4
6060	W3XAU	Philadelphia, Pa.	49.5	8650	W9XL	Chicago, Ill.	34.68	11840	W9XAA	Chicago, Ill.	25.34
6065	SAJ	Motala, Sweden	49.45	8650	W2XCU	Ampere, N. J.	34.68	11840	W2XE	New York, N. Y.	25.34
6072	UOR2	Vienna, Austria	49.4	8692	HKF	Bogota, Colombia	34.50	11870	VUS	Calcutta, India	25.27
6080	W9XAA	Chicago, Ill.	49.34	8695	W2XAC	Schenectady, N. Y.	34.5	11880	W8XK	Pittsburgh, Pa.	25.25
6095	VE9GW	Bowmanville, Ont.	49.22	8820	VK3UZ	Melbourne, Australia	34	11885	W2XAL	New York, N. Y.	25.24
6100	W3XAL	Bound Brook, N. J.	49.18	8870	NAA	Arlington, Va.	33.82	11905	FYA	Pontoise, France	25.2
6110	V29CG	Calgary, Alta.	49.1	8872	NPO	Cavite, Manila, P.I.	33.81	11945	KKQ	Bolinas, Cal.	25.1
6114	VVB	Bombay, India	49.07	9020	GBS	Rugby, England	33.26	12010	FZR	Saigon, Indo-China	24.98
6120	W2XE	New York, N. Y.	49.02	9030	CFH	Halifax, Canada	33.2	12050	NAA	Arlington, Va.	24.90
6122	F3ICD	Saigon, Fr. Indo-China	49	9110	SUS	Cairo, Egypt	32.80	12100		Tokio, Japan	24.79
6124	FL	Eiffel Tower, Paris	48.99	9175	WND	Deal, N. J.	32.7	12240	HS1PJ	Bangkok, Siam	24.5
6124	EAR25	Barcelona, Spain	48.99	9230	FLJ	Paris, France	32.5	12240	K1XR	Manila, P. I.	24.5
6124	NAA	Arlington, Va.	48.99	9230	VK2BL	Sydney, Australia	32.5	12830		Rabat, Morocco	23.38
6124	MTH	Rio De Janeiro	48.99	9300		Rabat, Morocco	32.26	12845	W6XN	Oakland, Cal.	23.35
6134	VQ7LO	Nairobi, Africa	48.91	9335	CGA	Drummondville, Cn.	32.13	12850	W9XL	Anoka, Minn.	23.35
6140	W8XK	Pittsburgh, Pa.	48.86	9360	CM2MK	Havana, Cuba	32.06	12850	W2XO	Schenectady, N. Y.	23.35
6148	VE9CL	Winnipeg, Canada	48.8	9375	OZ7MK	Copenhagen, Den.	32.01	13010		Oporto, Portugal	24.98
6148	K1XR	Manila, P. I.	48.8	9375	EK9OC	Berne, Switzerland	32.01	13010	FZG	Saigon, Indo-China	24.98
6148	VE9CS	Vancouver, B. C.	48.8	9375	W8XAO	Detroit, Mich.	32	13950		Bucharest, Roum.	21.5
6160	HKA	Barranquilla, Colo.	48.7	9450	XDA	Mexico City, Mex.	32	14320	G2NM	Sonning-on-Thames	20.95
6170	HRB	Tegucigalpa, Hon.	48.62	9490	OXY	Rio De Janeiro	31.75	14420	VPD	Suva, Fiji Islands	20.8
6250	CN8MC	Relays Rabat	48	9490	EI9XD	Lynghy, Denmark	31.6	14490	GBW	Rugby, England	20.70
6250	MTH	Rio De Janeiro, Brazil	48	9500	VK3ME	Zurich, Switzerland	31.6	14630	XDA	Mexico City, Mex.	20.5
6275	HKC	Bogota, Colombia	47.81	9520	OXY	Melbourne, Aus.	31.55	15129	HVJ	Vatican City, Rome	19.83
6382	CT3AG	Funchal, Madeira	47	9520	OXY	Lynghy, Denmark	31.51	15210	W8XK	Pittsburgh, Pa.	19.72
6438		Moscow, Russia	46.6	9530	W2XAF	Schenectady, N. Y.	31.48	15240	FYA	Pontoise, France	19.68
6667	8KR	Constantine, Algeria	45	9530	W9XA	Denver, Colo.	31.48	15340	W2XAD	Schenectady, N. Y.	19.56
6726	VRY	Georgetown, Br. G.	52.40	9560		Zeesen, Germany	31.38	15765	J1AA	Kemikawa-Cho, Jp.	19.03
6755	WND	Deal, N. J.	44.4	9570	W1XAZ	Springfield, Mass.	31.35	16164	GBX	Rugby, England	18.56
6818	XDA	Mexico City, Mex.	44	9590	PCJ	Eindhoven, Holland	31.28	16330	VK2ME	Sydney, Australia	18.37
6865	KEL	Bolinas, Cal.	43.7	9590	W3XAU	Philadelphia, Pa.	31.28	17300	W2XK	Schenectady, N. Y.	17.34
6875	F8MC	Casablanca, Mor.	43.64	9590	VK2ME	Sydney, Australia	31.28	17301	W8XL	Dayton, Ohio	17.34
6880	D4AFF	Gothen, Germany	43.6	9616	VQ7LO	Nairobi, Africa	31.2	17751	HS1PJ	Bangkok, Siam	16.90
6897	IMA	Rome, Italy	43.5	9678	K1XR	Manila, P. I.	31	18404	PCK	Kootwijk, Holland	16.3
6976	EAR100	Madrid, Spain	43	9715	NRH	Heredia, Costa Rica	30.88	18830	PLE	Bandoeng, Java	15.93
6995	CT1AA	Lisbon, Portugal	42.9	9756		Agen, France	30.75	24000	W6AQ	San Mateo, Cal.	12.48
6995	GBS	Rugby, England	42.9	9810	LSOR	Buenos Aires, Arg.	30.57	20500	W9XF	Chicago, Ill.	14.62
				9836		Poznan, Poland	30.5	25700	W3XA	Philadelphia, Pa.	11.67
				9930	W2XU	Long Island, N. Y.	30.2	29190	PK313	Sourabaya, Java	10.51

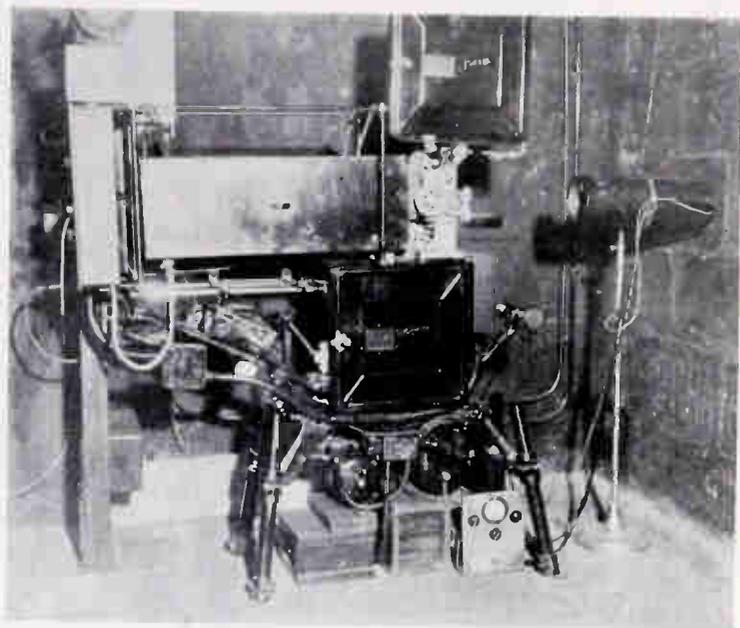
# Will We Have Television

## This YEAR?

Some Interesting Facts  
Every Radio Man In  
The West Should Know

Told by

KENNETH G. ORMISTON



Don Lee's cathode tube television apparatus in the KHJ studios, Los Angeles. This is the first and only television station to broadcast regularly on the Pacific Coast.

Oh boy! Does the radio industry want television? To realize just how badly it is wanted, one needs but recall the good old hectic days when the customers stood in line and fought for variometers at five dollars each, and tubes at six fifty! While we will never again see such a demand for parts, kits and sets as then existed, it is certain that the radio industry will come to life with a bang when there is plenty of good television transmitted.

When the broadcaster announces that "the following feature is broadcast in both sight and sound," every listener who is not equipped to "see" will have the urge to buy the parts, kits and sets for television reception. Then the "repression" in our industry will be over, and the panic will be here,—the panic of trying to make production keep up with demand.

It is also a fact that the public wants television. This has been made apparent by the enthusiastic interest displayed at every demonstration of showing of television equipment.

The question then arises.—"Since everybody wants it, why haven't we got it?" And it is the purpose of this article to answer that query.

There are two systems holding the attention of experimenters at

present. The oldest and most widely used employs the well-known scanning disc. Baird of England, Jenkins of Washington, D. C., and Sanabria of Chicago are perhaps the leading exponents of the scanning disc system. While their discs or drums, as the case may be, differ in the number of holes, the spiral arrangements, and speed of rotation, the principles involved are the same.

### Scanning Disc Nearly Perfect

Many years of intensive experimentation in this method have brought it close to the point of perfection. In other words, but little more progress can be made, and the question therefore arises—"Is this system, in its highly developed state, acceptable to the public?" In England, regular television broadcasts by the Baird company in conjunction with the British Broadcasting Company, have interested many experimenters who have purchased kits and parts for the construction of receivers. It must be remembered, however, that the kit radio business in England is still going strong, that the fan who builds his own has been ever existent, whereas in this country the specie is as extinct as the Dodo bird. The experimenter must be recreated here if we are to offer television in its present state.

The experimenter, or fan if you please, understands something of the operation of radio television, and his appreciation of the method delights him even though the actual result be poor. He is willing to spend a little money and much time to obtain an image which may contain only a vague suggestion of the real subject, and be highly pleased with any result, however meager. Just as the fan, in the early days of radio broadcast, was content to hold a headphone to his ear and listen to a tinny, raspy, reproduction of a phonograph record.

But before the broadcast receiver became a household pride, it had progressed to the point where it brought speech and music into the home with sufficient volume and quality to be acceptable to the great mass of people who have not the remotest idea of the method and care less. The result is satisfactory, that is the important thing.

### Television for Laymen Remote

In radio television, we must perfect a system where the images reproduced will be satisfactory to the layman who cares not one whit how it works, but who has invested perhaps \$100 in the receiver. That goal is in the somewhat remote future.

Meanwhile, we can only hope to  
(Continued on Page 26)

## Portland Jobbers Report Pick-Up

Radio business is good in the Portland district, according to the reports of some distributors. During November and December there was not just the holiday pickup that was to be expected, but a considerably greater volume than had been hoped for in view of the slack times in other lines of business. A fine public interest in short wave converters is being displayed and one distributor reported that out of a carload of such converters he was able to rescue only one for himself, and that he had to place a rush order for an L. C. L. shipment to fill out the holiday demand.

George F. Rogers is now president and general manager of the Strevell-Paterson Hardware in Salt Lake, succeeding Frederick W. Hornung, who has retired from active service at the age of 64. Rogers was formerly president of the Mountain States Music & Radio Trades Association, and has been sales manager of Strevell-Paterson.

Strevell-Paterson are now handling Norge refrigerators in the intermountain territory. In a recent visit to Salt Lake, J. N. Knapp, vice-president of Norge in charge of sales, consulted with President Rogers, and spoke optimistically of refrigeration business in the West for 1932.

J. T. Littlefield has been made credit manager of the H. R. Curtiss Company, San Francisco. He was formerly with the National Carbon Company and Listenwalter and Gough.

## Copeland Holds Aggressive Meet

With about 800 dealers and distributors attending, the seventh annual convention of the Copeland Products, Inc., producers of Copeland refrigerators, was held in Detroit, Mich., January 18 and 19.

Men from all parts of the country attended, according to W. D. McElhinny, vice-president in charge of sales. An ambitious and aggressive sales campaign was laid before the distributor organization, McElhinny said, based on the 1931 sales record for Copeland. "Electrical refrigeration has led all other industries in both sales and earnings," he said further.

One of the features of the convention was a play, "Shoes," written by Vice-president McElhinny.

## Urges Organization to Fight Federal Radio Tax Proposal

### Portland Fire Law Now Effective

Since the ultimatum of City Commissioner Barbour that Portland's ordinance banning the sale of non-approved radio merchandise was to be enforced up to the hilt, the city electrical division has had practically no trouble with dealers, according to City Inspector Caine.

J. H. Knapp, vice-president of the Norge Company, makers of Norge refrigerators, visited Portland on a recent western tour. He was accompanied by R. E. Densmore, Western salesman; J. G. Downtain of Los Angeles, and John Zoerhyde, in charge of the cutting plant at Muskegon, Mich.

The proposed federal tax on radio receivers and possibly impending state legislation adverse to the sale of radio products makes it imperative that state legislative committees be organized as early as possible, H. B. Richmond, chairman of the legislative committee of the Radio Manufacturers Association, declared in a letter to H. P. Harrison, secretary of the Oregon Radio Trades Association and a member of the national legislative committee.

A. M. Cronin, Sr., Leonard refrigerator distributor of Portland, Ore., was a recent visitor to the Leonard headquarters in Detroit.

Tom Daley, for several years in the radio business in San Diego, has opened a store in Elsinore, Calif., at 128 South Main Street.

## Field Men Map Out Campaign For 1932 at G-M Convention

The General Motors Radio Corporation recently held its second Annual Convention of the field organization in Dayton, Ohio. Complete plans for 1932 were presented by factory executives during this three day meeting. These sales plans include an aggressive campaign to expand the present dealer organization—more dealers on the household receivers and a selective dealer group on the New General Motors Car Radio announced at this meeting. One entire day was devoted to the new Car Radio which goes into production in January. It is an 8-tube super-heterodyne with automatic volume control.

The new line of standard and custom-built household models to be presented at the Trade Show in Chicago in May was discussed in detail. Charles T. Lawson, general sales manager, acted as chairman, each department head in the central office and factory appeared on the program. Nineteen thirty-one was unsatisfactory from many standpoints, but Lawson expressed himself as feeling optimistic for 1932, because with the addition of the car radio to the regular line of household receivers, an enlarged dealer organization, and a more thorough understanding of the business by both factory and field organizations.

William Shafering, owner of the La Jolla Radio Shop, La Jolla, Calif., has opened a new store in Escondido, where he handles Kolster International, Westinghouse and Tiffany-Tone lines.

### Distribute Mayflower

The Thayer Piano Company, Honolulu, H. I., has been selected as Mayflower refrigerator distributor in Honolulu, according to W. J. Seroy, Pacific Coast manager of Mayflower. "Bill" Seroy returned a short time ago from a trip to the Island, when the appointment was made.

Harold W. Evans, radio serviceman, has opened his own shop in Bakersfield, Calif., and is prepared to give service on radio, television, and public address systems. He has assumed the title of Radio Doctor.

### Form Service Company

The National Refrigeration Company, a service organization, has been established at 5132 Santa Monica Blvd., Los Angeles, where it is engaged in repair and maintenance work. F. Smith heads the company, while H. V. Burkhardt is associated with him as engineer.

## Oregon Dealers Elect Marvin

D. S. Marvin of Marvin Radio Company, Portland, has been elected president of the Oregon Radio Trades Association. He succeeds Joe Hallock of Hallock, Watson & Yonge. At the same meeting the association membership appointed O. F. Tate as executive secretary. Tate is also secretary of the Oregon Fuel Merchants Association and the Oregon Retail Merchants Association, and maintains offices at 802 Pittock Block.

Ed. Herner of Herner Radio Service, was elected vice-president to succeed A. F. Holmboe, Jr., who resigned when he left the state. E. E. Holman of Wave King Radio and Loran W. Finch of Star Electric Company took the offices of directors left vacant by A. B. Carlon and Norman Hayes. Carl Englebart who resigned as director when he severed connection with Daynite Service Company, was re-elected director as a representative of the firm of Englebart & Saelens.

Cass Redewill, who has lived in San Francisco the past three years, has become associated with his brother, Gene Redewill in the Redewill Music Company, Phoenix, Arizona. Cass is in charge of two new departments of the store, the electrical refrigeration and radio departments. The two brothers flew to Phoenix from Oakland in a plane owned by Gene Redewill, who is a licensed pilot.

James Barrett is now manager of the Listenwalter & Gough radio department, San Francisco Stewart-Warner distributors.

## Crosley to Make Refrigerators

That the Crosley Radio Corporation, pioneer radio manufacturing concern, is entering a new field of manufacture, that of electric refrigerators, is the announcement of Powel Crosley, Jr., president and founder of that company.

According to Crosley's statement, the engineering and research department of his organization has just completed the perfection of a new electric refrigerator which is to be offered the public at a low price.

While all information as to the mechanical details, design and actual selling price of the new Crosley unit has not yet been revealed, Crosley stated that the first formal showing and announcement of the new refrigeration unit would be made soon.

## Sparton Presents Refrigerator Line

A new line of Sparton electric refrigerators, the latest product of the Sparks-Withington Company, Jackson, Mich., was introduced for the first time at the annual meeting of distributors and dealers of Sparton radios, January 4 and 5.

The refrigeration manufacturing of the company is carried on in Sparks-Withington plant No. 4, in which the "White Frost" refrigerator was once manufactured.

A separate division of the company has been organized to handle the sale of Sparton refrigerators, although they will be distributed through the existing distributor-dealer radio set-up, now handling other Sparton products, according to Guy Core, advertising manager of the refrigeration division. Earl R. Brower is the sales manager of the refrigeration division, while Harry D. Sparks, vice-president in charge of sales, is supervising the sale of the refrigerators.

About 50 distributors and more than 700 dealers attended the meeting, it was reported.

## CeCo Announces \$4.00 Tube Line

A new list price of \$4.00 for each of the following tube types: 227, 224-A, 235, 245, 290 and 247, has been announced by the CeCo Manufacturing Company, Providence, R. I.

The new line of tubes, known as "Citation," are enclosed in an amber bulb for distributing purposes. A special modernistic package of black and gold has been designed for the tube.

In speaking of the price rise, Ernest Kauer, president, stated that it was an attempt to interest the public in higher-priced merchandise, in the belief that purchasers will still buy at higher lists.

## Dealers Win Prize

Witham & Booth, Atwater Kent dealers in Bakersfield, Calif., have been awarded second prize in a sales contest conducted in Southern California, New Mexico and Colorado. Jimmie Booth and H. A. Witham received \$75 as second prize.

Al Proctor, Chula Vista radio dealer, has sold his store to F. L. and E. S. Kinney, of San Diego. Proctor gave as his reason that it was necessary to give up his business in order to go East to handle his interests in a patented electrical appliance.

## Grigsby-Grunow Company Merges With Columbia Majestic Manufacturer Buys Control of New York Corporation

The voting trustees of Columbia Phonograph Company, Inc., 55 Fifth Ave., New York, have entered into an agreement to sell to Grigsby-Grunow Company, Chicago, all the shares of Columbia Phonograph Company, Inc., deposited with them under a Voting Trust Agreement created in June, 1931.

This gives practical control of Columbia in North and South America to the Grigsby-Grunow Company, well known manufacturer of Majestic radios and refrigerators, as over 78,000 shares, out of a total of 82,524 issued shares of Columbia Phonograph Company, Inc., have already been deposited with the voting trustees. Provision has been made for additional deposits.

It is understood that prior to the sale of shares Columbia will distribute a capital dividend of \$10 per share. The Grigsby-Grunow Company will exchange approximately 4-4/10th shares of its stock for each share of Columbia. Therefore Columbia stockholders will receive \$10 cash and 4-4/10th shares of Grigsby-Grunow stock (less certain expenses of the voting trust) for each share of Columbia deposited with voting trustees.

The voting trust was created by Columbia Graphophone Company, Ltd., of England, formerly in control of Columbia Phonograph Company, Inc., prior to the formation in June 1931 of the European consolidation of radio and phonograph interests under the name of Electric and Musical Industries. There are consequently many European holders of Voting Trust Certificates of Columbia, about one-third being registered in London and two-thirds in New York.

A joint statement was issued by B. J. Grigsby, president of the Grigsby-Grunow Company, and H. C. Cox, president of Columbia Phonograph Company, Inc., regarding a merger of the two companies. It was stated that negotiations had been practically completed whereby the Grigsby-Grunow Company would acquire control of Columbia Phonograph Company, Inc.

Columbia controls valuable patents and trade mark rights to the Columbia name in North and South America and manufactures Columbia phonographs and records with a wide distribution of these products as well as radios and refrigerators.

## New Company Formed to Handle Brunswick Records

Announcement has been made to the trade that the Brunswick Radio Corporation has turned over to the new Brunswick Record Corporation the manufacturing and sales rights to Brunswick, Vocalion and Melotone Records for the United States, Canada and certain foreign countries.

The Brunswick Record Corporation was formed by Consolidated Film Industries, Inc., and adds another important unit to the service that this company is offering to Motion Picture and other branches of the Amusement Industry.

The Brunswick Record Corporation has already announced that the same sales and laboratory management and, to a large extent, the personnel formerly operating for Brunswick Radio will be in charge of these operations for the Brunswick Record Corporation, and that policies in general as heretofore practiced

in behalf of Brunswick, Vocalion and Melotone Records will be continued.

The new company plans not only to continue the quality of artists and recording but to become even more aggressive in behalf of the promotion of the sales of Brunswick, Vocalion and Melotone Records.

Brunswick Record Corporation's headquarters are at 1776 Broadway, New York City, and branches will be maintained at the same addresses formerly occupied by Brunswick Radio Corporation branches in the following cities: Chicago, Cleveland, Dallas, Kansas City, Los Angeles, Minneapolis, New Orleans, New York and San Francisco.

The first complete radio equipment store in Ramona, Calif., has been established by E. F. Marikle and T. H. Fleming, known as the Ramona Radio Shop.

## Leo J. Meyberg Handles Norge

The Leo J. Meyberg Company, Los Angeles branch, has taken over the distribution of Norge electric refrigerators for Southern California. This gives the Meyberg company all California distributorship of Norge, as they have been Northern California distributor for several years.

Meyberg is a pioneer western distributor, and has been engaged in specialty wholesale selling since 1912. When radio broadcasting first began, in the days of the first crystal receivers, the company operated the first two broadcast stations in the state; one at San Francisco and the other in Los Angeles. Since then they have been one of the leading radio wholesale organizations in California, representing RCA and RCA Victor lines.

Six years ago the Meyberg company was engaged as a pioneer electrical refrigerator distributor in Northern California. Their appointment as Norge distributor in the south will materially strengthen Norge representation in California. The company has established an enviable record for the past year with Norge.

George Pizzarro, Pacific Coast Norge representative, has made his home in Los Angeles, and will assist the Meyberg company in Southern California in putting over Norge sales.

## Wallace Again Factory Agent

Don Wallace, former factory representative, has severed his Los Angeles connections with Kolster Radio Corporation, and has gone into business for himself at 4214 Country Club Drive, Long Beach, as manufacturer's representative. At present, he has several lines signed up, with others under consideration.

He now represents the Birnbach Radio Company, 145 Hudson St., New York; the Brooklyn Metal Stamping Corp., Brooklyn, N. Y.; and the Electric Specialty Company, Stamford, Conn., manufacturer of ESCO products.

## Jobber for Noel

Maurice Zelechower, located in the Furniture Wholesalers Building, Los Angeles, has been appointed representative for the R. J. Noel Company, factory representative for Triad tubes, Victor clocks and heaters, and Mystic Ball radios. He represents these lines to furniture dealers only.

The Commercial Refrigeration Sales & Service Company, of Seattle, capitalized at \$25,000, has changed its name to "Jim Canny's."

## East Bay Club "Throws Party"

One of the most spectacular luncheon meetings ever held in the San Francisco Bay region was recently arranged by the East Bay Radio Club at the Hotel Oakland.

The club is composed of men affiliated with the radio, refrigeration, and newspaper work in Oakland. A feature of the meeting was a 15-act girl show, a fast, talented show from start to finish. Eighteen valuable prizes were awarded at the luncheon.

This is an annual Christmas party held by the Radio Club, and is becoming more popular every year. This year reservations were made for 61, and 95 showed up. The entertainment committee consisted of W. A. Leonard, of the Post-Enquirer; D. H. Capelli, H. R. Curtiss Co.; and Art Reeder, of the B. A. Schlessinger Co. Plans are being made for another big party in San Francisco in February.

Jack Whitley, well-known San Diego radio salesman, has joined the sales force of the U. S. Grant Auto Equipment Company, San Diego. Whiteley claims to have sold more than 3,000 radio sets of various makes, and is now engaged in handling RCA Victor and Philco lines for the Grant company.

## Pioneer Firm Retires

After 58 years of merchandising, the firm of Wiley B. Allen Company is retiring from business.

E. Palmer Tucker, president of the company, stated that rather than reorganize to meet the present demand for low-priced instruments, complete retirement had been decided upon.

Tom H. Phillips, sales supervisor of the All American Mohawk Corporation, North Tonawanda, N. Y., recently visited the Pacific Coast to arrange new dealerships for Lyric radios and Mohawk refrigerators.

## Bushnell Moves Offices

Bushnell Sales Company, manufacturer's representative, formerly located at 301 Pacific Building, Oakland, has moved to more spacious and attractive headquarters at Ninth and Webster, Oakland. L. H. Bushnell, a well-known to radio and electrical trade, has added several lines.

## Thomas Stages Gala Refrigerator Opening

Amid a setting of colored lights and the beams of big arcs, Ray Thomas, Inc., staged a typical "Hollywood first night" at the gala opening of its first Westinghouse refrigerator salesroom, 870 South Western Avenue, Los Angeles. Five thousand people crowded the main floor and balcony of the beautiful display room, and overflowed into the street, where traffic on the cross city artery was held up until the arrival of traffic officers.

Behind a half acre frontage of plate glass which reaches a two-story height, the display room presented a perfect picture of efficiency without loss of space or beauty. All models of the latest electric refrigerator were inspected by the opening night crowd, and those who could not squeeze into the main salesrooms had excellent vantage points along

Western Avenue.

"The most successful 'first night' in the history of our twenty-five years of business," Ray Thomas, president of the old-line electric supplies distributing company, stated, as the crowd thinned out. "This salesroom is the forerunner of a number of similar retail outlets which will be used by Ray Thomas, Inc., to furnish the Southern California market with the finest piece of refrigeration merchandise."

The new salesroom will be open for business throughout the day and early evening, it was announced by Ray Thomas, Inc., officials who have charge of the refrigeration division. Following close on the heels of the opening sales and service units may be looked for in Glendale, Santa Monica, Long Beach, Hollywood and San Pedro.

## New Radio Manufacturer Opens Los Angeles Factory



Los Angeles has a new radio manufacturer, the Westport Manufacturing Company, 1477 West Adams Street, in the plant formerly occupied by the Los Angeles branch of the Inca Manufacturing Division of National Electric Products Corporation.

The company is headed by D. W. Smith, former manager of the Inca branch, and founder of the S. & L. Manufacturing Company, makers of coils, speakers and transformers. Associated with Smith are several prominent western radio men; H. G. "Hal" Dunkin, former Los Angeles-San Francisco distributor for Jackson-Bell, has been ap-



Westport officials, left to right: Carl Johnson, Carl Odell, D. W. Smith, Hal Dunkin. Above, giving the Westport chassis the "third degree."

## P. R. T. A. Takes New Home

Headquarters of the Pacific Radio Trades Association, formerly in the Bellevue Hotel, San Francisco, have been moved to the Western Furniture Exchange Building, at New Montgomery and Howard Streets.

Regarding the change of location, A. C. Ball, secretary of the Retail Furniture Association of California, with offices in the same location, said: "We believe that the problems of the radio retailers are similar to those of furniture retailers and that by utilizing the facilities of the Western Furniture Exchange, the Radio Association can improve conditions in its own industry."

Albert M. Saylor, former owner of the Glendale Music Company, and a pioneer in the California radio trade, died recently at the age of 77. Saylor came to California in 1887.

## Brandis Heads Servicemen

Fred A. Brandis, manager of the service department of Jackson Furniture Company, has been selected as president of the East Bay Service Managers Association, and F. L. Hardy, service manager of H. C. Capwell Company, was selected as vice-president. The East Bay group meets regularly on the first and third Wednesday evenings at 6:00 p. m. This is an affiliation of the Pacific Radio Trade Association.

Dick Huber, associated with the United Radio Supply Company, of San Francisco for many years, has taken over the management of the Electric Supply Company, 329 Thirteenth St., Oakland, distributors for radio supplies.

pointed sales manager of Westport.

Carl H. Johnson, former credit manager of Pacific Wholesale, Inc., has been made local sales manager. Carl Odell, in charge of engineering for the new company, was formerly with the Federal Telegraph Company in charge of the broadcasting receiving set laboratories designing Kolster radios.

The Westport Manufacturing Company is announcing a new five-tube superheterodyne in a modernistic cabinet listing at \$32.95, with other models to follow soon. In the Westport chassis, the speaker is mounted directly to the chassis.

Products of the new company will be marketed throughout the eleven western states, where distributors are now being appointed.

# Show Them What they're Missing— and they'll buy SHORT-WAVE

**Y**OU'RE not selling an instrument when you sell short-wave converters. What you ARE selling is a great entertainment and educational IDEA. If your customer is made to realize that every minute of the day and night his room is filled with the best music, the best in news and educational features, romance and voices from foreign lands, **THAT HE CAN'T GET ON HIS OWN RADIO**, you have sold a converter without even mentioning the article.

Never before has there been such an opportunity to sit in one's home and keep in actual, instant contact with the whole world. Never before has there been so

much worthwhile and interesting to "fish for" in the air. Short-wave has opened an entirely new world of entertainment, and the modern converter has brought it within the reach of everyone.

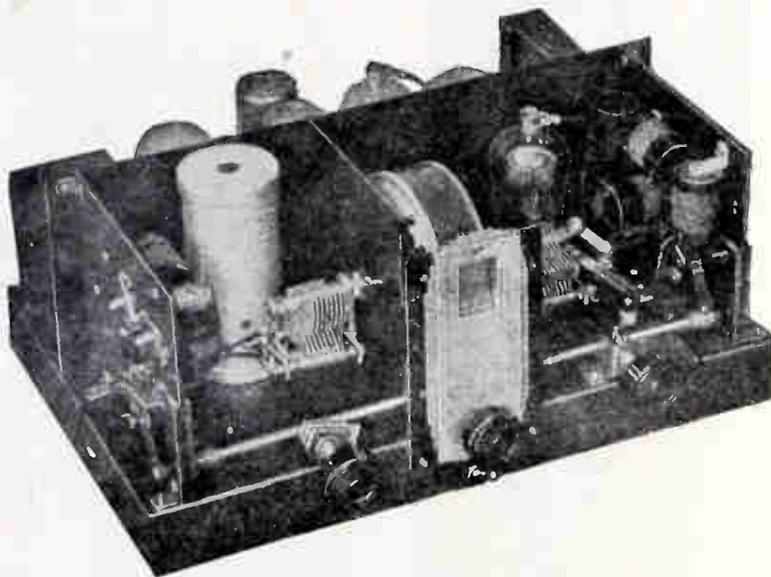
If you aren't familiar with the thrills of short-wave listening, spend an evening with a converter yourself, and the next day you'll have an interesting story to tell your customers. You can tell them how it seems to actually hear Russia, China, Japan, South America, Norway, and all the rest of the world, each one different, and each one thrilling. **SHOW THEM WHAT THEY'RE MISSING!**

Easy to Use  
and Connect

No Plug-in  
Coils

Colored Dial

No Inter-  
coupling



NC-5 short wave converter. Size, 8" x 17½" x 12". Beautifully finished in metal cabinet **\$75**

Deluxe model in hand rubbed solid mahogany with genuine inlay on front panel . . . **\$85**

## The National Co., Inc.

*"Specialists in Short-Wave Equipment"*

Bill Cooke, Western Manager

3440 South Hill St., Los Angeles

# New Responsibilities for the Service MAN

"The Days of the Wire  
Splicer are Past"

By  
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Technical Editor



**S**ERVICE men are too often inclined to overlook a phase of their work which is usually the difference between a successful service man and an ordinary one. Many men seem to be totally unaware of the fact that *salesmanship* plays a very important part in the successful conduct of a service business. The serviceman's salesmanship is of a subtle variety, which, when applied thoughtfully, will produce gratifying results.

When a man is called into a home in a case of radio trouble, if he assumes the role of an artisan and pays attention to nothing except the immediate job on hand, his services usually end with the completion of that job, with questionable satisfaction on the part of the customer. If, however, he manifests some interest in the customer's entertainment from that radio, and can create the impression that he is more than an ordinary repairman, and is able to increase the set owner's enjoyment of his instrument, he has made a friend, a permanent customer, and in most cases considerably more revenue.

## Not Only a Wire Splicer

Let us review some of the points which will establish a man as something more than a wire splicer.

Recently a serviceman was called in to check an expensive receiver in the fashionable hillside home of a wealthy Hollywood merchant. He presented himself at the home, wearing soiled knickers, a dirty shirt with no tie, hair unkempt, and face

unshaven. A friend of the set owner remarked: "That fellow doesn't look to me as if he could repair a wagon-wheel, much less that radio of yours."

## Personal Appearance

The owner of the receiver agreed with his guest, and while the man was still working on the set he told him not to bother completing the job, and sent him on his way. Had that same man presented himself with more the air of a professional man than that of a laborer, he undoubtedly would have established a permanent and profitable connection with the owner of that set. Good personal appearance should be a necessity so self-evident to servicemen that it should be unnecessary to mention it here, but, unfortunately, it is too often overlooked by men who are otherwise competent.

## Should Be Impressive

The serviceman should impress the customer with two important things. First, his competence to perform the work required of him, and second, his desire to be of genuine assistance to the customer in enabling him to get the greatest possible enjoyment out of his radio receiver. These impressions cannot be made to last, of course, unless they are backed by actual ability and willingness to be of service.

Many set owners, even at this late date, tune their receivers blindly, not knowing what frequency allocations mean, or when and where to find worthwhile programs. A few min-

utes spent in instructions will often pay handsome dividends later. The serviceman can carry with him a few sheets of graph paper, laid off in kilocycles and dial degrees, and in cases where receivers are found whose dials are numbered only, with no kilocycle calibration, a curve can quickly be drawn and left with the customer without charge. This is a little courtesy which costs no more than one cent for the paper and ten minutes of time, and will always be much appreciated.

## Importance of Stickers

Servicemen should never fail to carry with them a supply of stickers with the address and telephone number of the shop printed on them. Upon leaving the house the customer's attention should be called to the fact that the sticker has been placed on the back of the set.

Whenever a man finds a sticker from some other shop on the set he should take it as a significant hint. There is undoubtedly some reason why the first man was not called again. Consider the possible reasons. His appearance may have been against him. He might not have done the job well, or having done it well, did not sufficiently impress the customer with his ability to make him feel that it was well done. He might not have been prompt in making his call, or might have missed an appointment and inconvenienced the customer. He might have overcharged. He might have oversold

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## Television This Year?

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interest the experimenter. But the progress of television will be far more rapid if we do go ahead and put lots of it on the air in its present state, and thus encourage thousands of experimenters. After all, the background of radio has ever been more hysterical than historical, developing in the attic rather than in the laboratory.

### The Cathode Tube System

Let us for a moment discuss the second system, and the one which bears promise of becoming the "satisfactory" method of the future. Farnsworth of San Francisco, operating a laboratory sponsored by the Crocker interests, has developed the cathode tube method of reception to a point where motion pictures have been reproduced with excellent detail, the image being several inches square. Transmission from transmitter to receiver has always been over a wire, however. We do not know of any experiments with this system where radio has been used as the medium of transmission. And complications arise in the actual transmission by radio, in any system.

The Farnsworth system is now being developed by Philco, with more or less secrecy. Experiments employing the cathode tube method are at present being conducted by KHJ in Los Angeles. This station has secured a television experimental license to broadcast, and has elected to start with the system which shows promise of developing into the ultimately successful method, rather than offer the potential experimenters the best available in the scanning disc systems. No doubt, their judgment is wise, but it will probably be some time before sufficient progress is made to prove encouraging to the kit builders.

The cathode tube system employs no moving mechanical parts in the receiver, eliminating the cumbersome, noisy and somewhat dangerous scanning disc with its motor and associate apparatus. It permits of greater detail in the image and eventually will be cheaper to manufacture.

### Experimenter Wants It Now

However, it is plain that the industry's immediate need is the broadcasting of the best types of scanning disc television, in order that an army of experimenters may begin receiver construction to "look-in." In the East several stations

are on the air with scanning disc television. But in almost every case, the transmitting station is owned and operated by a manufacturer of television receiving equipment. And in the West we have no such manufacturers.

In Newark, Washington, New York, Boston and Chicago, regular television schedules are maintained by stations owned by companies engaged in the manufacture and sale of television receiving equipment. In these communities and surrounding areas, many experimenters are at work improving their results and in many cases very fine reception is reported. In Chicago, for example, we understand that the Western Television Corporation transmits images with sufficient detail so that a lip reader has been able to understand what is being said by the televised subject. Jenkins, in Newark and Washington transmits motion pictures in black and white silhouette with no attempt at detail.

### Why Broadcasting is Limited

Now, let us see why only television companies have undertaken the broadcasting. The Federal Radio Commission licenses transmitting stations on a purely experimental basis. In other words, the television transmission cannot be commercialized in any way. The broadcaster cannot receive a dime for his efforts. Hence, only a broadcaster who is interested in the manufacture and sale of receiving equipment can derive any revenue from television broadcasting, indirectly thru the promotion of sales.

Probably the Commission will gradually let down the bars and permit commercialized television broadcasting, but today the commercial broadcaster has no incentive to undertake the burden of installing and operating the equipment for the sole benefit of the manufacturers of the receiving apparatus.

What we need locally is a manufacturer of television receiving equipment. He would then cooperate with an existing broadcasting station in the building and operation of a television transmitter. Thousands of experimenters would come into existence almost over night, and instead of marking time and waiting for the system satisfactory to the masses, we would find that the advent of such a system would be hastened by their united efforts in improving what is now available.

## Responsibilities

(Continued from Page 25)

himself or been obnoxiously persistent in attempting to sell tubes or accessories. Or he might have committed the one faux pas that always spells finis to a serviceman. That is, making derogatory remarks about the set when the customer is satisfied with his purchase. That is tantamount to questioning the customer's good judgment—a personal insult.

### Selling Tubes

The sale of tubes can constitute an important part of the service revenue if no opportunity for their sale is overlooked. In many cases fast heaters can be sold where slow heaters are in the set, simply for the added convenience they afford. An idea for the stimulation of tube sales which has been tried and proven successful is as follows. Prepare a number of small charts, divided into about ten vertical columns, at the head of each of which write the type number of a tube, such as—227, 224, 251, etc. Immediately under these figures should appear the correct readings for good tubes when checked in your portable tube checker. Under these figures provide five or six spaces for recording the actual reading of each tube in the customer's set. You may quickly go through the tubes in the set in the customer's presence, and with a little tactful salesmanship the figures on your chart will sell a surprising number of tubes. You will find in many cases when the lady of the house only is present, she will be undecided about the purchase, but after leaving the written record with her, with your phone number on it, an examination by her husband that evening will result in tube sales, particularly if he is a DX hound, and feels that he is missing something.

### Did You Know That—

A bill has been introduced into the Senate by Senator Couzens, which provides for the reduction of advertising on the radio, a limitation of mere statement of sponsorship instead of prepared announcements, and an investigation into the advisability of government control of broadcast stations. Failure to adhere to the regulations, the bill states, would result in the government taking over the station.

\* \* \*

RCA Victor and RCA Photophone have consolidated. President Sarnoff, of Victor, says this will mean a closer tie-up between the sound and film activities and the radio laboratory.

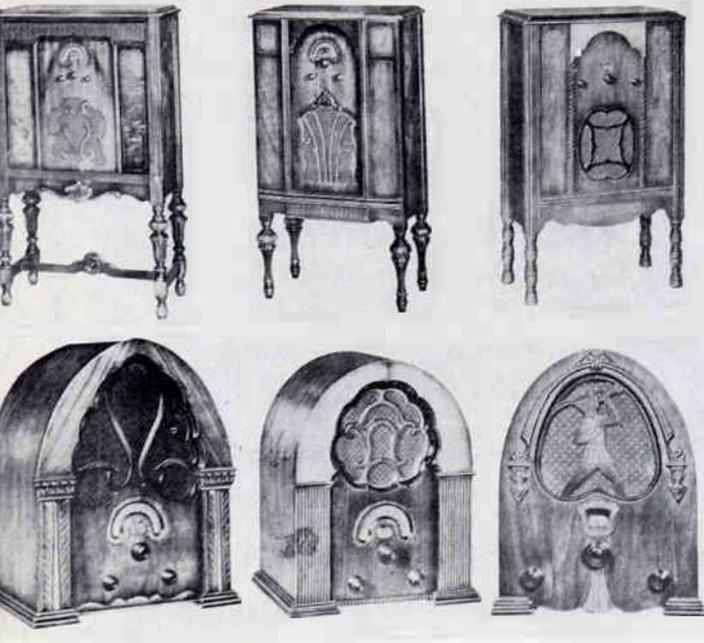
## "World Roamer" Converter Announced By Jackson-Bell

The Flint "World Roamer" a new departure in short wave converters is being manufactured at the Jackson-Bell Factory in Los Angeles.

The converter attaches to any type of set, between the aerial and the set. It incorporates two tubes, and carries its own power supply.

The most outstanding feature of the "World Roamer" is the unusual simplicity of tuning. The coils are changed by the turn of a knob. The tuning dial is di-

vided into four divisions, one for each coil and one for broadcast reception. Lights behind each division light up as the coil to which it corresponds is put into use. Thus, when the knob is connected so that the ten to forty meter coil is in use, only that portion of the dial can be seen. As the knob is turned so that the next coil comes into use only that portion of the dial showing the 40 to 80 meter band can be seen. The third coil tunes from 80 meters to 200 meters. With this method of tuning there is no possibility of using the wrong coil.



Jackson-Bell 1932 line. Top: Console Models 29, 27, 26. Bottom: Midgets 29, 27 and Peter Pan.

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The "World Roamer" will work with any type of broadcast receiver, even to the extent of receiving European and Asiatic short wave stations on a Peter Pan four tube set.

Alex Hirsch, of the Flint and Jackson Bell Companies, states: "Short wave converters fit perfectly into the necessities of merchandising today. They offer the dealer an opportunity to contact all his customers and sell them an addition to their radio

telephone conversations of amateurs, and most of all can listen to the powerful short wave stations scattered all over the globe."

The Flint "World Roamer" is housed in a neat cabinet and lists for \$29.50.

Jackson Bell is also manufacturing several all-wave sets, which include both long and short wave units.

### New Bradley Plant

The Bradley Radio Company has opened a new factory in Los Angeles at W. 84th Street. The concern is manufacturing a full line of radios in both TRF and Superheterodyne circuits, in midget and console models.

With a considerable amount of export business already in production, the Bradley Company states that they are now able to supply a limited number of Western radio dealers with merchandise of a very high quality at attractive prices.

Bradley is well known as a radio engineer in the West.

## Free Films Loaned To Public

A new development in Home entertainment was inaugurated in the middle of January with the opening of the National Film Library in the Richfield Building, Los Angeles.

Several hundred films in the Library are available for home use at no cost to the user. Each film carries twenty feet of advertising paid for by the advertiser, or rather that film is sponsored by the advertiser on the same basis that broadcasting is paid for. Anyone who has a good 16mm. motion picture projector of a type that will not injure the film, may borrow film from the library at no cost. If films must be sent by a messenger there is a slight charge, as also there is a reasonable fine for all films not returned promptly. Each user may borrow as many rolls of film for an evening that he wishes.

Harry Leavitt, one of the best known leaders in the 16mm. industries is head of the National Film Library.

This system of making films available to the user at no cost is heralded as one of the biggest booms that the home movie industry has ever experienced. It makes movies at home as cheap as the radio at home. All the user has to have is a projector. It is believed that the plan will result in the sale of untold thousands of projectors to home who believed they could not afford them before because of the high price of film rental. Dealers in

## Television Station To go on The Air

Television Station W6XAH being erected and to be operated by the Pioneer Mercantile Company, is scheduled to go on the air in Bakersfield, California, on February 6. The station was to have opened several weeks earlier, but the towers were recently struck by lightning which necessitated a delay.

The system is of the scanning disc type, using 96 lines in the picture, transmitting on what is known as a single side band suppressed carrier.

The station will broadcast on a frequency of 2000-2100 kilocycles. The equipment is of the very latest type and is said to be the best that is available in Television today. R. D. LeMert, radio engineer, is in charge of the installation and experimental work.

Southern California and Arizona served by the National Film Library are already reporting an increased demand for projectors. The Library handles film only, and all prospective projector buyers are distributed to through dealers who cooperate with the library. Subjects in the library contain the entire fun of home entertainment, including drama, comedy, travel, educational, news, etc. The cost to advertisers is nominal, and the cost to dealers and users, nothing.

Those interested are advised to get in touch with Harry Leavitt, National Film Library, Richfield Building, Los Angeles.



J. W. Miller's New Factory

J. W. Miller of the Miller Coil Company in Los Angeles began business in his kitchen seven years ago winding Roberts coils. Business grew. He branched out into his garage. It still grew. He built a work shop in the backyard. Then he built a factory in the back yard. When his overgrew the backyard, he moved into the present factory at 5917 S. Main Street, Los Angeles.

Miller has one of the most unique businesses in the radio in-

dustry. He winds radio frequency coils only. Even more unique is the fact that he has practically no competition. The secret lies in special types of machines that he has invented and had built himself, which enables him to make any type of coil economically and on short notice. He is serving 150 manufacturers and set builders, and making several types of coils for each manufacturer. The factory is so equipped that he can set his machines to make any type of coil quickly and speedily.

**UNIVERSAL MODEL "BB"**  
 1932 Value — New Design

List Price  
**\$25.00**



No other 2-Button microphone can give such superlative value for such a low price. Extra large size. Extra rugged construction. Extra excellence of performance. Built especially for voice pick-up, public address work and amateur broadcasts. 24 kt. Pure Gold Spot Centers. Duralumin Diaphragm. Frequency range to WELL over 4000 cycles.

Guaranteed Performance at Rock Bottom Price.

**UNIVERSAL MICROPHONE CO., LTD.**  
 1163 Hyde Park Blvd.  
 Inglewood, Calif., U. S. A.

WANTED: TO BUY RADIOS. \$1,000,000 Pacific Coast furniture store will pay cash for Radios for clearance sale. Must be recognized brands that can be sold at drastic reductions. Box 3.

**Big Shots Become Bell-Pushers for a Day**

AN electric company found business slowing up some time ago, and the company issued an order for every man on the sales force, from the sales manager on down, to go out one day a week and punch doorbells in search of new prospects.

Some of the men hadn't pushed a bell for years, most of them had been so interested in big accounts they had been overlooking the smaller sources of business.

One of them, a prominent sales official, was sent out into the street on a cold turkey canvassing. By night-fall a checkup showed that he had sold a gross of \$100 for the day, all within two blocks of the company's offices!

# SPEED

*RCA Licensed*

## RADIO TUBES

- no FREE merchandise
- no TRICK bonuses

*— just a business-like quotation which assures a clean profit in resale*

**CABLE RADIO TUBE CORP.**  
*Executive Offices*  
 230-240 N. 9th St. Brooklyn, N. Y.

PACIFIC COAST REPRESENTATIVES:

Arthur S. Detsch 322 Security Bldg. Portland, Ore.	Walter Ainslie Co. 200 Davis St. San Francisco	Walter Ainslie Co. 800 N. Spring St. Los Angeles
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## HEATHMAN HOTELS

530 ROOMS



*The HEATHMAN*  
 Park at Salmon

*Hub of the shopping and theater districts — and facing Park Block. Garage across the street.*

**RATES**

- 2.50 up Single room with bath
- 3.50 up Double room with bath

Concerts twice daily on \$25,000 organ




*The NEW HEATHMAN*  
 Broadway at Salmon

# Portland, Oregon

## SMARTNESS

HAS NOTHING TO DO WITH PRICE

**THE LITTLE CHARM**



**5 TUBE MULTI-MU PENTODE**

Size—13½ x 11 x 7½ in.

No one would ever guess that for \$34.50, List Price Complete, you could get so much Radio Quality and Style. Engineered by Bradley

Also 8 Tube Super, \$59.50, List Price Complete. Multi-Mu Push-Pull Pentode.

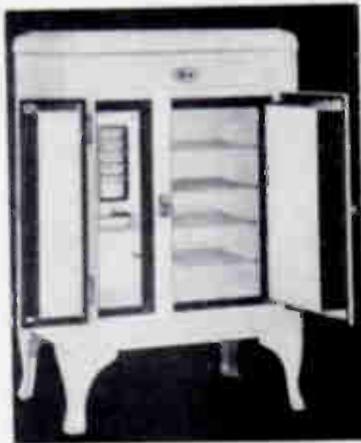
For your Private Brand Sold Less Cabinet. Dealers write, wire or phone for attractive net prices and protected territory.

**BRADLEY RADIO MFG. CO.**  
 Phone TWinoaks 6172  
 1512 West 84th Street Los Angeles, Calif.

# New Merchandise from the FACTORY

## Spartan Refrigerator

The new Spartan refrigerator line, the latest product of the Spaulding-Wilmington Company, Jackson, Mich., is designed in three sizes, of 60000 BTU, 750, and 45, net cubic feet of storage space. They have full size, conveniently



Spartan L-75

low, arms-crossed hinges and a new type of closing door latch. Bar type shelves throughout are used, and the main food shelves in the two larger models have specially patented supports that permit their being pulled out 10 1/2 inches without any danger of tipping or dropping. Latches are rubber-sealed, while the panel carries the right-graduation self-closed dial and a separate start and stop button.

Model L-75 has a 7 1/2 foot capacity, with shelf area of 18.7. Legs 33 inches high, all hardware chromium finish. Model L-75 is the medium sized model 1570, with a 9.2 cubic foot capacity, and shelf area of 19.2 feet.

## Fada Wireless Iron

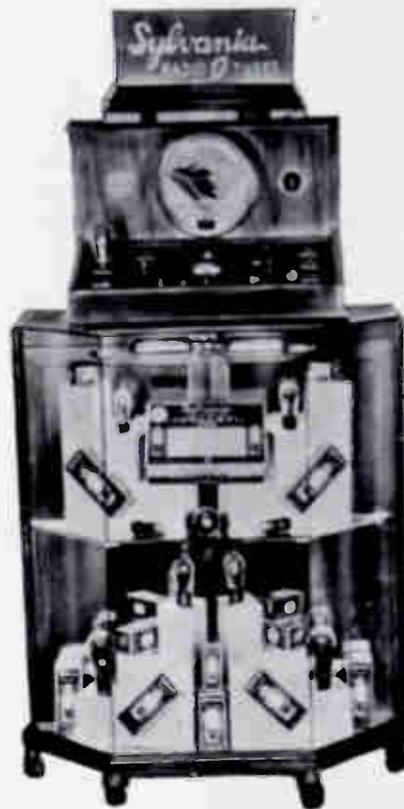
There is an electric cord attached to this new product of the Fada company. The Wireless Iron is provided with a special stand composed of any ordinary electric wires. When the iron is on the stand it is quickly heated and ready for use. While on the stand the iron draws only enough current to keep it heated at the right temperature. The heating element is inside the iron. A special bakelite handle is designed so that the hand cannot touch the metal handle supports which are hot. An automatic thermostat controls the heat, and cuts off the current when the iron is on the stand too long, so until the proper temperature is reached. Finished in chromium. Weight, six pounds. List price, \$8.95.

## Alumaweld

As all metal solder that requires aluminum, for metal, the castings and steel, is a development of the Allied Research Laboratories, Glendale, Calif. The solder is designed to break down the structure of the metal being repaired and fuse with it to form a single piece. Applied with ordinary soldering iron or torch, tensile strength gives as 12,000 pounds. Melts at low temperature, but after applied, requires much higher temperature to melt again.

## Sylvania Merchandiser

A combination display cabinet and radio set has been introduced by the Hirstead Sylvania Corporation, Exton, Pa. The Sylvania Display Analyzer consists of a gold walnut cabinet with the display section of painted aluminum construction. Mirrored background, three-sided crystal glass paneled front and brilliant illumination provides unusual clear display and unobscured views from every angle. Lower rear bubble compartments hold the complete stock of tubes behind locked



Sylvania Tester

doors. Tube tester is enclosed in walnut cabinet with chromium finish. Permits accurate readings of all types of tubes, appearing on a single colored dial.

## Magnavox Auto Speaker

The latest product of the Magnavox Company, Ltd., Chicago, is the automobile speaker set, in the new 1932 improved dynamic, especially designed for use in car sets. A feature of the new speaker is the single-stud mounting which makes it easy to install on the dash or on bracket mountings. Available in two types: one is cylindrical speaker in heavy, non-corrosive metal housing; and the other enclosed in a covered wood housing. Can be had in two sizes with Model 40 or 50 series speaker.

## RCA Victor Combination

Equipped with the device to play the new long playing records, this accurate superbet combination, Model RAC-38, is provided with automatic volume control, microphone control, and new look picture and super-control Radio-gram. Photograph arm is equipped with the low impedance pickup and inertia type tone arm. The changing mechanism will take 10 inch records and repeat them endlessly. Character is subtle, unusual in the cabinet. Dimensions: 44 inches high, 20 1/2 inches wide, depth 19 1/2 inches. List price, \$247.50, complete.

## CeCo Citation Line

A new line of tubes, including 229 A, 227, 240, 232, 245 and 280, with a list price of \$1.00 for each type, has been announced by the CeCo Manufacturing Company, Providence, R. I. The Citation tubes, as they are called, are enclosed in an outer bulb, for distinguishing purposes, and are each enclosed in a protective envelope of gold and black.

## RCA Photo Tube

Designed for use in home talks and for experimentation with light, the Phototube, is made by the RCA Radiovacuum Company, Inc., and E. T. Cunningham, Inc. It is an electronic device, consisting of two electrode elements in glass. One electrode is sensitized, the other acts as an electron collector. The current in the phototube varies directly on the amount of light received. Known as type 485, it is adapted for television and reproduction work.

## New Philco Model

The new feature in this Philco Model 112X, is the 8007, horizontal mounted sounding board, which carries the speaker firmly attached. This new construction is designed to eliminate a rear chamber, and tends to elevate the lower cabinet (projected at a lower level). Model 112X lists at \$105, complete with balanced tones, two processors, push-pull output, automatic volume control, four-point time con-



Philco 112-X

trol, illuminated dial, 11-tube superbet chassis. Uses "echo-absorbing" screen at back of speaker chamber, and volume-dynamic 111 speaker.

## New Merchandise

### Keystone Projector

Model A-74, the Kinescope, has 200 watt special concentrated filament pre-focused lamp, and ventilating fan. Universal motor drive for DC or AC use, two-inch focal lens, double achromatic; construction of cast aluminum with cast iron base, baked black crystal enamel finish.



Keystone A-47

ish, automatic framer, 400 spool capacity, all-angle projection, re-winding mechanism. Oiling system and automatic fire door for still pictures. List price, \$50. Manufactured by Keystone Mfg. Company, Boston.

Model 171 is a DC superhet in a table model cabinet 17 3/4 inches high, 15 1/2 inches wide and 12 inches deep. List price, \$72.50, with tubes. Model 173 is a DC superhet in a lowboy cabinet 37 inches high, 21 1/2 inches wide, and 12 inches deep. List price, \$92.50, with tubes. Tubes include three Multi-mu 236X, one screen grid 236, two heater 237, and two 257.

### Dynatrop Converter

A new device, a product of the Hutch-Gard Corporation, Ltd., 1043 Monadnock Building, San Francisco, this power converter furnishes 110-volt, 60 cycle AC current from a six volt auto battery. With this converter an AC midget can be used in the car as successfully as at home. Other AC electrical appliances can also be run off this converter with battery current. The Dynatrop is a miniature converter 4" by 4" by 10". List price, \$39.50.

### Double-Contact Tube Sockets

Known as the "500 Series," a new line of tube sockets is being produced by the Central Radio Corporation, Beloit, Wis., in which the latest feature is eight tightly fitting contacts on each tube prong.

The new CRC double action contacts are so designed that they grip the prong solidly at two levels, thus providing double tension by means of eight points of contact on each prong. The button type guide is available if desired; also a choice among notched, slotted hole, or hook type solder terminals. They are chromium plated and highly insulated between contacts. Available in 30 variations of size and arrangement. Lochlin A. Dernier, 408 E. P. Fay Building, Los Angeles, is manufacturer's representative.

### Jackson-Bell Models

Seven new models comprise the line manufactured by the Jackson-Bell Manufacturing Company, Los Angeles. Model 29, a console DeLuxe, is a nine-tube superhet with automatic volume control, listing at \$88.50. Model 29—Midget uses the same chassis, and also includes automatic volume control. It lists at \$69.50.

Model 27 console is a seven-tube set, listing at \$59.95. Model 27 midget uses the same chassis, which employs two pentodes in dual hook-up, polished cadmium finish, shielded and

maintains two micro-volts per meter across entire broadcast band. List, \$49.95. Model 26 console is a six-tube t. t. t. using two pentodes in dual hook-up, and listing at \$43.50. Model 26 midget uses the same chassis and lists at \$34.95.

The Peter Pan midget is still a Jackson Bell headliner, this year with improved cabinet and technical features, including tone control. List price remains unchanged.

### Suppressor Kit

Each kit comprises the necessary suppressor units for installation in the spark plug leads and main distributor, together with complete directions on the use of filter condensers and



Suppressor Kit

proper adjustments for noise elimination. Introduced by the International Resistance Company, Philadelphia, Pa., the kits are available for four, six, and eight-cylinder cars, with the resistors packed in neat display carton.

## Auto Radios in 1932

(Continued from Page 11)

of publicity for auto sets, perhaps more than in anything else. Every passenger a customer takes in his car is a prospect. For this reason, no effort should be spared in seeing that every customer gets the best possible job of installation. The public is looking for flaws in anything new, and one squawk, one buzz or crackle, and it's liable to be all off. The best automotive electrician in town is the cheapest in the long run. While we can turn out an installation job in four or five hours, we prefer to have the customer's car all day, if possible. This gives us time for a more thorough checking and testing. We have a flat charge for installation, \$15. On small cars we make money; on some of the big ones, we lose. But it all averages out in the end, giving us a fair profit for installation. An independent electrician, however, can have a different rate for each make of car, assuring a profit on each.

The fact that the field is wide open is obvious. As you drive down

the street, or stand on a corner watching the traffic, in how many cars can you detect radios? Not very many. Yet when a radio-equipped car is merrily playing away in stopped traffic, notice the craning of necks, the remarks that it creates. And in nearly 100 per cent of the demonstrations, the prospect is delighted and thrilled when he first rides with one. What more of a "natural" could a salesman ask for?

For dealers just going into the business, I'd say this: Pick out a good regular-priced line—most of the major sets list at about \$100—and a good low-priced line. With this combination you can just about suit everyone, and the low-priced set comes in handy in building up a customer to the major set.

For some time to come, unless, as in the case of home radios, a bunch of jollop manufacturers come along and mess things up with an auto set, completely installed, for ten bucks, dealers are going to clean up with automobile radios. This year is a car radio year.

## Small Town Business

(Continued from Page 13)

If all the time dealers spend running out to buy a city paper was spent in minding their own business, charging their own prices, making their own deals, and not worrying about the other fellow, they'd be better off. If they'd spend more time with a good trade paper finding out what other successful fellows are doing, and study the trends of the business, they'd profit by it. Trade papers aren't trying to boss him, they're trying to help him by giving him a collection of facts and ideas that will help him keep up with the industry.

That's my story and I'm stuck with it.

### DID YOU KNOW THAT—

Last year was the biggest gold-mining year since 1916.

\* \* \*

There are about four million homes in the United States equipped with electric refrigerators, at the present time—and there are 21 million homes wired for electricity. Hardly saturated yet.

\* \* \*

Nearly one out of 12 persons in the United States depends directly or indirectly on the automobile industry for support, and automobile manufacturers are the largest buyers of all of the raw products that go into a car.

# Headliners all!



*Ruth Etting*



*Ted Lewis*



*Kate Smith*



*Guy Lombardo*

These great artists and their "magic notes" are the big favorites of music lovers all over the world.

On Columbia Records they can be heard when you wish and where you wish, always exactly, "like life itself."



*Ben Selvin*



*Lee Morse*

## Here Are Their Latest Recordings

- |             |  |
|-------------|--|
| 2560-D      | } An Ev'ning in Caroline.<br>Old Playmate. Fox Trots.<br>Ted Lewis and His Band.                                 |
| 10 in. 75c. |  |
| 2578-D      | } Too Late<br>River. Stay 'Way from My Door. Fox Trots.<br>Guy Lombardo and His Royal Canadians with Kate Smith. |
| 10 in. 75c. |  |
| 2580-D      | } Cuban Love Song (from Motion Picture "The Cuban Love Song").<br>Too Late. Vocals. Ruth Etting.                 |
| 10 in. 75c. |  |
| 2563-D      | } That's Why Darkies Were Born (from George White's Scandals").<br>Tell Me with a Love Song. Vocals. Kate Smith. |
| 10 in. 75c. |  |
| 2592-D      | } Oh! What a Thrill.<br>Good-Night, Moon. Fox Trots.<br>Ben Selvin and His Orchestra.                            |
| 10 in. 75c. |  |
| 2564-D      | } Call Me Darling.<br>I'm For You a Hundred Per Cent. Vocals.<br>Lee Morse.                                      |
| 10 in. 75c. |  |

# Columbia



# Records

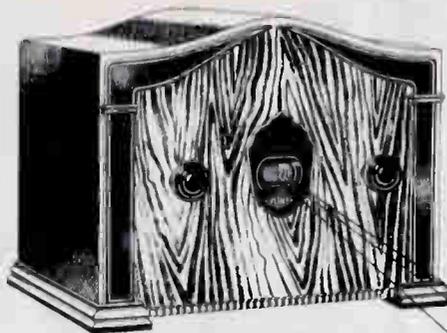
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In Canada: Columbia Phonograph Co., Ltd. Toronto.

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In N. Y. and England. Trade Marks of the  
Columbia Phonograph Co. Inc. and of the  
Columbia Phonograph Co. Ltd. Toronto.

Flint presents

# "WORLD ROAMER"



the new sensational  
superheterodyne short-wave  
Converter — equipped with  
"WAVE SEQUESTER," a l-  
most human in its action.

\$ **29.95**  
*LIST*  
COMPLETE WITH  
CUNNINGHAM TUBES



France  
England  
Germany  
Italy



East Coast  
Direct



Police Reports  
All Cities, etc.

## A Profit Harvest for Smart Dealers

The "WORLD ROAMER," has its own power pack . . . is entirely automatic and can be hooked-up to any radio set irrespective of make in a minute. With tremendous power it gets far distant reception the new way. At the turn of a knob, the "WAVE SEQUESTER," automatically changes coils and brings the desired wave band before your vision, then tune in the station you wish to hear.

France, England, Italy, Germany, and all other short-wave stations any place in the universe, day or night.

Opera . . . orchestras . . . police cars in action in all cities in the United States . . . weather reports . . . world wide news events . . . transatlantic phones . . . political speeches and events from foreign lands. All the entertainment now broadcast in Europe, Asia, Africa and Australia.

A timely PROFIT OPPORTUNITY made to order for dealers with vision and sound merchandising sense. Write or phone.

## FLINT RADIO CORPORATION, LTD.

manufacturers

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