

Radio Journal

& ELECTRIC APPLIANCE

MUSIC - RADIO
Electric Appliances

Glad Henderson
Editor

RADIO - REFRIGERATORS - WASHERS - CLEANERS - CLOCKS - SOCKET APPLIANCES - TUBES - HOME AMUSEMENT PRODUCTS

RCA VICTOR HAS *Big Plans* for this *FALL*



Watch for them ... they spell extra money for you!

RCA Victor is going to be way out in front this Fall. Here's the line-up:

- 1 In the popular table model radios, RCA Victor is placing on the market a new, absolutely unbeatable line.
- 2 In console radios ... RCA Victor promises a revelation that will astound you—a series complete in every detail.
- 3 Records are coming back. So RCA Victor is presenting a line of popular price and de luxe radio phonographs that are unsurpassed for beauty, performance and price!
- 4 Backing up these instruments will be the largest Fall advertising campaign ever staged by RCA Victor. Newspapers, magazines and big time broadcasting in a continuous, dominating, sales producing program. Every prospect in the country will see and hear the new RCA Victor story, not once, but many times.
- 5 And last—a strong sales promotion plan that will suit every dealer—a world of bright, sparkling material that will help in closing the sale!

Get on the handwagon with RCA Victor! Get in touch with your distributor now.



RCA Victor Co., Inc.
"RADIO HEADQUARTERS"
Camden, New Jersey
A Radio Corporation of America Subsidiary



Go places with **RCA VICTOR** *this FALL!*



PIONEERS

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

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

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

this service puts you under no obligation.

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

The men who own the major portion of the stock in this organization are directly active in the management. They put the reputation and success of their company above all else. As a result, even during the depression years, Hygrade Sylvania's credit rating has always remained AaA1! Write: Hygrade Sylvania Corporation, Emporium, Penna.



Sylvania

THE SET-TESTED RADIO TUBE

Cash-in on



RADIO PROGRESS WEEK

with these
SALES and PROFIT
PACEMAKERS for 1933



the new
STEWART
WARNER
Dual Harmony
HARMONY TO THE EYE • HARMONY TO THE EAR
RADIOS

DOUBLE VALUES . . GREAT RADIOS CONCEALED IN FINE FURNITURE

Here's just what women have been asking for—a radio that doesn't look like a radio. Here's today's double value—a high grade, up-to-the-minute radio set. PLUS a handsome and useful piece of furniture, both at one cost.

These furniture masterpieces, in which Stewart-Warner's latest developments in superheterodyne radios have been adroitly concealed, are offered in a Louis XV Bookcase, French Commode and Duncan Phyfe table models, priced as low as \$39.50. The superb bookcase model illustrated, is the top number of the line. Complete with twin dynamic speakers and latest 10-tube circuit, it is priced at only \$87.50.

CONSOLES, WORLD-WIDE MIDGET AND AUTOMOBILE RADIOS

To enable dealers to cash-in on every possible prospect through a 100% sales appeal, Stewart-Warner offers a model for every taste and pocketbook. There's the newest type console; the new Magic Dial Round-the-World Radio—fascinating to operate—mysterious, thrilling—offering the last word in world-wide reception; and the new Stewart-Warner Companion Sets—personal miniature superheterodyne radios for everyone, in novel book form and in walnut cabinets. Also the new, power-

ful, compact, single unit Stewart-Warner Auto Radios, designed by Stewart-Warner automotive and radio engineers to give the "finest reception on the road."

FOR THE FACTS Mail This Coupon



Dual Harmony Duncan Phyfe Model

Book Model Companion Set

"Magic Dial" Radio for World-Wide Reception



New, Simplified Auto Radio

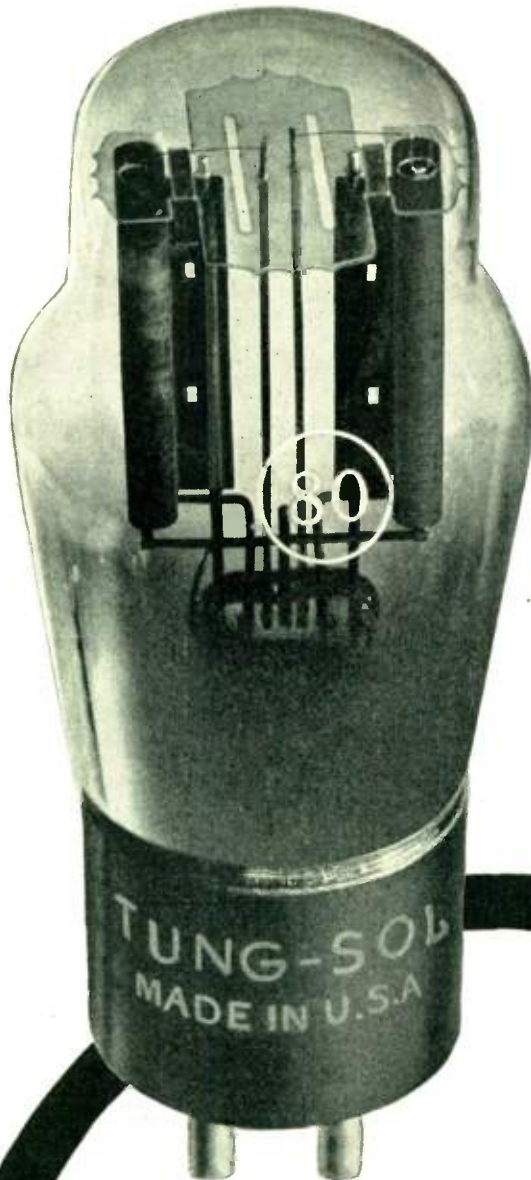
STEWART-WARNER CORPORATION
1826 Diversy Parkway, Chicago

Please send me full information on your new Radio Lines featuring Dual Harmony Models.

Name _____

Address _____

City _____ State _____



When a Dealer gets the franchise for

TUNG-SOL RADIO TUBES he automatically puts himself in a position to carry a **COMPLETE STOCK** of all types of tubes at all times . . . Lost sales due to not having what the customer wants are eliminated . . . The Tung-Sol plan also does other definite things for the Tung-Sol dealer that no other sales plan does . . . Write today and find out about them! **TUNG-SOL RADIO TUBES Inc.**
Newark, N. J.

Atlanta Boston



Charlotte Chicago Cleveland Dallas Detroit Kansas City Los Angeles New York St. Paul

Form No. T-100

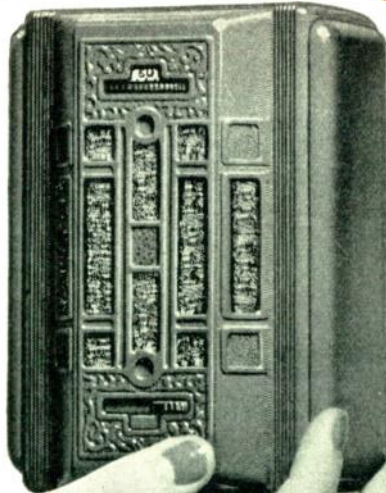
Again **KADETTE** does

the

stovington

in radio

\$12⁵⁰
 Complete with tubes
 DeLuxe Model \$15



THE FIRST AND ONLY POCKET RADIO

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

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

pocket radio. One-third the size of the regular AC-DC jobs—measuring 2 inches thick and 4½ inches wide! And it weighs only 2 lbs.!

This astounding radio development defies all competition. It's a new and novel creation—not only in idea but in every single part. Nothing is standard. The 2-gang tuning condenser was specially designed by International engineers. The by-pass condensers are special. A new type tube is used. The volume control is different from any-thing you have ever seen before.



KADETTE

Junior



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

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

National Advertising In A Big Way

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

Sets A New Pace

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

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

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

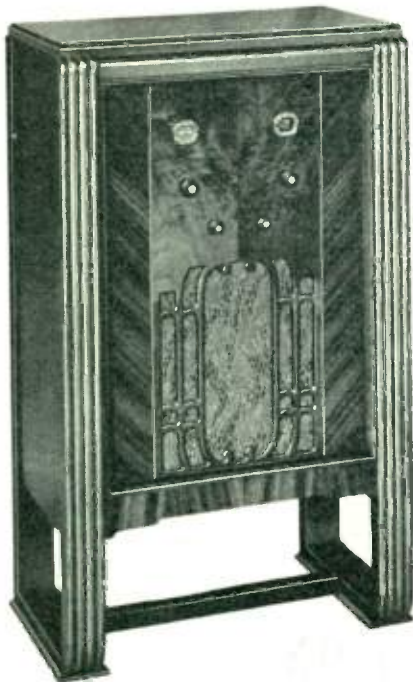
INTERNATIONAL RADIO CORPORATION
 Ann Arbor Michigan

ATWATER KENT RADIO

Announces A ONE-WORD CODE FOR RADIO DEALERS...



MODEL 510. This truly beautiful console cabinet houses the same chassis as in Model 310, shown on opposite page. It's modernistic, yes—but only in the sense that it takes advantage of the national trend in design that has come from "A Century of Progress Exposition." It has "eye value" plus and sells itself the minute you place it on your floor. **\$99⁰⁰**



MODEL 667. Here is the latest 7-tube superheterodyne console. Tone control, automatic volume control. All broadcasting wave-lengths plus police and amateur channels. The popularity of this model is assured by the beautiful cabinet of artistic modern design . . . **\$59⁵⁰**

THE TIME for "hanging on" is past. This Fall is a time to make money. And Atwater Kent dealers are going to do just that.

Here are eight of the new Atwater Kent Radios for 1934. "Eye value" in every model to the *n*th degree. And inside, every improvement and worthwhile new feature. Here is a line backed by years of Atwater Kent experience and reputation; built with Atwater Kent precision workmanship; and priced for PROFITS as well as sales.

ATWATER KENT MOTOR CAR RADIO IS AVAILABLE IN SEVERAL MODELS

THERE ARE TWO NEW MODELS OF THE ATWATER KENT BATTERY SET



MODEL 217. Latest 7-tube superheterodyne compact. Unusual distance, selectivity and sensitivity. Automatic volume control. Reaches all broadcasting wave-lengths plus police and amateur channels. **\$45⁰⁰**

MODEL 708. An 8-tube, full size, full performance combination broadcast and short-wave receiver. Tremendous power and sensitivity at every wave-length between 540 and 20,000 kilocycles. Designed to fit convenient cabinet shown. **\$59⁹⁰**



ATWATER KENT

RADIO

PROFITS

Watch for the Atwater Kent advertising in the leading magazines and in newspapers. Ask your Atwater Kent distributor about the NEW billboard campaign. It's the kind of advertising that SELLS—for you.

Atwater Kent Radio for 1934 is the PROFIT line for every dealer who sells it.

*Rocky Mountain region and west—
prices slightly higher*

**ATWATER KENT
MANUFACTURING COMPANY**

*A. Atwater Kent, President
Philadelphia, Pa.*

*The prices given on these pages are
subject to change without notice*



MODEL 310. The truthful tone of this remarkable 10-tube receiver sets new standards in radio enjoyment. 4 gang condenser, automatic volume control, 4 point tone control, "shadow" tuning, silent tuning, police and amateur signals. Six-legged cabinet of interesting design **\$89⁰⁰** and richly finished wood



MODEL 711. The ultimate in radio receivers. 11-tube combination broadcast and short wave superheterodyne. 4 gang condenser, automatic volume control, 4 point tone control, silent tuning and "shadow" tuning, improved volume control, new Atwater Kent auditorium type speaker, all wave tuning from 540 to 23,000 kilocycles. Richly carved cabinet of matched and blended woods, equally attractive with **\$150⁰⁰** French doors open or shut.



MODEL 165. Remarkable tone and great volume for so reasonably priced a set. 5 tubes, automatic volume control, police signals. Full-size speaker in this artistic small cabinet of beautifully fig- **\$29⁹⁰** urea walnut

MODEL 275. For those wanting the very latest in design there is this new, smart, modern small radio. 5-tube A. C. and D. C., only 8 1/2" high. Exceptional tone due to improved and larger speaker. This modern small radio is surprisingly low- **\$29⁹⁰** priced at



The Skipper, D. W. MAY
is still at the helm



and his good ship
**MAY RADIO AND
TELEVISION CORP.**
is still riding the waves

It's the same MAY Standard under which thousands of retailers have sailed for both pleasure and profit and we are in a position to give our old friends better service than ever before on

**Edison Mazda Lamps
Proctor & Schwartz
Electrical Appliances
L & H Electric Ranges**

These 3 lines are time-proven profit makers and merit your consideration. And remember . . . you can always depend on receiving real startling news from MAY. It won't be long before you get some sensational announcements. Sail with MAY and you sail on to **BIGGER PROFITS!**

*Get in touch with your nearest MAY office
for further details of the 3 lines listed above.*

MAY RADIO & TELEVISION CORP.

NEW YORK OFFICE
551 FIFTH AVENUE

Tel.: VAnDerbilt 3-7870-1

NEWARK OFFICE
393 NEW STREET

Tel.: MArket 3-2150-1

**A PERSONAL MESSAGE
FROM D. W. MAY**



**TO MY GOOD FRIENDS IN THE RADIO
AND REFRIGERATION FIELDS**

To my host of friends who manifested an interest in my future plans, I am happy to announce the formation of my newest project, **MAY INTERNATIONAL CORPORATION**. This organization will act as sole distributor in the U. S. A. for 27 of the leading companies in Europe, producing the world's finest beers, wines, champagnes, cordials and liquors. These will be advertised and merchandised nationally as the **QUALITY GROUP** of Imported Beers, Wines and Liquors.

It is my ambition to build the largest and most popular distributing organization in this new field. My methods are familiar to you and they will continue to be startling, original and profitable all around. The most aggressive, top-notch distributors will be associated with me. The selection of these distributors is now under way and I will be more than happy to give preference to men in the radio and refrigeration fields who can qualify. If you have foresight, if you can stand the closest investigation as to character and integrity and if you are financially responsible, **MAY INTERNATIONAL CORPORATION** offers you the opportunity of a lifetime. Quick action is essential, so write immediately if you are interested and I will gladly send you an application.

Please accept my heartfelt wishes for your continued success and let me propose a prophetic toast to a new business leader-to-be . . . **THE QUALITY GROUP**, for an early repeal and "better times" for all.

Sincerely yours,

President

MAY INTERNATIONAL CORP.

Sole Distributors in the U. S. A. of the
**QUALITY GROUP OF IMPORTED
BEERS, WINES AND LIQUORS**

New York Bordeaux, France Lenzburg, Switzerland
Munich, Bavaria Cognac, France Malaga, Spain

New York Office:

FRENCH BUILDING, 551 FIFTH AVE.

Phone VAnDerbilt 3-7870-1

Now...

WILLIAM C. GRUNOW

is ready with

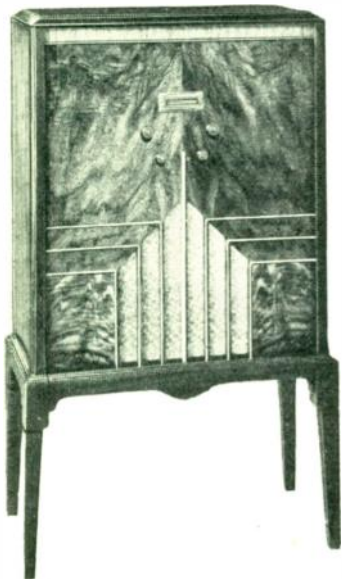
**ANOTHER
SENSATION
in RADIO**

**GENERAL HOUSEHOLD UTILITIES COMPANY
2638-50 N. CRAWFORD AVE., CHICAGO, ILL.**

NOW THE FIRST PUBLIC

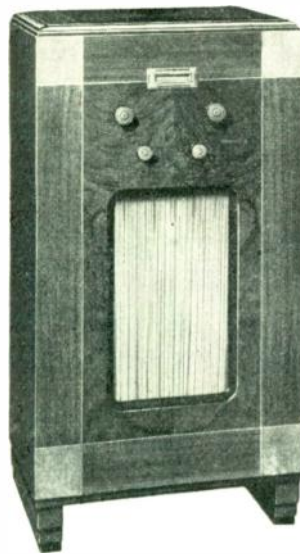
the new 1934

VIBRO-



MODEL 370E—7 tube, 11 tube performance Dual Wave Vibro-Power superheterodyne Console. 540 to 1900 Kilocycles . . . **\$74.50**

MODEL 360E—7 tube, All Wave Vibro-Power superheterodyne Console. 540 to 20,000 Kilocycles . . . **\$84.50**



MODEL 370M—7 tube, 11 tube performance Dual Wave Vibro-Power superheterodyne Console. 540 to 1900 Kilocycles . . . **\$78.50**

MODEL 360M—7 tube, All Wave Vibro-Power superheterodyne Console. 540 to 20,000 Kilocycles . . . **\$88.50**

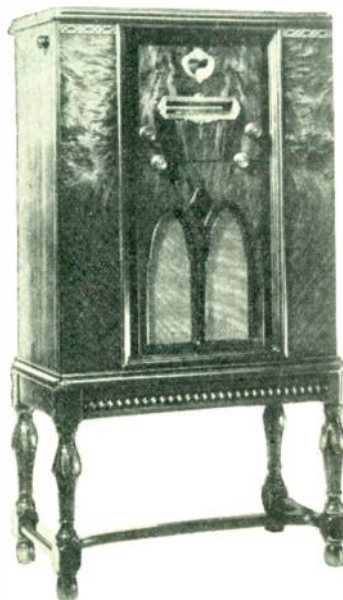


MODEL 370S—7 tube, 11 tube performance Dual Wave Vibro-Power superheterodyne Console. 540 to 1900 Kilocycles . . . **\$84.50**

MODEL 360S—7 tube, All Wave Vibro-Power superheterodyne Console. 540 to 20,000 Kilocycles . . . **\$94.50**



MODEL 312G—12 tube Triple-Action Vibro-Power superheterodyne. Between-Station Silence, Continuous Type True-Pitch Tone Control **\$140**



MODEL 260R—10 tube Double Action All Wave Vibro-Power superheterodyne. Full-Band Automatic Volume Control, Silent Tuning, Quadri-Color Tuning Control . . . **\$109**



MODEL 260C—Same chassis as Model 260R in Cabinet de luxe . . . **\$115**

MODEL 312C—Same chassis as Model 312G in cabinet similar to above . . . **\$130**

PREFERENCE RADIO LINE AMERICAN-BOSCH POWER RADIO

A. C.—D. C. sets . . . All Wave sets . . . Dual Wave sets . . . Console Models . . . Console Models . . . Personal Models . . . everything radio holds . . . from \$28.50 to \$140.00!

A HOUSEWIFE in Akron answered the doorbell. A young man showed her photographs of a wide variety of radio cabinets, asked her to pick her favorites.

A man in San Francisco was sitting on his porch. Along came a young man with a portfolio of radio sets and asked him his preference.

Repeat these incidents in New York . . . in Washington . . . in St. Louis . . . in several cities large and small from coast to coast . . . in thousands of interviews among men and women . . . and you have an idea of the intensive methods used to select the cabinets for Vibro-Power Radio for 1934 . . . the first *Public-Preference* radio line in the country

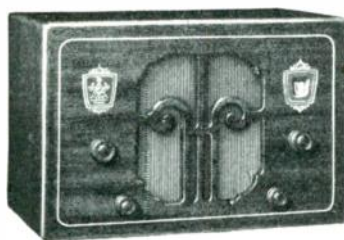
What a wonderful deal for dealers! No more guesswork picking radio cabinets. No need now to be "stuck" with a line of cabinets that the public somehow won't take to. Here . . . in this new 1934 line of Vibro-Power Radio are cabinets you can be sure the public will buy . . . because they represent nearly 10,000 preferences of radio owners and prospects in every section of the country . . . in every walk of life . . . in every adult age group!

In Vibro-Power American-Bosch gives you something real to demonstrate to the radio prospect. Something he can hear. Something he can compare with his present radio—and find out what he is missing by comparison. Model 370T for example offers 11 tube performance . . . astoundingly better 11 tube performance than you have ever heard before. Yet the price is only \$52.50. *All Vibro-Power models reproduce faithfully the full range of program frequencies up to 5000 cycles as transmitted by the broadcasting station!*

With Vibro-Power engineering results . . . to talk about, shout about, demonstrate . . . with public-preference cabinets to display and offer . . . with prices lower than ever, performance and value considered . . . with advertising in Saturday Evening Post, Collier's and other NATIONAL MEDIUMS to create the demand . . . there isn't another line in all radio that promises you such profit-possibilities this season! *Write or wire for new descriptive broadside.*

UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD MASSACHUSETTS
Branches: New York Chicago Detroit

Licensed under patents and applications of R.C. A.



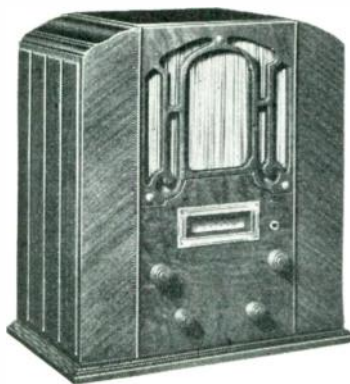
MODEL 355—(Left for A. C.—D. C. Current) and **MODEL 350** (Right for A. C. Current)—5 tube, 8 tube performance Dual Wave, Vibro-Power superheterodyne Personal Radio. Portable. Size 11 1/4" wide x 7 1/2" high x 6 15/16" deep. Built-in antenna. Range 530 to 4200 Kilocycles (368 communication channels). Full automatic vol-



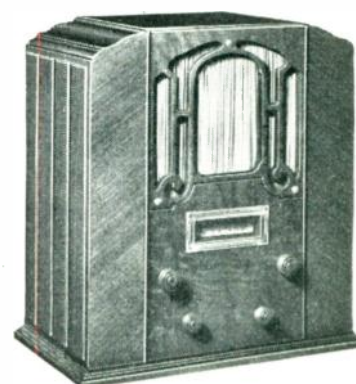
ume control; continuous type tone control; 3 gang condenser; 6 to 1 reduction for fine tuning; illuminated 2 color calibrated dial; full floating coil large size dynamic speaker. Fire Underwriters' Laboratories Approval. R.M.A. seal. Solid brown tone, mahogany cabinet with genuine inlay, hand-rubbed piano finish and full wood back. **\$37.50**



MODEL 501—5 tube, 8 tube performance, Vibro-Power superheterodyne Personal Radio for A. C.—D. C. operation. Portable. Size: 10" wide x 7" high x 5" deep. Weight: less than 8 pounds. Built-in antenna; no ground needed; full Automatic Volume Control. Brings in Police calls. Rich wood cabinet with hand-rubbed piano-case finish and real marquetry inlay. **\$28.50**



MODEL 370T—7 tube, 11 tube performance Dual Wave Vibro-Power superheterodyne Consolelet. 540 to 1900 Kilocycles. 3 gang condenser; continuous type tone control. Full automatic volume control. **\$52.50**



MODEL 360T—7 tube, All Wave Vibro-Power superheterodyne Consolelet. 540 to 20,000 Kilocycles. 3 gang condenser; continuous type tone control. Full automatic volume control **\$62.50**

Enter

the AUDIBLE SPECTRUM *of* MUSICAL SOUND

ENGINEERS in electro-acoustics have long dreamed of an instrument that would render, from the microphone or the disc, the full range of musical sound that can be heard by the human ear.

They have wanted this so hard, and so have fine manufacturers and quality dealers—that it is easy to understand how premature announcements of this achievement have been made, from time to time during the past decade. With human beings the wish is still father to the thought, and we are all human.

Now, however, we can leave the realm of hope and generalities and get down to the cold facts of science. The range of the "audible musical spectrum" is from 32 to 10,000 frequencies. The Pan Harmonic Metaphone gives you a range from a little below 32 up to a little above 10,000—thus including all the ear frequencies, from the sub notes through the upper harmonics.

Thus for the first time we have music reproduced precisely as it was played. But this is not all. Previously, volume control could be had only at the cost of dropping out great sections of musical sound. The Pan Harmonic retains the entire range of frequencies from pianissimo to fortissimo.

This, too, is not all. The musical timbre is retained in every instrument without exception. All this is achieved not by any delirious device, gadget or what not, but through a sober putting together in balanced relationships of all the refinements known today in the science of electro-acoustics. These are too many even to list; and after all, the dealer as well as the music lover is interested mainly in results—the music itself.

Great scientific specialists in the field and outstanding manufacturers have consented to pool their knowledge and the result is what might have been predicted—and one that could have come about in no other way.

An achievement of finance, patience and diplomacy, —guided by a lifetime of experience in the music trade.

Such a product writes its own merchandising ticket. Any experienced quality dealer who recalls the golden age of music merchandising and has lived through the modern tin age—could sit down and write out the proper trade policy for Pan Harmonic.

Exclusive representation. No quotas. No preferential discounts. Liberal service guaranteed. Direct sales to dealers. Protection. These are some of the basic factors with which all quality dealers will check.

But on top of the necessary, the sound and the obvious, we have built a merchandising plan as unique as the product itself. If you would like to know about this, drop us a line.

THE PAN HARMONIC
CORPORATION



500 FIFTH AVENUE
NEW YORK

America's Finest Musical Instrument

As we see the business



NO ONE WOULD BELIEVE THAT a New York distributor doing over a million a year has conducted the radio business during the past six weeks with an average stock of \$2,500; nor would anyone believe that many wholesalers found themselves "short" of radio sets for at least a month and that the condition was due to a sudden demand by the public for sets. Jobbers misjudged their requirements, so the factories figured on a specific production. Due to supplies coming in irregularly, factories take at least 50 per cent longer to "turn around," so if the wholesalers do not give the factories a proper estimate of requirements, the plants, jobbers and dealers all must do less business. No one looked for the increased dealer business, with consoles coming right up in demand and higher priced sets, home and motor, being bought.

A BIG SUPPLY HOUSE WITH MANY branches is dumping its line of radio, there being about 10,000 distress sets in the "dump." These have been on ice for six months or more, and 2,500 sets are allotted to the New York market, with appropriate proportions for the balance of the country. Too bad to see this happen, for a little more selling sense would have permitted branch managers to dole them out at larger discounts to their dealers and they could have been absorbed gradually, especially with the revived public interest in radio.

ONLY TWO OR THREE WASHER manufacturers have tried to make and sell a refrigerator. But two or three refrigerator makers have tried to make washers. No washer man and no refrigerator manufacturer "dared" to make radio since the new style wave of "companion merchandise." Radio manufacturers feared nothing, with nine of them going into the refrigerator field, three of whom have done quite well. Radio distributors, however, have taken a keen delight selling washers and refrigerators, and the percentage of sales have astonished the "old line trade," and the radio men are now an important factor of refrigerator and washer sales. What this all proves in a paragraph is the oddity of group thinking, giving the conclusion without the research experts' props of 27 pages of pie charts, diagrams, graphs and humpty-dumty wavy lines.

Formerly TALKING MACHINE & RADIO JOURNAL, consolidating CENTRAL STATION RETAIL SHOPS — Established 1916

Radio Journal

MUSIC-RADIO
Electric Appliances

Glad. Henderson
Editor

RADIO-REFRIGERATORS-WASHERS-CLEANERS-CLOCKS-SOCKET APPLIANCES-TUBES-HOME AMUSEMENT PRODUCTS

for SEPT. 1933

Vol. XXXV, Number 3 50c a copy, \$5 a year

Editor Glad. Henderson — Managing Editor Daniel Webster — News Editor Ray Ganly

Radio City, 1270 Sixth Avenue, N. Y.



AND AS LONG AS WE ARE ON STATISTICS bereft of charts, how few are the makes of radio, refrigerators and washers worthy of sale by good dealers! Many small dealers sell an occasional junk product, and these dealers laid end to end about the country aggregate many thousands in number. These dealers, either because they cannot get good lines (*sic*) or they do not know enough about the products to select them, manage to dispose of too large a percentage of an industry's business. It implies that the better makes should secure greater distribution by adding small dealers, and not permit larger dealers to tie up large areas which cannot be "worked."

ONE HAS TO WORK HIMSELF UP into three lathers to go beyond 16 makes of washing machines, 18 makes of refrigerators or 22 makes of radio—the number that we consider "good merchandise" for good dealers to handle. In other words, we cannot see how it is possible, as we have no evidence of any accomplishment in the past, for dealers to sell the lines not included in the foregoing numbers of brands, and to build a business with them. Thousands of dealers do peck away with any kind of product, and with one sold here and there, throughout state, county, city and town, make up to what we appraise to be as much as 20% of the total sales.

SOME MANUFACTURERS HAVE THE policy of selling any dealer with the money to pay for his goods; others sell stencil brands and keep a New York Telephone book on hand for the choice of a name. The confidence between individuals, dealer and customer only, is stronger selling value than national advertising, local advertising or any other power of marketing. So perhaps we are wasting space on a trade condition that CAN BE OVERCOME but is practically ignored, that the well-sold, enthusiastic dealer is more powerful than national advertising by the millions; and

that the little dealers in profusion about the country are not getting the proper "service" from the better makers of products; and in self defence, they hit back by taking un-named, un-known and no-policy lines, the volume of which added to the sales of the good manufacturers would be most welcome and profitable.

WONDER if it is true that a loft radio manufacturer, faced with the problem of raising the office boy from \$12 to \$15 weekly, elected him vice-president, because as an "executive" it is OK to continue him at \$12.

YOU READ OUR COMMENTS about higher prices in May, June, July and August, but neither did you or we realize that conditions were created to raise prices about 35%, which will be the eventual result based on prices of the first four months of 1933. We point out so many things from time to time—the same old things repeated—and only a few people realize in September that Christmas falls on December 25th—they wait until after Thanksgiving to discover this. Everyone has been doing business with "samples" and the increased demand of the public during the past six weeks indicates the necessity for a little "stock". Radio dealers cannot sell from catalog and we believe it will pay dealers to lift the embargo on ordering. A complete array of models of the line you handle should be presented to the public. Little danger exists for a revolution in circuits or designs until after the first of the year—and undoubtedly not then—so the gamble in "stock" is big or small according to your own efforts.

FEW PEOPLE REALIZE THAT THE new moves on new products show a promise and premise for returning to the

days of salesmanship with a sufficient percentage of dealers using skill. Higher priced radio instruments are coming into vogue. Philco's model at \$600; Wurlitzer's at \$350; Zenith's at \$350; Pan Harmonic at \$400, and we know of five other companies with new lines including instruments at \$300, showing that manufacturers believe that among this huge population of 125,000,000, enough people exist to buy 15,000 good sale unit instruments.

SURPRISING THAT SO MANY RADIO dealers are sound asleep on the sales of motor car sets. Dealers who have been aggressive on all types of radio in the past look at auto-radio as something foreign to their business. It must be those suppressor gadgets that go with the set which puzzles the dealers. Are they scared? Don't let the other fellow get all this business—many of whom never sold a set until this summer. Any number of persons are available to install these sets, the installation jobs running from \$5 to \$15. Each sale, with installation, runs about \$60, average, list prices running from \$39 to \$99. Don't let anyone kid you into believing that the summer ends the season—right through the Fall to Christmas this year.

LAST-MINUTE RESERVATIONS FOR space at the Madison Square Garden radio and electrical show were about three to one radio manufacturers compared with other electric appliance makers. Practically all companies have entire new lines to display and the low-down is being rushed the trade in advance of the public showing. Concurrent with the Prosperity drive and first public announcement of models, the New York show is the national starting gun to those dealers who need be told when to sell.

NEW RADIO LINES SHOW A cheerful upswing to consoles, at the same time that the lowest price brackets are being upped. Striking is the way that modernistic furniture has finally evolved a style of its own. New cabinets in the best manner have a suavity of line that combines unusual materials and design without scaring the semi-conservative. These cabinets alone can tickle the wish-to-buy. In the new owner's home, they tell all visitors that their host has bought a new radio. This making visual the idea that radio has stepped a long way ahead since the average listener bought a set should rouse as much interest as sixty-seven harangues on by-pass condensers. If sales of consoles have been coasting along with power shut off, 1933-34 models will start them climbing again.

REFRIGERATOR PERCENTAGES BY months for factories over a period of years show 50% shipments during the months of April, May and June, but this year these percentages are being knocked into three cocked hats. Due to the revival of business, with summer campaigns, 1934 figures will show a startling change.

WASHER MANUFACTURERS ARE flipping a nickel a washer into the pot for press agency to promote "washer interest" on the basis that \$20,000 spent this way gets \$500,000 worth of space if bought at space rates. A nickel a set on radio would create \$10,000 a month, enough to do a whale of a job.

Glad. Henderson

Two men to sell a tube

This plan sells 400 a month and brings in two repair jobs daily



EMPLOYING one man to push doorbells and secure inspection engagements and a second man to make the inspection and sell, the Keystone Radio Institute of Pittsburgh sold an average of 400 tubes monthly and repaired two sets daily for a six month period. Most impor-

tant, salesmen, crew managers, service men and dealer all made money. This, in brief is the plan of merchandising radio tubes that won first prize in the recent contest conducted by Tung-Sol Radio Tubes, Inc., to unearth successful methods among its dealers.

W. R. Jones, business manager of Keystone, described his plan as: "We employed trained radio service men, grounded them in direct contact sales and assigned them four non-radio contact men whose duties amounted to polishing doorbells. A stereotyped sales talk was given these men that was well received and when prospective inspection was contracted the trained service man was called in to make the inspection and sell merchandise or take the receiver out for shop repair. Seldom was a contact made that a sale was not consummated.

"With two crews alternating in the various districts for a six month period, we merchandised an average of 400 tubes monthly and repaired an average of two receivers daily. Considerable risk was taken in this venture as we paid a flat daily rate for car hire and guaranteed salary and commission to radio servicemen-crew managers. However, it was successful in turning over volume and everybody made money. There was a remarkably low turnover in non-radio men for contact purposes. Remarkable as it may seem, these men that were drilled in sales and knowledge of tube characteristics always outsold competition regardless. Often we were confronted with tubes advertised at gyp prices, yet we outsold the same tube at list in face of it." Mr. Jones congratulates Tung-Sol on its distribution which keeps its tubes out of the gyp-price class.

Interesting to dealers is the proof given by winners in this contest that tubes can be sold in volume and profitably. In every case, however, they show that the dealer must use his imagination to take his story into the prospect's home or to bring the prospect into the

Four non-radio contact men rang doorbells and secured interviews for Keystone's trained service men. Crew managers were guaranteed salary and commission. Everybody made money, tubes were sold at full prices and there was a low turnover in men.



W. R. Jones

store. The average radio owner is satisfied with his reception. He must first be interested and then convinced. Usually a new set of tubes in his radio will convince him. The sales problem is to get his interest. Winners in this contest proved their ability to stir up interest.

E. J. Headley of the Taylor Hardware Co., Grafton, West Virginia, has a plan of canvassing that won second prize. He had printed on one-cent postcards: "FREE RADIO SERVICE. Our radiotrician, Mr. Headley, will call on you (blank for date) and check your radio free of charge and inspect your equipment and suggest any changes that will insure you better radio reception. This service is free through the courtesy of the Roberts Hardware Co." Working from the city directory, Mr. Headley then sent out thirty cards for each working day. With him he carried a complete assortment of new tubes and a Jewell set analyzer. "Not only did I find tube sales but radio sales and plenty of service work," he says, "and best of all—results."

Joe Thomas of Miami, Florida, studied canvassing and developed an approach and a follow-up letter that won him third prize. He leaves his tester in the shop and carries a quantity of list price cards and thirty or forty tubes. He canvasses house-to-house thus: "Tell your prospect you are advertising Tung-Sol quick-heating tubes, presenting the price list. Turn around as if to leave, then play your trump card, 'By the way, how is your radio performing?' Prospect answers, 'What makes our radio do so-and-so?' This is your invitation to come in. Be resourceful and be enthusiastic. If the prospect's tubes are old, you have sold a set of tubes. Returning to the shop, write the prospects you missed a personal letter, pointing out good features of Tung-Sol tubes. Follow up letter in five days with personal call."

A window demonstration that convinces passers-by that they need new tubes won fourth place for E. C. Miller of Nappanee, Ind. His recipe is: Take a three, four or five-year old electric radio that has all weak tubes but will work a little on strong stations. Put it in the window on a table, with a speaker or public address system outside. A notice in the window states that at certain hours there will be a public demonstration of simple ways to improve the radio set of several years back. For the demonstration, first let the set play with all the old tubes, being sure to have a noisy 27, an oscillating 26 or 24 and a humming 80. Then replace the old with new tubes one at a time. Take plenty of time. Show the volume control setting, the differences in selectivity, the increase in number of sta-

A. M. Lustig, of Brooklyn, N. Y., renovated sets to sell tubes. He checked up as many old sets in his neighborhood as possible, getting the name of the set and its age. Beginning with the oldest sets, he gave estimates of what it would cost to change them over for the new types of tubes and dynamic speakers. He made a good job, putting in power detectors and heavier power tubes and phonograph pick-up connections. Naturally, every customer had to buy a complete set



With a noisy 27, an oscillating 26 or 24 and a humming 80, a window demonstration proved how much better radio reception became when new tubes were installed. A mass method of interesting the man on the street in better radio.



Emmett C. Miller



Thirty cards offering free inspection were mailed a day, then Mr. Headley made his thirty calls for the Taylor Hardware Co. His equipment of an analyzer and an assortment of tubes dug him up plenty of tubes sales and service work.



E. J. Headley

tions, etc. With a P. A., you can cut in and explain as you go. Repeat the demonstration as often as possible. This striking method sells people who had never before given a thought to tubes.

The four winners of honorable mention each shows a novel method of getting prospects to think of radio tubes. Otto Cordes of Wykoff, N. J., staged a little contest of his own, asking his prospects to guess the number of tubes in a wire basket. Every guesser received a card promising him a free radio service call. This discovered business that kept the Cordes brothers busy for some time. The "free service" was an inspection—only call, of course.



of new tubes as well as the service work, and these new tubes (mark it well!) sell for about twice the list of the old.

William B. Davis of Watson, West Virginia, found that demonstrating a new set of tubes in a receiver he was servicing frequently missed a sale because the man of the house was not at home to say "Yes." Therefore, he leaves the tubes in the set overnight and asks the housewife to call him in the morning. Nine times out ten, he says, he sells the set of tubes.

A. W. Beatty, Youngstown, Ohio, has given up cold canvassing, working only on the 4,000 names of past customers. Calling on these customers, the tubes are tested and condition stickers placed on each tube. An inspection report card, giving the inspection date, the condition of each tube, the tubes replaced, and a suggested time for another testing, together with a short sentence boasting Tung-Sol tubes, is left with the customer.

Ample evidence that tubes, accessories and sets can be sold by men willing to put imagination to work is furnished by these successful dealers. The chief secret of their work seems to be that they didn't appeal to "prospects." They went out and sold people who had never been classed as prospects by any dealer. These are the people who would never even read price-cut announcements, because they thought they were not interested in new radio equipment. They are the bulk of the people in your city and your best bet for future business, but you will have to prove it to them. They can be profitable customers for you, but they are not yet even prospects. The answer lies in imaginative, constructive work.



Sam LeWinter

He loses 40 shoppers a month

Depending on salesmanship alone 80% of sales are cash

*"We don't talk terms.
Let the customer
bring up the matter
of time payments."*



SO MUCH attention has been given to going out after sales that many dealers have neglected the important art of closing the "shopper." Not so with Sam LeWinter. In his Economy Refrigerator, Inc., store, Brooklyn, N. Y., he depends almost entirely on prospects who come in to his showroom and he sells forty refrigerators a month, 80 per cent of them for cash. His location on "Refrigerator Row" insures a certain "shopper" traffic and for the rest he depends on his selling skill. He does no newspaper advertising and no direct mail work.

Last autumn Sam took over his present store, with a crew of fourteen salesmen. After trying them out for one month, in which time they brought in a total of four bona-fide sales, he let them all go. Now he has only one salesman, entirely on the floor. Although the big crew had in the previous year chalked up as high as \$30,000 a month sales, too much of it was the kind of business that didn't bring the dealer profit.

"Listen to the average salesman," Sam suggests, "and as almost his first sentences you will hear him say: 'This refrigerator is \$150, but that is only \$10 down and \$10 a month.' He thinks the beginning and end of salesmanship is quoting terms. I actually heard one salesman begin a sale that way, and the prospect asked if she couldn't pay \$20.

"We don't talk terms here. We sell the \$150 refrigerator as a \$150 unit. Let the customer bring up the matters of payments. She will say, 'Can't I pay by installments?' We answer, 'Certainly; we can arrange terms to suit you.' Then she asks, 'How much do you want paid down?' We reply, 'However much you wish. How much do you want to pay?' Notice that apparently we are offering the most liberal terms imaginable. The joker is the customer's pride. When she next asks us, 'How much do people usually pay down?' we

tell her, 'That all depends. Some pay half, or a third, and some only \$25 or so.'"

That is the art of getting good terms. The customer feels that Sam will give her as liberal terms as she wishes, and it becomes a matter of pride for her to pay as much as the next. It is the artistry with which this argument is presented that gives him three-quarters of his sales for cash. Of course, Sam will allow 10 per cent for C.O.D., and this, balanced against finance charges, very frequently brings in the cash.

Sam is wedged in between refrigerator stores on each side of him, and it is nothing but the superiority of his salesmanship, translated in the prospect's eyes to the superiority of his merchandise, that gets him his forty sales a month. He knows the attention-getting demonstrations and talking points that hold attention. He uses not only the literature supplied by his manufacturers but the stories and advertisements of competing companies in trade papers to prove his points. He sells Kelvinator and Grunow refrigerators, and he has a wealth of information about these companies to give life to his arguments.

As Sam does not go out of his store after sales, he is unusual in his service activities, for he energetically merchandises refrigerator service outside. He has only one salesman, but he has two service men. He sells local apartment landlords service contracts by which he undertakes to keep their machines in operation for \$7 a year per refrigerator. Present contracts bring him about \$250 a month, paying his service department overhead and enabling him to make money from other work. Incidentally, these service men, who practically live outside his store, do not sell.

Sam expects no big drop in refrigerator sales this year in the fall or winter. As many other dealers noted, his sales started late in the spring, picked up during the summer months, with a slight falling off in August. The many factors that enter into business this fall, such as inflation and increased employment, he reads as favorable to a continuing demand.

Incidentally, Sam points out that the flurry of low-priced refrigerators last Spring, now supplanted by recent price boosts, was unnecessary. The difference of ten or twenty dollars is not going to switch a sale, he says, if the prospect is properly sold. Lower prices did not sell any more refrigerators, and higher prices will not sell any less.



Majestic Royale

Majestic PRESENTS
FOR 1934

THE "SMART SET" OF RADIO

... revolutionized by Duo-Valve
Self-Shielded Tubes

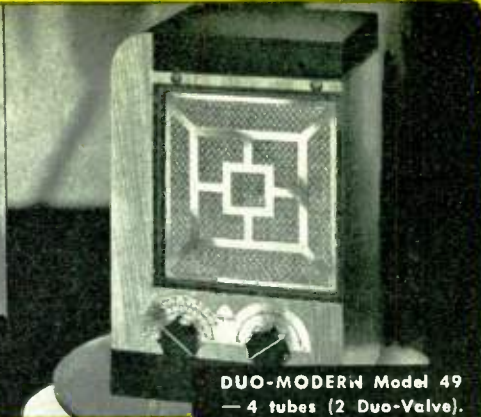




MASTER SIX Model 461—6 tubes (2 Duo-Valve). Matched butt walnut front; chromium grille. Tone control. A. V. C. Police calls. \$42.50



DUETTE Model 55—5 tubes (3 Duo-Valve). Lacewood; ebonized top and bottom; aluminum grille. A. V. C. Police and short-wave to 4400 K. C. \$35.50



DUO-MODERN Model 49—4 tubes (2 Duo-Valve). Two-tone finish, natural and ebony; aluminum grille. Police and short-wave to 3500 K. C. \$24.95

Majestic

"SMART SET" APPEARANCE



STUDIO Model 59—5 tubes (3 Duo-Valve). Quarter-sliced birch; two-tone, natural and ebony; aluminum grille. A. V. C. Police and short-wave to 4400 K. C. \$37.50



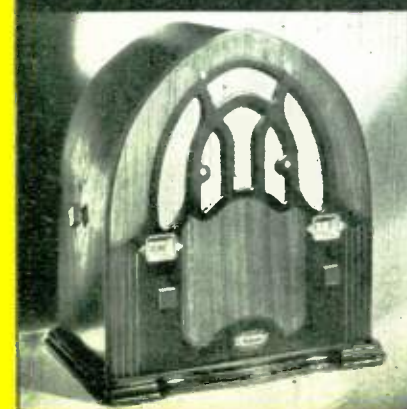
CENTURY SIX Model 463—6 tubes (2 Duo-Valve). Black walnut and lacewood paneling; chromium grille. Tone control. A. V. C. Police calls. \$42.50

Prices slightly higher in the West and Southwest

HERE they are—America's smartest radios! Handsome cabinet woods, hand rubbed—a genuine piano finish. . . . Distinctive design, keyed to the modern spirit that A Century of Progress has educated millions to look for—and demand!

If you want to lead the sales parade, sell the Majestic "Smart Set." If you want to tag along, sell the out-of-style merchandise that some now offer as new. . . . Majestic advance bookings are the largest since 1929. That's the answer!

GOTHIC Model 196—6 tubes (2 Duo-Valve). Brown walnut finish. Tone control. A. V. C. Police calls. \$32.95



DE LUXE Model 411—6 tubes (1 Duo-Valve). 110-volt A. C.—D. C. portable. Self-contained aerial. Striped walnut, hawwood, and marquetry; aluminum grille. \$29.50

GOTHIC Model 195—5 tubes (3 Duo-Valve). Brown walnut finish. A. V. C. Police and short-wave to 4400 K. C. \$29.95



GOTHIC Model 194—4 tubes (2 Duo-Valve). Brown walnut finish. Police and short-wave to 3500 K. C. \$19.95



DUO-CHIEF Model 44—4 tubes (2 Duo-Valve). Walnut finish; aluminum grille. Police and short-wave to 3500 K. C. \$24.95

See The Saturday Evening Post, September 23 (out September 19), for the first of a series of Majestic "Smart Set" advertisements in leading national magazines!



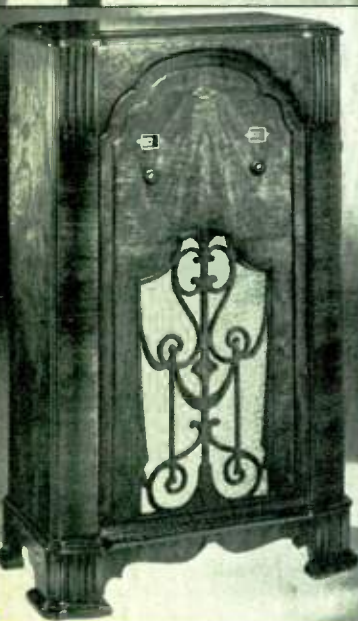
ROYALE Model 85—8 tubes (2 Duo-Valve). Matched butt walnut doors; figured walnut panel; marquetry inlays; ebonized top and base. Tone control. A. V. C. Class B output. Police calls. \$124.50 (liberal trade-in)



RADIOGRAPH Model 599—5 tubes (3 Duo-Valve). Combination radio-phonograph. American walnut top and front panel. A. V. C. Police and short-wave to 4400 K. C.

Majestic

"DUO-VALVE" PERFORMANCE



SAVOY Model 69—6 tubes (2 Duo-Valve). All-over walnut cabinet; top panel Carpathian burled elm; stump walnut center panel; cross-banded walnut side panels. Tone control. A. V. C. Police calls. \$87.50 (liberal trade-in allowance)

PLAZA Model 68—6 tubes (Duo-Valve). All-over walnut finish; matched butt walnut panel; lace-wood overlay. Tone control. A. V. C. Police calls. \$72.50 (liberal trade-in allowance)



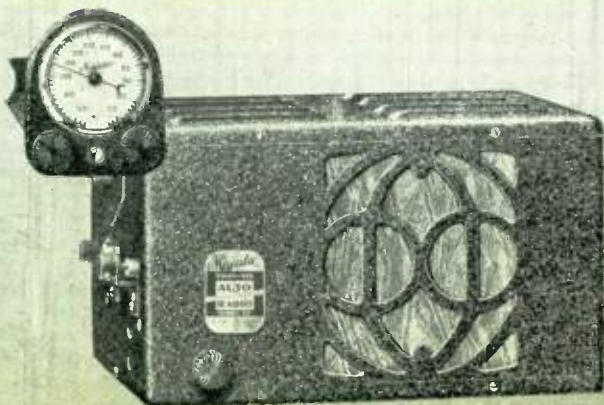
Prices slightly higher in the West and Southwest

EVERY model a superheterodyne—with performance astonishingly stepped up by Majestic Duo-Valve Self-Shielded tubes! The equivalent of at least two extra tubes in every set! What a powerful exclusive feature to help Majestic dealers sell rings around ordinary sets! . . .

The line is complete, the price range is right. . . Majestic offers you the biggest opportunity in the radio field today.

GRIGSBY-GRUNOW CO., 5801 Dickens Avenue, Chicago

TWIN SIX Auto Radio Model 66—6 tubes (2 Duo-Valve). Tone control; A. V. C.; booster switch. Dynamic speaker, eliminator, and chassis in one case. Airplane dial accurately calibrated in kilocycles. Non-glare illumination. Pilot light indicates when current is passing through receiver, and acts as warning signal that set is still in operation when station has signed off. \$52.50. Extension speaker, \$9.95



HYDE PARK Model 86—8 tubes (2 Duo-Valve). All-over walnut cabinet; top panel Carpathian burled elm; stump walnut center panel; cross-banded walnut side panels. Tone control. A. V. C. Class B output. Police calls. \$99.50 (liberal trade-in)



BARCLAY Model 67—6 tubes (2 Duo-Valve). Brown walnut finish; figured walnut center panel. Tone control. A. V. C. Police calls. \$77.50 (liberal trade-in allowance)



BEN BERNIE and All the Lads

A PERSONAL
MESSAGE FROM
THE OLD MAESTRO

"Listen, youse Guys and youse Gals! Ben Bernie (the Old Maestro) and All the Lads now make records exclusively for good old Columbia. Yowsah! I hope you'll like it!"

— Ben Bernie

Y O W S A H !

BEN BERNIE
—exclusively



And now it's Ben Bernie and his Blue Ribbon Casino lads who join the parade of exclusive Columbia record stars. Wait till you hear the Old Maestro's first Columbia hits . . . "Marching Along Together" (the NRA song); "We Won't Have to Sell the Farm"; "The Duke Is On a Bat Again"; and "Ain't It Marvelous"!

Ben Bernie belongs to the *new era* of *new artists* recently announced by Columbia. And so do Ted Lewis, George Olsen, Burns and Allen, Ethel Shutta, Clyde McCoy, Charlie Agnew, Mark Fisher, Paul Ash, Phil Harris, Fran Frey, and Gertrude Niessen.

There's money for dealers selling Columbia records. Ask the young folks — always buying the latest Royal Blue dance records! Ask the music-lovers, with libraries stocked with Masterworks*! *You* might as well be sharing in this profitable *extra* business.



*Reg. U. S. Pat. Off

Majestic Distributors

Air-Ola Radio Co.
Huntington, W. Va.

California Majestic, Inc.
Los Angeles, Calif.

Capital Electric Co.
Atlanta, Ga.

The Cronin Co.
Portland, Ore.

W. B. Davis Electric Supply Co.
Memphis, Tenn.

Delta Hardware Co.
Escanaba, Mich.

Electric Lamp & Supply Co.
St. Louis, Mo.

Erie Radio Supply Co.
Erie, Pa.

Erskine-Healy, Inc.
Rochester, N. Y.

Hamburg Bros.
Pittsburgh, Pa.

Harbour-Longmire Co.
Oklahoma City, Okla.

F. C. Hayer Co.
Minneapolis, Minn.

The Otis Hidden Co.
Louisville, Ky.

Horrocks-Ibbotson Co.
Utica, N. Y.

Howe & Co.
Boston, Mass.

Ignition Service & Supply Co.
Albany, N. Y.

Jenkins Music Co.
Kansas City, Mo.

Kimball-Upson Co.
Sacramento, Calif.

Majestic New York, Inc.
New York, N. Y.

Michigan Majestic, Inc.
Detroit, Mich.

Midwest-Timmerman Co.
Dubuque, Iowa

Modern Appliance & Supply Co.
New Orleans, La.

Harry Moll, Inc.
Denver, Colo.

Chas. T. Naddy Co.
Columbus, O.

Nashville Chair Co.
Nashville, Tenn.

Northern Illinois Division,
Grigsby-Grunow Co.
Chicago, Ill.

Peirce-Phelps, Inc.
Philadelphia, Pa.

John Pritzlaff Hardware Co.
Milwaukee, Wis.

R. S. Proudfit Co.
Lincoln, Neb.

The Radio Equipment Co.
South Bend, Ind.

Schuster Electric Co.
Cincinnati, O.

Shaw Distributing Co.
Charlotte, N. C.

Southern Hardware &
Bicycle Co.
Jacksonville, Fla.

Southwest Appliance Co.
San Antonio, Texas

Star Electric & Engineering Co.
Houston, Texas

State Radio Co.
Indianapolis, Ind.

Stern & Co.
Hartford, Conn.

H. D. Taylor Co.
Buffalo, N. Y.

Thompson & Holmes, Ltd.
San Francisco, Calif.

Toledo Majestic Co.
Toledo, O.

United Electric Supply Co.
Salt Lake City, Utah

J. A. White Distributing Co.
Grand Rapids, Mich.

E. M. Wilson & Son
Newark, N. J.

Woodhouse Electric Co.
Norfolk, Va.

Jos. M. Zamoiski Co.
Baltimore, Md.

NEW YORK

The Metropolitan distribution of 101 manufacturers

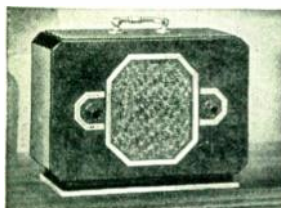
- ALTORFER BROS., Peoria, Ill. New York: 155 East 44th St. Distributor: E. A. Wildermuth, Atlantic Ave., Brooklyn. Representative: Goodliff.
- ANSLEY RADIO LABS., New York City. 240 West 23rd St.
- APEX ELECTRIC MFG. CO., Cleveland, O. New York: 95 Fifth Ave.
- ARCTURUS RADIO TUBE CO., Newark, N. J. Distributors: Lytron Corp., 708 Frelinghuysen Ave., Newark. Representative: H. H. Chun, 720 Frelinghuysen Ave., Newark.
- AIRKING PRODUCTS CO., Brooklyn, N. Y. 27 Hooper St.
- ATWATER KENT MFG. CO., Philadelphia, Pa. Distributor, E. A. Wildermuth, Atlantic Ave., Brooklyn. Representative: McDonald.
- BRUNSWICK RECORD CORP., New York. 1776 Broadway.
- CAPEHART CORP., Fort Wayne, Ind. Representative: R. C. Vaughan, Hotel Manhattan Towers.
- CHAMPION RADIO WORKS, INC., Danvers, Mass. Representative: W. W. Heller, 152 West 42nd St.
- COLONIAL RADIO CORP., New York. Graybar Electric Co., Inc., 420 Lexington Ave.
- COLUMBIA PHONOGRAPH CO., New York City. 55 Fifth Ave.
- CONLON CORP., Chicago, Ill. Distributor: Crannel, Nugent & Kranzer, 114 West 24th St. Representative: R. D. Price, 200 Fifth Ave.
- CONOVER CO., Chicago, Ill. New York: 101 Park Ave.
- COPELAND PRODUCTS, INC., Mt. Clemens, Mich. New York Office: 480 Lexington Ave.
- CONTINENTAL ELECTRIC CO., St. Charles, Ill. Representative: F. V. L. Smith, 142 Liberty St.
- CROSLY RADIO CORP., Cincinnati, O. Distributor: Crosley Distributing Corp., 350 West 31st St.
- E. T. CUNNINGHAM, INC., Harrison, N. J. Distributors: Crosley Distributing Corp., 350 West 31st St., E. B. Latham & Co., 250 Fourth Ave., R. H. McMann, Inc., 12 Warren St., Lafayette Electric Corp., 546 Broadway, Royal Eastern El. Supply Co., 16 West 22nd St., Sanford Samuels, 136 Liberty, Triangle Radio Supply Co., Inc., 381 Fourth Ave., Wholesale Radio Equipment Co., 902 Broadway, E. A. Wildermuth, Atlantic Ave., Brooklyn. Representative: I. W. Teegarden, 66 Broad St.
- DELCO APPLIANCE CORP., Rochester, N. Y. Distributor: General Automatic Heat, Inc., 2106 Grand Concourse.
- DUMONT ELECTRICAL CORP., New York City. 453 Broome St.
- EASY WASHING MACHINE CO., Syracuse, N. Y., New York: 270 Madison, Morte Gilde, Manager.
- EDISON BELL CO., New York City. 166 Greenwich St.
- THOS. A. EDISON, INC., Orange, N. J. Tidewater Electric Supply Co., 67 Barclay, Ostrander Electric Supply Co., 18 Warren St., Vicking Product Corp., 322 West 42nd St. Representative: Jos. P. Dornick, East Orange.
- EDISON GENERAL ELECTRIC APPLIANCE CO., Chicago, Ill. Distributor: General Electric Supply Corp., 585 Hudson St. District Manager: M. H. Beekman, 416 West 13th St.
- EMERSON RADIO CORP., New York. 641 Sixth Ave.
- EMPIRE PRODUCTS CO., New York. 102 Wooster St.
- FADA RADIO & ELECTRIC CORP., Long Island City, N. Y. Triangle Radio Supply Co., Inc., 381 Fourth Ave.
- FERGUSON RADIO CORP., New York. 34 East 12th St.
- FITZGERALD MFG. CO., Torrington, Conn. Branch Office: 200 Fifth Ave.
- FRANKLIN RADIO CORP., Dayton, Ohio. Distributor: Wholesale Radio Service, 100 Sixth Ave. Representative: Rossiter & Co., Inc., 25 Warren St.
- FREED TELEVISION & RADIO CORP., Long Island City, N. Y. 22-17 41st St.
- FRIGIDAIRE CORP., Dayton, Ohio. New York: 45 West 45th St.
- FROST-MINTON CORP., New York. 12 East 41st St.
- GALVIN MFG. CO., Chicago, Ill. Distributors: York Automotive Distributing Co., 17 West 60th St.
- GENERAL ELECTRIC CO., Bridgeport, Conn. New York: 24 West 40th St. Distributors: General Electric Supply Corp., 585 Hudson St. Royal Eastern El. Supply Co., 16 West 22nd St.
- GENERAL ELECTRIC CO., Cleveland, O. New York: 570 Lexington Ave. Distributor: Rex Cole, Inc., 265 Fourth Ave.
- GIBSON REFRIGERATOR CO., Greenville, Mich. Distributor: Bruno-New York, Inc., 460 West 34th St.
- GOLD SEAL ELECTRICAL CO., INC., Newark, N. J.
- GRIGSBY-GRUNOW CO., Chicago, Ill. Majestic New York, Inc., 387 Fourth Ave.
- GRINNELL ELECTRICAL MFG. CO., Grinnell, Iowa. New York: 205 East 42nd St.
- GENERAL HOUSEHOLD UTILITIES CO., Chicago, Ill. Distributors: Grunow Distributors, Inc., 67 West 44th St. North American Radio Corp., 1845 Broadway.
- GULBRANSEN CO., Chicago, Ill. Representative: W. Pressinger, 330 West 42nd St.
- HALSON RADIO MFG. CO., New York City. 45 Lispenard St.
- HERBERT, HAROLD, 401 Madison Ave., New York City.
- HOWARD RADIO CO., INC., South Haven, Mich. Representative: A. L. Sullivan, 570 Lexington Ave.
- HURLEY MACHINE CO., Chicago, Ill. New York Office: 405 Lexington Ave. Distributors: E. B. Latham Co., 250 Fourth Ave. Majestic New York, Inc., 387 Fourth Ave. Eastern Sales Manager: Frank J. Simpson.
- HYGRADE SYLVANIA CO., New York. 500 Fifth Ave. Distributor: Dale Co., 25 Warren St.
- INTERNATIONAL RADIO CORP., Ann Arbor, Mich. Distributor: E. B. Latham & Co., 250 Fourth Ave.
- J. J. KEITH & ASSOCIATES, New York. Lexington Ave. & 51st St.
- KELVINATOR SALES CORP., Detroit, Mich. Showroom: Long Island City. Distributor: E. A. Wildermuth, Atlantic Ave., Brooklyn.
- KEN-RAD CORP., Owensboro, Ky. Distributor: Rossiter & Co., 25 Warren St. Representative: Leo Freed, 1457 Broadway.
- KNAPP-MONARCH CO., Belleville, Ill. New York: 200 Fifth Ave. Manager: A. S. Harkavy.
- LANDERS, FRARY & CLARK, New Britain, Conn. New York: 200 Fifth Ave.
- LANG RADIO CO., New York, 767 East 132nd St.
- LEONARD REFRIGERATOR CO., Detroit, Mich. Distributor: E. B. Latham & Co., 250 Fourth Ave.
- A. J. LINDEMAN & HOVERSON CO., Milwaukee, Wis. New York: 136 West 42nd St. Eastern Sales Manager: J. H. McKenna. Distributor: May Radio & Television Corp., 551 Fifth Ave.
- MAYTAG CO., Newton, Iowa. New York: 2789 Webster Ave.
- NATIONAL UNION RADIO CORP., New York. 400 Madison Ave. Distributor: Weber Radio Corp., 45 East 20th St. Radio Servitors, 1947 Broadway.
- NIAGARA REFRIGERATOR CO., Buffalo, N. Y. Distributor: Thos. Hindley & Son, 1185 Sixth Ave.
- NOBLITT SPARKS INDUSTRIES, INC., Indianapolis, Ind. Distributors: Automobile Necessities Co., 521 West 125th St. Eveready Motor Equipment Co., 1629 Bedford Ave., Brooklyn. District manager: Kay Clevenger, 2 Howes Ave., Stamford, Conn.
- NORGE CORP., Detroit, Mich. New York: 331 Madison Ave. Eastern Sales Manager: M. Glenn O'Hara.
- PHILCO RADIO & TELEVISION CO., Philadelphia, Pa. New York Office: 378 Lafayette St. Eastern Manager: Thos. A. Kennally.
- PHILMORE MFG. CO., INC., New York City. 113 University Place.
- PIERCE-AIRO, INC., New York. Distributors: Greenfield Elec. Supply Corp., 1609 Bedford Ave., Brooklyn. New York: Times Appliance Co., Inc., 333 West 52nd St., Wolfe Radio Co., 2 West 18th St., Westinghouse Electrical Supply Corp., 150 Varick St.

(Continued on page 26)

**Five 5-Tube
Superheterodynes**



Model 321-AW



Model 33-AW



Model 250-AW



Model 350-AW



Model 30-AW

Radio's Greatest Value



Model 420

A Surprise!

An ingenious new and unique radio—Look for it at the Emerson booths at the National Electrical Exposition and in further trade paper announcements.

**Emerson
PRESENTS A
"SUPER-12"
LINE FOR 1933-34**

Ranging in List Price from
\$19.95 to \$49.95



You know the outstanding designs (frequently imitated) that have helped make EMERSON the Radio Leader of 1933. You know Emerson's reputation for high quality merchandise and for "a fair deal to the dealer."

Now EMERSON presents—for the most important Fall season in many years—TWELVE new models for every purse and purpose: AC-DC, Long-and-Short Wave, Compacts, Consolettes. The small pictures on this page give no adequate idea of the beauty of these new Emerson models. Be sure to see them at the Show—and watch for the Emerson broadside in the mails soon.

AT THE SHOW: See EMERSON at the
National Electrical Exposition
Madison Square Garden
Also at the Hotel Edison, New York

EMERSON
RADIO AND PHONOGRAPH CORPORATION
641 Sixth Avenue, New York, N. Y.

**Two 6-Tube
Superheterodynes**



Model 375



Model 40

**Two 7-Tube
Superheterodynes**



Model 755-M



Model 50-M

**Emerson Automobile
and Motorboat Radio**



Model 678

No one will believe this true story

How a dealer goes from good to bad, to worse: then back again on his feet

By Alonzo Ruffi

Note: Here is a story of fact that must remain anonymous. It is weird in its scope and sheds light on an angle of doing business that raises the eyebrow on the so termed "proper way" of working. The complacency of the average mind is not tolerant to demark the difference between accepted standards and semi-revolutionary sales work. Yet, on the other hand, the principles of this dealer's work is as old as the hills and have been used since the Civil War. This is a true case history of several years in selling refrigerators and highly debatable. It is a story that is both right and wrong—an extraordinary one—upon which the conclusions will be as varied as the individual reader.—Editor.



IS IT possible to do a profitable refrigerator retail business in an old-fashioned manner and make a profit? That was the problem that confronted me last year after being a good-sized refrigerator dealer with several branches and about two hundred salesmen, a few on salary and commission and the others on commission. Something was directly wrong with us, for after two years of industrious work we couldn't seem to do enough business to make a profit. Month after month we would turn up red figures, until I finally created action.

My first thought was that our organization was too unwieldy for proper management. Our lines were all right. A second guess was that, in our city, buying had become suspended. I went out myself for two weeks and canvassed here and there, selling only one refrigerator. I know the canvassing art and have sold thousands of products, being rated as an expert canvassing salesman. If I couldn't sell with my experience and ability, something was wrong somewhere. People in my community were in a cocoon state, and I was cuckoo, so it was a great combination.

Then I thought I would try the other extreme. Everything I had learned or heard about on the "merchandising of refrigerators" I promptly forgot. I had no more use for any idea from anyone, and intended to go back to the old days of selling. All the salesmen were let out. I got rid of my stores at fancy rents. All my inside staff following up prospects and doing paper work were fired. I clipped like an army barber with a grudge giving a rookie a hair cut.

Out of everything, organization, stores, and so forth, remained but me and about 250 refrigerators. My scheme of working was this: If people who were supposed to sell couldn't, what value were they to me or

to themselves? What value was there in working and losing?

So I hid myself to the cheapest kind of rent location and opened a store with my stock of refrigerators. Canvassing was eliminated, as naturally with all men gone, canvassing stopped. To-day I'll accept a cash sale from a free-lance canvasser, but not a time sale. Canvasser-salesmen are a nuisance to me today, and I do not want them hanging around, as I am willing to miss the business of the one good man out of 50 to stop putting up with the 49 punks. My staff consists of four people—myself, a good salesman on salary, a girl in the office, and a shipper. Deliveries, service, etc., are all on piece work.

I started spending about \$200 a week in the daily newspapers, using my own copy for selling purposes only, throwing all factory mats, professional blurb ads and the general run of dealer hocus-pokus "helps" right out. "Institutional advertising" nearly broke me, and nothing but selling copy was used. This advertising, with a good stock of refrigerators, from 250 to 400 on hand all the time. My advertising has pep and seeks inquiries only. And when they come in, we make the sales. Our biggest day was 62 refrigerators sold by two people. We average about a hundred refrigerators a week in sales.

Another thing we do—we take no names and addresses. We follow no one, and if we cannot sell them when they come in—then it is just too bad for us. We are not interested in who the people are, where they live, what they do, or whether they have \$100 in their pocket to buy a refrigerator or anything but walk out on us. If we cannot sell "interested" people on the spot, then we will not be able to do it later, so we forget them. If we had a "prospect book" we wouldn't have one name in it—and we haven't got even the prospect book.

Another thing, our hours are 9 A. M. to 5:30 P. M., and if people do not buy during these hours, then I suppose we are out, too. We have never kept open evenings since "the new deal that started a year ago," but we do keep open on holidays, except Easter and Christmas. Our Saturday hours are the same as week days.

(Continued on page 29)

J. F. Ditzell

**Assistant to the Vice-President
& General Sales Manager
Grigsby Grunow Co.**

*September Presentation
in The JOURNAL
Series of Portraits
PROMINENT
MEMBERS OF
THE INDUSTRY*



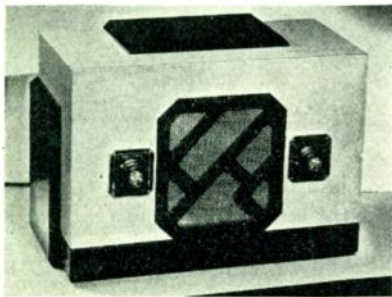
101 routes to Metropolitan market

(Continued from Page 22)

PONTIAC RADIO CO., New York. 41 Bond St.
 PREMIER VACUUM CLEANER CO., Inc., Cleveland, O. New York Office: 45 West 45th St.
 PRIMA MFG. CO., Philadelphia, Pa. Showrooms: 360 Livingston St., Brooklyn. New York Manager: J. B. Zumwalt, 10 Congress St., Brooklyn.
 PROCTOR & SCHWARTZ ELECTRIC CO., Philadelphia, Pa. May Radio & Television Corp., 551 Fifth Ave.
 RCA RADIOTRON CO., Harrison, N. J. Distributors: Bruno-New York, Inc., 460 West 34th St., General Electric Supply Corp., 585 Hudson St., Gertler Electric Co., 220 West 83rd St., Graybar Electric Co., Inc., 420 Lexington Ave., Metropolitan Electric Distributors, Inc., 50 West 17th St., Sanford Samuel, 136 Liberty St., Times Appliance Co., Inc., 333 West 52nd St., Westinghouse Electrical Supply Co., Inc., 150 Varick St., Greenfield Elec. Supply Corp., 1609 Bedford Ave., Brooklyn. Representative: L. W. Teegarden, 66 Broad St.
 RCA VICTOR CO., INC., Camden, N. J. Bruno-New York, Inc., 460 West 34th St.
 RAYTHEON PRODUCTION CORP., Newton, Mass. New York Office: 30 East 42nd. Distributors: Automobile Necessities Co., 521 West 125th St., Crannell, Nugent & Kranzer, 114 West 24th St., Frost Monton Corp., 12 East 41st St., Hirschfeld Elec. Supply Co., Inc., 46 Warren St., Lehr Auto Supply Co., Inc., 145 West 63rd St., R. H. McMann, Inc., 12 Warren St., Superior Distributors, Inc., 155 West 72nd St., Triangle Radio Supply Co., Inc., 381 Fourth Ave.,

York Automotive Distributing Co., 17 West 60th St.
 SAMSON ELECTRIC INC., Boston, Mass. Representative: C. J. Brown, 52 East 19th St.
 SAVAGE ARMS CORP., Utica, N. Y. Distributors: Fordham Electric Co., 2789 Webster Ave., Columbia Appliance Corp., 225 West 57th St. New York Office: 100 East 42nd St.
 SENTINEL RADIO CORP., Chicago, Ill. Wholesale Radio Equipment Co., 902 Broadway.
 SERVEL SALES, INC., Evansville, Ind. New York Office: 51 East 42nd St.
 SILEX CO., Hartford, Conn. Distributors: E. B. Latham & Co., 250 Fourth Ave., Nathan Strauss & Co., Graybar Electric Co., Inc., 420 Lexington Ave. District Manager: Geo. W. Axmacher, 166 Mt. Joy Place, New Rochelle.
 SIMPLEX RADIO CO., Sandusky, O. 16 Hudson St., New York City.
 SPARKS-WITHINGTON CO., Jackson, Mich. Bushwick-McPhilben Corp., 1350 Broadway.
 STEWART WARNER CORP., Chicago, Ill. Wholesale Radio Equipment Co., 902 Broadway.
 STROMBERG-CARLSON TEL. MFG. CO., Rochester, N. Y. Gross Sales, Inc., 300 Madison Ave.
 SWARTZBAUGH MFG. CO., Toledo, O. Distributors: Graybar Electric Co., 420 Lexington Ave., E. B. Latham & Co., 250 Fourth Ave., Westinghouse Electric Supply Co., Inc., 150 Varick St. Representative: Edwin Moran, 200 Fifth Ave.
 L. TATRO PRODUCTS CORP., Decorah, Iowa. Jay Drcher Corp., 111 8th Ave.

TRAVELTONE RADIO CORP., New York City. 45 Lispenard St.
 TRIAD MANUFACTURING CO., Pawtucket, R. I. 2 West 18th St.
 TRUPAR MFG. CO., Dayton, O. W. A. Case & Son Mfg. Co., Brooklyn, Sam S. Glauber, Inc., 515 E. 79th St., New York. Representative: C. H. Grandstaff, Orange, N. J.
 TUNG-SOL RADIO TUBES, INC., Newark, N. J. Branch: General Motors Bldg. Distributors: Luben Distributing Co., Park Place.
 UNITED AMERICAN BOSCH CORP., Springfield, Mass. R. H. McMann, Inc., 12 Warren St.
 UNIVERSAL MICROPHONE CORP., Los Angeles, Calif. Representative: Howard F. Smith, 142 Liberty St.
 VULCAN MFG. CO., Kansas City, Mo. Morris S. Segal Corp., 206 Lexington Ave.
 WATERS-GENTER CO., Minneapolis, Minn. New York: 196 Lexington Ave.
 WEBSTER ELECTRIC CO., Racine, Wis. Representative: 15 Laight St.
 WESTINGHOUSE ELECTRIC & MFG. CO., Mansfield, O. Westinghouse Electrical Supply Co., Inc., 150 Varick, Times Appliance Co., Inc., 333 W. 52nd St., Allen-Ingraham, Inc., 254 Fourth Ave.
 WILLIAMS OIL-O-MATIC CORP., Bloomington, Ill. Linde Appliance Co., 110 E. 27th St.
 RUDOLPH WURLITZER CO., North Tonawanda, N. Y. Eastern Atlantic Sales Co., 1150 Broadway.
 ZENITH RADIO CORP., Chicago, Ill. E. B. Latham & Co., Fourth Ave.



1933 IS NOT 1929

Modern merchandising not only calls for changes in methods but radio sets as well. Distributor and dealer profits in 1933 will be governed by their ability to keep up to date, in both respects.

The new Empire household and automobile receivers have been designed with this idea in mind. See them at the National Electrical Exposition, September 20th to 30th, in Madison Square Garden.

Ask us about our new distributor and dealer sales plan at our booths (347-348) or write us today.

EMPIRE
ELECTRICAL PRODUCTS CO.
 102-106 Wooster Street New York, N. Y.



the
 new

HOTEL
EDISON
 47 ST. JUST WEST OF B'WAY
 • N E W Y O R K •

Garage Opposite Hotel

RADIO HEADQUARTERS

2 Blocks to
 Madison Square Garden

AC Current

- Sun - Ray Health Lamps
- New York's Newest Hotel
- In the Heart of Times Square
- Five Minutes to 50 Theatres
- 1000 Rooms • 1000 Baths
- 1000 Radios
- Extra - Large - Sized Rooms
- Many Windows — Large Closets
- Extremely moderate rates—

Single from \$2.50 day
 Double " \$4.00 "



International presents pocket radio

Ever since C. A. Verschoor, president of the International Radio Corporation startled the industry last year with a perfection of the first compact AC-DC radio, there has been considerable speculation as to what he would do for the 1933-34 season.

While in April International announced a new line of AC-DC superheterodynes, they let it be understood that this comprised only a portion of their plans for the coming season.

The "Inquiring Reporter" has made several attempts during the past few weeks to crash the gate and discover what it was that was being held back. Not the slightest hint could be had on these attempts until the other day when he was lucky enough to call on Mr. Verschoor at the psychological moment, he was willing to reveal his new model for the first time.

As these plans were unfolded he saw and heard many startling things. He was solemnly escorted to the International laboratories, where behind locked doors, he was shown what International believed to be one of the biggest radio sensations since the advent of AC operation.

Sitting on the Chief Engineer's desk was a tiny bakelite device about 6 inches long, 4 inches wide, and 2 inches thick. He picked it up—it weighed only a couple of pounds. "What is it?" he inquired. President Verschoor paused a moment. "Just listen"—and he turned on the current. Immediately a radio program poured out of this little box and it rolled out—filling the large laboratory. Moreover, the tone quality was surprising. It was simply amazing to think that so much performance could come from what he could now see was the much expected "Pocket Radio".

"How in the world did you do it?" he asked.

Then Mr. Verschoor let him in on the secrets which made this exceptional accomplishment possible. While the entire chassis with tubes and speaker was no larger than some of the two-gang tuning condensers, he saw a specially designed two-gang condenser which measured only $\frac{3}{8}$ inches thick and weighed little or nothing. He saw a short tube no thicker than a pencil which contained four by-pass condensers. He saw a special little speaker equipped with the smallest molded cone ever designed. Even the volume control was totally different from anything he had ever seen before. It was a sliding arm arrangement which not only reduced the required space to a minimum, but gave exceptionally smooth and positive operation. The design of the parts themselves seem to compose the chassis, of which the only recognizable part was a front baffle which carried the remainder of the mechanism. He saw the most ingenious combining of parts that you could possibly imagine, and it all had the appearance of a precision instrument. However, Mr. Verschoor advised that the entire radio was being assembled in four separate units, and then finally brought together on the final production line. The design of the set has been worked out for

large quantity production which is greatly responsible for its unconventional form.

The entire chassis with the speaker weighed $1\frac{1}{2}$ pounds and could be held in the palm of your hand. The only parts seen which were recognizable as standard in the industry were the small carbon resistors, of which a bank of them served for the five different circuits embodied in this new design.

"How in the world were you able to get so much performance out of so small a set?" was the next question.

"The real credit for that job goes to our chief engineer, Bob Wuerfel, and our production engineer, Paul Gebhardt, formerly chief engineer of Colin B. Kennedy Corporation," replied Mr. Verschoor.



Horizontal or vertical, this radio looks and operates equally well

"In this instance, Bob, who has always had a reputation of being able to secure a maximum amount of sensitivity and volume out of whatever number of tubes he is given to work with, found it necessary to throw all the standard components to the winds and design this job from the bottom up using special constructions and methods which would get the desired performance. It was even necessary for him to actually design and perfect new types of radio tubes."

They then left the laboratory and returned to the office. "Just what do you expect from your new product in the way of sales and what is your theory in making so small a radio?"

"I can answer that question by telling you of some of the preparations we made to enable us to decide on our leader for the coming season" replied Mr. Verschoor. "Immediately after we came to the conclusion early in 1932 that our small compact AC-DC radio was going to be a market success, we started studying the reasons why the public were accepting our product. Many surveys were made—we packed a postal card with each set which the owners returned advising the reason why he had bought the Kadette. By the time we were ready last February to decide on our new models, we had accumulated a vast amount of very definite information which automatically described the type of radio which we would have to build if we wanted to increase our business. To make a long story short, our statistics show that 85% of the AC-DC sets were purchased for one reason and one reason alone—that was size. Therefore, the smallest size, coupled with satisfactory performance, is the motivating spirit behind this new design."

"It has been said that last year your original designs were copied and in fact some of your competitors really stole the show—what is your situation this year?"

Mr. Verschoor replied "I believe that the radio industry will be less prone from now on to copy each other's individual products. They have seen what has happened to most good ideas and there seems to be a new spirit of cooperation within the industry itself. I believe that competitors have come to realize that their own salvation is dependent upon better ethics in the future, and I feel that it is now recognized that any manufacturer who introduces an original product must be allowed to reap the benefits of his contribution.

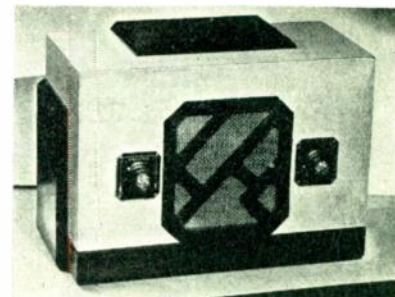
"Furthermore, last year we introduced the AC-DC idea before our patents came to issue, but now that basic claims have been allowed and this new product is built around an actual patent, we feel that there will be some hesitancy in copying. Also the International Research Corporation recently organized by Bob Wuerfel will have nothing else to do but enforce their patent rights and we, being the sole licensee, will look to them for aggressive action against copiers. We do not expect any trouble from the small factories since this new type of radio requires over 150 special dies and moulds that take months and a lot of money to build."

Empire

New models from Empire Electric Products Co. this month include two modernistic table types and an automobile receiver.



Model 60 is a six-tube auto radio set claiming eight-tube performance. It has three gang condensers, full six-inch dynamic speaker, continuous variable tone



control, illuminated airplane tuning dial with lock switch, remote control, automatic volume control, one unit. Tubes used are: 1-6A7, 1-41, 1-84, 1-75, 2-78.

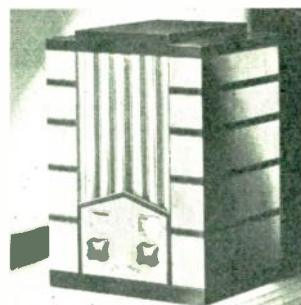


Majestic distributors greet the new line at their Chicago convention

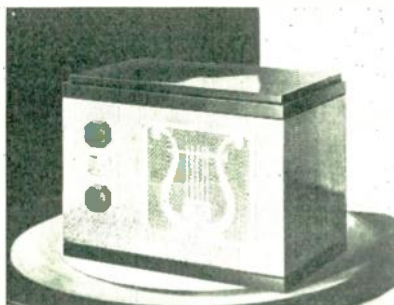
Majestic radio



196



59



55



599



191

Presenting style as the feature this year in radio, Vice-President Le Roi J. Williams disclosed the new line to the largest convention of Majestic distributors since 1930 at the Grigsby-Grunow plant. As reported by Assistant Vice-President and General Sales Manager John F. Ditzell, orders for 50,000 units were placed by the attending distributors, the largest commitment received at any one meeting in the past three years.

Specifications and descriptions of the complete Majestic 1934 line are given below:

MODEL 44—DUO-CHIEF—4-tube receiver providing dual-range. 1st: 535 to 1530 K.C. 2nd: 1170 to 3500 K.C. Cabinet has all-over finish of brown walnut. Tube complement: 6A7-S, 6F7-S, 1-41, 1-6Z5.

MODEL 49—DUO-MODERN 4-tube receiver providing dual-range. 1st: 535 to 1530 K.C. 2nd: 1170 to 3500 K.C. Cabinet has two-tone finish—natural and ebony with polished aluminum grill design. Tube complement: 1-6A7-S, 1-6F7-S, 1-41, 1-6Z5.

MODEL 55—DUETTE 5-tube receiver, providing dual-range. 1st: 535 to 1550 K.C. 2nd: 1180 to 4400 K.C. Has automatic volume control, illuminated dial. Cabinet is of lacewood; top and bottom have ebony finish and aluminum grill design. Tube complement: 1-6A7S, 1-6B7S, 1-6F7S, 1-42, 1-80.

MODEL 59—STUDIO—5-tube receiver, providing dual-range. 1st: 535 to 1550 K.C. 2nd: 1180 to 4400 K.C. Has automatic volume control, illuminated dial. Cabinet is of quarter-sliced birch, with two-tone finish—natural and ebony; grill ornament is of highly polished aluminum. Tube complement: 1-6A7S, 1-6B7S, 1-6F7S, 1-42, 1-80.

MODEL 191 MASTER SIX 6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Front

68

panel of cabinet is of matched butt walnut, with highly polished chromium grill. Tube complement: 1-58S, 1-2A7S, 1-58S, 1-55S, 1-2A5, 1-80.

MODEL 463—CENTURY SIX—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Side panel is of lacewood, front and side rails of black walnut, grill has highly polished chromium design. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55S, 1-2A5, 1-80.

MODEL 411—DE LUXE TRAVEL SUPER-SIX 6-tube portable receiver operating on either A.C. or D.C., 110 volts. Self-contained aerial. Cabinet is of striped walnut hardwood and marquetry, with aluminum grill design. Tube complement: 1-6D7, 1-6E7, 1-6D7, 1-43, 1-25Z5, 1-46B1.

MODEL 67—BARCLAY 6-tube receiver, providing tone control, automatic volume control, illuminated dial. Receives police calls. Cabinet has all-over finish of brown walnut, with center panel of figured walnut. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55-S, 1-2A5, 1-80.

MODEL 68 PLAZA 6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Cabinet has all-over walnut finish, center panel of matched butt walnut with overlay of lacewood. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55-S, 1-2A5, 1-80.

MODEL 69 SAVOY—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. All-over walnut cabinet, top panel of Carpathian burled elm, center panel matched stump walnut, walnut cross-banded side panels. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55-S, 1-2A5, 1-80.

MODEL 86—HYDE PARK 8-tube receiver, with tone control, automatic volume control, illuminated dial. Class "B" output. Receives police calls. All-over walnut cabinet, top panel of Carpathian burled elm, center panel match-

69

ed stump walnut, walnut cross-banded side panels. Tube complement: 1-58-S, 1-2A7S, 1-58S, 1-55-S, 1-56, 1-53, 1-2S, 1-80.

MODEL 85—ROYALE—8-tube receiver, with tone control, automatic volume control, illuminated dial. Class "B" output. Receives police calls. Doors of 4-piece matched butt walnut, center panel of matched figured walnut, inlays of marquetry. Top, bottom rail and legs have an ebony finish. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55-S, 1-56, 1-53, 1-2S, 1-80.

MODEL 66—TWIN-SIX—6-tube auto radio receiver, with tone control, automatic volume control, jacks for extension speaker, booster switch, illuminated airplane dial with pilot light. Dynamic speaker, eliminator and chassis in one case. Volume control knob acts as on-and-off switch and key to lock receiver. Tube complement: 1-6E7, 1-6A7-S, 1-6E7, 1-6C7, 1-89, 1-6Y5.

MODEL 194—GOTHIC—4-tube receiver, providing dual range. 1st: 535 to 1530 K.C. 2nd: 1170 to 3500 K.C. Cabinet has all-over finish of brown walnut. Tube complement: 1-6A7-S, 1-6F7-S, 1-41, 1-6Z5.

MODEL 195—GOTHIC—5-tube receiver, providing dual range. 1st: 535 to 1550 K.C. 2nd: 1180 to 4400 K.C. Has automatic volume control, illuminated dial. Cabinet has all-over finish of brown walnut. Tube complement: 1-6A7-S, 1-6B7-S, 1-6F7-S, 1-42, 1-80.

MODEL 196—GOTHIC—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Cabinet has all-over finish of brown walnut. Tube complement: 1-58-S, 1-2A7-S, 1-58-S, 1-55-S, 1-2A5, 1-80.

MODEL 599—RADIOGRAPH—5-tube combination, with dual range—535 to 1550 and 1480 to 4400 K.C. Has automatic volume control and illuminated dial. Cabinet has all-over walnut finish, top and front panel of American walnut. Tube complement: 1-6A7-S, 1-6B7-S, 1-6F1S, 1-42, 1-80.

85



67

No one will believe

this true story

community's existence keep open or not, their re-sale value. I have a refrigerator makes or models, for \$200. One make is as good as \$200 on another. I am tired of trying to guess which make will be on top, year after year, as the so-called "leader" changes annually, and I am not bright enough to guess "the public demand" ahead of time. What I sell is the "demand refrigerator" of the day, week or month. I give people what they want in the least possible time, with no festoons or frills, but full value for the money, which is all they are entitled to.

My ads feature low-priced models, but I sell as many high-priced refrigerators as the so-called leading dealer in town, with a store that is one of the "most beautiful" ones in my city. I know this because the jobbers I buy from have all the records of purchases, and I head the list of dealers using high-priced units with practically all of them.

My cash sales on refrigerators run about 40 per cent of the total sales. I won't take less than 25 per cent down from anyone, and my average leases pay out in six months. I regard a refrigerator as a highly developed personal assistant in the home; it performs a function of exceptional need, and I would be insulting the product and its usefulness if I took this \$5 a month business that is so prolific of losses. I had my share of losses on phoney customers of refrigerators and I'm willing that my fellow dealers take this business. If customers won't come through with a down payment of sufficient size to indicate a part ownership of the refrigerator they want, then they can go to a dealer who is endowed and willing to speculate on the leases. Too little down plus too much business creates a financial situation comparable to a frozen ice tray, and many a good dealer has shot the skids by just this kind of selling.

I pay my bills promptly; have a good cash balance; keep my own paper; have so few repossessions that I could (but don't) leave the refrigerators and not bother with the balance due. I consider the refrigerator one of the few great necessities in the home; the possibilities of profit and business cannot be measured, so great are the sales indications, and what is amazing to me is the number of refrigerator dealers who "carry" one or two models; who make no pretense of SELLING and who refuse to gather the profits. If they are not lilies of the field, then some other designation aptly applies to them.

Don't forget, I'm glad so many dealers do not work, for if they did my existence would be more difficult. Don't criticise me too harshly for this statement, but I believe that 5,000 refrigerator dealers in this country—the dopes and store-keepers—could close their doors to-night and neither the community, the jobbers nor the factories would wake up to the fact that they were out of business—judging from the volume of business that these lower bracket boys do.

Thorough-breds in the Radio Tube Field



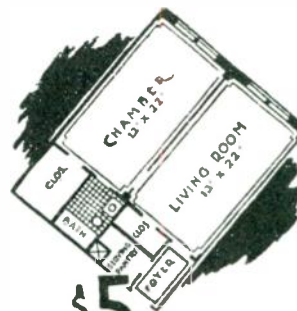
Ken-Rad Radio Tubes are built to the highest standard of performance, of the finest materials available. They must meet the most rigid requirements of quality so as to give you and your customers dependable, long-lived performance. Ken-Rad's vigorous merchandising methods make profits for Ken-Rad dealers.

Ken-Rad

Radio Tubes

DEPENDABLE LONG LIFE

The Ken-Rad Corporation, Inc., Owensboro, Ky.
Division of the Ken-Rad Tube and Lamp Corporation



\$5

Largest Single Rooms
in New York, \$3.50

PER DAY
for this Beautiful 2-Room Suite

Enjoy the comfort

of a parlor and bedroom suite for 1 or 2 persons at \$5.00. All rooms and suites equipped with combination tub and shower bath, and running ice water.

Ideal location — adjacent to shopping business and theatre districts.

Swimming Pool and Gymnasium FREE to Guests

Special Monthly Rates

Yearly Leases at attractive rentals.

The Park Central

55th St. at 7th Ave.

Telephone C'hole 7-8000

The Last Word

Compiled as The JOURNAL goes to press, to give the last word of news

May International Corp. to Distribute Beverages

Leadership in the legal distribution of wines and liquors is the aim of D. W. May, one of the country's most aggressive radio wholesale merchandisers. Formation of the May International Corp. was followed immediately by exclusive U. S. A. rights on many European vintages and establishment of offices in such important centres as Bordeaux, Munich, Vienna and Malaga. Mr. May is now appointing distributors in leading American cities for the wines and liquors he will import.

New company does not conflict with Mr. May's activities in radio. With offices and warehouse at 393 New St., Newark, N. J., and 551 Fifth Ave., New York, the May Radio Television Corp. will continue, not only as distributor for G-E Mazda lamps, Proctor & Schwartz appliances and L & H ranges, but promises other interesting products.

"Quality Group" will be the merchandising slogan for Mr. May's group of imported beverage.



D. W. May examines some of his rare vintages

L. P. Naylor Reports Big Ken-Rad Demand

L. P. Naylor, eastern representative of the Ken-Rad Corporation, recently visited the home office at Owensboro, Ky. While he expected business at the factory to show an increase, he expressed great surprise to find the Ken-Rad plant running at full capacity night and day.

Mr. Naylor, whose headquarters is in Baltimore, reports that business conditions in his territory are decidedly on the up-trend. He is most enthusiastic about the prospects for radio tube business.

Brunswick Offers Trade Vocalion Records

Vocalion records are now being offered the trade by the Brunswick Record Corp.

and the same high quality that made this name famous is being continued. The new Vocalion records list at thirty-five cents each, three for a dollar.

Many new exclusive artists are appearing on the Vocalion discs, including: Jacques Rennard, Fletcher Henderson, Jack Fulton, Dick Himber and His Essex House Orchestra, Irving Aronson and His Commanders and many others.

Stewart-Warner Columbus Distributor

The Hughes Peters Electric Company, 178 North Third Street, Columbus, Ohio, has been appointed Stewart-Warner distributor for the Columbus trading territory. This company will handle the wholesale distribution on both the Stewart-Warner electric refrigerator line as well as the new radio lines recently introduced by Stewart-Warner.

C. A. Richards Tours World For Grunow

A world-wide trip in the interest of export for the General Household Utilities Co. was recently completed by C. A. Richards and C. A. Richards, Jr. (known to his pals as "Beech"). Mr. Richards, Sr. is president of C. A. Richards, Inc., who for many years have held a dominating position as New York exporters of American commodities.

The trip started December 1st, 1932 from New York City where Mr. Richards and his son took a boat for Havana, down through the Panama Canal and up the Western Coast. Los Angeles and San Francisco were the next order of business. After a short stop in the Western Metropolis they hopped across the Pacific, beginning by way of the Southern route and stopping at Honolulu and a short stop at Kobe, Japan. Overland the pair went to Kyoto, Tokio and then back again to Kobe. From this point the trip was continued to Dairen, the principal city of the Kwantung leased territory, a small tract of land on the southern-most boundary of Manchuria, leased by Japan from the Chinese Government. From here a boat to Tientsin and thence by train to Peking and on to Shanghai, the principal commercial center of China—for that matter of the whole Far East.

After a considerable stay a boat was taken south bound along the China coast to Hong Kong and then across to the Philippine Islands. From there Mr. Richards and his son journeyed to Singapore, headquarters of the Federated Malay States. From there a short trip to Batavia, one of the two principal cities of the Dutch East Indies, then back again to Singapore and from there to Penang and across the Bay to Bengal to the Island of Ceylon. The next stop was Bombay. India with side trips to Calcutta, then north toward the Himalayas, as far as Delhi, headquarters of the Indian Government and the British Viceroy. Then they traveled back to Bombay, stopping enroute at Agra and Jaipur. Jumping on a boat the pair journeyed across the Arabian Sea and through the Red Sea to Suez, from which point an overland trip was made to Cairo, Egypt; Jerusalem and Tel Aviv, Palestine; Beyrouth, Syria and finally Alexandria, Egypt. Another boat was taken here for a trip to Naples, Italy and then back again across the Mediterranean to Tunis. Once more on land they traveled overland across Northern Africa, through Algiers and Morocco to Casablanca then up to France, Holland and England and back to New York—the starting point was reached July the 15th.

In all of the points mentioned as well as in a number of other places Messrs. Richards established important Grunow agencies and expressed themselves as being well pleased with the reception accorded Grunow products.

TWO WINNERS!



RADIO TUBES

JOBBERS! ATTENTION!

Live Jobbers can pay their overhead with a progressive campaign on Radio Tubes. We have the deal for you with exclusive Territory, Window Displays and Profitable discount. Write for territories.

GOLD SEAL MFG. CO.
East Newark, N. J.



Read this great music trade journal

Every phase of the musical instrument and music business covered every month.

Subscribe Now. \$2 a Year. Send check to

Musical Merchandise
RKO Bldg., Radio City
New York, N. Y.

A New DEWALD Product!

“The BIG Little Set”



\$34⁵⁰

YOU can always depend upon DeWald for something new—to supply you with constantly and radically improved sets which step right out and build sales for you.

Here it is—the beautiful new DeWald Model 580. Just check over its outstanding sales features. That's the kind of stuff that talks, that builds business!

The unusually attractive cabinet is an exclusive DeWald design—developed by a noted designer.

- ULTRA SENSITIVE SUPERHETERODYNE
- AUTOMATIC VOLUME CONTROL
- ANTI-BLAST TUNING
- ILLUMINATED VERNIER DRIVE DIAL
- SHORT AND BROADCAST WAVES COVERING AMATEUR, AIRPLANE AND POLICE BANDS
- TONE CONTROL
- TWO POSITION WAVE CHANGE SWITCH
- UNIVERSAL DUAL CURRENT
- NEW TYPE TUBES
- FULL TONED DYNAMIC SPEAKER
- BUILT-IN ANTENNA

See the Entire New DeWald Line
Booth 264, National Electrical Exposition,
Madison Square Garden.

Be sure to ask about the new Air-Cell Farm Set with all - electric performance. !

products of

PIERCE-AIRO, INC.

510 Sixth Ave.

N. Y. C.

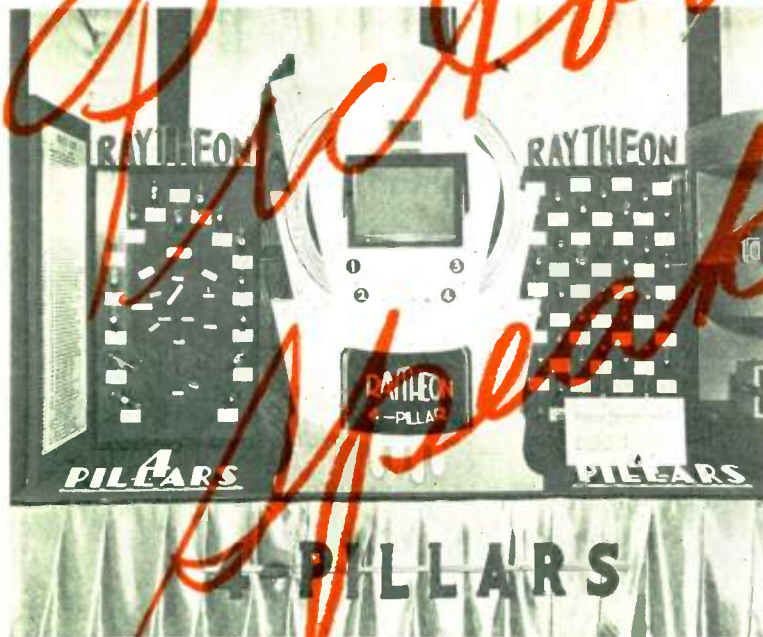
PACEMAKER IN RADIO FOR OVER TWELVE YEARS



Miss Ginger Rogers, Holly-
star, tunes her newest
favorite, Stewart Warner's
model 1114, a French Com-
mode.



George Klicker of the Klicka Lumber Co., San
Diego, Calif., in his special truck advertising Crosley
Shelvadors.



Raytheon Production Corp. stopped visitors to the World's Fair with this
interesting display featuring four-pillar tube construction.



Clyde Bohner (Tung-Sol), the old salt shows
a great likeness to George Bancroft, the movie
star, in his new role of skipper.



Unusual manner of presenting the Majestic line to distributors at the recent convention at
the Edgewater Beach Hotel, Chicago, with room settings for each model.



Salt and pepper shakers in the form
of His Master's Voice dogs are the
newest advertising novelty from RCA-
Victor Co., Inc.





Front covers of John F. Ditzell's *Majestic* messages to the trade, covering the major and minor suits in *Majestic* radio and refrigerator selling. First time the radio ape has been treated so whimsically and even "WOW" is a mild word to describe the punch of these booklets.



Edward Wallerstein, formerly with the Brunswick Record Co., has been appointed manager of record sales for RCA-Victor Co., Inc.



Even in China, enterprising dealers boast of Fada. Radio & Auto Supply Co., Shanghai, China, speeds their story with their deliveries.



Quick action by Paul S. Ellison, advertising manager of the Hygrade Sylvania Corp., produced this window streamer for dealers, telling that Sylvania tubes, too, do their part. NRA plan added 600 more employees to Sylvania plant in one week.



Widespread interest throughout the Pittsburgh territory followed this display of Stewart-Warner radio at the Fort Pitt Hotel by the Logan-Gregg Hardware Co.

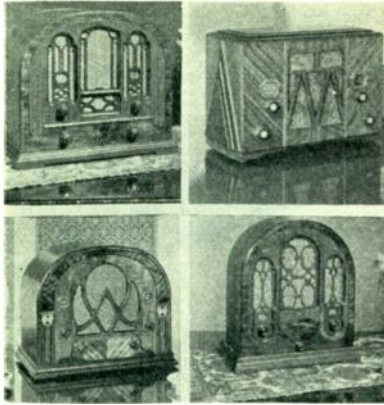


By displays showing the manufacture of records in both theatre lobbies and window, Mrs. Carla Dunlap introduced the new record department of the Glendale Radio & Appliance Co., Glendale, Calif.



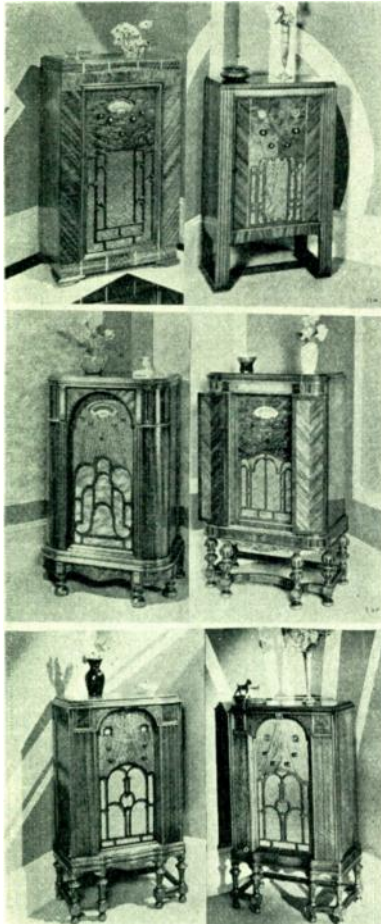
Resale salesmen of the Commonwealth Edison Company who were guests of the General Household Utilities Co. and the Grunow Illinois Co., early in August to inspect the factory and hear the company's plans.

Atwater Kent



Including models for AC or DC operation, battery models, short and long wave combination models, and featuring arresting cabinet designs, Atwater Kent offers a very complete range of new models. Prices range from \$29.90 to \$150.

Model 275 is a five-tube super-het for AC-DC operation, using 1-6A7, 1-44, 1-75, 1-43, 1-25Z5. Cabinet is modern design of matching woods and silvered inlay. List \$29.90. Model 165 is a five-tube, AC, super-het in Gothic compact cabinet. It



uses a 8½ inch dynamic speaker, with 1-57, 1-58, 1-80, 1-2A6, 1-2A5. Tunes to local police signals. List \$29.90. Model 217 is a seven-tube super-het claiming performance equal to earlier ten-tubers. In compact cabinet, it uses 1-55, 3-58, 1-56, 1-2A5, 1-80. List \$45.

Console set listing at \$59.50 is model 427, using essentially same chassis as 217. Forty-inch high cabinet, with six legs, and

carefully considered acoustic properties. Model 667, also at \$59.50 and with the same chassis as 427, combines the smooth lines of modern design with conservative beauty in a cabinet which pleases in any surroundings. This thirty-five inch high cabinet supplies ample baffle.

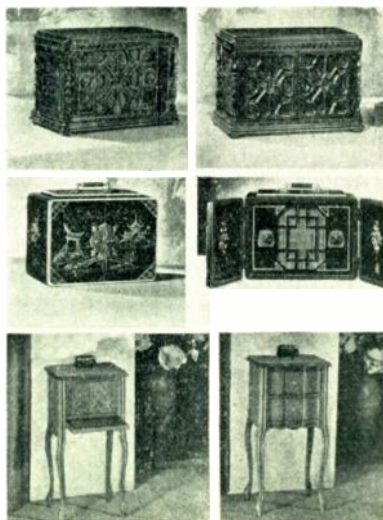
Broadcast and short wave reception is combined in Model 708, an eight-tube super-het compact listing at \$59.50. Tuning range is 540 to 20,000 Kc. Broadcast band has nine tuned circuits, short wave has eight. Wave length switch has four positions. Tubes used are: 5-58, 1-2A6, 1-2A5, 1-80. Model 808A, listing at \$78, is similar to 708 with the addition of shadow tuning and an eleven-inch dynamic speaker. Oversize speaker, with three watts output from chassis and extra baffle gives remarkable tone.

Models 711 are offered by the manufacturer as the "present-day ultimate in radio receiver design, construction and performance." The chassis is an eleven-tube superhet, combining broadcast and short wave, tuning from 540 to 23,000 Kc. Unusual care in material and tests are given these models, they being built for the customer who can afford to buy the best. List prices are: 711J, \$125; 711R, \$135; 711T, \$150. Tubes used are: 5-58, 1-55, 2-56, 2-2A3, 1-5Z8.

Model 310J and 310T are ten-tubers with eleven-inch dynamic speakers and tuning range up to 3200 Kc. The J model lists at \$89 and is housed in a large console cabinet. T lists at \$114, in the highboy cabinet with doors. Similar chassis to the 310 is used in the 510, but this model, listing at \$99, has a modern flair to its design, carried out in matching woods and a silvered inlay.

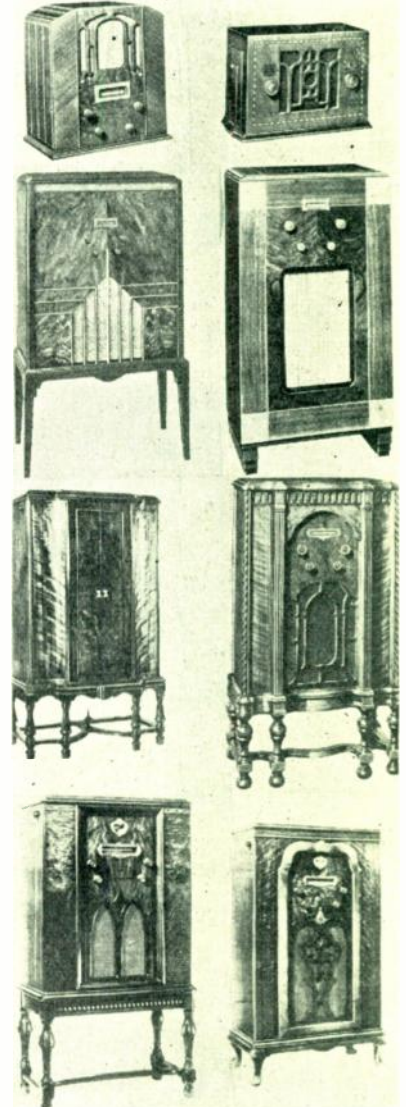
Emerson

New additions to Emerson radio include the three pictured here as forerunners of a complete line. All three show individuality of design and all operate on both AC and DC. Model 350, all wave from 75 to 550 meters, is a small Credenza cabinet with an ingenious pair of doors which fold back out of sight. It is solid walnut, with matched butt walnut top and carved doors. Listing at the same price, \$35, is Model 321, in Chinese lacquer finish. Oriental design is carried out in metal hinges and handle. Both of these sets are five-tube super-hets, using 2-78, 1-77, 1-43, 1-25Z5. They operate on 25-60 cycle and a resistor for use on 220 volt current is supplied at \$2 extra.



Model 40 is a console in French Provincial style of appeal. The top, front and legs are light-finished solid walnut, the ends are striped walnut and the legs are carved. Chassis is a six-tube super-het, operating on AC or DC, 110 to 120 volts, also 220 volts, 25-60 cycle. Tubes include: 3-78, 1-6B7, 1-43, 1-25Z5. List price is \$44.50.

American Bosch



Based on the recorded preferences of 10,000 people interviewed by investigators, United American Bosch offers its new line in cabinets proven in advance to be the most wanted. Featured in the line is a seven-tube, dual-wave receiver, claiming eleven-tube performance, with an eight-watt audio output and tuning from 530 to 6200 kilocycles.

Models 350 and 355 are table personal models, the latter operating on both AC and DC. 5-tube, SH, 530 to 4200 kilocycles, AVC, tone control, dynamic speaker, listing at \$37.50. Model 370T is a seven-tube, dual wave 540 to 1900 Kc. at \$52.50. Model 360T is a seven-tube all wave 540 to 20,000 Kc. at \$62.50.

Six consoles are included. Cabinets E and M are modernistic, S and G are six-legged, and C is De Luxe. E, M and S use either 370 or 360 chassis, the former dual wave and the latter all wave. 312G at \$140 has a twelve-tube, triple-action, continuous type true-pitch tone control.

475 Apartment Houses Install Washers

Household washing machines are being adopted so rapidly throughout the United States as standard equipment for apartment houses according to Edward N. Hurley, Jr., president of the Hurley Machine Company of Chicago, manufacturer of Thor washers and ironers, that his company has installed them in 475 Chicago apartment buildings in the past sixty days, and is busy equipping structures in 25 other cities.

"Electrical refrigeration has become so generally adopted as standard building outfitting that it no longer serves as a competitive advantage over non-equipped apartments," Mr. Hurley said. "Resourceful landlords and agents were compelled to cast about for some other rental inducement. Apartments are being leased now on the strength of there being household washing facilities in the building."

In general one household washer installed in the basement is sufficient for the needs of the average Chicago apartment house. In a few of the largest structures that have been equipped it was found that two or more machines were required. Each washer is outfitted with a coin-operated meter set to run the washer twenty minutes for a dime. Since the average family washing can be completed in one to one and one-half hours' use of the machine, the cost to the housewife rarely exceeds 30 or 40 cents. The landlord pays for the current.

Fewer New Type Tubes

S. W. Muldown, chairman of the tube committee of the R.M.A. and Chairman of the Board of National Union Radio Corporation stated in a recent interview that development of new types of tubes which set such a furious pace during the past year has definitely slowed down.

"As chairman of the tube Committee of the R.M.A., I am happy to announce that no new types are contemplated at present, and general opinion among leaders of the industry indicates that no need will appear in the immediate future for a type of tube which is not already in production.

"From the dealer standpoint, this should give him an opportunity to familiarize himself with all types of tubes now being made and in addition, it presents an opportunity to take stock of his service and test equipment needs for the immediate future."

Sells A Frigidaire Every 45 Minutes

That the salesman who gets out into the field and goes after business is the one who delivers the goods was proved in the June sales records of Aeolian Company, New York, salesman on Frigidaire sales. One salesman made eight sales in one day at the rate of one every 45 minutes, while another turned in one sale a day for eight consecutive days. Neither man had a lead from the salesroom floor or closed a deal on the floor.

David Mercer, going out at nine in the morning, returned at 4:30 with eight orders, totalling \$1312 in value. Allowing an hour to travel to and from the office and an hour for lunch this meant a sale every 45 minutes.

H. L. Bender, another Frigidaire salesman, sold a total dollar volume of \$2140 in eight days.

NEWS AND VIEWS FOR DEALERS AND SERVICE MEN

RADIO **NATIONAL UNION** TUBES

What's New IN RADIO TUBES

THE STANDARD TUBE FOR STANDARD SETS

ULTRA VIOLET LAMPS PERFECTED By Dr. E. A. LEDERER OF NATIONAL UNION

Special Installations Seen as Money Makers for Service Men

Chief Engineer, Dr. E. A. Lederer of National Union has developed a constant source of vital ultra violet wave lengths in the new Lederer Ultra Violet lamp types D-30 and X-30 announced this month by National VitaLite Corporation affiliated with National Union Radio Corporation.

These lamps are the crowning achievement of two generations of scientists. Work on the Lederer lamps was started in Vienna, Austria about 1910 by Dr. Anton Lederer, father of National Union's Dr. E. A. Lederer. The developmental work was picked up by Dr. E. A. Lederer at the time of his father's death in 1932. With a background of experience with Westinghouse in vacuum tube and lamp engineering, dating back to 1921, the son was well equipped to carry through the father's work. Applying his highly specialized modern radio knowledge against the background of his father's hundreds of experiments, Dr. E. A. Lederer produced two types of lamps approaching the ideal for ultra violet wave production. Both lamps are the same in basic construction, the difference being in the kind of glass used in the bulb.

The Lederer D-30 is a medium fast tanning lamp and the X-30 a fast tanning lamp. They operate at low voltage and therefore, require the Lederer Type T-30 Transformer to permit use on 110 volt 60 cycle alternating house current.

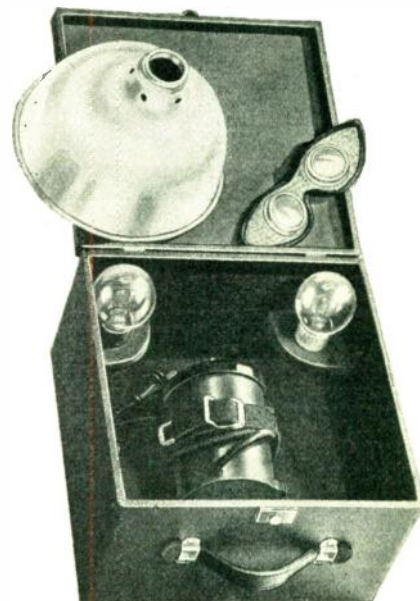
The Ultra Violet waves are produced when a rare gas with which the lamps are filled comes in contact with mercury vapor created by heat from the two electrodes in the bulb.

The Lederer lamps are safe and as easy to operate as an ordinary house bulb.

The illustration shows a complete kit consisting of a carrying case, one Type T-30 Transformer, one Type D-30 medium fast tanning lamp, one Type X-30 fast tanning lamp, a reflector and a pair of goggles. The individual parts can be purchased separately. With a few necessary parts the service man can make special home installation at a minimum cost.

Every service man should investigate as a possible source of additional revenue.

Further details will be supplied upon request addressed to National VitaLite Corporation, 400 Madison Avenue, New York, N. Y.



Lederer Ultra Violet Lamp Kit

SHOP EQUIPMENT FREE THRU N. U.

National Union offers the new Hickok Simplex Portable Tube Tester, an Automobile Radio Service Manual, Supreme Model 333 Combination Set Analyzer and Resistance Tester, three Radio Service Manuals, ABC Unameter Tube Tester, Oscillator and Output Meter, Bench Kit Box and A Readrite Tube Tester, FREE with purchase of National Union tubes. Deposit on some items. Send coupon for full details.

For your convenience—National Union jobbers stocks are complete! All types at all times.

All offers subject to withdrawal without notice!

National Union Radio Corporation of N. Y.
400 Madison Ave., New York, N. Y.

Gentlemen: Tell me how I can take advantage of your equipment offers.

NAME _____ R.J.9

STREET _____

CITY _____ STATE _____

Hamburg Bros. Win Silver Cup

An unexpected event at the banquet, during the Majestic distributors' convention, was the award of a silver loving cup and four silver plaques to five Majestic distributors in recognition of their outstanding achievement on refrigeration during 1933.

The awards were made by John F. Ditzell, assistant vice-president and general

burgh, Pa., while the four plaques were presented to Capital Electric Company, Atlanta, Ga.; Majestic, New York, Inc., of New York; Radio Equipment Co., South Bend, Ind., and Stern & Co., of Hartford, Conn.

All Majestic dealers associated with these five distributing organizations share with them the honor thus conferred, be-



Vice President and General Manager Williams stops for an informal chat with Oliver Shaw, Elmer Hamburg and Furman Ferguson at the recent Majestic Distributors' convention at Chicago.

sales manager, who referred to the company's appreciation for the efforts exerted by the five organizations so honored, and congratulated them on their success.

The loving cup went to Hamburg Brothers, Majestic distributors in Pitts-

cause the dealers' efforts were the basis for the distributors' success. In the case of Hamburg Brothers, at Pittsburgh, their dealers' support is even more vital because the cup must be won for three consecutive years to be retained.

Philadelphia Show October 2

Philadelphia will hold its sixth annual electric and radio show the week of October 2d to 7th.

The show, under the sponsorship of the Electrical Association of Philadelphia, will be held, as in the last two years, at the Municipal Convention Hall, the largest auditorium under one roof in the Quaker City.

In conjunction with the show opening, the first All-Electrical Conference, a convention comprehending the Philadelphia area, will be conducted under the auspices of the Electrical Association, according to George R. Conover, managing director. "The conference will deal with problems confronting the industry in the post-depression period," he said.

Erlandson and Kelsey Join Zenith

Ray S. Erlandson, formerly sales manager for the automobile radio division of the Grigsby-Grunow Company, and his assistant, L. L. Kelsey, have taken similar positions with the Zenith Radio Corporation. Both Mr. Erlandson and Mr. Kelsey are well known in the radio industry.

Messrs. Erlandson and Kelsey have already taken up their work of organizing a new department of national automobile manufacturers' sales for Zenith. Their headquarters will be in Chicago.

Arcturus Issues NRA Dealer Displays

In accordance with the Government's policy of having authorized manufacturers promulgate the NRA symbol in connection with their products, the Arcturus Radio Tube Company, Newark, N. J., has issued a counter card and window sticker, as illustrated.

In these the NRA symbol is directly associated with and is part of the tube.



and both pieces are printed in the regulation red, white and blue colors. These are being distributed to Arcturus jobbers and dealers throughout the country.

S. C. Mitchell Leonard Advertising Manager

Appointment of Sam C. Mitchell, formerly Minneapolis district sales manager for Kelvinator Corporation, as advertising manager of the Leonard Refrigerator Company of Detroit and Grand Rapids, has been announced by R. I. Petrie, Leonard's general sales manager. He succeeds A. M. Taylor, resigned.

Mr. Mitchell has had long and varied experience in both the automotive and electric refrigeration sales fields.

A graduate of Georgia Tech and the University of Tennessee, he originally served Studebaker, first as a retail and later as a wholesale salesman. After filling various important sales and executive



Sam C. Mitchell

positions with this company, he joined the Hudson Motor Car Company as district representative in 1926.

With Hudson, he became successively fleet sales representative in New York City, district sales manager, zone sales manager, manager of commercial car sales, and finally assistant sales manager, from which position he resigned to join Reo.

Following a period with Reo, Mr. Mitchell became manager of the Kelvinator branch at Buffalo, N. Y. He next filled the position of special factory field representative. In this capacity he traveled over the entire United States, promoting Kelvinator's merchandising programs among distributors and dealers.

In addition to conducting merchandising schools in various territories, he inaugurated the Kelvinator leadership program among utility companies, as well as Kelvinator distributors.

WIRE WOUND CANDOHM RESISTORS

ARMOURD REPLACEMENT UNITS
STANDARD EQUIPMENT IN THE LEADING SETS

OUTER PROTECTIVE SHEET
CORROSION RESISTANT AND
ABSOLUTELY BURNAGE PROOF

EVALUATED UNDER PROVED
LOADS FOR 6 1/2 YEARS

REPLACES 100'S OF
DIFFERENT TYPES OF
RESISTORS

REPLACES THE WOUND ON SHIPMENT RESISTORS

CANDOHMS

THE METER COMPANY
1225 South Michigan Ave.
Chicago, Ill., U. S. A.

WILL LOWER YOUR COSTS—MAY WE SAMPLE AND QUOTE



RADIO prices are going up. Value-standards are changing. Under conditions such as these, people tend to turn to

the name that, in the past, has stood for sound, dependable value. Throughout the years Crosley has built just such a name. Today, as always, the name Crosley means "the most for your radio dollar."

Take any Crosley radio set. Compare it with any other set in the same price range. Compare them performance for performance, tube for tube, feature for feature, looks for looks, price for price. Let the sets speak for themselves—and you'll realize, as never before, the reason for Crosley's reputation . . . a reputation that now is of greater importance to you, as a dealer, than at any other time. Crosley values are the beacon that guides the radio-buying public today.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY JR., *President*

CINCINNATI

Home of "the Nation's Station"—WLW

WHATEVER HAPPENS . . . YOU'RE *THERE* WITH A CROSLEY

CROSLEY RADIO

WORLD'S SERIES BROADCAST



Keep your set fit
BUY RAYTHEON

WOULD YOU SAW TWO LEGS OFF?

OH, NO, WE ARE NOT!

THINGS TO HELP YOU SELL

THE RAYTHEON BOOK OF POLICE RADIO MYSTERIES



Release the True of your Radio Set



SETTING THE PACE

RAYTHEON TUBES — 4-pillar Construction — have made radio history. Each month of 1933 has established a higher sales record. Dealers, jobbers and set manufacturers have bought them in larger and larger quantities.

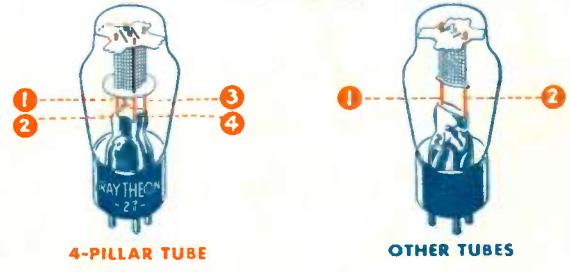
This pace will be maintained, even accelerated. Over \$3,000,000 has been expended to develop and promote consumer and trade acceptance. Intensive engineering and research activities, plus fair price competition, aggressive sales and clean distribution methods, will keep Raytheon Tubes among the leaders in sales volume and profits. Raytheon quality — precise processing and selected raw materials — means satisfied consumers. All radio tubes are not alike; Raytheon Tubes are different. They alone have the patented 4-pillar Construction — manufactured by Raytheon, a pioneer in the radio tube industry.

The pace will be maintained by original ideas in display material and advertising — window trims that bring customers into stores and that get service men into set owners' homes. Newspaper and trade advertising starts in September in tune with R.M.A.'s Prosperity Campaign. Raytheon Tubes are an integral part of it and Radio Progress Week.

Dealer helps are ready. One of them, the "Raytheon Book of Police Radio Mysteries" — for consumer distribution — gives promise of building greater consumer interest than the popular Radio Star booklet. The window and counter displays and streamers are colorful and attractive. Raytheon 4-pillar Tubes protect dealers' and jobbers' profits. Dealers should write their jobbers and jobbers should write the nearest Raytheon office for details on Raytheon's Pace-setting Campaign.

RAYTHEON PRODUCTION CORPORATION

30 East 42nd St. 55 Chapel Street 445 Lake Shore Drive
New York City Newton, Mass. Chicago
555 Howard Street
San Francisco



4-PILLAR TUBE

OTHER TUBES

RAYTHEON

4-PILLAR RADIO TUBES

