

Radio Journal

ELECTRIC APPLIANCE

MUSIC - RADIO
Electric Appliances

Glad Henderson
Editor

DIO-REFRIGERATORS-WASHERS-BURNERS-APPLIANCES-RADIO TUBES-RECORDS-MUSIC

A CLOUD-BURST THAT TURNED INTO A TIDAL WAVE

DURING the past few months Grunow distributors and dealers have achieved a record that has never before been equalled in the history of all business.

They, and the American public, have emphatically placed a seal of approval upon, and paid a tribute to a new and revolutionary product, in a way that leaves no doubt as to its supreme value.

This great out-pouring of faith—this unqualified vote of confidence, as expressed by the public in millions of dollars of expenditures for our product, again supports the homely truth, that if you build a better mouse trap—or refrigerator, a path will literally be beaten to your door.

Today Grunow distributors and dealers are practically out of merchandise. Yesterday the same thing was true. Last week, and even last month, in certain sections of the country, Grunow refrigerators were almost sold at a premium. This is the case from Maine to California.

With production facilities that are unquestionably more modern than those of any refrigeration plant in the country—with a plant organization probably more efficient than any in the country and with production *four times as great* as was originally contemplated, Grunow refrigerators still cannot be built fast enough.

We prepared for a cloud-burst, but we received a tidal wave!

We know we had the *safest* refrigerator in the world. We felt that we had the most *beautiful* refrigerator ever built, the easiest to service, the most economical to operate—and the most profitable for dealers to handle. But frankly, it was not by any means the cheapest on the market. Contrary-wise—it was simply the *finest* on the market.

And who could foretell that in the space of a few short months it would grip the imaginations and hearts of American women to such a degree that more models of Grunow

would be sold, in its price bracket, *than of any other make in the country.*

To our distributor and dealer organization which has performed so wonderfully, sincere appreciation. To them all the thanks that go with the thrill of a superb achievement. And to them also, we offer this sincere explanation of why, despite large production and a real effort to keep up with demand, it has been impossible to do so, even though we have consistently built several times as many refrigerators each day this year as last.

And now we are about to launch what we believe will offer the chance for another great achievement on the part of our selling organization. It is the 1934-35 Grunow radio line, which has occupied the attention of our own and some of the greatest consulting engineers in America for six months past. On this line hundreds of thousands of dollars have been expended in experimental work. This radio combines the finest of all-wave reception with many other spectacular features.

We say here and now that this will be the most startling development that has yet been announced in radio. Cabinet designs, mechanical features and prices will all be revolutionary—and this is not a mere catch-phrase for expressing a thought. In radio our production is geared to fill a terrific demand; because it will be there—never fear.

And, more to come. General Household Utilities Company is not pausing in its experimental work or plans for offering dealers still more extraordinary refrigeration developments that will give them an impregnable position in their respective communities.

Again we say THANKS; and await future developments.

GENERAL HOUSEHOLD UTILITIES COMPANY,
CHICAGO.

Grunow
SUPER-SAFE REFRIGERATOR

Notable Additions to a famous line!

ALL-WAVE Radio

HERE it is, now in production. Already tested by short wave experts, No. 68 has thrilled everyone. They are astounded that a set so sensitive can be so quiet; that its high sensitivity is so uniform, with no "dead spots" anywhere on the dial. They say its tone quality is a revelation, proving that short waves can compete with standard waves for entertainment.

They are amazed at its ability to "hang on" to stations that fade, as indicated by the visual tuning meter. They praise its easy operation; the large airplane dial; the long vertical-reading scales with the short wave broadcast channels and police channels clearly marked on the dial; the "SelectorLite" which illuminates only the portion of the dial in use; the dual ratio knob, permitting slow or rapid tuning without a gear-shift or any back-lash; the automatic antenna selector, for automatically connecting the best available aerial or doublet for standard waves or short waves. In short,

they tell us No. 68 makes short wave reception as pleasing and as simple as standard wave radio. Yet the No. 68 was not designed for short wave alone. It's an *all-wave* set giving splendid performance on standard waves. And the service man is quick to appreciate that *here's* an all-wave set in which every part is readily accessible. Desirable dealer territories and outlying distributor territories available. Write to Stromberg-Carlson's main office at Rochester, N.Y., or to the nearest branch office at Chicago, Kansas City, San Francisco, Atlanta, or Toronto, Canada.



NO. 68 ALL-WAVE RADIO. 10 tubes. Push-Pull Class A Triode Amplification. Output 15 watts. Automatic Volume Control. Visual Tuning Meter. Tone Control. Low Tone Compensation. Stromberg-Carlson's best Electrodynamic Speaker. Price, East of Rockies \$175.



SELECTORLITE DIAL

The dial is divided into four sections: 540 to 1500 Kc, the standard broadcast channels; 1500 to 4000 Kc, the police, aircraft and amateur channels; 4000 to 10,000 Kc, including the 49 and 31 meter broadcast bands; 10,000 to 25,000 Kc, including the 25, 19 and 16 meter broadcast bands and down to 12 meters. Only the section in which you are tuning is illuminated.



THE NO. 69 SHORT WAVE SELECTOR

Adds short wave, (1,500 to 25,000 Kc) to your present radio thus giving you all-wave reception.

For finest reception on domestic programs, the standard wave Stromberg-Carlson's are superior to any all-wave combination yet developed. This No. 69 Short Wave Selector used with a standard wave Stromberg-Carlson makes available high quality on short waves up to 25,000 Kc, including the 49, 31, 25, 19 and 16 meter bands and down to 12 meters. This also makes available the recent extension of the standard broadcast band between 1,500 and 1,600 Kc. Same short wave operating features as No. 68. Requires no change whatever in your present set. Equipped with 4 tubes. Price, East of Rockies, \$69.50.

"There is nothing finer than a Stromberg-Carlson"



1894

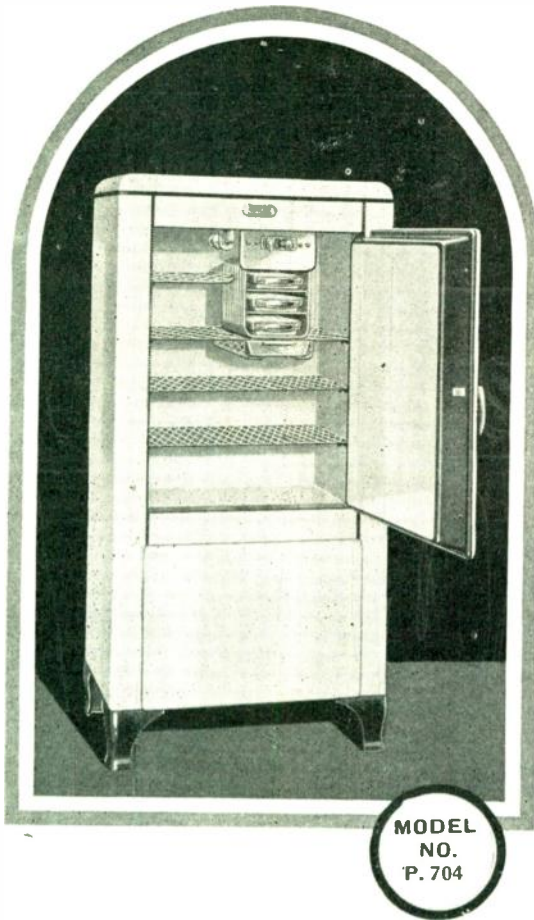
Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN FORTY YEARS



1934

COPELAND *has Everything!*



MODEL NO. P. 704

- Style
- Beauty
- Features
- Economy
- Price Appeal

Copeland 1934 Refrigerators are just what dealers everywhere have long wanted.

CHECK OVER THIS LIST

Convenient sizes, suitable to the needs of the average family; finishes that appeal to the housewife; large shelf area; plenty of ice-making capacity; rubber tray; interior illumination; new style shelves, stainless porcelain interiors; chrome-plated semi-concealed modernistic hardware; thick insulation; a thoroughly dependable bottom-mounted condensing unit; high legs—all at list prices within the reach of the average family purse.

COPELAND REFRIGERATORS

De Luxe Line:

Porcelain inside and out
 Models P-604 — 5.4 cu. ft. net
 P-704 — 6.5 cu. ft. net
 P-854 — 7.6 cu. ft. net

Standard Line:

Porceloid exterior, porcelain interiors.
 Models 454 — 4 cu. ft. net
 604 — 5.4 cu. ft. net
 704 — 6.5 cu. ft. net
 854 — 7.6 cu. ft. net

Copeland still has a number of distributor locations as yet unassigned, and is entertaining applications from aggressive merchandisers who have the equipment, the experience, and the intelligence to "go places" with us.

COPELAND REFRIGERATION CORP.
 MOUNT CLEMENS, MICHIGAN

REMEMBER THIS:

Copeland has built hundreds of thousands of Refrigerating Units which are in service all over the world. Copeland is expected to produce something superior in the refrigeration world, and Copeland has done it again. The 1934 line is a splendid answer to the distributor who wishes to offer the best in refrigeration, and who is desirous of representing a line productive of profit and pleasure to him.



Copeland
 DEPENDABLE ELECTRIC REFRIGERATION

ABC has always built Superior merchandise

• • • this year it's better
than ever
• • • an instant sensation !

New 1934 ABC "Step- down" Line



ABC SPINNER

Model 75. The superior centrifugal dryer-type washer.



**ABC Fingertip
Control**

Model 66 — the washer a million housewives acclaimed.

ABC is singularly outstanding in the entire industry as creators of superior merchandise. Progressively, each year, for 25 years, ABC washers have always been in the forefront for mechanical precision, unequalled quality, unapproachable styling. Right along there has been that something about the ABC product that scored instant recognition of salability among dealers, and an immediate appreciation of outstanding value among consumers.

ABC has built an enviable reputation for leadership from coast to

coast. Their products cannot be otherwise than the last word in perfection. That's the price of leadership — and that leadership will be maintained, we promise you.

Superior as the ABC line has always been and not withstanding its remarkable success of last year, the 1934 contribution stands out as the greatest of all ABC achievements.

ABC
will again exhibit at
A Century of Progress

With the advent of these new 1934 Models, ABC lives up to—yes, far exceeds its reputation as builders of the most complete and rounded

out line of washers and ironers ever conceived—even surpassing all previous efforts.

Where can you match merchandise like this? Does your present line embrace Fingertip Control?, a Spinner?, "French-type" Agitator?, Patented Touch Release Wringer?, Corrugated Tubs?—Eye Appeal Styling?, Never Faltering Performance?, Extra Profit Opportunity? . . . ABC offers YOU all these advantages and more.

Now consider the four-square dealer policy that characterizes ABC as a good house to deal with, an organization that knows what dealers want and that gives it to them. Long ago ABC laid down its policy and strictly adhered to it. It is unique in that it doesn't waver, falter and change its course—leaving dealers in a haze. There is no indecision in the ABC method of doing business, the success of its dealers is paramount—that's the policy, yesterday, today and tomorrow.

ABC wouldn't and didn't "jockey" prices "up" and "down" to its gain and your detriment. ABC wouldn't and didn't run "Special Sales" all over

the country, cut under your established resale figures, only to demoralize confidence among prospective buyers. ABC never has and never will force you to "load up" with more than you can sell. ABC wouldn't give you an unbalanced line with the consequent loss of sales. ABC wouldn't offer you "just another" line but rather **MERCHANDISE THAT SELLS, STAYS SOLD AND THAT LEAVES A REAL "NET" FOR YOU.**

How well ABC business principles have succeeded is best proven by the fact that this organization has grown year by year in remarkable proportions—1933 was its biggest year and 1934 will be even greater.

All over the country dealers are standardizing on ABC's because the new 1934 "Step-Down" Line is doing a real job—making EXTRA profits for them. New ironer and washer models have been added. Right thru the line down to the lowest priced washer, numerous new features and advantages have been incorporated—pre-eminent sales points have been added that your competitors can't talk away. The new line was an instant, brilliant success—so outstanding that dealers everywhere sensed in it an exceptional and unparalleled opportunity to make some real money.

ABC Model 56
—a new Fingertip Control washer at moderate price.

ABC Model 36
—lower priced washer with ABC patented touch release wringer.

ABC Model 17
Heavy duty ABC wringer —lowest price in history.

ABC Roll-about Ironer Model Z
Selling at lowest price in history.

ABC DeLuxe Model ZA
New convertible, cabinet type, table top ironer.

Immediately upon inspecting the new 1934 ABC's you'll say: "That's something I've been looking for." You can see the complete line any time, anywhere — wire when and where.

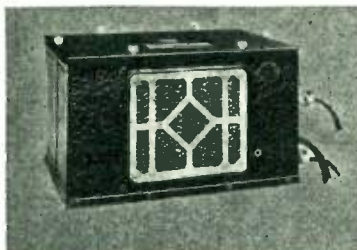
ABC
SILVER ANNIVERSARY YEAR
—a quarter Century of Progress

ALTORFER BROS. COMPANY
(Est. 1909) PEORIA, ILLINOIS

AMERICAN-BOSCH CAR-RADIO

PRESENTS 2 NEW OUTSTANDING PERFORMERS

There are more American-Bosch Police Car-Radios in use than any other make.



\$49⁹⁵

MODEL 79C—10 tube performance with 6 high efficiency tubes. One piece unit.
Western prices slightly higher

\$36⁹⁵

MODEL 45A—9 tube performance with 5 high efficiency tubes. One piece unit.
Western prices slightly higher

Introducing:

ANCHORED CONSTRUCTION SPARK NOISE TRAP BRILLIANCY OF TONE

Which make of car-radio is most profitable for you to feature? Most reliable? Easiest to sell? Most acceptable to your customers? Look them all over . . . nowhere can you tie the combination of qualities found in the American-Bosch line this season . . .

The greatest car-radio performance in America: Model 79C at \$49.95—the finest car-radio American-Bosch ever built!

The lowest priced quality car-radio on the market: Model 45A at \$36.95; it has outstanding performance, reliability and eye appeal.

The greatest proof of reliability and high standards of performance: the overwhelming choice of American-Bosch Police Radio by leading state, city and municipal police departments.

The three greatest technical advances of the year in car-radio design and performance: Anchored Construction, Spark Noise Trap, Brilliancy of Tone!

Early orders exceed expectations! Insure prompt deliveries—Write or wire at once for full information!

UNITED AMERICAN BOSCH CORP.
SPRINGFIELD, MASS. - NEW YORK CHICAGO DETROIT

The POLICE PARADE

Being a Partial List of Leading Police Departments using American-Bosch Police Radio for War on Crime

- | | |
|----------------------|------------------------|
| Atlanta, Ga. | Pasadena, Cal. |
| Auburn, Neb. | Pittsburgh, Pa. |
| Beaumont, Texas | Pittsfield, Mass. |
| Bergen County, N. J. | Portland, Ore. |
| Birmingham, Ala. | Providence, R. I. |
| Boston, Mass. | Saginaw, Mich. |
| Cedar Rapids, Ia. | Salem, Mass. |
| Cleveland, Ohio | Salt Lake City, Utah |
| Columbus, Ohio | San Antonio, Texas |
| Dayton, Ohio | San Diego, Cal. |
| Dearborn, Mich. | Seattle, Wash. |
| Des Moines, Iowa | Sioux City, Iowa |
| Detroit, Mich. | Somerville, Mass. |
| District of Columbia | Springfield, Mass. |
| El Paso, Texas | Toledo, Ohio |
| Fall River, Mass. | Tulsa, Okla. |
| Flint, Mich. | Utica, N. Y. |
| Fort Wayne, Ind. | Montreal, Que. |
| Fresno, Cal. | Havana, Cuba |
| Holyoke, Mass. | State of Iowa |
| Houston, Texas | State of Massachusetts |
| Kalamazoo, Mich. | State of Michigan |
| Kansas City, Mo. | State of Oregon |
| Klamath Falls, Ore. | State of Rhode Island |
| Lansing, Mich. | |
| Lawrence, Mass. | |
| Los Angeles, Cal. | |
| Louisville, Ky. | |
| Miami, Fla. | |
| Muskegon, Mich. | |
| New York, N. Y. | |
| Omaha, Neb. | |

—and hundreds of other leading municipalities throughout the country

● The makers of American-Bosch products have always taken pride in creating, designing, building and selling only products that are superior to those commonly in use. Proven leaders in their fields, they are built up to a high standard of quality and not down to a price.



SALES COUNSEL FROM THE CUSTOMER... No. 4

*“Show me the best...
I've got more money today”*



SELL from the top down! Start demonstrating the top of the G-E line—the combination sets and consoles. Work down to the lower-priced G-E radios later—if necessary. That way—you'll cover the entire G-E Radioline. Sales chances are greater—profit possibilities are better—your average sale will be higher.

Follow this plan—it's a proved money-maker. Tie up with General Electric's great national

advertising. Feature G-E short-wave radio in your local newspaper advertising. Put the G-E monogram on your store—show people where to buy G-E radio sets. Use G-E displays in your windows to show that you sell G-E Radio.

Sell from the top down—and you'll be in the money.

See your G-E Distributor, or write the General Electric Co., Section R-386, Merchandise Department, Bridgeport, Conn.

Model M-128-R—G-E's newest, greatest de luxe radio-phonograph combination. Plays 9 records with automatic changing and home recording—now perfected! List price, \$400. Slightly higher in West, Mid-West and South. Subject to change without notice.

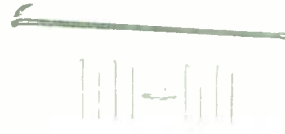


GENERAL  **ELECTRIC**
RADIO *“Now is the time to buy”* 



sets amazing new acceptance record among housewives

Orders for Crosley Shelvador and Tri-Shelvador Refrigerators are pouring in. The big Crosley factories are being taxed to capacity. Housewives all over the country are demanding the exclusive features and the exceptional value that only Crosley can give.



Ventilated Front

This feature of all Crosley models permits cool air to be drawn from the front and warm air expelled from the rear, properly ventilating power unit even when refrigerator is placed in unlined space or close to wall.

Provides about 50% more "usable" storage capacity

Shelvador provides a definite place for many items that are "space robbers" in ordinary refrigerators. Example: an orange occupies exactly the shelf space an orange should—not the shelf space of a milk bottle.

Streamline Beauty

The Streamline Beauty of Shelvador and Tri-Shelvador models does justice to the modern woman's sense of beauty. The pleasing design fits in with modern kitchen arrangement.

Compare These Features

There is the famous Shelvador, ventilated front, automatically illuminated interior, no-stop defrosting control (defrosts while refrigerator is operating), chromium plated stamped brass hardware of modern design, thorough insulation throughout (including door), round cornered porcelain interior, white lacquer exterior with black trimming, ample tray capacity for quick freezing of ice cubes.

All models have automatically illuminated interior



Model EA-43

4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—12 cubes, one double depth tray.

\$117.00



Model EA-55

5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes— one double depth tray.

\$115.00



\$99⁵⁰

MODEL EA-35

This Crosley Shelvador has a NET capacity of 3.5 cubic feet with a shelf area of 7.5 square feet. It is equipped with two 21-cube ice trays—12 cubes in all. It incorporates all of the Shelvador Series features described to the left. Dimensions: 48 1/2" high, 23 3/4" wide, 24 1/2" deep.



brings additional exclusive features that offer the utmost in electric refrigeration value

The Crosley Tri-Shelvador Series incorporates all the features of the Crosley Shelvador. It has *additional* features that make it the outstanding achievement in electric refrigeration.

1. THE SHELVATRAY . . . Can be placed in a horizontal position instantly. Place articles on it and carry them, Shelvatray and all, to table, range or cabinet. An exclusive Crosley feature. (Patent pending.)
2. THE SHELVABASKET . . . Swings with the door. Not refrigerated. Handy for greens, carrots, cabbages and the like. Exclusive. (Patent pending.)
3. THE STORABIN . . . A place for potatoes, onions and other bulky items. Not refrigerated. Exclusive with Tri-Shelvador. (Patent pending.)

Self-closing porcelain door to freezing chamber is a feature of all Tri-Shelvador models. Model E-55 (left) has 5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 ice cubes— one double depth tray. The Crosley Shelvador and Tri-Shelvador models represent the latest in refrigeration design, convenience and performance. Ask your Crosley distributor for a demonstration. All models available in full porcelain at slight extra cost.

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.



Model E-43

4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—12 cubes— one double depth tray.

\$135.00



Model E-70

7 cu. ft. NET capacity, 11.9 sq. ft. shelf area, 4 ice trays—81 cubes— one double depth tray.

\$185.00



Model E-55
\$157.50

The Crosley Radio Corporation - Cincinnati

Pioneer Manufacturers of Radio Receiving Sets
POWEL CROSLY, Jr., President Home of "the Nation's Station"—WLW

ALL PRICES INCLUDE DELIVERY..INSTALLATION..ONE YEAR FREE SERVICE

93% of the TUNG-SOL Tubes sold by our 9000 retail partners go to replace tubes of other makes

There are a number of reasons for this enormous replacement percentage, but back of them all stands this fundamental fact:

Tung-Sol Tone-Flow Tubes do a better job.

They are built with hair-line precision and scientific accuracy to provide clearer, fuller reception, to minimize the noise nuisance and to work together like a perfectly matched team during a longer-than-average lifetime.

And Every Tung-Sol Tone-Flow Tube does 100% of its duty.

That is why Tung-Sol Tone-Flow Tubes require so little servicing. That is why your Tung-Sol customers are satisfied and that is why Tung-Sol's 9000 retail partners have increased their sales by 800% during the last two terrible years!

The Tung-Sol Time-proven Protection Plan

- 1 Insures an adequate stock without investment on your part.
- 2 Insures the full profit merited by merchants who build business on the firm foundation of quality merchandise.
- 3 Insures protection from cut-throat competition.
- 4 Insures elbow-room for all by selling only to selected retailers.
- 5 Eliminates cut-rate gyp-shop and mail-order competition.
- 6 Protects against loss due to price declines and obsolescence.

Write in at once for the full details of the Tung-Sol Protection Plan



TUNG-SOL

Tone-flow radio Tubes

TUNG-SOL RADIO TUBES INC., NEWARK, N. J.

Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York

★ TO THE RADIO TRADE: ★

★ For the wonderful manner in which the Radio Trade has pledged its support to the RCA Radio Tube Agency Plan, I want to express my thanks. Fully 30,000 Applications for Appointment as Retail Agents have been received. ★

★ Our deliberate lack of haste in approving Retail Agency Applications has caused a certain amount of impatience. Disappointment has also been expressed by the great number of applicants it has been necessary for us to turn down. However, the principle behind this action has been highly commended. *The keynote of the RCA Radio Tube Agency Plan is "better distribution — not more distribution."* In our efforts to obtain only selected dealers as Agents we must necessarily proceed carefully in approving contracts. We are, however, working as quickly as is possible under the circumstances. ★

★ Another point I want to emphasize is, our assurance of "protected profits" for our Agents. In order to obtain and keep Agents of the highest calibre, we must see to it that they are adequately compensated. No one is more conscious of this fact than I. We are looking after the interests of 18,000,000 set owners as well as those of our Agents, in adopting the Agency Plan as a means of protecting your radio tube profits. Only by your being adequately compensated for the function you perform can the public be given that quality of service that is so essential to good radio set operation. ★

★ That your compensation will be protected, I wish most earnestly to assure you. Once again I ask for your wholehearted cooperation in helping us to establish the RCA Radio Tube Agency Plan on a solid foundation. I am certain you will not regret having done so. ★

★  ★

President, RCA RADIOTRON CO., INC.
CAMDEN ★ ★ ★ NEW JERSEY

As we see the business



CELEBRATION OF THE 10th Anniversary of the formation of the Radio Manufacturers' Association is held at Chicago, June 11-13, this year by a super-convention, with the companionship of the members of the radio wholesalers association. Those radio men who have survived the past ten years of a "feast and a famine" need no words of praise from us; those whose knowledge of radio men is of but a short time, such as the makers of refrigerators, washers, etc., hardly realize that from nothing to a billion dollars to 200 million, and now up again — in ten years—is the experience of radio men as an industry. Now selling about two-thirds of refrigerators and washers, the radio trade shows its power to "sell" even if it not so "good" on selling radio, as a whole. What another ten years will bring forth is probably television, heating machines for homes with power from radio; radio con-



trol of refrigeration eliminating all machinery in boxes; cars driven by radio power, etc. So far, radio development has been confined to entertainment; wait until the boys get thinking beyond entertainment, for broadcasting is now received in the home from any point on earth and "distance" has been licked.

WE'D LIKE TO LIST THE NAMES of 27 men who actually run the radio business; their policies and invisible control make or break the fortunes of the slow-thinkers and the men out of step. We intended to, but being in enough "arguments" all the time as it is, make up your own list and see what you get. Radio business, like other lines, is still dependent upon "public purchasing power" but the individual rewards are out of proportion to the general trends. The refrigerator men just found this out — 1934 market way beyond estimates of the experts due to unrecognized purchasing power and not to the ability of the refrigerator selling factors. We notice "high and mighty" symptoms in the refrigerator trade, but weren't these the same who were "working" in 1932 and 1933? And there is nothing groggier, mentally, than a manufacturer who happened to strike a fast selling number. The "throne room" of "hit goods" is the only spot in radio, refrigerator or washers that is never purchased outright; the period of the lease varies with the head-control of the factory.

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

Radio Journal

ELECTRIC APPLIANCE

MUSIC-RADIO
Electric Appliances

Glad Henderson
Editor

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

for JUNE 1934

Vol. XXXVI, Number 6 50c a copy, \$5 a year

Editor **GLAD. HENDERSON** Managing Editor **DANIEL WEBSTER**

RADIO CITY, Rockefeller Center, 1270 Sixth Ave., New York



SOME OF RADIO SETS WHICH "came and went" in the industry during past 10 years, but not including the "stencil names" of which there were too many, since the R. M. A. was formed.

PLYMOUTH, POLYROVAL, POLYDYNE, POLK, POOLEY, POWEROLA, POWELL, PREISS, PUBLIX, PFANSTIEHL, RADIETTE, RADIOTROPE, RADIO-DYNE, RANDOLPH, RECEPTOR, REGAL, REVERE, RESAS, RIALTO, REGENT, ROYAL, PERRY, PETER PAN, HARDAWAY, HARKNESS, HARTCO, HAMP-TON, HEARALDYNE, HFL, HOLSUM, IMPERIAL, JACKSON-BELL, JEWELL, JEWETT, JONES, KEMPER, KELLOGG, KENNEDY, KING, KOLSTER, KYLECTRON, LARK, LEMOR, LIBERTY, LOFTIN-WHITE, ACME, AERO, AEROLA, AIR LINE, ALL AMERICAN, AMRAD, AKRADYNE, ARGUS, APEX, ARBORPHONE, AUSTIN, AVON, AMBASSADOR, ANGELUS, AZTEC, BALDWIN, BELRAD, BESTONE, BELKNAP, BEVERLY, BONA-PHONIC, BRUNS-WICK, BREMER-TULLY, BROWNING-DRAKE, BOSWORTH, BRANDEIS, BRANDES, BULOVA, BUCKINGHAM, BUSH & LANE, BUCHANAN, CADILLAC, CASE, CHI-RAD, CLEARFIELD, CHAMPION, CLARION, CLEARSTONE, CLARADYNE, CLARITONE, CONTINENTAL, COLUMBIA, COM-MANDER, CRESCENTDYNE, CRITERION, COR-ONADO, COURIER, DAYTON, DAY FAN, DAVIS, DE FOREST, DIAMOND, DICTATOR, DORN BROS., EARL, EAGLE, ECHOPHONE, EDISON, ELKAY, ELLSWORTH, ELECTRON, EVER-READY, FALCH, FEDERAL, FERGUSON, FLINT, FRESHMAN, GAROD, GREBE, GARDNER, GENERAL MOTORS, GLORITONE, GOLLOS, GOLD MEDAL, GRIMES, GULBRANSEN, GLOBE, MARVODYNE, MASTER, MASTERTONE, MAGNAVOX, MANTOLA, MARTI, MADISON, MAGNAFORMER, MONTROSE, MELCO, MELOPHONE, MELOTROPE, METRODYNE, MIROCO, MONARCH, MUSIQUE, MUSIC MASTER, MU-RAD, MUSETTE, MCMILLAN, NEWPORT, NASSAU, NATIONAL, ORPHEUS, OZARK, TEMPLE, TELEPHONE, THOMPSON, THERMIODYNE, TORODYNE, THOROLA, TIFFANY, TROY, TROJAN, TRAVELER, TUSKA, UNITED, TRANS-ATLANTIC, ULTRA-DYNE, VICTOREEN, VIKING, WARE, WASHING-TON, WORKRITE, WALTONE, WALTHAM, WHITE, WESTMINSTER, WORLD, ZANEY GILL, SELECT-ADYNE, SHAMROCK, SIRENE, SKYROVER, SKY RAIDER, SLEEPER, SONORA, SPLITDORF, STEINITE, SOMERSET, STANDARDYNE, STER-LING, CHELSEA, MURDOCK, CLAPP-EASTHAM.

Note that many of these brands had plenty of money, proving the old adage: "Knowledge is power." Radio business requires perspicacity applied in a geometric ratio.

WHILE WE ADMIRE AND RE-spect sales volume, it is still no indication of profits. It is a rare company that has both sales volume and profits, although volume should indicate profits. The law of diminishing returns works fatally, and hundreds of manufacturers have passed out under our observance whose sales volume was sufficient to make money. This law works with manufacturers, jobbers, dealers and is no respecter of personal intent. The urge for volume regardless of selling expense (one maker last year paid 110% for his business) means nothing

unless there is a residue of profit. It is true that people do not know their capacities, but too many find out when on their backs. If some one would announce that the dealers of this country made \$500,000 net profit selling Indiana Ocean products during April, what would that mean to a dealer selling the COCOMUT and losing money?

RADIO TRADE NATURALLY looks at refrigerators as being "different" and the refrigerator boys have the same attitude at radio. What amazes radio is how one refrigerator company can operate two brands from one factory, and practically one organization but with two separate and different groups of jobbers. Those who wonder do not know that there are very few good jobber lines on the market, and anything within reason sells. Every time a radio manufacturer tried to operate two brands with two groups of jobbers the plan fell with 2½ clanks.

THERE WAS SOME JUSTIFICATION for the failure in radio of dual distribution. The manufacturers were making plenty of money with one group, and the thought of doubling the jobbers to make double the money seemed to be up against the invisible wall of good marketing sense. The refrigerator crowd, not making much money, with no underwritten current of apprehension; with jobber lines scarce; and the manufacturers not making much money, dealers or jobbers haven't found a "reason" yet for objecting.

WHY AREN'T PROFITS MADE IN refrigerators? The clue, we believe, after associating with some of the refrigerator companies, is that they are too heavily staffed. More officials and semi-officials are strewn around the offices than Earl Carroll would think necessary to pre-

sent a burlesque on over-crowded refrigerator offices. No motion picture company could farce it with the genuineness that it is now done by some of the companies. A refrigerator company that did \$5,000,000 in its last full year, actually had four executives drawing \$40,000 a year, each. The Boston salesman, on commission, sold enough refrigerators to make more than the president (perfectly proper if earned) and his commission was cut in half so he wouldn't earn too much. Shakeups in refrigerator manufacturers organizations evidently come with the frequency of a California quake, due no doubt to members trampling over each other.

TWO DIFFERENT TRENDS ARE witnessed among dealers — to increase the number of lines of refrigerators sold, and to decrease the number of radio brands. Refrigerator sales are restricted, in the main, to three or four sizes, and these are the ones sold. Radio lines are developing so many models, that a dealer selling four brands, e.g. with one of each model, would be required to have 60 to 80 sets as "samples." Thus the radio factory distribution problem for the coming Fall is to promote the name brand, with emphasis (something almost ignored during the past two years) and the refrigerator men are up against the same problem for 1935. It is too late now for the latter to worry about this problem, as goods are "short" and the demand is "high, wide and handsome."

WHO IS SELLING REFRIGERATORS this year? Department stores will sell about 26% of the number of boxes, with the smallest average list price, for they feature and sell the cheapest models. Utilities will probably run about 17% (their high was 25%) and their average sale is higher than the department stores'. Then, who sells the porcelain boxes at higher prices: the large sized

models? The dealers. Dealers sell the porcelain refrigerators, the deluxe models and the higher priced units, which while represented by a numerical "half" represents two-thirds the money. Realization that profits come from the higher priced models will prompt manufacturers to advocate MONEY SALES and not quantity sales.

ONE OF THE FEW "OLDEST radio manufacturers" is Powel Crosley, Jr., whose record during the past twelve years in radio covers the unique distinction of never being lower than fourth place during any year; leading the industry one year and being second and third during other years. Always an alert, progressive manufacturer, Powel Crosley, Jr., has given undivided attention to the development of radio dealers, whether large or small, and today has a dealer following of great strength and activity. The Crosley coverage of "small towns" is unique for size in the radio business. Constant experimentation has developed companion merchandise for dealers, and the Crosley Shelvador refrigerator for 1934 is exceeded in production (over 100,000) by only the several old refrigerator makers. With the Crosley radio, a sales volume this year of over \$15,000,000.00 is assured (1933 sales \$10,637,366). Owned by Powel Crosley, Jr., is the world's mightiest broadcasting station, WLW (500,000 watts) and the Cincinnati Reds, one of the 16 major league baseball team. This amazing, successful and colorful career for such a young man, who started from "scratch" shows that intelligent, well-directed energy secures a bountiful reward. May the genius behind such a powerful personality bring continued achievement to Powel Crosley, Jr., and to the industry in which he is such an important factor.



Powel Crosley, Jr.



At the first annual convention of the Radio Manufacturers' Association, in Atlantic City, June, 1925, one year after it was organized were these *Electric Appliance JOURNAL*. Men you may recognize here are: Cy Colby, Charles Rice, Ernest Reichman, E. N. Rauland, Paul B. Klugh, Chas. F. P. Hawkins, Walter Huth, Joe Freed, Carl Boyd, P. C. Lenz, L. M. Green, Jesse James, Lloyd Hammarlund, Larry Nixon, W. W. Dowdell, John E. N. Rauland who chiseled his way into the picture twice.

RMA celebrates



*Fred D. Williams
President*



NEWS item in the July, 1924, issue of *The JOURNAL* recorded the fact that a few Western makers of radio had joined hands to organize the Radio Manufacturers' Association. With such a small start, a group of men with ideals of cooperation worked quietly and effectively through the first year. In June, 1925, the first convention of the fledgling association was held in Atlantic City and the industry was amazed to learn that a giant had grown overnight. Over eighty companies had pledged their loyalty to this drive for unity. Rapidly, then, as the industry recognized the value of this new move and the sincerity of the men behind it, membership jumped ahead until it reached a peak of almost three hundred and fifty.

This year the Radio Manufacturers' Association celebrates its tenth anniversary. In only a decade it has accomplished many of the fondest ambitions of its progenitors and taken easily in its stride new problems which were not dreamed of ten years ago. Perhaps the best perspective of its value to our business can be found in a contemplation of the tremendous chaos which would have resulted in all branches of radio had **not** the officers and members of the RMA worked so untiringly these years.

The radio industry is one which is peculiarly susceptible to upsetting influences, many of which never bother other endeavors. From its inception, there has been the threat of ill-advised efforts to make it the football of regulation. Only through the cooperative work of an association could these threats be overcome. For instance, it was at one time seriously suggested in Congress, that all broadcasting facilities be equally divided into five arbitrary zones, regardless of population, broadcasting talent, station equipment or demand. The RMA, in cooperation with the National Association of Broadcasters and the dealers representatives, were able to show how contrary to public interest would be such a partition. In the place of such a suggestion, the RMA succeeded in helping to outline the present laws which brought order out of broadcasting confusion, and the best programs to the greatest number of people.

Only through the RMA could the industry protect its interest before legislators eager to find new revenues through new taxes. Similarly, only through cooperative work could the right of automobile drivers to enjoy radio reception in their cars be maintained.

Particularly impressive has been the work of freight rates. This is a matter which no one manufacturer could tackle, but



*Bond Geddes
Vice-President and
General Manager*



*Leslie F. Muter
Treasurer*



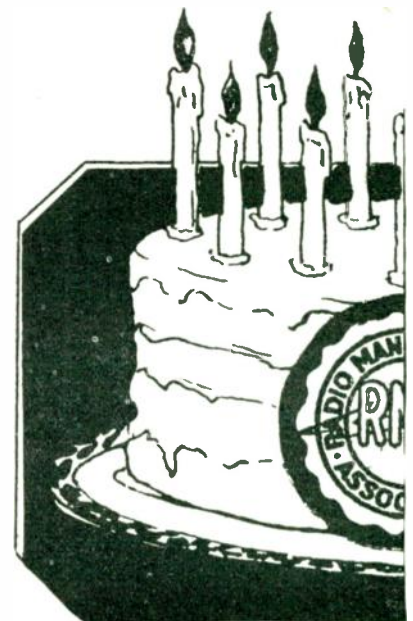
Arthur T. Murray



S. W. Muldowny



R. A. O'Connor





leading lights of the industry as it was nine years ago. Among them we find, third from the left in the top row, Glad. Henderson, Editor, Radio & Porter, C. Clement, Gordon Sleeper, H. H. Frost, Hugh Eby, E. H. Jewett, L. L. Looock, A. J. Carter, George Lewis, J. L. Schwank, L. G. Baldwin, C. Tully, Harry Simpson, J. M. Stone, J. Shaw, Frank Reichman, D. K. Bullens, B. H. Price, O. Birnbach, Kenneth Warner, E. A. Haase, C. R. Marks,

10th anniversary

the RMA has been instrumental in saving the set manufacturers alone rates which, it is estimated, would cost them nearly two million dollars a year. Freight rate reductions secured in 1933 are figured to save set manufacturers from \$250,000 to \$400,000 annually, by arranging reduced minimum carload rates on console type sets from 18,000 pounds to 16,000 pounds, and similar reduction on mixed carloads.

Savings to the industry which cannot be estimated at their full value have been achieved through the standardization work of the RMA, both in products and in classification designations. Similarly, cooperative engineering research and patent arrangements have lifted the industry out of the chaos of earlier days.

Foreign trade has become increasing important to the radio industry and the RMA has achieved notable successes in this field. Only through the energetic work of this association has the American manufacturer been able to put his full story before foreign governments and customers. Today American radio apparatus is accepted as the finest in all countries of the world.

More recent is the merchandising the RMA seal on merchandise manufactured by its members. Not only to parts, bought by one manufacturer-member from another, but to sets offered the public does this apply. The RMA has been able to publicize the value of purchasing material which bears its official stamp of approval, and in this manner it is now working towards establishing a recognized criterion of value. Among the RMA members, the credit information collected and disseminated by the RMA is invaluable. Here is a service which cannot be measured definitely, but its tremendous success is shown in the fact that members report less than one-half of one per cent credit losses to sales volume. Claims against bankrupt estates have been cleared through the RMA collection agency, thus giving concerted action to creditors and often returning better percentages of claims than might otherwise be secured.

An amazing amount of work had been crowned by success even before the NRA gave official sanction to association activities. Under Code conditions, the RMA is enormously strengthened

to carry on its work of improving all radio conditions. At first, it had planned its own code, but it was then deemed advisable to place itself under the code approved for the electrical manufacturing industry. Under this arrangement, members of the radio industry constitute the Supervisory Agencies for the several different divisions of the radio industry.

(Continued on page 14)



H. H. Frost



A. T. Haugh



J. Clarke Coit



Morris Metcalf



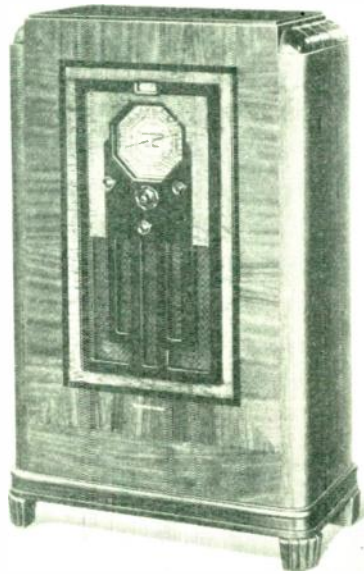
H. B. Richmond



C. C. Colby



Contrasting a 1924 Stromberg-Carlson radio receiving set with the newest all-wave creation from the same factory gives the story of ten years' progress of the radio industry. Even greater than the technical strides which the engineer have achieved has been the advancement of co-operative work for mutual welfare for which the RMA deserves great credit.



Tremendous changes have taken place in the radio industry within the past ten years since the organization of the Radio Manufacturers' Association, so that today the problems which confront this organization are radically different than those which called for concerted action back in 1924-25. In those days, complete sets were not the dominant factor which they are today in the business, yet we are able to list on page ten of this magazine almost a couple of hundred set manu-

facturers who have vanished from the rolls of the industry in the decade.

Ten years ago radio was battling for recognition as a musical instrument. The talking machine was still recognized as the most perfect reproducer of music and radio engineers were struggling to design circuits and speakers which could reproduce the radio waves as truly. Speakers were a very important accessory for the radio dealer, for the majority of the sets sold had separate speakers. These, of course, were horns in various shapes, although even the exponential type had not appeared and the startling successes of cones and dynamics were still in the future. In cabinet models, the horns were built in along side or above the huge chassis.

Circuits were chiefly tuned radio frequency, and the regenerative squeals that were set on the air around a receiving set brought many a complaint to a radio dealer. One of the big advertising points of 1924 radio was the claim by manufacturers that "They are non-radiating, thus entirely eliminating neighborhood interference." Receivers which operated on AC were still the dream of engineers, and the sets of the day were advertised at prices which did not include tubes, speakers or batteries. Storage batteries on the floor behind the set, and a battery charger quickly available were part of the bulky installation, although some of the models operated on dry batteries only. Four tubes were featured, with

1924—1934

The JOURNAL has maintained its leadership since the earliest days of radio in advising dealers exactly how to merchandise. Reprinted below are our suggestions made the month of the organizing of the RMA, but our radio history goes back to March, 1922, and our advice has been always up-to-the-minute.

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The JOURNAL'S Suggestion for Handling Radio

So many dealers have asked us for our opinion regarding method of procedure for handling radio, that we make this suggestion.

Before putting in a line of radio sets, buy one yourself, or get it on memorandum from a jobber, and install it in the back room of your store, so nobody will know that you have it, or in your home.

Take a month for acquainting yourself with the method of handling this set, finding out its merits and demerits and getting yourself into a position so that you will know something concerning operation of the radio set.

Before selecting a set, look over the advertisements in THE JOURNAL, as any set featured herein is a reliable product. We can't say this about sets in the straight radio papers, as these papers are apt to publish any kind of business as long

as there is a Chinaman's chance of getting the money.

After you fool around a radio set yourself for a month, reading here and there, you will be in a fairly good position either to go ahead or drop it.

Then put in one or two sets and start to sell them. Put in one or two good loud speakers, a good phonograph combination attachment, a few tubes, some of the different kinds of batteries—A, B and C batteries, and a battery charger.

Don't, under any circumstances, waste time trying to handle parts. Let the electrical store enjoy all the profits from selling parts to different people.

When you put in your sets, sent a letter announcing this fact to all your customers of talking machines and records, and invite them

THE Talking Machine JOURNAL for June, 1924

in to hear it. If you plan to go after it in a fairly good sized way, get a young man who knows radio to augment your own selling efforts. Don't worry about getting a radio salesman, but do the selling with your present staff and let your radio man handle, giving customers information, and also the service end of the sets.

You are going to find that it requires some service. You will have customers burning out tubes, getting the right batteries in the wrong place, and there will be a general mixup for a while until the customer unties the knots.

In selling radio sets on the in-

stallment plan, the market is in such shape today so that you can charge from 5 per cent to 10 per cent additional to the list price for your extra remuneration of loaning the person money, which is the same as the installment sale. Don't shift your sales from talking machines to radio sets, but make radio plus business, and plan so to increase your volume of business that you present overhead, with the slight addition of your radio man, that you will make some money by handling radio rather than merely the same volume of profits as in the past. The prime purpose of radio is to increase your profits.

A. H. Mayers Stages First Talking Machine Dealer Radio Show

The first radio show to be held by a retail talking machine dealer proved an undoubted success, ac-

tributors were on hand to set up the displays and put everything in working order. These same demon-

TENTH BOARD of DIRECTORS R.M.A. 1933-34



J. CLARKE COIT A. ATWATER KENT E. T. CUNNINGHAM PAUL B. KLUGH W. ROY MCCANNE POWEL CROSBY A. SWELLS



J. M. SKINNER RICHARD A. O'CONNOR LESTER F. MUTER



FRED D. WILLIAMS



ARTHUR T. MURRAY SW. MULDCWNY WILLIAM PARKS



K. THROCKMORTON ARTHUR MOSS JOHN W. VAN ALLEN BOND GEDDES W. S. SYMINGTON LE ROI J. WILLIAMS GEORGE LEWIS

the claim that they gave "Ample volume for loud speaker reception on even distant stations."

Controls were multitudinous, although some manufacturers had simplified their panels to two dials and three controls. One manufacturer, who had only seven knobs and dials on his panel, explained, "This set will satisfy the beginner who needs a practical set that isn't complicated, as well as the expert who knows a finely built set when he sees one." To men in the radio industry, this may sound a long time ago. As an actual fact, last month we saw on a New York dealer's counter a supply of radio logs which he was giving his customers and they provided for the setting of three dials to tune in a station. Changes have been so rapid in this industry that five years ago is ancient history.

Cabinets of the early radios, when they were encased in consoles, imitated the talking machine as closely as possible, for before the advent of radio the phonograph had established a high reputation for fine furniture. Many of the early manufacturers offered panels which could be placed into the phonograph and dealers did a flourishing business installing these panels. As yet, however, there was no connection between recorded and broadcast music reproduction. The radio used electricity, tubes and horns while the phonograph had its mica diaphragm and tone-arm leading to its wooden amplifier chamber. It was much later that electrical reproduction of recorded music appeared.



Here was the condition the radio had to meet in 1924 -- now disappeared since static-free reception and automobile receivers.

Sales problems for the dealers were considerably different, for a high sales unit was matched with high service and inventory costs. So much of the business was still highly technical, particularly if the dealer was catering to the thousands of "built it at home" fans. On the other hand, his market was growing by leaps and bounds, the number of manufacturers was almost unlimited so that there was not the close competition of known names. After 1924 the industry was to see a rush of retailers of all kinds trying to get into the radio business, so that even drug and cigar stores became competitors, but the talking machine dealers who were the first merchandisers of radio equipment have remained as the outstanding and successful dealers.

Actual merchandising problems were not acute in 1924, for the public was clamoring for radio sets and few companies had yet established much name prestige, yet cut prices had appeared and chains were advertising specials at half price. The seasonal aspects of the industry were tremendous, with sales dropping to nothing during the hot months of the Summer. Considering the power and equipment of the broadcasting stations and the sets then on the market, it is not surprising that radio could not be sold when static was at its height, but the lean days of Summer were a very troublesome feature of 1924's radio selling.



Business Follies of 1934 FOLLY NO. 1
PHONOGRAPH RECORDS?
"You can't hear 'em out!"

Business Follies of 1934 FOLLY NO. 2
"LISTEN—Radio has it over records like a tent!"

Business Follies of 1934 FOLLY NO. 3
"I should tie up MY MONEY in records!"

Business Follies of 1934 FOLLY NO. 4
"Don't Kid Me!"
nobody asks for records any more"

Business Follies of 1934 FOLLY NO. 5
"Records haven't got a chance against Radio!"

Victor Records
IT PAYS TO SELL

“Theme” selling wins trade acclaim



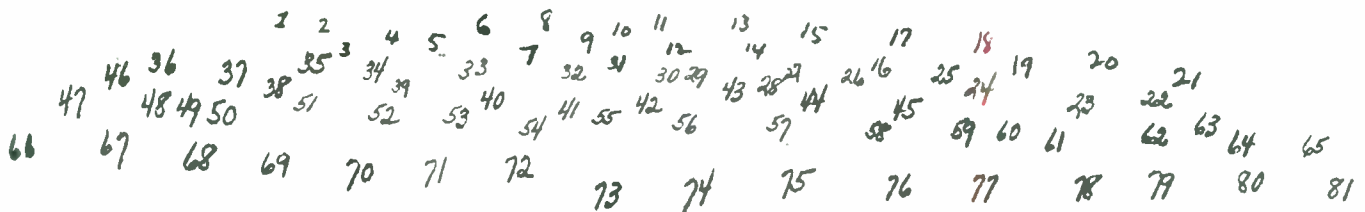
HERE is nothing like “kidding” an improper mental viewpoint out of the trade cranium, and it is done to the “King’s taste” with the series of Journal trade paper advertisements used by the RCA Victor Co., Inc., under the able direction of Ted Wallerstein, manager, recordings and records. Confronted with the “accepted” idea that the day of records was over and it was useless to try to sell records, Mr. Wallerstein knew it was useless to “campaign” on records unless a theme could be developed and featured—a theme that would “agree” with dealers and jobbers and which instantly secure attention. So in promoting the dealer who is “sour” on records, thousands remarked “me, too” on the first glance. This got remarkable attention to any page of the series, and smart retail men know the answer to the value of attention. You can “argue” with

a man who gives you his attention while you talk. And there is hardly a dealer who won’t talk facts, once his interest is aroused. And one can feel confident that the RCA Victor Co., Inc., has plenty of evidence as to the desirability and profit in selling records. Furthermore, back of this “theme” campaign, was created a proposition whereby dealers could do four times the record business with but little inventory—a definite new plan that is the “clinch” for even the record-atheist. That this theme campaign is one of the best trade paper series ever run in The Journal—or in any radio trade paper—is proved by the interest in the campaign, and the results obtained from it. Some advertisers appraise The Radio Journal by the weak copy they use, and the lifting of this copy handicap with Victor Record “theme-advertising” reverts also to a boost for the power of The Journal, and this is another reason why the trade paper can be proud of it.

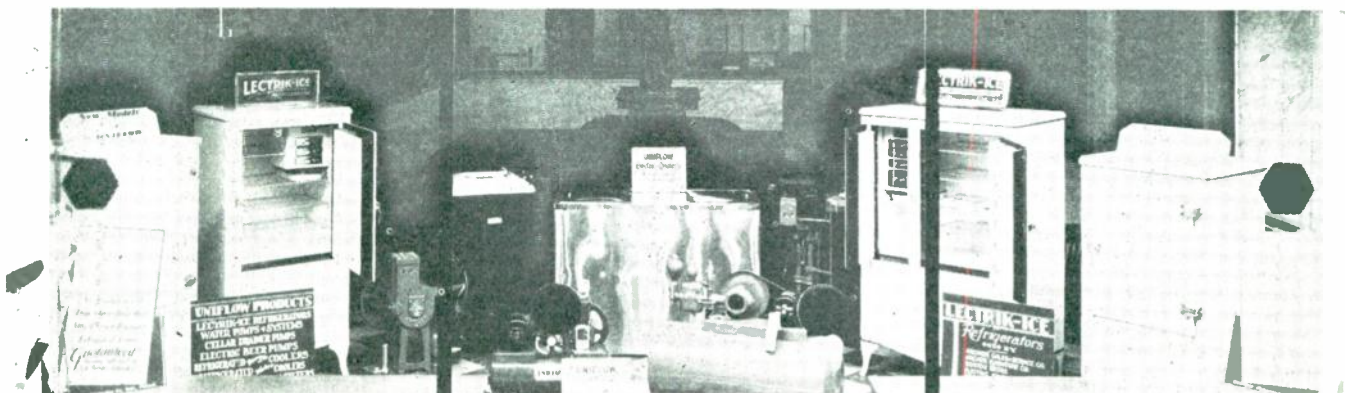


Unusually fine selling help is being provided radio dealers by the Raytheon Production Corp., giving excellent tie-ups to the rapidly growing interest in Raytheon four-pillar tubes. Above is shown a pair of window display cards which tells radio's whole story. Huge increase in interest in the trade for Raytheon tubes is partially due to the fact that these tubes are being sold at full list prices. Twenty new jobbers have been added recently.

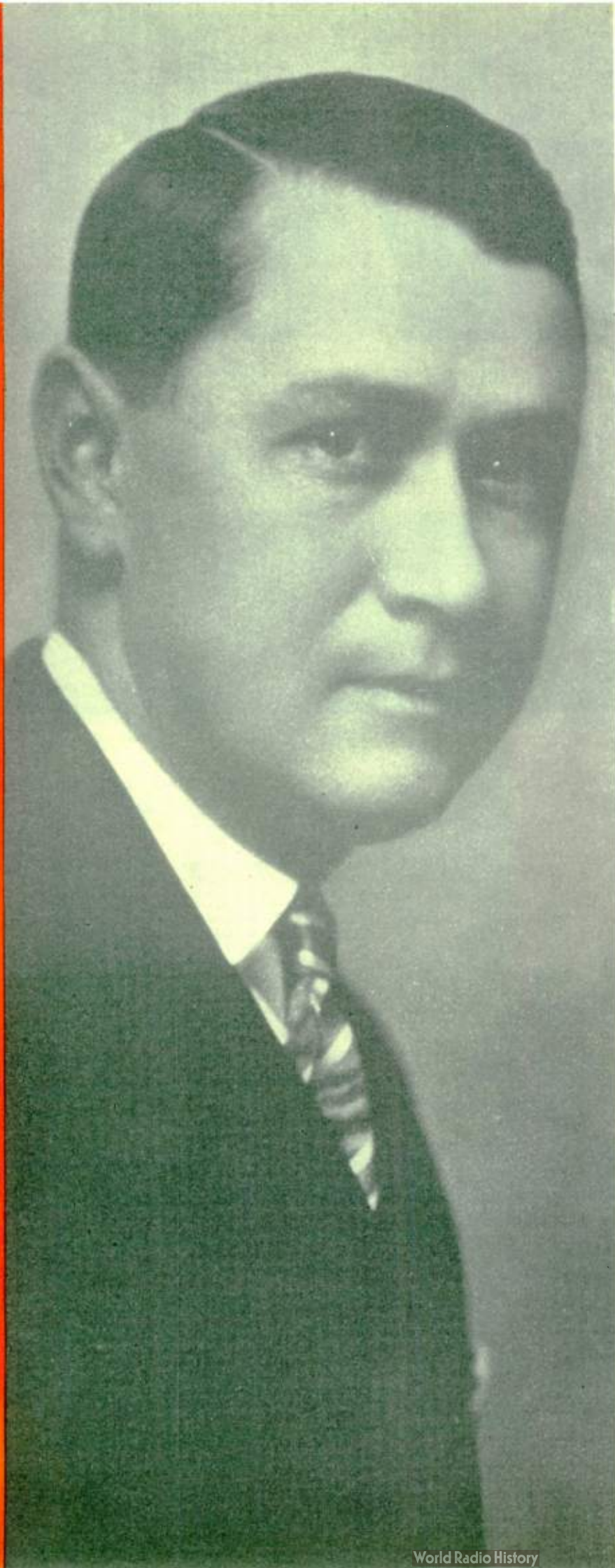
PICTORIALLY SPEAKING



Gathered for the first time since the formation of the company, here is the RCA Radiotron field force. To introduce them all, we have numbered the group and here they are: (1) F. B. Wanselow, (2) Frank Irion, (3) L. F. Randolph, (4) R. A. Graver, (5) J. C. Werner, (6) H. A. Edwards, (7) D. F. Schmit, (8) J. J. White, (9) R. J. Stewart, (10) P. M. Jefferys, (11) L. W. Teegarden, (12) J. V. Daily, (13) H. H. Kronen, (14) P. J. Pfohl, (15) Stanley A. Harris, (16) E. W. Butler, (17) R. R. Kane, (18) R. P. Myers, (19) R. S. Burnap, (20) W. F. Frederick, Jr., (21) W. D. Evans, Jr., (22) A. H. Castor, (23) F. H. Engel, (24) Henry Kolshorn, (25) E. C. Hughes, Jr., (26) J. Benton Minnick, (27) W. J. Flannelly, (28) G. L. Malsed, (29) E. M. Greenhalgh, (30) W. L. Van Keuren, (31) A. R. Oliver, (32) J. J. Tighe, (33) W. L. Rothenberger, (34) J. A. Milling, (35) W. C. Johnson, (36) M. G. Lee, (37) H. H. Rainier, (38) D. E. Neiswander, (39) J. R. Slocomb, (40) I. Van Duzer, (41) P. A. Strong, (42) H. G. Cunningham, (43) W. H. Eden, (44) A. J. McGettrick, (45) Theodore Martin, Jr., (46) C. R. Klinger, (47) L. T. Dulaney, (48) L. H. Cristadoro, (49) F. E. Harding, (50) E. Lloyd Sutton, (51) D. H. Ferris, (52) O. A. Netschke, (53) D. J. Finn, (54) M. L. Bergin, (55) R. M. Ryan, (56) L. S. Thees, (57) R. G. Eoff, (58) George Geier, (59) N. B. Harris, (60) N. A. Wehrman (61) F. H. Trout, (62) G. W. Briggs, (63) H. C. Brown, (64) N. A. Woodford (65) A. P. Matthews, (66) D. C. Patrick, (67) C. S. Kernaghan, (68) B. Boomgard, (69) W. W. Cone, (70) W. H. Allen, (71) F. H. Corregan, (72) W. H. Thompson, (73) C. R. King, (74) F. H. Larrabee, (75) W. H. Autenrieth, (76) M. B. Patterson, (77) J. W. Cocke, (78) R. W. Peckham, (79) Stanley P. Jones, (80) W. J. Mashek, (81) O. A. Tow.



A window that made passers-by stop before the Erie Lighting Company's exhibit was this featuring of Uniflow products, including domestic refrigeration, bottle cooler and water cooler.



Dallas E. Winslow

President and Treasurer
Copeland Refrigeration Corp.

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

Radio Journal

How ABC World's Fair Exhibit Nets Dealer Sales

Altorfer Bros. Company, Peoria, Illinois, makers of ABC washers and ironers, were the only manufacturers of washers and ironers exclusively to exhibit at A Century of Progress in 1933. They exhibited in Spaces 59-60 on the main floor of the Electrical Building near the foot of the grand stairway. Included in the exhibit were samples of all models in the 1933 ABC line, including Spinner and Wringer type electric washers, a gas-engine, wringer-type machine and also the ABC table type, all electric, rotary ironer. The ABC Model 66 wringer type washer with Fingertip Control and the ABC Roll-about ironer were the two models featured and most prominently displayed.

A large, enclosed turn-table with a wide doorway facing the front of the booth revolved constantly, bringing the various models into view one at a time. In addition, various models were placed at strategic points in the exhibit, and actual washing demonstrations were given to the more interested prospects in special demonstrating rooms at the rear of the exhibit. Built into panels in the walls of the exhibit were complete drive-assemblies of the various models, cleverly cut away so that the attendants could explain the construction of any model to a prospect easily. Any of these assemblies could be put into actual operation by merely touching the switch. To further facilitate explanations by the attendants, the exhibit included completely assembled models of the ABC SPINNER, the ABC



ABC at the World's Fair, 1933

Model 66 Washer with Fingertip Control and the ABC Ironer. In each of these models, all of the working parts and the tub were cut away to expose to view all of the working parts and the tub and frame construction.

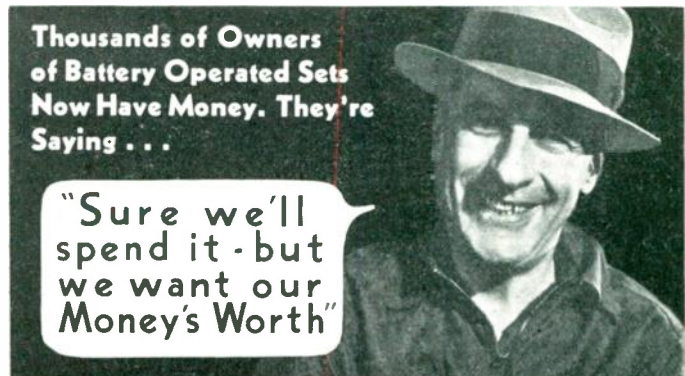
All of the attendants at the ABC Exhibit were young women assisted by a male supervisor. Great care was taken in the selection of the attendants to secure girls of refinement and education who would make a pleasing impression on all visitors to the exhibit, many of them being teachers well acquainted with the art of exposition and explanation. This staff was given a concentrated education in washers and ironers, and each was required to master a typical selling talk, not with the idea of furnishing them with a "canned" sales talk which they must adhere to, but rather to supply them with a foundation on which to build their own individualized selling talk and adapt it to questions asked by each prospect.

If a housewife visitor to the booth mentioned that she had no washer, or that she had an obsolete washer and expected to purchase a new one soon, or showed any other active interest, the attendants gave as thorough and complete a demonstration as time would permit and then secured the prospect's name, address, make and age of her old washer and ironer, if any, and made a notation as to what ABC models interested the prospect most. A notation was also made as to whether the prospect was likely to be in the market at once or some time in the future, and, if the prospect expressed willingness to have an ABC dealer call and arrange for a demonstration, that information was noted.

Complete reports of this type were secured on hundreds of washer and ironer prospects every day. This information was transcribed onto convenient record and report forms and rushed out to ABC wholesale distributors in various parts of the country, who immediately turned them over to the established ABC dealer nearest the prospect for immediate follow-up with a personal call by the dealer's salesman. Immediately following the prospect's visit to the ABC booth, she received a letter thanking her for her interest in ABC Washers and Ironers. This let-

(Continued on page 30)

BURGESS offers You More REPEAT Sales



★ Sell the BURGESS Power House

Retailing at only \$3.20, the BURGESS Power House provides owners of 2-volt battery operated sets with dependable, economical "A" power. Sales features are: 100% Dry. No water or acids to worry about. Ready for instant use. Compact, convenient.

Weighs only 14 pounds. Provides 400 hours or more of "A" power at less than 1¢ an hour! Easy to sell. Easy to use. Your customers get their "money's worth" and more.



★ the BURGESS Super "B"

The finest "B" Batteries made. Famous for their greater capacity and longer life, BURGESS Radio Batteries have been taken to the North and South Poles, down the Amazon, through interior Africa. Their dependability is known the world over! Satisfied users come back to you for more.



★ BURGESS Flashlight Batteries

BURGESS UNI-CELS are packed in handsome, "self-service" counter display-vendors which speed up flashlight battery turnover. One piece, seamless zinc cans, plus CHROME electrolyte give BURGESS UNI-CELS longer

life and assure dependable service. You will find flashlight owners like to trade at stores that sell black and white striped UNI-CELS.



★ A BURGESS Battery for Every Purpose and Every Purse

BURGESS offers you a battery for every purpose, to meet every competition. Standardize on BURGESS Radio, Flashlight and Ignition Batteries and enjoy more repeat sales and Profit from customers who come back to you because they get their money's worth.

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

Charges Against RMA Presidents

Herbert H. Frost—1924-25; 1925-26; 1928-29

Paternity of the child RMA. As first RMA President in 1924-25, you are charged with providing the baby RMA only with sales tax exempt clothing and spare parts makers for its infant provender. As President in 1925-26, you are charged with establishing an annual trade show for its succor and growth into the American industrial family. You also are charged with later contributing to its delinquency by permitting it to consort with the "Libby Boys," Nick Carter, Norm Kauland and other irresponsible industry companions, allowing it to run its merchandising habits up an "Alley" and with since contributing to its support only by dropping an occasional nickel in a radio slot machine.

Arthur T. Haugh— 1926-27

As stepfather of the child RMA by election as President for 1926-27, you are charged with depriving it of its customary diet of batteries, B-eliminators and loud speakers and developing a new A.C. complex from which the youth has never fully recovered. You are also charged with promoting promiscuous relations with the NAB and the RWA, with Ruarking its original nurse and substituting a Happy Baker therefor, and with changing your own stepfatherly peerless habits to become a united reproducer later reaching the zenith of your career with an echo-phone following and now tooting a sparton horn, all to the dismay and bewilderment of the child RMA. Lately you are charged with attempting to substitute the Eoornis PteroveloX Gobiensis for the Blue Eagle on the radio family escutcheon.

C. C. Colby—1927-28

With gross financial irregularity in having, as President in 1927-28, provided the child RMA with a fat bank account and surplus, providing for its education and growth to meet present financial emergencies, all contrary to accustomed practices in the radio industry. You also are charged with permitting the child to flounder and almost succumb in a patent pool and with promulgating for it a code of ethics which, fortunately, it has escaped by following the more regular practices of its companions in the radio industry. You are also charged with adopting the alias "Cy" and with engaging Bond Geddes and John W. Van Allen as wet nurses and tooters for the child RMA.

H. B. Richmond— 1929-30

As President in 1929-30, you are charged with having adopted the alias "Hy" and of teaching the child RMA to boom during the year of its greatest growth, providing its biggest trade show at Atlantic City and its largest membership. You are also charged with giving a profound business administration to its affairs against the established custom of the industry, and with having secured radio freight rate reductions, aggregating \$2,000,000 every year. You are further facing a "General Radio" indictment.

Morris Metcalf—1930-31

Ample nutrition of the child RMA during your term as President in 1930-31 is charged. Specifically you are charged with being its guardian in the beginning of depression which has caused its emaciation and decline. While cognizant of the child's love of industry statistics, you are charged with failing to secure these from members of the industry. You are also charged with specifically securing a federal court decision in a South Carolina broadcasting case immunizing the radio industry forever from special sales taxes imposed by the States. You are also charged with appointing Fred D. Williams as chairman of the RMA Fair Trade Practice Committee and J. Clarke Coit as chairman of the Traffic Committee, facts responsible for their later assumption of stepfatherly function for the child RMA.

J. Clarke Coit—1931-32

As President in 1931-32, you are charged with attempting to dress the child RMA in the garment of the hardware industry and also with attempting introduction of monkey glands to said child of which it had no need in its youth. You are also charged with suffering patent litigation excessively to annoy the industry but with happy results in securing royalty reduction. Also you are charged with permitting Congress to pass a five per cent excise sales tax despite the violent outcries of pain and anguish of the child RMA.

Fred D. Williams— 1932-33; 1933-34

As President of the RMA in two successive and pernicious periods of 1932-33 and 1933-34, as stepfather of the child RMA you are charged with reorganizing and rehabilitating it to such an extent that its complexion has been changed into a "set" appearance. You are charged with being neutral in its affairs as a parts manufacturer and with adopting an official seal for its sets. A further charge is the alleged rifling of the child's RMA bank to promote its general health and amusement by providing a "radio progress week" and are lately charged with considering a separate code for its conduct in fair competition, all with your personal knowledge that none exists in the radio industry.

Stellar Entertainment for RMA Annual Banquet

Tenth annual Radio Manufacturers' Association banquet will surpass all previous similar affairs, if that is possible. We add that last phrase because RMA banquets have been such stellar events that many in the trade believe they can't be improved, even if equalled. But we have direct from the committee in charge of the affair, with Paul B. Klugh as toastmaster, that this will be the banquet of the decade.

Entertainment will be such as only the radio industry can command for its delectation. None other than Reinald Werenrath will head the list of artists; the nationally famous baritone supported by a chorus of twelve male voices, Alice Mock, formerly Chicago Grand Opera star, will sing with a female chorus of sixteen voices. This is only part of the de luxe program, but it is a fair sam-

ple of what has been planned.

We are also informed that there will be champagne and no speeches. There seems to be a connection between this dual statement, but whether it is because the committee believes that the manufacturers can't stand both champagne and speeches in one evening, or whether it thinks that the speakers couldn't handle both, we don't know. However (and this is good news if Chicago gives the kind of climate Chicago can give), formal dress for the evening is waived, so that one can appear at the banquet almost direct from the beach.

And for those of the trade who will be at home or in their stores that night, the banquet entertainment will be broadcast over the NBC national network ninety-three to ten, Central Daylight Saving Time.

Atwater Kent Convention Discloses New Models

Atwater Kent Manufacturing Co. will hold the Ninth Annual Convention of Atwater Kent distributors in Atlantic City on June 27, 28 and 29th. Invitations to attend the gathering as guests of A. Atwater Kent have been issued by F. E. Basler, general sales manager, to firm members and executive officers of distributing organizations in all parts of the country. Mr. Basler anticipates an attendance of several hundred.

The group will gather at the Atwater Kent plant in Philadelphia on the opening day for luncheon and an inspection of the factory, then go by special train to Atlantic City where headquarters will be maintained at the Hotel Ambassador. Business sessions will be held on the two days following, with the usual dinners and entertainments.

A complete new line of Atwater Kent models will be exhibited for the first time at the convention.

Servicemen's Candohm Replacement Resistors

Muter, makers of Candohm wire wound resistors for a large number of set manufacturers, announces a new line of units designed especially for the servicemen. The new units are small enough for use in practically all radio circuits and have 1½ in. tinned wire leads instead of mounting lugs, as have the Candohms they supply set manufacturers as standard equipment.

The 1 Watt type is 1 in. long and made in a range of values from 100 ohms to 25,000 ohms. The 2½ Watt type runs from 20,000 to 50,000

ohms. The 10 watt type, 1½ in. long, is made in from 5 ohms to 25,000 ohms.

Servicemen's Type Candohms are offered at attractive list prices and fully described in the June 1 catalog, which also contains hundreds of Candohms supplied by this company to set manufacturers. We suggest your writing for this new catalog and also requesting their quick reference Resistance Calculation Tables which will give you a direct answer to many resistance problems without any work.

Organize Pathe Radio

Announcement is made of the Pathe Radio & Television Co., recently formed by Hank Halperin and Al Rothenstein, with offices in the Empire State Building, New York. Policy of operation includes the making and selling of higher priced sets and "combinations" and a detailed presentation will be made by the company very soon.

Grunow Convention June 18

General Household Utilities Co. has invited its distributors, their salesmen and service men to a Grunow radio convention in Chicago June 17, 18 and 19. First gathering will meet at the Lake Shore Athletic Club on Sunday, June 17. Three Grunow special trains will leave La Salle Street station Monday morning at 2:40 A. M. for Marion, Ind. After an all-day meeting in Marion, the trains will return to Chicago late Monday evening. Tuesday will be given over to a meeting at the Lake Shore Athletic Club.

Enthusiasm among the Grunow distributors and their organizations for the successes achieved by Grunow indicates an enormous turnout for the convention.





BETTER AUTOMOBILE & RADIO PERFORMANCE

The Sherwood Ignition Filter replaces high resistance suppressors and eliminates the interference created by the high tension circuit of the ignition system in any make of automobile.

Check these guaranteed claims against any high resistance suppressor

* Full power to Motor	* Less Gasoline Consumption
* Perfect Motor Idling	* Quick Acceleration
* More Speed	* Clean Spark Plugs
* Easy Starting	* Moisture Proof

Write today for our profitable distributor or dealer plan.

C. M. SHERWOOD & CO.
1015 — 48th Ave. — Long Island City, N. Y.



3-Pc. Window Set Given

This 3 piece set of window display cards, in *three brilliant colors*, given with your order for \$50 worth of Pan-American, or Cavalier, instruments. This is but one of our many aids to move business for the P-A Dealer. If you have a P-A catalog and dealer price list, *send in now* for these really beautiful display cards. If not, write for catalog today sure. Don't wait. Start the new year right, from the start.

PAN-AMERICAN

524 PAN-AMERICAN BUILDING, ELKHART, INDIANA

This book "Profit" tells the *whole glowing story* of P-A Dealer cooperation. If you have not yet received *your free copy*, send for it now. Don't delay. Start the *new year right* with P-A. You must make a profit these days. Write now, on your letterhead, for "Profit" and the P-A Dealer proposition. Buy direct from the Pan-American factory. ■■■



Moderate Price

YOUR COPY IS READY

FOR you



Be cut in front with a MARTIN

■ Pin the coupon to your letterhead and get this new book on Imperial and Standard Martin instruments. Then file your questionnaire for an analysis and suggestions for improving your instrument business. No obligation. Send coupon today.

MARTIN

BAND INSTRUMENT CO.

505 MARTIN BUILDING, ELKHART, INDIANA

Without obligating me in any way please send new Martin General Catalog and business analysis questionnaire.

Firm Name _____

By _____

Address _____ State _____

Town _____

Radio

51 Code District Agencies

The Radio Divisional Code Authority, officially appointed by the NRA Administrator met in special session in Washington on May 18th. As officially appointed, the Code Authority consists of:

Benjamin Gross, Chairman, Gross Sales, Inc., New York; David M. Trilling, Trilling & Montague, Philadelphia, Pa.; Francis E. Stern, Stern & Company, Hartford, Conn.; Harold J. Wrape, Benwood-Linze Co., St. Louis, Mo.; James E. Aitken, Aitken Radio Corp., Toledo, O.; H. G. Erstrom, 185 North Wabash Avenue, Chicago, Ill.; A. C. Marquardt, Stewart-Warner Sales Co., Boston, Mass.; A. Meyers, Mayberg Co., Los Angeles, Calif.; L. Luckner, Luckner Sales Co., Minneapolis, Minn.; D. H. O'Brien, Graybar Elec. Co., New York; Wm. E. O'Connor, Southern Wholesalers, Washington, D. C.; A. Emmerich, Parks-Hull Co., Baltimore, Md.

The Code Authority tentatively designated 51 districts. Notice of the County groupings will shortly be announced. The individual territories under jurisdiction of each District Agency is subject to change at the request of each such Agency. In the meantime, the 80 District Agencies nominated by the members of the trade in as many trading areas, have been formally elected to their offices by the Code Authority. Under the code the District Agencies are virtually Local Code Authorities charged with the duty of administering the Radio Wholesaling Code and the General Wholesaling Code as it applies to this trade. This indicates more rapid action than has ever been taken by any Code Authority.

Radio Wholesalers Association announces that the plans for the Convention to be held in Chicago on June 11, 12 and 13 at the Stevens Hotel will include a special Convention of District Agencies. This will be a most important session and it is desired by the Code Authority that a maximum number of representatives be present from every trading area of the country.

DISTRICT AGENCY MEMBERS ELECTED BY DIVISIONAL CODE AUTHORITY FOR THE RADIO WHOLESALING TRADE, MAY 18, 1934

BOSTON—Chairman: Allan Steinert, Eastern Radio Co.; William Kaiser, General Electric Supply Co.; Dave Rockman, George Collins Co.; A. Ullman, Northeastern Radio Co.;

Thomas Burke, J. H. Burke Co. Subdivision A—Portland, Maine, Bangor, Augusta, Lewiston, Portsmouth, N. H.—Chairman: Harry Tozier, James Bailey Co.; Frank M. Brown, F. M. B. Company. Subdivision B—Manchester, N. H.—No direct representatives. Subdivision C—Worcester, Mass.—No representatives.

HARTFORD — Middlesex County, Tolland County, Windham County, Hartford County and Litchfield County—Chairman: Pete Carr, Post & Lester; Thomas O'Brien; Larry Adams, Keller Distributing Co. Subdivision A — Springfield, Mass.. Pittsfield — B. H. Spinney. Subdivision B—Burlington, Vt., Rutland, Vt.—Ramsey, Vermont Hardware Company.

NEW HAVEN—Fairfield County, New Haven County and New London County—Chairman: R. Mailhouse, Subdivision A—Bridgeport—Chas. D'Elia Electric Co.

NEW YORK CITY—Chairman: D. F. Goldman, North American Radio Corp.; M. Salzman, Wholesale Radio Equipment; R. Keator, Bushwick McPhilben Co.; T. O'Loughlin, Philco Radio & Television Co.; E. A. Wildermuth, E. A. Wildermuth Company; C. Sonfield, Bruno-New York Co.; R. H. McMann, R. H. McMann, Inc., B. D. Colen, Majestic-New York, Inc.; Benj. Gross, Gross Sales, Inc.

NEWARK, N. J.—Chairman: B. J. Oppenheim, B. & O. Radio, Inc.; Earl Pullen, Philco Radio & Television Co.; Dave Slobodin, Apollo Radio Company; Robert Downing, E. B. Latham Company; Max Krich, Radio Dist. Company.

TRENTON, N. J. — Chairman: J. Harry Hearnen, Hearnen, Inc.; Herman Fineburg, United Tire Stores Co.; Harry R. Stover, Warren-Balderston Co.; Al Riley, Westinghouse Elec. Supply Co.

PHILADELPHIA, PA.—Chairman: Raymond Rosen, Raymond Rosen Co.; Jim Peirce, Peirce Phelps Co.; Louis Buehn, Louis Buehn Company; Frank Elliott, Elliott Electric Co. **PROVIDENCE, R. I.**—Chairman: R. U. Lynch, Post & Lester, Inc.; Rhode Island, Southern Mass. & Eastern Conn.

PITTSBURGH, PA.—Chairman: Ludwig Hommel, Ludwig Hommel & Co.; C. R. Rogers, C. R. Rogers Co.; Harold W. Goldstein,

Anchor Lite Appliance Co.; Wallace Russell, Houston-Starr Company.

BUFFALO, N. Y. — N. Y. Counties — Erie, Genesee, Orleans, Wyoming, Alleghany, Cattaraugus, Chautauqua, and Niagara, Pennsylvania Counties—Warren, Potter, McKeen, Erie and Crawford—Chairman: H. G. Rice, C. Kurtzmann Company; H. B. Alderman, H. B. Alderman, Inc.; F. D. Ball, Joseph Strauss Company; S. J. Levy, W. Bergman Company; H. P. Fillmore, New York Talking Machine Co.

ATLANTA, GA.—State of Georgia—Chairman: W. D. V. Hopkins, Hopkins Equipment Co.; Herndon Thomas, Beck & Gregg Hdw. Co.; Harry Lever, Capital Electric Co.; M. W. Edwards, Dixie Radio Distributors; G. T. Tuten, Tuten & Long.

RICHMOND, VA.—States of Virginia and North Carolina—Chairman: H. R. Perkinson, Tower-Binford Elec. & Mfg. Co.; L. S. Hodges, Kirkmeyer Elec. Co., Richmond; J. F. Crutchfield, General Elec. Supply Co., Raleigh; Sam Goodman, Woodhouse Electric Company, Norfolk; E. C. White, Carolina Auto Supply Co., Charlotte, A. K. Sutton, A. K. Sutton Co., Charlotte.

CLEVELAND, OHIO—Chairman: R. H. Bechtol, The Cleveland Ignition Co.; Lou Bloom, B. W. Smith, Inc.; Tyler Carlisle, Strong, Carlisle & Hammond; J. Q. Herron, The M. & M. Company; R. J. Lewis, General Electric Supply Co.

LOUISVILLE, KY.—In Kentucky the Louisville area extends as far west as Livingston county and on the south bordering on Tennessee and including Trigg, Christian, Todd, Logan, Simpson, Allen and Monroe, on the east boundary Carroll, Owen, Scott, Bourbon, Montgomery, Powell, Lee, Owsley, and on the south-east Jackson, Rockcastle, Lincoln, Adair and Metcalfe. In Indiana—Southern Section: Knox, Daviess, Jennings, and Jefferson—Chairmen: George Bueschel, The Sutcliffe Co.; N. P. Bloom, Adler Mfg. Co.; J. Johnson, Cooper-Louisville Co.; Tom French, Peaslee-Gaulbert Co.; J. G. Williams, Harbison-Gathright Co.

CINCINNATI, OHIO—Chairmen: Harry Knodel, The Harten-Knodel Distributing Co.; Eugene Zachman, Cincinnati Radio Corporation; Leonard Kellogg, Crosley Distributing Corp; Albert Wenstrup, Tri-State Ignition Company. **INDIANAPOLIS, IND.**—State of Indiana except Lake County—Chairmen: Adolf Wagner, Wagner Radio Co.; W. C. Griffith, Griffith

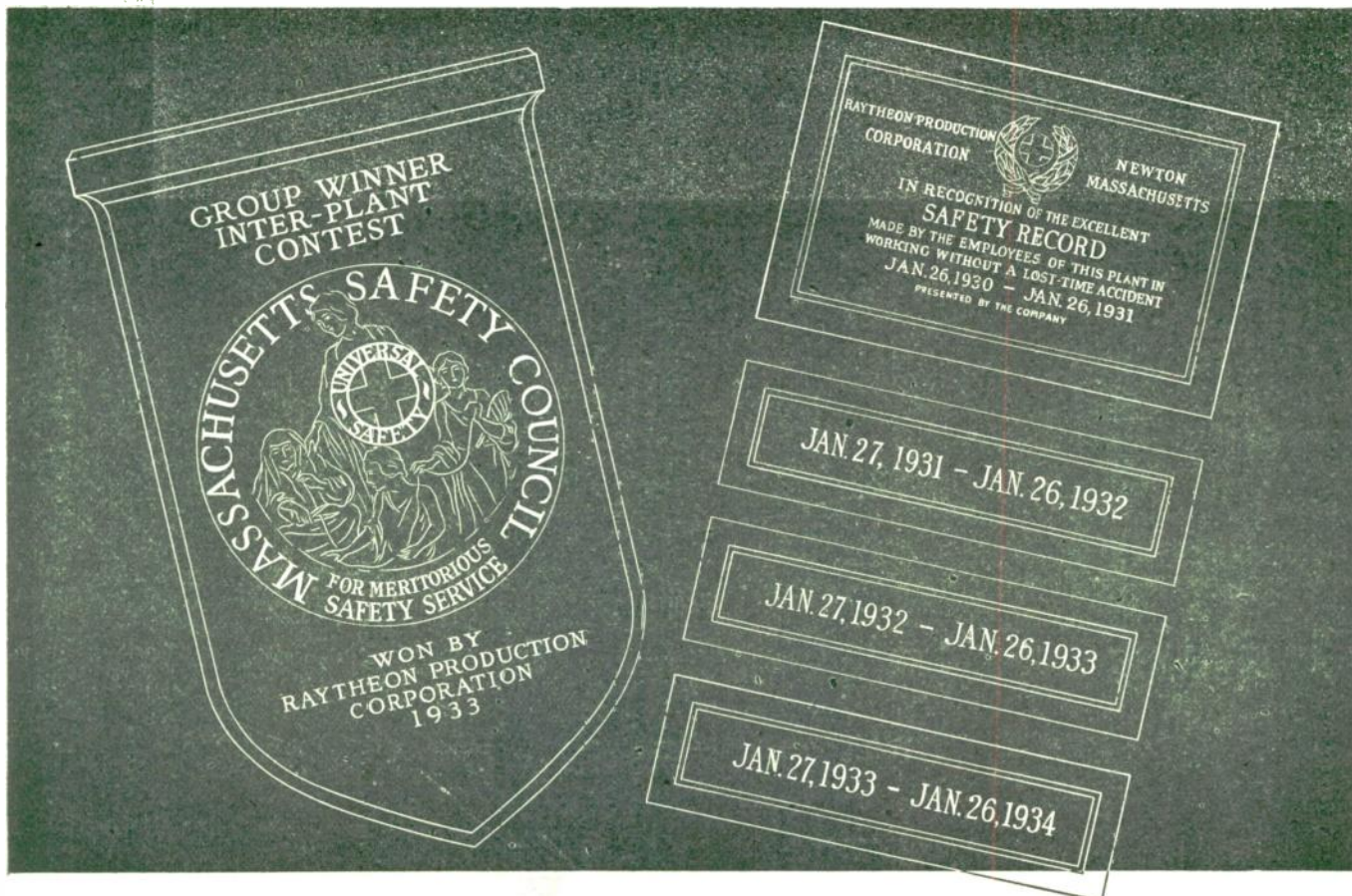
(Continued on page 30)

Today's trade situation

Due to rumors of new lines, business between dealers and jobbers dropped in greater proportion than the volume between dealers and the public. One of the objections to Radio Trade Shows in the past was the fact that dealers do not order when they hear of new lines coming, but evidently rumors have the same effect on dealers as facts. Lines will be shown earlier this year than last, there being more "certainty" of an improved Fall business. Tube sales holding up marvelously well. Such dis-

counts to dealers on tubes of 50-10-10-10-5-5 will be eliminated if the list prices are cut. One company let out over 100 "radio engineers" recently, which is a fine move for eliminating the farm hand shortage in Kansas this summer. Shortage of so called "good jobber lines" for distributors, we knowing about 40 jobbers wanting a "staple" line. If some of the smaller manufacturers can fix a policy for a few hours, sales growth for 1934 is assured. Westinghouse set new comer on market.

REFLECTION OF EFFICIENCY



IN MORE than four years, not one employee of the Raytheon Production Corporation has lost time because of a major accident. Up to March 1, 1934, a total of 4,265,654 man-hours had been worked with no time out for serious injuries. And in 1933, the Massachusetts Safety Council, in recognition of Raytheon's growing safety-record, awarded it first place in its group among the manufacturing companies of Mass.

Such efficiency naturally must be practiced to produce so nearly a perfect tube as the Raytheon 4-pillar Tube. And because it is, the finished product of this company is selected for use by polar expeditions, by police departments throughout the land, by aviation companies, for auto-radios, and by thousands of set-owners.

To the engineer who builds his circuits around radio tubes . . . to the service-man who finds most of his call-backs due to defective tubes . . . and to

the dealer who depends upon trouble-free tubes for customer satisfaction and business permanence, experience recommends firmly supported Raytheon 4-pillar Tubes. And the safety record of the corporation which manufactures them is one of the many reasons backing up this recommendation.

RAYTHEON PRODUCTION CORPORATION

30 East 42nd Street
New York City
55 Chapel St.
Newton, Mass.



445 Lake Shore Drive
Chicago, Ill.
555 Howard St.
San Francisco

RAYTHEON

TRADE-MARK

4-PILLAR RADIO TUBES

Copeland Makes Refrigerator Sales History

Under the leadership of President Dallas E. Winslow, the Copeland Refrigeration Corporation, of Mount Clemens, Mich., is making refrigeration history. Since the purchase, in August, 1933, of the business of Copeland Products, Inc., by Winslow-Baker-Meyering Corporation, Copeland has had a very satisfactory volume of business in both domestic and commercial departments. It is now employing as many employees in its mammoth plant in Mount Clemens, as were ever on the payrolls of its predecessor, and the reception of the trade to Copeland models is highly gratifying to the management.

President Winslow attributes the present success to a policy of making the name Copeland synonymous for the best in electric refrigeration and under his direction no expense nor effort has been spared to deliver the ultimate in refrigeration values. Owners of Copeland products produced by the predecessor company have the assurance of adequate service and intelligent adjustments. The new line of household refrigerators represents the work of a skilled engineering staff, thoroughly versed in the requirements of the industry, guided by the opinions of distributors who transmit the opinions of the eventual user, so that they may be incorporated in present-day design.

Working close with Mr. Winslow is H. O. Seltsam, general manager of the company, whose initiative and organization ability has won him the respect of the refrigeration industry. The association of these two men goes back over a period of eleven years and has proved to provide a powerful team.

W. G. von Meyer, sales manager of Copeland, is a veteran of the refrigeration industry, having been connected with many of the prominent concerns in the industry prior to his joining Copeland. He has many friends throughout the trade and the consensus of opinion is that he is doing a wonderful job for Copeland, with whom he has been connected since the fall of 1932. "Von" as he is familiarly called, is a conscientious pains-taking operator, with a high regard for his given word and an intlexible determination to keep it, regardless of conditions. He has added many splendid distributing connections to the list of Copeland outlets during his incumbency and says that the rush to Copeland "is only the beginning."

Copeland household models are seven in number, four models being finished in Porceloid, three in porcelain enamel. Compressors are of the single cylinder type, methyl chloride is the refrigerant. The condensing unit is belt-driven and mounted in the bottom of the cabinet. Cabinets are all made with interiors of acid-resistant porcelain enamel, tops have rounded corners, vertical edges of doors and compressor are rounded, interior corners are rounded. Hardware is modernistic, semi-concealed.

Hinges are torpedo-shaped with black tips and balance chromium. Door latch and strike are also chromium plated over brass. Evaporators are of the dry-expansion type, located in a semi-central position. Rubber tray is standard on all but model 454. Shelves are designed to prevent small object or bottles from falling through or catching in the openings, yet they have no greater metal area than the average shelf, thus permitting ready circulation of air. Control switches are of the latest type approved



W. G. von Meyer

by Underwriters. Electric lighting is standard on all models except 454. Compressors are slow-speed, running at 360 RPM. Motors are 1-6 HP for models 454, 604, 704 and P-604 and P-704. Models P-854 and 854 have 1/5 HP motors. Each Copeland model has a generous ice-cube capacity, with a deep tray for frozen desserts or cake ice. All shelves are mounted on rubber-reinforced supports. Bottom shelf is arranged for convenient storage of bottles and tall objects.

Frank Joins R. K. Labs

Arthur V. Frank, formerly connected with the Echophone Manufacturing Company, and widely known throughout the distributing trade, has joined the R. K. Radio Laboratories, Inc., in the capacity of sales promotion manager. Mr. Frank has a successful sales record and his friends will be glad to learn of his new connection.

Sherwood's Inductance Type Suppressors

C. M. Sherwood & Co., of Long Island City, has recently put on the market an inductance type suppressor which has definitely overcome the major faults of the high-resistance carbon and wire-wound suppressors. This new type of ignition noise eliminator does not weaken the spark or interfere with the automobile ignition system in any manner. The extremely low resistance of this copper wire unit has a negligible effect on the spark intensity, allowing the same fully sustained spark that is present when no suppressors are in use. Technically, the device is a layer-wound copper wire inductance coil of 120 ohms.

The Sherwood company has reported large volume sales on this item as a replacement for ordinary suppressors which have been tried by the motorist and found wanting. Increased mileage per gallon of gasoline, easier starting, better idling and more speed are the claims which have been proved by the use of this inductance type suppressor. As a noise eliminator it is particularly effective as a R.F. choke at 500 kilocycles (broadcast bands), and it allows practically all radio frequency impulses to be by-passed to ground through the natural capacitance of the ignition circuit. This action permits the clearest possible radio reception with maximum motor efficiency.

Wide Variety of Snyder Auto Antennae

Dealers installing automobile radio will find the antenna systems offered by Snyder of Philadelphia valuable for both ease of installation and efficient performance. A number of styles of aerials are offered by Snyder, distributed in most localities by recognized radio wholesalers.

Among the aerials is an all-metal running board one of rust-proof metal highly cadmiumized for greatest pick-up. This comes in both 36 inch length and adjustable length. Another running board aerial is made of sheet copper covered with heavy, rubberized fabric. A universal aerial for inside car or top mounting contains flexible sheet copper, highly flexible, covered with weather-proof leatherette. Electro-deposited copper is supplied by the running yard for installation in tops with ordinary thumb tacks. There are also under car aerials which can be installed in a jiffy, special aerials for roadster or convertible and for phaeton or convertible sedan. The Snyder "Transfer" improves auto radio reception by suppressing noise, increasing signal volume and providing chassis antenna.

ACTUAL TROUBLES

IN COMMERCIAL RADIO RECEIVERS
By Bertram M. Freed

If you are a serviceman this book can be as valuable to you as your set analyzer. It points out those faults that the analyzer cannot detect. **Over 500 model sets treated.** A compilation from thousands of actual records on which the author, with the cooperation of several service organizations throughout the country, spent many months of work.



FREE TRIAL SEND NO MONEY

Examine this book for ten days! If you decide to keep it, send us \$1— if not please return.

SERVICEMEN'S PUB. CO.
136J LIBERTY ST., NEW YORK CITY



The Solution to Your Auto Radio Complaints!

No Loss of Engine Pep at Idling or Racing Speeds!

Clar-I-coil ignition noise eliminators cut all the motor noise out of auto radio reception without interfering with the full power of the spark. The result is perfect engine performance, especially at the idling and high speeds when carbon suppressors cause the motor to miss, lose power and die.

Clar-I-Coils are merchandised with the idea of helping the dealer make money as well as cure his customers' complaints. There's a double profit for you.

Rush your request for full information while the season is at its peak!

Jobber's Territories Open

Electro Products Co.

225 W. 116 St. New York, N. Y.

You CAN Do It
with a
UTAH

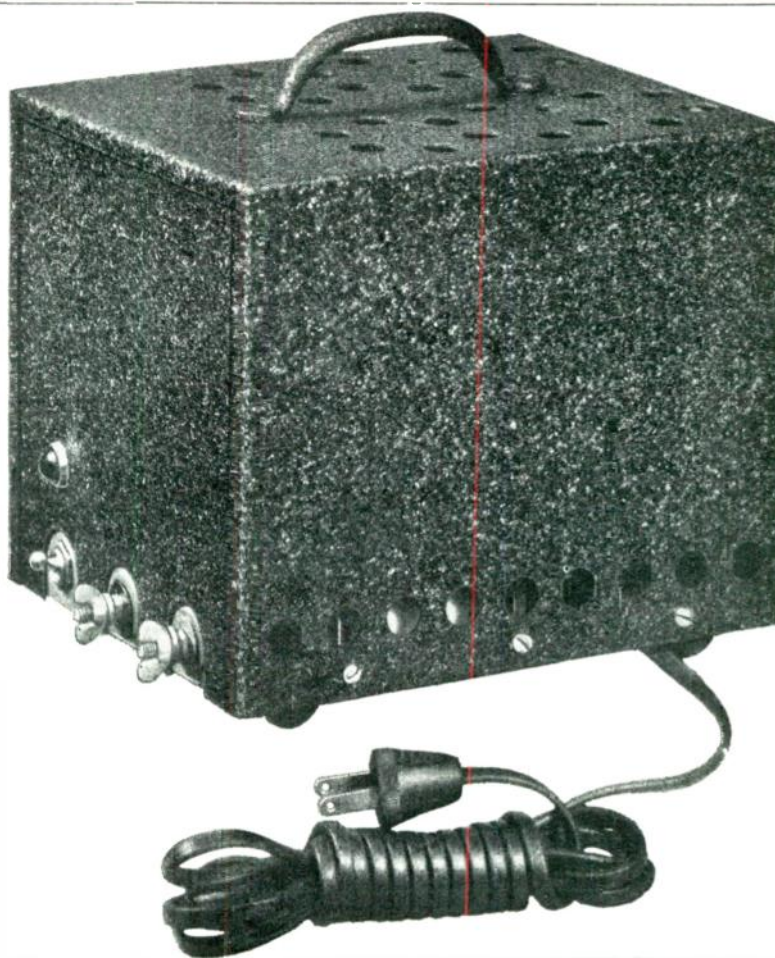
"A" BATTERY ELIMINATOR

To test—demonstrate and SELL auto radio sets you must have full "A" voltage. Your battery is never up to "snuff". The Utah "A" Eliminator is always there with a full kick.

110 Volts *List* \$13.75 Shipping Weight
60 Cycles 20 Pounds

PLUG IN AND GO

UTAH RADIO PRODUCTS CO.
820 Orleans Street, Chicago



Sources of Musical Merchandise for Dealers

(When Writing Identify Yourself by Mentioning The Radio JOURNAL)

ACCORDIONS

Atlas Accordion Mfg. Co., AB, 152 W. 43th St., New York.
Buegeleisen & Jacobson, BA, 5 Union Square, New York.
Catena-Harmony, Inc., 2148 Third Ave., New York.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Continental Music Co., BC, 630 S. Wabash Ave., Chicago.
Excelsior Accordion Mfg. Co., JJ, 333 Sixth Ave., New York.
Carl Fischer, Musical Instrument Co., BC, 56 Cooper Square, New York.
R. Galanti & Bros., JB, 71 Third Ave., New York.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gretsch & Brenner, Inc., AP, 42 E. 20th St., New York.
Progressive Musical Instrument Corp., AC, 404-4th Ave., New York.
Standard Accordion Mfg. Co., AAH, 69 Third Ave., New York.
Volga Accordion Mfg. Co., AAB, 80 Avenue A, New York.
Wurlitzer Grand Piano Co., Accordion Div., AZ, DeKalb, Ill.

FRETTED INSTRUMENTS

The Bacon Banjo Co., Inc., BC, Groton, Conn.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gibson, Inc., LG, Kalamazoo, Mich.
The Harmony Co., BE, 1752 N. Lawndale Ave., Chicago.
Kay Musical Instrument Co., BD, 316 Union Park, Chicago.
National String Instrument Corp., AD, Los Angeles, Calif.
Slingerland Mfg. Co., AS, 1325 Belden Ave., Chicago.
Schireson Bros., AAI, 226 N. Main St., Los Angeles.
Oscar Schmidt-International Corp., BBC, Jersey City, N. J.
Henry Stadlmair Co., Inc., BE, 253 5th Ave., New York.
The Vega Co., BAV, 161 Columbus Ave., Boston, Mass.

BAND INSTRUMENTS

Buescher Band Instruments Co., AE, Elkhart, Ind.
Frank Holton & Co., BF, Elkhorn, Wis.
Indiana Band Instrument Co., AR, Elkhart, Ind.
Harry Pedler & Co., RAS, Elkhart, Ind.
Penzel-Mueller & Co., BM, 36-11 33rd St., Long Island City.
The Martin Band Instrument Co., BJ, Elkhart, Ind.
Pan-American Band Instrument Co., LF, Elkhart, Ind.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
The Vega Company, BAV, 161 Columbus Ave., Boston, Mass.
York Band Instrument Co., BG, Grand Rapids, Mich.

HARMONICAS

Harmonica Dist. Corp. of America, BH, 239 4th Ave., New York.

STRINGS

Gibson, Inc., LG, Kalamazoo, Mich.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
E. & O. Mari, BL, 13-21 E. 22nd St., New York.
National Musical String Co., AN, New Brunswick, N. J.

Progressive Musical Inst. Corp., AC, 404-4th Ave., New York.
Simson & Frey, Inc., JS, 116 E. 16th St., New York.
V. C. Squier Co., AAD, Battle Creek.

DRUMS

The Fred. Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Slingerland Drum Mfg. Co., AS, 1325 Belden Ave., Chicago.

REEDS AND MOUTHPIECES

H. Chiron & Co., AJ, 233 W. 42nd St., New York.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
Otto Link & Co., JQ, 264 W. 47th St., New York.
J. Schwartz Music Co., BJ, 10 W. 19th St., New York.
The Woodwind Co., JO, 181 W. 45th St., New York.
Steve Broadus, Inc., BK, 1595 Broadway, New York.
F. L. Kaspar Co., Dept. BL, 506 So. Wabash Ave., Chicago.
Penzel-Mueller & Co., BM, 36-11 33rd St., Long Island City.

VIOLINS

Czechoslovak Music Co., JN, 1358 First Avenue, New York.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
William Volt Co., Inc., AAF, 26 E. 22nd St., New York.

SUPPLIES AND ACCESSORIES

George Cloos, Inc., batons, fifes and flutes, JR, 1659 Stephen St., Bklyn.
W. R. Dalbey Music Co., oils, BR, Omaha, Neb.
D'Andrea Mfg. Co., picks and covers, BN, 208 E. 27th St., New York.
L. A. Elkington, picks, steel bars, supplies, BO, 220 E. 34th St., New York.
Frost & Stone, cases, BV, 200 Tillary St., Brooklyn.
A. D. Grover & Son, Inc., AAG, bridges and pegs, Baldwin, N. Y.
William Lewis & Son, strings, reeds, rosin, BAT, 207 S. Wabash, Chicago.
Krauth & Benninghofen, music stands, JN, Hamilton, Ohio.
J. Schwartz Music Co., Micro specialties, BJ, 10 W. 19th St., New York.
Burns Co., oil, sax pads, 2678 N. Buffum, Milwaukee.

JOBBERS

Buegeleisen & Jacobson, BA, 5 Union Square, New York.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Continental Music Co., BC, 630 S. Wabash Ave., Chicago.
Carl Fischer Musical Instrument Co., BC, 56 Cooper Sq., New York.
The Fred. Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gretsch & Brenner, Inc., AP, 42 E. 20th St., New York.
Polk Musical Supply Co., BT, 29 Pryor St., Atlanta.
Progressive Musical Instrument Co., AC, 404 Fourth Ave., New York.
Sanborn Music Co. JW, 740 Superior Ave., West, Cleveland.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
Southwestern Music Corp., BW, 517 S. Ervay St., Dallas, Texas.
Targ & Dinner Music Co., BBF, 425 S. Wabash Ave., Chicago.

Refrigerators

Crosley Business 100% Above 1933

With a backlog of orders now on hand for more than 55,000 Crosley Shelvador and Tri-Shelvador Electric Refrigerators and with additional orders being received daily calling for around 2,000 refrigerators, production in that division of the Crosley Radio Corporation has been geared up to about 1,400 refrigerators per day. Powel Crosley, Jr., president, announced at that company's annual stockholders meeting today at the Crosley offices on Arlington Avenue.

Production schedules for the first six months of the current calendar year, Mr. Crosley said, call for the manufacture of more than twice as many electric refrigerators as were built during the entire 1933 period. Sales for the month of April alone totalled well over the million-and-a-half-dollar mark.

No change was made in the personnel of the

company's officer and directors, the following being re-elected: Powel Crosley, Jr., president and treasurer; Lewis M. Crosley, vice President; Charles Sawyer, vice president; L. K. Kellogg, secretary and assistant treasurer; Powel Crosley, Jr., Lewis Crosley, Charles Sawyer, J. A. Barnard, J. D. Cloud, R. E. Field and James Heekin being retained as directors.

While net earnings of \$413,106.54, approximately seventy-five cents for each share of outstanding capital stock, was earned by the Crosley company during its fiscal year ending March 31, no stock dividend was declared. These earnings were left in the company by the management in the form of substantially increased inventories, factory equipment and accounts receivable.

Mr. Crosley pointed out that "in dollar value

the business of the company has shown an increase of approximately 100 percent over last year."

It was also stated by Mr. Crosley that work was progressing rapidly in developing the new line of Crosley radio receiving sets. Final laboratory tests of the new models are well under way and formal announcement of the new line is to be made shortly.

H. F. Lehman Frigidaire St. Louis Manager

Appointment of Herman F. Lehman as manager of the St. Louis branch of Frigidaire Corporation, subsidiary of General Motors, is announced by H. W. Newell, vice president in charge of sales.

Lehman has been assistant manager of the commercial division of Frigidaire, with headquarters in Dayton, and formerly was national installation and service manager.

Today's trade situation

Shortage exists yet on the lower priced models of lacquer type finish. Porcelain models are available in most brands and in all sizes. Department stores continue to feature close-outs, obsolete models and the selling of what they advertise. Dealers report a let-down of the "easy" business, it now requiring more work to close sales. Evidently, the cream is about thru for this season, and the momentum established will enable dealers who work to "carry on" right thru June and July. Most factories report "full-time" operation thru July, even if some orders are cancelled. The visible evidence of a tightening of refrigerator sales, as reported by dealers, means caution in ordering, for when the "snap" does come, overloading means trouble.

With department stores, dealers and utilities handling anywhere up to four or five makes; and with a shortage on all brands in the lower priced models, it is known that there is an over-lapping of orders, giving a fictitious back-order amount when all jobbers add the number of orders. Dealers are now interested only in GETTING THE NUMBER OF BOXES

THEY WANT; to do so, they must order TWICE what is necessary in order to get the proportion needed.

Apartment house models in the larger cities are scarce. Congrats to the factory managements bright enough to make the models that sell at a profit.

Something to remember about arithmetic: A dealer buys 10 refrigerators, list \$200 at 40% off, thus costing \$1,200. The first 6 boxes sold at \$200, (\$1,200) pay for the merchandise. The next 2 boxes sold for \$200 go for selling expense, advertising and miscellaneous costs. The next box sold goes for the "overhead" on the entire ten boxes. This cleans up 9 boxes out of the 10, with the last box representing the entire profit on the whole transaction. Until the dealer sells the 10th box, he hasn't made a net profit of a nickel.

If there is a moral to the above musing, it is this: Be strong on selling; weak on excess ordering; ferocious on the best brand selections, letting the other guy buy "refrigerators for promotion" and the mediocre unkjay and aprcay.

It could ring 7,727 DOORBELLS TO SELL ONE Frigidaire!

WE reproduce herewith one of the best advertising bargains Frigidaire ever bought. It cost \$2,612.50.*

But for \$2,612.50, Frigidaire got fine rotogravure reproduction; full-page attention value in thousand-line space; delivery to an at-home audience on Sunday; and more than 2,200,000 circulation in the best market on earth!

The audience included a majority of New York City families; and from 20% to 50% of the families in the New York suburbs and in 112 cities of more than 10,000 population within 150 miles of New York City. And the milline cost was lower than most run-of-paper newspaper advertising.

The medium? The New York Sunday News!

WE don't know how much return the makers of Frigidaire expect from their advertising. But if this copy had been run by a department store, the store would expect to get sales at an advertising cost of not more than 10%. A ten per cent advertising cost in this case would mean the sale of only 276 units at the advertised price.

To realize such a quota, this advertisement had only to sell ONE prospect out of every 7,727 families reached!

Six sales apiece to the fifty New York City dealers listed would have made this advertisement very profitable—even if dealers in the hundred or more outside

* Bought as a unit of Metropolitan Sunday Newspapers, the actual cost was even lower!

cities reached by the advertisement never got a nibble!

With its huge concentrated urban circulation, its extra-effective small pages, and its subcellar milline cost—the Sunday News offers more Chances To Sell than any other medium the national advertiser can buy just now! The Sunday News offers the equivalent of a leading national magazine circulation, concentrated in a small area of densest population and highest buying power—at less than one-fourth of prevailing magazine costs.

Needless to say, the current rates cannot last forever. Take advantage of this unusual advertising opportunity by sending in your space reservation now!

THE NEWS *New York's Picture Newspaper*

Tribune Tower, Chicago · Kohl Bldg., San Francisco · 220 EAST 42nd STREET, NEW YORK CITY

Washers

JOURNAL WASHER Cyclopedia

ABC

- 75—Spinner washer and dryer, double tub. French agitator. Vitreous porcelain enamel inside and out.
66P—Wringer. French agitator, automatic drain pump. Vitreous porcelain enamel inside and out.
56P—Wringer. French agitator, automatic drain pump. Vitreous porcelain enamel inside and out.
36P—Wringer. French agitator, automatic drain pump. Vitreous porcelain enamel inside and out.
17P—Wringer. French agitator, automatic drain pump. Vitreous porcelain enamel inside and out.

AUTOMATIC

- 29—Round Porcelain Tub. Armco Steel. \$39.95.
41A—Large round porcelain tub. Armco Steel. \$45.95.
45A—Large white porcelain tub. Armco steel. Duo disc agitator. \$49.95.
22A—Porcelain tub. Armco steel. Curvilinear. Duo-Disc agitator. \$59.95.
35A—De Luxe Model. Ivory porcelain tub. Armco steel. Curvilinear. Duo-Disc agitator. \$69.95.

BARTON

- S—Wringer. Agitator. Green porcelain tub. \$44.50.
OR—Wringer. Agitator. Green porcelain tub. \$54.50.
MR—Wringer. Agitator. Gray porcelain tub. \$64.50.
L—Wringer. Agitator. Ivory porcelain tub. \$74.50.
LC—Wringer. Compartment agitator. Green porcelain tub. \$84.50.

BLACKSTONE

- D—Wringer. Gyrator. Armco iron, porcelain tub.
E—Wringer. Gyrator. Armco iron, porcelain tub.
F—Wringer. Gyrator. Armco iron, porcelain tub. Emptying pump.
G—Wringer. Gyrator. Armco iron, porcelain tub. Emptying pump.
C—Wringer. Gyrator. Armco iron, porcelain tub. Emptying pump.
A—Wringer. Gyrator. Armco iron, porcelain tub. Emptying pump.

BOSS

- "AT" Thermo—Wringer. Flushor. Triple-wall tub.
"BT" Thermo—Wringer. Swasher. Triple-wall tub.

- "B"—Wringer. Swasher. Beige porcelain tub. \$99.50.
"F"—Wringer. Swasher. Green porcelain tub. \$79.50.
"C"—Wringer. Green porcelain tub. \$69.50.
"CH"—Wringer. Brown porcelain tub. \$59.50.

BRAMMER

- E71—Wringer. Agitator. White or green porcelain tub. \$59.50.
H7—Agitator. Hand or power. \$22.50.
Also hand washers.

CONLON

- 21—Wringer. Armco Ingot iron tube. Green lacquer finish. Agitator. \$49.50.
34—Wringer. Double tub. Porcelain inside and steel outer shell. Pearl gray lacquer finish. Agitator. \$64.50.
46—Wringer. Double tub. Porcelain inside and steel outer shell. Pearl gray lacquer. Agitator. \$79.50.
68—Wringer. Double tub. Porcelain inner and steel outer shell. Pearl gray lacquer. Agitator. \$99.50.

EASY

- 2U—Centrifugal dryer. Vacuum cup. Porcelain enamel. \$149.50.
2DS—Centrifugal dryer. Spiralator. Porcelain enamel. \$149.50.
4D—Centrifugal dryer. Agitator. Porcelain enamel. \$119.50.
7FS—Wringer. Spiralator. Porcelain enamel. \$99.50.
3W—Wringer. Vacuum cup. Porcelain enamel. \$99.50.
6F—Wringer. Agitator. Porcelain enamel. \$59.50.
6F2—Wringer. Agitator. Porcelain enamel. \$69.50.
5FX—Wringer. Agitator. Porcelain enamel. \$19.50.

GENERAL ELECTRIC

- 2G—Spin basket. Activator. 2-tub extractor. Pump. Blue porcelain. \$149.50.
3G—Spin basket. Activator. 2-tube extractor. Pump. Blue porcelain. \$119.50.
L—Wringer. Activator. Pump. Blue porcelain. \$99.50.
N—Wringer. Activator. Pump. Blue porcelain. \$99.50.
AW3—Wringer. Activator. Pump. Blue porcelain. \$62.00.
AW2—Wringer. Activator. Blue porcelain. \$54.60.
AW1—Wringer. Agitator. Blue porcelain. \$49.50.

- AW11—Spin basket. Activator. 2-tub. Pump. Green porcelain. \$119.50.
AW9—Wringer. Activator. Pump. Green porcelain. \$62.00.
AW8—Wringer. Activator. Green porcelain. \$34.50.
AW10—Wringer. Agitator. Green porcelain. \$49.50.

GETZ

- 5—Agitator. Wringer. Porcelain. \$49.50.
10—Agitator. Wringer. Porcelain. \$52.50.
20—Agitator. Wringer. Porcelain. \$54.50.
30—Agitator. Wringer. Porcelain. \$57.50.
40—Agitator. Wringer. Porcelain. \$59.50.
50—Agitator. Wringer. Porcelain. \$64.50.

GRAYBAR

- 12—Two-speed. Agitator. Wringer. Porcelain tub. \$118.50.
18—Two-speed. Agitator. Wringer. Porcelain tub. \$89.50.
18P—Same as No. 18 with addition of Pump. \$99.50.
15—Agitator. Centrifugal dryer. Porcelain tub. \$77.50.
25—Same as No. 15 with addition of Pump. \$87.50.
19—Two-capacity. Reversible agitator. Wringer Porcelain tub. \$69.50.
19P—Same as No. 19 with addition of Pump. \$79.50.

HAAG

- 34—Wringer. Porcelain tub. \$49.95. With pump. \$59.95.
42—Wringer. Porcelain tub. \$69.50. With pump. \$79.50.
62—Wringer. Porcelain tub. \$79.50. With pump. \$89.50.
75—Wringer. Porcelain tub. \$89.50.
85—Wringer. Double porcelain tubs. \$119.50.

HORTON

- 11—Wringer. Porcelain tub. Agitator.
12—Wringer. Porcelain corrugated tub. Agitator.
14—new Wringer. Corrugated porcelain tub. Agitator.
15—Four-roll wringer. Corrugated, insulated tub. Agitator.

MAYTAG

- 30—Maytag roller. Gyrator. Aluminum tub.
15—Wringer. Gyrator. Porcelain tub.
10—Wringer. Gyrator. Porcelain tub.

MOHAWK

A—Wringer. Agitator. Coral porcelain. \$59.50.
 AA—Wringer. Agitator. Coral porcelain. \$64.50.
 D—Wringer. Agitator. Coral porcelain. \$79.50.
 SS—Spinner. Coral porcelain. \$99.50.
 Models A, AA and D supplied with pump at \$10 extra.

NATIONAL

M25—Wringer. Agitator. Green porcelain.
 M45—Wringer. 4-vane agitator. Ivory porcelain.
 M50—Wringer. 4-vane agitator. Ivory porcelain.

NINETEEN HUNDRED

DeLuxe Whirlpool—Gyrator. Wringer. Copper tub. \$99.50.
 375—Gyrator. Wringer. Porcelain tub. \$99.00.
 401—Gyrator. Wringer. Porcelain tub. \$79.00.
 539—Gyrator. Wringer. Porcelain tub. \$69.00.
 417—Gyrator. Wringer. Porcelain tub. \$54.00.
 Kompakt Washer—Gyrator. Porcelain tub. Power wringer. Collapsible for apartment use. \$79.00.

NORGE

(Prices for Zone 1 only)

50—Wringer. Agitator. Porcelain tub. \$79.50.
 70—Wringer. Agitator. Porcelain tub. \$64.50.
 50—Wringer. Agitator. Porcelain tub. \$49.50.

ONE MINUTE

270—Wringer. Agitator. Porcelain tub. \$84.50.
 140C—Wringer. Agitator. Porcelain tub. \$54.95.
 140C—Wringer. Agitator. Porcelain tub. \$74.95.
 150C—Wringer. Agitator. Porcelain tub. \$64.95.

PRIMA

A—Wringer. Porcelain tub. \$59.50.
 AN—Wringer. Porcelain tub. \$64.50.
 QC—Wringer. Porcelain tub. \$74.50.
 QNC—Wringer. Porcelain tub. \$84.50.

S—Spinner. Green porcelain tub. \$79.50.
 (White porcelain \$89.50.)
 SD—Spinner. Porcelain tub. \$109.50.

SAVAGE

A—Wringerless. Nickered copper tub. \$139.50.
 Lacquered copper tub. \$139.50. Calvanized tub. \$120.00.

THOR

21—Wringer. Agitator. Armco iron, vitreous enamel.
 12—Wringer. Agitator. Armco iron, vitreous enamel.
 13A—Wringer. Agitator. Armco iron, vitreous enamel.
 13FRW—Wringer. Agitator. Armco iron, vitreous enamel.
 17FRW—Wringer. Agitator. Armco iron, vitreous enamel.
 33—Hydraulic dryer. Agitator. Two tubs. Armco iron, vitreous enamel.
 4—Wringer. Cylinder revolving, reversing. Steel sides, zinc cover.
 28FRW—Wringer. Cylinder revolving, reversing. Copper.

UNIVERSAL

E190—Wringer. Agitator. Porcelain enamel.
 E690—Wringer. Agitator. Porcelain enamel.
 E900N—Wringer. Agitator. Porcelain enamel.
 E640—Wringer. Agitator. Porcelain enamel.
 E890—Wringer. Agitator. Porcelain enamel.
 E1140—Wringer. Agitator. Porcelain enamel.
 E1660—Centrifugal dryer. Dome agitator. Two tubs. Porcelain enamel.
 E1760—Centrifugal dryer. Dome agitator. Copper tubs.

VOSS

H—Wringer. Agitator. Corrugated porcelain tub. \$49.95.
 C—Wringer. Agitator. Corrugated porcelain tub. \$59.95.

VULCAN

LA—Wringer. Agitator. Porcelain. Sweet Sixteen \$62.95. Beau Brummel \$77.95. Special \$74.95. De Luxe \$64.95.
 MA—Wringer. Agitator. Porcelain. Sweet Sixteen \$62.95. Beau Brummel \$77.95. Special \$74.95. De Luxe \$64.95.
 D—Wringer. Agitator. Porcelain. \$79.95.
 MB and MC—Wringer. Agitator. MB \$54.95. MC \$59.95.
 LB and LC—Wringer. Agitator. LB \$54.95. LC \$59.95.
 HS and RA—Wringer. Agitator. \$49.95.
 R and H—Wringer. Agitator. \$89.95.

WATERMATIC

New models being prepared. Pulsator action, squeeze dryer. Two-tub.

WESTINGHOUSE

LW-3—Agitator. Wringer. Porcelain tub. \$49.50.
 LP-3—Agitator. Wringer with pump. Porcelain tub. \$59.50.
 SW-3—Agitator. Wringer. Porcelain enameled tub. \$69.50.
 SP-3—Agitator. Wringer with pump. Porcelain enameled tub. \$79.50.
 MW-3—Thermal Tub. Agitator Wringer. Porcelain enameled tub. \$104.50.
 MP-3—Thermal Tub. Agitator. Wringer with pump. Porcelain enameled tub. \$114.50.
 WD-3—Deluxe. Agitator. Wringer. Porcelain enameled tub. \$129.50.
 WP-3—Deluxe. Agitator. Wringer with pump. Porcelain enameled tub. \$189.50.
 WS-3—Agitator. Spinner Dryer. Porcelain enameled tub. \$124.50.

WHIRLDRY

J—Portable. Green porcelain tub. \$39.50.

ZENITH

Model E—Wringer. Alumnum tub. \$99.50.
 Model W—Wringer. Porcelain tub. \$79.50.
 Model T—Wringer. Porcelain tub. \$69.50.
 Model Y—Wringer. Porcelain tub. \$64.50.
 Model R—Wringer. Porcelain tub. \$49.50.

Tear Out and Mail, Willya?

to The RADIO & Electric Appliance JOURNAL
 1270 Sixth Avenue, Radio City, New York, N. Y.

Your Name Here

Your Address Here

Pin a Check for \$3
 right here

THEN you will get for a whole year—each month—a copy of The RADIO & Electric Appliance JOURNAL. It will give you eddication!

Profit Makers

IT'S good business to handle Ken-Rad Radio Tubes. The investment is nominal, compared with other merchandise. Turn-over is fast. The market is large and growing rapidly.

Ken-Rad Radio Tubes are manufactured by experts according to the highest standards. Write for details.



Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

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

ARKAY Radio

Manufacturers of
MIDGETS, AUTOMOBILE, CONSOLE AND SPECIAL RADIOS
R. C. A. LICENSED
R. K. RADIO LABORATORIES, INC.
6312 Northwest Highway Chicago, Ill., U. S. A.
Tel. Newcastle 4040 Cable Address: Arkay Chicago

ABC at the World's Fair

(Continued from page 19)

ter explained that arrangements have been made for the local ABC dealer to call and that he would be glad to give the housewife complete information or arrange an actual demonstration in her home, with her permission.

A good percentage of the prospect leads turned over to the dealers for follow-up resulted in immediate sales. In addition to this, a great number of prospects were reported by dealers as being excellent prospects for sales in the very near future. The retail sales organizations of ABC dealers were universally enthusiastic about ABC's World Fair Exhibit because it supplied them every week with an excellent list of prospects to work on. Many retail salesmen reported that, in following up housewife prospects who had seen ABC Washers demonstrated at A Century of Progress, they enjoyed the same advantage as if a trained factory expert were with them on their calls.

51 Code Districts

(Continued from page 27)

Distributing Co.; W. L. Brown, Westinghouse Elec. Supply Co.; E. M. Gass, Gibson Co.
DETROIT, MICH.—Entire lower peninsula of Michigan—Chairman: D. F. Burke, Radio Distributing Co.
CHICAGO, ILL. — State of Illinois, except extreme lower end, and including Lake County, Indiana—Chairmen: Harry Alter, Harry Alter Co.; C. B. Mason, Jr., Chicago Talking Machine Co.; G. Millington, General Electric Supply Co.; J. H. Carmine, Philco Radio & Television Co.; W. C. Brawn, Pioneer Auto Motive Supply Co.; C. S. Tay, Crosley Distributing Co.
KANSAS CITY, MO.—Western Missouri and Eastern Kansas—Chairmen: J. G. Suor, Moser & Suor; F. M. Bernardin, General Electric Supply Co.; Carl Clinkenbeard, Kansas City Philco Co.; E. J. Goetze, Midwest Grunow Co.; H. W. Falls, Richards & Conover.
OKLAHOMA CITY, OKLA.—Chairmen: W. E. Titus, Radio Corporation; Geo. Conover, Richards Conover Hdw. Co.; H. A. Bernard, Brown Electric Co.; E. L. Bozarth, Hughes Bozarth Anderson Co.
MILWAUKEE, WISC.—State of Wisconsin—Chairmen: Michael Ert, Michael Ert, Inc.; F. W. Greusel, Mauer & Greusel Co.; A. Van Antwerpen, Radio Speciality Co.; John Taylor, J. H. Taylor Co.
OMAHA, NEB.—Omaha and Lincoln territory—

Chairman: M. S. Livingston, Auto Equipment Co.—Omaha; H. S. Noll, H. C. Noll Co.—Omaha; George Proudft, Proudft Co.—Lincoln.
DES MOINES, IOWA—State of Iowa—Chairman: A. A. Schneiderhahn, A. A. Schneiderhahn Co.; Wm. Metz, Wm. Metz Co.—Des Moines; Wm. Wissler, Herring-Wissler Co.—Des Moines; G. J. Timmermann, Midwest-Timmermann Co.—Dubuque.
LOS ANGELES, CALIF.—Southern California—Chairman: B. S. Manuel, Westinghouse Elec. Supply Co.; A. M. Hirsch, Radio Television Supply Co.; H. R. Zenker, Leo J. Meyberg Co., Inc.; Sam L. Hall, Electric Supplies Distributing Co.
SAN FRANCISCO CALIF.—Northern California—Chairman: H. E. Lapkin, Coast Radio Supply Co.; Walter Wissemann, James S. Remick Co.—Sacramento; J. Etienne, Chansler & Lyons Co.; Lyonn Todd, General Electric Supply Co.; E. G. Sues, Leo J. Meyberg Co.
PORTLAND, ORE. — Multnomah, Clackamas, Washington, Columbia, Marion, Yamhill, Polk, Clatsop and Tillamook Counties in Oregon, and Clark, Cowlitz, Lewis and Skamania Counties in Washington. Suggested by Oregon Association—States of Oregon, Washington, Northern Idaho, Western Montana, Alaska—Suggest by distributors joint meeting—Chairman: R. F. Megee, Harper-Megee Co.—Seattle; C. H. McCallam, Northwest Philco Distributing Co.—Seattle; Harry Byrne, Sr., Northcoast Electric Co.—Seattle; A. S. Shellworth, Sunset Electric Co.—Portland; S. W. Peterson, Stubbs Electric

Co.—Portland; Don Slocum, F. B. Connelly Co.—Portland; Morris H. Willis, Spokane Radio Co.—Spokane; Ray Gerlach, Jensen Bird Co.—Spokane; Harry Rogers, General Electric Supply Corp.

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Especially Designed for
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• CONVERTIBLES
• PHAETONS
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• CABRIOLETS
• RUNNING-BOARD
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Listing Over 2000 Items



CANDOHMS

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STANDARD EQUIPMENT IN LEADING SETS

REPLACEMENT CATALOG

NEW COMPLETE CATALOG NOW READY
SEND TODAY FOR YOUR COPY

THE MUTER COMPANY
1255 South Michigan Ave., Chicago

Business Follies of 1934 *Folly No. 5*

"Records haven't got a chance against Radio!"



We hate to be impolite—but he's all wrong. The new Victor records have a rich, full tone that has never been equalled by *any* kind of reproduction . . . which is why sales of phonograph records have shot up 200% in 1934.

FIND out about this reawakening market . . . find out what wide awake dealers are learning . . . that record sales are picking up again, that during the first three months of 1934 sales of the new Victor records shot ahead 200%.

Those facts mean money . . . they mean that people are finding out the splendid new quality of reproduction they can get today from Victor records. RCA Victor has achieved new crispness and definition never before equalled in *any* kind of reproduction. Through higher fidelity RCA Victor obtains a new sweetness and purity of tone.

That's why there's no longer any question of "stocking up for eternity"

on records. The tide is turning once more to recorded music. More turntables are being bought today than in the past few years. And as a result, live dealers are putting the remarkable new Victor records out where people can see them—and hear them.

Write to us today for the new sales plans that will start Victor records moving for you . . . also how you can cash in on the new Blue Birds, fastest selling low-priced records.

RCA VICTOR CO., INC., A Radio Corporation of America Subsidiary.



GET THESE NEW VICTOR RELEASES:

- 24616—*The Wise Little Hen*—(from Walt Disney's Silly Symphony "The Wise Little Hen")
- The World Owes Me a Living*—(from Walt Disney's Silly Symphony "The Grasshopper and the Ants")
Raymond Paige and his Orchestra
- 24617—*Cocktails for Two*—(from Paramount film "Murder at the Vanities")
- Live and Love Tonight*—(from Paramount film "Murder at the Vanities")
Duke Ellington and his Orchestra
- 24606—*I Ain't Lazy, I'm Just Dreamin'*
It's Funny to Everyone But Me
Isham Jones and his Orchestra
- 8282—*Rhapsodie Espagnole*—Leopold Stokowski and the Philadelphia Orch.

IT PAYS TO SELL Victor Records

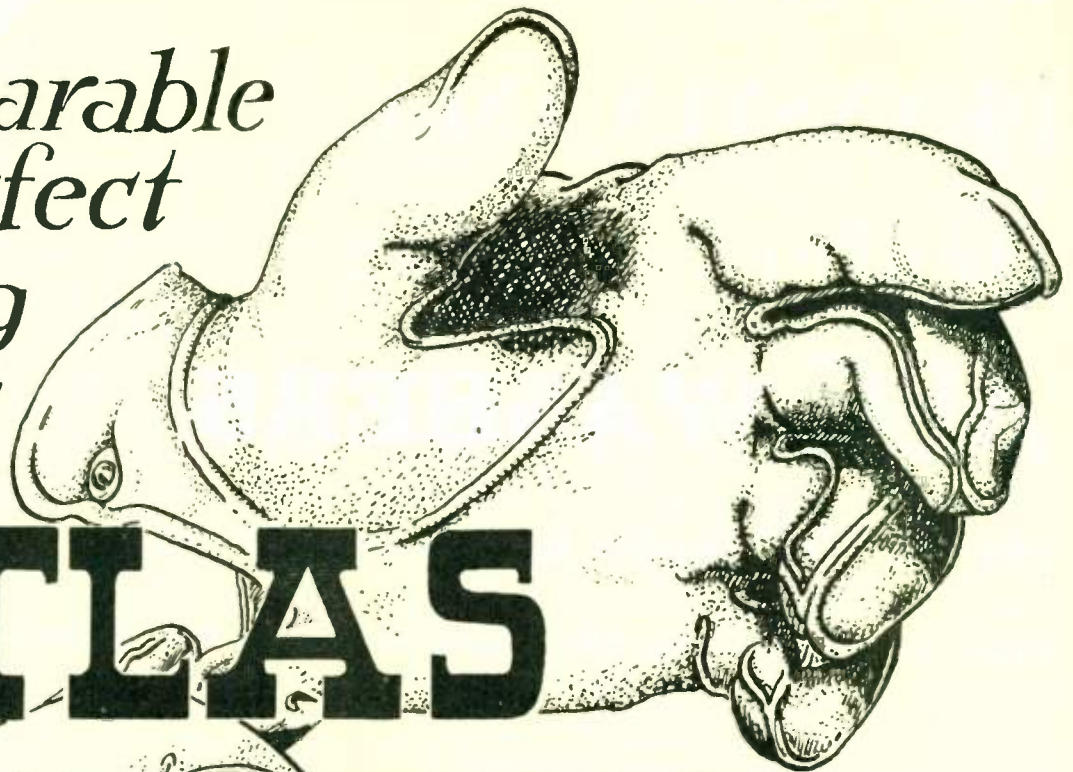


RCA VICTOR CO., Inc., Camden, N.J.
I want to get in on the new increase in sales of Victor records. Please send me complete details of your proposition.

Name _____
Address _____

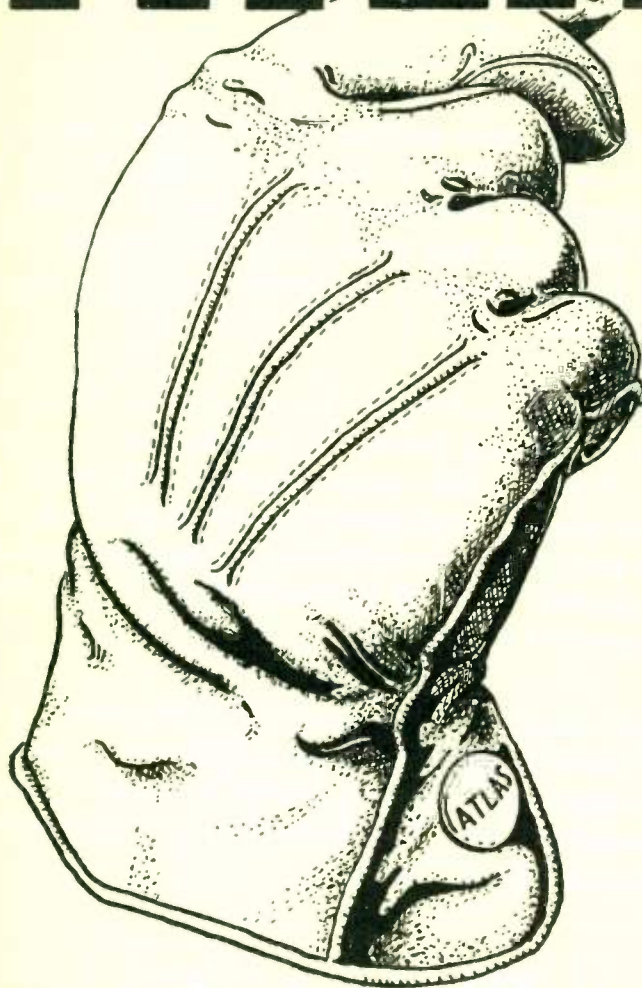
RJ6

*Comparable
to Perfect
Fitting
Gloves*



ATLAS

PLYWOOD SHIPPING CASES



When you use ATLAS Cases you get Complete Shipping Protection at the lowest possible cost. Insist upon ATLAS cases for the new lines of RADIO, which must reach the home without mar or blemish. Especially designed for shipping ALL-WAVE Sets.

*for shipping perfection
of Radio, Refrigerators
Oil Burners, Washers.*

WRITE US FOR DETAILS OF THE ATLAS—THE CASE THAT TAKES THE "WEIGHT" OUT OF FREIGHT



33 W. 42nd St.,
New York, N. Y.
2928 Washington Blvd.
Cleveland, Ohio
Goldsboro, N. C.

Park Square Building, Boston, Massachusetts

BRANCH OFFICES

649 McCormick Bldg.
Chicago, Ill.
714 Mutual Loan Bldg.
Grand Rapids, Mich.
Waterloo, P. Q. Canada

ABC Average

\$74.92

Unit Sale

WESTERN PENNSYLVANIA

Dealers selling

ABC WASHERS

get \$19.92 more business per sale.

(They get \$74.98 average ABC Washer Sale versus \$55, the national average)

AMERICA'S *Leading*
WASHING MACHINES

ABC

Fingertip Control
On Models 56 and 66

*A size for every need
and purse,
from \$49.50 up*

If you are now selling washers, make sure you get this extra profit by featuring ABC. If you are not yet in this profitable field, ask us to tell you about the line that gives you the biggest gross profit and the biggest net profit, and is the biggest sales puller.

With ABC you won't be worried in this territory by "Special Sales" that undercut your business. Your profits are protected. We don't ask you to load up with more than you can sell. We don't give you a hit-and-miss line that misses sales with models that will not quite "suit." We don't play around with prices.

ABC washers give you every sales talk. They give you Fingertip Control, a Spinner, a French-Type Agitator, Patented Touch Release Wringer, Corrugated Tubs, Eye Appeal Style, Service-Free performance.

Brown-Dorrance Electric Co.,

632 Duquesne Way

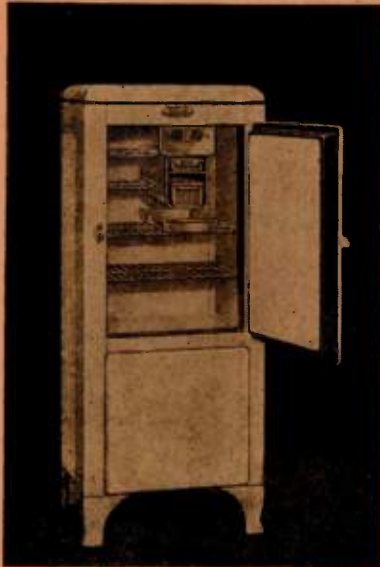
Pittsburgh, Pa.

RADIO & Electric Appliance JOURNAL for June, 1934 (Pennsylvania)

Copeland

DEPENDABLE ELECTRIC REFRIGERATION

The 1934 Copeland line has seven popular-priced cabinets, 4 to 7.6 cu. ft. net food storage, in both Porcelain and Porceloid exterior finishes.



Model 454. A four cubic foot (net storage) refrigerator, with tremendous sales appeal. Porceloid exterior with acid-resistant porcelain interior. Wonderful value.

Most for the money

That's the story we hear from all over the country. Critical comparisons are daily made with other makes of refrigerators and our dealers find that, point for point, Copeland Domestic Refrigerators offer more selling advantages, have more popular appeal than many offerings at higher prices.

Dealers discover that Copeland is liked for its Simplicity, Economy and Convenience. Every item concerning each model has been worked out for the satisfaction of the user, to insure certain performance at a price customers can afford to pay.

Compare Copeland for yourself. Check it over against any other make selling for the same price. We are of the opinion that you will agree with us that Copeland offers most for the money.

Dealers are cordially invited to visit our show-rooms where Copeland is on exhibit. Ask, write, wire or phone about our liberal wholesale proposition.

COMMONWEALTH ELECTRIC CORP.,

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Harrisburg, Pa.

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R. B. WALL CO.,

18 E. Market Street

Wilkes Barre, Pa.

Goldner Bros. Appointed Copeland Distributor

New Copeland distributors in Philadelphia are Goldner Bros., one of the leading radio wholesalers of the city, although a comparative newcomer to the industry. Goldner Brothers have been in the wholesale radio business for only about a year and a half, distributing Transitone automobile radio sets and Fada home radios. Records show that this young organization was one of the leading Transitone distributors last year, and this season it is holding its own.

E. P. (Johnnie) Johnston joined Goldner Brothers the first of this year and the company added electric refrigerators, buying all they could from the factory they then represented. In May, Johnnie and Samuel Goldner drove to the Copeland factory in Detroit and became so enthusiastic over the product and the production facilities they saw there that they immediately closed as Copeland distributors and returned to Philadelphia full of enthusiasm for the huge business they expect their dealers to do this year.

Goldner Brothers have trained men assisting dealers about Philadelphia with radio and refrigerators. Clarence Greenberg covers Southern and Western Philadelphia as well as Chester and Wilmington, Phillip Berke, formerly with Schaffhauser-Kiley Corp., travels from Northwest Philadelphia into New Jersey. Howard Currie is in the Northeastern section.

H. C. Hershey gets around Reading, Easton, Allentown and York. Johnnie Johnston covers the heart of the city himself, so the rich Philadelphia market is thoroughly contacted and serviced by the organization.

Washer Distributor Since 1910

One of the oldest electric appliance distributors in America is offering ABC washers to dealers in the Pittsburgh territory. The Brown-Dorrance Electric Co. started distributing washing machines in 1910, and in its time has handled Coffield, Eden, Apex, 1900, Judd and Easy. For the past eight years, however, this company has stuck to ABC, which is a tribute to the Altorfer organization and its merchandising policies.

Not only is this company one of the oldest, but they are among the leading distributors in point of dollar volume. R. G. Dorrance estimates that his organization has sold over 125,000 electric clothes washers since they started business. In the ten year period from 1917 to 1927 the company averaged over a million dollars a year on washing machines alone. A company with such a history is a safe guide to the dealer looking for endorsements of what lines he should stock.

At the present time, Brown-Dorrance

distributes Grunow electric refrigerators and radios as well as ABC washers.

Orders Trainload Crosley Refrigerators

Unusual activity in Philadelphia electric refrigeration circles is reflected in the recent order for a whole train load of Crosley refrigerators sent in by Lewis & Carnell Co. This company distributes oil burners, washers and Cunningham tubes in addition to Croslev radios and refrigerators.

M. J. Lewis, head of the company, reports that sales of Crosley electric refrigerators are so far ahead this year over 1933 that he hasn't had time to figure out the percentage sales increase. Orders by the trainload are an example of the way Philadelphia dealers are clamoring for Crosleys.

Commonwealth Enthuses Over Copeland

Enthusiastic Copeland electric refrigeration distributor serving the territory which centres on Harrisburg is the Commonwealth Electric Co. of that city. With 1934 sales of electric refrigerators running about 50 per cent ahead of last year throughout the country, officials of Commonwealth know that they have one of the outstanding products on the market and they report unusually fine reception among their many dealers in this territory.

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BIEHL'S AUTO PARTS CO.

500 S. Centre St.,

Pottsville, Pa.

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B. O. R. RADIO CO., INC.,

9th & Washington St.

Reading, Pa.

Big Department Stores Like World-Wide Antenna

The installation of the new RCA World-Wide antenna system in the radio departments of four of the leading Philadelphia department stores has resulted in a remarkable improvement in the reception of foreign and other short wave programs in an area where even ordinary local reception has been difficult, according to Paul Zeisner, service manager of Raymond Rosen & Company, who made the installations.

Situated in the congested mid-town area of Philadelphia which, in addition to electrical interference is blanketed by three nearby broadcasting stations making it extremely difficult to hear any other stations, Gimbel Brothers, Snellenburg's, John Wanamaker, and Stern & Company have all reported immensely improved receiving conditions with the new RCA World-Wide antenna system which was recently placed on the market by the Camden laboratories.

In the case of Gimbel Brothers, reception of European stations had never been certain, although all kinds of antenna contraptions had been tried, until the installation of the new RCA World-Wide antenna solved the problem. At the John Wanamaker store, it was estimated that short-wave reception with the new antenna had been boosted up more than 80 per cent. At Stern & Company, a customer who happened to be standing by when the new RCA antenna installation was com-

pleted, was so impressed that he purchased an all-wave instrument on the spot. Snellenburg's radio department, too, reported better short wave reception than had ever before been possible.

Big ABC Business In Wilkes-Barre

Big things are doing among Wilkes-Barre dealers on ABC washers, reports Jack Albeck, wholesale manager of the R. B. Wall Co., distributors with headquarters in Wilkes-Barre and a branch in Pittston under the name of Kay-Vee Co.

"It's the biggest of fifteen years as distributors of ABC washers in this territory," says Jack. "Over two hundred dealers in this territory acclaim the ABC washer as their major electric appliance, and their most important product for showing a net profit. With our dealers averaging \$74.92 on their ABC washer sales, they are really pushing this line and making handsome profits for themselves. There are no weak links in our organization of dealers in this territory, all dealers and our own men cooperating 100 per cent to make sure that the ABC is the big thing in Pennsylvania this year."

Extra Profits Interest Pottsville Dealers

Biehl's Auto Parts Co. of Pottsville, Pa., has been doing a very fine job with ABC washers through specialty dealers in

that territory, Gordon Biehl reports. This company has a very fine reputation among Pennsylvania dealers, which, coupled with the excellent prestige of ABC washers, finds a wide following. The extra chance for profits in ABC particularly interests the trade.

BOR Radio Reports Big ABC Sales

BOR Radio Co., Inc., has been doing big things with ABC washers in Reading, we learn from H. A. Ollivierre. The opportunities for bigger profits which this line gives has inspired dealers to push it aggressively, he reports, and the result has been that dealers around Reading have been piling up unusually fine sales.

ABC recently added Norge refrigerators to its representation.

Power Recorder from Universal

Universal Microphone Co., Inglewood, Cal., has issued its fall catalog supplement with nearly a hundred items which the firm has placed on the market since its printed catalog was issued some time ago. New products include two types of recording machines for 12 to 16 in. records, 33 1/3 and 78 RPM; phonograph pickup and recording head, lead screw device and other items.

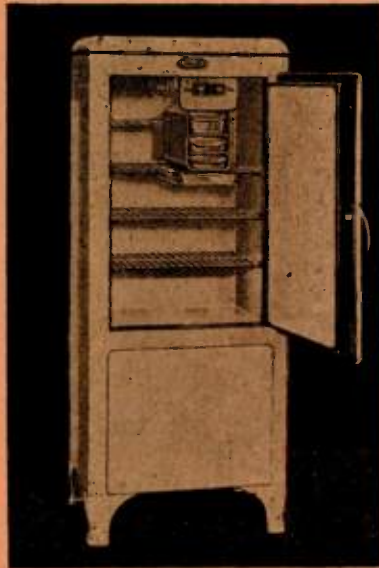
The latest development from the Universal factory is a power recorder for cutting any type of material and recording of all audible frequencies. Field coil is energized by 6 v. thus insuring a powerful magnetic field and eliminating lag in cutting.

RADIO & Electric Appliance JOURNAL for June, 1934 (Pennsylvania)

Copeland

DEPENDABLE ELECTRIC REFRIGERATION

There are six other beautiful models of Copelands—4 cu. ft. to 7.6 cu. ft., net storage. Porcelain and Porceloid finishes.



No. 604. A leader in the popular-priced line of Copeland Refrigerators for 1934. This size is selling very rapidly.

Prosper with Copeland

Dealers from all over our territory are writing, phoning, wiring, and asking about the 1934 line of Copeland Domestic Refrigerators.

We are not surprised. Every Copeland model is designed to meet public approval, is attractive in appearance, efficient in performance and is *priced to sell*.

Copeland is committed to a policy of supplying the ultimate in value, without sacrifice in any essential feature and we pledge definite co-operation with our dealer organization.

Hundreds of thousands of Copeland refrigerators all over the world have made a name for efficient performance and the good will built up for Copeland simplifies the work of selling.

*Get in touch with us at once if
you wish to make money in 1934.*

GOLDNER BROTHERS

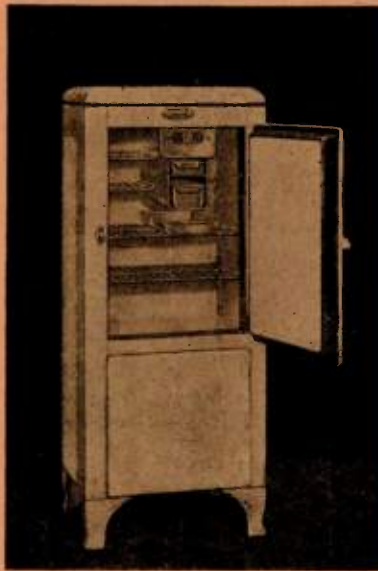
1227 No. Broad St.

Philadelphia, Pa.

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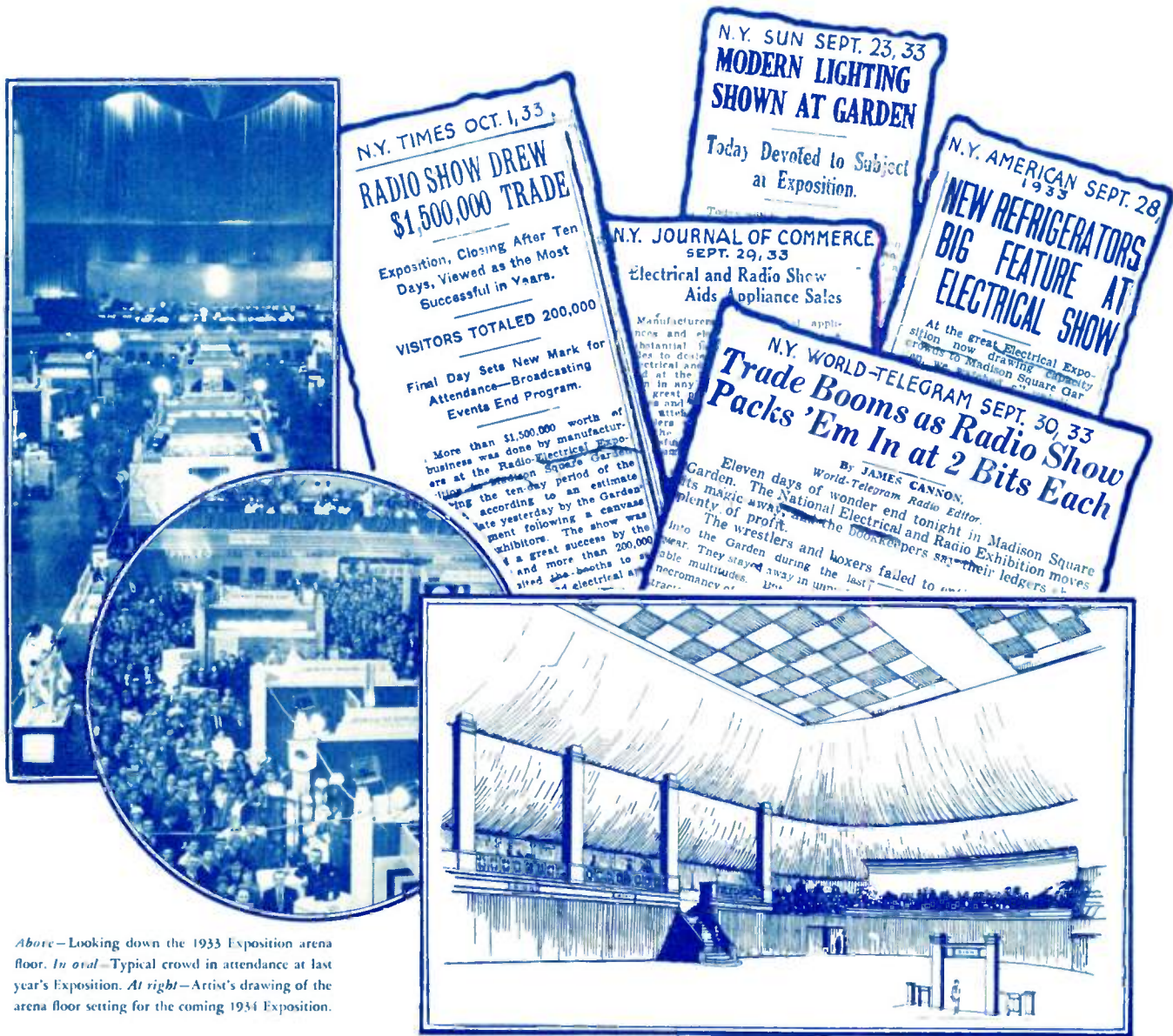
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COMMONWEALTH ELECTRIC CORP.,

308 Chestnut Street,

Harrisburg, Pa.

Will You Be Represented in the September NATIONAL ELECTRICAL AND RADIO EXPOSITION? Gigantic Show for the Combined Industries in 1934



Above—Looking down the 1933 Exposition arena floor. In oval—Typical crowd in attendance at last year's Exposition. At right—Artist's drawing of the arena floor setting for the coming 1934 Exposition.

Response of the public to the wonderful appeal of the National Electrical and Radio Exposition held in Madison Square Garden in New York City during September of 1933 proved beyond any shadow of doubt that this combined show was wanted, for more than 205,000 persons viewed the displays of—

RADIO
REFRIGERATION

DOMESTIC and
INDUSTRIAL APPLIANCES

OIL BURNERS
AIR CONDITIONING

The 1934 Exposition offers to the combined industries the opportunity to make a spectacular and concerted business drive in the World's Greatest Market for Electrical and Radio Appliances.

11 DAYS — SEPTEMBER 19th to 29th, 1934

Sponsors—ELECTRICAL ASSOCIATION OF NEW YORK

Management—MADISON SQUARE GARDEN CORPORATION

For complete information address J. Bernhart, Manager

NATIONAL ELECTRICAL EXPOSITION, MADISON SQUARE GARDEN, NEW YORK

Pulling...



Their weight in the boat

ABSENTEE owners have never controlled the destinies of the Hygrade Sylvania Corporation.

The men who own the major portion of the stock are all active in managing the business. They work hard. They put the success of their company above all else. They pull their weight in the boat.

This unswerving loyalty to one ideal is a large part of the reason why Hygrade Sylvania has increased its financial and dealer strength, even during the years of depression. Throughout 1930, 1931, 1932, 1933 . . . and today . . . the company's credit rating has always been AAA1.

The radio set owner has been given a high quality, carefully inspected tube. The radio set manufacturer has had expert

technical help and advice. It was Hygrade Sylvania who first pioneered the development of new and more efficient tubes for automobiles . . . and later, the new 6.3 volt group of tubes.

Dealers and jobbers are assured sound merchandising, fair price protection policies. They benefit from the partner-like aid of the financial, engineering and sales departments. These advantages, combined with the fine quality of Sylvania Tubes, provide unmatched sales opportunities.

The support of a company like the Hygrade Sylvania Corporation can mean much to your business. Write us for further details. A letter puts you under no obligation. Hygrade Sylvania Corporation, Sylvania Division, Emporium, Penna.



Sylvania

(Reg. U. S. Pat. Off.)



THE SET-TESTED RADIO TUBE

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