

# Radio Journal

**ELECTRIC APPLIANCE**

**MUSIC-RADIO**  
Electric Appliances

*Glad. Henderson*  
Editor

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

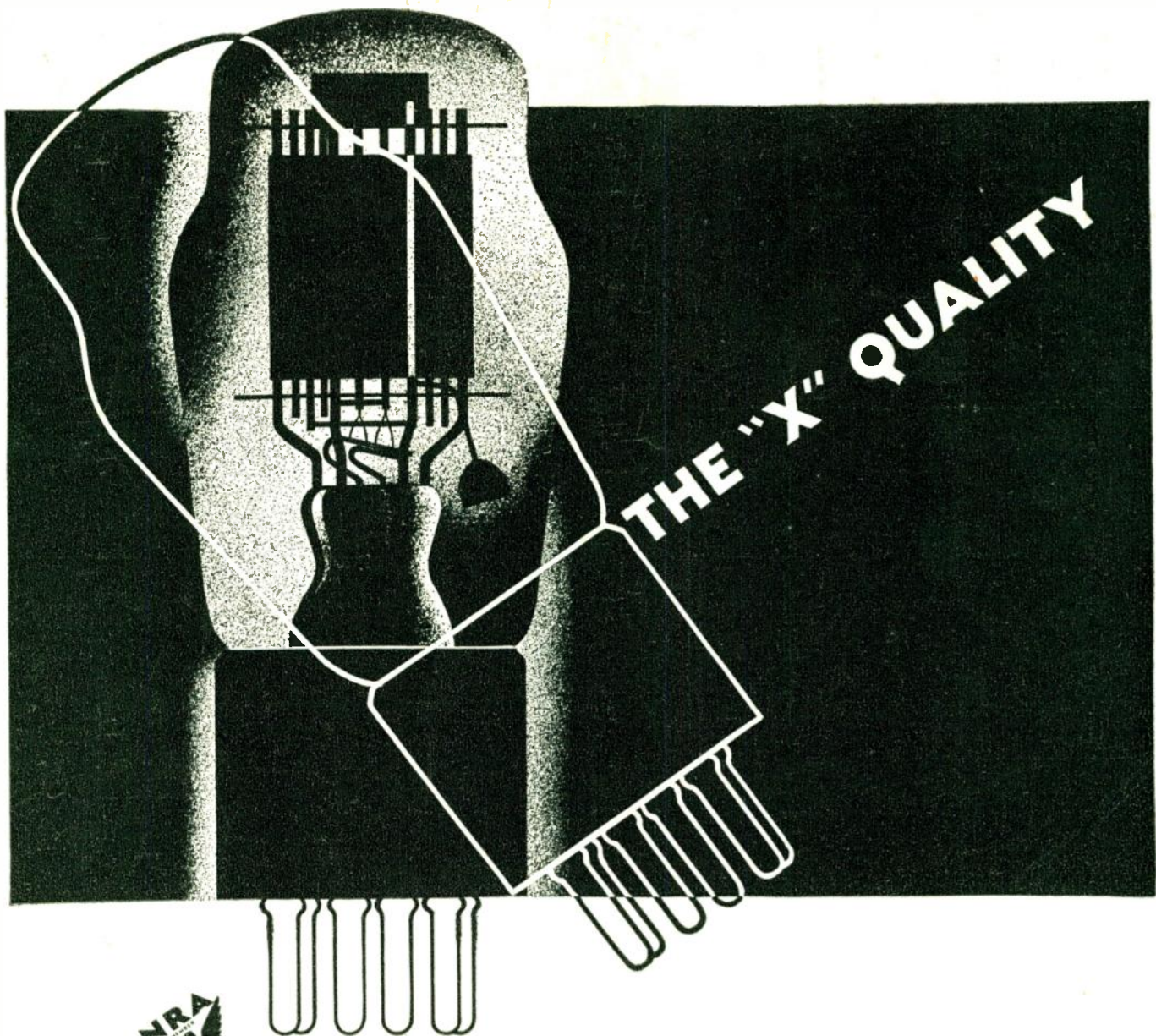
## STEWART-WARNER

**GIVES YOU  
THE FIRST  
REAL REASON  
FOR REPLACING  
OLD RADIOS  
SINCE A-C  
TUBES MADE  
BATTERIES  
UNNECESSARY**

*a  
great new  
Opportunity  
for Radio  
Profits!*

**SEE  
BACK  
COVER**





"X" generally stands for the *unknown* . . . for something that is present, but unseen. You can compare it to the hidden character that makes one paint last longer than another, one suit of clothes give better service than another, one kind of marble stand up better than another which *looks the same*.

It is the "X" quality in Raytheon 4-pillar Tubes that makes them the chosen tube for polar expeditions, for the nation's largest air transportation companies, for police departments throughout the land, for automobile radios and for millions of private set-owners.

You can attribute the longer and better service of Raytheons, of course, to the 4-pillar principle. But it goes even deeper than that. It goes down to the "X" quality. And the nearest you can come to explaining that, is by calling it *the integrity of the concern that manufactures them*.

For Raytheons are manufactured by craftsmen steeped in the watchmaker's tradition. That's why all their elements are precisely aligned . . . and *kept* precisely aligned by the patented 4-pillar principle of firm support.

Raytheon 4-pillar Tubes are sold on the same principles of honesty with which they are made. The policy of the Raytheon Production Corporation is fair profit to all, with customer satisfaction guaranteed.

#### RAYTHEON PRODUCTION CORPORATION

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

# RAYTHEON

TRADE-MARK

## 4-PILLAR RADIO TUBES

*The Decca Snowball Starts to Roll!*

**BING CROSBY**

and

**GUY LOMBARDO**

have recorded their first  
selections as EXCLUSIVE  
recording artists for

**DECCA RECORDS Inc.**



*Bing Crosby*

WATCH  
FOR  
FURTHER  
ANNOUNCEMENTS



*Guy Lombardo*

**DECCA RECORDS Inc.**

JACK KAPP, *President*

E. F. STEVENS, Jr., *Vice-Pres. and Gen'l Mgr.*

Applications  
for  
Dealerships  
Now Being Received

**799-7th Ave.  
New York**

Address Applications  
to Sales Dept.  
DECCA RECORDS, inc.  
799-7th Ave., New York

# ATWATER

*a complete line of*

## A MESSAGE FROM

*A. Atwater Kent.*

My best belief is that business will continue to improve. You may be sure that radio will come in for its share this fall. This is *one* reason why we are expecting, and are ready for, a major increase in the sales of Atwater Kent

Radio. The *other* reason, the larger reason, is the sales appeal of the new features, and the values in real quality offered by every model in the complete line of Atwater Kent Radio that is presented for the year 1935.

ATWATER KENT MANUFACTURING COMPANY *A. Atwater Kent, President* PHILADELPHIA, PA.



**TUNE-O-MATIC**—Model 511W—starts itself, tunes itself, stops itself automatically—a marvelous new idea in radio—tunes in a number of selected programs over a 12-hour period with one setting. Contains an electric clock of excellent quality. Foreign and American broadcast receiver—11-tube superheterodyne with 12 tuned circuits. Shadow tuning for use on manual control. All the sales features that you ever hoped for in a radio.

**\$190.00 f. o. b. factory.**

### FULL LINE . . . COMPLETE PRICE SCALE

Tune-O-Matic Radio—an entirely new type of radio—improved all-wave models—combination broadcasting and short-wave models—broadcast only—AC or DC—motor car radio—models for direct current, 32-volt lighting system and air cell battery power—and a wide price range throughout from \$22.50 to \$190. f. o. b. Philadelphia. SOME of these radios are illustrated here. ALL are ready for inspection at your distributor's.

*It's* THE

# KENT announces 1935 RADIO



**ALL WAVE**—Model 318K—8-tube superheterodyne with 9 tuned circuits—complete world-wide range from 540 kilocycles to 22.5 megacycles—in 4 separate tuning bands—2-speed tuning, approximately 6 to 1 and 60 to 1 ratios—shadow tuning—six watts output—11-inch electro-dynamic speaker. Beautiful lowboy cabinet of choice veneers and matched woods with excellent acoustical properties. **\$89.90 f.o.b. factory.**



**SHORT WAVE and STANDARD BROADCAST**—Model 325E—offers the thrill of foreign broadcasting plus everything that is broadcast in America, with a rich, truthful tone. 5-tube superheterodyne with 6 tuned circuits and 3 separate tuning ranges—2-speed tuning—11-inch electro-dynamic speaker, automatic volume control, tone control, attractively designed cabinet. **\$49.90 f.o.b. factory.**



**ALL WAVE**—Model 112N—Scientific high fidelity tests show that this is the finest radio that we ever built. Other sets cost much more, but we know of none that matches the performance of this 12-tube Atwater Kent. 10-kilocycle selectivity over entire tuning range—15 watts undistorted output—4 tuning bands—540 kilocycles to 18 megacycles—bass compensation—true high fidelity reproduction. **\$165.00 f.o.b. factory.**



**SHORT WAVE and BROADCAST**—Model 206—6 tubes—7 tuned circuits—3 tuning bands cover foreign short-wave, all police, airplane and amateur channels as well as all American broadcasting—2-speed tuning—8-inch speaker. Highly selective yet extremely quiet in operation. **\$49.90 f.o.b. factory.**



**STANDARD BROADCAST**—Model 944—4-tube superheterodyne—large speaker covering wide range—undistorted output of 2 watts—tuning range from 540 to 1720 kilocycles. Sensitivity of the set may be varied according to reception conditions. Vernier tuning. Police calls. **\$22.50 f.o.b. factory.**



**SHORT WAVE and BROADCAST**—Model 145—5 tubes—6 tuned circuits—3 tuning bands include foreign short-wave broadcasting, all American broadcasting, and police, amateur, airplane frequencies. Airplane-type dial is illuminated so that only the tuning band in use is lighted. **\$39.90 f.o.b. factory.**

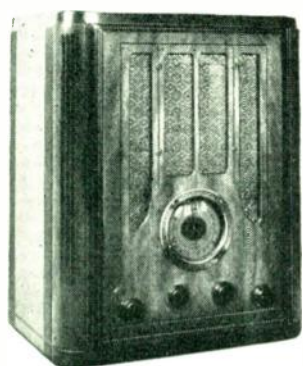
SEASON'S LEADING LINE

# Announcing

## TEN NEW RCA VICTOR GLOBE TROTTERS!

New features . . . world-wide range . . . superb tone . . . cabinets of rare beauty — all combine to make this RCA Victor's greatest fall season!

**118** 5-tube, 2-band AC table model, latest design. Foreign and United States bands with extra features.



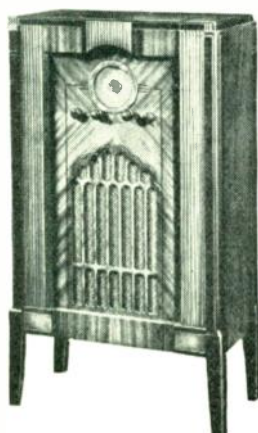
**121** 6-tube, 2-band AC table model, cathedral with keystone. Foreign and United States bands.



**211** 5-tube, 2-band AC console, open face. Blended, hand-rubbed walnut finish. Foreign and United States bands.



**221** 6-tube, 2-band AC console, open face. Hand-rubbed finish. Foreign and United States bands.



**224** 6-tube, 3-band AC console, open face. Foreign and United States bands.



# RCA VICTOR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

# for 1934-35

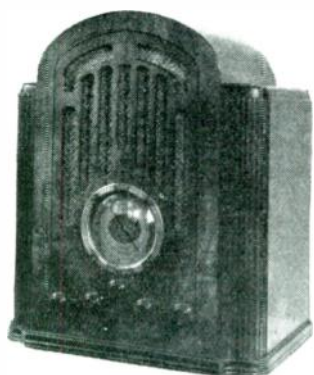
## AT PRICES FROM \$39.95 TO \$225

(F. O. B. Camden)

Backed by a powerful advertising campaign . . . that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—

Beautiful cabinets (by one of America's foremost designers). RCA Victor is headed for a big fall season. Join in the money-making parade. Write, wire or 'phone your RCA Victor distributor.

**128** 6-tube, 3-band AC table model, modified cathedral. Foreign and United States bands.



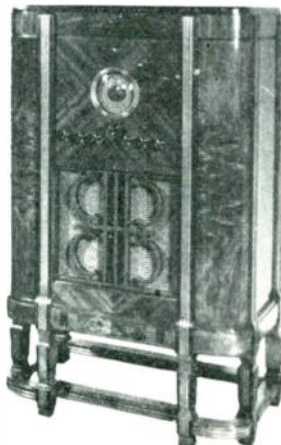
**143** 8-tube, 4-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table sets.



**242** 8-tube, 4-band AC console, open face. Foreign and United States bands, also new long wave weather reports.



**262** A 10-tube, 5-band AC console, open face. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



**281** A de luxe 12-tube, 5-band AC console, with doors. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



# Globe Trotter **RADIOS**

RCA VICTOR COMPANY, Inc.,  
"Radio Headquarters,"  
Camden, N. J.

A CAR RADIO WITH THE

● GENTLEMEN!  
WITH THIS SWEET



Tune in on *more sales and better profits* with this amazing NEW model car radio—the Arvin *Joy Ride*. It's the smartest sale trump that will be played in the car radio business this year. A *great* little radio with *Airplane Type* remote control dial that may be put in the instrument panel or on the steering column. And it's a pleasure to install this set—it goes in any car so easily.

Without a doubt the Arvin *Joy Ride* is the best sales bet on the car radio market. It's a big-time

radio—a 6-tube set with 6-inch speaker—at a price the average car owner can afford to pay. But don't confuse it with other low-priced sets—because the Arvin *Joy Ride* is such a good car radio that it really ought to sell for more money.

Stock the Arvin *Joy Ride*—push it for all it's worth—and watch your car radio volume and profits go 'way up. The sooner you get acquainted with this new addition to the Arvin family the more you'll profit. Call an Arvin jobber—or write us.

NOBLITT-SPARKS INDUSTRIES, Inc., COLUMBUS, INDIANA • Also Makers of Arvin Hot Water Car Heaters

NEW ARVIN JOY RIDE MODEL NO. 16



PEP AND VIGOR OF YOUTH

GET ACQUAINTED  
NEW ARVIN BABY!

HERE'S THE NEW MODEL NO. 16

ARVIN

*Joy Ride*

A 6-TUBE SET WITH AIRPLANE TYPE  
REMOTE CONTROL DIAL THAT GOES  
IN THE INSTRUMENT PANEL OR ON THE  
STEERING COLUMN • SELLS FOR ONLY

\$ **39<sup>95</sup>**



Control as it goes on  
the steering column.

Control with instru-  
ment panel plate.

A PEPPY CAR RADIO FOR EVERYONE

# NEW KADETTE MODELS

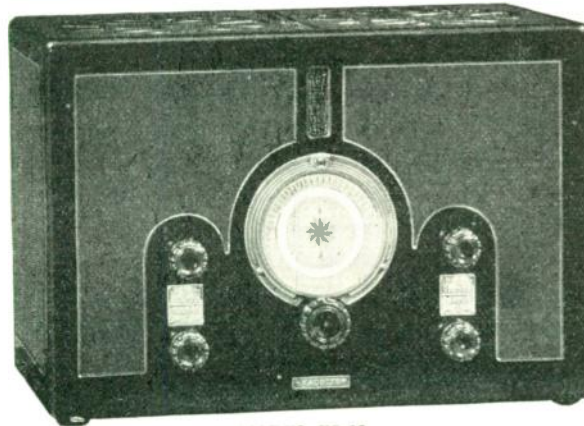
ARE BEING ANNOUNCED

IN STEP WITH THE MARKET

THE JULY LEADER

The first radio designed for ten million American homes now equipped with good broadcast receivers. Exclusive short-wave radio. **\$29.75** Complete . . .

This market of millions is wide-open for immediate sales with this



MODEL ES 25

sensational new model ES 25 exclusive short-wave Kadette 5-tube superheterodyne, tuning world-wide, short-wave channels from 18 to 200 meters, 6-inch dynamic speaker, tone control, automatic volume control, all front controls.



MODEL ES 20

## ADVANCE NOTICE TO DEALERS

International will announce on September 1st a new sensationally low priced compact bakelite radio that will startle the market.

Other new Kadette models will follow—all designed to fit and complete the current Kadette line. Write for information.

International Radio Corporation will maintain its leadership by creating the most original and salable line, without regard for competition.

Get your name on our mailing list to receive these announcements.



MODEL ES 19

## EVERY MODEL A WINNER

**Model ES 20.** The most practical and distinctive dual-band receiver yet designed. Real tone from AC-DC.

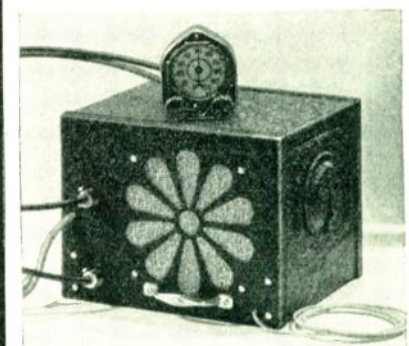
**Model ES 19.** The first perfected AC-DC dual-band European and Standard broadcast receiver.

**Model CB.** The lowest-priced battery radio on the market.

**Model K 60.** We announced in June a new perfected precision-built automobile radio.



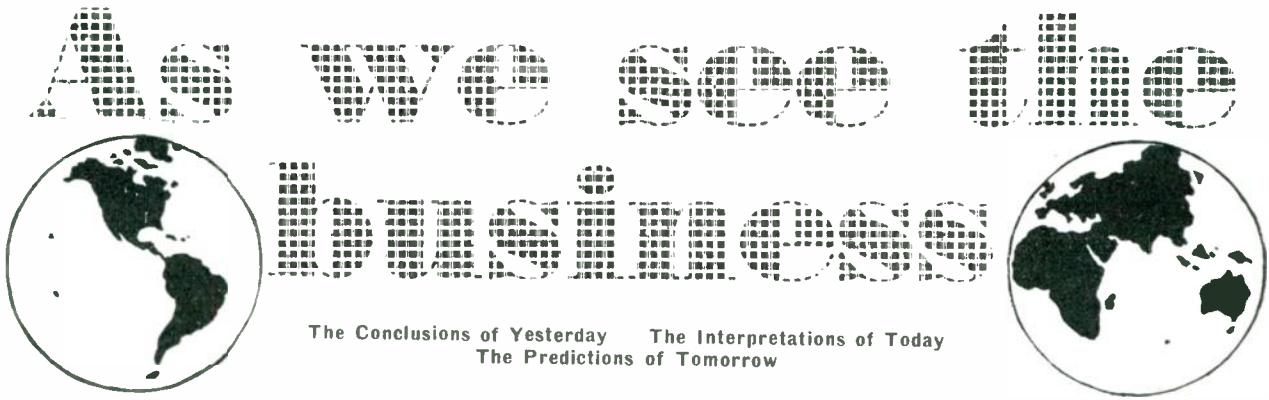
MODEL CB



MODEL K 60

Originated and Manufactured by

INTERNATIONAL RADIO CORPORATION  
ANN ARBOR U. S. A. MICHIGAN



**I**NASMUCH AS THE RADIO BUSINESS is having a revolution, putting millions of sets out of date, and creating a new old-market of amazing size—at least 3 years of good business to quench the selling thirst—it is time now for co-operative retail selling and not competitive price cutting. The all-wave set has rejuvenated the public interest in radio, and a potential business is ripening on the trees. The tree can be shaken with price cutting or the sales can be hand-picked with profits to all concerned. There is a warning here that should be heeded, especially by dealers in the larger cities.

**P**PRICE CUTTING IN NEW YORK IS greater in percentage to sales than in any other city. Dealers in many cities will be amazed to learn of a get-together of New York dealers for the purpose of making the maximum allowance on cash sales 20%, and this to include the trade-in value. This was not a code meeting, but held under the auspices of the Radio Merchants' Association of Greater New York, and in self-defense. On installment sales, wanted are:

No discounts whatever, 10% trade-in allowance; finance charges (optional); down payment no less than \$5; no payment less than \$1 a week; no more than a year to pay.

**O**N ADVERTISING: NO ADVERTISING IN ANY FORM OF "no finance charges"; of more than 10% trade-in allowance unless year model is used; of "no down payment"; of less than \$5 down payment; of less than \$1 per week installment payments; of more than one year to pay. The foregoing advertising platform seems logical, and at the same time giving sufficient power in advertising to insure store traffic.

**S**ERVICE IS COVERED AS FOLLOWS: Sets listing to \$30, 90 days store service only; sets from \$31 to \$50, 90 days service in the home; sets from \$50 upwards, 1 year service in home. No more than 90 days replacement of parts and tubes on any price set. An accurate bill of sale or statement of account shall be issued upon the sale of every set.



formerly by... **GLAD. HENDERSON** Editor - **DANIEL WEBSTER** Managing Editor

50c a copy, \$5 a year

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

**RADIO & ELECTRIC APPLIANCE JOURNAL**

**AUGUST 1934**

Vol. XXXVII, Number 2

**Glad. Henderson** Editor

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

RADIO - REFRIGERATORS - WASHERS - CLEANERS - CLOCKS - SOCKET APPLIANCES - TUBES - HOME AMUSEMENTS

PRODUCTS

Chicago Office: Richard E. Burrill, 664 No. Michigan Ave.

**O**THER ANGLES ARE: NO RETAIL sales by jobbers of sets, parts or service to consumers. No false or misleading prices (known as "burn-up" prices) quoted prospective customers. No premiums or free merchandise offered as an inducement. No dealer shall secretly give anything to induce a sale or to violate the principles of this platform either directly or indirectly. Assembled sets must be given a list price by the dealer (the cabinet and chassis assembly, buying each from different places and assembled in the store) which shall not be lower than the corresponding model. Regulation governing discounts on regular factory models apply to assembled sets also.

**A**LTHOUGH MANY OF THESE dealers sell refrigerators, it was the consensus of opinion that the present state of retail competition required no drastic platform as is now needed in radio. This is also true of the washer business, oil burners and air-conditioning apparatus.

**R**ADIO BUYER CLARENCE HAMMOND of Loesers, Brooklyn, made the remarkable statement that figures show that no department store has made any money on radio departments for 5 years, and he recommended the elimination of the radio department at Loeser's. This is a drastic indictment of the radio business and if there are no profits in radio selling, it means that department stores either should drop radio or else revise the selling formula. It is highly gratifying to hear a man of the importance of Hammond point out a situation of this kind, as all work and no profit keeps too many wrinkles on the wallet.

**B**LAME FOR THE AMAZING SITUATION of radio marketing conflict is

put onto the jobbers by the dealers, and by the jobbers onto the dealers, so we are all just where we started. And we presume the dealers, if sincere about what they do, selling to the public, will buy without getting any inducements of sea trips, magnolia plants, petunias or prizes of any kind, and that to accept a PM is the signal for hara-kiri.

**G**REATER NEW YORK IS A HUGE market of over 300,000 radio sets, for 2,000 dealers (50 mile area). This means 150 sets a year average sales. Take away from that what Davega and Vim do, and there are 250,000 sets for 1998 dealers. Add up the sales of 50 stores in "Cortlandt Street" and top it off with such good dealers as Liberty, Haynes-Griffith, Ludwig-Bauman, Gimbels, Macys, European Phonograph, LeWinter, Marconi, Independent, Commodore, Harvey, Kover, New York Band Instrument Co., Walter Nussbaum, Reliable, Shearn, S. Baumann, Finkenberg, Sachs, Michaels and other live ones in New Jersey, Long Island and Westchester, and you'll get 400 dealers selling about 250,000 sets leaving 50,000 sets for 1,600 dealers, or an average of about 31 sets each per year. In theory this is the way it looks and it is dam near accurate in practice, so mass meetings on price protection for each other are just a little rehearsal in speech making. New York dealers can't get together—they wouldn't even during the water-tight phonograph conditions of 10-15 years ago when cutting prices compared to burning \$20 bills.

**S**O, "THE NEW YORK MARKET," IN factory sales conferences, is "special handling" to steal a Post Office phrase and is more or less a market of constant turmoil—the champion of profitless volume. The mystic lure of the word "New York" is much over-estimated to a factory that wants to sell goods at a profit, and no one in New

York can criticize this statement, nor can any trade member be blamed for "selling" this idea to manufacturers for extra discounts. We would be back of a concerted jobber move to "kid" factories into getting 5, 8, 10 or 12% extra discount, for the jobbers' own profit, but when extra discounts are passed on to dealers, to pass onto the public, voluntarily, all vanishing into the stratosphere, what is it all for? Certainly, the public doesn't appreciate it; it doesn't make "volume" sales, except in the penny goods models, and the manufacturers who "fall" keep running around in squirrel cages. The fallacy of dealers asking for more discount in order to cut prices, as "they cannot live on regular discounts" has been, is today and will in the future, be a problem that can only be solved by the jobbers, who are the "innocent by-standers" between dealers and factories.

**T**HE REASONING BACK OF IT must be something like this: A \$100 (list) set bought at 40% discount costs \$60. So the dealer cuts the price and sells it for \$75 . . . 20% gross profit. But he needs 40% in order to do business and to make a reasonable profit. Thus he needs "more discount" to stay in business, and there is only one place to get more discount and that is from the jobber or manufacturer. Of course, selling the set at \$100 to get the full 40% discount isn't even thought of, and it is probably absurd for us to believe that a customer able to pay \$75 could pay the \$100. This will probably go on until Hitler is the guest of honor at the Jewish Welfare \$100 Dinner.

**S**OME SMART REFRIGERATOR manufacturer, or "even a bright jobber" in each of a number of larger cities, will discover many \$\$\$ selling boxes for biologicals. It would pay a manufacturer to bring out one or two models especially for biologicals. This is a virgin (see dictionary) field and deserves attention.

**T**HE THIRD QUARTER OF THIS year shows a refrigerator maker doing over 30% more business than last year and making 11% less profit. Guess we are not wrong squawking against profitless volume.

**I** AM A GLUTTON FOR COLLAR hunting experience. Recently saw a swell looking "English" collar in Weber & Heilbronner's window, with this marking:



OXFORD-2  
LONDON FLEXIBLE

The clerk said it was an English collar, but AFTER BUYING I scrutinized the label "Made in Troy". If this isn't a perfect gag marking to imitate the English atmosphere, then the Prince of Wales never fell off a horse. Note the design, the "B", the "Britain", the "Oxford" and the "London"—a perfect "take" for a guy that is supposed to know his phonies. Is it any wonder that Frigidaire kicks at Frigi-top, Frigi-cold or Frigy-frigy by some maker trying to bask in the sunshine? And what do you think GE suspects when those refrigerator ads of unknown brands come out with the big "General Electric Motor" plus the trade-mark of "G-E" dominating the copy? It is just colouseal!

**A**NOTHER GAG TRYING TO BE pulled on a factory is the West coast boys writing for the representation, enclosing a small order, and then tying up a number of states on a "strictly commission" basis. Then, they stall around waiting for the manufacturer to sell the goods, which develops their commission or a fee for buying back the contract. Manufacturers are a pushover for hot shots of this kind, so we are told. This must explain the slang: "Coast boys."

# 25 companies offer 317 new 1935 radios

The following listing of home radios, compiled by The JOURNAL, gives model numbers, prices, number of tubes, tuning range. Unless otherwise indicated, cabinet is table type, current is AC and tuning range is in kilocycles.

## AMERICAN-BOSCH

- 402: \$29.95. 4-tubes. 540-1,750 kc. AC-DC.  
376BT: \$32.95. 5-tubes. 540-1,600 kc. Battery.  
420: \$39.95. 5-tubes. 540-3,600 kc.  
440T: \$54.50. 6-tubes. 540-1,600 kc and 5,600-15,500 kc.  
376S: \$59.95. 5-tubes. 540-1,600 kc. Battery. Console.  
460B: \$67.50. 7-tubes. 540-21,000 kc.  
460A: \$69.50. 7-tubes. 540-21,000 kc.  
440C: \$69.50. 7-tubes. 540-1,600 kc. and 5,600-15,500 kc. Console.  
460R: \$94.50. 7-tubes. 540-21,000 kc. Console.  
480R: \$149.50. 10-tubes. 540-22,500 kc. Console.



- 401: 4-tubes. 75-550 m.  
510: 5-tubes. 15-52 m. and 65-550 m.  
610: 6-tubes. 15-52 m. and 65-550 m.  
501: 5-tubes. 75-550 m.  
408: 4-tubes. 75-550 m.  
502: 5-tubes. 15-52 m. and 175-550 m.  
1000: 10-tubes. 12-2,000 m.

## ATWATER KENT

- 944: \$22.50. 4-tubes. 540-1,720 kc.  
145: \$39.90. 5-tubes. 540-15,500 kc.  
185: \$59.50. 5-tubes. 540-16,000 kc. DC.  
825: \$34.90. 5-tubes. 540-2,600 kc. AC-DC.  
465Q: \$44.90. 5-tubes. 540-16,000 kc. Battery.  
206: \$49.00. 6-tubes. 540-15,500 kc.  
206D: \$54.50. 6-tubes. 540-15,500 kc. DC.  
447: \$74.50. 7-tubes. 540-22,500 kc.  
768Q: \$69.90. 8-tubes. 540-22,500 kc. Battery.  
325E: \$49.90. 5-tubes. 540-18,000 kc. Console.  
215E: \$72.50. 5-tubes. 540-16,000 kc. Console. DC.  
655QE: \$57.50. 5-tubes. 540-16,000 kc. Battery. Console.  
376DE: \$67.50. 6-tubes. 540-15,500 kc. DC. Console.  
376K: \$69.90. 6-tubes. 540-15,500 kc. Console.  
376E: \$59.90. 6-tubes. 540 kc. Console.  
318K: \$89.90. 8-tubes. 540-22,500 kc. Console.  
318N: \$99.90. 8-tubes. 540-22,500 kc. Console.  
978QK: \$84.90. 8-tubes. 540-22,500 kc. Battery. Console.  
559N: \$119.50. 9-tubes. 540-18,000 kc. Console.  
559S: \$134.50. 9-tubes. 540-18,000 kc. Console.  
511W: \$190. 11-tubes. 540-1,600 kc. and 5,500-15,500 kc. Tune-O-Matic. Console.  
112N: \$165. 12-tubes. 540-18,000 kc. Console.  
112S: \$180. 12-tubes. 540-18,000 kc. Console.

## BELMONT

- 540: \$29. 5-tubes. 535-1,725 kc. AC-DC.  
375: \$29.95. 5-tubes. 535-1,720 kc.  
675: \$39.95. 6-tubes. 530-1,720 kc. and 5,100-17,500 kc.  
650: \$37.50. 6-tubes. 535-1,725 kc. AC-DC.

## COLONIAL

- 653: 5-tubes. 171-551 m.  
652: 5-tubes. 16.9-54.5 m. and 180-560 m.  
659: 6-tubes. 16.9-54.5 m. and 180-560 m. Bat.  
657: 5-tubes. 16.6-54.5 m. and 182-555 m. AC-DC.  
651: 5-tubes. 16.5-51.5 m. and 181-554 m.  
654: 5-tubes. 171-555 m. AC-DC.  
658: 6-tubes. 17-53.5 m. and 178-565 m.  
655: 6-tubes. 16.8-52 m. and 182-555 m.  
656: 6-tubes. 19.3-555 m.  
600A: 6-tubes. 120-555 m. Console.  
603: 6-tubes. 17-53.5 m and 182-565 m. Console.  
605: 7-tubes. 19.3-560 m. Console.  
604: 8-tubes. 15-555 m. Console.

## CROSLEY

- 41: \$19.99. 4-tubes. 540-1,720 kc. AC-DC.  
41 De Luxe: 4-tubes. 540-1,720 kc. AC-DC.  
51: \$33. 5-tubes. 54-1,720 kc. AC-DC.  
FIVER JR.: \$19.99. 5-tubes. 540-1,720 kc.  
FIVER JR.: \$35. 5-tubes. 540-1,720 kc. Lowboy.  
FIVER: \$28.95. 5-tubes. 540-1,720 kc.  
FIVER De Luxe: \$35. 540-1,720 kc. and 1,650-4,500 kc.  
FIVER De Luxe Lowboy: \$47.50. 540-1,720 kc. and 1,650-4,500 kc.  
60: \$39.50. 6-tubes. 540-1,720 kc. and 1,650-4,500 kc.  
60: \$54.50. 6-tubes. 540-1,720 kc. and 1,650-4,500 kc. Lowboy.  
70: \$49.95. 7-tubes. 540-1,720 kc. and 1,650-4,500 kc.  
70: \$65. 7-tubes. 540-1,720 kc. and 1,650-4,500 kc. Lowboy.  
10: \$79.50. 10-tubes. 540-1,720 kc. and 1,650-4,500 kc. Lowboy.  
61: \$19.95. 6-tubes. 540-1,720 kc. and 5,700-15,500 kc.  
61: \$65. 6-tubes. 540-1,720 kc. and 5,700-15,500 kc. Lowboy.  
72: \$59.95. 7-tubes. 540-1,750 kc. and 5,600-15,700 kc.  
72: \$79.50. 7-tubes. 540-1,750 kc. and 5,600-15,700 kc. Lowboy.  
80: \$79.50. 8-tubes. 530-24,000 kc. (150-400 kc. optional).  
80: \$99.50. 8-tubes. 530-24,000 kc. (150-400 kc. optional). Lowboy.  
50: \$59.95. 5-tubes. 540-1,720 kc. and 5,700-15,500 kc.  
50: \$55. 5-tubes. 540-1,720 kc. and 5,700-15,500 kc. Lowboy.  
Battery models range from \$19.99 to \$69.95.

## Demco

Full line of Demco radio sets now in preparation will shortly be announced to the trade.

## DEWALD

- 640: \$44.50. 190-570 m. 6-tubes.  
602: 8-tubes. 13-570 m.  
600A: 6-tubes. 15-570 m.  
501: 5-tubes. 15-50 m. and 190-570 m.

## Emerson

- 23: \$22.50. 4-tubes. 540-1,760 kc.  
28: \$31.95. 5-tubes. 540-3,000 kc.  
38: \$39.50. 6-tubes. 540-1,760 kc. and 5,400-15,500 kc. AC-DC.  
45: \$14.50. 6-tubes. 540-1,760 kc. and 5,400-15,500 kc.  
70: \$69.50. 7-tubes. 540-23,000 kc.  
770: \$99.50. 7-tubes. 540-23,000 kc. Console.

## EMPIRE

- 450A: \$48.95. 5-tubes. 525-1,500 kc. and 5,800-15,000 kc. AC-DC.  
460B: \$54.95. 6-tubes. 525-1,500 kc. and 5,350-15,500 kc. AC-DC.  
470C: \$69.50. 7-tubes. 525-23,750 kc.  
480C: \$64.50. 8-tubes. 525-1,500 kc. and 5,350-15,500 kc. AC-DC.  
40SW: \$49.75. 525-1,500 kc. and 5,350-15,000 kc. AC-DC.  
45SW: \$51. 6-tubes. 525-1,500 kc. and 5,350-15,500 kc. AC-DC.

## FAIRBANKS-MORSE

- 5212: \$34.95. 5-tubes. 85-550 m.  
5241: \$49.95. 5-tubes. 85-550 m. Console.  
5312: \$39.95. 5-tubes. 18-60 and 175-550 m.  
5341: \$54.95. 5-tubes. 18-60 m. and 175-550 m. Console.  
7014: \$69.50. 7-tubes. 12.5-560 m.  
7040: \$89.50. 7-tubes. 12.5-560 m. Console.  
814: \$54.50. 8-tubes. 85-560 m.  
841: \$67.50. 8-tubes. 85-560 m. Console.  
1014: \$64.50. 10-tubes. 85-550.  
1040: \$84.50. 10-tubes. 85-550. Console.  
516-2V: \$39.95. 5-tubes. 175-550 m.  
541-2V: \$54.95. 5 tubes. 175-550 m. Console.  
816-32V: \$78.50. 8-tubes. 175-550 m.  
940-32V: \$99.50. 8-tubes. 175-550 m. Console.

# ...cyclopedia...



- 54CX: \$35. 5-tubes. 200-550 m. AC-DC.
- 55CU: \$37.95. 5-tubes. 19-55 and 180-550 m. AC-DC.
- 55EU: \$39.95. 5-tubes. 19-55 and 180-550 m. AC-DC.
- 55G: \$44. 5-tubes. 19-55 and 180-550 m.
- 55VU: \$49.95. 6-tubes. 19-55 and 180-550 m. AC-DC.
- 65VL: \$49.95. 6-tubes. 180-550 and 1,000-2,000 m. AC-DC.
- 65HU: \$59.50. 6-tubes. 19-95 and 180-550 m.
- 65HU82: \$70. 6-tubes. 19-55 and 180-550 m. DC.
- 94C: \$185. 9-tubes. 14-550 m. Console.
- 94PC: \$250. 9-tubes. 14-550. Console. Combination.
- 55D: \$25. 5-tubes. 200-550 m. AC-DC.

## GENERAL ELECTRIC

- M51: 5-tubes. 540-1,720 kc. and 5,400-18,000 kc.
- M56: 5-tubes. 540-1,720 kc. and 5,400-18,000 kc. Console.
- M61: 6-tubes. 540-18,000 kc.
- M67: 6-tubes. 540-18,000 kc. Console.
- M81: 8-tubes. 140-410 kc. and 540-18,000 kc.
- M86: 8-tubes. 140-410 kc. and 540-18,000 kc. Console.
- M89: 8-tubes. 140-410 kc. and 540-18,000 kc. Combination.
- M106: 10-tubes. 140-410 kc. and 540-36,000 kc. Console.
- M125: 12-tubes. 140-410 kc. and 540-36,000 kc. Console.
- M129: 12-tubes. 140-410 kc. and 540-36,000 kc. Combination.

## Crunow

- 660: \$49.95. 6-tubes. All-wave.
- 661: \$69.50. 6-tubes. All-wave. Console.
- 751: \$99.50. 7-tubes. 550-21,700 kc. Console.
- 752: \$99.50. 7-tubes. 550-21,700 kc. Console.
- 651: \$59.50. 6-tubes. 540-4,000 kc. Console.
- 1101: 11-tubes. Selectrol. Console.
- 450: \$27.50. 4-tubes. 550-4,000 kc.
- 750: \$75. 7-tubes. 550-21,700 kc.
- 902: 9-tubes. 540-4,000 kc. Console with Selectrol.
- 550: \$32.95. 5-tubes. 550-1,720 kc. AC-DC.
- 650: \$44.95. 6-tubes. 540-4,000 kc.
- 1151: \$139.50. 11-tubes. 540-22,000 kc. Console.



- A-12: \$19.95. 4-tubes. 175-545 m. AC-DC.
- B-18: \$27.50. 5-tubes. 175-555 m. AC-DC.
- C-14: \$39.95. 5-tubes. 175-550 m. and 17-51 m.
- D-15: \$69.50. 8-tubes. 12-555 m. and 850-2,000 optional. Console.
- F-17: \$89.50. 12-tubes. 12-555 m. and 850-2,000 optional. Console.
- W-6: \$249.50. 19-tubes. 12-555 m. and 850-2,000 m. optional. Console.



- 410: 4-tubes. 180-550 m.
- 420: 4-tubes. 180-550 m.

- 520: 5-tubes. 18-55 and 185-550 m.
- 530: 5-tubes. 18-55 and 145-550 m.
- 540: 5-tubes. 200-2,000 m.
- 560: 5-tubes. 200-2,000 m.
- 610: 6-tubes. 18-55 and 190-550 m.
- 620: 6-tubes. 18-55 and 190-550 m.
- 630: 6-tubes. 18-55 and 200-550 and 800-2,400 m.
- 770: 7-tubes. 13-2,200 m.
- NS 60: 6-tubes. 75-550 m. Console A with 610 chassis. Console B with 620 chassis. Console C with 630 chassis.

## KADETTE

- ES25: \$29.75. 5-tubes. 18-200 m.
- ES20: Dual wave. AC-DC.
- CB: Battery table model.
- ES19: Dual wave. AC-DC.



- 63: \$67.50. 6-tubes. 16-550 m.
- 663: \$89.50. 6-tubes. 16-550 m. Console.
- 65: 6-tubes. 16-2,000 m.
- 68: \$72.50. 16-550 m. DC. 6-tubes.
- 53: \$54.50. 5-tubes. 16-550 m.
- 55: 5-tubes. 16-2,000 m.
- 93: \$39.50. 5-tubes. 18-550 m. AC-DC.
- 84: \$79.50. 4-tubes. 14-550 m.



- 118: 5-tubes. 540-1,720 kc. and 5,400-18,000 kc.
- 126B: 6-tubes. 540-1,800 kc. Battery.
- 128: 6-tubes. 540-18,000 kc.
- 135B: 7-tubes. 540-1,720 kc. and 5,400-18,000 kc. Battery.
- 143: 8-tubes. 140-410 kc. and 540-18,000 kc.
- 211: 5-tubes. 540-1,720 kc. and 5,400-18,000 kc. Console.
- 224: 6-tubes. 540-18,000 kc. Console.
- 235B: 7-tubes. 540-1,720 kc. and 5,400-18,000 kc. Battery. Console.
- 242: 8-tubes. 140-410 kc. and 540-18,000 kc. Console.
- 341: 8-tubes. 140-410 kc. and 540-18,000 kc. Console. Combination.
- 262: 10-tubes. 140-410 kc. and 540-36,000 kc.
- 281: 12-tubes. 140-410 kc. and 540-36,000 kc. Console.
- 381: 12-tubes. 140-410 kc. and 540-36,000 kc. Combination. Console.

## SPARTON

- 58: \$24.95. 5-tubes. 550-1,720 kc. AC-DC.
- 57: \$29.95. 5-tubes. 550-1,500 kc. 1,500-6,000 kc. AC-DC.
- 61: \$29.95. 5-tubes. 540-5,000 kc. AC-DC.
- 62: \$34.50. 5-tubes. 540-5,000 kc.
- 65: \$39.95. 6-tubes. 550-1,600 kc. and 19-55 m.
- 67: \$57.50. 6-tubes. 540-1,600 kc. and 19-55 m.
- 66: \$59.95. 6-tubes. 550-1,600 kc. and 19-55 m. AC-DC. Console.
- 72: \$69.50. 7-tubes. 580-1,600 kc. and 1.3-3.4 mc. Console.
- 68: \$71.50. 6-tubes. 550-1,600 kc. and 19-55 m. Console.
- 75A: \$74.50. 8-tubes. 526-24,990 kc.
- 691: \$84.50. 6-tubes. 540-1,600 kc. and 19-55 m. Console.
- 79: \$89.50. 8-tubes. 530-1,600 kc. and 1.3-3.4 mc. Console.
- 478A: \$99.50. 8-tubes. 526-24,990 kc. Console.
- 74: \$109.50. 9-tubes. 580-1,600 kc. and 1.3-3.4 mc. Console.
- 475A: \$119.50. 8-tubes. 526-24,990 kc. Console.
- 83: \$124.50. 4-tubes. 540-20,000 kc. Console.

- 104: \$159.50. 10-tubes. 540-20,000 kc. Console.
- 134: \$200. 13-tubes. 530-24,000 kc. Triolian. Console.

## STEWART-WARNER

- 1231: \$24.50. 4-tubes. 540-1,720 kc.
- 1235: \$27.50. 4-tubes. 540-1,720 kc.
- 1236: \$27.50. 4-tubes. 540-1,720 kc.
- 1251: \$39.50. 5-tubes. 530-1,720 kc. and 5,500-17,800 kc.
- 1252: \$39.50. 5-tubes. 530-1,720 kc. and 5,500-17,800 kc.
- 1254: \$54.50. 5-tubes. 530-1,720 kc. and 17,800 kc. Console.
- 1271: \$19.50. 5-tubes. 530-23,000 kc.
- 1272: \$19.50. 5-tubes. 580-23,000 kc.
- 1274: \$64.50. 5-tubes. 530-2,300 kc. Console.
- 1191: \$44.50. 6-tubes. 520-3,000 kc.
- 1192: \$58.95. 6-tubes. 520-3,000 kc. Console.
- 1261: \$69.50. 7-tubes. 530-23,000 kc.
- 1262: \$69.50. 7-tubes. 530-2,300 kc.
- 1264: \$49.50. 7-tubes. 530-23,000 kc. Console.
- 1265: \$94.50. 7-tubes. 530-23,000 kc. Console.
- 1266: \$99.50. 7-tubes. 530-23,000 kc. Console.

## Stromberg-Carlson

- 60T: \$75. 7-tubes. 540-1,570 kc. and 5,500-15,500 kc.
- 60L: \$95. 7-tubes. 540-1,570 kc. and 5,500-15,500 kc. Console.
- 68: \$175. 8-tubes. 540-25,000 kc. Console.
- 69: \$69.50. 4-tubes. 1,500-25,000 kc.
- 55: \$148.50. 6-tubes. Broadcast.
- 56: \$168.50. 6-tubes. Broadcast. Console.
- 56R: \$188.50. 6-tubes. Broadcast. Console.
- 47: \$207.50. 11-tubes. Broadcast. Console.
- 49: \$230. 11-tubes. Broadcast. Console.
- 59: \$275. 11-tubes. Broadcast. Console.
- 51: \$460. 11-tubes. Broadcast. Combination.
- 52: \$385. 12-tubes. Broadcast. Telektor Console.
- 54: \$685. 12-tubes. Broadcast. Telektor Combination.

## WELLS-GARDNER

- 25E1: 5-tubes. 580-1,550 kc. Battery.
- 27D1: 7-tubes. 580-1,750 kc. and 6,000-18,000 kc.
- 27D5: 7-tubes. 580-1,750 kc. and 6,000-18,000 kc. Console.
- 29B5: 9-tubes. 5,800-16,200 kc. Battery console.
- 20C5: 10-tubes. 580-1,550 kc. and 5,800-18,800 kc. Console.

## Westinghouse

- WR20: \$19.95. 4-tubes. 550-1,720 kc. AC-DC.
- WR21: \$31.95. 5-tubes. Dual wave. AC-DC.
- WR22: \$29.95. 5-tubes. Dual wave.
- DR23: \$67.50. 7-tubes. 540-20,200 kc.
- WR24: \$89.50. 7-tubes. 540-20,000 kc. Console.



- 805: \$26.95. 5-tubes.
- 807: \$36.95. 5-tubes.
- 809: \$54.95. 6-tubes.
- 845: \$39.95. 5-tubes. Console.
- 860: \$69.95. 6-tubes. Console.
- 801: \$31.95. 5-tubes. AC-DC.
- 880: \$120. 10-tubes. 535-48,000 kc. Console.
- 871: \$99.95. 7-tubes. Console.
- 847: \$49.95. 5-tubes. Console.
- 811: \$51.95. 6-tubes.
- 850: \$59.95. 5-tubes. Console.
- 808: \$49.95. 6-tubes.
- 825: \$49.95. 7-tubes.
- 827: \$54.95. 7-tubes.
- 829: \$69.95. 7-tubes.
- 870: \$79.95. 7-tubes. Console.
- 885: \$89.95. 10-tubes.
- 861: \$79.95. 6-tubes. Console.

# You can't dodge these selling costs

**Says C. S. Hammond**

*Radio Manager, Frederick Loeser & Co.*



RECENT statement by C. S. Hammond, radio manager of Frederick Loeser & Co., Brooklyn, N. Y., that the radio dealer who sold at ten off for cash lost money brought out some interesting figures. Mr. Hammond supplied the accompanying figures to the writer as his considered opinion of the average

dealer's cost of doing business, and since he graduated into the radio business from talking machine selling in its earliest days, he knows his retail costs accurately. These are not the exact Loeser figures, but they apply just as well to small dealer, chain store, department or furniture store.

These are basic costs which the average radio dealer doesn't realize govern the profit of every sale, says Mr. Hammond. The dealer can't dodge them and he should carry them always before his mind. Applying them to your business, a little thought will show you how true they are.

**What is your salary?** Dividing total radio sales by number of dealers, the "average" business is \$10,000 a year with an "average" proprietor's salary of \$500. We quote "average" because it represents only a mathematical dealer. Actually, a fair business is \$50,000 a year in radio. Such a dealer makes only \$2,500 a year for his work, risks and worry. Whether it be an independent dealer, a chain store operator or a department store, that 5% salary is not large.

Some dealers say they do not pay 5% for rent. By locating out of the high rent zone they dodge this overhead. Actually, the lower the rent the greater the other costs to maintain volume. High rent is often the cheapest way of doing the most business. To the dealer who says he owns his own store and takes his salary out of earnings, Mr. Hammond points out that even so there is rent and salary to be figured.

Delivery, service and insurance are costs well known to most dealers, and many say that service costs should be higher than 4%, but Mr. Hammond is figuring minimums. Obsolescence has always been very high in the radio industry with the rapid development of new models. To

figure it at 5% predicates shrewd buying and rapid turnover.

Credits, bookkeeping and credit losses are lumped at 4% for they are interrelated. The looser the credit system, the greater the credit losses. If the dealer gets the best credit service available, his losses are reduced, but his total cost for service and losses still aggregate at least 4%. Sales cost of 5% are inescapable, whether the dealer does all his own selling or pays men commissions or salaries.

Thus Mr. Hammond shows that the radio dealer has a cost of doing business of at least 35% of his volume, without figuring any advertising or interest. His total cost so closely approaches 40% that there is certainly no margin



## Minimum Costs

Figured by Mr. Hammond

Proprietor's Salary . . . . .	5%
Rent . . . . .	5%
Delivery . . . . .	3%
Service . . . . .	4%
Insurance . . . . .	2%
Obsolescence . . . . .	5%
Credits and Bookkeeping . . . . .	4%
(Including Credit Losses)	
Light, Telephone, Misc. . . . .	2%
Selling . . . . .	5%

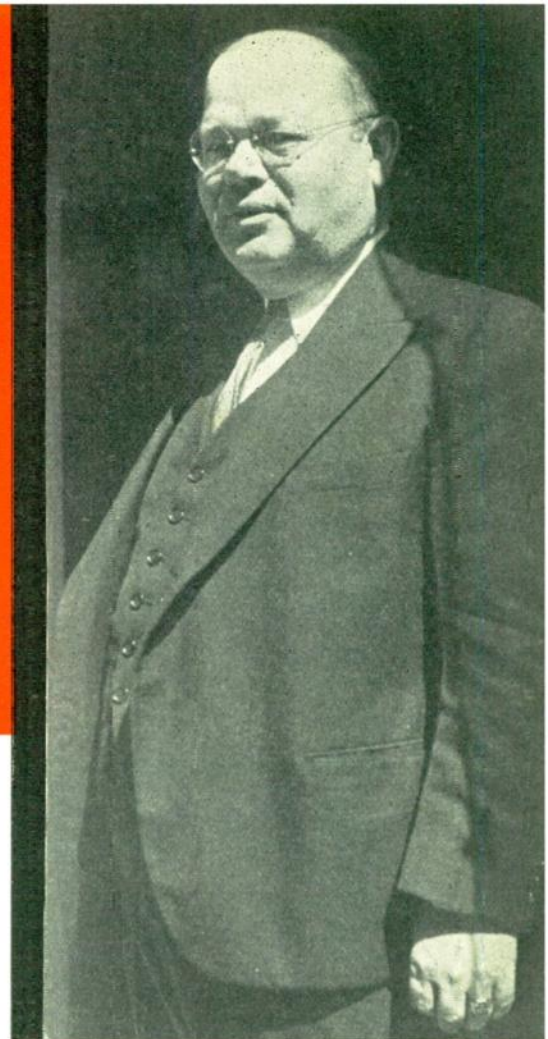


to throw away. To make any profit in radio, the dealer has to get either full list price for his merchandise or a longer discount. The latter has apparently been stretched to the full limit, beyond which the manufacturers and distributors cannot afford to go.

Mr. Hammond's plea that the dealer get full list price on every radio sale is backed up with his own experience in costs which shows the fallacy of many dealers' belief that they must meet the other fellow's price. If the dealer will be constantly conscious of his costs, he will know that cut-price sales hurt him more than no sales. You can't dodge these figures, so meet them.



# Radio Refrigerators Oil burners Washers Small appliances



## All Are Money-Makers for S. Hurvin



PROOF of true merchandising genius is the dealer's ability to make each department of his business pay profits. Such is the talent of S. Hurvin of Jamaica and Hempstead, N. Y., who has grown from one of Long Island's most successful radio dealers to the

same leading position in refrigerators, oil burners, washers, and even pianos. Mr. Hurvin tells us that his piano profits practically pay his rent, we know that he has five hundred oil burner installations in his territory and he had sold almost 150 Crosley refrigerators alone by June of this season.

The oil burner division is separate, with its own display in the basement of Hurvin's building, its own sales crew and service crew. The entire basement is given to the burner display, with a glassed-in furnace room in which, 'mid gleaming tiled walls, a burner-boiler unit is in operation. Of course, this is used chiefly to close sales or dig up new prospects from floor traffic. The men work outside, following leads that come from customer recommendations.

Service is the big thing that sells oil burners, and yet Mr. Hurvin knows that service costs are dependent upon original installation. Himself an engineer and interested in oil burning equipment since 1907, his installation costs run well over the thirty-dollar figure often quoted for this work. But in return, this cuts down his service work. Although his territory stretches twenty miles wide, and travelling alone takes much of the service man's time, every call is handled on a "same day" basis and this was maintained even during the exceptional storm conditions of last Winter with only two men.

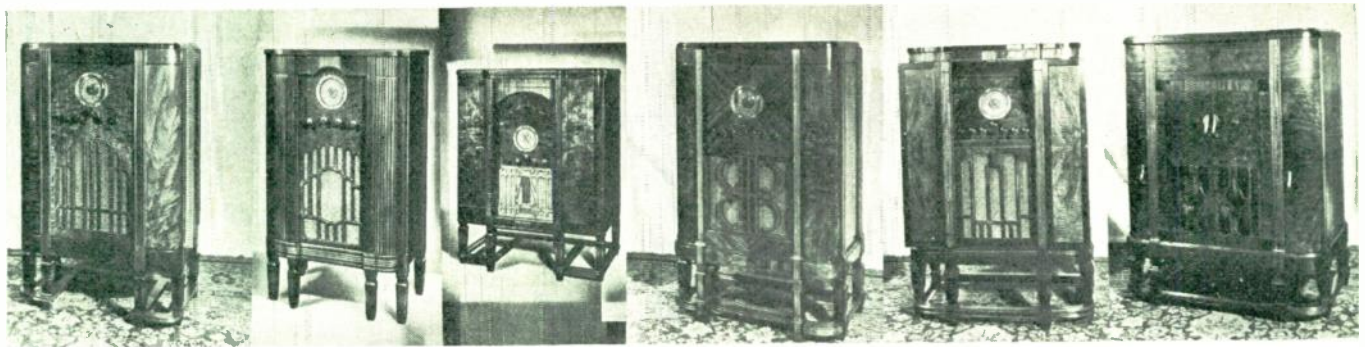
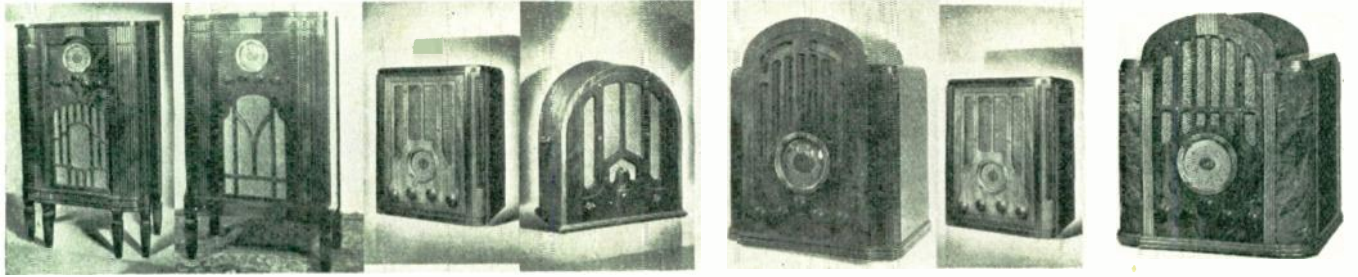
Burner-boiler units are moving fair. Many speculation houses in the territory were equipped with minimum boilers. Proof of more economical heating moves the double

unit, although its cost is in the \$700 class compared to the approximate \$400 burner sale. Letters from satisfied customers are powerful sales ammunition.

The Hurvin organization employs eighteen salesmen in its two stores. They sell Crosley, Sperton and Frigidaire electric refrigerators, Prima and Westinghouse washers, leading radio lines, small appliances and sheet music. This Summer Hurvin moved into his new store in Jamaica, where he has been able to lay out a shrewd arrangement of display and merchandise. As already mentioned, oil burners command the basement. The main floor shows radio sets, a counter of small appliances and tube stock. The second floor has pianos, a sales counter of small appliances, washers and refrigerators. The third floor is given over to the executive offices. This store arrangement shows the merchandising genius of Mr. Hurvin. To take one example: Small electric appliances are invitingly displayed in the window. The prospect who enters the store to inquire about an electric iron, sees the display inside the store, but she is taken upstairs to the sales counter. She passes the tube counter, the radio sets, the pianos, the washers and the refrigerators. She comes in to ask about an iron, but she goes out convinced that Hurvin has a most complete stock of whatever major appliance she may want.

Mr. Hurvin has been in business in Jamaica since 1907 and he is that rare combination of merchandising talent with technical ability which has produced some of the country's leading business men. One of his greatest assets in selling oil burners today is his early mechanical training, for it is this technical knowledge which enables him to make every sale stick and develop more sales for his organization, all at the lowest possible cost.

This ability to make money from each of a varied line of home appliances proves again that merchandising skill is the most valuable talent for a dealer. Given this talent, the dealer can follow shifting trends of demand and never be stuck in the rut of out-dated industries.

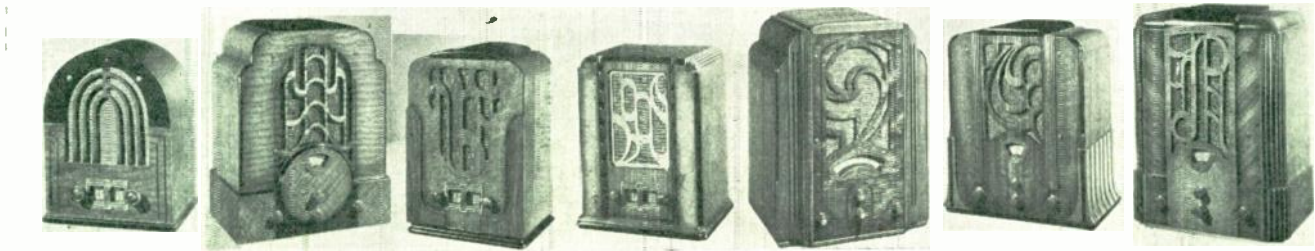


### RCA Victor

Wide range of new models is announced by RCA Victor, including table sets, battery sets, dual range, full-wave, ultra full-wave and auto-

matic phonograph combinations. Prices range from \$39.95 to \$225. There are five table models, from a 5-tube, dual wave to an 8-tube all wave with tuning down to 140 kilocycles. Smart new cabinets give these table models wide appeal. Consoles have an unusually fine choice of furniture design. All

wide-band receivers have disc-shaped airplane dials. Unusual range is given in the top models, with tuning from 140 kc. up to 36,000 kc., which takes in two wave sections not usually covered in all-wave models. Two combinations with automatic record-playing mechanism offer dealers extra large units.



### Stewart Warner

Over a dozen models are shown by Stewart Warner, featuring the "Magic Dial" for as low as \$69.50 (previous low \$150). Selling point is the round the world models in every price group. Models start at \$24.50 for the standard wave table model in blistered maple. Same chassis in red birch, quartered walnut and maple burl at \$27.50, or at that price in solid birch finished black. The five-tube table model at \$39.50 has two wave bands, eight-inch speaker, in walnut cabinet. This is also offered in quartered walnut, striped walnut

and gumwood. A five-tube chassis with all-wave tuning in table model lists at \$49.50. In walnut console, this lists at \$64.50.

"Magic Dial" begins with a seven-tube table model at \$69.50 in two finishes. Similar chassis in console models lists at \$89.50, \$94.50, \$99.50. These models have four wave bands, only one of which is visible at the time of tuning, ranging from 530 to 23,000 kilocycles.

Important to all-wave selling is that Stewart Warner distributors' service managers are factory trained to aid dealers install these sets so as to get the finest all-wave reception in the customer's home. Along the Atlantic seaboard,

it is important that these sets have three-gang condensers to eliminate interference from code stations.

**THE WORLD'S BIGGEST AND BEST  
National Electrical & Radio Exposition  
MADISON SQUARE GARDEN  
NEW YORK**

September 19th to 29th



# SUPPOSE YOU ASK YOUR DEALERS' SALESMEN?

**E.** H. CAMPBELL is sales promotion manager for Rex Cole, Inc. Rex Cole is New York distributor for G-E refrigerators. The G-E refrigerator, as you may have heard, is made by General Electric and is bought by large numbers of people—enough people, in fact, to keep a large mob of salesmen busy in the Rex Cole branches!

**W**ELL, anyway, Mr. Campbell was recently merchandising a nice fresh package of forthcoming G-E refrigerator advertising to the salesforce; and among other things asked 120 of the boys on the sales staff to cast a vote for the newspaper they thought did them the most good.

Twelve of the 120 work in Staten Island; full of the old civic spirit or something, these twelve cast a solid vote for the Staten Island Advance (*adv.*). But among the other 108 whose interests are in the other four boroughs, 98 voted for the New York News!

The result was no surprise to Mr. Campbell or the Rex Cole folks, but it may be news to some advertisers—news and a moral. The New York market for radios, refrigerators, electrical appliances and oil

heat is pretty much the same people Rex Cole is selling. So if you have any hazy notions about the newspaper you should use in these parts, we suggest that you put it up to your dealers and their salesmen. After all, the salesmen are actually meeting the people who make up the market, and may be pretty close to them. And even a dumb salesman soon catches on to the fact that when a newspaper is read by two out of every three families, it is a good advertising medium for his product or anything else!

When that paper delivers more prospects per ad and per dollar, there isn't much room for doubt. The News can help you make more sales in this market this season. Why not use it?

REX COLE announced a Sale in the Daily News of Monday, March 19, 1934—with this 500-line advertisement. In three days 536 prospects came in, and 141 sales were made! Does any of your advertising do better?



# The News, New York's Picture Newspaper

220 EAST FORTY-SECOND ST., NEW YORK + Tribune Tower, Chicago + Kohl Building, San Francisco



# Presenting SPARTON FOR 1935

An entirely new line of fine radios, offering superlative all-world reception in every price class, and—

## THE GREATEST OPPORTUNITY EVER ENJOYED BY SPARTON DEALERS

The 1935 Sparton Radios bring back the days when a radio sale was a sale worth while! *Sparton All-World* reception is the lever you need to interest every prospect in a higher-profit set.

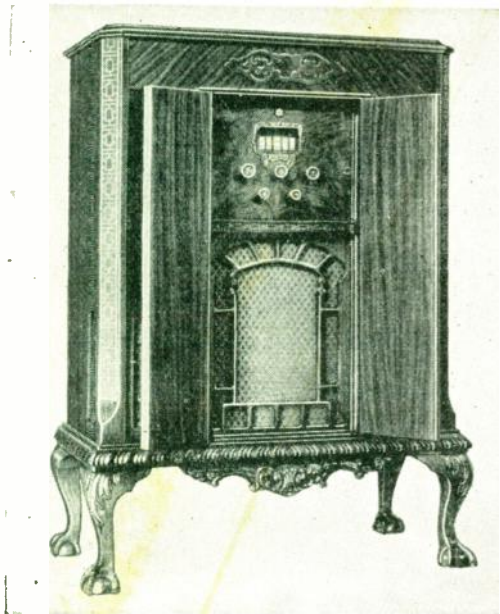
The new Spartons are superb instruments, engineered to standards that guarantee performance; cabineted with a beauty that excites admiration; priced to make competition your friend and not your enemy; and advertised to bring you customers!

Of the nine new Sparton home models pictured here, seven give brilliant All-World reception of all important foreign broadcasts. And four of these seven are ALL-WAVE, WORLD-RECEPTION RADIOS in the truest sense of the term. They get everything!

Write without delay for full particulars about this complete line of Sparton Radios.

Prices F. O. B. Jackson, Michigan.  
Slightly higher west of Denver

THE SPARKS-WITHINGTON COMPANY  
Jackson, Mich., U. S. A. (Established 1900)  
SPARTON OF CANADA, Limited, London, Ontario



Model 134—Sparton Triolian, a triumph in All-Wave World Reception. 5 bands. 13-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 24 Megacycles. \$200.00



Model 53—AC-DC. 5-tube superheterodyne. 540 to 1600 K.C. Police calls. Automatic volume control. \$24.95



Model 57—AC-DC. 5-tube superheterodyne. 2 bands. 540 to 1600 K. C. Short waves to 6000 K. C. \$29.95



Model 65—AC-DC. All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and from 19 to 55 meters. \$39.95



Model 67—All-World Reception. 2 bands. 6-tube superheterodyne. Range from 540 to 1600 K. C. and 19 to 55 meters. \$57.50

### SPARTON AUTO RADIO.

Model 333—All-electric, all-in-ones; 5-tube superheterodyne. "Spot-o-lite" tuning. 9 1/4 in. wide, 7 1/4 in. high, 6 1/4 in. deep. Full-size dynamic speaker. \$39.95



Model 33—Auto Radio—6-tube superheterodyne, \$55.00  
Model 36—Auto Radio—7-tube superheterodyne, \$69.50  
Send for descriptive circular



Model 83—All-Wave World Reception. 4 bands. 8-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 20 Megacycles. \$124.50



Model 68—All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and 19 to 55 meters. \$71.50



Model 80—All-Wave World Reception. 4 bands. 8-tube superheterodyne. 540 K. C. to 20 Megacycles. \$99.50



Model 104—All-Wave World Reception. 4 bands. 10-tube superheterodyne. Viso-Glo tuning. 540 K. C. to 20 M.C. \$159.50

## MAIL THIS COUPON Today

THE SPARKS-WITHINGTON COMPANY  
Jackson, Michigan, U. S. A.

Please send full information about Sparton Radios for 1935.

Name.....

Address.....

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

Charles  
L  
Lawson

Manager Household Division  
Frigidaire Corporation

**PROMINENT  
MEMBERS  
of the Seven  
ASSOCIATED  
INDUSTRIES**

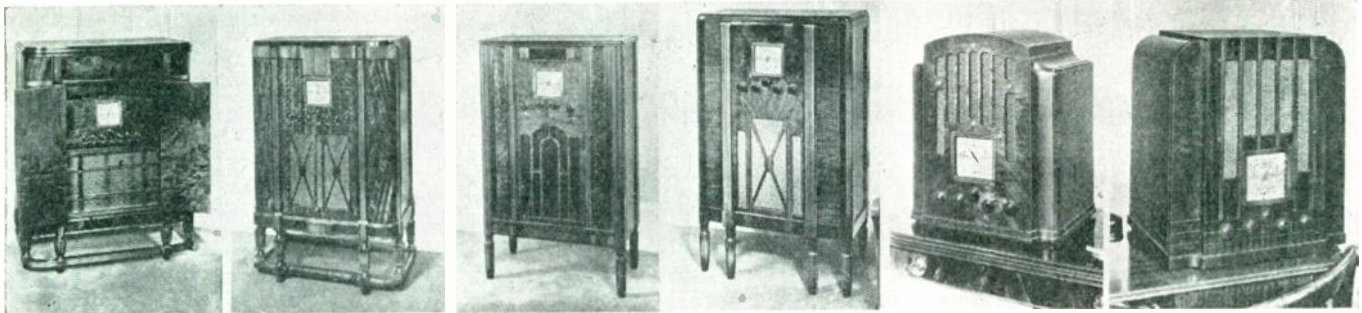
*A Portrait Series Published  
in the*

**RADIO & ELECTRIC  
APPLIANCE JOURNAL**



**AUGUST, 1934**



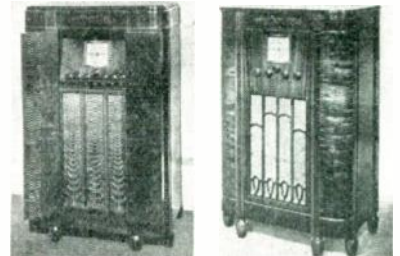


**General Electric**

Dual wave, all wave and automatic combination feature the new General Electric radio line. Three table models range from a five tube to an eight tube model with four bands which gives usual all-wave plus an extra long wave that takes in some European, aircraft weather reports and Coast Guard signals. These models also have the new square airplane dial introduced this month. The five-tube table model is dual wave and Model M61 has six

tubes and the square dial tuning in all waves from 540 to 18,000 kc.

Five tube chassis is also included in a walnut console, and the six tube in a Neo-classic walnut console. M86 gives the eight tube chassis in a floor-type cabinet of walnut. M89 is similar with the phonograph turntable with two speeds and automatic record changer. A ten tube console is M106 tuning from 140 to 36,000 kc. on five bands. M125 has twelve tubes and similar extended five-band reception in a massive six-leg cabinet with doors. Top of the line is M129, an automatic phonograph-radio combination in a hand-rubbed butt walnut cabinet with record spaces and lift lid.



**Response to Demco Radio Pleases Major Dooley**

Unusually fine reception has been given to his new line of radio, reports Major W. D. Dooley, president and chief engineer of the Demco Radio Corp., who last month introduced Demco radio to the trade. "It has been particularly gratifying," Major Dooley told the writer, "to discover such a keen interest by jobbers throughout the country in the tonal perfection of the sets they sell. I have spent years of my life creating new developments in sound reproduction and it has been a pleasure to learn that the trade is eager to sell the finest sets it can procure.

"In our factory, things are shaping up very satisfactorily and we expect shortly to reveal the details of the new Demco line. They will be offered dealers on a straight-forward basis of giving them the outstanding opportunity of the year to make money on radio. If dealers can tell us that the Demco is their best profit-maker, we won't mind what is their biggest seller, because it is the money they make at the end of the year that counts."

**National Union Offers New All-Wave Oscillator**

A new all-wave oscillator developed by Wireless Egert Engineering Company of New York, has been made available to service dealers by National Union Radio Corporation. The features of the new instrument include direct reading on fundamentals, not harmonics, full frequency coverage with a range of 14 to 8,000 meters (100 to 21,600 K.C.) absolute attenuation at highest frequencies, assured frequency stability, extreme accuracy with dial readings accurate to one-tenth of one per cent.

**General New York Office**

General Radio Co., of Cambridge, Mass., has opened an engineering office in New York City at 90 West Street, where members of the Cambridge staff will be on hand to assist customers in problems pertaining to electrical meas-

**Barton Sales 165% Up**

June household washer sales of the Barton Corporation, West Bend, Wis., were 165 percent ahead of June, 1933, in units, following a May increase of 143 percent over May, 1933. A. H. Labisky, president, announces.

Unit sales for the first six months of this year increased 106 percent over the first half of 1933.

**Arvin**

Fast-selling model of automobile radio, from a company which specializes in this business, is the new Arvin No. 16 listing at \$39.95. It is a six-tube radio with a full size six-inch speaker designed to operate as efficiently as much higher priced models. Speaker is included in same unit as chassis, and dial is airplane type for mounting on either steering column or instrument panel. Engineered by experts in the automotive radio industry, Noblitt-Sparks Industries, Inc., this model is designed to make profits for dealers. Performance efficiency attracts customers while installation simplicity and service-free operation ensures profit.

**Sparton**

All-world reception features the Sparton line for 1935, announces Captain William Sparks, president of the Sparks-Withington.

The line starts with the No. 53, an AC-DC table model, 5-tube superheterodyne, 540 to 1600 kc., for American broadcasts, including police calls, priced at \$24.95. The next is Model 57, a 5-tube AC-DC superheterodyne, table model, 540 to 1600 kc. and short waves

down to 6,000 kc., in two bands. Retail at \$29.95. Next we get into the All-World class for \$39.95. This is Table Model 65, a 6-tube AC-DC superheterodyne, 540 to 1600 kc. and 19 to 55 meters, in two bands. The fourth and last table set is the Deluxe, Model 67, All-World reception, 6-tube AC superheterodyne, 540 to 1600 kc. and 19 to 55 meters, in two bands, for \$57.50.

Model 68 also gives All-World reception. It is a 6-tube AC superheterodyne; 540 to 1600 kc. and 19 to 55 meters in two bands. It is housed in a handsome console of modern classical design, and is priced at \$71.50. Model 80 is an 8-tube AC superheterodyne, giving complete All-World reception; 540 kc. to 20 Megacycles, in four bands. It retails at \$99.50. Model 83 is a modern design console, also giving true All-World reception and introducing "Viso-Glo Tuning." This is a special device which shows a dim neon ray behind a sunburst opening. When a station is definitely dialed, the neon brightens to its maximum intensity. Model 83 is an 8-tube AC superheterodyne; 540 kc. to 20 Megacycles in four bands. Comes in a magnificent lowboy console. Price \$124.50. Model 101, another All-World reception model; "Viso-Glo Tuning." It is a 10-tube AC heterodyne, 540 kc to 20 Megacycles, in four bands. It is cabinet in a console of surpassing richness. Price \$159.50.

"The Triolian," Model 134, is the Sparton triumph, offering both All-World reception and beauty of cabinet. It is a 13-tube AC superheterodyne; "Viso-Glo Tuning," 540 kc. to 23 Megacycles, in five bands; illuminated drum type colored dial. Price \$200.

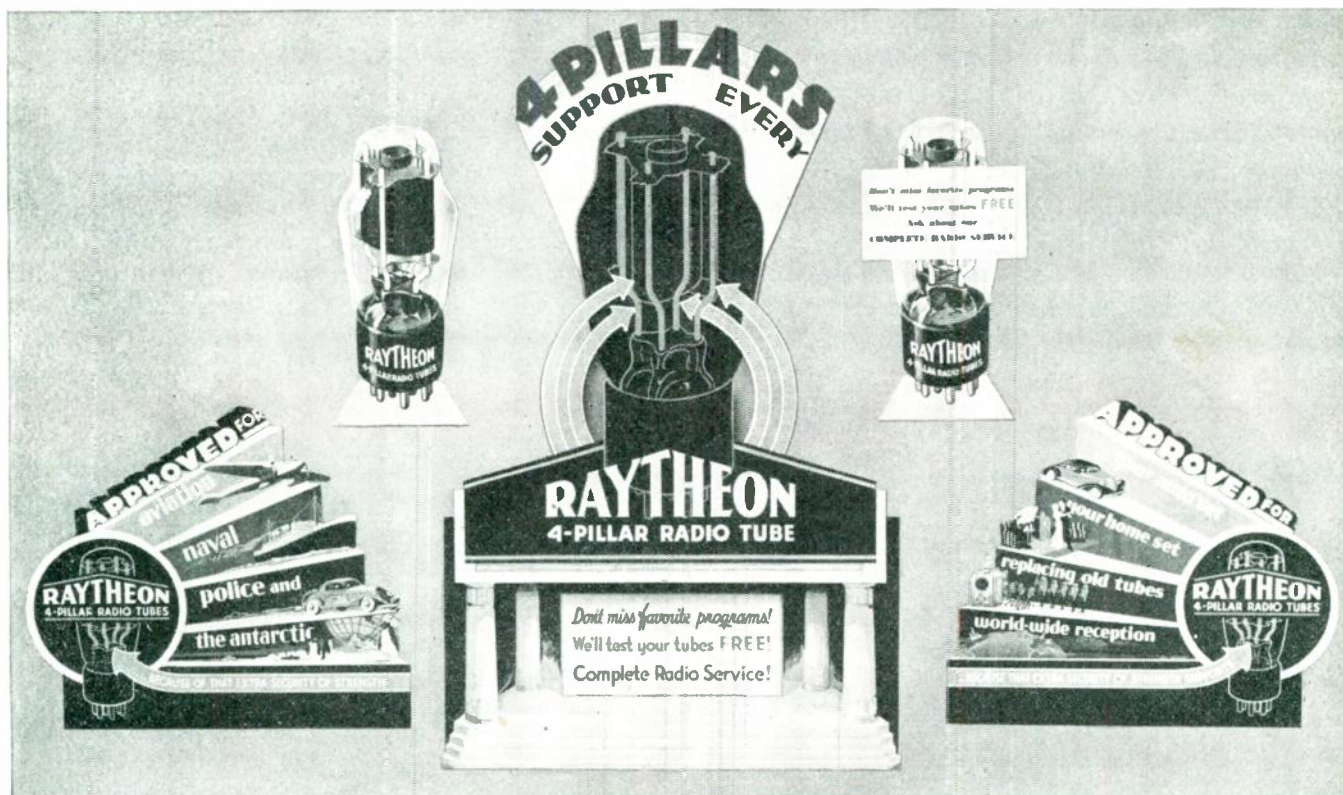
The Sparton All-Feature Auto Radio, Model 333, is all-electric, all-in-one, 5-tube superheterodyne. Has "Spot-o-lite tuning." Size 9 1/4 x 7 1/4 x 6 1/4. It has a full sized dynamic speaker, automatic volume control and tone control. Sells for \$39.95. The Model 36 Sparton Auto Radio has seven tubes and is priced at \$69.50. The Sparton Model 33 Auto Radio has six tubes and sells for \$55.

Complete data on all radios on pages 12 & 13



MORE THAN 250,000 PROSPECTS AT THE TRADE AND PUBLIC SHOW NATIONAL ELECTRICAL AND RADIO EXPOSITION MADISON SQUARE GARDEN NEW YORK September 19th to 29th

# TO HELP YOU



# TELL THE WORLD YOU HANDLE THE BEST .

A MERCHANT is known by the products he sells. Raytheon 4-pillar Radio Tubes are known by the matchless quality and sturdiness they possess.\* Tell your customers that you and Raytheons stand together in providing the finest radio reception that tubes can help to give. Raytheon retail sales promotion aids are more effective than ever. Magnificent new window and counter display pieces are now available. The picture above shows the principal ones. In addition there are: Display Stand, Consumer Book, Amateur Folder, Technical Data Chart, Consumer Price List, Dealer's Newspaper Ads. And new Service Equipment Items are available at low cost for dealers and service men.

An excellent *Product*, high-powered *Promotion* and a firm policy of a full list *Profit*—this is the unbeatable combination that makes a Raytheon dealership or distributorship a worth-while opportunity.

*\*Raytheon 4-pillar Radio Tubes are literally covering the four corners of the earth. Over forty foreign nations are using 4-pillar tubes. Millions of Raytheons are made and sold yearly—for replacements and for 60% of the licensed set manufacturers as initial equipment. More than 20,000 dealers and 800 distributors are making full list profits. The only radio tube with a distinctive and exclusive sales feature—4-pillar construction.*

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

# RAYTHEON

TRADE-MARK

## 4-PILLAR RADIO TUBES

# Radio

Tube prices got a whack in the puss this month, which means that the dealers and service men will have to sell 10% more tubes in order to make the same profit. It might be termed an athletic price cut to arouse physical activity. This time the trade opinion is that it wasn't done to "put the other tube guys out of business" but to counteract a stencil tube brand that has been sold with discounts longer than a boarding house reach. With set prices higher and tube prices lower, it gives a mixed trade trend that is puzzling to analyze.

Judged from the Far East philosophy of "everything happens for the best" is perhaps the only way to look at it. Stewart-Warner astounds trade with most unusual trade announcement of the year by presenting line on both front cover and back cover of the Radio Journal in one display. Montgomery-Ward enters wholesaling of parts, cataloging brand parts. Decca of London enters record business in U. S. First new record company established in States for years. Percentage of consoles being made greater than any year since 1929. P. S. Do not forget your all-wave set selling.

Radio Journal AUGUST 1934 Radio Journal Radio Journal AUGUST 1934 Radio Journal

## RCA Victor New Window Display Service

A new window display service, patterned after the famous RCA Nickel-A-Day series, but selling at less than half the cost, has been inaugurated by the sales promotion department of the RCA Victor Company.

The series will consist of eight separate and distinct displays, all executed in a brilliant profusion of color by the nationally famous master of this technique, C. E. Millard. The first display, which will soon be available to dealers, will have as its theme, "Listen In to Spain via RCA Victor Globe Trotter Radio," in which the artist draws on all the color and exotic beauty of old Spain for his material.

Some of the other pieces in the series will feature other foreign places to which the radio listener has access via RCA Victor Globe Trotter radio. Each piece is designed so that it can be used as an attention-getting nucleus around which the dealer can build his window display. As with the immensely successful "Nickel-A-Day" series the dealer will be able to use these displays for semi-permanent exhibition in the store interior after their use in the window.

## Philadelphia Show Oct. 8

Seventh Annual Philadelphia Electric and Radio Show reports more than 70 per cent of the 220 exhibit spaces in the huge Philadelphia Municipal Auditorium already sold. This year's exhibition will be held from October 8th to 13th inclusive. Last year more than 100,000 visitors inspected the products of the industry, at the Show.

## Price Protection By National Union

Complete dealer protection against price decline has been announced as a new basic policy by National Union Radio Corporation of New York. This move is a radical departure from the previous price decline policy which only gave three weeks protection to the dealer on his shelf stock.

The new complete protection plan has no time limitation whatsoever and affords to National Union service-dealers complete insurance against loss on all shelf stock inventory at the time of any decline in radio tube list prices.

## National

Recently in The JOURNAL appeared a list of "radio brands" which had come into the arena and gone out during the past few years. Among these was the word "National" which was quite a popular word, National sets being made in New York, Chicago, Los Angeles, Waukegan, Cleveland. But the National sets made by the National Company, Inc., Malden, Mass., James Millen, general manager, to whom the name "National" on radio rightfully belongs, not only are made today but from the beginning of the radio business, under the same auspices and under the same company name. Fearing that some confusion might exist, The JOURNAL is emphasizing the correct situation on National radio (specializing in high frequency sets) which under the National Co., Inc., Malden, Mass., has been, is and we hope will be, one of the important factors of the radio business.

## New Muter Regulator For "30 Series" Tubes

The new voltage safety regulator just announced by the Muter Company, greatly increases the life of tubes and batteries on any radio set using "30 Series" tubes and a 3 volt battery. A slight overvoltage on "30 Series" tubes greatly shortens their lives which the safety regulator prevents by keeping the voltage at approximately 1.9 to 2 volts.

The safety regulator is variable so that it will take care of all types of sets using "30 Series" tubes, and is equipped with a special voltmeter to accurately check tube voltage at all times. The size of the molded bakelite case is 4½ ins. high, 3½ ins. wide, and 1½ ins. deep. Packed in individual cartons with complete and simple instructions for operation.



**AUTO RADIO AERIALS**  
Especially Designed For

- SEDANS
- CONVERTIBLES
- PHAETONS
- ROADSTERS
- CABRIOLETS

World's Lowest Prices!

MODELS:—

- RUNNING-BOARD
- FLEXIBLE STRAPS
- UNDER-CAR CABLE
- STATIONARY TOP
- FLEXIBLE TOP
- SPECIALS

WRITE FOR DETAILS!

Specialty Manufacturers **SNYDER** 55 N. 7 St Philadelphia



**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



**CANDOHMS**  
ARMoured WIRE WOUND RESISTORS  
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

See the Front Cover and the Back Cover of this issue of The Radio Journal for an astounding message.



# Arousing the Appetites!



**CAPT. JAMES P. BARKER**, famed sea captain, conducts the American-Bosch Radio Explorers Club on WJZ and affiliated stations from Coast to Coast every Sunday afternoon at 5:30 P.M. (EDST).

*American-Bosch goes on the Air with the Radio Explorers Club, greatest spur ever given to the sale of Round-the-World Radio*

**CAPTAIN JAMES P. BARKER** in command

*Guest Explorers each week from the*  
**AMERICAN MUSEUM of NATURAL HISTORY**

**EVERYBODY** loves the thrill of adventure, the excitement of exploration, the glamour of travelling in foreign lands.

American-Bosch is harnessing this love of adventure to the sale of American-Bosch Round-the-World Radio . . . The Radio Explorers Club, sponsored by American-Bosch, goes on the Air, *Sunday, August 19*, on NBC from Coast to Coast! The famous sea Captain, James P. Barker, will be in command! Famous explorers from the American Museum of Natural History will appear in person to tell of their hair-raising experiences in strange countries! It will be one of the most exciting series ever broadcast.

Back of these programs (which will interest millions in American-Bosch Radio), is a simple yet entirely original merchandising plan. It will enable us to furnish American-Bosch Radio dealers with the most practical assistance ever offered to the trade by a radio manufacturer!

Even a veteran radio dealer like yourself will get a big kick out of this radio program. And you'll get an even keener delight from the demand it will create for American-Bosch Round-the-World Radio. Write or wire for facts about our 1935 line, contained in new booklet, "Your Ship's Coming In."

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

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



● Mr. F. Trubee Davison, President of American Museum of Natural History, first guest explorer of American-Bosch Radio Explorers Club.



● Colonel Theodore Roosevelt, Jr., will recount some of the thrilling and dramatic moments of his climb to the blizzard-swept roof of Asia.



● Roy Chapman Andrews as guest of the American-Bosch Radio Explorers Club will tell of his experiences in the Gobi Desert.



● Vilhjamur Stefannson, will address the Club with a stirring account of his colorful experiences in the land of the Eskimos. (Photograph courtesy of James Henry McKinley).



*The American Museum of Natural History, N. Y.*

# AMERICAN-BOSCH *Round-the-World* RADIO

# After 13 years of radio advertising the same appeal is the strongest

PEOPLE still buy radio sets for what they do. That is a very simple thought which has been buried frequently under talk of circuits, tubes, cabinets and price. There is only one reason for a customer entering your store to buy a radio. He wants to hear what is on the air. How much of it he will hear and how well it will sound is determined by the type and quality of the radio you sell him. People are buying radios today just as they did in 1921 to hear programs.

Reproduced on this page are two radio advertisements designed under the direction of Dewey Pinsker, who has been preparing sales-producing copy since the earliest day of radio. Mr. Pinsker, as president of E. T. Howard Co., Inc., is counsellor on advertising plans for the United American Bosch Corp., and his unusual experience is tremendous value to dealers taking part in the Radio Explorers Club campaign.

The Manhattan Electrical Supply Co. is the first radio advertisement that ever appeared in New York newspapers of which we have any record, published in the Fall of 1921. Aimed directly at the fundamental reason for buying a radio, it is amazing to realize what appeal this advertisement packs even after thirteen years of racing advances in radio. Its strength is its direct appeal to hear the wonderful things on the air. Technicalities are soft-pedalled while the copywriter conjures up pictures of the owner sitting in his living room listening to a world of entertainment.

## Every Home Can Now Own a Wireless Telephone

*Captures actual news, music and voices out of the air. Practically indestructible. Anyone can set it up. Full information at any one of our three stores.*



ON Saturday afternoon, November 26, thousands of people in New York and vicinity sat comfortably in the living rooms of their own homes, listening to the results of the great Army-Navy football game, play by play, just as they had listened to the results of other great games previously—the Yale-Harvard game, the Harvard-Princeton game, etc., etc.

Every night thousands of people are enjoying at home dance music, popular songs, or concerts by leading vocal or instrumental artists—not through the medium of recorded sound, but direct from the artist to the home over the wireless telephone.

Every day, thousands of people are getting the news of the world right in their own home—several hours before the newspapers are on the street—reports of athletic events—football, baseball, boxing, etc.—weather forecast, the correct time, etc., etc.

This new great pleasure and convenience is the result of the achieved success of the wireless telephone for receiving messages as an actual practicable reality for every home.

### The Sensation of the Year

Few people even imagined that the wireless telephone would ever get beyond the stage where it served a worthy purpose for professional radio men and a plaything for boys with a technical turn of mind.

Few people even imagined that the wireless telephone would ever be available to every home, so easy to install that the most inexperienced layman can set it up, so inexpensive that it is available as low as \$27.50, which makes it the final and only cost on this low-price set.

### What is the Wireless Telephone?

The wireless telephone for the home is generally confined to a receiving instru-

ment only, which captures voices, music, news out of the air, and transmits it to your living-room for your entertainment and information. It is not an instrument for sending messages to your neighbors, nor does it compete in any way with the ordinary telephone. A central sending station provides a daily program that is carried through the air into every home equipped with this wireless receiving set.

This program is well planned. It includes opera music, dance music, concerts. For the children it sends out fairy stories. It gives weather forecasts. It gives local, national and international news every evening. It gives the results, play by play, of important athletic events. It transmits, word for word, the actual speeches of great men on great occasions. You receive the addresses almost immediately they are made. Only last week, Mr. Hiram Percy Maxim, famous scientist and inventor of the Maxim Silencer, delivered an address over the wireless telephone.

### Easily Installed by Anyone

To many people the word "wireless" conjures up visions of danger of electricity, of fire hazard, of complicated mechanism.

A wonderful thing about the wireless telephone is its utter freedom from any danger of any kind.

The wireless telephone is a simple instrument. There is nothing intricate about it that requires technical knowledge, nothing that might involve anyone in the slightest danger.

Demonstrations of the wireless telephone are held daily from 9 A. M. to 5:30 P. M. at all three of the convenient stores of the Manhattan Electrical Supply Company. You are invited to visit any one of these stores and listen to the wireless phone yourself!

Even if you have no intention of purchasing, you should at least know the new, delightful experience of hearing music and messages gathered from the air—inaudible except to the possessors of the wireless telephone.

The price range of the wireless "phone" enables the humblest home to afford one. A very satisfactory one can be obtained as low as \$25.00 or \$27.50 complete with wire to erect. Larger sizes up to \$300. An unusual Christmas gift for your "round entertainment."

In introducing the wireless telephone to the general public, the Manhattan Electrical Supply Company is simply adhering to the same policy of pioneering and progress which impelled it to open one of the earliest electrical stores in New York in 1890, one of the first wholesale distributing offices for electrical merchandise, and one of the first departments especially devoted to wireless supplies, in 1909. Each of the 3 New York stores is conveniently located, and each is a valuable department store of electrical merchandise and supplies of every variety.

*Come in and hear the wireless telephones today.*

# Manhattan Electrical Supply Co., Inc.

Downtown: 17 Park Place  
Near Broadway

Times Square District: 118 West 43rd Street  
Between 5th Ave. and Broadway

Uptown: 127 West 125th Street  
Between Lenox and Seventh Aves.

Thirteen years ago Dewey Pinsker penned this simple but forceful message and uncovered radio's strongest selling appeal.

Today the same appeal is selling radio sets. Programs have grown from an hour or two a day of stunts to an uninterrupted outpouring of the finest talent in the country, the radio owner dials in the world as he once dialed the only station his set would reach. Radio reception is world-wide, but the appeal that Mr. Pinsker made thirteen years ago is fundamentally the same appeal that is selling all-wave sets this year.

## Tell them what the new radios can mean to them in terms of new programs and new tonal qualities.

## Arousing the Appetites!



American-Bosch goes on the Air with the Radio Explorers Club, greatest sport ever given to the sale of Round-the-World Radio.

CAPTAIN JAMES P. BARKER in command

Guest Explorers each week from the AMERICAN MUSEUM OF NATURAL HISTORY

EVERYBODY loves the thrill of adventure, the excitement of exploration, the glamour of traveling in foreign lands.

American-Bosch is bringing this joy of adventure to the sale of American-Bosch Round-the-World Radio. The Radio Explorers Club, sponsored by American-Bosch, presents the "Round-the-World" program. The first expedition to be broadcast is the "Round-the-World" expedition, led by Captain James P. Barker, in command of the "Albatross" on the Atlantic Ocean. The American Museum of Natural History will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

Back of these programs, which will interest millions in American-Bosch Radio, is a simple set of 15 original meter headphones, play. It will enable us to furnish American-Bosch Radio dealers with the most practical assistance ever offered to the trade. It is a radio manufacturer!

Even a veteran radio dealer's search will get a big kick out of this "Round-the-World" program. And you'll get an even bigger kick out of the "Round-the-World" program. The American-Bosch Round-the-World Radio is a new radio that is built about our "Round-the-World" program. "Your Ships Coming, I."

UNITED AMERICAN BOSCH CORPORATION  
SPRINGFIELD, MASS NEW YORK CHICAGO DETROIT

Am. and Can. Pat. 2,100,000 U.S. Pat. 2,100,000



The American Museum of Natural History

CAPT. JAMES P. BARKER, leader of the "Albatross" expedition, will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

Mr. J. Edgar Hoover, Director of the Federal Bureau of Investigation, will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

Mr. Hiram Percy Maxim, inventor of the Maxim Silencer, will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

Mr. Charles Lindbergh, pilot of the "Spirit of St. Louis," will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

Mr. Hiram Percy Maxim, inventor of the Maxim Silencer, will appear every week in full of its interesting expeditions in strange countries. It will be one of the most exciting radio broadcasts.

## AMERICAN-BOSCH Round-the-World RADIO

This month the trade is told how radio's fundamental appeal, 1935 style, will bring customers to their stores.

**GOVERNOR  
Welcomes You  
SHOW in  
September**



**CLINTON  
to the RADIO  
NEW YORK  
19th to 29th**

Depend on it, men—it's going to be a great "Show" this fall . . . the National Electrical & Radio Exposition in New York. When you stop at the Hotel Governor Clinton, it will be a great visit to the "Big City."

First place—it's opposite Pennsylvania Station, only a few minutes on a beeline from the Show. Second—it's a NEW hotel, brimful of NEW features, NEW conveniences. 1200 bright, OUTSIDE rooms with bath, circulating ice water, Servidor, Radio. Four wonderful restaurants, Cocktail Terrace, jolly old-style Tavern—Enoch Light's famous Orchestra. A modern, comfortable, friendly hotel—yet, just \$3 daily for one; \$1 more for two! Attractive suites at similar reasonable rates. Send your reservations NOW.

## HOTEL GOVERNOR CLINTON

C. W. RAMSEY, Jr., Manager

7th Avenue at 31st Street  
New York City

Opposite Pennsylvania Station B. & O. Buses Stop at Door



COMFORTABLE  
ROOMS from \$1. a Day

Soft, comfortable beds, large airy rooms; quiet, courteous service; and a most convenient location. . . . all these are yours at moderate cost when you stay at Hotel English. . . .

IDA S. BROOK, Exec. Secy. MAMIE L. BASS, Manager

AT THE CROSSROADS OF AMERICA

# INDIANAPOLIS

# BURGESS UNI-CELS



The  
**CHROME**  
*protected*  
FLASHLIGHT BATTERIES

When you tell your customers that BURGESS UNI-CELS give longer and more dependable service, you can back up your statement with facts. BURGESS UNI-CELS are CHROME protected—Chrome, the preservative, seals in the power and releases it only when the battery is called upon to perform.

Examine the UNI-CEL'S 99-98/100% pure zinc container. It is so thick you cannot dent it with your thumb! Its one piece seamless construction avoids the "local action" which may be caused by solder or other impurities. BURGESS methods and BURGESS Laboratory Control are famous for producing batteries which are the choice of explorers and others whose safety depends on dependable performance.

It is more profitable to sell BURGESS UNI-CELS. The new "Silent Salesman" Vender in

which No. 2 UNI-CELS are packed attracts many new sales. The superior performance of the UNI-CELS turns one time sales into repeat business.

More and more dealers are finding that black and white stripes on Flashlight, Radio, Ignition and Lantern Batteries are a sign of consistent profit as well as established quality.



**BURGESS BATTERY COMPANY  
FREEPORT, ILLINOIS**

# Washers

## Today's Washer situation

Maytag, the Magnificent Washer Seller! Sales for first half of 1934, \$8,884,721, versus \$2,751,000 for last year. 1934 profit, \$1,046,000, versus \$76,000 for last year, first six months. Sales up about 250% (you figure it) with washer industry sales up but 10%, (680,000 this year against 1933, 625,000, according to AWMMA). Maytag sales for

total year 1933 were \$300,000 less than the first six months this year. Proves value of dealer good will. Ninteen Hundred Corp. appointing jobbers, H. M. Tower Co. being first one (Massachusetts and Connecticut). Haag "mechanical hand" meeting excellent trade reception. Prima meeting with decided dealer response since the new jobber distributing policy.

Journal

AUGUST 1934

Radio Journal

AUGUST 1934

Radio Journal

## Washer Sales Break Records

Household washer shipments for the six months ended June 30 broke all industry records for the first half of any year, Joseph R. Bohnen, secretary of the American Washing Machine Manufacturers' Association, announced.

Washers shipped dealers by thirty-one manufacturers in the first half of 1934 totalled 679,624, compared to 625,094 in the next highest comparison period, the first

half of 1929, and 395,344 in the opening six months of 1933.

Ironer shipments reported by the twenty companies marketing them for the first six months totalled 57,991, compared to 25,766 in the same period of 1933.

June washer shipments were 94,890, compared to 93,508 in June, 1933, and to 79,000 in the next highest June, 1929. Ironers shipped totalled 7,304, compared to 6,342.

## Brunswick-Columbia Record Campaigns Planned

The Brunswick Record Corporation, who for years has built its place in the phonograph record field on its policy of featuring the majority of recording star artists and orchestras when they were at the height of their popularity, has by its recent acquisition of control of the Columbia Phonograph Company greatly enlarged its opportunity and possibility of development of this policy.

Commenting on recent press announcements about another record company which indicated the loss by Brunswick of several of their very important artists, Brunswick officials state definitely that the artists named without exception are still with Brunswick and that all existing contracts will be lived up to. In other words, Bing Crosby, Guy Lombardo, and the Casa Loma orchestra continue to record for the Brunswick company.

Not content with the addition of Columbia's artists, Brunswick and Columbia are now developing additional exclusive long-time contracts, final announcement of which will put the new Brunswick and Columbia companies in a position never before reached by a record organization in its recording strength.

The Brunswick and Columbia programs will include strong development of every division of the Columbia company's previous activities. The Columbia Masterworks Album Series, as well as the long famous Columbia Celebrity artists' records, will be stressed.

For many years the Columbia Company's Foreign Language Record Series, containing as it did catalogs of the folk music, as well as standard and popular types of records, in more than thirty different languages, had little competition in its acceptance by the millions of foreign born record buyers. This big record outlet will be re-developed to meet present conditions.

As is to be expected by the record industry, Brunswick records will be produced under the New Process patents held previously exclusive to Columbia. Records produced by this process are of laminated construction, and the method of manufacture provides the ultimate to be desired in a smooth surfaced, long wearing record.

A sales promotion program which will carry the Brunswick and Columbia plan of campaign to make 1934 an outstanding year for record sales in each of the several record categories

is practically completed and will soon be announced to the thousands of Brunswick and Columbia dealers throughout the United States. As is to be expected, the foreign business of these two companies will not be neglected, but on the contrary the Brunswick and Columbia Export Division is planning an aggressive campaign to cover their wide and far-flung territories.

When the vast amount of details attendant on a country-wide set-up such as this combination is preparing are completed, Brunswick and Columbia will be found to be in a much stronger position as to record talent, excellence of product, manufacturing and distribution facilities, dealer outlets and publicity campaigns than the individual companies ever totaled.

## Erskine Foresees Better Quality Featured

Price, the dominant factor in radio merchandising during the past three years of curtailed buying, is now giving way to quality, according to B. G. Erskine, president of the Hygrade Sylvania Corporation.

"The day when the heavy sales effort was concentrated on cheap sets is passing," states Mr. Erskine. "For the past three years purchasing power has been at a decidedly low ebb, and radio manufacturers and merchandisers have had to price their goods in proportion to the extra money the public could spend for those little extras that make life really worth living. The midget set followed by the miniature AC-DC set, as well as cut-to-the-bone auto radio sets, has been a natural trend well in keeping with the general tone of the radio market.

"Much of the burden of trimming receiver costs has been placed on tube designers and manufacturers, for tubes have had to provide more and still more of the performance as radio components have been decreased in number and quality. I do believe that this period of cost cutting has been a good thing for the radio art and industry, because it has taught us all how to utilize tubes and components to the utmost. This frugality, if we can call it such, must point the way to remark-

## New Conlon Distributors

Newly appointed distributors for the recently introduced new line of Conlon household washers and ironers made by the Conlon corporation, Chicago, are announced as follows: Pittsburgh Auto Equipment So., Pittsburgh, for Western Pennsylvania, Northern West Virginia and Eastern Ohio; Sterling Electric Company, Minneapolis; Automobile Sales Company, Memphis; Braid Electric Company, Nashville; Wimberly & Thomas, Mobile; Carolinas Auto Supply Company, Charlotte, N. C.; J. George Fischer, Saginaw, Mich.; Ryan Radio Electric Co., Kansas City, Mo.

The foreign market for American-made home laundering equipment is "picking up" very definitely, according to Walter J. Conlon, president of the Conlon Corporation. Within ten days we had inquiries from Buenos Aires, Naples, South Africa, Egypt and Abyssinia, from manufacturers' agents and distributors desiring to introduce our washers and ironers in those sections," he said. "We never have had inquiries of such wide scope in anything near a similar period."

able performance in future sets, since the highest efficiency must come out of the maximum utilization of tubes and components, even with higher prices and costs, translated into more tubes and better parts, now in order.

"With a definite upturn in employment and spending, linked with a marked improvement in the quality of broadcasting by many of our leading stations, there is a growing appreciation of better radio reception. I look forward to higher priced radio receivers, not only for home use but for automobile use as well. More and better radio components are again in demand by set manufacturers. More and better radio tubes are being used. Higher standards of tone quality are being met.

"The public is becoming quality conscious once more. While the sheer thrill of the all-wave feature has served to create many sales during the past year, I feel certain that improved tone quality, linked with better broadcasting, will be the greatest force in causing vast numbers to replace their old sets. We are on the verge of a radio boom made possible by another big step ahead in fidelity of reproduction, and a slowly rising purchasing power in the hands of a radio-minded public," concludes Mr. Erskine.

## Wants American Lines in Roumania

Manufacturers of washing machines, refrigerators, oil burners and radio tubes interested in export may be interested in a letter received by The JOURNAL from Rudolf Tailler & Co., of Bucharest, in which they request catalogs and terms. The address is Bucharest 1, Post-Box 82.

See the Front Cover and the Back Cover of this issue of The Radio Journal for an astounding message.

# Demco Radio

## Styled Perfectly

**A**SSURANCE of radio satisfaction is exemplified in the new 1935 Demco Radio Sets. Investigation among Dealers gave us the information that certain characteristics are demanded—styling foremost; performance, a fair price and rational discounts.

Policies back of Demco are based on simplicity of business action, for not only do Demco Radio Sets "stack up against any radio" but there are no last year's models to dispose of at a loss. You start clean with Demco and every hour's work can be devoted to selling.

It is difficult to visualize the invisible. No number of printed words about Demco Radio or the sincerity of our purpose can convince you like seeing and hearing a sample set. But a half hour in your own store, tinkering, fussing, subjecting the set to your every examination, will give you a complete "picture" of the new Demco Set.

With it, we will send you complete information; the few good models in the proper price ranges to cover most of your sales; data on our policy which we believe backs Dealers thoroughly.

*We invite Jobbers to write us, and to get this sample Demco Set. There are no quotas and no urge on our part to get a "commitment". We want Demco Jobbers to do a little less business and to make more money. The urge for "volume" is not a part of the Demo franchise.*

*Write us to-day and address your letter to me.*

*Wm. W. D. Dooley*

President and Chief Engineer.

Demco Radio Corporation, Wheeling, West Virginia

## Stewart Warner Launches Round-the-World Radio



At the Stewart Warner convention, Odin Jester, sales manager, left, drives home his story with a mallet, while Frank Hiter, vice-president, right, shows the right

attitude towards competition. Above is Frank Cross, advertising manager, picturing the enormous advertising drive; A. B. Discus, promotion manager, showing dealer help material; Charles D'Olive with a midget refrigerator; and C. M. Blackburn explaining technical points.

## Crosley Refrigerators Up 115% in June

An increase in Crosley Shelvador electric refrigerator unit sales of approximately 115 per cent for June as compared to the same month last year was announced by Powell Crosley, Jr., president of the Crosley Radio Corporation. Total refrigerator sales reached the high point of 25,250 units compared to 11,750 for June, 1933. During the 15-month period ending June 30, 134,490 Crosley refrigerators were sold as compared to 42,657 for the similar period ending June 30, 1933.

The phenomenal expansion of the Crosley electric refrigeration division is the result, Mr. Crosley believes, both of his company's pioneering activities in developing a quality unit for the low-price field and its development of the exclusive Shelvador feature—a patented recessed door providing approximately 30 per cent additional storage space. This feature, according to Crosley engineers, is probably the greatest forward step in home refrigeration since the invention of the electric refrigerator.

So great has been the demand for refrigerators this season, Mr. Crosley said, that production for the most part has lagged from 10,000 to 45,000 units behind current orders. Single orders for trainload lots of from 10 to 48 cars were common.

## National Union Prices Maintain 10c Higher List

Effective August 1st, National Union Radio Corporation announced lower list prices, in keeping with such action by other manufacturers in the tube industry. National Union prices, however, remain ten cents higher on all types throughout the list.

Mr. H. A. Hutchins, National Union vice-president, stated that the National Union ten cents higher list price was being adhered to in an endeavor to afford some degree of reasonable profit margin for service dealers.

## Ohmite 1934 Catalog

D. T. Segel, general manager, Ohmite Manufacturing Company, announces a new rheostat and resistor catalog No. 10. This catalog has eight pages of helpful information concerning the use of these items in both radio and electrical work. It lists many new types of resistors, power rheostats, and replacement units.

## Code Executive



General Thomas Stevens Hammond, Federal Administration Member, Divisional Code Authority, Radio Wholesaling Trade, Brigadier General 66th Infantry Brigade, Illinois National Guard, former Colonel 124th Field Artillery, 33rd Division French Legion of Honor.

## Jack Kapp Announces First Decca Recordings

Commenting on the launching of a new record company, Decca Record, Inc., Jack Kapp, president, says: "I believe a few simple facts concerning our newly organized company will be of interest to the trade. We have completed our line-up of talent, which we believe includes the greatest group of outstanding names ever assembled under one label. Bing Crosby and Guy Lombardo have recorded their first selections as exclusive recording artists for Decca and all reports indicate that they are the greatest recordings ever made by these artists. Announcements of additional first-recordings by other artists will be made shortly.

"We are not ready now to outline our complete advertising, merchandising and selling plans but we do want the trade to know that



Jack Kapp

Decca Records will offer them the greatest money-making opportunity in years and Decca policies will enable them to cash in. Detailed announcement will be made within thirty days."

Officers of the new company, in addition to Mr. Kapp, include: E. R. Lewis, chairman of the board, E. F. Stevens, Jr., vice-president and

general manager, M. R. Rackmill, treasurer. New York studios at 799 Seventh Ave. are under the direction of Justin Ring; Chicago studios with R. F. Voynow, manager; Pacific



E. F. Stevens

Coast representative A. J. Perry. Factory is maintained at 619 West 54th St., New York (Telephone Columbus 5-0869).

## Radio Explorers' Club

One of the outstanding plans of promoting all-wave radio is the American Bosch Radio Explorers' Club, on the air beginning August 19th, with a close tie-up to stimulate dealers' sales. To stimulate interest in foreign reception, the program is devoted to stories told by world famous explorers. Listeners will be given membership insignia.

Directing the Club program is Captain James P. Barker, famous sea captain who has roamed the world and can reproduce the glamour of foreign lands and strange places. Under his direction, the Club will have as its guest on each program an explorer connected with the American Museum of Natural History who can give first-hand reports of their adventures in odd corners of the world. Among these guest speakers will be such world-known explorers as F. Trubee Davison, Colonel Theodore Roosevelt, Jr., Roy Chapman Andrews, Martin Johnson, Vilijamur Stefansson and Margaret Meade. Such speakers will assure millions of listeners to the programs.

Tie-up to the American Bosch radio and its dealers comes through the fact that all American Bosch sets, except battery, have long and short wave tuning. Roy Davey, sales manager, points out that the entire campaign is designed to create desire for all-wave radio sets and then to send these prospects to the dealers' stores. All details of the campaign have been worked out to this end, and it is predicted that this series will create tens of thousands of prospects eager to buy all-wave radio.

**NATION'S ELECTRICAL AND RADIO LEADERS ON PARADE!**  
**NATIONAL ELECTRICAL AND RADIO EXPOSITION**  
**MADISON SQUARE GARDEN**  
**NEW YORK**  
**SEPTEMBER 19th to 29th**



*Within a*  
**MASHIE SHOT**  
of **MADISON SQUARE**  
**GARDEN**

Visitors at the **ELECTRICAL APPLIANCE SHOW** in September will find a warm welcome, attractive rooms and thrifty meals at the **Hotel PICCADILLY**, one of New York's newest.

The Madison Square Show is only a few short blocks from the Piccadilly — in the heart of the theatre and amusement center, near quick transportation to every corner of the town.

600 finely furnished, sound-proof rooms on the quietest street in the **TIMES SQUARE** district. Dining in the attractive Georgian Room. Cocktails in the **SILVER LINING Lounge**.

Make your plans to enjoy Piccadilly comfort and friendly hospitality during your visit to New York. Rooms with private bath as low as \$2.50 per day.

**HOTEL PICCADILLY**  
**W. STILES KOONES**

*Manager*

*Why Ken-Rad?*

OUR established reputation, well-directed sales policy, forceful advertising, merchandising and public acceptance are means of profit for Ken-Rad dealers. These and other profit points are explained in our free, illustrated brochure "Facts About Ken-Rad." Send for it.

**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

**SWELL STUFF** about a **SWELL PAPER** from **SWELL GUYS.**

Number 1864.

W. D. V. Hopkins  
 President, Hopkins Equipment Co.

Georgia Distributors of Norge Refrigerators, Washing Machines and Oil Burners; Atwater Kent Radio.

"I was interested very much in your editorial in this issue of your paper, particularly that part which referred to the tremendous increase in electric refrigeration sales throughout the country. Frankly, I might as well tell you I was interested more or less from a selfish angle because being in the refrigeration distribution business, naturally we are trying to gather all the data possible to show dealers in our territory the rapid profitable growth of this industry.

"Naturally I was very much interested in your remarks with reference to Norge accomplishments during recent months.

"We have two or three salesmen on the road regularly and if you will be good enough to have your office boy send me two or three extra copies of your paper. I will see to it that this paper is placed before no less than 150 dealers throughout the State of Georgia. Ain't that something!

"And if you cannot send these without the 'jack', send them anyway and I'll send you my check for charges."

**LAST CALL FOR SPACE RESERVATIONS**  
**NATIONAL ELECTRICAL AND RADIO EXPOSITION, MADISON SQUARE GARDEN, NEW YORK**  
**SEPTEMBER 19th to 29th**

# Refrigerators

## Today's trade situation

Another scalp added to the belt of Winslow, Baker & Meyering having purchased Trupar Mfg. Co. (Mayflower). This gives them Copeland, Zerozone and Mayflower. Electrolux working out more deals with jobbers. Summer campaigns proving wisdom of "never letting up" season or no season. Hope is expressed that the TVA nonsense-prices do not cause refrigerator makers to lose their noodle for next year's line. Refrigerator volume this year still not giving adequate profit to manufacturers, as can be seen from first six months' re-

ports. Big interest in absorption type boxes by outside manufacturers "looking" with kerosene boxes getting attention in the South. Free trial 30 days, etc., newspaper advertising gone nuts in wording but said to be pulling 'em in for store traffic. Department stores looking for 6 ft. boxes for promotions. High spot opinion of the month: An official in TVA, asked by a manufacturer how to sell boxes at a loss and continue in business, replied: "I do not know. That is your problem." Remember the gag, "YOU'RE TELLING ME!"

Radio Journal

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Radio Journal

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Radio Journal

### Assists R. I. Petrie



Appointment of H. E. Markland as assistant domestic sales manager for Kelvinator Sales Corporation has been announced by R. I. Petrie, Kelvinator domestic sales manager. Mr. Markland has been with Kelvinator for more than eight years, having served the organization as district manager, regional manager, branch manager and as a special sales representative.

### Norge Dealers Freeze Ice in Doorways

Clever store-front stunt suggested to Norge dealers is the hot weather tip to put an electric refrigerator in the sun on the street and show how it can freeze ice on the warmest days. David M. Trilling of Trilling & Montague explains this idea to his dealers. His method is:

"Place a Model SP-47 in the doorway of your store, right out in the sun. Remove the food compartment door. Turn up the cold control to highest point. Place a thermometer on top of the box or beside it, the larger the better so that temperature reading can be easily seen. The ice compartment should be kept closed, but passersby can open the door to see the frozen cubes. Signs calling attention to the fast-freezing features should be placed inside the lower half of the food compartment, at the top or bottom of the box. The box is put in operation through an extension cord."

Incidentally, this stunt is very good for grabbing newspaper publicity.



**DON'T SELL 4 FT. BOXES UNLESS YOU ACTUALLY HAVE TO ON ACCOUNT OF SPACE IN THE HOME.**

77% of people buying 4 ft. boxes find they should have bought the 5 ft.—and you'll be doing a great favor to your customers to get them to take the five footer. Just a little longer in paying and practically nothing more for current, giving so much more satisfaction and better refrigerator service.

If they won't believe you—ask them to write us about the wisdom of getting the 5 ft. instead of the 4 ft.—we'll answer them for you. We hate shoes that pinch—and it is much worse to own a refrigerator that "pinches."

Glad. Henderson, Editor

Radio & Electric Appliance JOURNAL  
Radio City, 1270 6th Ave., New York



### Smiley Continental Officer

At a recent meeting of the board of directors of the Continental Electric Co., of St. Charles, Ill., R. E. Smiley was made vice-president in charge of sales. This appointment was made in recognition of the splendid development of the company's sales since Mr. Smiley joined the company little over a year ago.

### C. T. Lawson Promoted By Frigidaire

Promotion of Charles T. Lawson, department store division manager for Frigidaire Corporation, to manager of a newly formed household division with supervision over all household refrigerator sales in the United States, was announced by H. W. Newell, vice-president. Mr. Lawson fills a post that has been vacant since the promotion a year and a half ago of Frank R. Pierce to the sales managership of the corporation, Mr. Newell stated.

A colorful individual widely known throughout the specialty and merchandising selling fields of the country, Mr. Lawson becomes the directing sales chief of an army of 18,000 Frigidaire household salesmen active in dealerships and department store outlets. He joined the national headquarters organization of Frigidaire in May, 1932, as founder and manager of a new department store division, the position from which he is promoted.

In announcing Mr. Lawson's appointment, Mr. Newell said: "The growth in the household refrigerator business of Frigidaire and the steadily increasing number of dealer and department store outlets, has been so rapid and the necessity for closer contact with the selling forces in the field so much greater that it becomes necessary for us to enlarge our executive staff."

"With Mr. Lawson as the directing head of household activities exclusively, Mr. Pierce is relieved of a number of details and is left free to devote more attention to overall sales department policies governing the promotion of all Frigidaire products."

### S. T. Kiddoo, President of Fairbanks-Morse

Fairbanks, Morse & Company, of Chicago, recently announced that the name of their wholly-owned subsidiary, the Audiola Radio Company, has been changed to Fairbanks-Morse Home Appliances, Inc.

The change in the corporate name, according to S. T. Kiddoo, vice-president and treasurer, and also director of the parent organization, was made that the name of the subsidiary company more suitably and accurately indicate the close affiliation of the subsidiary company with the senior organization. Also, in view of the rapid progress that this subsidiary is making, Fairbanks, Morse & Company felt that it would be advantageous to have one of their own senior executives as president of this subsidiary. Therefore, S. T. Kiddoo has been elected by the directorate of Fairbanks-Morse Home Appliances, Inc., as president.

Mortimer Frankel, general manager, continues in direct charge of all activities of Fairbanks-Morse Home Appliances, Inc., and John W. Million, Jr., continues as chief engineer and production manager. He is also treasurer of the subsidiary corporation. Addison Brown continues as sales manager.

## REFRIGERATOR PARTS

### FOR ALL MAKES *in Stock*

### Send For Our Catalog

Dehydrated Tubing  
Brass Fittings, Pins  
Floats, Seals, Gaskets

Temperature Controls  
Expansion Valves  
Condensing Units

**THE HARRY ALTER CO.**  
1728 S. Michigan Ave. CHICAGO

Listing Over  
**2000**  
Items



*See the Front Cover and the Back Cover of this issue of The Radio Journal for an astounding message.*



# They sang the song together...6,000 miles apart...



## A baritone in London...Diana Wynyard in California



More than 6,000...

**Millions of owners of obsolete sets will see this ad (now running currently in Saturday Evening Post, Collier's, and Time)—the first in a series to appear during 1934-35**

**YOU** are now on the very threshold of what promises to be the most successful radio-selling season in years. And General Electric is ready for it!

Ready with a complete new line of All-wave sets—priced for every purse.

Ready with a dramatic advertising campaign in national magazines . . . consisting of colorful ads that feature news, thrills, celebrities.

Ready with promotional plans that mean profitable business for all General Electric Radio dealers—large and small.

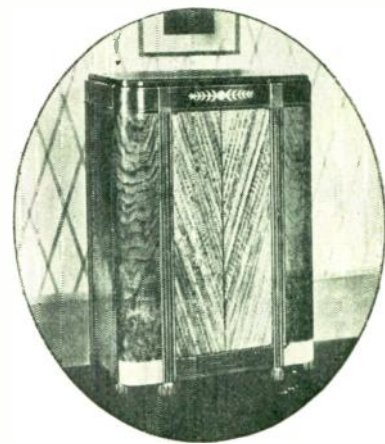
This year there's a new radio market—an obsolete set replacement market that will buy modern radios . . . just as millions of old car owners bought new automobiles this year.

Yes—history is about to repeat . . . and when it does, meet it half-way.

Be ready to serve this enthusiastic market with the finest line of sets ever to carry the G-E monogram.

For full particulars, see your General Electric Distributor. Or write the General Electric Co., Merchandise Dept. Section R-388, Bridgeport, Conn.

Subject to change without notice.



**MODEL M-125**—One of the new 1935 G-E All-wave consoles. A 12-tube superheterodyne with 5 bands . . . tuning range from 150 to 410 and 540 to 36,000 kc. . . volume output of 12 watts undistorted.

**GENERAL ELECTRIC RADIO**

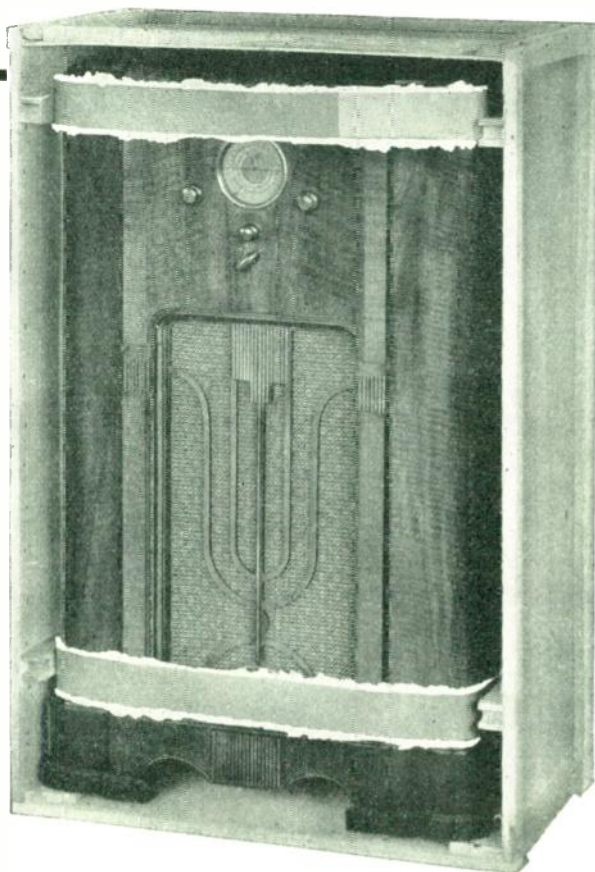


# Grunow Radio Section

## "WE HAVE NO SHIPPING PROBLEMS

**-WE USE**  
**Kimpak**  
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
**CREPE WADDING"**

*— says*  
**General House-**  
**hold Utilities**  
**Company**  
*of Chicago*



**T**HE Grunow Console, Model No. 1151, Series 1935 Radio, protected in transit by No. 20 Ribbon KIMPAK, will reach the customer of General Household Utilities Company in as perfect condition as the day it was shipped. "Before we decided on KIMPAK," the Company states, "we made quite a study of how to get our products safely to the dealer and customer. We came to the conclusion that KIMPAK was the best material available for this purpose . . . since first we tried KIMPAK we've used nothing else."

KIMPAK is a soft, resilient crepe wadding that comes in rolls, sheets, and pads of various thicknesses to fit every need. It is free of dirt, grit or other foreign substances. Not only will it protect fine finishes, but it will minimize breakage during shipment.

Because it is easily applied, KIMPAK saves time, labor and money in packing. The customers receive your product in excellent condition, and avoid the handling of messy material.

KIMPAK can now be had backed with glassine in a wide variety of colors. Manufacturers of cosmetics and other products which must be attractively packed will find this new form of KIMPAK especially useful.

Let KIMPAK help you get and hold your customers, save you time and money in packing and reduce shipping damage. Mail the coupon for samples and costs.

KIMBERLY-CLARK CORP., B-8  
Neenah, Wis.

Address nearest sales office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Please send us sample and full information on KIMPAK.

Company .....

Attention of .....

Address .....

Our product is .....

*Established 1872*

# KIMBERLY-CLARK CORPORATION

NEENAH, WISCONSIN

8 South Michigan Ave., Chicago

122 East 42nd Street, New York

510 West 6th Street, Los Angeles

# “Full Speed Ahead!”

# Signals Grunow

# Sales Beacon

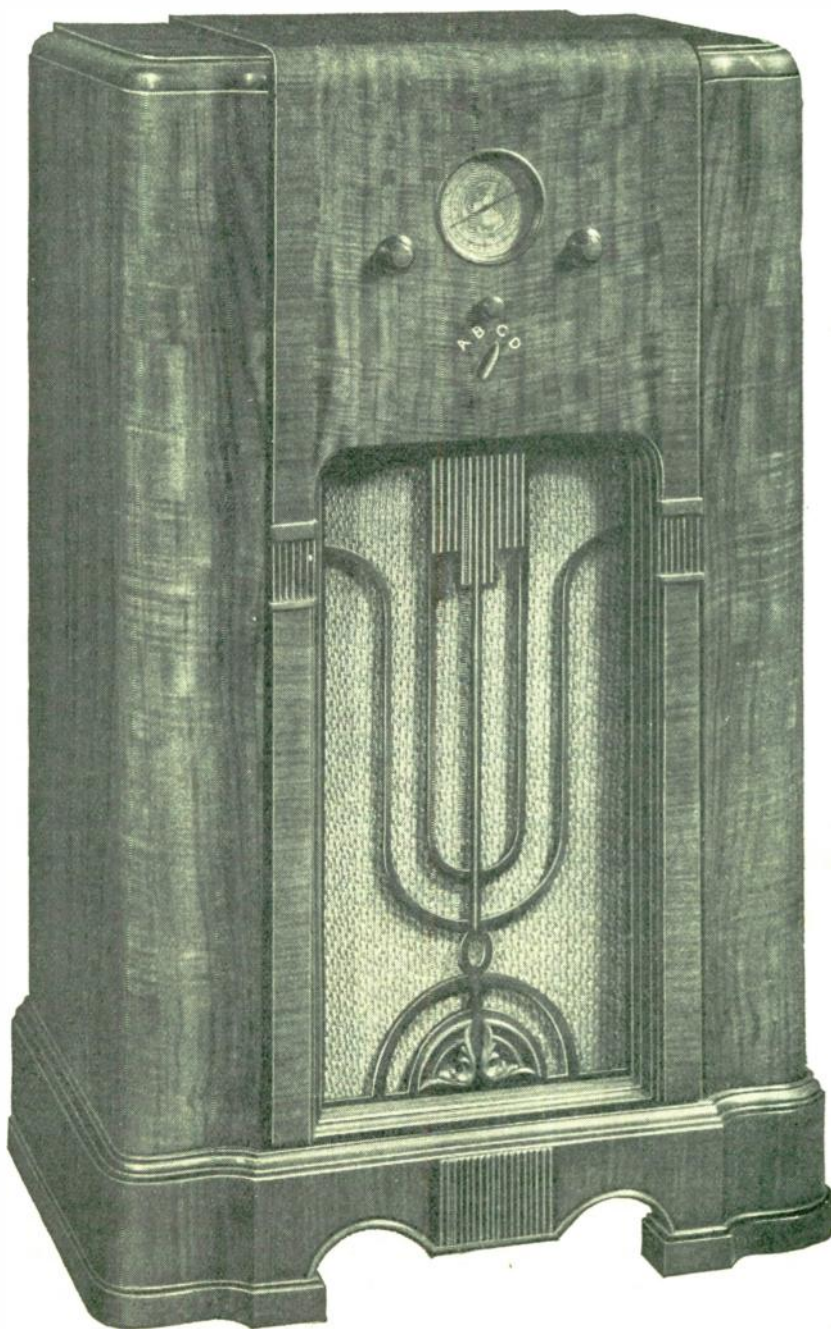


HAILED by distributors throughout the country as the line which makes every listener a prospect, the “Signal Beacon” models of Grunow radio are now being shown to enthusiastic dealers. The beacon is signalling “Full speed ahead!” for Grunow dealers, they say, with indications of bigger profits than have been known in years. It’s the beacon that “Stops you at the stations of the world” and stops customers before the windows of Grunow dealers.

The Grunow radio story will be told throughout the country, again and again through every type of media. National magazine advertising is based on large space in the Saturday Evening Post, Time and Fortune, three of the most influential publications in the country. The Minneapolis Symphony, one of the four great orchestras of the world, will attract millions to the broadcast Grunow story. Figures proved that this program has a following of three million families, and the new program, over 50 stations, with a 90 piece orchestra, 50 voices and soloists, will attract even more millions. 24-sheet billboard posters have been prepared to dominate the highways of the country, with large space display for local dealers’ names. Already over sixty newspaper mats have been prepared for dealers’ local newspaper advertising. To tie up the whole campaign and bring interested prospects actually into the dealers’ stores, action window display material will stop the passers-by. Combination of national and local advertising is given in the American Weekly which is distributed with Hearst Sunday newspapers. Colorful factory copy in this newspaper can be given the tie-up of local dealer signature. In the American Weekly will be advertised a new book by the famous Robert L. Ripley, available only at Grunow dealers, which will send prospects trooping into the local stores.

This tremendous advertising campaign will arouse the interest of millions in Grunow radio. The product itself, it is confidentially predicted by Grunow officials, will do the rest. The 1935

(Continued on page 35)



Grunow Model 1151



## New England Dealers Okeh the New Grunow Radio!

Known as "the quality market" New England dealers received the new Grunow Radio with "open arms." Every evidence of quality — appearance, reception and design—is apparent.

There has been a complete revolution in the radio business due to the all wave demand of the public, and the Grunow organization knew it far in advance. This time permitted the creation of such unusual models as Number 1151, the 11-tube receiver with true, all-wave reception, and at such a reasonable price, that no factory has come anywhere near its value.

We recommend Model 1151 for your "fussy" customers, first; the ones who want musical reproduction of the highest quality, and whose recommendation will induce others to buy the same model. Their enthusiasm will "work for you" beyond belief, so invite them in NOW to hear it.

In the Grunow Line are all styles of Models, for every purse, including AC-DC, Dual-Wave and other models. It is a line created after many years of radio experience, and it is far ahead in to-day's trade conception of radio value, as comparisons will reveal.

We are mighty proud to present the new Grunow Radio to our New England friends, and pledge our complete co-operation to make the coming months YOUR MOST PROFITABLE RADIO SEASON SINCE 1929.

## F. D. PITTS COMPANY

*Wholesale Distributors of Grunow Radio and Grunow Refrigerators*

**BOSTON**  
Massachusetts

**HARTFORD**  
Connecticut

## Full Speed Ahead, Signals Grunow

(Continued from page 33)

line of Grunow radios have triumphed over the two greatest drawbacks to world-wide reception: weak signal strength of foreign stations and the skipping of foreign stations in tuning. The Grunow signal beacon is the final sales argument which will convince the prospects who are interested in all-wave radio. Ever since the advent of short-wave radio reception, great minds in the industry have sought to overcome the weak signal and the fact that short-wave stations are fifteen times closer than normal American broadcast channels. Through the genius of William C. Grunow, this modern line of radio literally tells the most inexperienced tuner, "Here's Madrid" and "Here's London."

Although this signal beacon is the biggest selling feature of the new Grunows, nothing has been overlooked to make these sets of the highest quality in every other detail. All Grunows have living tone built into them. Their features include: Four-condenser gang, two-speed tuning drive, continuously variable tone control, automatic volume control, bi-selector, illuminated airplane dial, diode detector, tuned radio frequency stage on all bands, provision for doublet antenna connection on chassis, range switch automatically to change antenna connection for maximum efficiency on each frequency range, synchro-dynamic speaker with auditorium volume without distortion, all cabinet panels 13/16ths of an inch thick to prevent "tinny" reproduction.

No radio receiver can give permanent satisfaction unless each component part is built of the finest material, carefully selected, carefully tested and carefully put together. Grunows are manufactured completely by the General Household Utilities Co. It has been a fetish with William C. Grunow to make the finest product possible regardless of cost, and then to exert his genius at production so that he can sell it for less than many mediocre instruments. Throughout each mechanical part, Grunow quality is evident in heavier chassis, better made coils, condensers and other things, as is proved when the customer follows the advice to "Look Inside Before You Buy."



Wm. C. Grunow

"The world is yours with new Grunow with Signal Beacon"

Peak of the Grunow line this year is the Model 1151, an eleven-tube receiver which covers all broadcast stations as well as all foreign short-wave, police, airplane ships at sea and amateur stations. It has special push-pull triode stepped up Class A amplification, preceded by driver stage, and twelve-inch synchrodynamic speaker. The cabinet is a beautiful piece of furniture of blended mahogany and walnut.



Henry Bonfig  
Sales Manager



Duane Wanamaker  
Sales and Advertising  
Manager



Herb Young  
Eastern Sales Manager

# Hotter than a

## LOOK INSIDE

before you choose your  
radio line. The size,  
quality and design of  
every Grunow part  
tell their own story.



MODEL 1151—A superb 11-tube receiver with true all-wave, world reception. One of a complete line of outstanding all-wave table and console-type models with Signal Beacon, dual-drive tuning, automatic antenna adjuster, airplane-type dial, continuous full-range tone control, r. f. amplification on all stages, automatic volume control, and many other features. Other models include skip-band (long and short wave), dual-wave (550-4,000 kc.), AC-DC, and true remote control radios to meet every dealer need.



*Dealers call new Grunow "The hottest set we ever heard!" as world stations click in! Signal Beacon and other marvels revolutionize all-wave radio—make every home a prospect!*



**"DYNAMITE" MERCHANDISING PLAN**  
*already under way. Read—and act—today*

**W**HEN an old-time radio dealer's eyes pop open and he says "Please! I want your line"—a radio must be GOOD! But that's just what they're saying about the marvelous new Grunow.

It's the hottest thing that's ever hit the market. You actually use Europe to demonstrate in your store. The tone is true Grunow Living Tone. The cabinets are the hit of the year. And the selectivity, quietness, power and ease of operation are absolutely amazing.

The reason is that Grunow has more than just another all-wave radio. There's the revolutionary Signal Beacon that actually finds elusive foreign stations for you!—the brand new automatic control that "peaks" antenna efficiency on each wave-length!—the "split-hair" dual-drive tuner—the r. f. stage operating on all wave bands—and a dozen other basic improvements.

Get your hands on the dial of one of these amazing

*THE GRUNOW LINE is complete—from the powerful 11-tube all-wave console to this amazing little go-getter with 4 tubes. All models are built with true Grunow precision and quality, giving superb range, selectivity and tone. And all are housed in cabinets of brand new beauty, far and away ahead of anything offered before.*

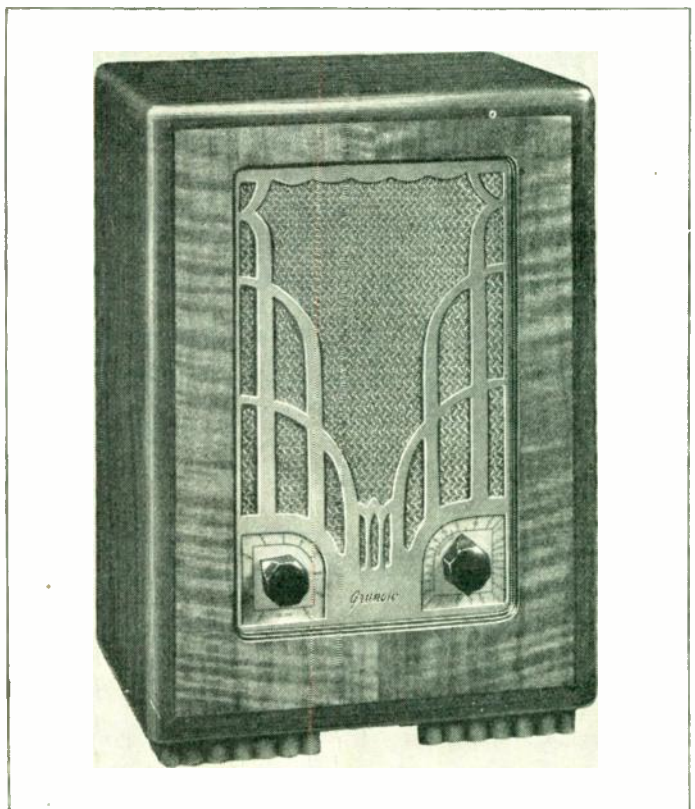
**Grunow**  
**ALL-WAVE RADIO**

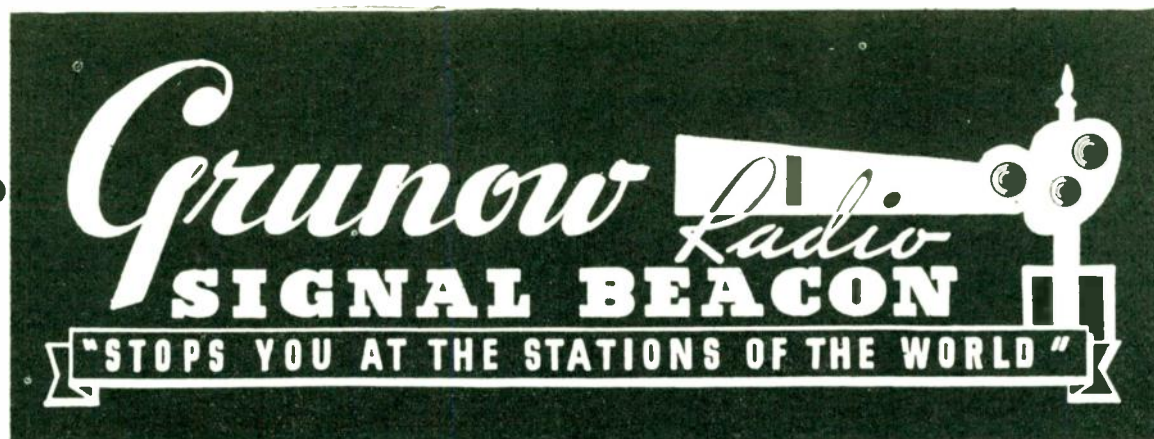
PRODUCT OF GENERAL HOUSEHOLD UTILITIES COMPANY

Grunows now. Tune and hear it. See the whole line, with models to meet every preference. Then get the startling news on prices—and go places with Grunow.

*Ask about the sensational Grunow merchandising plan now starting. It's the stand-out idea in the whole history of radio!*

**GENERAL HOUSEHOLD UTILITIES COMPANY**  
 2650 North Crawford Avenue, Chicago, Illinois





## GRAND RAPIDS

It is almost necessary to revise the dictionary to get in the right words to describe the new Grunow Radio line.

Words that would ordinarily be used seem inadequate to give the right description.

But write us for one of the Model 1151 Grunow Radio, and prove just 7 things.

**Republic Distributing Co.**

*Grunow Wholesale Distributors*

## SAGINAW

If you put in an order for a custom built all wave receiver "just the way you wanted it" you would get the new Grunow Radio Model 1151, for this 11 tube all wave set, is, without any challenge, the trade's leading value in all wave radio.

Send for a Grunow Model 1151 and make your own selling test.

**J. George Fischer & Sons**

*Grunow Wholesale Distributors*

# MICHIGAN

## *Most Powerful Aids for Selling Without Cost to Grunow Radio Dealers*

Just think of this help: National broadcasting; Magazine advertising; Newspaper advertising; The famous "New Believe It or Not" book by Ripley; Billboard posters; Store and window displays—ALL in addition to the greatest radio sets made with many exclusive features.

*Telephone us today for particulars*

## SPECIALTIES DISTRIBUTING COMPANY

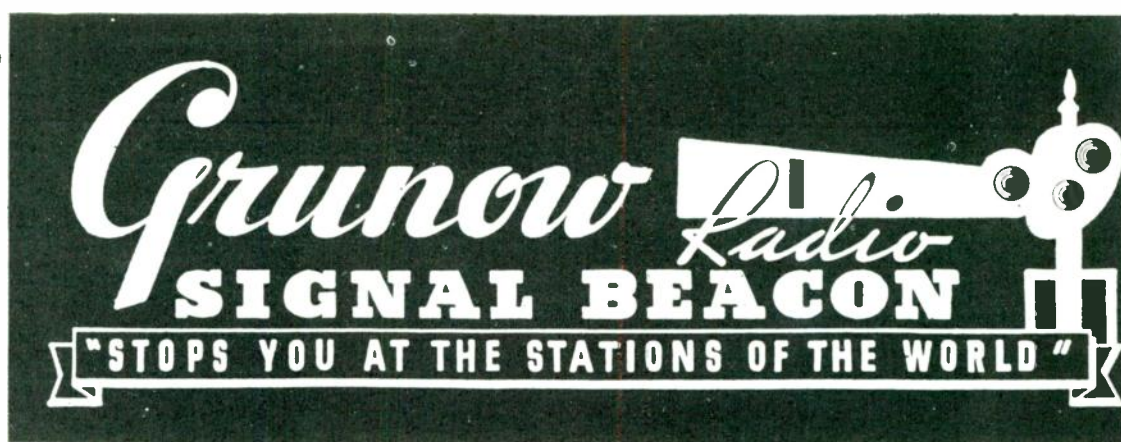
*Wholesale Distributors of GRUNOW Radio and GRUNOW Refrigerators*

11 West Jefferson Avenue

Detroit, Mich.



In the Grunow truly all-wave receivers—and in the Grunow alone—there is incorporated the "Signal Beacon," a device that literally tells you: "Here's Madrid," "Here's London," "Here's Buenos Aires." The Grunow "Signal Beacon" is the result of arduous work and long experiment on the part of two of radio's greatest scientists—backed by an expenditure of hundreds of thousands of dollars to make this amazing achievement possible.



## Morris Distributing Company

*Wholesale Distributors of GRUNOW Radio and GRUNOW Refrigerators*

SYRACUSE, N. Y.    BINGHAMTON, N. Y.    ALBANY, N. Y.

Radio dealers in the New York State territory KNOW that the Grunow all wave Model 1151 is the greatest set in existence today. It gets *everything* on the air—the first perfected strong signal set on foreign stations. Brings 'em in on a hair line! When you sell Grunow Model 1151 you've given your customer outstanding service and are rewarded with a satisfactory profit. Price is lowest of any similar calibre set on the market.

*Telephone us today about the sensational Grunow all wave Model 1511*

ESTABLISHED 1867

## PEASLEE-GAULBERT CORPORATION

INCORPORATED

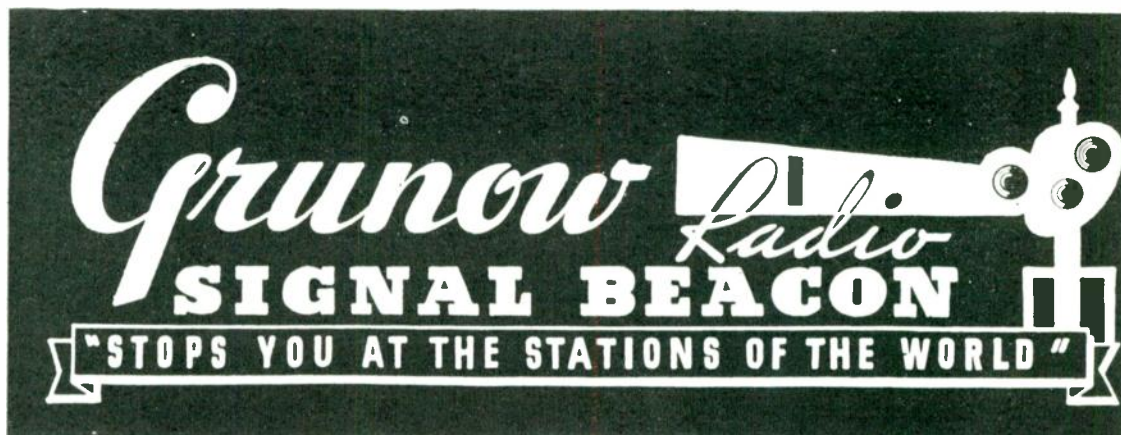
*Wholesale Distributors of GRUNOW Radio and GRUNOW Refrigerators*

LOUISVILLE, KY.    ATLANTA, GA.    JACKSONVILLE, FLA.

Public interest in all-wave radio and the desire to get the "best reception" will enable you to sell many Grunow Radio sets this season. A most powerful and extensive national campaign from the factory is backing the efforts of all Grunow dealers in our territories. Grunow sets are just as superior for radio, as Grunow refrigerators are in the refrigerator trade, so believe this statement, and also our prediction that energy devoted to selling Grunow Radio will be profitable—at the same time giving your customers the one "all wave sensation" of the entire radio industry.

*Wire or telephone our offices for details.*

The entire Grunow line of radio receivers represents not only the successful experimentation of great scientists to give you the utmost in beautiful living tone, and in truly artistic cabinets; but Grunow prices for superior quality are absolutely astounding. Never before have such great values been offered in the entire history of radio.





## Chicago Dealers *KNOW!*

Every once in a while a manufacturer presents a radio set that has such a distinctive "personality" that it is accepted instantly by both trade and public. From all over the country come the reports of immediate reception to the new Grunow Model 1151, the 11 tube all-wave set that caused even the old timers to gasp in astonishment.

Even right here in Chicago, where even the sensational hardly causes a raised eyebrow, manufacturers, jobbers and dealers, alike, express amazement at this remarkable set. We are proud to present Model 1151, Grunow Radio, because it sells at a unusually low price, value considered, but also because we have not seen or heard any radio to equal it, try as hard as we have.

Chicago dealers **KNOW** values—more salesmen of all kinds call on them daily than perhaps dealers of any other territories — and they become blase to the old cries of "wolf, wolf." It is pleasing to us to hear so many Chicago dealers say such fine things about the Grunow Radio Model 1151, and to express their willingness to "push" this model.

It is a tribute to the originality of Wm. C. Grunow, who created the model; to us as its distributors, and to the dealers' acumen in selling radio that can be enthusiastically endorsed by them as giving the customer the most for the money.

The Grunow Line is complete—styles, sizes, prices—but only **ONE QUALITY**, the highest.

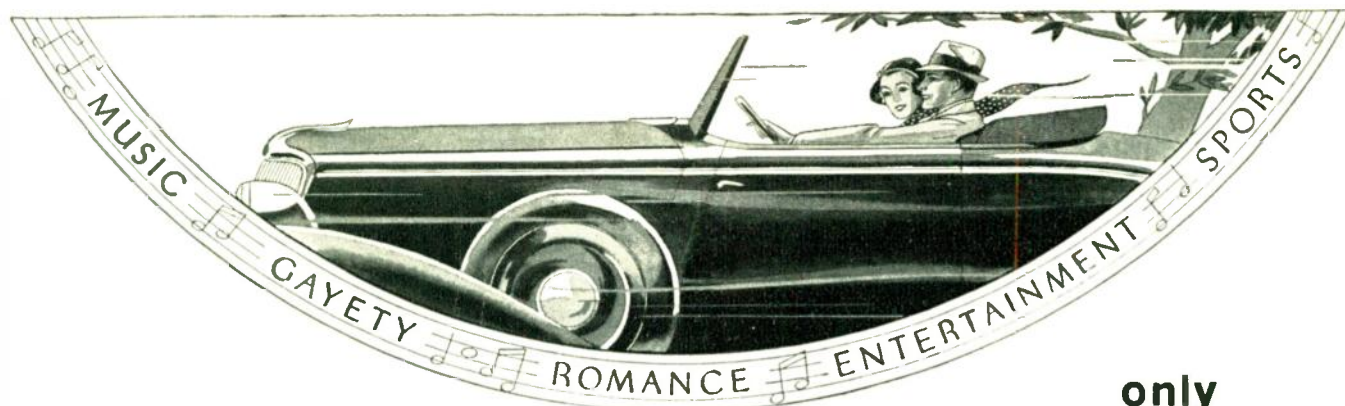
*Let us send you some more data*

# The Harry Alter Company

*Wholesale Distributors of Grunow Radio and Grunow Refrigerators*

172 So. Michigan Avenue

CHICAGO, ILL.



Self-contained as it is, the Crosley Roamio "4A1" can be easily installed in any car with the controls convenient to the driver, either to the right or left of steering wheel. The airplane type dial appears just below instrument panel.

only  
**\$ 28.98**  
 complete

## Unheard of value opens great new market for ~~CROSLEY~~ ROAMIO "4A1"

IT is safe to say that the announcement of the new Crosley Roamio "4A1" has doubled the size of the automobile radio market. Certain few can and will buy a fine automobile radio at \$100 or even more. Many more can afford an automobile radio when one is made available at \$50. But virtually everyone who owns a car can pay \$28.98.

To this tremendous market—the market that can afford to pay from \$28.98 and up—Crosley presents a high-grade, sensitive, beautifully toned, genuine Crosley Roamio. Think what this means to you as a dealer! Never in the whole history of automotive radio has such a value been possible. Never has such a market been opened to a dealer. Never has the sales and profit opportunity been as great.

The remarkable Crosley Roamio "4A1" is completely self-contained. It incorporates the famous Crosley Syncrotube power unit which reduces battery drain, saves a rectifier tube, requires no

"B" battery, operates from your storage battery. Every tube is a working tube. There are no drones. When it is considered that two of the tubes are double-purpose, you have here seven-tube effectiveness with the economy of a much smaller set.

Go after this market. Your profit-season is here now—and it will last right through the Fall months. But the time when you profit most is the time when sales are made with least effort—and that is *now!* Look about you. Virtually every local car owner and many transients are prospects.

There is also the Crosley Roamio "5A1" at \$41.50, completely installed to car antenna of any make of automobile. Antenna installation, where necessary, is extra. Your Crosley distributor will explain the Crosley Installation Certificate. Installation and service of any Crosley automobile radio is available at United Motors Service Stations and other authorized stations everywhere.

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

*All prices subject to change without notice.*

## THE CROSLEY RADIO CORPORATION

Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial

POWEL CROSLEY, Jr., President

CINCINNATI

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

# CROSLEY ROAMIO

# Here it is!

## The NEW STEWART-WARNER "Magic Dial" ROUND-THE-WORLD RADIO

FOR THE  
FIRST TIME  
AT  
POPULAR  
PRICES!

### 7-TUBE Superheterodyne "Magic Dial" Table Model



RETAILS  
for  
**\$69<sup>50</sup>**

"Magic Dial." 4 dials in 1—each a different color, and only one at a time. Moving the selector knob to right or left

selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. Extra heavy 8-inch electrodynamic speaker. 2 antenna lead-ins; one for standard aerial, and one for Doublet Antenna Input System. 18-5/16 inches high. 14 1/4 inches wide. 12 1/4 inches deep. Two beautiful cabinet designs in different decorative woods—to suit any taste or decorative scheme.

THIS sensational new line of Stewart-Warner radios for 1934-35 will bring a great revival of retail radio sales and profits. The easy all-wave tuning possible with the famous "Magic Dial" and the new low prices make everyone your prospect—whether they now have a radio or not. Think what this means to you! It's the greatest sales opportunity since the introduction of A-C tubes made batteries unnecessary.

#### What You Ought To Know About The Radio You Feature

What's back of the product? What is the record of the company? Does the management understand your local problems? Will they judge your sales and set your quotas so you'll come out with a real profit each year? Are they financially sound? After you have spent years building up their line, will you be able to cash in on it—and depend always on quality that meets any competition?

You get the right answers to these questions from Stewart-Warner, under the direction of J. E. Otis, Jr., and F. A. Hiter. Look at their records. Alemite—with a distributor and dealer organization making big money steadily, even through two major depressions! Stewart-Warner Refrigerators—rocketed from nothing to a commanding position in the refrigeration industry in one short year, thanks to successful sales strategy.

The same powerful resources are now back of the new Stewart-Warner radio. The result will be a "gold mine" for alert distributors and dealers!

#### Powerful Merchandising Plans— Extensive Local and National Advertising

Stewart-Warner dealers get tested plans for developing leads, and special promotional events for stepping up sales. A powerful magazine and newspaper advertising campaign will carry selling messages into every home you want to sell! To bring the full force of this national campaign directly to bear on your store, there is strong newspaper advertising for your local papers, over your own name. Study this line—short enough to be easily stocked and handled—priced to move fast!



### 7-TUBE Superheterodyne "Magic Dial" Console Radio

"Magic Dial." 4 dials in 1—each a different color, and only one at a time. Moving the selector knob to right or left selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. 12-inch auditorium electrodynamic speaker. 2 antenna lead-ins; one for standard aerial, one for Doublet Antenna Input System. 33 in. high. 23 1/2 in. wide. 13 in. deep. Artistic blending of selected woods—striped walnut, blistered maple, stump walnut, decorative carving. Console with legs—\$99.50; with legs and doors—\$109.50.

RETAILS  
for  
**\$94<sup>50</sup>**

### 5-TUBE Superheterodyne Dual Wave Table Model



RETAILS  
for  
**\$39<sup>50</sup>**

Takes in practically all entertainment stations in the world! Standard band from 540 to 1720 kilocycles, and short-wave band from 5.5 to 17.8 megacycles. Simplified multi-band dial for easy tuning of short-wave broadcasts. Exceptional tone quality. Automatic volume control. 3-gang condenser eliminates interference from code stations. 8-in. electrodynamic speaker. Very low power consumption. In two cabinet styles, both at \$39.50. One a handsome pattern of contrasting striped walnut and figured stump walnut. The other of quartered and striped walnut with red gumwood overlay. Both have hand-rubbed, high-lustre lacquer finish.

### 5-TUBE Superheterodyne All-Wave Table Model



RETAILS  
for  
**\$49<sup>50</sup>**

All-wave, covering complete range 530 K.C. to 23 M.C. in four bands, identified by different colors on the dial. Full variable tone control. Two double-purpose tubes give efficiency comparable to ordinary 7-tube sets in sensitivity and selectivity. 3-gang condensers. Exceptional fidelity. Extra heavy 8-inch electrodynamic speaker gives remarkable results at all frequencies. In two styles of table cabinet, at \$49.50. Console \$67.50. Both types of cabinet are of exceptional beauty, resulting from richly decorative combinations of fine, polished woods—many of these woods imported especially for the purpose.

### 4-TUBE Superheterodyne Standard Wave Companion Set



RETAILS  
for  
**\$24<sup>50</sup>**

More than a local receiver—highly selective. Double-purpose tubes give equivalent of six-tube chassis. Remarkable sensitivity for 4-tube set.

Tuning range, 535 to 1730 kilocycles; all standard broadcasts plus police calls. Large power unit gives unusual tone quality and power output. 6-inch electrodynamic speaker. Very low power consumption. 11-9/16 inches high. 9 inches wide. 6 1/4 inches deep. DeLuxe Sets: choice of two larger, more decorative cabinets—\$27.50.

(All Prices Slightly Higher West of Rockies)

**WRITE — WIRE — OR PHONE US TODAY**  
GET THE FULL STORY ON THIS GREAT NEW LINE

STEWART-WARNER CORPORATION

1845 Diversey Parkway

Chicago, Illinois



All Popular Price Ranges Covered ... With Minimum Stock!