

Radio Journal

& ELECTRIC APPLIANCE

THE HUSKY RIGHT ARM OF THE CHAMPIONS
AMONG DEALERS, JOBBERS AND MANUFACTURERS
IN THE SEVEN ASSOCIATED INDUSTRIES

Glad. Henderson
Editor

RADIO · REFRIGERATORS · WASHERS · BURNERS · APPLIANCES · RADIO TUBES · RECORDS · MUSIC

RADIO DISTRIBUTORS and RETAILERS:

**"SHAKE HANDS with
YOUR COMPANY"**



D. W. MAY
PRESIDENT



NATE HAST
Vice-President in
charge of Sales



HERMAN R. ROSE
Vice-President in
charge of Production



FRANK M. SQUIRE
Chief Engineer
Radio Division



C. P. ENGLEHARDT
Advertising and Sales
Promotion Manager

This is "YOUR COMPANY," a company with a heart, because its policies are based on what I believe to be the solutions to your problems and the remedies for the many abuses you have encountered. I have been "in your shoes." As the world's largest radio distributor I have learned of what YOU require to succeed in this business. Now, I am ready to prove that a successful manufacturing business can be built, while giving a "real break" to the distributor and retailer.

The new MAY RADIO line will be shown publicly for the first time at Madison Square Garden, and I predict that it will be the talk of the show. It represents the greatest value on the market today . . . it's a new kind of radio. Beautiful cabinets, the creations of a world-famous furniture stylist, make for instant eye appeal. From the standpoint of performance and mechanical perfection, the MAY RADIO, manufactured under direct RCA, Hazeltine and Latour patents, will bow to none. Exclusive, sensational features, plus high quality, will ease the way to volume sales. Dynamic advertising and well-planned sales promotion in the usual MAY MANNER will produce prospects, prestige and profits for YOU. And the all-important factor . . . POPULAR PRICES . . . with a long margin of profit for distributor and retailer. All these combine to make the MAY franchise the most interesting and profitable proposition yet to be offered to the trade.

Let me send you complete details of the sensational MAY DISTRIBUTOR PLAN . . . it's absolutely different. Remember this is "YOUR COMPANY"—so get in line with the MAY LINE and let's put it over to our mutual profit.

Watch for the startling announcement of the MAY REFRIGERATION and AIR CONDITIONING line, with its new, million dollar exclusive features.

D. W. May
PRESIDENT

See the New
MAY RADIO LINE
Displayed in
Booths 1-A and 36-A
at the
Main Entrance
Arena Floor



MAY RADIO & REFRIGERATION CORP.

General Offices and Plant—NEW STREET at MORRIS AVENUE
NEWARK, NEW JERSEY



May Radio is Directly and Fully Licensed under Patents of RCA, Hazeltine and Latour

"A PIONEER NAME IN THE INDUSTRY"

ZENITH ADDS THE "MINUTE HAND"...IN Split-Second Tuning!



TRY TO SET A CLOCK ACCURATELY WITHOUT A MINUTE HAND TO GUIDE YOU!

HAIRLINE ACCURACY NOW POSSIBLE IN LOGGING AND RELOCATING ALL FOREIGN SHORT WAVE STATIONS

Everyone has been *fishing* for foreign short wave stations. Now they can log them . . . return to them . . . just as accurately as you can set a clock to the minute! Zenith has added the "minute hand" to radio with *Split-Second Tuning!*

An extra hand now travels over the 360° face of the dial so that any station in the "sensitive areas" clearly indicated on the Zenith airplane dial can be tuned in without a minute's delay . . . time after time! London . . . Paris . . . Madrid . . . you can't miss them!

Here's a *new* radio feature to sell to thousands of short wave fans who are now *fishing for foreign short wave stations!* No other radio can offer it . . . it will sell Zenith short wave sets without even turning on the receiver! Just demonstrate it! It's fascinating—it's a genuine *sales* feature! Inquire about the Zenith franchise at the same time you get the details of these Split-Second Tuning sets!

The complete Zenith line ranges from \$29.95 to \$750 for the De Luxe model. Prices slightly higher west of Rockies—subject to change without notice.

See these and other models on exhibit at the Zenith Booth, National Electrical Exposition, Madison Square Garden, New York, Sept. 19th to 29th



ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Illinois



**ZENITH MODEL 880
TRIPLE FILTERING**
A ten tube set, all wave model. Includes Shadowgraph with Split-Second Tuning. Powerful auditorium-type dynamic speaker. Tunes from 535 to 48,000 kilocycles. Handsome modern cabinet . . . **\$120.00**



**ZENITH MODEL 835
TRIPLE FILTERING**
Same chassis as Model 880, includes Shadowgraph with Split-Second Tuning. Handsome table model with chrome grille and lustrous hardwood cabinet. One of the most selective and powerful table models ever built . . . **\$89.95**

All Their New Recordings **On DECCA** **Records Only!**

BING CROSBY

and

GUY LOMBARDO

and NOW

GLEN GRAY
and the Casa Loma Orchestra
TED LEWIS
ETHEL WATERS
MILLS BROTHERS
VICTOR YOUNG
EVERETT MARSHALL
FRANK CRUMIT
ART TATUM
MOANA SERENADERS
LEE WILEY
FRANK LUTHER
JUSTIN RING
MONTGOMERY QUARTET
ROY FOX ORCHESTRA
AMBROSE ORCHESTRA

ISHAM JONES
DORSEY BROTHERS
ORVILLE KNAPP ORCHESTRA
CHICK WEBB
JIMMIE LUNCEFORD
EARL HINES
FLETCHER HENDERSON
BRADLEY KINCAID
CLAUDE HOPKINS
LOUIS PANICO
JANE FROMAN
ARTHUR TRACY
(The Street Singer)
BOB CROSBY
FRAY and BRAGGIOTI
MURIEL POLLOCK and VEE LAWNHURST

—and numerous others have recorded their first selections as
EXCLUSIVE DECCA RECORD ARTISTS

Dealers—write for details on DECCA—The All-Star RECORD

DECCA RECORDS, Inc.

799 Seventh Ave.

NEW YORK

JACK KAPP, President

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

Prima

for the Distributor

What a combination! Here is without doubt the greatest line of washers and ironers you have ever seen—and there's no gamble with Prima! It's a sure shot, and these are the reasons why:

- 1—A complete and balanced wringer line in ALL price brackets from \$49.50 to \$89.50
- 2—New beauty . . . new color . . . new features . . . the last word in styling.
- 3—The famous Prima Nevercrush line of wringers now streamlined that looks the money and is the money.
- 4—New and improved two-tub Prima Wringerless "Spinner Type" models unchallenged in the industry and priced \$20.00 below competition.
- 5—Two ironers that have made history and designed to meet and defeat all competition.

In this new and sensational line, Prima offers "A Natural" to the live, aggressive distributor seeking additional and profitable volume—good discounts—liberal advertising—sound sales policy—quality merchandise—plus up to the minute market acceptance!

WIRE PHONE WRITE **NOW!**

FOR COMPLETE DETAILS CONCERNING VERY VALUABLE FRANCHISE NOW AVAILABLE IN YOUR TERRITORY!

for the Dealer..



Model S

What an opportunity! Here it is!

Prima has the line you've been waiting for! Up to the minute with a balanced line in every price bracket—Now you can and will realize a much larger unit of sale, because the difference is there.

You'll find supreme quality and salability in this new distinctive line—4 Wringer Models (with and without pumps) \$49.50 to \$89.50—2 Wringerless "Spin-Dry" Models \$89.50 & \$99.50—2 Ironing Machines \$44.50 & \$54.50!

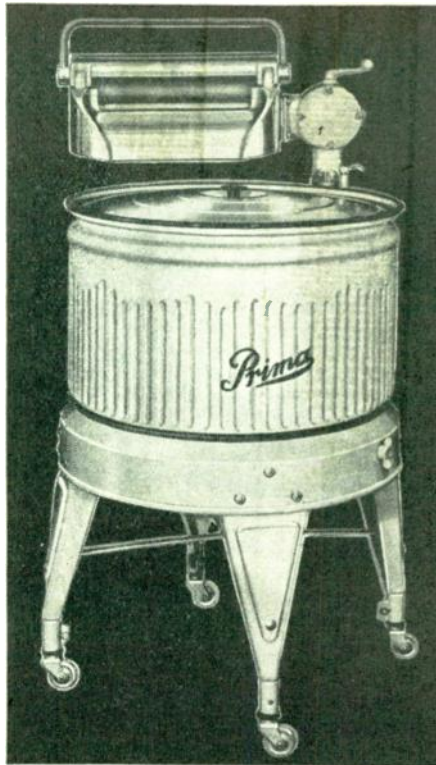
Write now for complete information and the name of your local distributor. Let us prove that Prima has the right line for you at the right price at the right time!

PRIMA

Natural

Features

- AN — 6-sheet — green and white speckled tub, corrugated—Lovell wringer. \$49.50
- AP — Same as above except with pump. 59.50
- AN — 6-sheet — green and white speckled tub, corrugated—extra deep circular base—latest type Lovell wringer 2½ in. rolls—push bar tension release. 59.50
- ANP—Same as AN except with pump. 69.50
- QC — 6-sheet—old ivory speckled corrugated tub—equipped with new streamline Prima Nevercrush wringer, satin finish aluminum, 2½ in. balloon rolls—new push-pull safety release. 69.50
- QCP—Same as QC except with pump. 79.50
- B — 8-sheet extra large old ivory speckled tub—horizontal beading at top and bottom of tub—equipped with new streamline Prima Nevercrush wringer, highly polished aluminum, 2½ in. balloon rolls and equipped with push pull safety release. 79.50



Model QC



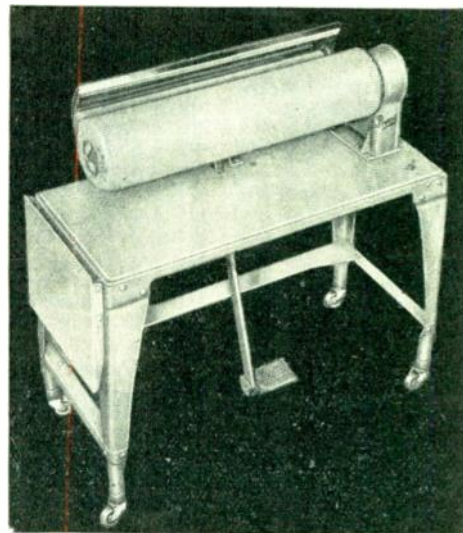
Model A



Model B

- BP—Same as B except with pump. \$89.50
- S — 6-sheet—two-tub spinner type—green speckled corrugated tub—aluminum swivel drainboard—smooth running machine-cut helical gears, rigidly constructed—new pump cut-off. . . . \$89.50
- SD— Same as Model S except finished in old ivory and equipped with chromium-plated splash ring—DeLuxe finish. . . . 99.50
- A-Ironer—Standard—26 in. roll—foot control—chromium shoe—green table and legs—switch for heat control. . . . 44.50
- D-Ironer—DeLuxe—two tone ivory—26 in. roll — chromium shoe and gear housing—pilot light—two switches, one for motor, one for shoe — DeLuxe finish throughout. . . . 54.50

PRICES HIGHER IN WESTERN STATES



Model A Ironer

MANUFACTURING CO., Inc.
21st & ARCH Sts. PHILADELPHIA, Pa.

Write or wire for full details



SPARTON

A 12-MONTHS' *Profit* LINE!



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



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



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

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

SEE SPARTON!
 NATIONAL ELECTRICAL EXPOSITION
 Madison Square Garden, New York
 September 19—29
 BOOTHS 34 and 35, ARENA FLOOR

● Just as the sensational new Sparton Radios take you round the world, so the *complete* Sparton line takes you *round the calendar*—with profitable merchandise to sell every month in the year.

Sparton Radios for 1935 offer world reception in every price class; meet competition at every step; enable you to sell superior engineering, finer performance, and more artistic furniture. Sparton Auto Radios are ready in three advanced models. And Sparton Electric Refrigerators, the *class*-production refrigerators, complete the circle of *continuous* profit-opportunity.

Mail the coupon below for information about this opportunity *in your territory*.

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

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

Model 464—Baked lacquer on rust-proof steel; stain-proof porcelain interior. 8.5 sq. ft. shelf area. 42 ice cubes. \$127.50. (5 other models to \$438.50.)



MAIL THIS COUPON TODAY

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

Please send full information about Sparton Radios for 1935. C-9

Name

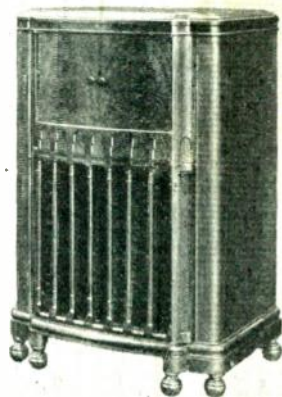
Address

City State

Newest Additions to the Stromberg-Carlson Line



No. 70 ALL-WAVE



No. 72 ALL-WAVE



No. 74 ALL-WAVE

The finest reproducers of speech and music ever made available to the public.

Here is High Fidelity that extends beyond the present-day conception of high fidelity and does it with unequalled uniformity of sound output. This is made possible by Stromberg-Carlson's use of Two Speakers — Bass and Treble — of large Dynamic range, fed through a dividing network; an Acoustical Labyrinth (patent applied for) that (a) eliminates cabinet cavity resonances, (b) extends the bass frequency

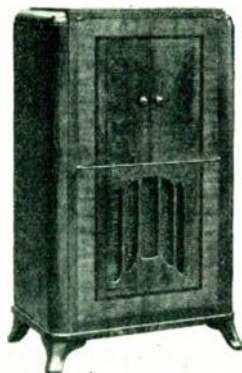
range, (c) enables the bass speaker to reproduce large volume bass tones without distortion and that (d) projects the sounds from the front of the cabinet only; Sound Spreading Vanes; Broad Speaker Opening in the cabinet front for wide angle sound diffusion; all combine to give highest perfection of tone. Remote Control by Te-lek-tor may be added.

SHORT WAVE - BROADCAST RADIOS

STROMBERG-CARLSON RADIOS



No. 60-H



No. 60-PR

FEATURES	SHORT-WAVE BROADCAST				ALL-WAVE HIGH FIDELITY				STANDARD WAVE TOUCH TUNING			STANDARD WAVE					69		
	60-T	60-L	60-H	60-PR	6R	6R-H	70	72	74	55	56	56-R	49	59	51	52		54	33-A
TUNING RANGES IN MEGACYCLES	540-1530 930-1530	640-1530 930-1530	540-1570 930-1530	540-1570 930-1530	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000	540-1570 23,000
FOREIGN RECEPTION	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
NO. OF WAVE RANGES	2	2	2	2	4	4	4	4	4	1	1	1	1	1	1	1	1	1	1
POLICE, AIRCRAFT, AMATEUR					Yes	Yes	Yes	Yes	Yes										
SELECTORITE DIAL	2 Ranges	2 Ranges	2 Ranges	2 Ranges	4 Ranges	4 Ranges	4 Ranges	4 Ranges	4 Ranges										
METER TUNING					Yes	Yes	Yes	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes	Yes
TOUCH TUNING										Yes	Yes	Yes							
AUTOMATIC VOLUME CONTROL	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LOW LEVEL BASS COMPENSATION							Yes	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes	Yes
BASS COMPENSATION	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
CLARIFIER (TONE CONTROL)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PRE-SELECTION STAGE ON SHORT WAVES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes										
UNDISTORTED OUTPUT IN WATTS	6 1/2	6 1/2	6 1/2	6 1/2	15	15	15	15	15	20	20	20	15	15	15	15	15	15	15
CLASS A AMPLIFICATION	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SPEAKER-STROMBERG-CARLSON	8"	8"	10 1/2"	10 1/2"	10 1/2"	10 1/2"	Two	Two	Two	Two	Two	Two	Two	Two	Two	Two	Two	Two	Two
HIGH FIDELITY							Yes	Yes	Yes										
NUMBER OF TUBES	7	7	7	7	10	10	12	12	12	8	8	8	11	11	11	11	11	11	6
REMOTE CONTROL										Yes	Yes	Yes							
TELEKTOR (REMOTE CONTROL SYSTEM) OPTION							Yes	Yes	Yes									Yes	Yes
CABINET & FINISH	Table Walnut	Console Walnut	Highboy Walnut	Console Walnut	Console Walnut	Highboy Walnut	Console Walnut	Console Walnut	Console Walnut	Two-Piece Walnut	Console Walnut	Console Walnut	Console Walnut	Console Walnut	Console Walnut	Console Walnut	Console Walnut	Console Walnut	Table Radio
AUTOMATIC PHONOGRAPH				Yes				Yes	Yes						Yes		Yes		
PRICE (EAST OF ROCKIES)	\$ 75.00	95.00	135.00	250.00	175.00	225.00	165.00	225.00	275.00	118.50	168.50	188.50	230.00	275.00	460.00	345.00	645.00	79.50	69.50

The Short Wave Selector Makes Any Standard Wave Radio All-Wave. Same Tuning Features as No. 68. All-Wave, 1 Tubes, Table Model, Walnut Finish.

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

"Easier To Sell It Than To Sell Against It!"

SAY HUNDREDS OF RADIO DEALERS—FLOCKING TO THIS SENSATIONAL NEW STEWART-WARNER "MAGIC DIAL" RADIO



How "Ready-Made Sales" Are Delivered To YOU —

A selling drive that will rock the industry is back of this new Stewart-Warner line. No effort or expense has been spared to send you "ready-made sales." Do your part and you'll reap a rich harvest.

1. BIG COLOR ADS IN NATIONAL MAGAZINES

Smashing "bleed" center-spreads in full color present the new Stewart-Warner "Magic Dial" line to your best local prospects in leading national magazines all through the big season.

2. POWERFUL STORE AND WINDOW DISPLAYS

All kinds of powerful displays available for your use, from paper streamers up to a startling exhibition piece that is not only illuminated but actually talks!

3. LOCAL NEWSPAPER ADS—OVER YOUR NAME

A full line of newspaper mats in all sizes and types, and a wide variety of separate cuts, are yours for the asking—for cooperative use in your local papers.

4. A "SELLING BOOK" IN FULL COLORS

This is a sales-aid the like of which you never saw before! Even the "greenest" sales clerk can do a complete selling job with it. Packed with useful information and beautiful color plates.

5. "CUSTOM-MADE" HANDBILL SERVICE

A complete advertising service. Provides you with layouts, cuts, copy, etc.—not only for Stewart-Warner Radio, but for all kinds of other merchandise. Remarkably flexible.

6. SPECIAL TABLOID NEWSPAPER — MADE FOR YOU

This is a *tested sales maker*—positively known to bring big results if used in simple, easy way recommended. A real little newspaper, made for your local distribution.

7. TESTED MERCHANDISING SCHEMES— GUARANTEED TO INCREASE YOUR SALES

There is not space here to describe the many local sales promotion ideas ready for your use—all proved sales producers, based on successful retail experience. Your distributor will supply them on request.

THE merchandise alone would make sales records for the new Stewart-Warner Radio line. The simplified "Magic Dial" makes other all-wave sets now seem crude and primitive! But back of this merchandise is powerful national advertising and local sales promotion material that will make it tough for competition this year! No wonder dealers by the hundreds who have seen this line and the selling material that goes with it, say, "I'd rather sell Stewart-Warner than try to sell against it!" Which side of the fence will YOU be on when this season's profits are counted?

Guaranteed Foreign Reception

First take technical quality years ahead of normal radio progress—with the "Magic Dial" that makes foreign stations as easy and accurate to tune as local. Then picture this extraordinary quality housed in a line of magnificent cabinets, created by famous designers. Even at high prices, this line would be a sales sensation. But Stewart-Warner Radio covers the entire popular price

range with only one DeLuxe model priced over \$100! And they start at \$24.50!

Minimum Stock Investment!

Scientifically planned and designed, the new Stewart-Warner line gives you complete coverage of the popular price range—and round-the-world sets in every group—with the lowest stock investment you ever heard of, for such coverage. Thus you can add *faster turnover* to the extra profits you make with this amazing line.

A Brand-New Profit Opportunity

The demand for round-the-world radio is sweeping the country. This will make some radio dealers more profits this year than ever before. But will all of those profits *stick*? You know it's the dealer who takes the beating when costly kick-backs come. Tie to the PIONEERS in all-wave. Stewart-Warner has had three extra years to bring all-wave radio to simplified perfection, while others were still experimenting. Ask your distributor to give you full details at once, and judge for yourself.

STEWART-WARNER CORPORATION, 1845 Diversey Parkway, Chicago, Illinois

A FEW OF THE HOTTEST NUMBERS — EVERY PRICE RANGE COVERED



Round-The-World Dual Wave Console—Automatic volume control. 3-gang condenser. Tone control. Extra heavy 8" speaker. 35 1/2" high. \$57.50.



Round-The-World Dual Wave Table Model—Automatic volume control. 3-gang condenser. Tone control. Extra heavy 8" speaker. 16 1/2" high. \$39.50.



"Magic Dial" Table Model—4 tuning bands—one at a time. Automatic volume control. 3-gang condenser. Variable tone control. 8" speaker. 2 table models at \$69.50.



"Magic Dial" Console—Easiest-to-tune all-wave radio made. Extra heavy 12" speaker. This model with feet, \$94.50. With legs, \$99.50. With legs and doors, \$109.50.

All-Wave Table Model—Gets everything on the air. Automatic volume control. 3-gang condenser. Variable tone control. Extra heavy 8" speaker. Console model at \$64.50. This model \$19.50.



Standard Wave Table Model—11 9/16" high. Large power unit, special speaker, good tone-quality equal to much larger sets. DeLuxe cabinets, \$27.50. This cabinet, \$24.50.

The New
STEWART-WARNER
"Magic Dial" ROUND-THE-WORLD RADIO

EXTRA

Brunswick Journal

LATE RECORD EDITION

NUMBER 1776

NEW YORK, SEPTEMBER 10 1934.

VOLUME LX

MELOTONE'S "NEW DEAL" PROGRAM RELEASES BING CROSBY AND GUY LOMBARDO RECORDS TO RETAIL AT 25 CENTS EACH

Making in History in the Record Business

NEW MELOTONE RECORDS READY FOR DELIVERY

Guy Lombardo



- ME3117 Ripide Little Dutch Mill
- ME3118 True By a Waterfall
- ME3119 Iuka Binka Doo Jungle Droms
- ME3120 Night On The Water This Time It's Love
- ME3121 You're Mine, You Did You Ever See A Dream Walking?
- ME3122 To Morrow Shadow Waltz
- ME3123 You Oughta Be In Pictures How Do I Know It's Sunday?
- ME3124 Nothing But The Best Don't Blame Me
- ME3125 Annie Doesn't Live Here Anymore Shanghai Lil
- ME3126 I Raised My Hat Sin - Out Of My Dreams

GUY LOMBARDO RECORDS

Bing Crosby



- ME3127 Black Moonlight Sweet Georgia Brown
- ME3128 Temptation Shadow Waltz
- ME3133 Little Dutch Mill Our Big Love Scene
- ME3131 Thanks Home On The Range
- ME3129 Once In A Blue Moon We're A Couple Of Soldiers
- ME3132 Beautiful Girl The Day You Came Along
- ME3128 Blue Prelude We'll Make Hay While The Sun Shines
- ME3134 Good Night Lovely Little Lady Shadows Of Love
- ME3135 After Sundown Down The Old Ox Road
- ME3130 Let's Spend An Evening At Home Some Of These Days

BING CROSBY RECORDS

WATCH FOR FURTHER RELEASES

Guy LOMBARDO
MELOTONE RECORDS

25¢ EACH

Bing CROSBY
MELOTONE RECORDS

Brunswick Record Corporation

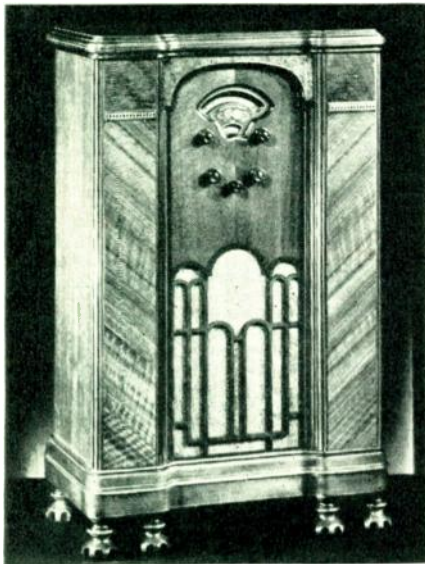
Executive Offices 1776 Broadway—NEW YORK CITY • BRANCHES • New York • Chicago • New Orleans • Dallas • San Francisco • Los Angeles

ATWATER KENT RADIO

ALL WAVE

On this page are the Atwater Kent all-wave Radios for 1935—and when we say all-wave we mean nothing less than *everything* between 540 and 18,000 kilocycles—or even to 22,500 kilocycles! The 4-band dial shows *only* the band in use.

ALL Atwater Kent Radios that carry this all-wave dial will bring in every radio signal that it is possible to receive at that time and place. All means ALL in Atwater Kent ALL-wave radio.



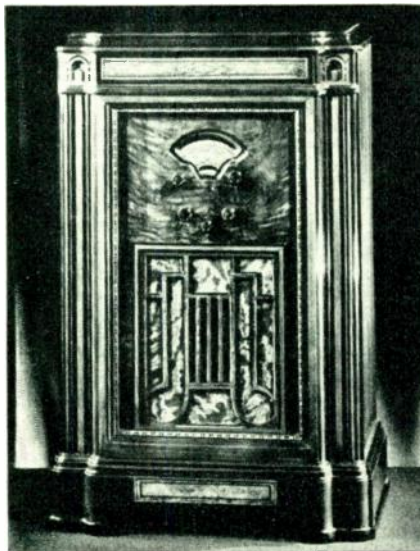
ALL WAVE—Model 318K—8-tube superheterodyne with 9 tuned circuits—complete world-wide range from 540 kilocycles to 22.5 megacycles—in 4 separate tuning bands—2-speed tuning, approximately 6 to 1 and 60 to 1 ratios—shadow tuning—6 watts undistorted output—11-inch electro-dynamic speaker. Beautiful lowboy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



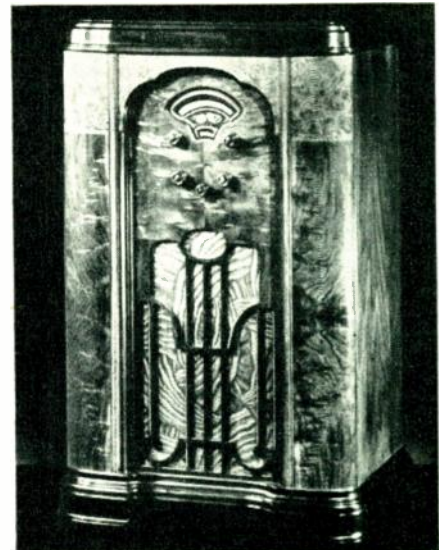
ALL WAVE—Model 447—7-tube superheterodyne, 9 tuned circuits. 4 tuning bands include complete world-wide reception, from 540 kilocycles to 22.5 megacycles. 4-point tone control, 8-inch electro-dynamic speaker, illuminated shadow tuning. Top quality at lowest price **\$74.50** f.o.b. factory.

THIS YEAR is an all-wave and short-wave year. This year is also an Atwater Kent year—because Atwater Kent has the hottest line of all-wave sets and foreign short-wave and broadcast sets in the business.

Any radio engineer can change the design of a broadcast receiver to make it bring in short waves—or even to make it



ALL WAVE—Model 112S. We know of no other radio at any price that matches the performance of this 12-tube Atwater Kent. 10-kilocycle selectivity over entire tuning range—15 watts output—4 tuning bands—540 kilocycles to 18 megacycles—bass compensation—true high fidelity reproduction. **\$180.00** f. o. b. factory.



ALL WAVE—Model 559N—9-tube superheterodyne, 11 tuned circuits—range from 540 kilocycles to 18 megacycles in 4 bands, 6-section gang condenser, 2-speed tuning 6 to 1 and 60 to 1 ratios, 11-inch speaker, 4-position tone control has usual low medium and high tone pitches with high selectivity and 4th with low selectivity and high faithful tone reproduction. **\$119.50** f.o.b. factory.

The Season's



ATWATER KENT RADIO

FOREIGN SHORT WAVE and BROADCAST

On this page are the Atwater Kent short-wave and broadcast receivers for 1935. They are distinguished by the airplane dial . . . illuminated 3 ways. Ranges extend from 540 to 1600—from 1650 to 4350—and from 5500 to 15.500 kilocycles. Within these ranges are *all American* broadcasting, *all police*, airplane, amateur frequencies and foreign short waves.

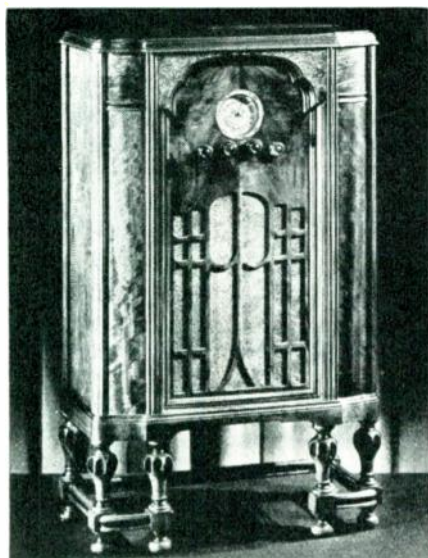
an all-wave receiver—but the quality of the set will always depend on the quality of the radio he started with—and quality is terrifically important in an all-wave radio. *Atwater Kent engineers had Atwater Kent quality to start with!*

Prices subject to change without notice.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

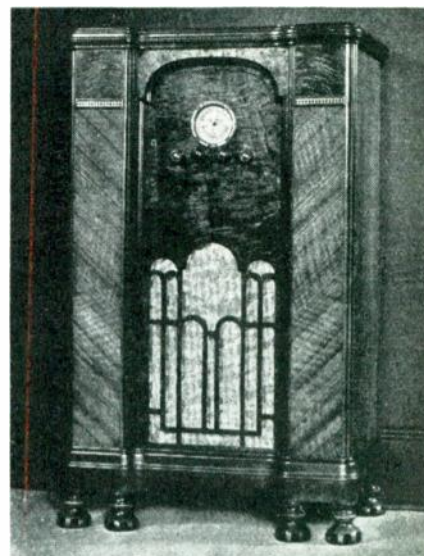
PHILADELPHIA, PA.



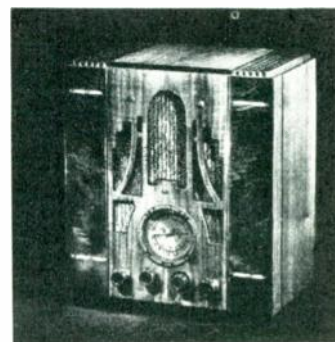
SHORT WAVE and STANDARD BROADCAST—Model 325E—offers the thrill of foreign broadcasting plus everything that is broadcast in America, with a rich, truthful tone. 5-tube superheterodyne with 6 tuned circuits and 3 separate tuning ranges—2-speed tuning—11-inch electrodynamic speaker, automatic volume control,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



SHORT WAVE and BROADCAST Model 206—6 tube superheterodyne, 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.



SHORT WAVE and BROADCAST—Model 376-K6—same chassis as Model 206 put in K cabinet—tuning ranges from 540 to 1600 kilos, from 1600 kilos to 5 megacycles, and from 5.7 to 15.5 megacycles, 11-inch electro-dynamic speaker, 2-speed tuning, 3 point tone control, 3.3 watts undistorted output, 3-gang condensers, very sensitive circuit, highest selectivity. **\$69.90** f.o.b. factory. Also put in E cabinet at **\$59.90** f.o.b. factory.



SHORTWAVE 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. **\$39.90** f.o.b. factory.

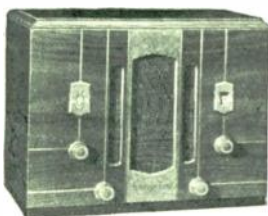
Leading Line

Opportunity Bangs Twice!



MODEL 402—5 tube, 8-tube-performance. AC-DC. Range 540 to 1750 Kilocycles. Generous volume

MODEL 420—5 tube, 8-tube-performance. Dual Wave Personal radio for AC operation. Range 540 to 3600 Kilocycles with special focus on police calls . . . **\$39.95**



MODEL 460A—7 tube, 9-tube-performance. All wave superheterodyne console radio. 540 to 21,000 Kilocycles **\$69.50**



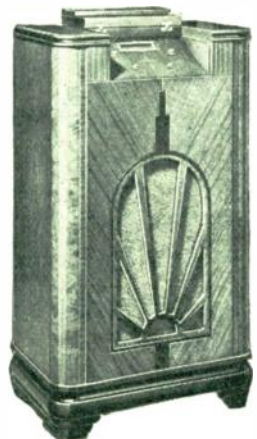
MODEL 440T—6 tube, 9-tube-performance console radio. 540 to 1600 Kilo. and short wave from 5600 to 15,500 Kilo. . . **\$54.50**



MODEL 460B—7 tube, 9-tube-performance. All wave superheterodyne console radio. 540 to 21,000 Kilocycles **\$67.50**



MODEL 480D—10 tube, 12-tube-performance. All wave superheterodyne de luxe radio. 540 to 22,500 Kilocycles **\$149.50**



MODEL 460R—7 tube, 9-tube-performance. All wave superheterodyne console radio. 540 to 21,000 Kilocycles **\$94.50**



MODEL 440C—6 tube, 9-tube-performance. 540 to 1600 Kilocycles and short wave from 5600 to 15,500 Kilocycles **\$69.50**

A Hit Radio Program sells the hot line of 1935
AMERICAN BOSCH
Round-the-World RADIO



CAPTAIN BARKER,
 famed sea captain, conducts the American-Bosch Radio Explorers Club.

RIGHT-ANGLE TUNING, a basic new idea in design! The Multi-Wave Selector, which simplifies round-the-world tuning. Anchored Construction, which insures uninterrupted quality of performance. A new superior type of continuous tone control. This unparalleled parade of advances in radio engineering and styling establishes American-Bosch leadership in quality radio.

To tell your customers this big news, American-Bosch is sponsoring a sensational radio program every Sunday afternoon on NBC from Coast to Coast. Features include Captain James P. Barker, famous sea captain; guest explorers from the American Museum of Natural History such as Roy Chapman Andrews, Theodore Roosevelt, Jr., Trubee Davison, etc.; active participation in the Radio Explorers Club; *AND* an entirely original merchandising plan that will create replacement business for American-Bosch dealers in each locality!

Get the full sales story. Write or wire for copy of broadside, "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. U. A.

AMERICAN-BOSCH *Round-the-World* RADIO

RCA Declares War on Menace to Legitimate Radio Tube Profits . .

TO PROTECT YOU AGAINST BUYING OLD RADIO TUBES DISGUISED AS NEW

RCA announces the SEALED CARTON

HOW THE RADIO TUBE RACKETEER DISGUISES OLD TUBES TO LOOK LIKE NEW . . .

BE CAREFUL
Hundreds of thousands of used radio tubes are being sold as new by "gyp" dealers—slipped into new open tin cartons—so you can't tell the difference.

BE SAFE
The new RCA Sealed Carton guards every tube from factory to you in Proof that every tube is really new!

BUY NOW! PRICES REDUCED UP TO 60%!

TYPE	PRICE	TYPE	PRICE	TYPE	PRICE	TYPE	PRICE
5Y4	1.25	6X4	1.50	6X5	1.75	6X6	2.00
5Y5	1.50	6X7	2.00	6X8	2.25	6X9	2.50
5Y6	1.75	6X10	2.50	6X11	2.75	6X12	3.00
5Y7	2.00	6X13	3.00	6X14	3.25	6X15	3.50
5Y8	2.25	6X16	3.50	6X17	3.75	6X18	4.00
5Y9	2.50	6X19	4.00	6X20	4.25	6X21	4.50
5Y10	2.75	6X22	4.50	6X23	4.75	6X24	5.00
5Y11	3.00	6X25	5.00	6X26	5.25	6X27	5.50
5Y12	3.25	6X28	5.50	6X29	5.75	6X30	6.00
5Y13	3.50	6X31	6.00	6X32	6.25	6X33	6.50
5Y14	3.75	6X34	6.50	6X35	6.75	6X36	7.00
5Y15	4.00	6X37	7.00	6X38	7.25	6X39	7.50
5Y16	4.25	6X40	7.50	6X41	7.75	6X42	8.00
5Y17	4.50	6X43	8.00	6X44	8.25	6X45	8.50
5Y18	4.75	6X46	8.50	6X47	8.75	6X48	9.00
5Y19	5.00	6X49	9.00	6X50	9.25	6X51	9.50
5Y20	5.25	6X52	9.50	6X53	9.75	6X54	10.00
5Y21	5.50	6X55	10.00	6X56	10.25	6X57	10.50
5Y22	5.75	6X58	10.50	6X59	10.75	6X60	11.00
5Y23	6.00	6X61	11.00	6X62	11.25	6X63	11.50
5Y24	6.25	6X64	11.50	6X65	11.75	6X66	12.00
5Y25	6.50	6X67	12.00	6X68	12.25	6X69	12.50
5Y26	6.75	6X70	12.50	6X71	12.75	6X72	13.00
5Y27	7.00	6X73	13.00	6X74	13.25	6X75	13.50
5Y28	7.25	6X76	13.50	6X77	13.75	6X78	14.00
5Y29	7.50	6X79	14.00	6X80	14.25	6X81	14.50
5Y30	7.75	6X82	14.50	6X83	14.75	6X84	15.00
5Y31	8.00	6X85	15.00	6X86	15.25	6X87	15.50
5Y32	8.25	6X88	15.50	6X89	15.75	6X90	16.00
5Y33	8.50	6X91	16.00	6X92	16.25	6X93	16.50
5Y34	8.75	6X94	16.50	6X95	16.75	6X96	17.00
5Y35	9.00	6X97	17.00	6X98	17.25	6X99	17.50
5Y36	9.25	6X100	17.50				

Quningham Radiotron

Double Page Spread in Saturday Evening Post Opening Gun

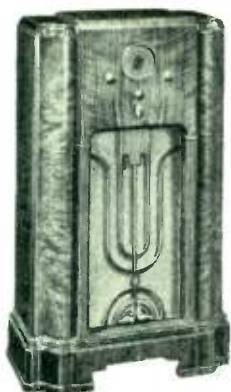
With this double page color-spread in the Saturday Evening Post (September 29th issue), the RCA Radiotron Company inaugurates the Sealed Carton Crusade. This powerful merchandising campaign is directed at Used Tube Racketeers, who in the past have bought up hundreds of thousands of used tubes, repolished them and sold them to the unsuspecting public as new . . . thereby robbing honest dealers of profits that rightfully should have been theirs ★ ★ It is one more step in the RCA Radiotron Company's

vigorous program to protect the compensation of its Authorized Agents ★ ★ Additional ammunition in this crusade for higher merchandising ethics . . a square deal for every Authorized RCA Radio Tube Agent . . includes: four full-page ads in color (besides the spread) scheduled for the Saturday Evening Post; large space in color in numerous other publications; the new "Radio City Party" broadcast every Saturday night over a coast-to-coast NBC network, and a long list of new sales aids, including a smashing new window display.

RCA RADIOTRON COMPANY • INC.

A Radio Corporation of America Subsidiary

COMPLETE AS CAN BE



MODEL 1152—11 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 1151—11 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 12 inch Synchro-dynamic speaker.



MODEL 753—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



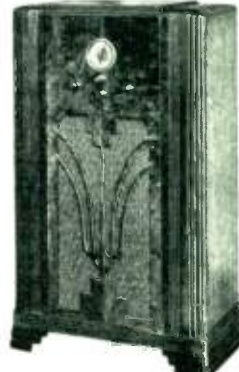
MODEL 752—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 751—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 671—6 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 8 inch Synchro-dynamic speaker.



MODEL 662—6 tubes. American, short-wave, and foreign reception. 540 to 1710 kilocycles and 5.5 to 16 megacycles. 8 inch Synchro-dynamic speaker.



MODEL 661—6 tubes. American, short-wave, and foreign reception. 510 to 1710 kilocycles and 5.5 to 16 megacycles. 8 inch Synchro-dynamic speaker.



MODEL 651—6 tubes. Dual range—550 to 4000 kilocycles. Regular, police, and amateur reception. 8 inch Synchro-dynamic speaker.



MODEL 660—6-tube table model with the same range as model 661; from 5.5 to 16 megacycles. 8 inch speaker.

FROM "A" TO "Z"!

—And
Sensationally Priced
from \$19.95 Up . . .

A compact table model that dealers, in a blind test, guessed was priced four to six times higher! . . . A skip-band model that actually got more foreign stations than sets costing three times as much! . . . A magnificent, powerful 11-tube receiver eclipsing the field in world tuning! . . . thirteen other sensational sets! What a line!

Every set is Grunow quality; every one is precision-built. Value, appearance, performance — only Grunow could have built rings around the industry so convincingly. The exclusive Signal Beacon brings in elusive far-off stations for a

blind man. A pre-amplifier, operating on *all* wave bands, gives more power, hushes noise. Provision is made for the Doublet Antenna, the scientifically perfect lure for foreign reception. A Dual Drive Tuner makes dial adjustment 5 times

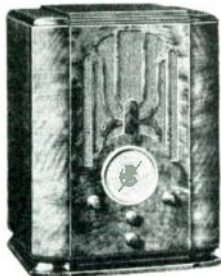
easier — 5 times more accurate.

This new Grunow line closes sales, whatever the preference. In sales meeting after sales meeting, hard-boiled dealers have gone wild about it! Get in touch with your Grunow distributor quickly if you don't want to miss 1934's biggest radio profit-producer.

1934's most complete and outstanding line—the sensation of every price range. Signal Beacon the biggest feature of world tuning.



MODEL 750—A 7-tube table model with the same 4 band, All-wave chassis as model 753. 8 inch Synchro-dynamic speaker.



MODEL 670—6-tube table model with the same 4 band, All-wave chassis as model 671.



MODEL 650—6-tube table model with the same dual range chassis as model 651.



MODEL 550—A compact AC-DC 5-tube table model. 550 to 1720 kilocycles. 5 inch speaker.



MODEL 460—4-tube compact table model. 540 to 1740 kilocycles. 8 inch Synchro-dynamic speaker.



MODEL 450—4-tube table model. Covers regular broadcast and both police bands and amateur stations up to 4000 kilocycles. 8 inch Synchro-dynamic speaker.

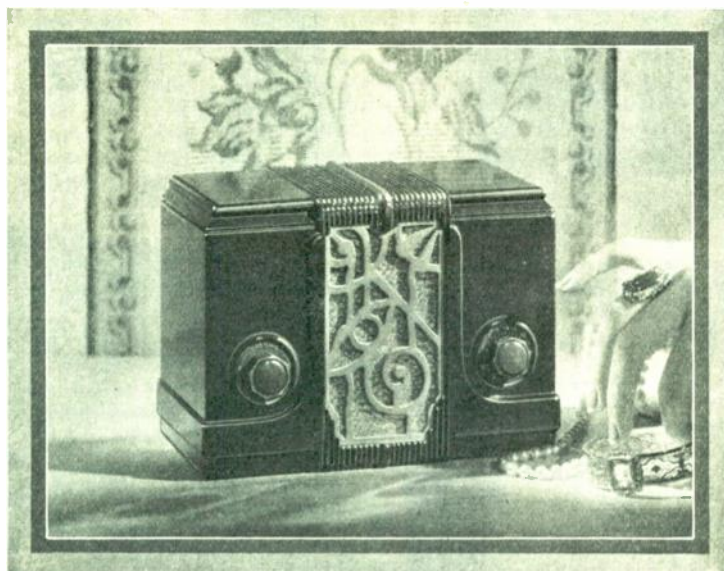
Grunow

ALL-WAVE RADIO

Product of
GENERAL HOUSEHOLD UTILITIES CO.
 2650 North Crawford Avenue
 CHICAGO, ILL.

KADETTES COMES THROUGH AGAIN

HEAR!
THE NEW
KADETTES
SETS
AT
HOTEL
EDISON
JOBBER
and
DEALERS
EXHIBIT



SEE!
THE NEW
KADETTES
LINE
NATIONAL
ELECTRICAL
EXPOSITION
SEPT. 19th—29th
BOOTH NO. 23
E. B. LATHAM & CO.
NEW YORK
DISTRIBUTOR

MODEL 40 SERIES

WITH THE BIGGEST SELLING RADIO OF THE SEASON



MODEL 50

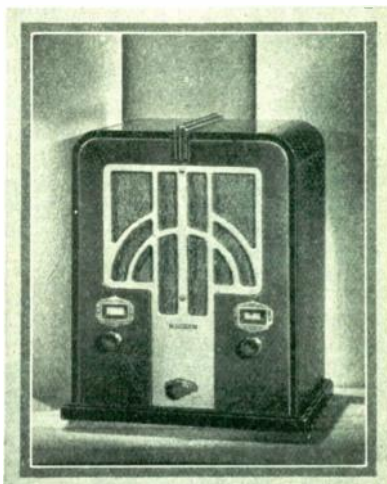
THE KADETTE JEWEL

ENCASED in gleaming bakelite and plaskon with exquisite grille settings reproducing precious stones—a wide selection of color mountings with jewel like grilles of synthetic Jade, Coral, Tortoise, Agate and Moonstone makes each the finest and most beautiful radio in the world. Very exceptional performance.

The Smallest and Lightest Radio

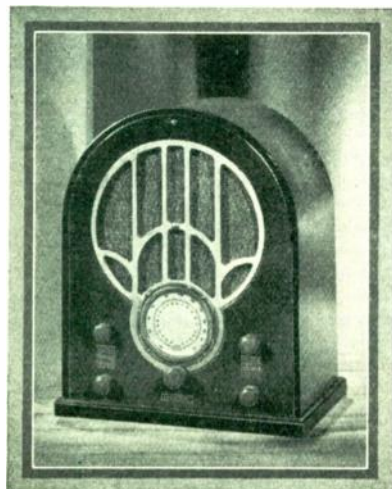
—about one-half the size of the ordinary
pocket—weighs only 3¾ lbs. **\$13.50**

Model 40 Brown Bakelite complete
Other models in Plaskon with Jewel Grilles
\$15.50 and Deluxe Series in Colors at \$17.50,
Zipper Suede Case \$1.50.



MODEL 55

AND THE GREATEST ALL-WAVE RADIO VALUE



MODEL 60

The lowest priced all-wave Radio on the market with full Jobber and Dealer profits. Tunes 3 full bands from 540 to 17,000 kilocycles.

Model 65—5 tubes—Price **\$34.50**

— OTHER NEW LEADERS —

Model 50—4 tube AC—Price **\$19.95**
Standard Broadcast Band

Model 55—4 tube AC—Price **\$24.50**
Broadcast and Short-wave

Model 60—5 tube—Price **\$29.95**
Broadcast and European Bands

Write or wire for complete information on our
Merchandising Plans.

**BOTH JOBBERS AND DEALERS ARE
MAKING MONEY WITH KADETTE**

Originated and Manufactured by

**INTERNATIONAL RADIO CORP.
ANN ARBOR, MICHIGAN**



MODEL 65

As We See the World

The Conclusions of Yesterday The Interpretations of Today
The Predictions of Tomorrow

SYNTHETIC PRYING INTO THE affairs of the smaller radio manufacturers recently in order to appraise net worth as a going business, gives considerable insight upon what policies NOT to adopt. It is extremely difficult to find a manufacturer of the shop-order type (so many sets at so much money on specific orders) who has an oat bin filled with oats. Constant clipping between original quotations to buyers and the final prices proves that the price-cutting policy leaves little to harvest. While the orders may aid to stay in business, the result is but temporary, thus requiring constant re-loading of new business. But an exception is found to the foregoing, just the same as one finds an occasional successful manufacturer selling to the public, but in the main shop-order radio business is a hopeless task, and the whole theory and practice apply also to refrigerator and washer makers.



for securing store traffic, but now that the name manufacturers also have a low-price model for "advertising purposes," even the department stores are quick to adjust themselves to the wisdom of featuring "name value at a price." There are hundreds of dealers waiting to extend a hand of co-operation to a young or small manufacturer, who has a policy, and who shows some ingenuity in design and product, but they cannot be kidded into helping when the self-same maker sells the same chassis to the chain store across the street. There are 52 RCA licensees, of whom dealers couldn't name 20 without digging out enough dandruff for a movie snowstorm, showing that manufacturers, instead of blaming "the radio business" or the "full moon" for their mud environment, should just simonize themselves mentally from the bottom up.

NOR DO WE SEE MANY JOBBERS or dealers arousing enthusiasm for no-name merchandise. Dealers use it



BEST QUOTA STORY OF THE month is the one of the Detroit jobber who got hell from the factory for not getting any of the apportioned quota from Eloise, Mich., which on a population of

GLAD. HENDERSON Editor - DANIEL WEBSTER Managing Editor
VAL VALERIUS, Business Manager

Radio & Electric Appliance Journal
SEPTEMBER 1934 Vol. XXXVII, Number 3

THE HUSKY RIGHT ARM OF THE CHAMPIONS
AMONG DEALERS, JOBBERS AND MANUFACTURERS
IN THE SEVEN ASSOCIATED INDUSTRIES

Published by Henderson Publications, Inc.
Radio City, Rockefeller Center, 1270 Sixth Ave., New York, N. Y.

World Radio History: Richard E. Burrill, 664 No. Michigan Ave.

Editor

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

10,000 should give so many radio sets. Michigan dealers appreciate the gag, and others will laugh when they are told that Eloise is the County poor house.

EVERY STATE HAS THESE ODD situations, which are known to the resident jobbers but unknown to factory men. Chicago, by all that is good and holy, should appraise 3% of the national quota, but a manufacturer getting 1½% is doing damn well. Dispute this, if one goes in for disputes, but show us a jobber of radios, refrigerators or washers that does the 3%, and we are not trying to "pan" Chicago as a great market, either, when we say this. It illustrates the fallacy of rule-of-statistics quotas. Jobbers are shying from quotas this year like a nudist dodging a bumble bee, and dealers' quotas, except in the contest field, are like a wet soda cracker. Self-starting jobbers and dealers need no quotas; they are in business to make money and do their utmost. Quotas to the other group just show how great the chasm is between the hope and the dope.

NO ONE HAS EVER DISPUTED the oft repeated remarks that the public does not know tube list prices, implying that whether a tube sells for \$1.25 or for \$1, it makes no difference except as to the net profit of the dealer. We'll go a step further, and say that damn few people in the radio business know the tube prices . . . one tube sales manager even had to look up the list on a '45. We suspect the tube business is run by "discounts". Every day, 80,000 replacement tubes are BOUGHT by the public because the sets won't function without tubes. No one in the trade contributes any energy to cause this condition, although individual activity gathers more or less than the "proper" share, so we urge the live dealers to "go after" tube business, for not only are profits made but the by-products of "leads"

for sales of all-wave sets, refrigerators, washers, are many. Criticism we have today on store tube selling is that many dealers put kids on as clerks who simply serve the customer, making no notes of probable additional sales, either by inquiry or by realizing that when people ask for tubes for old sets, they are special prospects for new sets. Higher grade tube salesmen will more than pay for the additional salary and commission.

SIGNIFICANT IS THE ENTRY OF English capital into the American record market, forming Decca Records, Inc., with two skilled record men in charge, Jack Kapp and E. F. Stevens, Jr. Hundreds of new corporations are created every day in the United States—no news in a new company—but a new record company is NEWS in caps. Back of this is the belief of experts that there is much potential record business in this country, and that a good product plus distributor and retail activity, will be profitable. All persons selling records should be heartened by this opinion, backed by much money, in the hands of skilled management. Records, being cash sales for dealers, require but little effort, a dash of courage and a stirring of ambition to annoy the banker by creating an interest-bearing bank balance . . . record interest gets cash interest, as one does say.

WHEN A MAN LEADS A DOG'S life should he bark at his wife? We dedicate this question to our Southern friends, dealers and jobbers, who are in the TVA vise, and endeavoring to show the trade how to make a profit out of selling goods at a loss. How would dealers "up North" enjoy buying refrigerators at \$55, and selling them at \$63, retail? We believe New York's star price-cutter, chiseler-deluxe, and slicer extraordinary, would belch a couple of times and cave in on an \$8 gross, per refrigerator.

D. W. (WINNIE) MAY HAS bought a radio factory and is now a full fledged manufacturer. As the country's largest radio jobber for three years (1930, 1931, 1932) and as big a personal factor in the Philco achievement of that three-year great era as any person, Winnie has practical information on the problems of the radio business. It takes nerve to go into the radio manufacturing cage to-day, but Winnie



D. W. May

May is well armed with experience and well-controlled energy, and as a manufacturer, operating through jobber-dealer channels, he is bound to be successful, and his many friends will wish him an enthusiastic, profitable career.

DO YOU KNOW THAT THERE ARE many dealers buying \$80 to \$100 washers in carloads? Do you know that there are dealers selling more porcelain refrigerators than the cheaper kind? Do you know that there are dealers with \$110, average retail sale this year on radio sets? And all in spite of those buying washers at \$24.40; ironers at \$24.25; 4½ ft. refrigerators at \$61, and radio sets at \$6.93. We KNOW that most dealers let the customers have their own way on the choice of a product, instead of the dealers being bright enough to visualize what that customer SHOULD HAVE and SELLING IT. Dealers get so excited over making a penny profit that they forget their self-restraint and try to make a little profit, when the use of business sense would give the customer more satisfaction and result in a good sale. 77% of people buying 4 foot refrigerators report that they should have obtained 5 foot or 6 foot boxes . . . evidence of dealers' selling timidity.

IT IS NOT AS YET REALIZED IN radio tube circles that "national advertising" has but trifling power, due, it is believed, to the little interest of the public in tube brands. There is a tremendous tube prestige difference in trade circles as a result of clever advertising and sales promotion work. As tube replacement sales are emergency purchases, occurring spasmodically and only occasionally, no amount of national advertising can make the public "tube brand conscious." Devotion to the idea of selling complete tube replacement sales, on a campaign basis, plus the overflow of tube emergency sales, all to specific brands, can be accomplished via trade papers and mail work, with the right theme copy. The simplicity of tube selling is overlooked in the urge for a mystic selling wand, for constant reiteration of the obvious will reward tube manufacturers at little selling expense.

MIGHT WE SUGGEST TO RADIO manufacturers to take a week off and visit with dealers, men who sell 2,000 to 3,000 sets a year? Changed conditions of the past six months warrant a few social chats in order that the information might come first hand. In every city there is one dealer who "leads the pack" both in volume and profits — in New York City there must be twenty-five dealers of this type — and the method of their activity should be the pattern for all dealers. While jobbers know their territory, it is difficult for any jobber to pass on to others such conclusions that will permit a manufacturer to use the facts. We believe general conditions indicate that the radio business can get back to a national volume, retail, of \$400,000,000.00 against the 1934 volume of about \$200,000,000.00, and it will be the dealers who will do it.

Glad. Henderson

HEADS— you win with top models



NOT for years has the radio dealer had such an opportunity to cash in on the highest priced models that the manufacturers can design for him. In place of the "advertising leader," interest this season is definitely on the best models of each line. These are the sets which have all the new features that are creating sales, while the low-priced models are among the "also rans". In past years, the big news was for how low a price one could buy a radio; this year it is radio's wonderful new achievements which stir the prospect. With even the cheapest sets far above the low of two years ago, the emphasis has shifted from price to performance. Proof of this trend is in the tremendously increased unit of sale for the industry in the past six months.

Dealers who realize this trend are quick to put their sales efforts on the top models. These are the models which the prospect wants to inspect. They are the models which the manufacturers are featuring in their publicity. The dealer is wise to assume that every prospect who enters his store should first be shown the best model in the line preferred. A careful demonstration of this finest set, with an explanation of its construction and capabilities, focuses the prospect's whole desire on it. From there, the salesman can work down through the other models, care-

fully showing that each has something less for the smaller price. In short, instead of selling on price, sell on performance and start with the set which offers the most in performance. It does not follow, of course, that every prospect is going to buy the best, but his desire is stimulated to possess the model with the greatest capabilities and he will go as high in price as he can manage. **SELL** the top model, then let the customer **BUY** the model he can afford.

The 1935 lines of radio actually will amaze nine of your prospects out of ten. Forget that you have been pretty close to some of these new developments. The chances are your prospect has not looked at a new radio for a couple of years and has only the haziest ideas of all-wave reception, high fidelity reproduction, undistorted power output, or even tone control and automatic volume control. Get yourself excited over these features, because they are new to most of your prospects. Even an airplane dial is something worth enthusing over, and you won't find it on the lowest priced models in the line.

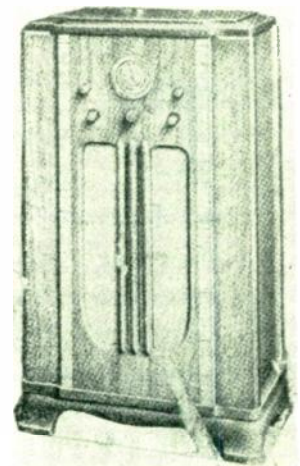
This year and these new models give you the greatest chance to at least double your dollar business even if you don't sell any more sets. Every prospect is entitled to a full demonstration of the best models on your floor. You'll sell more tops this year than ever before.

Heads of the Lines

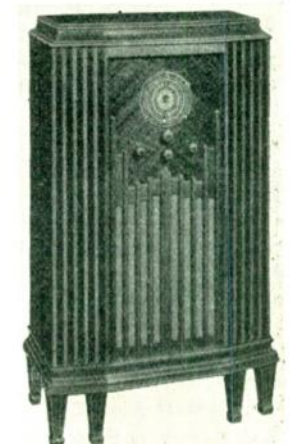
- AMERICAN BOSCH 480D:** 10-tube console, tuning 540 to 22,500 kc. Automatic volume control, 18 watts output, four-gang condensers, continuous tone control. Right-angle tuning. \$149.50.
- ATWATER KENT 511W:** Tune-o-matic. 11-tubes, 12 tuned circuits. Tunes 540-1,600 kc. and 5,500-15,500 kc. Starts, stops and tunes itself over 12-hour period. Includes electric clock. \$190.
- COLONIAL 604:** 8-tube, four-band all-wave. Full-vision illuminated dial, eight-inch dynamic speaker. Tunes 15 to 555 meters.
- CROSLEY 80 Lowboy:** 8-tube console, tuning 530 to 24,000 kc. (150-400 kc. optional). Automatic volume control, continuous tone control, twelve-inch dynamic speaker. Cabinet wa'nut veneer, Carpathian elm and other rare woods. \$99.50.



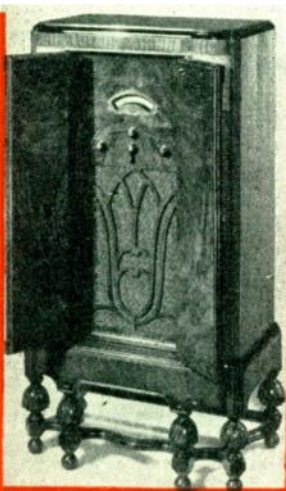
Westinghouse



Colonial



Fairbanks-Morse



Stewart Warner



RCA Victor



General Electric



Crosley



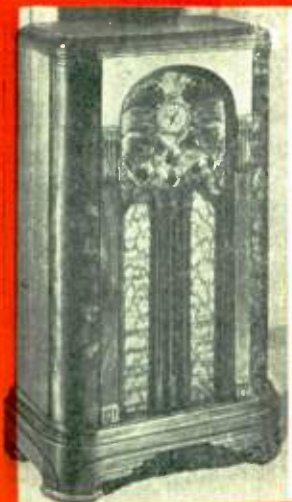
Pilot



American Bosch



Stromberg-Carlson



Zenith



Grunow

(Continued from Page 18)

- FAIRBANKS-MORSE 7040: 7-tube console, tuning 12.5 to 500 m. Aero-plane dial, ten-inch speaker, 3-watt output. \$89.50.
- GENERAL ELECTRIC M129: Automatic phonograph-radio combination with extended all-wave radio tuning 140-410 kc. and 540-35,000 kc. 12 tubes, 10-inch speaker, two-speed motor, square airplane dial, dual automatic volume control, tone compensator. Cabinet with record space and lift lid.
- GRUNOW 1151: 11-tube console, tuning 540 to 22,000 kc. Push-pull Class A amplification, twelve-inch dynamic speaker. Signal beacon, dual drive tuning, automatic antenna adjuster, continuous tone control, automatic volume control, mahogany and walnut cabinet. \$139.50.
- KADETTE 65: 5-tube ambielectric all-wave table model, three band tuning 540 to 17,000 kc. Automatic volume control, continuous tone control, airplane shadow tuning dial, walnut finish with Harewood panel. \$34.50.
- PILOT C63: 6-tube console, tuning 16 to 550 meters. 10-inch dynamic speaker. Airplane dial. \$89.50.
- RCA VICTOR 381: 12-tube, automatic phonograph radio combination, tuning 140-410 kc. and 540-36,000 kc. Two-speed motor, plays ten and twelve inch records. Five band dial, automatic volume control.
- SPARTON 134: 13-tube, triple speaker console. Viso-Glo tuning from 540 to 24,000 kc. in five bands. \$200.
- STEWART WARNER 1266: 7-tube console with doors. Magic Dial tuning four bands from 530 to 23,000 kc. Twelve-inch speaker, 3 watt output. Doublet antenna input system. \$99.50.
- STROMBERG-CARLSON 54: 12-tube automatic phonograph combination with Te-Lek-Tor tuning. One wave band. 18 watts output. \$685.
- WESTINGHOUSE WR30: 10-tube all-wave console. Eighteen watt output and twelve inch dynamic speaker. Solid walnut cabinet in modern design. \$139.50.
- ZENITH 880: 10-tube all-wave console. Airplane dial, tuning 535 to 48,000 kc. Auditorium speaker. \$120.



Sparton



Atwater Kent

“Guaranteed” all-wave radio reception

These aerials insure your customer the best possible short-wave signal



IMPORTANCE of efficient aerial installation to provide maximum reception on all-wave radio has forced many set manufacturers to educate their dealers to antenna systems. Pictured on this page are three models used by Stewart-Warner field engineers to explain installations. Most common is

the doublet, with twisted pair lead-in. Greatest signal strength is at right-angles to the double aerial, so it is most efficient when facing the most-popular short-wave stations. When the aerial must be placed in the same line as the desired programs, the zeppelin type is suggested. This is similar to the doublet, but the dividing insulator is placed at the extreme end so that one wire of the lead-in is connected to the aerial's full length and the other is soldered to a dead end.

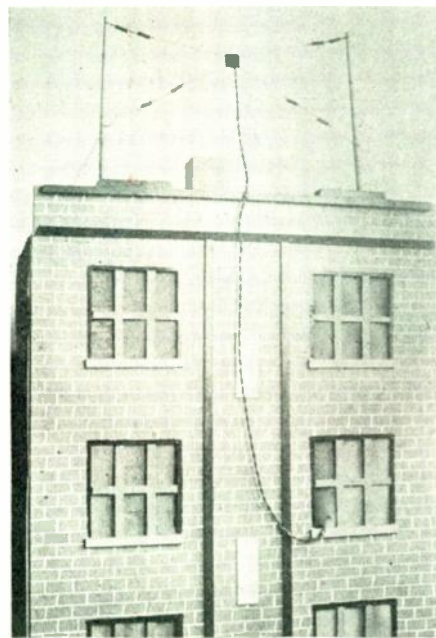
Engineers advise a total length of forty-one feet for both the zeppelin and doublet aerial as producing the

RCA Victor engineers recently announced a “double doublet,” in which two doublet aerials of different lengths are combined at a certain angle.



Doublet

Greatest signal strength to broadcasts at right angle to aerial. Insulator in centre divides aerial. Lead-in a twisted pair with one wire to each half of aerial. Suggested lead-ins: 14 telephone twist, BX with shield ungrounded, 18 telephone twist or RC lamp cord. Usual length is two 20½ foot sections to give maximum signal in 25-meter band.



Double Doublet

Combination of two doublets provides full signal strength over all frequencies. Fixed angle between two aerials important to prevent interference. Lead-in of twisted pair.

strongest signal in the most used short-wave band. In order to give full sensitivity to the entire range of short-wave bands,

proof. A twisted pair picks up equal noise on each wire which cancels at the transformer. Between the lead-in and the set is the transformer, and it is important that this be balanced so that all noise is canceled and that it will pass the full range of frequencies on short-wave. Complete silence is thus achieved on the receiver to anything but the aerial signal itself.



Zeppelin

Greatest signal strength in same line with direction of broadcast. Two insulators at one end provide short dead space for connection of one wire of twisted pair; other wire is soldered to 41-foot aerial.



At the gathering of the RCA Victor distributors in Chicago, August 6, 1934, when the 1935 line of radio was announced and acclaimed by wholesalers throughout the country. Those smiles mean profits to dealers!

PICTORIALLY SPEAKING



And then in Philadelphia 500 dealers gathered by Raymond Rosen & Co. saw the new sets. Here's Raymond Rosen, left, and E. T. Cunningham, president of RCA Victor Co., Inc., right, while David Sarnoff, president of Radio Corp. of America, relaxes.



Out in Chicago, leading executives of RCA Victor took part in the distributor meetings. Seated, from left to right: W. R. G. Baker, vice-president and general manager; E. T. Cunningham, president; M. F. Burns, merchandise manager. Standing: Ted Wallerstein, record manager; Ernest H. Vogel, radio and phonograph division; John Vassos, consultant designer.



Stewart-Warner distributors found the new line of radio so hot that they moved into this air cooled theatre, specially built for their convention. Just like tuning in the Arctic with the Magic Dial, they voted.



Westinghouse



Four additions to the Westinghouse line are announced in time for early Fall showings, ranging from a low-priced table model to a de luxe all-wave model in modern console. WR27 is the new standard compact table model, listing at \$22.95. It is a four-tube AC chassis in a butt walnut cabinet. WR28 is also a table model, with a six-tube chassis which tunes American and European stations on a dual wave dial. It lists for \$54.50. Similar chassis in a handsome, modern console cabinet is WR29 listing for \$69.50. Cabinet is straight grain and matched burl walnut front. Peak of the line is the new WR30, with a ten-tube chassis tuning all waves. This model has an eighteen watt output, reproduced through a twelve inch speaker. In its solid walnut cabinet it lists for \$139.50.

Universal

Newest product from the Inglewood, Cal., factory of Universal Microphone Co. is a combination earphone and microphone which is mounted similar to French phone handsets. It has been designed for five-meter transmitters

and also the new five-meter transceivers. Since such equipment is necessarily portable, the new combination is extremely lightweight and compact and weighs but nine ounces.



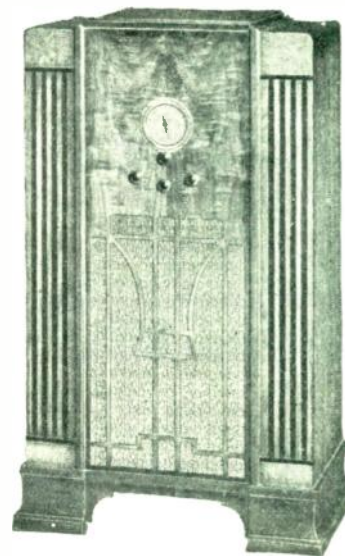
The new product consists of a high output microphone in conjunction with 2000 ohm light-weight receiver. There is a five foot cord terminal in three-phone tip terminals which gives microphone and earphone connection with one common to both. The handle is rubber covered.

Stromberg-Carlson

New receivers this month from Stromberg-Carlson feature all-wave reception, several distinctive new cabinets, and high fidelity reproduction, which extends beyond present conceptions of the word with equal uniformity of sound output. This is made possible by the use of two speakers, bass and treble, fed through a dividing network. Styled "Acoustical Labyrinth," this network eliminates cabinet cavity resonances, extends the bass frequency range, enables the bass speaker to reproduce large volume bass tones without distortion and projects the sound from the front of the cabinet only through sound spreader vanes and a broad speaker opening for wide angle sound diffusion.

Models announced this month include 60H, 60PR, 70, 72 and 74. Model 60H tunes 540-1370 kc. and 5,550-15,000 kc. It has seven tubes, 10 1/4 inch speaker in a walnut highboy. It lists for \$135. Model 60PR is similar in a walnut console, listing for \$250. Model 70 tunes 520-23,000 kc. It has 13 tubes, two speakers and 15 watts output. Cabinet is walnut console, price is \$465. Model 72 is similar to 70, listing for \$725. Model 74 tunes 520-23,000 kc. on four wave bands. It has 15 tubes, with 30 watt output, operating two auditorium speakers. In walnut console it lists for \$950. All of these models may have the Te-Lek-Tor remote control added.

DeWald



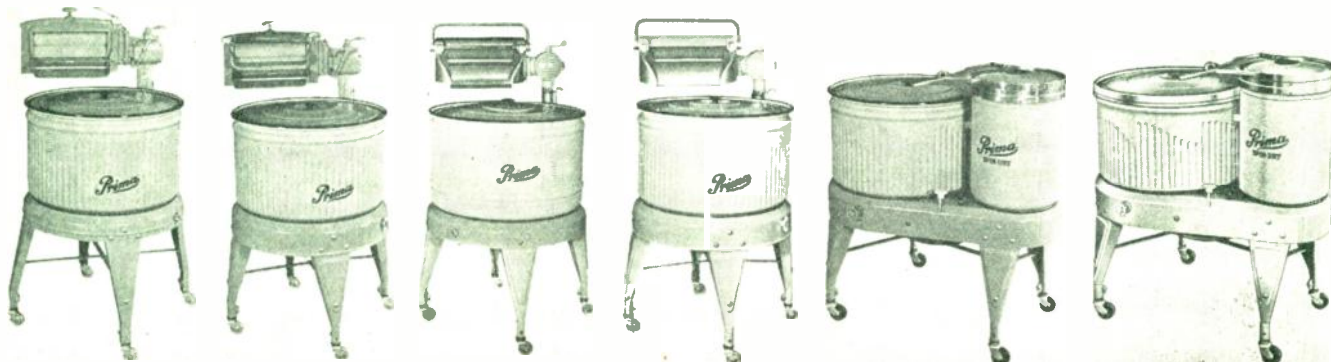
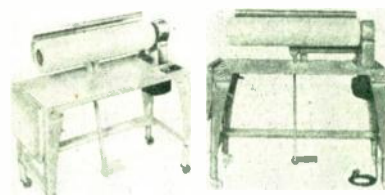
Pierce Airo, Inc., makers of DeWald Radios, are confident that the new Hi-Fidelity audio circuit incorporated in their 1935 line of popular priced all-wave receivers will produce a brand new retail market. The DeWald line for 1935 includes two Hi-Fidelity sets equipped with the new audio circuits developed to transmit sound with all the overtones present in the broadcasting station but heretofore missing on the receiving end. Model 802 all wave is an 8-tube receiver covering all channels including domestic, foreign, police, airplane and amateur stations. It has an illuminated, four-band airplane dial with a range of from 650 K.C. to 23 mego-cycles, full automatic volume control on all bands, full range variable tone modulator, Class A audio amplification, a preselector R.F. stage and a hand rubbed cabinet. Model 802-C is a console using the same chassis, housed in an attractive hand rubbed, piano finished American walnut cabinet.

Prima

Complete, balanced line of wringer washers and ironers in all price brackets from \$49.50 to \$89.50 is announced in detail by Prima this month. Wringer washers have been given streamline design. Top model is "S", two-tube spinner, at \$89.50 and \$99.50 in de luxe finish. \$49.50 model is six-sheet, corrugated tub. Same model with pump is \$59.50. At \$59.50 is corrugated tub, extra deep circular base, 2 1/4 inch roll

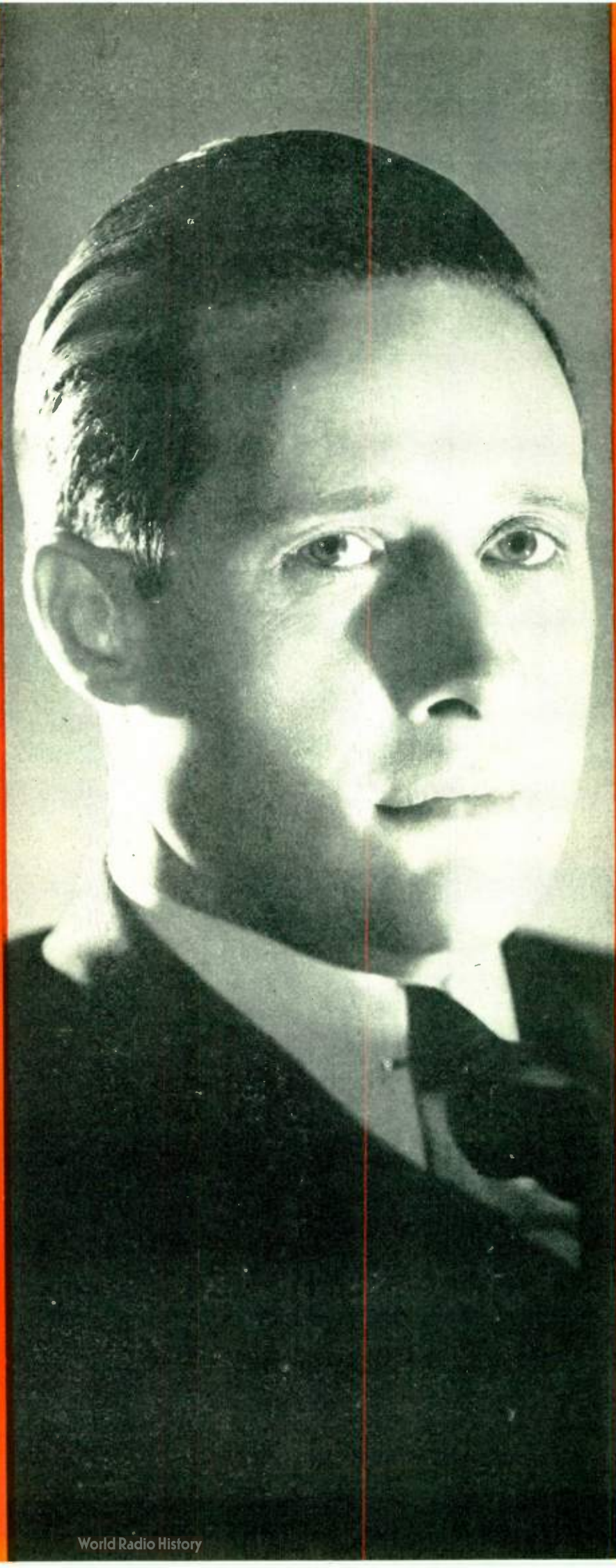
Lovell wringer, push bar tension release, and with a pump for \$10 more. Streamline Prima wringer appears at \$69.50, with 2 1/2 inch rolls and push-pull safety release. With pump, it is \$79.50. Eight-sheet tub is \$79.50, with pump at \$10 extra.

Standard ironer lists for \$44.50 with 26 inch roll, foot-control, chromium shoe. De Luxe ironer at \$54.50 has one switch for shoe and another for motor, pilot light and chromium finish.



E.A.
Tracy

General Sales Manager
Zenith Radio Corp.



**PROMINENT
MEMBERS
of the Seven
ASSOCIATED
INDUSTRIES**

*A Portrait Series Published
in the*
**RADIO & ELECTRIC
APPLIANCE JOURNAL**



SEPTEMBER, 1934



You'll be amazed how customers flock to the "Magic Brain"—and how it helps sell sets!



CONSOLE MODEL 224—

6-tube "Magic Brain" superheterodyne, brings in programs of the world, plus domestic stations.

TABLE MODEL 128 —

6-tube, 3-band "Magic Brain" superheterodyne, domestic and foreign programs, police, aviation, amateur.



MILLIONS UPON MILLIONS OF BIG ADS!

Full pages in weekly and monthly magazines... big size (nearly a page) ads in big city newspapers... a host of sales helps—that's RCA Victor's "Magic Brain" advertising story this fall. Join in the sure profit parade!

RCA



RCA VICTOR "MAGIC BRAIN" SOLVES YOUR PROFIT PROBLEM!

... a sensational selling force that's going
to bring people into your store to

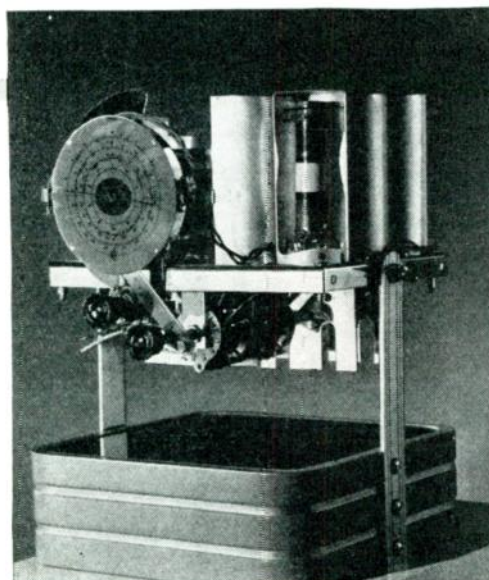
**SEE . . . HEAR . . . AND BUY RCA VICTOR'S
NEW ALL-WAVE SETS**

At last you have a chance to talk to your customers about something more than an unimportant "gadget".

For RCA Victor engineers have produced a marvelous entire receiving unit—that remakes utterly all-wave performance. It's called the "Magic Brain"—and you can demonstrate, right in your store, what it means and what it does.

It gives you an opportunity to sell up. For after seeing the "Magic Brain" (found only in six-tube or better chassis) people are no longer satisfied with inadequate sets . . . they want the new, profitable (for you) RCA Victor Radios.

RCA Victor is going out this



**BUY THIS
...IT SELLS MORE SETS**

This is the "Magic Brain"... a colorful, practical, easily explained unit—already mounted, with lights in it. Customers see it . . . ask about it . . . and become sold on RCA Victor all-wave through it. There's one waiting for you—get it from your RCA Victor distributor!

fall to capture the all-wave market. And "Magic Brain" is going to do it for RCA Victor! There will not only be plenty of promotion—but plenty of publicity (already radio editors everywhere are picking up "Magic Brain")—and plenty of local and national advertising.

Why wait . . . and maybe miss out on your slice of the RCA Victor "Magic Brain" profit melon? Wire or phone your RCA Victor distributor today—he'll give you the whole story—and tomorrow you can get going!

RCA Victor Company, Inc.
A Radio Corporation of America Subsidiary
Camden, New Jersey
"Radio Headquarters"

VICTOR RADIO



Radio

May Becomes Radio Manufacturer

New radio and refrigerator manufacturing company, promising new conceptions of its responsibilities to distributors and dealers, is announced this month by D. W. May. Full licenses have been secured from RCA, Hazeltine, Latour and associated companies. First models have been promised for display at the New York Show, with later announcements on the refrigerator line to follow.

With "Winnie" May are men who have each established a reputation for himself in his respective branch of the radio industry. Nate Hast is vice-president in charge of sales and Herman Rose is in charge of manufacturing. These are two veterans formerly associated in the production and sale of Shamrock radio, and their ability is known throughout the country. Chief engineer is Frank



D. W. May

M. Squire, who has been with De Forest, Grebe, Kolster and Fada. Charles P. Englehardt, who has been handling advertising and publicity for Winnie, is the advertising and sales promotion manager of the new May Radio & Refrigeration Corp. A large plant and general offices have been established in Newark, N. J.

The new radio line has been designed after considerable attention to make it outstanding and highly saleable. For instance, the cabinets have been designed by several of the foremost stylists in the country. An exclusive feature of the all-wave models is the patented Chromomatic dial. The line ranges from AC-DC compacts to de luxe consoles.

Mr. May has been prominent in every phase of the industry since its inception. His name has been identified with some of the foremost successes from a sales and merchandising angle. As the world's largest radio distributor, May introduced many startling innovations and his dynamic activities won for him hosts of friends throughout the trade. He was the first to sponsor dealer trips, taking the Metropolitan retailers to Bermuda one year and to Havana the next.

With his experience in distributing radio, Mr. May feels that his policies are even more important than the products he is offering. He believes aggressively that the distributor and dealer must be given every chance to make a real profit on every



NATE HAST HERMAN R. ROSE FRANK M. SQUIRE C. P. ENGLEHARDT

transaction. He is offering valuable territorial franchises on exactly that basis. He has thrown into the discard much of the dictatorial methods of some manufacturers and speaks to distributors as one of themselves.

Five Additions to National Union

New sales engineer and four additions to the field sales staff augment the National Union personnel this month. Dr. V. J. Andrews joins the technical sales staff to work with set manufacturers in circuit development. He holds a Ph.D. degree from the University of Chicago on X-Ray research and has published eleven scientific and technical journals. Much of his practical experience has been with Westinghouse Lamp Co.

The four new field men are: C. Davis, who has been assigned to Oklahoma and adjoining states; Maitland K. Smith, who will cover North and South Carolina; Walter H. Tucker, who will travel the State of Ohio, and J. H. Klein, who will contact throughout the southern part of Texas.

G. E. Palmer Electrad Sales Manager

George E. Palmer has been appointed general sales manager of Electrad, Inc., New York manufacturer of radio parts. Mr. Palmer for five years was with the Dubilier Condenser Corp., and has also been connected with the Daven Radio Co. and the Federal Telegraph Co. He is a mechanical and electrical engineer as well as a sales executive.

Tommy Thompson with Stewart-Warner

T. W. "Tommy" Thompson has joined Stewart-Warner Corp., taking over the duties of W. D. Sargent, who died last month. Tommy is well liked in the industry, in which he has been since 1921 when he was connected with De Forest. Since then he has been with Kellogg and more recently with Majestic. He is working with Fred Cross on radio, refrigerators and Alemite.

BURGESS

Black and White Striped Batteries

Sell FASTER

The BURGESS Power House supplies owners of 2-volt battery operated sets with 400 Hours of dependable "A" power — at less than 1c an hour! It is 100% DRY. No water or acids. Ready for instant use. Compact, convenient. Weighs only 14 pounds. And sells for only \$3.20. It will pay you to feature the BURGESS Power House this fall.



Standardize on BURGESS

Far-sighted dealers are finding it profitable to standardize on BURGESS "Chrome Protected" Flashlight, Radio, Ignition and Lantern Batteries. Experience has proved that BURGESS Black and White stripes are a sign of consistent profit as well as established quality.



BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

The **TUNG-SOL** time-tested Consignment Plan

provides **Powerful Protection**
plus **Proven Practicability**

The Tung-Sol consignment plan was submitted to the trade on May 1, 1931—the first and **only** national effort to protect the retail merchants' profit. A pioneer plan that succeeded because—

- 1** It insures the full profit merited by merchants who build business on the firm foundation of quality merchandise.
- 2** It insures protection from cut-throat competition.
- 3** It insures elbow-room for all by selling only to selected retailers.
- 4** It protects against loss due to price declines and obsolescence.
- 5** It insures an adequate stock without investment.

The Highest Possible Quality Makes This Time-Tested Consignment Plan Successful and Profitable

The backbone of the Tung-Sol business is the determination to build only the best radio tubes that can be made. Distribution is second in importance compared with uniform, unfailing quality—that is why Tung-Sol sales increased more than 150% last year!

The best possible product offering the best possible performance and sold by the best possible retail partners—that is the whole story of Tung-Sol success.



Send for complete details of the Tung-Sol Time-Tested Consignment Plan.

TUNG-SOL

Flow radio Tubes

MADE BY THE MAKERS
OF TUNG-SOL AUTOLAMP
BULBS

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

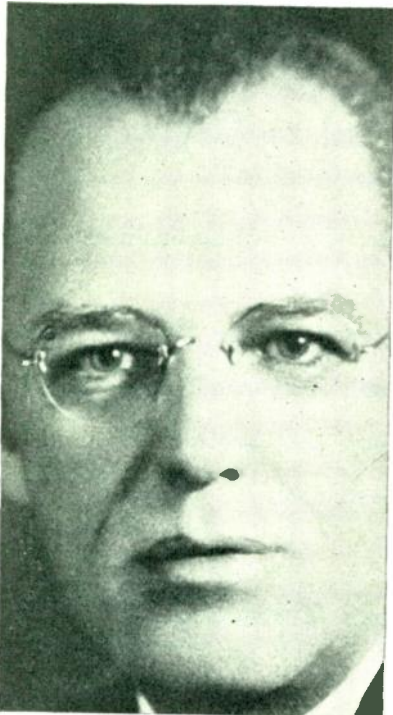
Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York

Frank Hiter Now Directs Stewart-Warner Radio Sales

Frank A. Hiter, general sales manager, Stewart Warner Corporation, has taken over, personally, the reins of Stewart Warner radio marketing; Odin F. Jester having resigned.

Since Mr. Hiter has had a finger in the radio picture, he has enjoyed a big thrill from his work, particularly enjoying the contacts with distributors, and the activity of the whole radio situation.

Commenting to The Radio JOURNAL reporter, Mr. Hiter said: "Liveliness of business operations in the radio business with the possibilities for sales has prompted me to assume the sales management of the



Frank A. Hiter

radio division. Vitality of radio indicates that Stewart-Warner wholesalers and dealers are in line for their best season this year, particularly to those who will devote intelligent energy in presenting the many features of the all wave sets to the public. The volume of all-wave radio selling is just starting to grow, there being a potential public interest in the market that

needs only the contact of the dealer with the prospect to consummate sales.

"We are very proud of the new and latest Stewart-Warner models, and the response from the trade indicates a substantial Fall radio business."

Sylvania's Biggest August

On Thursday, September the Sixth, Charlie Pyle, Hygrade Sylvania's aggressive sales supervisor, held a special sales meeting of his company's mid-western salesmen in the new and beautiful Chicago offices of the company located at 520 North Michigan Avenue. "The biggest August in the history of our tube business," Mr. Pyle told the men and then went on to map fall activities. Reports from the field were highly optimistic and tend to corroborate the opinion of Sylvania headquarters that 1934 will break all records for replacement tube sales.

Present at the meeting beside Mr. Pyle were: T. G. Carroll of Cincinnati, B. W. Glassman of St. Louis, W. F. MacWilliams of Detroit, W. C. Mahoney of Chicago, J. H. McGowan of Minneapolis, C. J. McLean, special representative, R. W. Metzner of Chicago, C. J. Waddell of Peoria, G. R. Wannan, special representative, L. A. Wheelock of Cleveland.

Powel Crosley Commutes To New York

Some of the big men in the radio manufacturing business have used planes for social and business purposes, but it is suspected that the fast riding honors go to Powell Crosley, Jr., president of the Crosley Radio Corporation, Cincinnati, who recently came from Cincinnati to New York in his ship, in three hours.

It is now possible for Mr. Crosley to leave Cincinnati in the morning, spend most of the day in New York, and be home, at Cincinnati, in time for dinner.

Muldowney Follows the Sea

One of the enthusiastic admirers of yachting is Sylvester Muldowney, chairman of the board of the National Radio Tube Corporation, New York, who spent several days at Newport, enjoying the sport of Kings.

Ed McCarthy, Adler Sales Manager



Ed McCarthy

Ed McCarthy, one of the industry's most conspicuous and energetic sales executives, has been appointed sales manager of the Adler Manufacturing Company, Louisville, Kentucky. To Adler, Ed brings a remarkable experience and a sales energy that will be of great value in aiding President Nathan Blum to maintain his customary policy of increased comparative annual sales. Recently, Ed was western sales manager for Gibson refrigerators in the competitive Chicago market; before that he was general sales manager of Sylvania radio tubes—just these two alone give him the necessary ardent qualities for getting cabinet business.

Before starting to Adlerize, Ed spent a week in Louisville learning how to make a mint julep, for no real Southern boy is permitted to live in Louisville until he is up on his mintjulepotry.

South American Agent

Leon de Grand Pre, formerly a partner in the firm of T. C. de Grand Pre & Brother, manufacturers' representatives of Argentine, is expected to arrive soon from Buenos Aires. He is interested in obtaining American representation of radio and electrical material for South America and other continents, and can be reached care of The JOURNAL.

Correction

All new recording of Bing Crosby and Guy Lombardo will be made by Decca Records, Inc. In the August issue, our presses could not keep pace with the rapid developments in the record industry, and we published a report that these two artists were not changing sponsors, scarcely getting it into type before they had been signed by Jack Kapp and E. F. Stevens, Jr., those alert officers of Decca. Bing Crosby and Guy Lombardo have already recorded their first selections as exclusive recording artists for Decca. On another page appears a list of some of the many new Decca artists.

John Griffin Joins RCA Victor To Specialize in New York

John W. Griffin, who had established his name as one of the most progressive independent radio dealers in New York, has joined the RCA Victor Co., Inc., sales department, specializing in the New York territory, George K. Throckmorton, vice-president of the company, announces.

Mr. Griffin prepared for his radio activity in the advertising business, having been with H. K. McCann Advertising Co. for several years. As a partner, he established Haynes-Griffin, Inc., as one of the first exclusive radio stores in New York. That was only one of the many "firsts" to his credit. This was one of the first radio stores to sell phonographs and records. It was one of the first stores to make a good business of automatic and coin-operated phonographs. So successful was Mr. Griffin that he was frequently called upon to discuss radio merchandising at conventions and at the Columbia University.

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

YOU CAN SELL DEMCO RADIO

with a feeling of pride and the feel of a profit

*Bulk of all Radio Sales is now done at the price range
of the DEMCO Radio line—every model a "seller"*

PROCESS OF SELLING from radio factory to jobber to dealer of late has become complicated with many companies. The urge for volume; crazy discounts on merchandise upped 10 to 15% to take care of the extra fives and tens; the advertising penalty of 5 or 10%, and the all 'round scrambled conditions are enough to double the radio crop of jitters.

I am a believer in direct work. I am making the DEMCO Radio Set the best I know how at a moderate price. I want jobbers to sell it to dealers, and I want both groups to make money. I have no intention of trying to knock off a choice key account over the jobber's head nor will I promise a lot of "co-operation" and then not deliver.

So many replies from my announcements have come in that, occasionally, some one might have been neglected, but it was unintentional. We are conducting our business with the aim of jobber and dealer good-will.

DEMCO Radio is good. Style, construction, speaker, cabinet, circuit reception and tone—all fused into a radio set that can be sold by you with a feeling of pride, and the feel of a profit.

I'd like to have you write me. We only sell jobbers but a few good dealers in a State wanting Demco radio, "will convince any jobber," so don't hesitate!

W. D. Dooley

President and Chief Engineer
Demco Radio Corporation, Wheeling, West Virginia

Demco Radio

Washers

Prima Announces 15 Distributors

Exceptional success has already crowned the new merchandising policy of the Prima Mfg. Co., Inc., reports J. B. Zumwalt, general sales manager of the company. Two months ago Prima announced a sales plan to distributors to help them sell a washer and ironer line on which they claimed there was no competition. Within a month, fifteen of the leading radio distributors of the country had endorsed the Prima plan and signed up to wholesale these washers. Many other applications are already being considered by Prima officials and new appointments will be announced shortly.

Distributors added by Prima in the first month include such famous names as: Cascade Distributing Corp., Portland, Oregon; Eastern Electrical Supply Co., Newark, N. J.; Cooper Louisville Co., Inc., Louisville, Ky.; Capital City Distributing Corp., Albany, N. Y.; Aitken Radio Corp., Detroit, Mich., and Toledo, Ohio; Housekeeping Shop, Detroit, Mich.; Hartford Electric Supply Co., Hartford, Conn.; Providence Electric Co., Inc., Providence, R. I.; Ontario Electric Corp., Buffalo, N. Y.; H. J. Gorke Est., Syracuse, N. Y.; Wholesale Radio Equipment Co., New York, N. Y.; York Supply Co., Dayton, O.; C & D Supply Co., Cincinnati, O.; R. C. Bohannan, Inc., Columbus, O.; J. J. Koepsell Co., Milwaukee, Wis.

To complete Western distribution, Mr. Zumwalt is flying to the Pacific Coast about the middle of September to discuss the Prima plan with several leading distributors who have expressed their desire to add these washers to their present lines. On his Western trip, Mr. Zumwalt will visit Los Angeles, San Francisco, Portland, Salt Lake City, Omaha, Kansas City and Tulsa.

New models have been added to the Prima line to make it one of the most complete ranges of washers on the market. Tied up to the merchandising policies and the aggressive distribution, it offers the trade unusual profit opportunities. Officials of the company who have framed these policies know every angle of making and selling washers. Thos. W. Berget, chairman of the board; A. H. Sexton, president; L. R. Evans, treasurer; J. B.

Zumwalt, general sales manager, and Wm. J. Geiger, sales promotion manager, have all established excellent reputations in this industry.



Important is the number of radio distributors who are adding Prima washers. Some of these companies have never looked with enthusiasm at a washer line because the policies behind it were not adapted to their merchandising methods, but Prima seems to have established a set-up which offers distributors and dealers an interesting profit opportunity. In addition to this merchandising arrangement, Prima's line of washers gives wringer models in each price class, with a "top" unit at a lower price than most competition and a workable plan for ironers.

J. B. Zumwalt

Jay J. Keith Joins Altorfer

Jay J. Keith has been appointed central division manager of Altorfer Bros. Company, Peoria, Illinois. Mr. Keith was with the ABC Company from 1918 to 1933, and eight years of that time he was located in Peoria as advertising manager, and later as associate sales manager. The latter six years of his connection with Altorfer Bros. Company was as Eastern division sales manager with offices in New York City.

Two Distributors for Getz

Two well known radio distributors who have added Getz "American Beauty" washers are the Electrical Specialties Co., of Detroit, Mich., and Gambill Distributing Co., of Nashville, Tenn. Both of these companies are preparing special drives on the new washers recently announced by Getz.

E. E. Folander in Los Angeles and C. J. Gratiot in San Francisco have been appointed California representatives for Getz.

Ward Represents Nineteen Hundred

Thomas W. Ward is the new Metropolitan representative of the Nineteen Hundred Corporation, following the recent resignation of J. J. Keith. Mr. Ward is well known in New York, having been connected with the electric appliance industry there for fifteen years. His offices are at 570 Lexington.

Stackley Piano Adds Radio

Piano house going into radio in a big way is J. R. Stackley of Winston-Salem, N. C. First line of radio is the Sparton, with other lines shortly to be added.

Metropolitan G-E Representative

Edgar S. Palmer has been appointed to represent the General Electric radio line exclusively in the New York territory. This follows the recent resignation of W. T. McNaboe.

Convincing!

THERE are distinct advantages in handling Ken-Rad Radio Tubes. Sales policies, advertising, merchandising, testimonials, profits are some of these. Send for the complete Ken-Rad dealer proposition.

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



THE BIG NEWS OF THE ELECTRIC INDUSTRY
 The Westinghouse "Home of Tomorrow" is the most talked about electric development of 1934. 60,000 people have visited it... 51,000,000 copies of newspapers have appeared in 1,700 magazines and newspapers. Cash in on this unique sales appeal by selling the radios that carry the tag... "Featured in the 'Home of Tomorrow'."

Westinghouse

GIVES YOU A

Complete

RADIO LINE

that...appeals to the eye and ear...is popularly priced...offers you full dealer discounts...on ALL MODELS...and adds a powerful and distinctive sales aid...
"AS FEATURED IN THE 'HOME OF TOMORROW'"

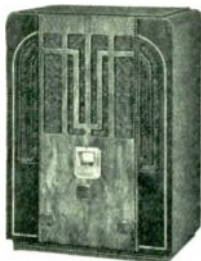
• • •

● Westinghouse offers you the above features in this new, complete radio line. Every advantage has been taken of favorable market conditions to produce a superior product to sell at popular prices. Yet YOUR profits are still amply protected.

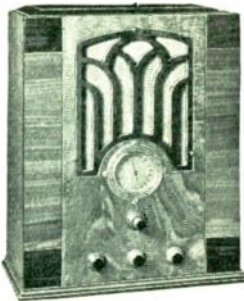
The Westinghouse dealer organization is being rapidly developed but there are still some communities where the opportunity is still open. We suggest that you write us today, or communicate with the nearest Westinghouse distributor. Just address Westinghouse, 150 Varick Street, New York City.



Standard Compact Model WR-27



Dual Wave Mighty Midget Model WR-22

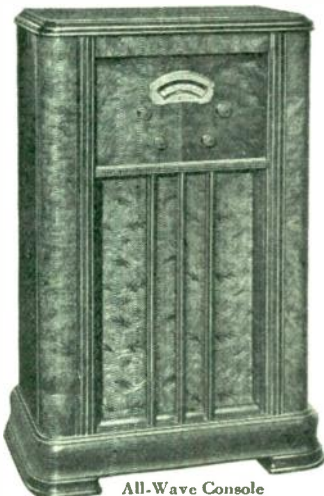


Standard and Short-Wave Table Model WR-28

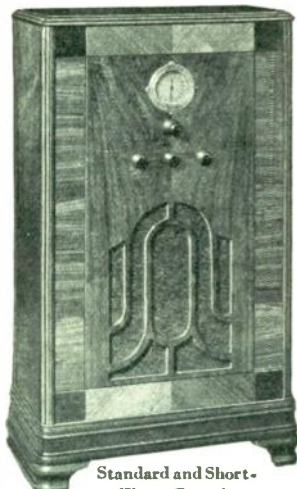


All-Wave Table Model WR-23

Westinghouse *The Pioneer in Radio*



All-Wave Console Model WR-24



Standard and Short-Wave Console Model WR-29



DeLuxe All-Wave Console Model WR-30



Standard Wave Compact Model WR-20



Dual Wave Universal Compact Model WR 21

EVERY HOUSE NEEDS WESTINGHOUSE



RECORDS

DECCA

Many New Artists on Decca Records

Fast work by Decca Records, Inc., officials makes it possible for them to announce this month thirty of the "hottest" artists of the country as exclusive Decca recorders. All of Bing Crosby's and Guy Lombardo's new records, of course, are Decca, and already first selections are being made by the whole line-up. Names of the Decca artists sound like a roll-call of modern music. They include: Glen Gray and the Casa Loma Orchestra, Ted Lewis, Ethel Waters, Mills Brothers, Victor Young, Everett Marshall, Frank Crumit, Art Tatum, Moana Serenaders, Lee Wiley, Frank Luther, Justin Ring, Montgomery Quartet, Roy Fox Orchestra, Ambrose Orchestra, Isham Jones, Dorsey

Brothers, Orville Knapp Orchestra, Chick Webb, Jimmie Lunceford, Fletcher Henderson, Bradley Kincaid, Claude Hopkins, Louis Panico, Jane Froman, Arthur Tracy, Bob Crosby, Fray and Braggiotti, Muriel Pollack and Vee Lawnhurst.

Eight Distribution Points for Decca

Speedy and efficient record deliveries are now promised by Decca to dealers throughout the country. Already branches have been established in eight distribution centres, so that overnight service can be given dealers everywhere. Branch manager in New York City is H. C. Kruse, who will service dealers throughout the Metropolitan area. Chicago territory is under

the direction of S. C. Schultz, formerly with the Brunswick Radio Corp., who now heads the Decca branch in that city. He will also supervise the sub-branches at St. Louis, Mo. R. N. McCormick is branch manager at New Orleans, La., and in charge of the sub-branches at Dallas, Texas, and Atlanta, Ga. This is one of the most important record territories in the country. On the West Coast, L. C. Gilman is in charge of the branch at San Francisco and the sub-station at Los Angeles. In other words, these four men are building up a distribution network which will supply the trade from New York, Chicago, St. Louis, New Orleans, Dallas, Atlanta, San Francisco, and Los Angeles. In the production of Decca records, work is rapidly going ahead under the direction of J. E. Symonds, chief engineer, who has been familiar with record production problems for twenty years.

MELOTONE

Feature Artists at 25c

In a move to stimulate record buying at a time the public normally starts thinking again in terms of purchasing additional records, it was announced that Melotone will release ten Bing Crosby and ten Guy Lombardo records on September 15, each faced with two numbers that have been popular sellers, to retail at the regular Melotone twenty-five cent price.

The releases of the Melotone Crosby and Lombardo numbers will not stop with the September 15 group. Additional Melotone records by the same artists will follow, it was further announced. An elaborate advertising and dealer service campaign appropriation accompanies the Melotone Crosby and Lombardo records, with display cards, window strips, and other exploitation aids made immediately available to the trade everywhere. Among the "best

seller" Crosby and Lombardo transcriptions appearing on the twenty-five cent Melotone records are such numbers as "Once in a Blue Moon," "Home on the Range," "You Oughta Be in Pictures," "How Do I Know It's Sunday," "I Raised My Hat," "Good Night, Lovely Little Lady," "Black Moonlight," "Some of These Days," "Little Dutch Mill," "Riptide," "True," and "We're a Couple of Soldiers, My Baby and Me."

VICTOR

Four New Masterpieces from Victor

Four new musical masterpiece sets feature the Victor Red Seal releases this month, topped with Beethoven's last symphony recorded by the Philadelphia Orchestra, Leopold Stokowski directing, with chorus and Agnes Davis, soprano, Ruth Carhart, contralto, Eugene Loewenthal, baritone, students at the Curtis Institute, and Robert Betts, tenor. Other sets include Adventures in a Perambulator, by John Alden Carpenter, recorded by Ormandy and the Minneapolis Orchestra; Brahms Quartet in G Minor, recorded by Arthur Rubinstein and Pro

Arte Quartet, and Schumann Symphony No. 3 in E Flat by Soppola and orchestra of the Paris Conservatory.

Important this month are the educational recordings for upper grades and junior high schools. Recorded by the Victor Orchestra with piano solos by Myrtle Eaver, these are valuable for study of rhythm, mood and style of classical composers.

Fast work by Victor recording staff is putting popular records into dealers' hands at the same time that the songs are being introduced on the radio and in shows. For instance, Rudy Vallee's big plug number of the month has been "Just an Old Banjo" and Victor's had his recording of it with some

extra tricky piano and clarinet touches to it. In this category comes Raymond Paige, who gets the Hollywood breaks out in California. "Talkin' to Myself" from Universal's "Gift of Gab" and "You're Nothin' but a Nothin'" from Walt Disney's "Flying Mouse" are good samples of tying up to the pictures. Unusual dance record this month from Victor is one with Paul Whiteman on one side and Eddie Duchin on the other, giving fox-trotters an unusual break for a single disc. Paul, by the way, has big mention this month for the number of new records. Hot novelty of Whiteman's orchestra is the coupling of "G Blues" and "Tailspln." two tricky instrumental dances that it takes Paul himself to produce.

Now! comes RCA Victor's *Duo Jr.*

to **BOOM** Sales of Phonograph Records... *transforms any modern AC radio into a fine electric phonograph... and every one sold unlocks a new market for phonograph records.*



Let's have a frank discussion. The makers of Victor Records know that your problem, and our problem, is to get more turntables in operation. That's why RCA engineers created the Duo Jr.—a compact, efficient little cabinet that makes any radio into an electric phonograph. And it sells for only \$16.50! Can be hooked up on any modern AC radio set... and the result: people will hear recorded music with all the full, rich tone of a radio—dependent only upon the quality of the radio set itself.

That means not only a good chance for profit in selling these new Duo Jrs. (and almost every radio set owner is a prospect)... but every Duo Jr. creates a *new market* for records.

Play the new "Higher Fidelity" Victor records on a Duo Jr. Let people find out that these new Victor records have a new crispness and definition... a purity of tone never before achieved in *any* kind of reproduction.

Fill out the coupon below... get the details, also, on how you can cash in on the new Blue Birds, fastest selling low priced records.

Now—VICTOR "Higher Fidelity" Records on ANY modern AC Radio!

Handles 10" or 12" Records



"Duo Jr." is neat, compact, size 5" high, 8" wide and 10 1/2" long. Beautiful walnut finished chest.

GET THESE NEW RELEASES

- 24672—Love in Bloom—Fox Trot—Paul Whiteman and his Orchestra
Straight From the Shoulder—Fox Trot
(Both from Paramount film "She Loves Me Not")
Richard Himber and his Ritz-Carlton Orchestra
- 24704—Pardon My Southern Accent—Fox Trot
Here Come the British—Fox Trot—Paul Whiteman & his Orch.
- 24705—I Saw Stars—Fox Trot
I'm Counting on You—Fox Trot—Paul Whiteman & his Orch.
- M-220—Sylvia Ballet (Delibes—arr. Jungnickel)
(Catalog Nos. 1669-71 Inclusive)
Eugene Ormandy and the Minneapolis Symphony Orchestra

IT PAYS TO SELL

Victor Records

THEY'RE "HIGHER FIDELITY"



RCA VICTOR COMPANY, INC., Camden, N. J.
I want to get in on this new sales opportunity—let me know all about the new Duo Jr., and be sure to send me a complete list of the latest Victor records

Name _____ R. J.

Address _____

Refrigerators

Crosley Dealers Compete in Window Selling

Wide-spread interest among the 20,000 authorized Crosley dealers throughout the country in the current National Crosley Window Display Contest is reported by officials of the Crosley Radio Corporation.

The contest is a part of a general merchandising campaign for the purpose of stimulating retail sales of Crosley products during the months of August and September. Another feature of the campaign is the "Crosley Pictorial Plan."

Added interest in the Window Display Contest is provided through the posting of \$3,000 in cash and prizes as awards for the best 67 displays submitted. The grand prize is \$500 in cash while the runner-up will receive \$250. The next five best entries will receive one Crosley Eighty All-Wave Lowboy each, the next 10 Crosley 72 American-Foreign Lowboys while the following 50 winners will each receive a Crosley Fiver Junior radio receiving set.

To be eligible, photographs of all windows being entered must be mailed and post-marked not later than midnight, September 30. Displays will be judged on: Sales results during period of contest; effectiveness in telling the story; co-ordination with other advertising efforts; attractiveness; visibility; originality.

The effectiveness of the Crosley Pictorial Plan for increased dealer sales is based upon a selected national prospect list made up of names of persons whose funds for monthly household expenditures have been recently materially increased.

These extremely "live" prospects are first mailed a *Crosley Pictorial*, an attractive, newsy rotogravure publication of eight pages laid out in tabloid form. The

Crosley Pictorial is 16 x 11½ in size and is profusely illustrated with unusually excellent photographs—many of them "news shots"—through which the reader is introduced to the various products and activities of the Crosley Radio Corporation.

One section is devoted to interesting photographs of the Crosley 500,000-watt broadcasting station WLW and includes pictures of many popular stars of radio. Photographs of actual home installations of Crosley Shelvador and Tri-Shelvador electric refrigerators, of the new Crosley Coolrest air conditioned bed canopy, of the new Crosley Chest Shelvador and of various models of the 1935 Crosley radio line are a part of this attention-compelling pictorial.

Names of prospects receiving the *Crosley Pictorial* are provided the dealer and follow-up literature and personal calls by salesmen complete the approach.

Kelvinator-Bohman Co. Now Bohman-Warne, Inc.

In line with the expressed desire of the Kelvinator Sales Corp. that the parent company's name should not be used by distributors or dealers as part of their company names, Kelvinator-Bohman Co., Inc., of Hagerstown, Md., has become Bohman-Warne, Inc. There has been no change in the company, nor any change in the products distributed by them, with this change in name.

Major Dooley in New York

New York will have a visitor during the Radio Show at Madison Square Garden, in the personality of Major W. D. Dooley.



Major W. D. Dooley, B.S., E.E., M.E., A.P.

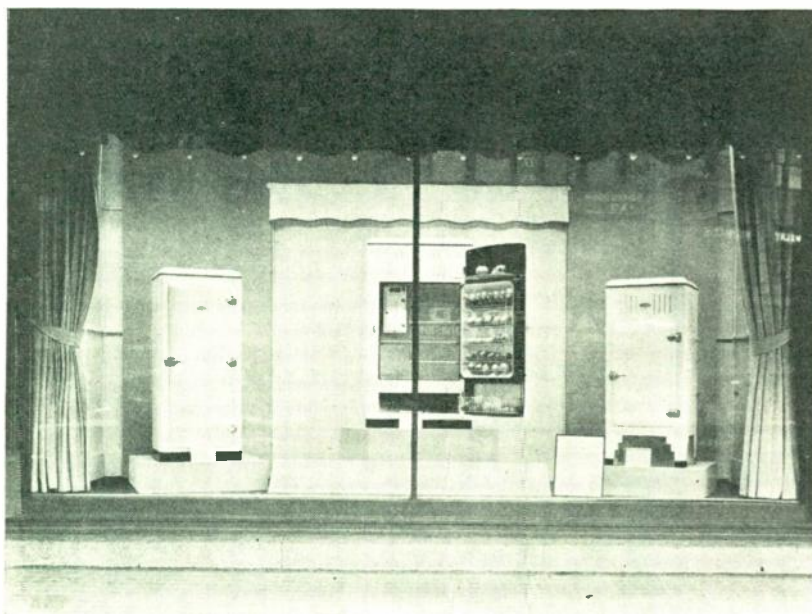
B.S., E.E., M.E., A.P., generalissimo, at the head of the Demco Radio Corporation, Wheeling, West Virginia, whose recent re-entry into the radio business has caused a great deal of comment.

Refrigerator Fittings Code Signed

Code of fair competition for the refrigeration valve and fittings industry, complementary to the basic code for fabricated metal products manufacturing, metal finishing and metal coating industry, has been approved by the National Recovery Administration in Washington. The code provides for a Code Authority made up of one member elected by all members of the industry, one by all members of the industry not members of the Association, and three by weighted vote of members of the association.

Graybar Discontinues Own Name Products

"The business of manufacturing and promoting sales of merchandise is a different problem than that of distributing it," said D. H. O'Brien, general merchandise manager of the Graybar Electric Co., announcing that his seventy-four branch houses will in future be wholly concerned with distribution. In the past, Graybar has had a hand in designing many of its products and selling them under its own name, but this is now discarded in favor of distributing lines which carry a manufacturer's name.



In the store of L. Bamberger and Company of Newark, N. J., this very attractive window display appeared for one week. The entire atmosphere created by the display suggests refreshing coolness—highly appropriate for the Crosley Shelvador and Tri-Shelvador refrigerators on exhibit.

... AMAZING POPULAR APPROVAL

GREET THE NEW
CROSLEY
CHEST
SHELVADOR



THE enthusiastic reception accorded the new Crosley Chest Shelvador proves that Crosley has again struck the keynote of what people want. Housewives—homeowners—everywhere see instantly that here is value beyond anything ever offered in electric refrigeration; they see the convenience, where space is limited, of a complete Shelvador electric refrigerator that is only 36" high, 23⁵/₈" wide, 20⁵/₈" deep; they appreciate the porcelain table top. To those who hitherto could not afford electric refrigeration, the Crosley Chest Shelvador is the boon of boons. Now they need wait no longer for the food hygiene, economy, and convenience that only electric refrigeration provides. Others find it a marvelous convenience as an auxiliary electric refrigerator—both for food storage and beverage cooling.



Homes



Apartments



Second Refrigerator



Beverage Cooler



Summer Camps



Roadside Stands



Hospitals

For the many who need a second electric refrigerator to place, for example, in the entertainment room or pantry, the Crosley Chest Shelvador is ideal. It is compact, remarkably economical in operation, low in price, easily moved. It also makes an excellent beverage cooler.

In summer camps and cottages where electricity is available, the Crosley Chest Shelvador will be welcomed, with its ample supply of ice cubes—not less than two pounds—and its surprising roominess.

Small delicatessens, roadside stands, sandwich shops and other places with moderate electric refrigeration requirements will find the Crosley Chest Shelvador ideal.

In hospitals or other institutions where individual refrigeration is desirable this model, with its table top, will be found useful.

Remember that the Crosley Chest Shelvador has every essential Crosley Shelvador feature—the same quiet economical, long-life, trouble-free cooling unit that has made Crosley electric refrigerators famous—the same Shelvador convenience that adds greatly to the "usable" capacity. See your Crosley distributor at once—learn all about this new Crosley Chest Shelvador and how it opens up to you an entirely new and practically untouched market for electric refrigerators. No dealer can afford not to handle Crosley!

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

THE CROSLEY RADIO CORPORATION

(Pioneer Manufacturers of Radio Receiving Sets)

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

POWEL CROSLEY, Jr., President

CINCINNATI

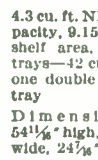
ALL PRICES INCLUDE DELIVERY . . . INSTALLATION . . . ONE YEAR FREE SERVICE

Crosley Shelvador and Tri-Shelvador models represent the greatest value in the history of electric refrigeration. Incorporating the famous Crosley Shelvador and other features, they are the outstanding successes of the 1934 season. Illustrated below are household electric refrigerators for every purse and purpose.



3.5 cu. ft. NET capacity, 7.5 sq. ft. shelf area, 2 ice trays—42 cubes. Dimensions: 48¹/₄" high, 23³/₄" wide, 24³/₈" deep.

Model EA-35 \$99.50



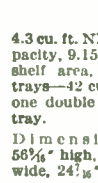
4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray. Dimensions: 54¹/₄" high, 23³/₄" wide, 24³/₈" deep.

Model EA-43 \$117.00



5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray. Dimensions: 55¹/₄" high, 29" wide, 25³/₈" deep.

Model EA-55 \$145.00



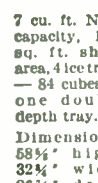
4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray. Dimensions: 56¹/₄" high, 23³/₄" wide, 24³/₈" deep.

Model E-43 \$135.00



5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray. Dimensions: 57¹/₄" high, 29" wide, 25³/₈" deep.

Model E-55 \$157.50



7 cu. ft. NET capacity, 14.9 sq. ft. shelf area, 4 ice trays—84 cubes—one double depth tray. Dimensions: 58¹/₄" high, 32¹/₄" wide, 26³/₄" deep.

Model E-70 \$185.00

RMA Board Approves Separate Radio Code

Arrangements negotiated by the RMA Code Committee with the National Industrial Advisory Board and NRA at Washington for independent code operation for the radio manufacturing industry were approved by the RMA Board of Directors at its meeting September 12 at the Commodore Hotel in New York City. President Leslie F. Muter presided and nearly all directors attended. The RMA Board also tentatively made new plans for a national radio sales promotion campaign this fall and early winter.

Captain William Sparks of Jackson, Michigan, chairman of the RMA special code committee, and Bond Geddes, executive v.p. and general manager, detailed to the Board an agreement reached between RMA and NEMA, in recent conferences with the National Industrial Advisory Board, providing for an independent code status and code authority for the radio industry. The details are to be worked out by the RMA code committee in early conferences with NEMA and the Washington authorities.

Following a report to the RMA Board by Powel Crosley, of Cincinnati, chairman of the RMA committee in charge of the "Five Point" national radio promotion plan, developed jointly by the RMA and Radio Wholesalers Association, a further conference on the "Five Point" plan was held in New York on September 13 by the RMA-RWA committees. A new tentative plan was evolved for a national campaign to promote radio sales. It is hoped to place the new plan in operation next November. Its institution by manufacturers, with their exclusive financial support and direction, is contemplated, to effect an immediate beginning of at least part of the national promotion activities embraced within the original "Five Point" plan. Chairman Crosley and the RMA committee were authorized by the RMA Board to immediately develop the new manufacturers' promotion plan.

A broad project to deal with the radio interference also was approved by the RMA Board as proposed by its Engineering Division of which W. R. G. Baker of Camden, N. J., is chairman.

A new method of promulgating radio industry manufacturing standards also was approved by the RMA Board, upon recommendations of Chairman Baker and the Engineering Division. It provides for approval of future RMA industry standards by a large general standards committee, after submission of proposed standards to RMA members, but without the difficulty and delay involved in the past practice of balloting upon such standards.

Reorganization of RMA committees for work during the coming year was effected by President Muter and the RMA Board of Directors at the New York meeting on September 12. President Muter appointed chairman of all standing committees of the Association to press many RMA activities and the Board adopted a new financial budget for the current year. The budget is somewhat larger than that of the past year but is well within the Association's income.

The following committee chairmen were appointed by President Muter and confirmed by the Board:

Credit Committee—Arthur Moss, of New York, chairman, with Edgar Metzger, of New York, continuing service as vice chairman of the Eastern Committee, and P. C. Lenz continuing as vice chairman of the Western Committee.

Engineering Committee — W. R. G. Baker, of Camden, N. J., chairman, with Virgil M. Graham, of Rochester, N. Y., continuing as chairman of the Standards Section.

Legislative Committee—Paul B. Klugh, of Chicago, reappointed chairman.

Membership Committee—W. S. Symington, of New York, reappointed chairman.

Traffic Committee — J. C. Warner, of Harrison, N. J., with O. J. Davies, of Camden, N. J., continuing as active vice chairman.

Captain Sparks continues as chairman of the RMA special code committee, and Powel Crosley, of Cincinnati, continues as chairman of the special committee considering national trade promotion plans.

Atwater Kent Programs Resumed

As indicated at the time of the recent distributors' convention, Atwater Kent programs are returning to a national broadcast beginning September 24th. Joseph Pasternack's Orchestra will feature the series, each to be highlighted with an outstanding guest artist. Grace Moore, star of "One Night of Love," will appear on the first program.

Return of the Atwater Kent programs is taken as an indication of A. Atwater Kent's faith in the prospects of the radio industry this year. These programs were a regular feature for six years, but were discontinued the past three years. They will go over WABC-Columbia, 8:30 to 9:00 p. m., E. D. S. T.

It's a Big Little Giant

Sales for the "Little Giant" crystal console radio continue to keep Snyder, Inc., rushed with orders, according to Ben Snyder, sales manager. This crystal set is only five inches high, and with its calendar dials and various colors it makes an interesting appeal to the eye. Thus it has been found valuable as a fast-moving cash item for dealers. Mr. Snyder tells us that Little Giant export business has been particularly on the increase.

Short wave equipment is another of the Snyder products which have been in strong demand, with constantly increasing sales. A converter to add short wave reception to standard broadcast receivers is among the newest products of the company. By thus offering customers all-wave reception at a price below the usual broadcast receiver, dealers have been cashing in with sales to all their old customers. Aerial equipment for short wave reception is also an important Snyder product.

Automobile aeriels have been going big all summer and it looks as though it will continue that way right through the Fall and Winter. Mr. Snyder tells us. Snyder automobile aeriels have won a distinctive place for themselves because of the manner in which they have been designed to solve every problem of the car radio installer. There is not a special aerial installation job which any dealer can find which has not already been solved by the Snyder engineers.

Aerial eliminators similarly, are being sold in quantities. The eliminators offer so many advantages over the usual outdoor aerial that dealers report many of their customers are disconnecting existing aeriels and installing Snyder eliminators.

Hygrade Sylvania Moves Chicago Headquarters

Hygrade Sylvania Corporation announces the removal of Chicago headquarters from 612 North Michigan Avenue to attractive new offices on the third floor of 520 North Michigan Avenue. The move provides a greatly needed increase in floor space, as well as a more convenient location for customers and better access to transportation facilities and the Hygrade Sylvania warehouse. The new offices occupy 1068 square feet of floor space, as compared with 498 at the former address. Near neighbors are Radio Station WGN in the Tribune Tower and WBBM in the Wrigley Building.

Stationed in the Chicago Offices are W. C. Mahoney, jobber-dealer sales representative for Sylvania tubes, Russell W. Metzner, representing Hygrade Lamps, and Fred H. Strayer and Charles Marshall of the equipment tube division.

4,000 Dealers Expected by Westinghouse Radio

Two hundred meetings throughout the country are being arranged by Westinghouse Electric Supply Co. in cooperation with distributors to introduce the new Westinghouse radio sets to dealers, according to Thomas Sterk, sales promotion manager. This begins a huge national campaign with the object of enrolling 4,000 enthusiastic dealers behind the radio line. There are at present about 10,000 dealers selling Westinghouse appliances, and it appears that at least 2,000 of these will not only add the radio line but will also cooperate actively in the advertising campaign.

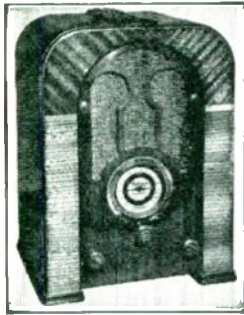
Huge Sales Increase on New Halson Radios

Biggest sales volume for the past month than the company has ever before enjoyed for the same period is reported by Phil Halperin of the Halson Radio Mfg. Co. Cause of this tremendous increase is the new line, Phil reports, which has models in every class at every price range. Since designing this complete line, initial orders from the trade have forced the factory to capacity production, and extra men have been employed to keep abreast of dealer demand.

RCA-Victor Metropolitan Dinner Sept. 24

Brilliant dinner will be held by the trade centering in New York on Monday, September 24, at the Waldorf-Astoria, with David Sarnoff, president of the Radio Corp. of America, and E. T. Cunningham, president of RCA Victor Co., Inc., principal guests and speakers. The dinner is being tendered by Bruno New York and the Radio Distributing Corp., and admission is strictly limited to holders of invitation cards.

—HALSON—



(A)



(B)

In Tune with THE WORLD!

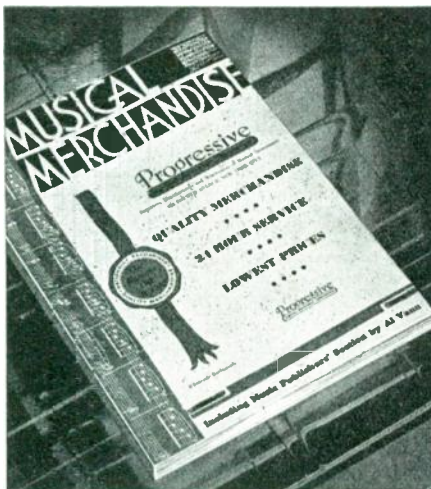
Here are a few of a sensational line of *popularly priced*, high quality radio receivers for 1934-35 that you will find easier and more profitable to sell! It comprises advanced All Wave Sets—14 models in table and console type cabinets—a really practical line for every market. Let us send you details. A few desirable territories are available for exclusive representation.

(A) Model 610. Ultra short wave 6 tube A.C. superheterodyne receiver. Automatic volume control, illuminated full vision airplane dial, high ratio tuning control, dust-proof electro-dynamic speaker, base compensating tone control, and rubber mounting to insure undistorted reception. 530-1650 K.C., 550-17500 K.C., also obtainable with additional long wave band, 180-400 K.C.
(B) Model 620—6 tube A.C.-D.C. superheterodyne receiver. Clarity of tone, selectivity in tuning, non-distortion, and long range reception are just a few of its excellent features. Ultra short wave means that a turn of the dial will bring international programs in as clear as a bell. Tuning range 530 to 1650 K.C. and 550 to 17500 K.C. Also available with additional long wave band, 180-400 K.C.

Licensed by RCA, Hazeltine, Latour and affiliated companies.

Halsion Radio Mfg. Corp.

120 East 16th Street, New York, U. S. A.
Cable Address: Halsionadio



Read this great
music trade journal

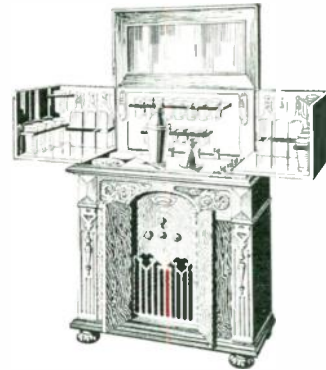
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instrument and music busi-
ness covered every month.

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

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

Radiobar

REG. U. S. PAT. OFFICE



See and Hear
Radiobar

MEETS the demand for a qual-
ity combination of Radio
and Bar. First showing of new
models—starting at \$79.50.

Display two or three Radiobars on
your floor. See for yourself how
they will make money for you. Can
be supplied without chassis.

August—the biggest month in the
history of our business.

Visit us at the New York Show—or
write for catalog and prices.

RADIOBAR COMPANY OF AMERICA

Los Angeles, California Cable Address: Radiobar

New York Showroom: 41A East 47th St.

Cable Address: Likex, New York

{ BOOTHS 212 - 213 }
NEW YORK SHOW

Radiobar

REG. U. S. PAT. OFFICE

Kadette Jewel weighs only 3.75 lbs.

Always alert with new ideas, the International Radio Corporation, Ann Arbor, Michigan, of which Charles A. Verschoor is president, and W. Keene Jackson is sales manager, introduces the new Kadette Jewel, a sparkling set of small size, bringing in coast-to-coast stations at night.

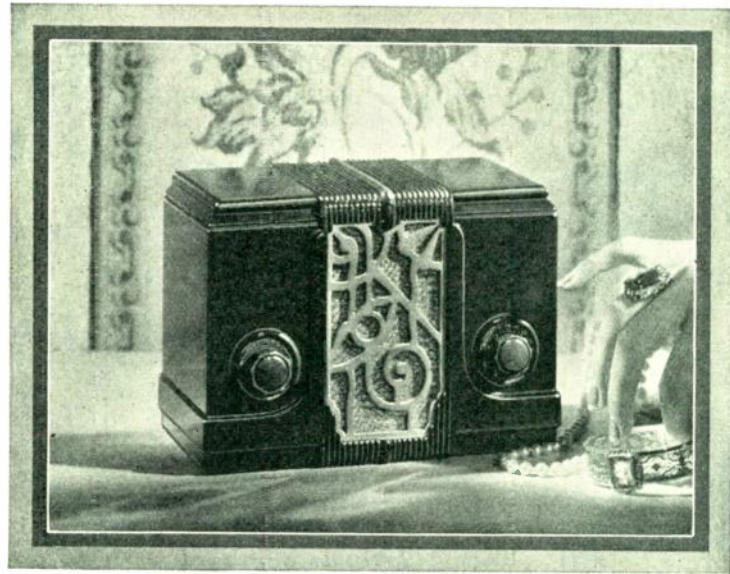
Small and mighty, the Kadette Jewel is 5½ ins. high, 7½ ins. wide, 3¾ ins. deep, weighing 3¾ pounds, the advertising leader sells for \$3.60 a pound, or \$13.50. This advertising leader is brown bakelite with two-tone grille. The standard model listing at \$15.50 is Walnut bakelite with agate grille, while the de luxe Kadette Jewels in color mahogany, ivory, red, black and orchid list for \$17.50.

Being specialists in the creation of small radio sets, International has developed the new Jewel with a three tube radio chassis with two full tuned circuits amplifying one 6C6 tube as radio frequency amplifier, one 6C6 as a detector and one 12A7 as combination rectifier and output tube—this tube having two elements with the performance of four tubes either AC or DC operation with very simple construction of chassis balanced on armature type speaker (no adjustments) reproducing full rounded tones in a most pleasing manner with an amazing volume for a compact radio.

In addition to the Kadette Jewel and a number of other International models, is the Kadette All Wave Radio Set with six full tuned circuits, and three band tuning range, listing at \$34.50 complete with tubes and antenna. The grille of this model is a map of the world, under which is the airplane dial with all front panel controls. Each receiver is tested before shipment from the factory by logging actual European reception.

President Verschoor summarizes the new International Kadette line as follows: "The Model 50 series offers the latest developments in sound engineering to reproduce broadcasting with the highest fidelity. As further publicity causes the public to become more and more 'tone minded,' there is an increasing demand for the best possible tone quality from small compact and inexpensive table models such as are offered in this series.

"The Model 60 series is included to meet the growing demand for European



MODEL 40 SERIES

and all-wave reception. The ambilectric circuit used in this series has been thoroughly tested by several thousand Kadette owners, who are daily building up new records of foreign and European reception.

"The Model 40 series is our feature offering for this season in the field which Kadette has always dominated. This model has a greater appeal than any of our former compact designs. No one can see and hear these exquisite little radios without wanting one or more of them. This model sets new standards of beauty and performance in the compact field.

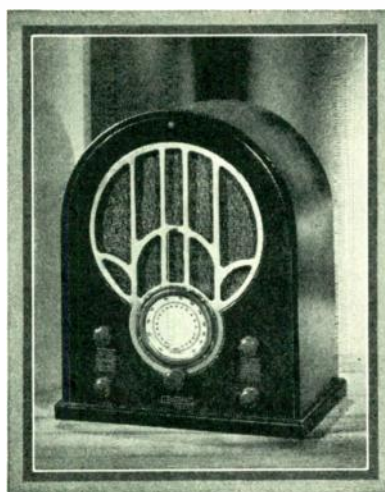
"Our devotion to the introduction and exploitation of small radio sets is an unusual policy in the radio business. It takes considerable ingenuity to reduce size of chassis and at the same time expect the owner to get satisfactory results. We have spent thousands of dollars to overcome obstacles that were considered impossible to eliminate, and I feel sure that just the Jewel model alone will again astonish the trade and stand as the greatest development of compact radio receiver construction."



MODEL 50



MODEL 55



MODEL 60



MODEL 65



UNIVERSAL
Phonograph Recording Lead Screw
For simultaneous grooving and recording—Cuts 80 lines per inch—Quick, easy installation—Machine cut gears—Accurate—Drives from center of turntable. Dealers Net Cash \$5.88.
Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif., U. S. A.

CANDOHMS

ARMoured WIRE WOUND RESISTORS
STANDARD EQUIPMENT IN LEADING SETS

REPLACEMENT CATALOG

NEW COMPLETE CATALOG NOW READY
SEND TODAY FOR YOUR COPY

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THE MUSIC BUSINESS IS GOOD
SEND FOR OUR FREE WHOLESALE CATALOG TODAY... HUNDREDS OF NEW, LIVE ITEMS RETAIL PRICES
ILLINOIS MUSICAL SUPPLY CO.
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LITTLE GIANT RADIO
ONLY 5 INCHES HIGH!
WEIGHS LESS THAN A POUND
ASSORTED COLORS
PERPETUAL CALENDAR
\$1.50 LIST PRICE
Write Now for Samples, Prices, Details and Possibilities!
Specialty Manufacturers **SNYDER** 55 N 7 St Philadelphia

NATIONAL UNION RADIO TUBES
X-RAY REVEALS
ACCURACY SUPERIORITY

Sources of Musical Merchandise for Dealers

(When Writing Identify Yourself by Mentioning The Radio JOURNAL)

ACCORDIONS

Atlas Accordion Mfg. Co., AB, 152 W. 45th St., New York.
Buegeleisen & Jacobson, BA, 5 Union Square, New York.
Catena-Harmony, Inc., 2148 Third Ave., New York.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Continental Music Co., BC, 630 S. Wabash Ave., Chicago.
Excelsior Accordion Mfg. Co., JJ, 333 Sixth Ave., New York.
Carl Fischer Musical Instrument Co., BC, 56 Cooper Square, New York.
R. Galanti & Bros., JB, 71 Third Ave., New York.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gretsch & Brenner, Inc., AP, 42 E. 20th St., New York.
Progressive Musical Instrument Corp., AC, 404-4th Ave., New York.
Standard Accordion Mfg. Co., AAH, 69 Third Ave., New York.
Volga Accordion Mfg. Co., AAB, 80 Avenue A, New York.
Wurlitzer Grand Piano Co., Accordion Div., AZ, DeKalb, Ill.

FRETTED INSTRUMENTS

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

BAND INSTRUMENTS

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

HARMONICAS

Harmonica Dist. Corp. of America, BH, 289 4th Ave., New York.

STRINGS

Gibson, Inc., LG, Kalamazoo, Mich.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
F. & O. Mari, BL, 18-21 E. 22nd St., New York.
National Musical String Co., AN, New Brunswick, N. J.

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

DRUMS

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

REEDS AND MOUTHPIECES

H. Chiron & Co., AJ, 238 W. 42nd St., New York.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
Otto Link & Co., JQ, 264 W. 47th St., New York.
J. Schwartz Music Co., BJ, 10 W. 19th St., New York.
The Woodwind Co., JO, 181 W. 45th St., New York.
Steve Broadus, Inc., BK, 1595 Broadway, New York.
F. L. Kaspar Co., Dept. BL, 506 So. Wabash Ave., Chicago.
Penzel-Mueller & Co., BM, 36-11 33rd St., Long Island City.

VIOLINS

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

SUPPLIES AND ACCESSORIES

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

JOBBERS

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

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SEPTEMBER 19-29



MAKE YOUR HEADQUARTERS
at the HOTEL EDISON
Nearest to Madison Square Garden

*Attend the Exposition with the utmost
convenience. Stay at one of New
York's finest hotels. Dine in the air
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Room with private bath
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John L. Horgan, General Manager

GOVERNOR CLINTON Welcomes You to the RADIO SHOW in NEW YORK September 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."

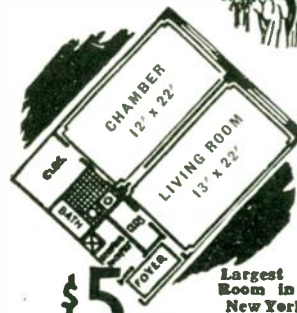
First place—it's opposite Pennsylvania Station, only a few minutes on a beeline from the Show. Second—it's a NEW hotel, brimful of NEW features, NEW conveniences. 1200 bright, OUTSIDE rooms with bath, circulating ice water, Servidor, Radio. Four wonderful restaurants, Cocktail Terrace, jolly old-style 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.

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



\$5 PER DAY
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Each additional person \$1.
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All rooms equipped with
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shower bath and running ice
water. Ideal location—adja-
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Enjoy the elaborate floor
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New York's newest and most
talked about rendezvous. Din-
ner \$1.00 up. After theatre
supper \$1.00.

NO COVER CHARGE

The Park Central
55th St. at 7th Ave.
New York, N. Y.

A fan dancer never made

a fortune on a farm. The subscription agent never gets through college sticking in the sticks. The circus couldn't keep the elephants in eyewash with tank towns. The sandwich men, snake oil sellers, bargain barkers and medicine merchants make their mazuma out of mobs. These shell game salesmen kid the customers, but never themselves. In the words of P. T. Barnum—*Every Crowd has a Silver Lining!*

Selling wiggles or what have you, the principle is parallel. The big farms and factories belong in the open spaces—but sales are made in the crowded cities.

Cash registers don't register where the tall cactus grows. A counter crowd is worth more than a clean county. You'll never get rich in selling mileage, but you might by selling mass. Why kid yourself by making motions with midget markets when the Big Sale Is Now Going On At The Old Stand?

NEW YORK is your best market simply because it's your most market. Seven million people live here in an area equal to one sizeable Arizona ranch. Five million more live in the suburbs. They have more money than Most Americans.

These 2,900,000 New York families represent the choicest market in the world today—first sale or replacement—for electrical appliances, radios, refrigeration or



air conditioning. Salesmen here sell more and travel less, collect carload orders instead of lone units, get more customers in less time, send home a profit instead of a swollen expense account.

Make these people aware of your product and you'll make more quick sales than you can anywhere else. And making them aware is a cinch—because most of them can be reached through one newspaper! The News, with 1,500,000 circulation, mostly on the spot, goes to two out of three City families, one-fifth of the suburban families; gives a better advertising presentation; and costs less than any other medium you can buy.

With such a market—and medium—what are you waiting for?

THE NEWS, *New York's Picture Newspaper*

Tribune Tower, Chicago • Kohl Building, San Francisco • 220 EAST 42nd STREET, NEW YORK





OPENING NIGHT

● In the theatrical world, *opening night* foretells the success or failure of any new production. Perfection in every last detail of a stage premiere is therefore vitally important.

To radio manufacturers, every demonstration of a set is an "opening night." First impressions here are equally important!

That is why leading set manufacturers install Sylvania Tubes as original equipment. They know their sets will perform best with tubes that have been tested and proved for their own circuits!

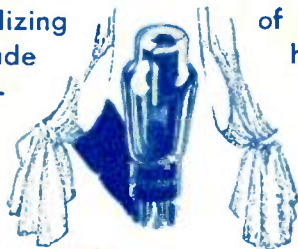
Sylvania Tubes are built by one of the world's largest companies specializing in electric vacuum tubes. Hygrade Sylvania pioneered in the development of the efficient 6.3 volt tubes that made automobile

radios practical. Later, Sylvania engineers were instrumental in perfecting the complete 6.3 volt group for general use. And in the sciences of radio transmission and electronics, also, Sylvania has made outstanding contributions.

Set manufacturers are invited to consult Sylvania engineers and avail themselves of Sylvania's complete Circuit Laboratory in solving their circuit and design problems. No obligation incurred.

Dealers and jobbers handling Sylvania Tubes benefit from the support of the financial, engineering and sales departments of a company whose financial rating has always been AaA1.

Write for full details. Hygrade Sylvania Corporation, Emporium, Penna.



Sylvania



THE SET-TESTED RADIO TUBE