

Radio Journal

& ELECTRIC APPLIANCE

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

INCLUDING
Radio Merchant
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Glad. Henderson
Editor

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



EDDIE DUCHIN



RAY NOBLE



PAUL WHITEMAN



RUDY VALLEÉ



JAN GARBER



RICHARD HIMBER



ENRIQUE MADRIGUERA

Big Names

mean Bigger Profits!

The greatest galaxy of class bands in record history now on Victor Records!

These are the money names in the music world—Rudy Valleé, Paul Whiteman, Ray Noble (that Englishman whose sweet tunes preceded him across the water and built a big public before he ever set foot in the United States), Eddie Duchin, Richard Humber, Enrique Madriguera, Jan Garber!

Where they play, box offices break records. Their music has charmed more American dollars into circulation than any other group of popular bands!

You can't help but make money when you tie up with these names! They're the ones who are pushing the sales of Victor Records to new highs each month!

For these favorites can be heard, exactly as they play, on the new, higher fidelity Victor Records. Never before has any kind of reproduction achieved such crispness and definition, such a thrilling life-like quality!

Get These New Victor Releases

- 24850—DREAMING A DREAM—F. T. Ray Noble and his Orchestra
- SITTING BESIDE O' YOU—F. T. Jack Jackson and his Orchestra
- 24849—BLUE MOON Al Bowlly, with accompaniment arranged and directed by Ray Noble
- IN A BLUE AND PENSIVE MOOD
- 24852—SERENADE FOR A WEALTHY WIDOW Paul Whiteman and his Concert Orch.
- DEEP FOREST (A HYMN TO DARKNESS)
- 24851—YOUR FEET'S TOO BIG—F. T. The Ink Spots
- SWINGING ON THE STRINGS—F. T. The Ink Spots

IT PAYS TO SELL

Victor Records

THEY'RE HIGHER FIDELITY



RCA VICTOR, A UNIT OF RADIO CORPORATION OF AMERICA . . . THE WORLD'S LARGEST RADIO ORGANIZATION. OTHER UNITS: NATIONAL BROADCASTING CO., INC. . . R. C. A. COMMUNICATIONS, INC. . . RCA RADIOTRON . . . RADIO MARINE CORPORATION OF AMERICA

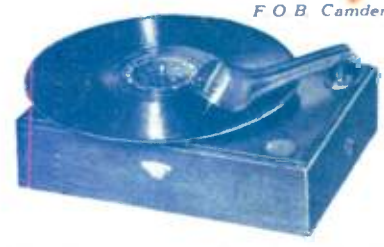
World Radio History

RCA Victor Record Player

Making Huge New Market for Records!

\$16⁵⁰

F O B Camden, N. J.



Transforms any modern AC radio into a fine electric phonograph!

One of the big factors behind the sharply rising curve in record sales! It puts turn tables into thousands of homes that could not afford the expense of a combination radio-phonograph! Attached to the radio, it produces the finest tone ever heard from that machine. It can be operated from the arm chair—doing away with the annoyance of rising to change records.

It's a "natural"—it has everything! And the more RCA Victor Record Players you sell, the more Victor records you sell, too! This is the time to make money on records!

MAIL THE COUPON!

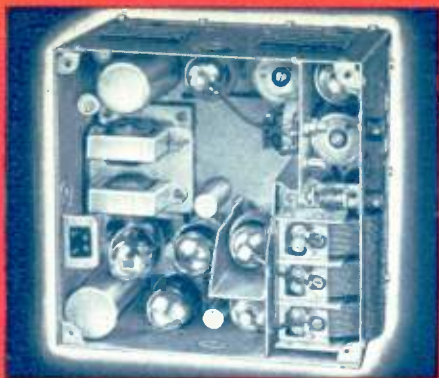
RCA Manufacturing Co., Inc.
RCA Victor Division, Dept. RJ
Camden, N. J.

Please send me complete information about the newest Victor Records, the new Record Player—and also about the BlueBirds, fastest selling low-priced records.

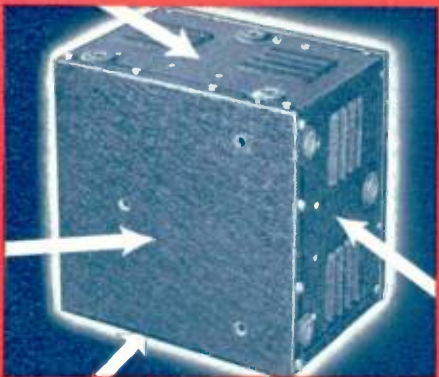
Name

Address

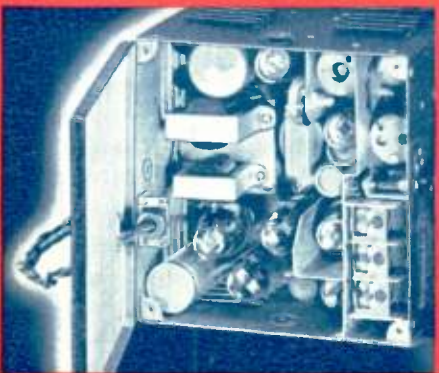
City State



Standardized Chassis Design—All three models in metal case of the same size. Tubes and other parts exposed for service by removing the front cover. Model 27 chassis above.



4-Way Mounting—Easy to mount all models in best position for every make of car. Holes for mounting studs are on three sides and back of case to give choice of four positions.



Chassis construction integral with mounting case. Eliminates the causes of many car radio problems—simplifies and reduces service required. Model 37 chassis with front cover removed, above.

Double Sound-Proofed Plug-in Vibrator is as easy as a tube to remove as shown below. Sound-proofing insures silent operation.



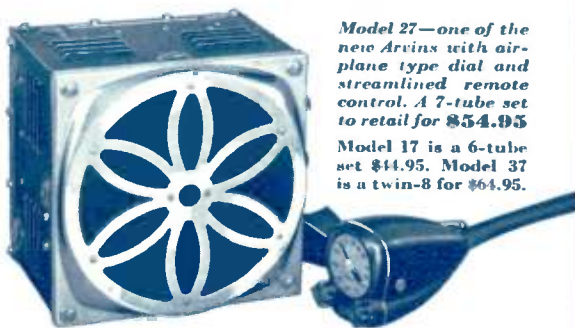
*Features that Make
the New Arvins Easy
to Sell and Service*

● Everyone who hears the new Arvins is convinced that car radio performance has never reached such a high degree of perfection before. It's truly magnificent—and all due to the advanced ideas of design and construction that Arvin engineers have introduced—features that improve Arvin Car Radio reception and make it easy to sell, install and service the new Arvins.

The new Arvin Car Radios are being backed by the most powerful merchandising program in car radio history—full-color “bleed” pages appearing in *The Saturday Evening Post*, starting this month—everything in the way of dealer display material and other selling helps to build a big sales volume for you on the modern, distinctive and beautiful new Arvin Car Radios.

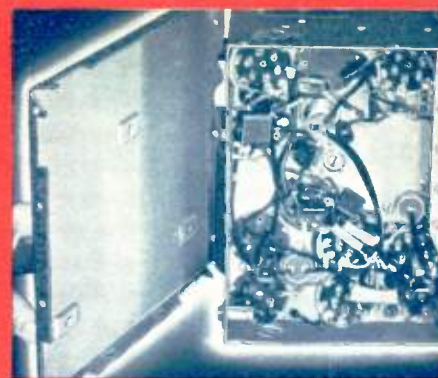
Arvin offers you the outstanding money-making proposition on car radio. Cash in on it! See an Arvin jobber or write for full information.

NOBLITT-SPARKS INDUSTRIES, Inc.,
Columbus, Indiana . . . ALSO MAKERS
OF ARVIN HOT WATER CAR HEATERS

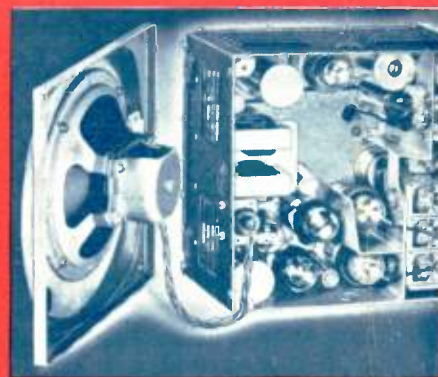


Model 27—one of the new Arvins with airplane type dial and streamlined remote control. A 7-tube set to retail for \$54.95

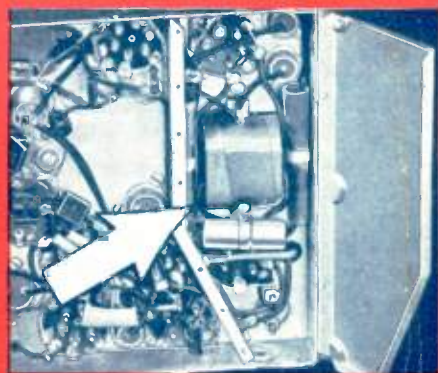
Model 17 is a 6-tube set \$44.95. Model 37 is a twin-8 for \$64.95.



All Vital Parts Easy to Reach by removing back or front cover of set. Everything that ever needs service is readily accessible. Makes it quick and easy to service the new Arvins.



Heavy-Duty Tone-Matched Speaker built in front cover of single-unit models. Comes out with front cover, exposing radio chassis, without taking set from car.



Built-in Motor Noise Filter System. Shown above with compartment cover removed. Eliminates need for spark plug suppressors on many cars and contributes to Arvin performance.

Velvet Drive Tuning System with high ratio worm drive which provides greater station selectivity and tuning accuracy. Pictured below.



ARVIN
THE MAGNIFICENT
Car Radio

Now Ready!!!

SENSATIONAL DECCA RECORDS

of music from

BING CROSBY'S

Newest Paramount Picture "MISSISSIPPI"

By **BING CROSBY**

391 { **It's Easy to Remember**
Swanee River

392 { **Down by the River**
Soon

And by **GUY LOMBARDO**

393 { **Down by the River**—Fox Trot with Vocal Chorus
What's the Reason?—Fox Trot with Vocal Chorus

394 { **It's Easy to Remember**—Fox Trot with Vocal Chorus
Soon—Fox Trot with Vocal Chorus

**PLACE YOUR ORDER AT
ONCE WITH THE NEAR-
EST CONVENIENTLY
LOCATED DECCA
BRANCH... AND HAVE
THEM IN YOUR STORE
MAKING MONEY FOR
YOU.**

ALSO THESE DECCA BEST SELLERS

- 386 { (Lookie Lookie Lookie)
HERE COMES COOKIE
From "Love In Bloom"
—Fox Trot
Vocal Chorus by "Pee Wee" Hunt
Glen Gray and the Casa Loma Orchestra
- 386 { **MY HEART IS AN OPEN BOOK**
From "Love In Bloom"
—Fox Trot
Vocal Chorus by Ken Sargent
Glen Gray and the Casa Loma Orchestra
- 360 { **LONDON ON A RAINY NIGHT**
—Slow Fox Trot
With Vocal Chorus
Ambrose and his Orchestra
- 360 { **I LOVE YOU VERY MUCH,**
MADAME —Tango Fox Trot
With Vocal Chorus
Ambrose and his Orchestra
- 352 { **FARE THEE WELL ANNA-**
BELLE
From "Sweet Music"
—Fox Trot
Vocal Chorus by "Pee Wee" Hunt
Glen Gray and the Casa Loma Orchestra
- 343 { **IN A BLUE AND PENSIVE**
MOOD —Fox Trot
Vocal Chorus by Ken Sargent
Glen Gray and the Casa Loma Orchestra
- 343 { **THROWIN' STONES AT THE**
SUN —Fox Trot
With Vocal Chorus
Bob Howard and his Orchestra
- 343 { **YOU FIT INTO THE PICTURE**
—Fox Trot
With Vocal Chorus
Bob Howard and his Orchestra
- 247 { **ISLE OF CAPRI**
—Slow Fox Trot
With Vocal Chorus
Lew Stone and his Band
- 247 { **SERENADE FOR A WEALTHY**
WIDOW —Fox Trot
With Vocal Chorus
Lew Stone and his Band
- 350 { **SWEET MUSIC**
From "Sweet Music"
—Fox Trot
With Vocal Chorus
Victor Young and his Orchestra
- 350 { **EV'RY DAY**
From "Sweet Music"
—Fox Trot
With Vocal Chorus
Victor Young and his Orchestra

DECCA DISTRIBUTING CORPORATION

New York, N. Y. 799 7th Avenue	San Francisco, Cal. 450 Misson Street
Chicago, Ill. 666 Lake Shore Drive	Los Angeles, Cal. 1240 Main Street
St. Louis, Mo. 203 North 10th Street	New Orleans, La. 738 Poydras Street
Dallas, Tex. 919 South Ervay Street	Atlanta, Ga. 225 Pryor Street, S. W.

DECCA
All Star Records

DECCA RECORDS, Inc., 799 Seventh Ave.
New York City.

Fill out and mail this coupon for latest
Decca catalogue and full information on
Decca Records, Inc.

My Name

Address

119 brands of tubes
 have been made by **12**
 licensed manufacturers

One of these manufacturers...
Tung-Sol, makes **ONE BRAND**
 for the entire United States...
TUNG-SOL... with only one
 standard of quality and one mer-
 chandising policy: a full profit
 for the retailer on every sale.



TUNG-SOL

Tone-flow radio Tubes

are marketed under a time-proven Protection Plan by
 selected Tung-Sol retail partners. Qualified independ-
 ent dealers are invited to write us for complete details.



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



Use Tung-Sol
 panel bulbs

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



NO BLANK PAGES

IN THE NORGE DEALER CALENDAR

● Norge dealer co-operation, Norge advertising, Norge progress are never-ending. Like the waves on a stormbeaten coast, one surge follows another, and Norge dealers are constantly backed up with aggressive seasonal sales support.

The mechanical superiority of Rollator Refrigeration has national consumer recognition. Norge has long led the field in the modern beauty of its design, in convenient appointments. Norge originates. And the customer who has "shopped around" always sees *Plus Values* in the Norge.

Norge advertising is always planned to stop the reader and make him think; window displays pay the rent; sales plans inspire enthusiasm of salesmen to profitable effort.

With Norge there is no dull season—a sales plan for every month. And as evidence that they work, witness the Norge march of progress throughout the years . . . its steady rise to prominence in the refrigeration field.

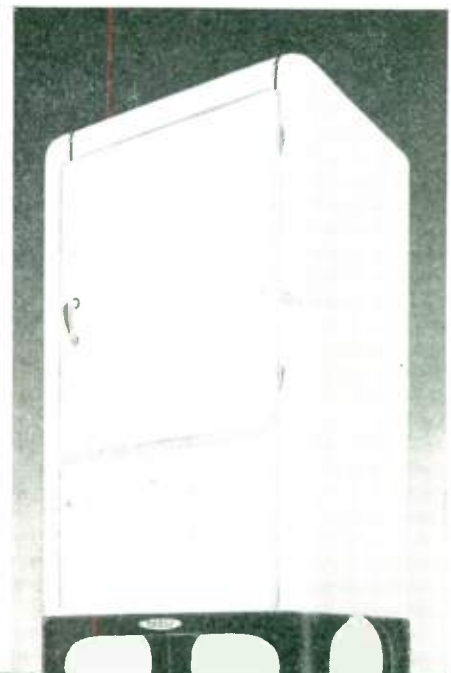
As further assurance of year-around profits for the dealer, Norge now offers

a washer, an oil burner, an electric range, a gas range, a Broilator and an Aerolator air conditioner.

Write, wire or phone for details of the Norge program and line of products.

NORGE CORPORATION
 Division of Borg-Warner Corp., 606-670
 E. Woodbridge St., Detroit, Michigan

- Norge Rollator Refrigeration •
- Norge Electric Washers • Broilator Stoves • Aerolator Air Conditioners • Whirlator Oil Burners • Norge Gas and Electric Ranges



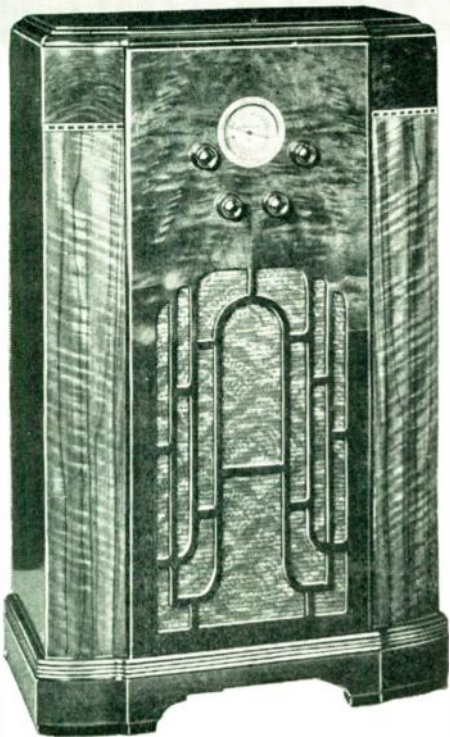
THE ROLLATOR... Smooth, easy, rolling power. Result—more cold for the current used. Only Norge has the Rollator cold-making mechanism.

NORGE
Rollator refrigeration

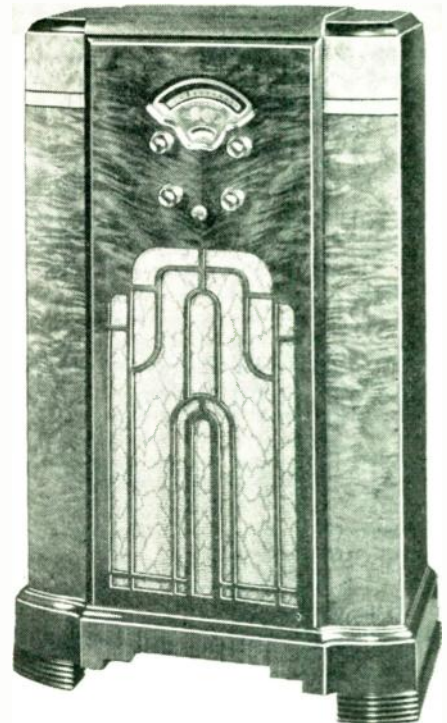
ATWATER KENT

adds new profits to 1935

RADIO



AT LEFT: Model 475B—triple band combination short-wave and broadcast 5-tube receiver, improved sensitivity and selectivity, 2-speed tuning, automatic illumination on airplane dial by tuning bands, striking cabinet of fine figured woods. **\$59.75** f. o. b. factory.

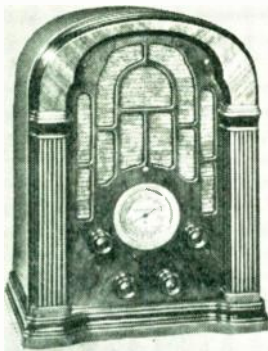


AT RIGHT: Model 318C—four band all-wave, including everything from 540 kilocycles to 22½ megacycles, powerful 8-tube receiver, marvelously sensitive, 6-gang condenser, 11-inch speaker, automatic full-vision dial, shadow-tuning, finest walnut and burl maple cabinet. **\$99.75** f. o. b. factory.

Announcing

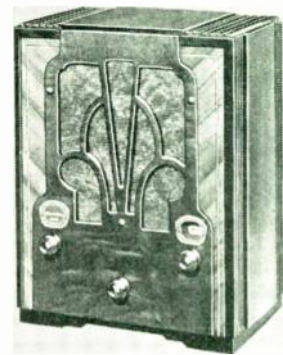
NEW MOTOR CAR RADIO

Model 776 **\$49.90** f. o. b. factory



AT LEFT: Model 735—Same chassis as Model 475B above. Sensational profit-maker—the sort of “radio hit” for which Atwater Kent is famous. Behind curtains it wins “ear test” against competing radios that cost twice as much. In the show-room it turns doubtful “lookers” into “hot” prospects at a glance. **\$48.50** f. o. b. factory.

AT RIGHT: Model 854—Four tubes, four tuned circuits, range 540 to 1720 kilocycles, two-position tone control, sensitivity control. **\$27.50** f. o. b. factory.



Prices subject to change without notice

ATWATER KENT MANUFACTURING COMPANY • A. Atwater Kent, Pres. • PHILADELPHIA, PA.

ADS LIKE THESE ARE MAKING REFRIGERATOR HISTORY THEY'LL MAKE SALES FOR YOU!

Product of General Household Utilities Co.
Super-Safe Refrigerator
Grunow

IT'S WHAT'S INSIDE THE COILS THAT COUNTS GRUNOW CARRERE IS SAFE!

BUY NO REFRIGERATOR UNTIL YOU FIND OUT WHAT'S INSIDE THE COILS

CARRERE PROTECTS HER ... ASLEEP OR AWAKE

Dangerous Flames ... A Liquid, Not a Gas ... That Ends Every Possibility of Fire, Explosion.
See It, Test It Today!

Grimes Alone Uses CARRERE ...

Don't Let That Fire Should Know!

Costs Less to Operate.

THE SATURDAY EVENING POST

Demand These PROOFS OF SAFETY

9 BRAND NEW MODELS

1935's MOST PROFITABLE WORDS

2 TABLE SHELVADORS



Table Shelvador
FR-20—2 cu. ft. NET Capacity. Semi-hermetic Rotary Compressor. Dimensions: 30" high, 23 1/2" wide, 25" deep. (Shown at left). \$79.50

Table Shelvador
FR-30—3.1 cu. ft. NET Capacity. Rotary Compressor. Same dimensions as FR-20. \$94.50

4 SHELVADOR MODELS



Shelvador Model FA-40
4.09 cu. ft. NET Capacity. 8.0 sq. ft. shelf area. 2 ice trays—42 cubes. Dimensions: 52 1/2" high, 23 1/2" wide, 25 1/2" deep. \$112.50

Shelvador Model FA-50
5 cu. ft. NET Capacity. 11.3 sq. ft. shelf area. 2 ice trays—42 cubes—one double-depth tray. Dimensions: 59 1/2" high, 25 1/2" wide, 24 1/2" deep. (Shown at left). \$129.50

Shelvador Model FA-60
6 cu. ft. NET Capacity. 14.5 sq. ft. shelf area. 4 ice trays—64 cubes—one double-depth tray. Dimensions: 59 1/2" high, 30 1/2" wide, 25 1/2" deep. \$149.50

Shelvador Model FA-70
7.08 cu. ft. NET Capacity. 14.9 sq. ft. shelf area. 4 ice trays—84 cubes—one double-depth tray. Dimensions: 58 1/2" high, 32 1/2" wide, 25 1/2" deep. \$169.50

3 TRI-SHELVADOR MODELS



Models FA-50, FA-60, FA-70 and all Tri-Shelvador Models also available with porcelain exterior at slight extra cost.

Tri-Shelvador Model F-43
4.3 cu. ft. NET Capacity. 9.15 sq. ft. shelf area. 2 ice trays—42 cubes—one double-depth tray. Dimensions: 56-9/16" high, 23 1/2" wide, 23 1/2" deep. \$139.50

Tri-Shelvador Model F-55
5.51 cu. ft. NET Capacity. 11.9 sq. ft. shelf area. 4 ice trays—64 cubes—one double-depth tray. Dimensions: 57 1/2" high, 29" wide, 24 1/2" deep. \$164.50

Tri-Shelvador Model F-70
7.08 cu. ft. NET Capacity. 14.9 sq. ft. shelf area. 4 ice trays—84 cubes—one double-depth tray. Dimensions: 58 1/2" high, 32 1/2" wide, 25 1/2" deep. (Shown at left). \$189.50

Crosley Tri-Shelvador Adds 3 Exclusive Features to Famous Shelvador

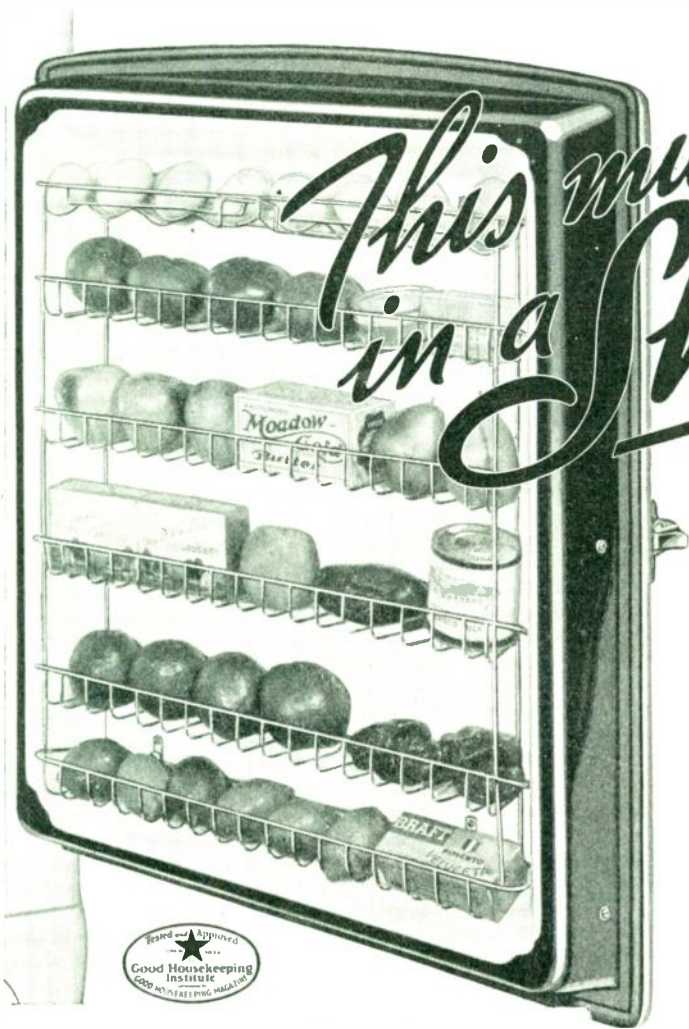
The Tri-Shelvador has all the features of the Shelvador, with the following added exclusive features:

- 1—SHELVATRAY. Handy shelf in door that drops to horizontal position. Place articles on Shelvatray and carry them (Shelvatray and all) to table, range, or cabinet. Saves time and steps. (Patent Pending.)
- 2—SHELVABASKET. A non-refrigerated basket on bottom of door for greens, carrots, cabbages and the like. An exclusive feature. (Patent Pending.)
- 3—STORABIN. A non-refrigerated bin in bottom part of cabinet for potatoes, onions, and other bulk items. Found only in Tri-Shelvador. (Patent Pending.)

In addition: Self-closing stainless steel door to freezing chamber in all Tri-Shelvador Models.

EXCLUSIVELY IN

CROSLEY
ELECTRIC REFRIGERATORS



This much more in a Shelvador

THIS much more . . . twice as easy to find . . . the all-time high-point in electric refrigerator convenience . . . smartness that excites exclamations everywhere! No wonder sales are going up! up! UP! Shelvador—the electric refrigerator showing the greatest sales growth during 1934—will make new sales history during 1935. For SALES are written all over these amazing models that meet every viewpoint, every purse.

When you sell EXCLUSIVE features, you sell something beyond the reach of competition. And the 1935 Crosley line is exclusive, not only in features, but in Streamline Beauty and in foot-saving convenience. Far ahead in value. The prices speak for themselves. Get in touch with your Crosley distributor, so that you may begin now to make 1935 your biggest year. You can't afford NOT to handle Crosley.

THE CROSLEY RADIO CORPORATION
(Pioneer Manufacturers of Radio Receiving Sets)
Home of WLW—the world's most powerful broadcasting station.
POWEL CROSLEY, Jr., President CINCINNATI
Western prices slightly higher.

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

"I'VE GOT TWO SWELL REASONS FOR SELLING SYLVANIA TUBES"



Read what this man, with ten years experience, told our inquiring reporter

● "Sure, I'll tell you why I sell Sylvania's," this service man said. "I sell them because they're good tubes . . . as good as any made. And I sell them because my profits are protected by Sylvania's sound sales policies."

"That's two reasons for you, but I've even got another one. I like to do business with your company. They play good, clean ball and give me prompt service. They've got a business policy that makes sense to me."

And that's why Sylvania tubes are being sold by more radio dealers and service men today than ever before. They like to sell a tube they can recommend . . . and still make a fair profit. They like the way Sylvania handles sales helps and technical advice.

If you are interested in the real profit that goes to dealers who sell Sylvania's, write for complete details. Find out more about this owner-operated company that makes a GOOD tube . . . and one that's easy to sell.



If you are interested in the real profit that goes to the dealers who sell Sylvania's, write for complete details. Hygrade Sylvania Corporation, Emporium, Pennsylvania.

SYLVANIA

THE SET - TESTED RADIO TUBE

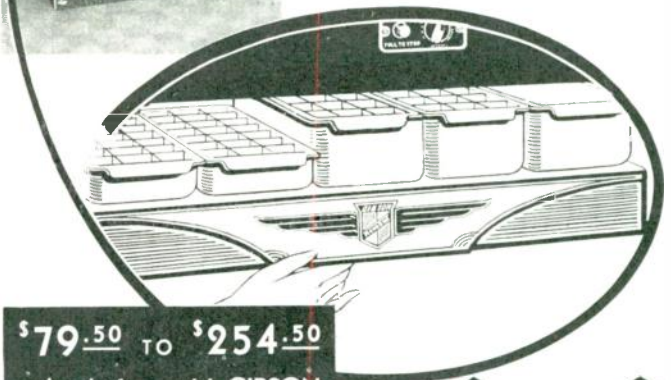
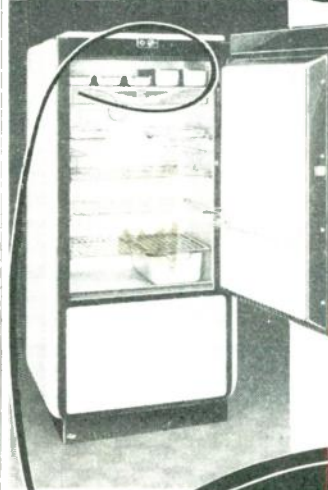
SUCCESS!

and **HOW!**

The **NEW**

**GIBSON
MAGIC**

Freezer Shelf
IS CLICKING!



\$79.50 TO \$254.50
with only five models GIBSON covers the **VOLUME FIELD**

From coast to coast the enthusiasm of the Gibson Dealer Organization is up to a fever pitch. The excitement runs high, and dealer acceptance for the 1935 models is such that orders are pouring in with every mail and new distributing outlets being made every day.

The GIBSON 1935 models are an unqualified success. GIBSON Style, Features and Prices have impressed the public so favorably that Distributors and Dealers in the Refrigeration Industry have been quick to realize the brilliant opportunities for profit which GIBSON offers them this year.

ONLY GIBSON HAS THE MAGIC FREEZER SHELF, the new, faster freezing, and more efficient type of "evaporator". Write today for information.

- GIBSON FEATURES**
- ★ The Freezer Shelf
 - ★ Buffet Top
 - ★ 12 Point Temperature Control
 - ★ 11 to 15 lbs. of ice
 - ★ Automatic Wall Light
 - ★ "Ultrarac"
 - ★ GIBSON Krisperator
 - ★ GIBSON "Veg-a-dor"
 - ★ PresToe Door Opener
 - ★ Lift-out Shelf
 - ★ Ample Bottle Space
 - ★ Twin "Dairy-Kits"
 - ★ Twin "Chil-Trays"
 - ★ Fingertip Ice-Tray Release
- No other refrigerator has ALL these features.

GIBSON

ELECTRIC REFRIGERATOR CORP.

Eastern Division Office: 33 W. 42nd Street, New York, N. Y. General Sales Office: 201 North Wells Bldg., Chicago, Illinois Home Office & Factory: Greenville, Michigan

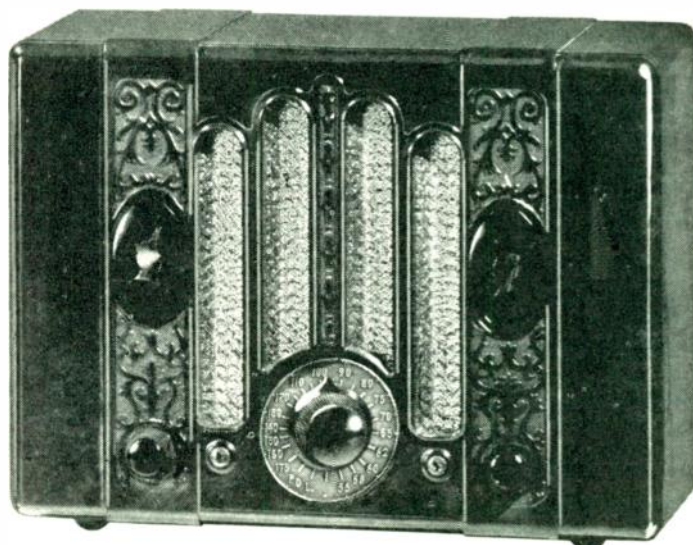


KADETTE

**PERFECTED COMBINATION
HOME + AUTO RADIO**

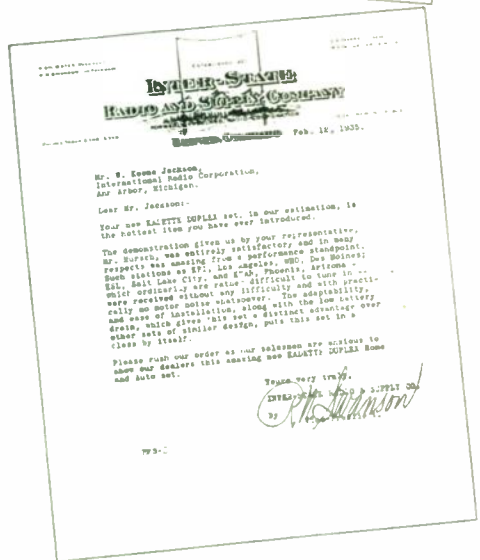
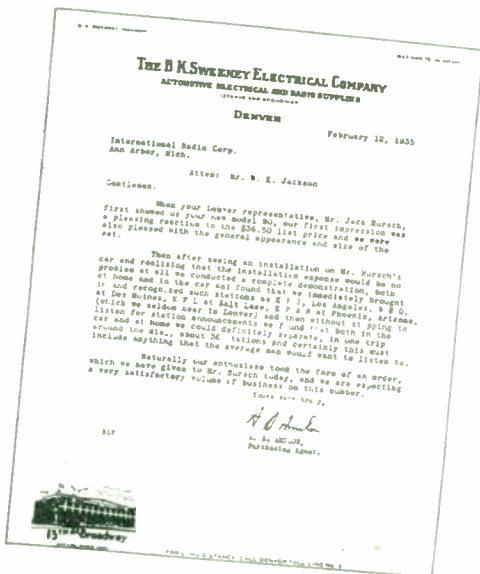
Duplex

MEETS WITH IMMEDIATE AND AMAZING SUCCESS—



**POWERFUL
•
SENSITIVE
•
SUPER-
HETERODYNE**

**\$36⁵⁰
WITH
AUTO-ADAPTER**



Now the most skeptical of jobbers and dealers are aflame with enthusiasm for this astounding new Kadette creation—the most powerful, all-purpose, compact radio of its kind on the market today.

DOUBLES THE FIELD FOR COMPACT RADIOS

Thousands of car owners have waited hopefully for a light-weight, compact radio that could be used in the home, office or hotel as well as in the automobile. Here it is at last—a powerful, sensitive, yet highly selective superheterodyne that defies competition—that rounds out the Kadette line completely and provides Kadette dealers with a golden opportunity for year 'round sales.

INSTANTLY CONNECTED IN CAR OR HOME

Kadette Duplex operates with equal efficiency on 110 volt, 60 cycle, AC current or, with auto-adaptor-socket, on 6 volt storage battery. Original installation of adaptor-socket takes only a few minutes. A single wire clips on to the ammeter and the adaptor socket can be placed under the dash or in position convenient for using the set in rear compartment. To operate set in car, just plug in cord and attach antenna just as you do in the house. **NO SWITCHES OR EXTRA CABLES NEEDED.**

TUNES DISTANT STATIONS ON SHORT ANTENNA

Numerous letters from satisfied dealers and owners of Kadette Duplex describe their experiences in bringing in far distant stations with full volume whether using set in car or home. During daylight hours it tunes far more stations than many auto radios of far higher price. Has automatic volume control, shielded I.F. transformers, sensitivity of 10 microvolts, ball bearing condenser, highly effi-

cient image suppression for clean reception, new design Orthovox speaker. Tunes 1600—540 K.C.

BEAUTIFUL TWO TONE BAKELITE CABINET

The set is beautifully designed and finished in two-tone mahogany bakelite and withstands hardest usage without mar or scratch. Yet it fits attractively into any room. Size 8 1/4" x 6 1/4" x 3 3/4"; weight only 6 1/2 lbs.—easily moved from room to room or from car to house. Ideal for travelers, tourists, vacationists, business men, students motor boat enthusiasts.

DRAWNS 50% LESS CURRENT FROM BATTERY

Newly perfected Kadette circuit cuts down current consumption to 50% less than ordinary auto radios. Add this fact to the extremely low list price of Kadette Duplex and you will readily agree that it is positively the most economical radio that any person can buy.

DEALERS: A huge market is ready and waiting for this amazing new, perfected, all-purpose radio. Do you want all the facts? Write your nearest Kadette jobber or direct to factory for full information.

AUTO-ADAPTER-SOCKET



Vibrator plug-in unit, transformer, power socket and switch designed for use only with Kadette Duplex, model 90. Size 6" x 5" x 2 1/2". Can be installed in most convenient place in car or motor boat.

Licensed by Hazeltine, Latour and RCA Associates. Originated and manufactured by

INTERNATIONAL RADIO CORPORATION, ANN ARBOR, MICHIGAN

As we see the World

THE CONCLUSIONS OF YESTERDAY THE INTERPRETATIONS OF TODAY
THE PREDICTIONS OF TOMORROW

REX COLE, INC., PROMINENT RE-frigerator retailer, asks permission to reorganize under section 77B of the Bankruptcy act, listing total liabilities of \$4,179,000.00 and assets of \$1,011,000.00. In total liabilities are current liabilities of \$1,978,000.00. This move will also permit cancellation of unfavorable leases. Company operates about 15 deluxe retail stores, selling refrigerators exclusively until about a year ago, added washers and appliances (no radio). If not the largest retailer of refrigerators in the country, it is one of the three largest.

WE ARE SORRY TO HEAR THIS, even if it endorses the constant editorial "nagging" by The JOURNAL as to what dealers must do on various phases of business conduct. Necessity of making money requires dealer to do certain things; dealers who do not do these things lose money — it is all so elemental — but personal egotism, or whatever it is, creates the obsession that "the queen can do no wrong."



REGARDLESS OF WHAT A DEALER thinks is right, if he isn't making money he is wrong. If he thinks he can pay 15% rent for a store (before he tries it) he gets sore at anyone who tells him it can't be done. If he thinks he will get loyalty from salesmen by a \$25 weekly "draw" he is again wrong (unless salesmen offset it with business) because there is no loyalty from perpetually over-drawn salesmen. The JOURNAL gets squawks every month (from 20 to 35) from persons criticizing one statement or another but we enjoy the kicks as we can prove the statements. The foregoing Cole story also proves why we razz business inefficiencies. The big dealer can't violate any of the principles and live, any more than the smaller dealer can violate them. One or the other lasts to the limit of the surplus bankroll, and no longer. Stop "selling" for a month or two, and you automatically go out of business when the roll vanishes.



Radio Merchant **Radio Journal**
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Published by Henderson Publications, Inc., Radio City, Rockefeller Center, 1270 Sixth Ave., New York. Chicago: Richard E. Burrill, 664 No. Michigan Ave. 50c a copy. \$5 a year. Vol. XXXVIII, Number 3, March, 1935.

BELIEF IS THAT COLE SELLS about 8,000 refrigerators a year, but operating what seems to be rather luxuriously, with a dash of 1929 atmosphere and the Tiffany verve. However, in newspaper work, all the lures are featured such as meters, clocks, no down payment, free trial, etc. The stores are magnificent in appearance, "beautiful" hardly describing them. Lately, announcement was made as to a decentralization of selling efforts to include number of small stores in the "neighborhoods" giving more personal area coverage to "comb" the market. It is hoped that the new plans and policies will prove profitable, as Rex Cole, Inc., is an "institution" in New York and a big factor in refrigerator selling.

JOHN F. DITZELL, STEWART-Warner G. S. M., radio and refrigerators, is doing great work, even though on the job a few months. Strengthening of products and policies; coverage of distributing areas plus the general absorption by the trade of the sincerity of the Stewart-Warner interest in helping dealers to make money. Ditzell's reputation as a sales manager overshadows the knowledge that he is an ex-dealer (a highly successful St. Louis retail career) and he knows what dealers want, and the entire Stewart-Warner campaign for 1935 is based on this. Huge production exuberance is "out" and the whole formula condensed to "stay-sold-goods" at fair prices plus sincerity of personal co-operation from factory and distributors. The idea of a company willing to miss a few dollars profit by limiting production in advance is rare, but the value of maintaining the dealers' market will prove priceless. Ditzell's dealer experience is a big aid to him now, for he knows that no power exists as forceful as well enthused dealers.



John F. Ditzell

INASMUCH AS THE PAST TWO years have been the most successful in refrigerator volume (1,000,000 for 1933. 1,400,000 for 1934) boom times so to speak, profitless volume undermines even the most successful. It is true that many dealers suffer because of their low volume, but a part of a business career should include analysis of sales probability. So many people have gone nuts on quotas; a dealer sells 100 radio sets last year, or 100 refrigerators, and the corps of jobbers' salesmen; manufacturers' ambassadors and his own wife's demands for a mink coat, stir him up to aim for 200 of each. Not only that, but representatives of lines not handled, steam him up that he can do better than that by shifting lines. So instead of setting his own policy, he is harassed by opinions against his own good work in one form or another, and instead of continuing SELLING, increases the staff to such a point that he becomes a "manager." And vital selling time goes to what I call "unproductive work" and he sells his 200 of each, and winds up behind the 8-ball, profitably speaking. He takes plenty of rope and gets some knotty problems.

NOW THIS SAME DEALER THINKS more of a salesman who tells him he can sell 300 radio sets, than he does of the salesman who tells him he can sell 200. Even his own salesman: the man who promises to sell 10 radio sets NEXT MONTH is thought more of than the man who promises 5 sales . . . even if the latter makes good and the former delivers but 3. It is these quirks in human nature that makes it easy for an able dealer to do business profitably, because he knows all the answers. He may get fooled occasionally by a dumb guy, but never by the "smart one."

ALWAYS AIM TO INCREASE YOUR sales, BUT PROFITABLY. You

don't go out to a flop house and associate with bums, either lousey or not lousey, and there is no excuse for wasting time with radio or appliance bums. You can't make money with them; you put yourself in a bums' class, and you're asking people to join up with you and pay money for the privilege. Shake up your lines, if a "bum" is lurking in the store, and you can handle a 40% increase in dollars this year without adding a man, via the skill route of better sales units in radio, refrigerators and washers, and plus the normal 20% increase in sales that is in "the wood" from the general business improvement thruout the country.

DON'T WASTE ANY TIME OR money during the next four months advertising the value of owning a refrigerator. Use that money to advertise yourself and your store as the "best place to buy a refrigerator." Right now, there are thousands of people who have made up their own minds, from factory national advertising or otherwise, to buy a refrigerator, and it is not necessary that you put your shoulder to the wheel of "promoting refrigeration." With every dealer owning a prospect list of potential sales, all you need to worry about is the NUMBER of sales for the refrigerators that you are selling. It matters not to you if the store across the street sells 100 boxes. It is you that should sell the 100 (or more or less) and the featuring of your store; your service and your self is what will put you over quotas.

ANOTHER SWELL RADIO PRODUCT now blossoming is motor car radio, if you have a line that doesn't make you kick-back your profits into future service. Here again the same advertising tactics should prevail. Recognition of the value of an auto-set is universal, the problem with the "potential buyers" is what set to buy and where to buy it. You can't buy any orchids for chorus girls when

you visit New York on the sales the other guy secures, so check up on your lines; make sure there is no bottomless pit for future service losses, and do the advertising shooting for your store.

TWO MOST IMPORTANT ANGLES of refrigerator selling for the next four months for you to remember are: cost of operation of refrigerators and little future service. With some 5 foot boxes costing \$2 a month to run and others running up to \$6, there is a big difference to your customers on ownership costs. On service, the difference to YOU handling a box with stamina, against the China doll type of boxes, is so great that we have sympathy for dealers caught on service . . . once. To endow the art of service with profits is like wearing heavy woolen underwear — damn irritating. You can get operating costs from a bank official or insurance executive, who has been stuck with a mortgaged apartment and had to equip it with refrigerators. Those boys HAVE to buy on costs of operation.

LOTS EXCITEMENT AS TO NUMBER of radio sets made in 1934. Estimates varied all the way from 4,100,000 estimate by The Radio JOURNAL to 5,350,000 by Dun & Bradstreet. Just announced is the Daniel Starch & Associates statement (the best research group in the U. S.) for the Columbia Broadcasting System, stating 4,084,000 sets for 1934, which against The JOURNAL statement, is 16,000 sets out of the way. But you wouldn't bawl out the old JOURNAL for that few sets, would you?

Glad. Henderson

stance

of your salespeople from approach to follow through determines their efficiency in their store

BY J. C. HALL



EW dealers actually know how their salespeople contact customers. There is, perhaps, less standardization of customer handling with radio, refrigerator and washer salesmen; and it might be advisable to see how larger stores, especially the department stores, value skilled personal contact

with customers.

Presented herein are the questions that shoppers cover in their reports, and the same general characteristics of a report are used by the hundreds of department stores that insist that the personal contact of the salesman and the customer is as good as possible.

There are two types of shoppers used by department stores. One calls on other stores for gathering information on merchandise, prices and other data that buyers need to keep their departments up-to-date. This particular report is based solely upon shoppers visiting a store by whom the shoppers are employed. Naturally there is a big turnover in this type of shopper employment, because once a shopper is known, his activities are through.

So this shopping report covers a large sheet. It will be noticed that the name of the shopper heads the page; the sales person's number and then the customer's problem.

For example, this shopper will go into the radio department, and want to secure an all-wave set at a certain price, in a particular cabinet design. No doubt, fault will be found with each model offered, and the salesman will be given a thorough "workout."

It will be noticed that under "Approach," the salesman is graded on promptness, greeting, attitude, and the interest in customer's needs.

On the presentation of merchandise, the salesman is rated on the talking points of material, workmanship, suitability.

Then, the salesman's salesmanship is graded according to aid given in securing the proper selection of merchandise and his ability to clinch the sale.

Many of these shoppers are given a certain amount of money every morning,

and they actually go through with the sale of buying the merchandise and having it delivered to some home.

While there is a paragraph on the mechanics of the sale, it is doubtful if this particular phase of it would interest any radio or refrigerator dealer.

Two factors of this report will be of exceptional interest to radio dealers: one being "suggestive selling," that is, trying to sell an additional article, either in the same department or in another department; and the most important factor—"Did salesperson attempt to show higher-priced merchandise?"

In this era of so-called build-up sales, wherein the lowest priced radio set or the cheapest refrigerator is advertised, and this is especially true with washers, much business is

lost because of the anxiety of the salesman to close any kind of a particular sale, and he doesn't take sufficient time to build up the customer.

It is our opinion that the process of building up a sale is of more importance and requires more skill than digging up the lead. Now, if the lead walks into the store from advertising, it is the ripest type of prospect for building up. If there is anything that puts a dealer out of business quickly, it is to sell the product that is advertised, and it seems impossible to get store traffic, however, without featuring the "loss leader," so dealers are between two fires at all times. In today's active selling and group meetings for educational work on building up, plus a bonus on the higher priced sale, are two features of his operations that need unusual attention.

These shopping reports indicate a value to "leave-taking." It will be noted that specific questions are asked, for example: "Did salesperson say "thank you?" together with the attitude of the salesperson if purchase was not made. It is to be regretted that in many places where sales people work on the term plan, visitors counting as well as customers, that a grouchy attitude is evidenced when the sale is not made, which tends to destroy the good-will of the store itself. This facial expression of soreness or abrupt language when the sale is postponed or the prospect given an excuse for not purchasing, creates an antagonism that is remembered.

Radio-Refrigerator Shopping Report

Shopper
Department
Date
Time
Salesperson's No.
Customer's Problem

APPROACH

Promptness
Greeting and Attitude
Interest in customer's needs

PRESENTATION OF MDSE.

Talking points
Material
Workmanship
Suitability

SALESMANSHIP SHOWN

Aid in proper selection
Ability in clinching sale

MECHANICS

Call back money
Count back change
Was sale recorded before merchandise was delivered?
Was S. P. number on ticket?

SUGGESTIVE SELLING

In same department
In other departments
Did S. P. attempt to show higher priced merchandise?

LEAVE TAKING

Did salesperson say "Thank you"?
Attitude if purchase was not made (Make special "Call" report)
Was department busy?
Remarks

SALES DEPARTMENT REPORT

This report must be mailed each Saturday night. Make your report short and all statements must be accompanied by facts.

Date From To 1935

JOBBER REPORT

Town

How Many Jobbers Did You Interview This Week?

Which Models Did You Demonstrate?

What Was the Jobber's Reaction to Each Model?

.....

What Were Your Total Sales of Each Model This Week?

.....

Give Name and Address of New Jobbers Appointed

.....

Give Model Number, List Price of Sets that You Found Were the Most Competitive this Week. Attach Literature and Complete Information as to Quantities Sold

.....

.....

DEALER REPORT

How Many Dealers Did You Call on this Week and Give Results of Your Calls

.....

.....

.....

.....

What Was the Dealer's Reaction to Each Model and Your Demonstrations?

.....

Constructive Suggestions Regarding Engineering, Production, Service Department and Sales

.....

.....

Salesman

ON REVERSE SIDE GIVE COMPLETE REPORT OF ALL JOBBER INVENTORIES OF SETS

control

of buying and selling by dealer and jobber means control of production by the manufacturer



FACTOR of radio life during the past few years has been the word "controlled." One hears about "controlled production," another about "controlled buying," another phase is "controlled selling," and thus it goes from factory, to distributor, to dealer—the important angle of control, especially relating to

stocks of merchandise.

The aim of factories has been, and should be today, to so control production that there is no surplus stock to be disposed of when new lines are created, but sometimes a left-over bunch of merchandise is sold to dealers at regular list, but with extra discounts, or with an additional amount of money for trade-in purposes. This is a legitimate method of cleaning up factory stock and must not be confused with disposing of sets and boxes at distress prices, thus breaking the market on price standards and jeopardizing the holding of sales on installments. While this report is a report for use by manufacturers' salesmen who call on jobbers and dealers, the same type of report could be used by dealers for salesmen calling on prospects, only, of course, dealers do not have to worry about the stock problem unless they order foolishly.

An abridged summary of this report could certainly be used by jobbers for their salesmen who call on dealers, because there will be much information that will prove conclusively if their salesmen are getting the proper percentage of business and are making enough calls on new dealers as well as giving aid to dealers to close retail sales. We have no particular series of questions to ask in this report that jobbers would want from their salesmen, be-

cause most wholesalers know what they want even if they don't get it.

All members of the industry can see from this report which is to be mailed to the factory each Saturday night, that it gives the sales manager tangible information, part of which he will keep, part of which goes to the other offices and part of which goes to the manager of production.

This report is published as an idea that no one can do business without specific information of the entire situation, and this applies to anybody selling radio, refrigerators, washers, records, tubes and other products. Deviations from this report, covering the specific information that jobbers, dealers or manufacturers want, can be created from this idea on the basis that individual sections of the country are different, models sell differently in different sections and competition is different in every section.

We hope that these reports are not so huge that salesmen will spend all their time reporting and not selling, and while we know that salesmen hate to make out reports and that many of them dislike even to bother with advertising assistance or window trims, or any of those other angles that ought to be done, still, no salesman will be handicapped at all by keeping a carbon copy of these reports for his own educational purposes, and he will be surprised at the progress he makes in the general understanding of his business and the other fellow's problems. If the salesman gets a little bit interested in the so-called understanding of what he is doing, his general knowledge will put him in line for advancement, and the trouble that he has taken to keep his employer up-to-date on the general situation, cannot help but aid him in development and to overcome his constant problem of how he can make more money.

phono-growtho

new amazing re-vitalization of the phonograph business, and of record sales, due to constructive policies of the industry's leaders

BY A. W. CALDER



HEN Polk Brockman, Atlanta record distributor, writes in for the name of a manufacturer of celluloid record repeaters, it is about time that dealers and distributors realized that the phonograph and record business is climbing up. For celluloid record repeaters are about the last thing on

earth that anyone can imagine would sell now, especially as when they did sell it was only for a few months when phonographs and records were booming.

Livening up of the portable market is probably due to the demand from people living in unwired homes, of which there are about 10,000,000, enough to give our trade fifteen times the present volume of business. So many makers of portables went out of business, that those remaining were surprised at the business booked. Inasmuch as there is a drive on for selling more combination-radio sets (20,000 in 1933; 30,000 in 1934) one ought to help the other, with records gaining in both instances.

RCA Victor brought out last year, and is still selling well, a smart record player for radio sets, at \$16.50, every one of which is delivering just so much potential record buying power.

About 1,500 dealers have added records during the past year, and as these dealers get functioning better this year; added to new dealers to be appointed this year, plus the increase destined for all record dealers, it would not be surprising to see the trade sell 25,000,000 records in 1935—we hope 30,000,000.

Stock turnover on records, and the absence of liability of record stock, are big factors. It is possible for dealers to turn their record investment 24 to 30 times a year . . . and most of it is cash.

Hardly touched yet is the market for the album sets of records with the magnificent music of the great orchestras and orchestrations, and we look to this phase of the business to show the greatest dollar gain in 1935. Half a dozen dealers in New York did \$100,000.00 in records last year (in dollars, not record numbers) or more (we'll bet

that The Gramophone Shop did way over \$200,000.00 in records for 1934) and records mean good, cold cash. As the dealers wake up to the new era in records, look for some much better results.

One big advantage to the dealer selling records is the music "cast" it gives his store, so that the prospects will more readily rely upon his ability to sell radio sets which will give them the finest tone. Records, too, are excellent builders of store traffic, the greatest business getter that any merchant can find, no matter whether his chief business is radio or refrigerators. The record business is GOOD.

In this spread are some announcements, a few being from firms that haven't had a display in trade papers for years, but they have been doing business right along, and probably have waited for a trade paper to do something for them. Records, Portables, Needles—the big three of the new phonograph era.

PERMO-POINT NEEDLE 2000 PLAYS

PERMO POINT PHONOGRAPH NEEDLES

are endorsed and used by every leading manufacturer of automatic phonographs. Their specially constructed wear resisting point gives full clear tone volume and preserves the life of records.

PERMO PRODUCTS CORPORATION

1311 Ravenswood Ave.

Chicago, Ill.

All the Leaders Can't Be Wrong!

The leading phonograph record manufacturers come to the leading flock manufacturers for their supplies of
COTTON FLOCKS OF SUPERIOR QUALITY

Write for samples and quotations

CLAREMONT WASTE MFG. CO., Claremont, N. H.

BEHIND ALL PRODUCTS OF RCA VICTOR
stands the world's richest sound experience

A large percentage of all sales, in their respective fields, will go this year to:

RCA Victor Radio and Phonograph Combinations
 Victor Red Seal Records and Red Seal Special Albums
 Victor Black Label Records
 Blue Bird Records
 RCA Victor Record Player
 RCA Victor Orthophonic Portables
 Victor Home Recording Blanks
 Victor Needles



RCA VICTOR

Profitable as Always!

VIOLAPHONE

Rustproof, 10-Play

PHONOGRAPH NEEDLES



One (retail) box of needles plays 500 records BRILLIANTLY. And positively without injury to the most delicate sound grooves. That's why customers come back again and again and ask by name for VIOLAPHONE NEEDLES. Packed 60 boxes in counter sales man carton. Costs you \$3.00—brings in \$6.00 per carton, doubling your money. Order through your jobber or direct from

THE FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1853
 60 Broadway, Brooklyn, N. Y.

Cyclopedia

of Records, Needles, Portables and other Supplies and Accessories

RECORDS

Columbia Phonograph Co., 1776 Broadway, New York
 Brunswick Record Corp., 1776 Broadway, New York
 Decca Records, Inc., 799 7th Ave., New York
 RCA Mfg. Co., Inc., RCA Victor Records, Camden, N. J.

NEEDLES

W. H. Bagshaw Co., Lowell, Mass.
 Brilliantone Steel Needle Co., 370 7th Ave., New York
 Lowell Needle Co., Inc., Putnam, Conn.
 Fred. Gretsch Mfg. Co., 60 Broadway, Brooklyn, N. Y.
 Permo Products Co., 4313 Ravenswood Ave., Chicago, Ill.
 RCA Mfg. Co., Inc., RCA Victor Needles, Camden, N. J.

ENVELOPES

P. L. Andrews Corp., Central Ave. & 78th St., Brooklyn, N. Y.

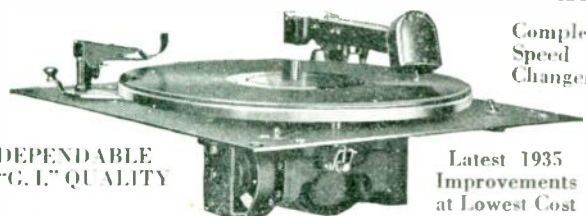
COTTON FLOCK

Claremont Waste Mfg. Co., Claremont, N. H.

PORTABLES

Conley Co., Rochester, Minn.
 Decca Records, Inc., 799 7th Ave., New York
 RCA Mfg. Co., Inc., Camden, N. J. (RCA Victor Record Players)
 Brunswick Record Corp., 1776 Broadway, New York
 Economy Distributing Co., 874 Broadway, New York
 Favorite Mfg. Co., 105 E 12th St., New York
 Boetsch Bros., 217 E. 144th St., New York

CHANGERS . . . MOTORS . . . NEEDLES



Complete Two-Speed Record Changer Units

DEPENDABLE "G. I." QUALITY

Latest 1935 Improvements at Lowest Cost



Stock up on equip for better customer acceptance, better customer satisfaction. Our complete automatic record changer units give you changer, turntable, pickup and latest two-speed FLYER MOTOR complete, ready to place in cabinet. Model L plays and changes eight 10 inch or seven 12 inch records. Model K plays and changes eight 10 inch records or plays and repeats one 12 inch. Fool-proof construction, smooth, silent action. VERY LOW PRICES! Order samples. Specify exact voltage and frequency for your current.

The GENERAL INDUSTRIES CO. 3536 Taylor St. Elyria, Ohio, U. S. A.

Electric and Hand-wound Phonograph Motors—Automatic Record Changing Units—Truetone Phonograph Needles

AMERICAN RECORD CORPORATION
 1776 Broadway, New York, N. Y.
 Phonograph records & needles

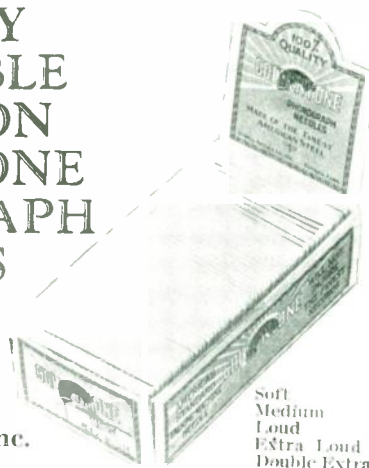
BRUNSWICK RECORD CORPORATION
 1776 Broadway, New York, N. Y.

Brunswick Records
 Vocation Records
 Melotone Records
 Brunswick Portable Phonographs
 Brunswick Needles
 Record Carrying Cases
 Brunswick Reproducers
 and other phonograph accessories

COLUMBIA PHONOGRAPH COMPANY, INC.
 1776 Broadway, New York, N. Y.

Columbia Records
 Okeh Records
 Columbia Portable Phonographs
 Columbia Needles

QUALITY PROFITABLE PRECISION GOLDENTONE PHONOGRAPH NEEDLES



Made for manufacturers and jobbers under their trade name when desired.

Lowell Needle Co., Inc.
 Putnam Conn.

Soft
 Medium
 Loud
 Extra Loud
 Double Extra Loud Tones

The JOURNAL cyclopedias give dealers all the information they need to know where to buy and what to buy. This one service gives them complete data on radio, phonographs, refrigerators, washers supplies and accessories.

S O S



SOURCES OF SUPPLIES
REPLACEMENT PARTS FOR RADIO, REFRIGERATORS AND WASHERS

PARTS

merchandising brought to modern and profitable basis for distributors and dealers in radio

By Charles Golenpaul
Aerovox Corporation

Time was when the sale of radio parts called for a dollar's worth of engineering with a 30-cent grid-leak resistor. For with various kinds of radio parts more or less definitely geared to current demand, with attractive packaging and, most recently, with adequate guarantee as to quality and performance, radio components have become really salable merchandise in the same sense as radio tubes and even the sets themselves. And so a new day dawns for the radio parts trade, quite aside from the supplying of radio set and assembly manufacturers.

Both market and parts manufacturers have contributed much to the rapid progress of this trade during the past few years. Today the market comprises four outstanding classes of buyers, to wit:

- (1) Radio set and assembly manufacturers.
- (2) Radio amateurs.
- (3) Radio experimenters.
- (4) Radio service men.

From the standpoint of sheer volume, but not necessarily profit, the first class is of paramount importance. It is interesting to note that, irrespective of the growth of leading set manufacturers, the parts manufacturers have continued in the industry. In fact, the parts business seems to have gone through three definite stages in its history. At first, practically all radio manufacturers were essentially parts manufacturers, since the market consisted mainly of assemblers of home-made and experimental receivers, with some transmitters. Then came the factory-made set, originally assembled from parts bought outside, but later entirely fabricated under one roof. The larger set manufacturers went so far as to roll their own condensers and extrude their own resistors, not to mention other com-

ponents requiring less specialized technique. But today the tide has definitely turned to parts manufacturers once more, and most of the radio sets are assemblies of components produced outside by specialists in their respective fields.

The reason for the parts manufacturer's comeback is not hard to find. A few years back the parts manufacturer was usually little more than a machine shop which had turned to this new bonanza called radio. Radio components were turned out with no more engineering attention than would be given to any other product of iron or wire or paper or foil. Because set manufacturers insisted on engineering their own components, and then specified what they would take by way of components, the outside producers of those components had little choice in the matter but to follow the blueprints and specs.

But today the situation is quite different. The better parts manufacturers have turned to engineering in a startling manner. Many of them have large and impressive research and engineering forces. They are constantly at work on new technique, on better production method, on new products. As in the automotive field, so in radio: the best car or radio is one assembled from selected components thoroughly engineered and carefully fabricated by their respective specialists. No assembler can afford to put as much research and engineering into the very last part as can the producer of that part.

The radio service man has become one of the parts manufacturer's best customers. If anything, the depression has been a big factor in this connection, for millions of radio sets are constantly being nursed along so as to squeeze out a few more months of useful service. The situation is not unlike the automobile field, where some six million cars are hobbling along our highways through the unceasing wet-nursing of auto mechanics.

With a real market to serve, parts manufacturers have made their offerings true merchandise—over-the-counter goods and mail-order goods and service-call goods. The more enterprising manufacturers have developed real packaging, so that all components are properly packaged and labeled. Some have paid close attention to eye-appeal, what with standardized color schemes and designs for attractive display on dealers' shelves or in the show window.

The matter of ratings and proper labels has received proper consideration.

Unfortunately, electrical ratings and even more so radio ratings are only too often very ambiguous questions. This is particularly true of such components as condensers and resistors. For years the manufacturers of such devices have tried to arrive at definite rating specifications, and while definite tests have been agreed upon, the exact rating is still largely a matter of individual interpretation—and perhaps conscience, as well.

As a result of flexible ratings, some components are larger than others for given labeled ratings. This is most noticeable in condensers. A condenser may be twice the bulk of another, yet bear the same ratings regarding working voltage and capacity. Obviously, the two condensers cannot be the same thing. The reason is that one manufacturer is more conservative than the other, and in his conservatism seeks to provide adequate safety factor and long service life. But with millions of components in everyday use, and with ample data on which to base safety factors and service life under typical operating conditions, component manufacturers are rapidly setting definite ratings for their products.

Which brings up the matter of a guarantee. Until quite recently, most radio components were without definite guarantee of any kind as to operation and life. Our own organization was the first to introduce a guarantee for condensers and resistors. We now pack a guarantee slip with every item, whereby not only the jobber and dealer and ultimate consumer, but also ourselves, enjoy proper protection so far as product and application go. A guarantee slip works both ways, for the manufacturer must have as much protection against the abuse of the product as the user must have against imperfection in the product itself.

Just the odds and ends of the radio assembly a few years ago, but now individual, thoroughly engineered, properly packaged and guaranteed merchandise, the radio parts business becomes a real factor in jobbing and retailing circles.

CATHODE

ray oscillograph offered by
National Union

National Union Radio Corporation of New York announced the production of a Cathode Ray Oscillograph for use in the radio service-dealer field. The features of the new instrument include the use of National Union Cathode Ray tubes of the high vacuum electron lens focus type, with high intensity short persistence screen in either the three-inch or the five-inch diameter size.

The new National Union Cathode Ray Oscillograph is made available to the trade on either an outright purchase basis or with the purchase of National Union radio tubes on one of National Union's regular shop equipment contract offers.

CANDOHMS
ARMOURD WIRE WOUND RESISTORS
STANDARD EQUIPMENT IN LEADING SETS
REPLACEMENT CATALOG
NEW COMPLETE CATALOG NOW READY
SEND TODAY FOR YOUR COPY
THE MUTER COMPANY
1255 South Michigan Ave., Chicago



**YOU CAN EXPECT
COMMON SENSE** ★ ★
— NOT MIRACLES
FROM STEWART - WARNER

• The Stewart-Warner Refrigerator Line for 1935 boasts of no "miracle gadget" that will make customers tear the hinges off your doors in their rush to buy. It has no "super-colossal" feature that will make an otherwise sensible housewife wring her hands until she owns one. *The Stewart-Warner line* is built to the most advanced standards with a real common-sense foundation. *It does its most important job exceedingly well. It offers every proven convenience.* And it's engineered to give the same dependable, trouble-free service that let Stewart-Warner dealers *keep* their profits in 1934!

No, the Stewart-Warner Refrigerator does not offer miracles. It's common sense from the ground up for both the dealer and the user. It's a line with a *proven background*—a line that will *sell* and *stay sold*—a line that will return *sound profits*. Ask anyone that handles it.

On the following pages we present the Stewart-Warner Refrigerator Line for 1935. Your distributor will be glad to present the hard-hitting sales and merchandising plans that will back it—explain how its freedom from servicing will make your *retail profits NET*.



**WE BELIEVE YOU'LL
BE INTERESTED IN
THE FOLLOWING
PAGES**



FOR 1935

STEWART-WARNER

Read What the Men Who Sell It
Say About STEWART-WARNER—

*"The Line Without a Service
Problem"*

"If I were asked who influenced me in my decision to take on the Stewart-Warner line of refrigerators, I would answer truthfully—the host of friends I have all over the country—distributors of competitive makes—who told me unanimously that if I could get the Stewart-Warner franchise to 'grab it,' because the line was the most trouble-free and service-free refrigerator line made."

—ADOLPH ULLMAN, Pres.
Northeastern Radio, Inc.
Boston, Mass., Distributors.

"The Stewart-Warner Refrigerators we have sold have required no service, while some other lines we sold have just about taken all the profit during the free-service period. We get nothing but compliments on the Stewart-Warner."

—W. A. PENDLETON
Shelby, N. C., Dealer.

"... we are now 100% Stewart-Warner. We just purchased one solid carload of Stewart-Warner Refrigerators from our distributors, the Moore Electric Company of San Francisco."

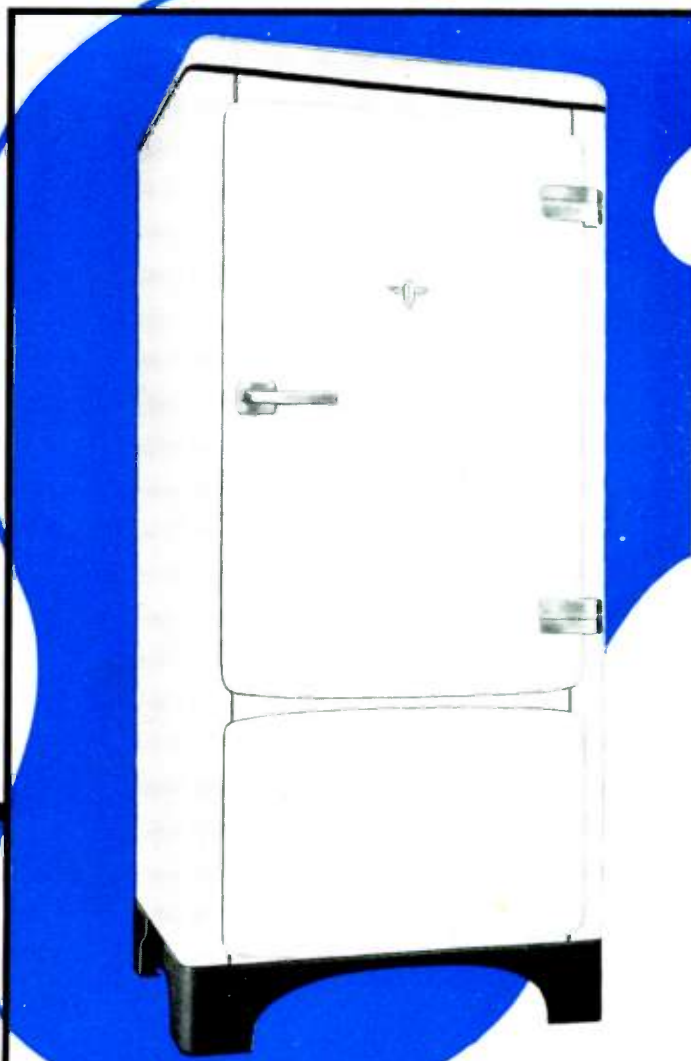
—LOUIS C. SCHRODER
Sacramento, Calif., Dealer.

Let the Matchless, Dependable Slo-
Cycle Stewart-Warner Mechanism
Help You Keep Your Profits in 1935.

WRITE YOUR DISTRIBUTOR NOW

Right: Model No. 605, capacity 6.0 cu. ft. (net).
Shelf area 11.3 sq. ft. (net). Line also includes
Model No. 505, capacity 5.0 cu. ft. (net), with
shelf area 10.0 sq. ft. (net), and Model No. 455,
capacity 4.6 cu. ft. (net), shelf area 9.3 sq. ft. (net).

Below: Model No. 705, capacity 7.1 cu. ft. (net).
Shelf area 13.4 sq. ft. (net). Line also includes Model
No. 555, capacity 5.6 cu. ft. (net), shelf area 10.5
sq. ft. (net), and Model No. 465, capacity 4.6 cu. ft.
(net), shelf area 9.3 sq. ft. (net).

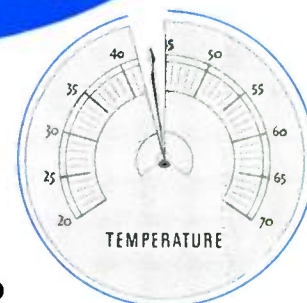


Why

SAFETY-ZONE REFRIGERATION?

Authorities agree that a temperature between 42° and 45° F. is the ideal zone for proper food preservation. This is the zone where foods are kept at their best—at colder temperatures they dehydrate more rapidly with loss

of flavor in the drying process—in warmer temperatures there is danger of spoilage. Stewart-Warner accurately maintains this Safety-Zone Temperature—confines fluctuation to these narrow limits. Does it economically.



PRESENTS *Safety-Zone*

REFRIGERATION

Through an Advanced Principle of Cold Control the Famous Stewart-Warner Slo-Cycle Mechanism Holds Cabinet Temperatures at 42° to 45° F.
—THE SAFETY ZONE FOR PROPER FOOD PRESERVATION



● Real food-preservation performance — practical convenience features — proven mechanical dependability — rugged construction — smart appearance. That's the sort of refrigerator line that builds sales success. That's the sort of line that makes sound dealer profits. *And that's what Stewart-Warner offers in three fine groups of refrigerators for 1935.*

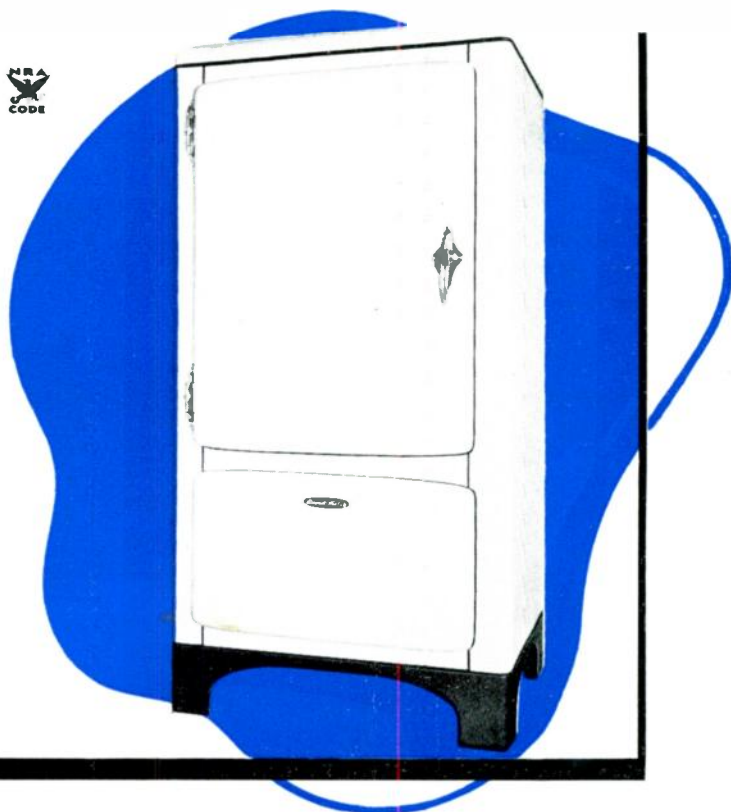
It's a common-sense line from every angle. In Safety-Zone Refrigeration it has the feature that is foremost in every buyer's mind — proper food preservation. In its famous slo-cycle trouble-free and economical mechanism it has the dependability that has taken "servicing" out of the picture — keeps it "sold" and makes your retail profits NET. *Ask any dealer that handles the line.*

New Selling Plans For Dealers — New Advertising — New Merchandising Helps

During 1935 the sale of the Stewart-Warner line will be promoted by a hard-hitting advertising campaign — the kind that builds actual traffic for your store. But we're not stopping with that alone. Tested, proven, practical merchandising plans will back the line from start to finish. Nothing has been overlooked to give the dealer something he can "get his teeth into" and "go to town" on a sound profit basis. New, generous plans for dealer selling are now offered by every distributor — dealer plans that are written from *your* side of the desk — plans that include a discount set-up that is RIGHT.

Make no commitments until you get the facts on Stewart-Warner — "The Line Without A Service Problem." Phone, wire or write your distributor today, or communicate with us direct.

STEWART-WARNER CORPORATION
1845 Diversey Parkway Chicago, Illinois



Above: Model No. 724P, capacity 7.1 cu. ft. (net). Shelf area 13.4 sq. ft. (net). Also Model No. 574, capacity 6.5 cu. ft. (net). Shelf area 10.5 sq. ft. (net).

STEWART-WARNER

New-Type ELECTRIC REFRIGERATOR

THE NEWS ABOUT STEWART-WARNER DEPENDABLE PERFORMANCE

Traveled Fast

In the Last 30 Days Insistent Dealer
Demand Prompted These Distributors

Northeastern Radio, Inc.
Boston, Mass.



Shadbolt & Boyd Co.
Milwaukee, Wis.



Automobile Sales Co.
Memphis, Tenn.

H. E. Sorenson Co.
Des Moines, Iowa



Philadelphia Distributors, Inc.
Philadelphia, Penn.



Hamburg Bros.
Pittsburgh, Penn.

Peterson Lumber & Paint Co.
El Paso, Texas



Domestic Utilities Company
Chicago, Illinois

To Join This Able Distributor Group

EAST

Stewart-Warner Sales Co.
Hartford, Conn.

Northeastern Sales Corp.
Lewiston, Maine

Wholesale Radio Equipment Co.
Newark, New Jersey

Ignition Service & Supply Co., Inc.
Albany, New York

H. D. Taylor Company
Buffalo, New York

Wholesale Radio Equipment Co.
New York, New York

City Electric Company
Syracuse, New York

SOUTH

Capital Electric Corporation
Birmingham, Alabama

Capital Electric Corporation
Jacksonville, Fla.

Capital Electric Corporation
Atlanta, Georgia

Stratton & Terstegge Co.
Louisville, Kentucky

Monroe Furniture Company, Ltd.
Monroe, Louisiana

Shaw Distributing Co.
Charlotte, North Carolina

Phillips & Buttrif Mfg. Co.
Nashville, Tenn.

Dix Bowers Co.
Norfolk, Virginia

A. R. Tiller, Inc.
Richmond, Virginia

Bluefield Hardware Co.
Bluefield, West Virginia

R. H. Kyle & Co.
Charleston, West Virginia

House-Hasson Hdw. Co.
Knoxville, Tenn.

MID - WEST

The Field & Shorb Co.
Decatur, Illinois

Mooney - Mueller - Ward Co.
Indianapolis, Indiana

Morley Brothers
Detroit, Michigan

Morley Brothers
Grand Rapids, Michigan

Morley Brothers
Saginaw, Michigan

Marshall - Wells Company
Duluth, Minnesota

Marshall - Wells Company
Minneapolis, Minnesota

Joplin Supply Co.
Joplin, Missouri

Stewart-Warner - Alemite Co.
Kansas City, Missouri

Stewart-Warner Sales Co.
St. Louis, Missouri

H. C. Noll Co.
Omaha, Nebraska

Auto-Rad Supply Co., Inc.
Cincinnati, Ohio

The Geo. Worthington Co.
Cleveland, Ohio

The Geo. Worthington Co.
Columbus, Ohio

SOUTHWEST

The Stewart-Warner Products Co.
Wichita, Kansas

Brandon Company
Little Rock, Arkansas

Service Parts Co., Inc.
Abilene, Texas

Amarillo Electric Co.
Amarillo, Texas

Hall & Purse, Inc.
Dallas, Texas

Star Electric & Eng. Co.
Houston, Texas

Southwest Appliance Co.
San Antonio, Texas

WEST

Stewart-Warner Sales Co.
Los Angeles, California

Moore Electric Supply Co.
San Francisco, California

Stewart-Warner Sales Co.
Denver, Colorado

Alemite Co. of the Northwest
Portland, Oregon

United Electric Supply Co.
Salt Lake City, Utah

Alemite Co. of the Northwest
Seattle, Washington

Alemite Co. of the Northwest
Spokane, Washington

Phone, Write or Wire Your Distributor. Get
Complete Information on The Stewart-
Warner Dealer Plans for 1935.

LEARN HOW YOU CAN KEEP YOUR PROFITS THIS YEAR



Up among the stars is the place for the Stratosphere. Here's George Givot and Sylvia Froos, movie and radio stars, getting a big kick out of Zenith's masterpiece.

camera!



When Frigidaire launched their new line via the air waves, February 13, the proper stage, of course, was a Frigidaire. Patti Chapin is way over Jack Pearl's head in this scene.



E. K. Balcombe, managing director, A. J. Balcombe, Ltd., London, distributor of Crosley Shelvador refrigerators in Great Britain, was a recent visitor to the Crosley factory.

As the Eastern Stewart Warner distributors gathered in the tower of the Park Central Hotel, New York, to launch the biggest year for Stewart Warner refrigerators. Other pictures on page 23.



SYMPHONY

book from Victor has sold over 10,000 copies

Although out only a short time the "Victor Book of the Symphony," by Charles O'Connell of RCA Victor's record department has sold more than 10,000 copies, is in its second printing, and has been on the non-fiction best seller book lists in many cities. Approximately half the copies sold passed through RCA Victor record and radio dealers' hands to the public, the rest through book stores and by mail from the noted publishing house, Simon & Schuster.

With an increasing amount of fine symphony music being broadcast regularly through the important net works, radio dealers handling the "Victor Book of the Symphony," have experienced a steady demand for this easy to read and informative volume, which is a companion book to that pace-maker of musical books, the "Victrola Book of the Opera." The new book contains more than six hundred pages of explanation, description, and comment written in understandable language designed to point the way to a better appreciation of the most frequently heard symphony music. It covers the entire standard musical repertoire of the greatest symphony orchestras, including tone poems, overtures, concertos, and similar music. There are more than one hundred interesting full-page illustrations, chapters on the various instruments of the orchestra, and on the modern phonograph and radio. An important feature of the volume is the enthusiastic fore-

word by Dr. Leopold Stokowski, famed conductor of the Philadelphia Orchestra. In the rear of the book is a complete listing of the Victor Red Seal album sets and single records of the music described in its pages.

FRIGIDAIRE

prices corrected for Zone 1 cash installed basis

Mix-up in the prices given for the Frigidaire listing in last month's JOURNAL refrigerator cyclopedia occurred somewhere between our source and our proof-reader. Here are the correct prices on the cash, installed, ZONE ONE, basis:

STANDARD—435, \$119.50; 535, \$149.50; 635, \$183.
 MASTER—435, \$134.50; 535, \$163; 635, \$199.50; 835, \$239.50.
 SUPER—535, \$184.50; 635, \$224.50; 735, \$259.50; 935, \$309.50; 1235K, \$374.50; 1535, \$466.
 DE LUXE—1235, \$431.50; 1535, \$521.50.
 KOLDCHEST—\$79.50.
 D335—\$99.50.

We suggest that dealers paste in this correction on their copies of the February JOURNAL refrigerator cyclopedia.

RMA

board meeting postponed

Meeting of the RMA board of directors meeting scheduled for March 14th, in New York, was postponed until later in the month.



Len Welling

WELLING

purchases Polymet Co.

Len Welling, whose name and activities are known throughout the radio industry, now heads one of the oldest parts manufacturing companies. Len recently purchased control of the Polymet Mfg. Co. and was elected president of the concern.

STOP WORRYING ABOUT SALES

What are your plans for the next twelve months? Do you know that the sale of musical instruments and merchandise is way ahead of last year, particularly with accordions, guitars, flutes, mandolins, harmonicas, mutes, band instruments and accessories? Don't you know that in our trade paper, Musical Merchandise, we give all the latest happenings and "goings-on" in our trade, from Coast to Coast, covering all the essentials of for doing a larger and more profitable musical merchandise business? Don't forget we are panning the evils of our trade such as sell-



ing over your head to schools, supervisors at phoney discounts; that we are after chiseling jobbers and manufacturers who are not co-operating with you, and that our constructive effort in your behalf is worth \$3. for a subscription for 2 years. You need an organization like us working all the time to better conditions. Find out what is going on in Association work in all the cities, aimed to stop the tactics that must have hurt your profits during the past year. Not only do you get the livest news, information, data and aids for more profits, but you get all the announcements from all the manufacturers in the business . . . over 125 houses using our paper, Musical Merchandise, to inform the trade of their new goods, policies and co-operation. Let's get acquainted, for we want you to feel that we are for the dealer's success, first, last and evermost. And \$3 for 2 years is a trifle . . . you could drink it up in a few hours.

COUPON

Musical Merchandise & Music Trade Review
 Radio City, 1270 6th Ave., New York.
 Glad. Henderson, Editor

If half of what you say Musical Merchandise will do for me is right, I'm sport enough to enclose \$3 for a 2 years test, and I'll promise to read the paper regularly.

My name is

Firm name

Street and City

STOP WORRYING ABOUT SALES

You owe it to yourself to know what is going on in the Radio, Refrigerator, Washer, and Record Business. Here is a great big industry reviewed every month by Journal writers, culling out the junk, and presenting the latest and best information on this vast growing business. I'm sure you'd buy us a lunch were I to visit you so why not



take that lunch money and send it in for a personal subscription to The Radio Journal? I'll give you a trial year for this \$8. plus the coupon below.

1935 has every "ear-mark" of being a splendid year for dealers in radio, refrigerators, washers, and records, but the individual effort will be rewarded just in proportion to the proper use of the latest and best information. In 1929, the boom year, there were plenty of "flops" in the radio business, so don't forget the importance of keeping up to the minute on what successful men are doing and how they are doing it. If the \$8 we ask gives you ONE idea that makes only a few dollars, you've done better than you could have done in Wall Street when stocks were "deuces-wild". Take my word for it; mail in the three dollars and see if we are right. At the end of a year, tell us The Radio Journal wasn't worth it . . . and we'll send the three simoleons back or give you another year free. You've got to be pleased . . . for it is your faith in The Journal that we sell to our advertisers. Here is the coupon, and it is an expression of your printed hand-grasp towards many years of friendship.

COUPON

Glad. Henderson, Editor
 The Radio & Electric Appliance Journal
 Radio City, 1270 6th Ave., New York

All right, you old schmoozer, I enclose the \$8, going for your line of junk. But remember, The Radio Journal had better be good.

My name is

Firm name

Street and City



1935 WILL BUILD HIGHER!

The breath-taking rise of Raytheon demonstrates vividly the acceptance of the 4-Pillar Radio Tube. The volume and height of the sales peaks for 1931, 1932, 1933, and 1934 are graphically demonstrated. Manufacturers, Jobbers, Dealers and Servicemen have supplied the motive power for these records—they, with Raytheon quality and public acceptance, form a world-wide organization.

RAYTHEON PRODUCTION CORPORATION

30 E. 42nd Street
New York

55 Chapel Street
Newton, Mass.

445 Lake Shore Drive
Chicago

555 Howard Street
San Francisco

Ask for... New merchandise and service bulletin... New display material

RAYTHEON CONTRIBUTES...

Unexcelled quality and the Only 4-Pillar Radio Tube • Intelligently conceived and comprehensive advertising, promotion and display material • Universal public acceptance • Profit possibilities that are never questioned by jobber, dealers and servicemen.

RAYTHEON
TRADE-MARK
4-PILLAR RADIO TUBES

RAYTHEON PRODUCTION CORP.,
Dept. B-3, 30 E. 42nd St., New York, N. Y.

Please send New Merchandise and Service Bulletin
 New Display Material

Name: _____

Address: _____

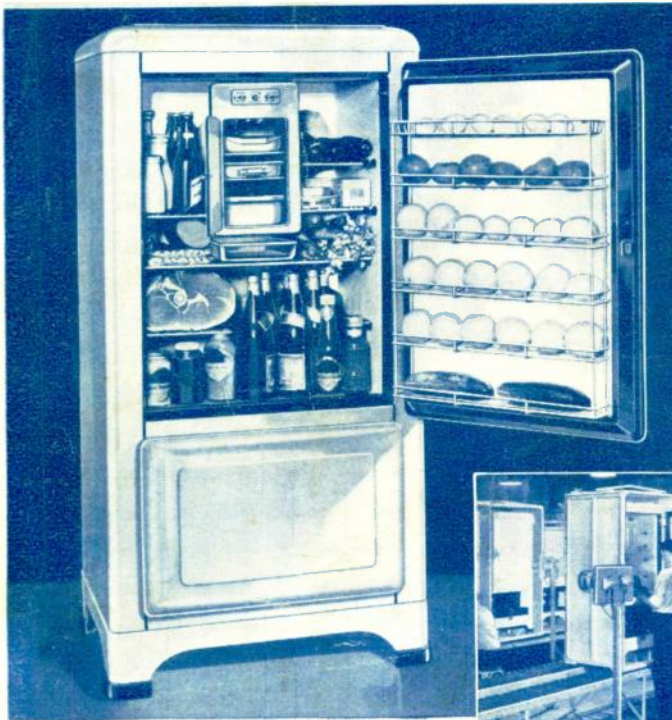
Dealer: (yes) (no)

Service Man: (yes) (no)

ATWATER KENT

Announces a New

REFRIGERATOR



ALL THE CONVENIENCES! Shelves on door. Center freezing unit location. 12-point cold control. Semi-automatic defrosting. Rubber tray. Double depth tray. Jiffy ice tray release. Removable shelving for bulky foods. Seamless porcelain interior. Extra space for tall bottles. Chromium finished hardware. Automatic interior light.



100° IN THE SHADE HERE! Just one of the hot rooms where Atwater Kent Refrigerators are tested to prove their cold keeping quality and low operating cost. Other rooms run as high as 130° and still this compressor unit shows a reserve capacity!

NOW, after months of designing and test, by foremost engineers, comes an utterly new creation—the Atwater Kent Refrigerator—made by the makers of world-famed Atwater Kent Radios. The final word in craftsmanship, the new Atwater Kent Refrigerator has every feature to lighten labor. Every mechanical refinement for economical operation. Every known test points to trouble-free operation for years and years.

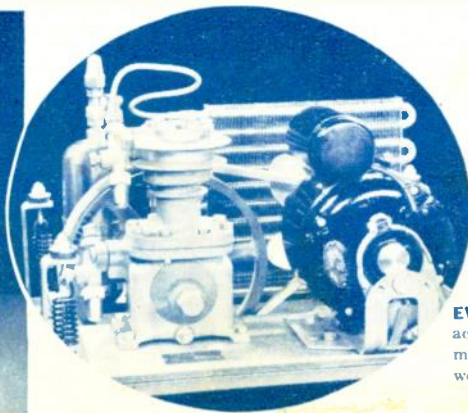
A huge section of the vast factory for Atwater Kent Radios in Philadelphia is now busy making Atwater Kent Refrigerators. Every single refrigerator is tested and checked, not only piece by piece, but as a unit, for hours at a time. We are happy to have you compare it inch by inch with the finest refrigerators you know, and check its operation costs against the most efficient.

The nameplate of ATWATER KENT has never been placed on a product that is not a delight to own, and a triumph of engineering skill.

We invite you to see the new Atwater Kent Refrigerators.



MOVING DOWN THE LINE in the vast Atwater Kent factory. The latest in special equipment, plant design, and rigid inspection make Atwater Kent Refrigerators a uniform product of high performance standards.



EVERY COMPRESSOR is a polished unit of watch-like accuracy. Plenty of reserve power. Unique automatic thermostatic expansion valve cuts operating costs in hot weather. Full floating suspension means quiet operation.

ATWATER KENT MANUFACTURING CO. • A. ATWATER KENT, PR • PHILADELPHIA, PA.