

Radio Journal

& ELECTRIC APPLIANCE

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

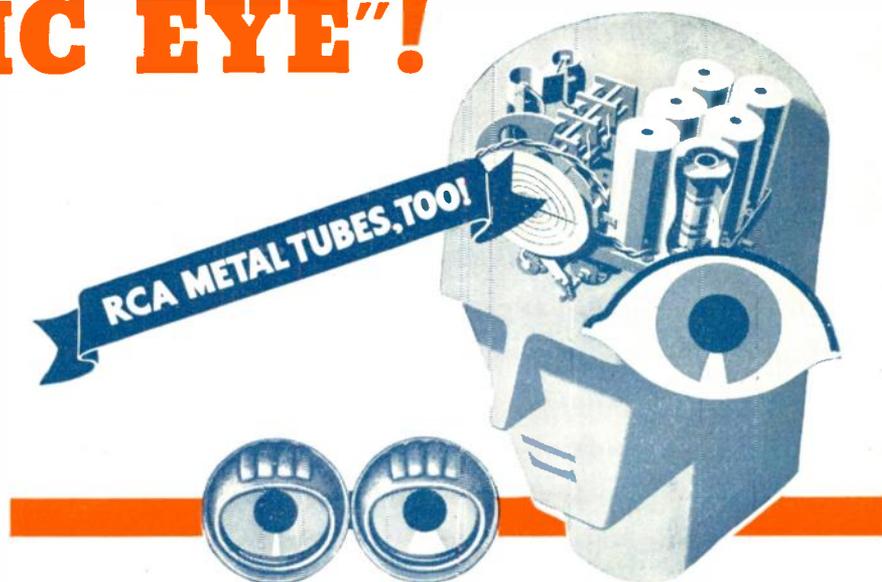
INCLUDING
Radio Merchant
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Glad. Henderson
Editor

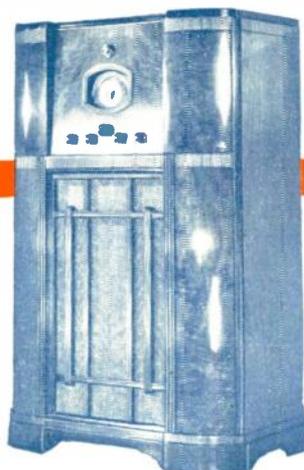
RADIO · REFRIGERATORS · WASHERS · B · APPLIANCES · RADIO TUBES · RECORDS · MUSIC

"MAGIC BRAIN" is joined by the "MAGIC EYE"!

Now radio's most sensational line in years is unveiled! The new 1936 RCA Victor "Magic Brain" line features the astounding new "Magic Eye" in all models with 9 tubes or more. For the first time in history the cathode-ray tube enters the home to improve radio reception—and to step up RCA Victor radio sales to hitherto unapproached heights. And, as a great plus factor, RCA METAL TUBES! Look where you will, you find no radio line like this, none so full of tremendous sure-fire sales appeal, none so certain to create universal public excitement, none that can be promoted so effectively, none that will pull so many people into your store, none that has such tremendous profit possibilities... The 1936 RCA Victor line is absolutely complete—home, automobile and farm radios and combinations, at prices from \$19.95 to \$550 (f. o. b. Camden), sounding every note in the sweetest sales song you have ever been able to sing!



What the "MAGIC EYE" is—How it works
It actually seems to "see". Shows you when the station is tuned in properly, gives an indication of strength of signal and of interference, makes it possible to tune with hitherto unapproached accuracy—all in complete silence! At left, above, appearance of the "Magic Eye" when station is properly tuned; at right, out of tune.



RCA Victor "MAGIC BRAIN" Model 11-1
This is a master member of the great "Magic Brain" line for 1936 and is sure to be a leading seller. Has 11 tubes. The "Magic Eye", of course. Chassis and special selector dial tilted slightly for easy tuning. 12-inch de luxe speaker. Higher fidelity. A really aristocratic cabinet. List \$150.00, and a tremendous value.



RCA VICTOR

RCA MANUFACTURING CO., INC.

CAMDEN, NEW JERSEY

RAYTHEON

TRADE MARK

presents

"33 DEALS FOR YOU!"

Raytheon's 33 New Tube Deals

offer a wide range of service equipment, designed to meet 1935-36 conditions including the special requirements of metal tubes and octal sockets.

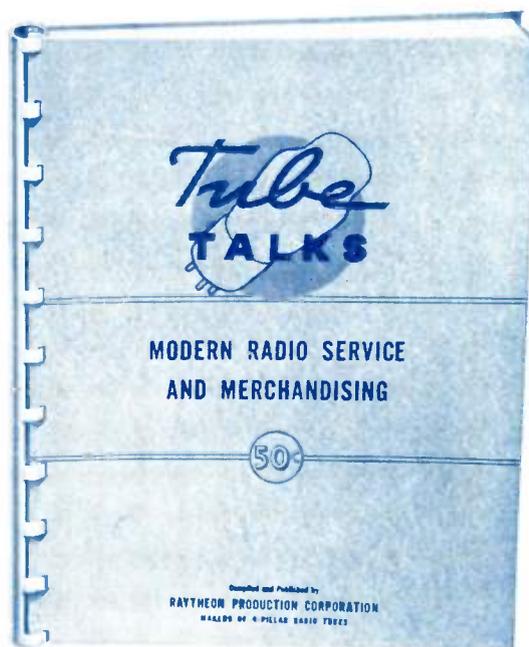
and

●
"TUBE TALKS" Modern Radio Service and Merchandising (including tube complements). This 48-page book is hot-off-the-press, full of sales ideas, service tips and constructive suggestions, which have been tried out and proved in actual practice. Subjects cover not only radio tubes but also include sound methods applicable to all radio products.

Finally, 30 of the 48 pages are devoted to a tube complement section which lists the types and numbers of tubes required by various model receivers of 25 well-known radio manufacturers. This data covers over 2,000 models. This information should be available for reference,

in all dealers' sales and service departments and by all independent service men.

This is the start of a service reference library. The binding, designed especially for this book, permits the addition of supplementary pages which we will supply periodically . . . We believe this book is unique and is worth many times the price placed upon it. First edition is limited **Mailed prepaid for 50c**

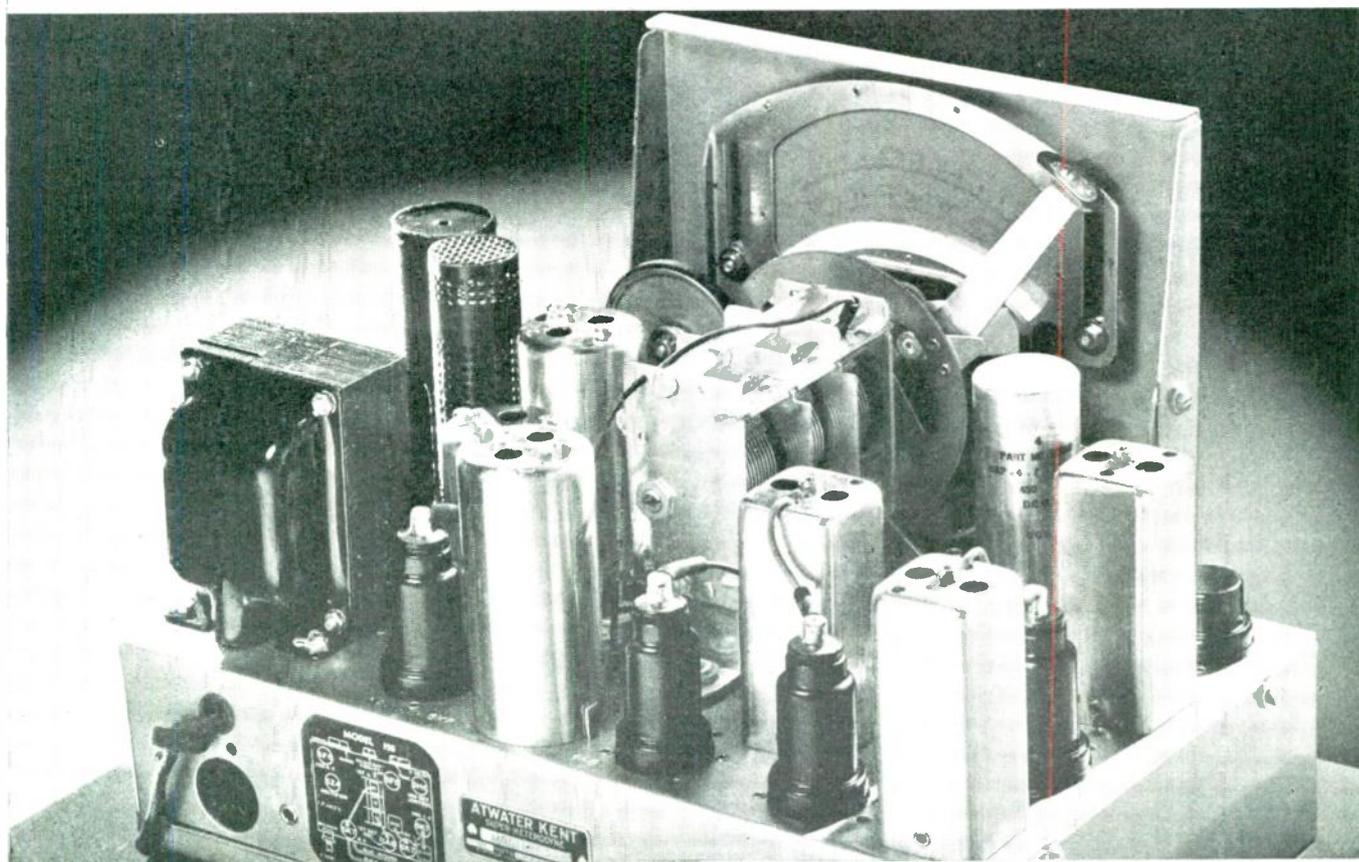


Ask your Jobber for complete details of Raytheon's New Tube Deals or write to

RAYTHEON PRODUCTION CORPORATION

General Sales Office: Dept. B-8, 30 East 42nd Street, New York

ATWATER KENT *Metal Tube* RADIO



COMPARE

EVERY PROGRESSIVE RADIO DEALER—every wide-awake radio buyer—knows the sure way to judge a radio: look **INSIDE!**

Looking **INSIDE** is more important than ever with the new metal-tube receivers.

Every Atwater Kent metal-tube chassis is built with the same fine materials and precision workmanship that have been so essential a part of every radio receiver manufactured by Atwater Kent for

over 14 years. It is the famous Atwater Kent quality.

Atwater Kent engineers have done more than merely adopt the new metal tubes. They have created Atwater Kent precision-built quality receivers to get the utmost out of them.

Look at the Atwater Kent metal-tube chassis. Show them to prospective customers. Compare them with any other receivers at any price. We'll abide by the results.

ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, Pres.

PHILADELPHIA, PA.

WITH CONTROL-ROOM RECEPTION



Let 'em

Westinghouse has a model for every buyer... at a price that fits every purse!

Just take them as they come, with big bankrolls or little bankrolls, you've got the right radio to sell when you handle the new Westinghouse line. You can talk features—every worth-while feature—without going out of sight when it comes to

price. Or you can talk *PRICE*—just plain price—and still offer radio's biggest values.

Check over the new Westinghouse models, shown here for the first time. (A five-tube, two-band Midget for only \$19.95... a beautiful six-



Console WR-303. Standard, Police and European Short Wave Bands.

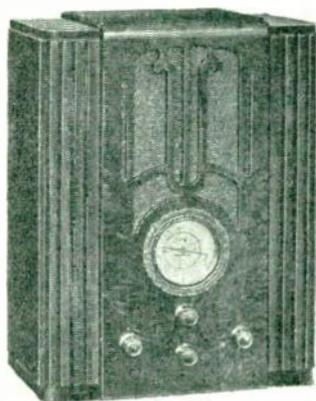


Table Model, WR-203. Standard, Police and European Short Wave Bands.



Console WR-304. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes.

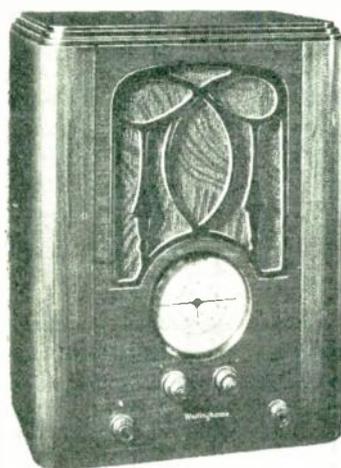


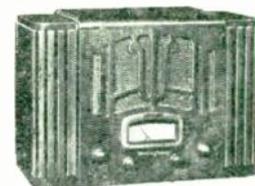
Table Model, WR-204. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes.



Console, WR-306. Four Bands. Weather, Standard, Police and European Short Wave. With Precision Tuner and Metal Tubes.



Midget, WR-100. Five tubes. Standard and Police Bands.



Midget, WR-101. Six tubes. Standard, Police and European Short Wave Bands.

PRICES START WITH THE "MIGHTY MIDGET"

THE NEW Westinghouse

CUSTOMERS!

CUSTOMERS!

come!

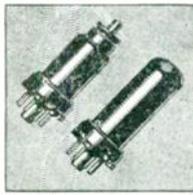
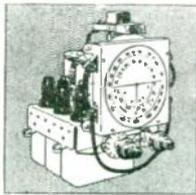
tube Console for only \$59.50!) Can you think of a customer you couldn't sell . . . with one of these fourteen models to choose from?

Now is the time to decide . . . on Westinghouse. You'll be set for sales, set for profits, set for a big volume year in radio.

FEATURING

New "PRECISION TUNER"

An amazing development that gives true tone, true quality on every broadcast band. Rules out variables that distort tone, introduce noise, affect dial settings.



ALL-METAL TUBES

Westinghouse has them, of course . . . just as it has every other worthwhile improvement in radio reception science.

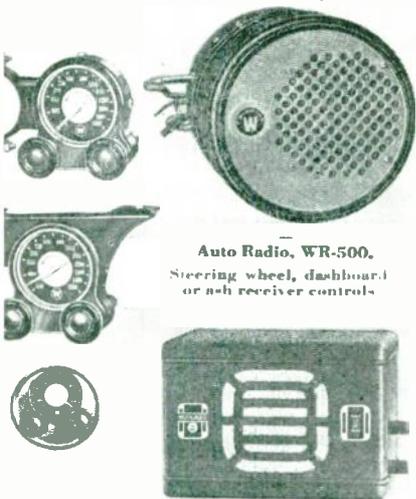
For complete descriptions and information see your nearest jobber or write Westinghouse Radio, Merchandising Headquarters, 150 Varick Street, New York City.



Table Model, WR-201, "The Mighty Midget"—Standard and Police Bands.

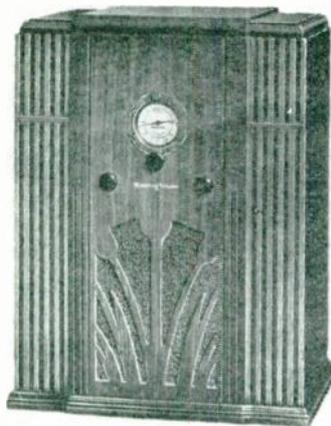


Table Model, WR-205, Weather, Standard, Police and European Short Wave. With Precision Tuner and Metal Tubes.

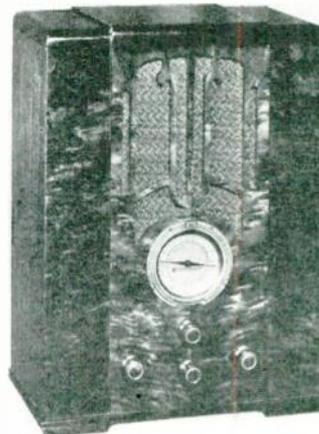


Auto Radio, WR-500. Steering wheel, dashboard or ash receiver controls.

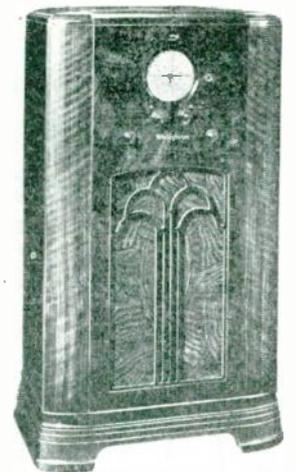
Auto Radio, WR-501.



Farm Set, WR-601. Standard and Police Bands.



Farm Set, WR-602. Battery Set. Standard and European Short Wave.



Console, WR-305. Four Bands, Weather, Standard, Police and European Short Wave. With Precision Tuner and Metal Tubes.

AT \$19.95 UP TO SUPER DELUXE AT \$139.50

se

Precision Radio

World Radio History

TONE-TESTED
RESONATOR

TRIPLE SPEAKERS

SUPER HI-FIDELITY

VARIABLE SELECTIVITY

CLASS "AB" POWER
AUDIO SYSTEM

Now! . . . GRUNOW THE LAST WORD

With the Amazing, Exclusive



Grunow Model 520—A really amazing performer for the AC-DC prospect, in a cabinet that sets a new style standard in this field. Lists at **\$29⁹⁵** F.O.B. Factory



Grunow Model 580—A distinguished roll-over-top cabinet in walnut, housing a fine 5-tube all-wave receiver with full 545-18,000 kc. coverage. Lists **\$39⁹⁵** at F.O.B. Factory



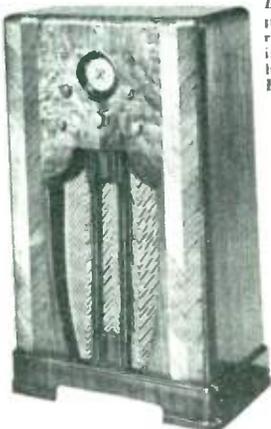
Grunow Model 470—A surprisingly powerful and selective 4-tube chassis with full 8-inch dynamic speaker in cabinet with front of matched half-round walnut. Lists at **\$22⁵⁰** F.O.B. Factory

RADIO'S GREATEST TONE DEVELOPMENT—A REAL IMPROVEMENT THAT PROSPECTS CAN TOUCH, SEE AND HEAR—HEADS LONG LIST OF SPECTACULAR FEATURES.

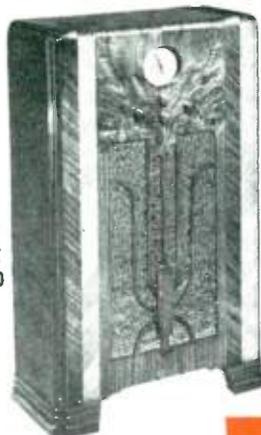
The 1934 Grunow made radio history. This 1935 line has twice the sales and profit possibilities! Beauty, perform-



Grunow Model 1211—A superb 12-tube Super Hi-Fidelity radio—true all-wave, including weather band—that challenges comparison with sets selling at \$200.00 or more. Lists at F.O.B. Factory **\$167⁵⁰**



Left: Grunow Model 761—A powerful 7-glass-tube all-wave radio, including weather band, in a cabinet of outstanding beauty. Lists at **\$87⁵⁰** F.O.B. Factory



Grunow Model 611—Another outstanding Grunow value is this 6-glass-tube all-wave radio covering 545-18,000 kc., in a beautiful roll-over top con- sole. Lists F.O.B. Factory **\$59⁹⁵**

PRICES are slightly higher on the West Coast

NEW
Grunow
with **TONE-TESTED**
GENERAL HOUSEHOLD UTILITIES

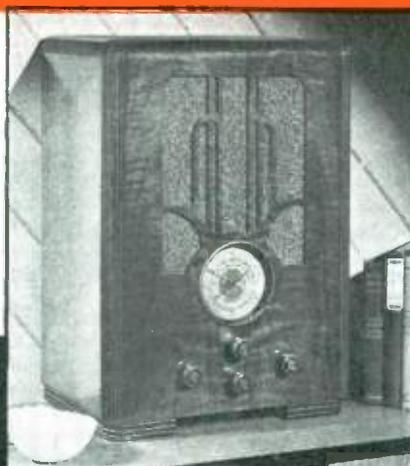
COMPLETELY SHIELDED CIRCUITS • NEW METAL TUBES • SIGNAL-BEACON • NEW ALADDIN COLOR FLASH DIAL • AUTOMATIC ANTENNA RANGE SWITCH • AND MANY OTHERS

ENGINEERING CREATES IN MODERN RADIO TONE-TESTED RESONATOR!

ance, value . . . yes! But bigger still is the magic of true Super Hi-Fidelity tone perfection offered in the amazing new Tone-Tested Resonator. And, again we ask you to *look inside before you buy!* Because real value is built all through every Grunow set.

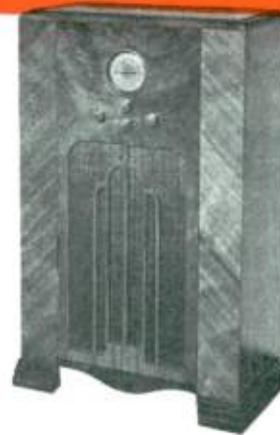


Grunow Model 1171—A cabinet of costly woods housing a powerful 11-tube Super Hi-Fidelity true all-wave receiver with 15 watts output and all Grunow advancements. Lists at F.O.B. Factory **\$137.50**

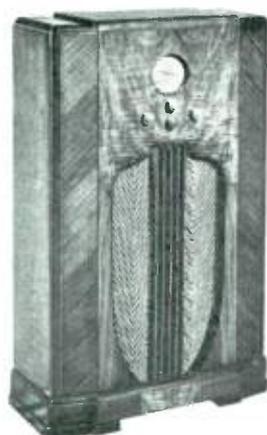


Grunow Model 610—The same powerful all-wave chassis used in Model 611. Lists at F.O.B. Factory **\$49.95**

Grunow Model 680—Same chassis as 681 in same cabinet as 610. Lists at F.O.B. Factory **\$59.50**



Grunow Model 581—A genuine all-wave receiver—not a skip-band circuit, in a full sized console worthy of a radio selling for at least \$25 to \$45 more. Lists at F.O.B. Factory **\$49.95**



Grunow Model 681—Six metal tubes in a world-range radio covering 515-18,000 kc. Lists at F. O. B. Factory **\$69.50**



Grunow Model 871—Eight metal tubes in a true all-wave radio covering weather reports, and including Tone-Tested Resonator, Aladdin Color Flash dial, etc. Lists at F.O.B. Factory **\$99.50**

Also a complete line of fine battery radios

Radio
RESONATOR . . .
COMPANY • CHICAGO

1936 **ZENITH** TRADE MARK REG.
→ LONG DISTANCE ← RADIO TRADE MARK REG.

The most sensational radio line in History

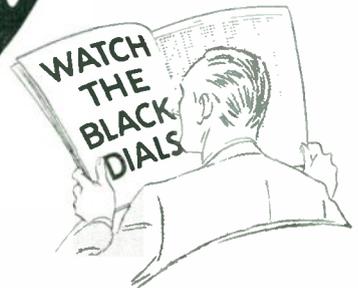
ASK FOR THE RADIO WITH THE BIG BLACK DIAL



WE'RE TELLING 'EM ON THE AIR



...IN NEWSPAPERS, MAGAZINES, TOO!



INVESTIGATE

ZENITH RADIO CORPORATION

3620 IRON STREET, CHICAGO, ILLINOIS

A NEW PRODUCT
★
A NEW HOME



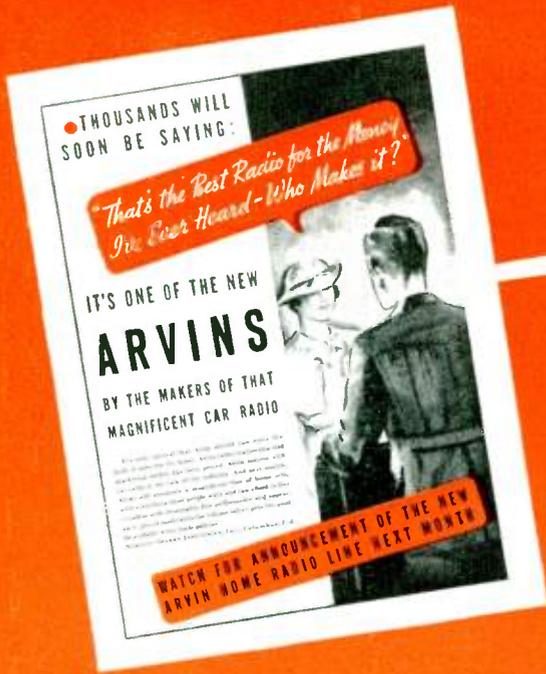
It is appropriate that TUNG-SOL's newest product, the metal radio tube, should be the first manufactured in the new TUNG-SOL factory.

- World-wide acceptance of TUNG-SOL Radio Tubes combined with loyal and efficient cooperation by TUNG-SOL wholesalers and retailers have necessitated the present expansion. Another milestone in 32 years of steady progress.

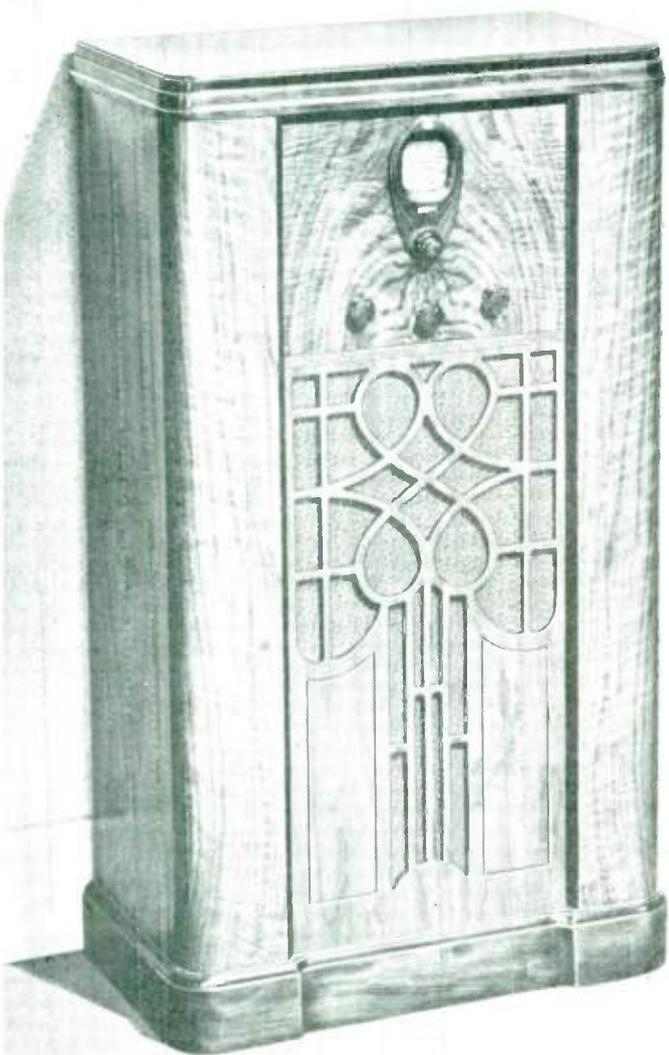


TUNG-SOL
Flow radio Tubes
TUNG-SOL RADIO TUBES, INC.

SALES OFFICES · Atlanta · Boston · Charlotte · Cleveland · Chicago · Dallas · Detroit · Kansas City · Los Angeles · New York
GENERAL OFFICE: NEWARK, N. J.



Last Month WE TOLD YOU TO WATCH FOR THIS ANNOUNCEMENT ... and here it is!



How do they look to you, men? ... Fine enough for anyone to get enthused about, we believe. But wait till you see—hear—and compare them. Then you will realize what a strong bid Arvin is making for a share of the home radio business this fall.

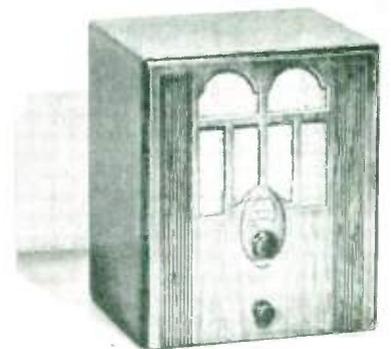
The small pictures on these two pages can't possibly express the true beauty of the new Arvins. They can only give you an idea of the good taste which is reflected in every line of the five cabinet designs. Modern in appearance, without being modernistic—pleasingly proportioned, and embellished just enough—finely made of walnut and other woods—they have all the style that anyone could wish for ... And the performance of the new Arvins is as thoroughly fine as their appearance.

MODEL 81. Walnut console, shown at left, 40 1/4" high, 22 1/2" wide, 12" deep. An 8-tube all-wave superheterodyne covering all broadcast service. Three band dial—540 to 1750 KC—1.75 to 5.5 MC—5.5 to 18.0 MC. Tube complement: 2-6D6, 1-6A7, 1-6B7, 1-76, 2-6B5, 1-30. Oversized, full-range 12" dynamic reproducer. **\$89.50**
List price with tubes.....

A few of the many features of this and other Arvin models include: Double action automatic volume control and logarithmic manual control—multi-point tone control—center-poised tuning mechanism—double-ratio tuning control—new type, easy-to-read dial which sets all stations farther apart—"band-beam" station finder which tells at a glance where you are—and many other Arvin innovations in chassis construction.

MODEL 81M. Same as Model 81 except that 9 metal tubes are used instead of glass tubes. **\$99.50**
List price with tubes.....

MODEL 41. A 4-tube AC superheterodyne in attractive, portable-sized cabinet 12 3/4" high, 10 1/2" wide, 8 1/2" deep. Frequency range 1750-540 KC. Covers standard and high fidelity broadcast, police and amateur band. 5 1/2" dynamic reproducer. Tube complement: 1-6A7, 1-6F7, 1-41, 1-30. A really dependable low priced set, built so well that you can sell it with confidence and assurance of customer satisfaction. **\$19.95**
List price with tubes.....



*Prices slightly higher
Denver and West*

Everything Most of Your Customers Want

**THE NEW
RADIO
LINE BY**

ARVIN

There are nine models in five different cabinets—two all-wave consoles and one table model with six and eight glass tubes or seven and nine new metal tubes—also four and five tube table sets and a battery model. Modern in every mechanical detail—with many new Arvin innovations in tuning controls, dials and chassis construction. Features and qualities that will attract customers for you and assure their satisfaction—absolutely everything that most people want and can afford to buy in radios.

For many years, the name Arvin has meant millions of dollars in profits for dealers. Now it's going to mean even more profit—with this new radio line, backed by the dependable Arvin trade policies. See and hear this new line. Arvin jobbers will have their showing soon.

NOBLITT-SPARKS INDUSTRIES, Inc., COLUMBUS, INDIANA
Also Makers of ARVIN CAR RADIOS with Overhead Speakers

MODEL 51. A 5-tube skip-band superheterodyne. Covers all standard, high fidelity and short wave broadcasts and many aviation, police and commercials. Two band dial—540 to 1750 KC—5.5 to 18.0 MC. Tube compliment: 1-6A7, 1-6D6, 1-75, 1-41, 1-80. Full range 6½" dynamic reproducer. Walnut cabinet shown below, 14¼" high, 12" wide, 3¼" deep.
List price with tubes..... **\$32.95**

MODEL 51B. A 6-volt battery set in Model 51 cabinet.
List price with tubes..... **\$34.95**

MODEL 61. A 6-tube all-wave superheterodyne covering all broadcast service. Three band dial—540 to 1750 KC—1.75 to 5.5 MC—5.5 to 18.0 MC. Tube compliment: 2-6D6, 1-6A7, 1-75, 1-42, 1-80. Full range 8" dynamic reproducer. Walnut cabinet shown below 21½" high, 15¼" wide, 10¼" deep.
List price with tubes..... **\$49.95**

MODEL 61M. Same as Model 61 except that 7 metal tubes are used instead of glass tubes.
List price with tubes..... **\$57.95**

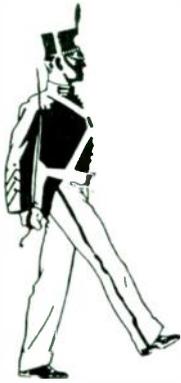


MODEL 62. Walnut console, shown above, 36¼" high, 20¼" wide, 12" deep. A 6-tube all-wave superheterodyne covering all broadcast service. Three band dial—540 to 1750 KC—1.75 to 5.5 MC—5.5 to 18.0 MC. Tube compliment: 2-6D6, 1-6A7, 1-75,

1-42, 1-80. Full range 10" dynamic reproducer.
List price with tubes **\$59.50**
MODEL 62M. Same as Model 62 except that 7 metal tubes are used instead of glass tubes.
List price with tubes **\$67.50**



At Prices Most People Can Afford to Pay



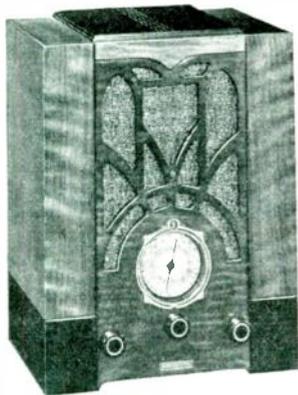
1936 KADETTE

ALWAYS IN STEP

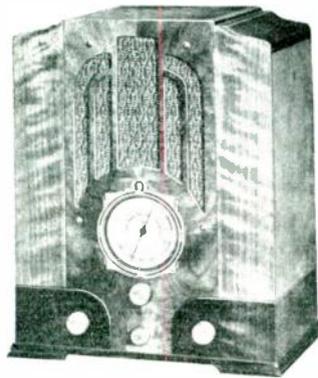
INTER-CHANGEABLE METAL OR GLASS TUBES!

The 1936 Kadette Met-octal receivers are designed to use either metal tubes or the newly developed octal base glass tubes. This gives Kadette dealers the opportunity for choice, as well as a distinct price advantage where glass tubes are still preferred. Before you open your season, you owe it to yourself to get complete information on the amazing new Kadette line and the powerful Kadette merchandising plan. Write your nearest jobber or direct to factory.

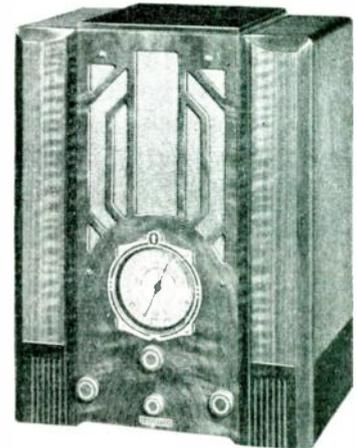
FULL PROFIT KADETTE LINE—MOST ATTRACTIVE IN HISTORY



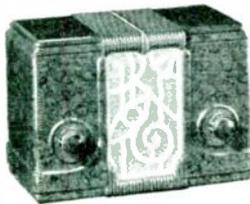
KADETTE MET-OCTAL MODEL 52. Uses metal tubes or OCTAL base glass tubes interchangeably. Covers complete domestic and foreign broadcast bands, 5-tube, AC superheterodyne, electro-dynamic speaker, ball-bearing condenser, fully illuminated airplane dial. Exquisite cabinet in curly maple, oriental walnut and contrasting woods, hand-rubbed to lustrous piano finish. Size 14½" high, 11" wide, 7¾" deep with metal tubes \$33.95—with glass tubes **\$29.95**



KADETTE MET-OCTAL MODEL 53. Uses metal tubes or OCTAL base glass tubes interchangeably. 5-tube, AC superheterodyne, covering all broadcast bands from 13 to 555 meters. Latest type ball-bearing condenser; large airplane dial, 2 pilot lights; electro-dynamic speaker. Beautiful cabinet, hand-rubbed to lustrous piano finish. Size 16½" high, 12½" wide, 8½" deep with metal tubes \$42.00—with glass tubes **\$37.50** (for Underwriters' approval)



KADETTE MET-OCTAL MODEL 61. Uses metal tubes or OCTAL base glass tubes, interchangeably. Six tube, AC-DC superheterodyne covering complete broadcast ranges from 13 to 550 meters. 3 gang, ball-bearing condenser, extra-large airplane dial, brilliantly lighted, indicating principal short wave ranges by countries. Large electro-dynamic speaker. Hand-rubbed cabinet of selected oriental walnut with matched butt walnut center, top and front. Size 17½" high, 13½" wide, 9" deep with metal tubes \$42.50—with glass tubes **\$39.95**

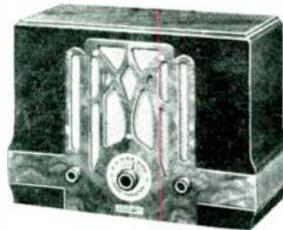


MODEL 40 SERIES

KADETTE JEWEL. The original AC-DC compact, still on its record-breaking run of popularity. Numerous improvements and refinements in the chassis and 2 new de luxe plaskon cabinet models. Size only 5½ x 7½ x 3¾ inches; weight only 3¾ lbs. yet gives coast-to-coast reception with full rich tone. Gleaming bakelite and plaskon cabinets with Jewel grilles.

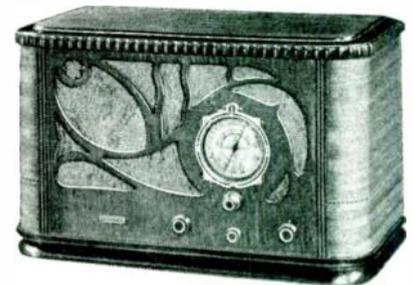
- Model 41—Walnut Bakelite, agate grille... **\$13.50**
- Model 43—Deluxe Ivory plaskon, alabaster grille..... **16.50**
- Model 44—Deluxe red plaskon, coral grille **16.50**
- Model 47—Deluxe black pearl plaskon, silver grille..... **16.50**
- Model 48—Deluxe marble plaskon, black onyx grille..... **16.50**
- Suede zipper carrying case for Kadette Jewel..... **1.50**

Factory Service Guarantee "One Year—One Dollar." Owner returns set to factory, parcel post. One dollar per year covers all service except tubes and cabinets, and set is returned to owner postpaid.



KADETTE MET-OCTAL MODEL 26. Powerful, selective, 4 tube compact AC receiver with large, all-enclosed chassis using metal tubes or OCTAL base glass tubes. Latest type, bar construction, ball-bearing condenser. Hand-rubbed cabinet with solid ends, matched butt walnut front panel. Size 9½" high, 12½" wide and 6" deep with metal tubes \$25.75—with glass tubes **\$22.50** (for Underwriters' approval)

The complete Kadette line contains console and battery-set models not illustrated. Full information on request.



KADETTE MET-OCTAL MODEL 120. The largest and finest chassis ever offered by Kadette. 7-tube, AC superheterodyne, using metal tubes or OCTAL base glass equivalents. 3 gang condenser, bar construction, ball-bearing and mounted on live rubber. Airplane dial (2 pilot lights) 100% all wave: 13 to 555 meters. Sensational new cabinet design; choice veneers of figured walnut and maple, piano finish. Table model, size 13½" high, 21" wide and 10½" deep with metal tubes \$56.00—with glass tubes **\$49.50**

Here is a quality line, priced right—every model designed for volume sales. For full information write your nearest jobber or direct to the factory.

ORIGINATED AND MANUFACTURED BY

INTERNATIONAL RADIO CORPORATION
ANN ARBOR, MICHIGAN

Licensed by R. C. A., Hazeltine, Latour and AC-DC patent No. 1,900,629

As we see the business

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

IN 20 DAYS RECENTLY I TALKED TO over 1,600 distributors and dealers at various conventions (I regret missing several conventions) and with the magnificent new radio lines presented, with the optimism of the trade as evidenced by the order bookings, average up about 25% in dollars over last year, radio is in for a "season" of profitable business. It will be a dealer's own fault if he doesn't make money, for the radio sets this year are the best ever produced by manufacturers. Design, performance, price and discounts are practically "perfect" and the new finance plans thrown in for good measure. Manufacturers have done their part, and done it well. Distributors, who are experts in their own territories, back up their enthusiasm with bookings 25% over last year. Showings to dealers so far show similar response from dealers, who are happy that the console is again taking the head of the procession and who are determined to keep it there. Revive the art of demonstration, gentlemen, as he who demonstrates most will enjoy the fattest profit stocking on Christmas Eve.

EVEN A DEALER WITH ONLY ONE salesman can afford to spend more time in promoting business. Our spe-



cialties business is not the cut and dried affair of many other lines. We visit stores where the salesman comes in, stands before the boss with his hat off like an Abyssinian subject, and "makes a report." Such nonsense. The salesman has a job; he gets so much a week salary, maybe a bonus but most likely the "job is worth so much a week" and no more, regardless of what a salesman does—and so he does just that much. Every other week, a campaign should be on; this week on \$100 radio sets; week after next, on 7 foot refrigerators; week after next on \$100 washers; week after next on record albums sets. Not every week, but every other week. Let them "waste" every other week, for a while, and before one knows it, the "preparation week" will be almost as profitable in the closing of "post-poners" and the tip off sales for the following week special.

EVERY SALESMAN ON "STRAIGHT salary" should either resign on the spot to go on a commission basis, or get



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some deal whereby they are rewarded properly for sales — in dollars not with pink ribbons, badges or a benign smile. By the same token, dealers will get rid of the punk whose two ambitions are to draw his salary and his breath. Store hour cards should be tossed out the window, for if a salesman can work 2 hours a day, and can sell \$500 a week, what does a dealer care from the dollar angle? The salesman who “puts in his hours” and doesn’t sell anything—without seed as the Bible says—isn’t even a store-stooge. Even the good men need “pepping up” thru the lure of special campaigns on special extras, preferably every other week, and a dealer will find nearly all problems of his business solved with the trite “sales exceeding expenses.” You can’t make a profit until you make a sale, regardless of the factory literature of “make more profits”. Also no matter what the discount is when you buy, the discount doesn’t become effective until you sell the set, or the refrigerator or washer. It is your own sales that determine everything with your own results, first, middle and last, so stop belly-aching and go to work—more intelligently—even if today happens to be an August dog-day.

A NEW YORK JOBBER’S SALESMAN calling on one of the large dealers but twice in six months reveals an odd situation, recognized by some manufacturers but seemingly impossible of solution. How does a manufacturer know his jobbers contact dealers? A jobber may have such a fine automotive supply business with a dealer, to whom he sells radio—enough volume so the dealer prevents the jobber from selling refrigerators to the dealer down the block, although the first dealer won’t handle boxes. How does a manufacturer solve this? Many jobbers have personal prejudices—they have a certain amount of “established trade” and no amount of factory pep will increase the number of that jobber’s outlets. Solve this

one? Sometimes, a big dealer buying the line, even if not doing a good selling job, prevents the jobber from opening new dealers on the threat of “if you sell them, you don’t sell me.” Another problem. Salesmen play “favorites” too and dealers are kept “exclusive” in cities because in 1928 they sold 115 consoles in 3 weeks, altho in late years the star salesman went into business and now does “the radio business of the town.”

SOME MANUFACTURERS PREFER “bell cow” accounts, which is OK if the sales are PLUS but mighty expensive if it prevents a dealer who has but little “prestige” but sells a helva lotta stuff from getting the line. Typical bell cow radio account is Marshall Field, Chicago. Illinois dealers regard this endorsement seriously even if M-F sells but little radio.

AT ALL MANUFACTURERS’ CONVENTIONS this season, great stress was placed on dealers in secondary markets, and activity desired for MORE dealers. More trade paper space is being used to talk to dealers; less so called national advertising but great gobs of cooperative newspaper work. Year after year, The JOURNAL emphasizes the fact that a dealer can sell any set, refrigerator or washer. With dealers selling two or more radio sets, refrigerators and washers, the objective is to get dealers TO PUSH a line. Ever hear this: “I handle ‘A’, ‘B’, ‘C’ and ‘D’ radio sets, but I push the ‘C’ line.”

MUGWUMPERY IN NAME GAGS: “General” radio, which may be a registered name, but the salesman says: “Yes, this is a ‘General’ electric radio,” and one has to be a nuance expert to distinguish between the two pronunciations. And 90% of the people entering a store ask to see the

“Frigidaire,” to which the salesman says: “Which frigidaire would you like to see, the Esquimo frigidaire, the Yankee frigidaire or the Kentucky Colonel frigidaire?” Such a valuable trade name being used as a concept shows an exploitation job so well done that thousands of people think they have the product—an amazing situation not duplicated in cars, washers, radio, pianos, ranges, etc.

REFRIGERATORS TOOK A SPURT in July due to the new financing of nothing down, 3 years to pay, and hot weather. It was a boom-boom month, and the warehouse stocks of about 200,000 boxes were reduced so that manufacturers can breath more freely. Radio financing by C. I. T. and others came to life, and is going to be a big aid this fall.

A HIGH MARK OF ACTIVITY: Saltzman boys took 53 car-loads of Stewart-Warner refrigerators during July, and sold them.

A HIGH MARK OF ACTIVITY: Morris Distributing Co., Syracuse, N. Y., is over 100% above last year's sales with Grunow refrigerators.

A HIGH MARK OF ACTIVITY: Warren-Norge Co. formed at New York, taking over Norge branch. Nearly \$300,000 involved. Charles B. Warren, formerly biggest Nash car distributor in country, now thoroughly “sold” on future of refrigerators, washers and appliances . . . and Norge. A big bow to John H. Knapp, Norge general sales manager.

PERFECTION OF A LIVE ORGAN-ization functioning in ensemble is the Bridgeport General Electric radio

group. On February 1st the schedule of operations was outlined on radio, and the first part of August found this schedule just six days behind—an astounding record in radio. This included the creation of a factory, with its machinery; a line of radio; a factory organization; extension of the marketing organization, and the correlation of everything. “Precision functioning management” seems a mild expression for accomplishing such a formidable task.

AS A CLUE FOR A GOOD BUSINESS this Fall, and to make you feel that \$100 sets can be sold “offhand”—40,000 accordions are being sold this year at an average list price of \$275. Accordions run as high as \$750. Seventy thousand new pianos (plus 50,000 second-hand pianos) will be sold at an average list of \$400. Prices on good guitars run from \$100 to \$275. Great success was achieved for many years by music dealers (now radio dealers) showing the highest priced model FIRST—a form of flattery and disarmament to price—and then “working down.” In the urge to make a sale, thousands of buyers never get a chance to see the higher-priced sets, so if you don't show 'em, how can you sell 'em? And if you don't have the higher-priced models in your store, how can you show 'em? With the companies back of you with adequate finance plans, there is no excuse, except lack of ability, for not doing your customers the favor of owning “the best” in radio sets.

SO MANY PEOPLE ARE WONDER-
ing what “national advertising” means, perhaps the expression from Duane Wanamaker (Grunow advertising expert) covers it: “National advertising is a helva lot of local advertising.”



\$9,200,000

worth of radio and refrigerators will be sold in Brooklyn this year by 150 dealers



FORTY per cent of the radio sales credited on most manufacturers' charts as going to New York, actually are made in Brooklyn. This is the considered estimate of those New York distributors who sell the whole market. Better showing even is made by refrigerators. Sixty per cent of the "New York" retail refrigerator sales are made in Brooklyn.

Nationally little known, this giant of Brooklyn sprawls out beside Manhattan, overshadowed by skyscrapers but providing the population, the buyers, the homes and the dealers that make it one of the greatest radio and refrigerator markets in the world. Actually, Brooklyn has a larger population than Manhattan and five times as many one

and two family houses. There are almost 650,000 wired homes in Brooklyn.

New York stores may be nationally famous, but it is amazing how Brooklyn dealers more than hold their own against such competition. Of course, to the manufacturer, Brooklyn is Manhattan, for most of the New York distributors sell the whole territory. Many of them have found Brooklyn so important that they have opened branches.

Brooklyn is many cities in one. The main shopping district is centered around the junction of Court St., Flatbush Ave., Fulton and Hoyt Streets, but there are many highly individualized sections. For instance, Pitkin Avenue is a market in itself, where stores are open Sunday and where competition is between local stores and only incidentally with the down-town shops. Department stores

BROOKLYN DEALERS

Members, Electrical Appliances Dealers Association of Brooklyn, Inc.

A. Electric Co.
Arlington Radio Service, Inc.
Aronowitz, David
Arrow Credit Co.
Atkinson, R. J.
B & B Auto Supply Co.
Becker, J. J.
Benson Radio Shop, Inc.
Birnbaum, Sam
Brooklyn Radio Stores Corp.
Brown, H. P.
Brown Furniture Co.
Callahan, J.
Cappiello's Radio
Carroll Radio Co.
Chinitz Bros.
Christy's Radio Shop
Crystal, M.
Culver Radio Co.
De Rosa Hardware Co.
Dietz Electric Co.
Dunne, P. & C.
Economy Refrigerators, Inc.
Edco Electric Co.
Edisco Appliance Co.
Electrical Necessities Shop
European Phonograph & Radio Co.
Fermis Music Shop
Fifth Ave. Music House
Finegold Radio
Flust & Woznicki
Forker, J. O. Sons
Friedberg, Nat, Inc.
Friedman Music Shop
Goodwill Radio Service
Grafenstadt, A. H.
Graham Electric Appliance, Inc.
Guaranteed Radio
Hagen & Helmers
Hanssen, C. A.
Harry's Hardware
Hayes Electric Co.
Horn, Henry W.



Edward A. Holmberg,
Brooklyn Edison Co.

Horowitz, Sam
Hygrade Stove & Refrigerator Co.
Island Music Shop
Jones, J. J.
Joseph Sons
Keller, Ernest
Kings Highway Electric Co.
Klein Bros.
L & P Electric Co.
Le Winter Radio Stores
Lesser, A.
Lincoln Radio
Malmad, J.
Moskowitz, G. & Son
Norge Fulton Corp.
Owens, J. T.
Parnes Radio Shop
Peter's Radio
Plaza Radio Shop
Pravder, P.
Prussack Electric Co.
Raffer's Radio

Roberts, E.
Rosen, I. & E.
Roy's Radio
Royal Electric Co.
Sagey, Inc.
Scalzo Radio Service
Scandia Radio Shop
Schoenfeld
Schweiger, H. E.
Settani, Inc.
Service Electric Co.
Settani's Radio
Sherman, L. R.
Silverman, I.
Sobel Electric Co.
Solotoff Electric Co.
Stapen's Radio
State Refrigerator Sales Co.
Stillwell Music Co.
Swire Bros., Inc.
Sylvester's Electric Shop
Tarzian, P. J.
Tarzian Bros.
Tendler's Radio Corp.
Tollner Electric Co.
Tomkins & Hart, Inc.
Vogt, H. A. & Sons
Weiderman Electric Co.
Wilhelm, Mrs. J.
Wolkoff Electric Co.

DEPARTMENT AND FURNITURE STORES

Abraham & Straus
J. Kurtz & Sons
Loeser's
Ludwig Bauman
C. Ludwig Bauman & Co.
Mason Furniture
Michael Bros.
Michaels & Co.
J. Michaels, Inc.
Mullins, John & Sons, Inc.
Namm's
John A. Schwarz
Spear & Co.

in order of their importance today in electric appliances are Abraham & Straus, Namm's and Loeser's. New York chains of Vim and Davega both have six branches in Brooklyn. Important in the Brooklyn picture are the large furniture stores. Thirty-five stores are represented by J. Michaels, Inc., Michael Bros., Michaels & Co., J. Kurtz & Sons, Mullins, Mason, John A. Schwarz, Spear & Co., C. Ludwig Bauman & Co., Ludwig Bauman. Independent dealers with several stores include Le Winter's Radio Stores, Brooklyn Radio Stores Corp., Nat. Friedberg, Inc., Fiust & Woznicki, Finegold Radio and Sobel Electric Co. Several refrigerator companies have their own Brooklyn showrooms. Sears Roebuck, with a couple of stores, is figured to sell a thousand refrigerators this year.

Estimate of radio-refrigerator sales for 1935 by Brooklyn dealers is \$2,500,000 worth of radio and \$3,000,000 worth of refrigerators. Sales of electric refrigerators are running almost fifty per cent ahead of last year, but with a recent spurt which may boost the year's sales to over 20,000 units. This is exclusive of apartment sales. Approximately sixty per cent of the refrigerator sales are made by dealers associated with the Brooklyn Edison and about half of the radio by the same dealers.

Adding sales by the twelve stores of Davega and Vim, plus such other New York organizations with Brooklyn stores as Spear's, Aolian and Wanamaker's, brings the total radio sales for Brooklyn this year to approximately \$4,100,000. With refrigerators must be added all these outlets plus the very important apartment house business, which gives a total refrigerator sale in Brooklyn for 1935 of \$5,100,000.

Vital to a review of the Brooklyn radio and refrigerator market is the activity of the Brooklyn Edison Co., Inc. Worthy of the consideration of every central station is the plan worked out by this utility, for it has won the enthusiastic approval of distributors and dealers in the territory. "One of the most efficient methods of home load building we have tried," is the utility's satisfaction.

Brooklyn Edison maintains eight showrooms and employs sixty salesmen, whom it pays twenty dollars a week each, but it does not sell appliances. The salesmen actually sell for the dealer. They are divided into a group for the department stores and a group for independent dealers. For department stores, the men spend some time on the floor as well as outside. For the dealers, they devote all their time to following up leads which have been uncovered in the store. Each salesman works for three to five dealers and only for those dealers, doing no "cold" canvassing but only following up hot store leads to the home. The dealers pay them 6% on sales, of which 1% goes to the supervisor, an astonishingly cheap cost for such high-trained men. Sales from the Edison showrooms are credited in full to dealers.

Under the direction of Edward A. Holmberg, manager of appliance promotion bureau, and Thomas J. Collins, his assistant, one hundred of the leading Brooklyn dealers, including the department stores, have taken advantage of this selling aid. Proof of its value is shown in the 50% increase in electric refrigerator sales this year, in the strong approval by all dealers and by the upward swing to the utility's load.

Almost as important as the selling value of this "free" sales crew is the cooperative spirit it has created among Brooklyn dealers. When the dealer is sharing a salesman with Sam and Harry down the street, he realizes his interests are the same as other dealers. The salesman is dropping in his store three or four times a day, following home prospects for him and for the man he once considered his biggest competitor.

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
ATLANTA
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances**

Headquarters	.	.	.	Atlanta, Ga.
Branches	.	.	.	Chattanooga, Tenn.
"	.	.	.	Jacksonville, Fla.
"	.	.	.	Knoxville, Tenn.
"	.	.	.	Miami, Fla.
"	.	.	.	Nashville, Tenn.
"	.	.	.	Tampa, Fla.
"	.	.	.	Savannah, Ga.

Says C. R. Pritchard, Mgr., Appliance Sales:—

"The dealers throughout our district state that General Electric's 1936 line is a symbol of progress — the newest and latest developments in radio design. This coupled with beautiful cabinets of distinctive design, plus metal tubes, cause dealers to hail G-E Radio as the 'Wonder Line'."



RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

**RADIO
"GOES OVER"**

**IN THE
BALTIMORE
MARKET**



GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters . . . **Baltimore, Md.**
Branches . . . **Charlotte, N. C.**
" . . . **Greensboro, N. C.**
" . . . **Norfolk, Va.**
" . . . **Richmond, Va.**

Says B. J. Dischinger, District Manager:—

"The overwhelming and immediate acceptance by our dealers after reviewing the new program of General Electric Radio, convinces us more than ever that we are presenting a franchise that will make Radio history. Frankly, the enthusiastic acceptance by the dealers was anticipated by us, but hardly to such a degree. If you missed our presentation in your locality, write us for details as franchises are closing rapidly."



RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO
IS NEWS EVERYWHERE

for
by his customers'
refrigerators



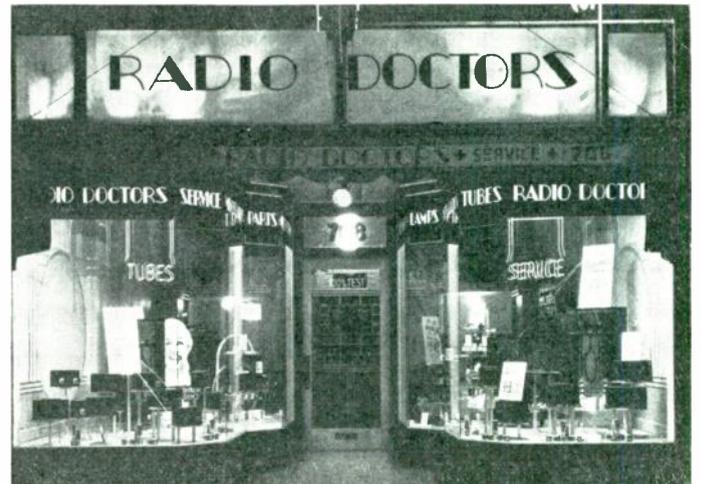
AN DIEGO'S census listed population is only 148,000; yet the Radio Doctors have sold as high as 300 radio sets in a single month. It's true that they weren't expensive machines—in fact they were all midgets—but nevertheless, they yielded a nice profit.

This store has founded its business almost entirely on sales of midgets and service. The firm's history in the midget business dates back to 1931. In 1929 and 1930, Anthony (Tony) Misuraco, head of Radio Doctors, visited New York when manufacturers were first seriously considering mass production on midgets. A pioneer of the radio business in New York and former associate of such men as Jules M. Smith, Louis Sach, Joseph Frank and Duke Wellington, Misuraco was in close contact with leaders of the business. At that time, he made every effort to discourage the midget idea. But, a year later, they proved to him that he was wrong and he came back to California to do one of the nation's outstanding merchandising jobs on small merchandise.

Through the years, Misuraco has done about 75 per cent of his total volume in midgets, the remainder in service. In the last 60 days he has added a line of consoles and refrigerators to meet demand. He continues to feature midgets and do his big volume here.

"Our sole reason for adding some of the larger merchandise is to meet demand," says Misuraco. "When an old customer wants to buy a larger set, we feel it is well to be in a position to serve him. We aren't very much interested in instalment selling.

"As we see it, if a store is going to feature midgets at all, it should really specialize in this business. There are several reasons. First, the buying angle. Because we are in a position to guarantee volume sales production, we have



The store front reveals the store interior

ced

demand to add and consoles

been able to get exclusive franchise of many fine items. Second, public demand is created by a reputation built on specialization. After a few years of specialization in midgets, a store becomes mentally associated with this line in the public mind. When a person wants to buy a midget, he just naturally thinks of this place."

The store has been established in the public mind as the place to buy midgets, more through unusual store appearance and clever publicity "stunts" than through straight



A radio doctor in his "operating room"

advertising. One of the most productive publicity stunts ever used was the installation of a midget on a roller coaster at a resort near San Diego. Of course, the amusement park was glad to have the equipment and it brought the store a great deal of comment. The idea was to demonstrate the practicality of the midget for every type of usage.

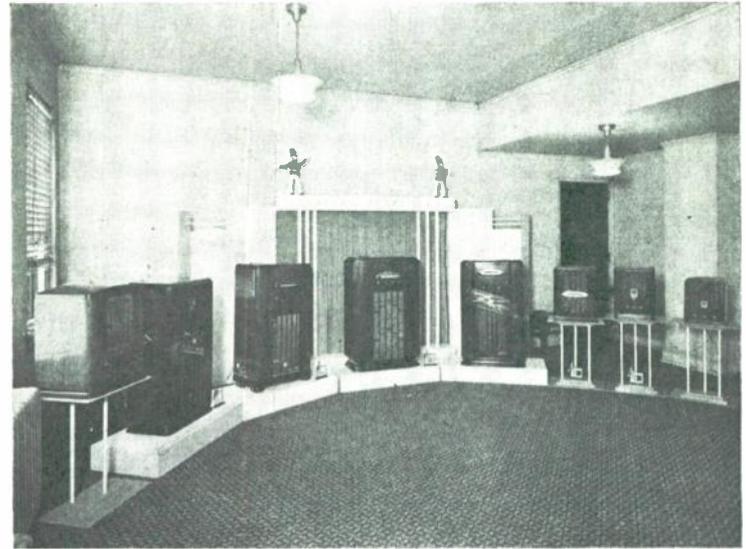
The company name also has a lot of publicity value, which is taken advantage of with novel type uniforms. The salesmen wear white coats—similar to those worn by doctors. The store front is of black glass. Both large windows feature midgets almost exclusively. Numbers of different models are shown on small, glass stands. Interior decoration, which is made visible from the outside by the absence of window backgrounds, is modernistic. The side walls are trimmed in the center with huge circles in varying

(Continued on Page 23)

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
BIRMINGHAM
MARKET**



**MATTHEWS ELECTRIC SUPPLY CO.
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Birmingham, Ala.
Branch Montgomery, Ala.**

Says C. R. Matthews, Vice-President:—

"The dealer meetings held in Birmingham were by far the most successful ever conducted by our Company in our fifteen years of radio distribution. The line was received with genuine enthusiasm and without exception every dealer to whom we offered the G-E Radio Franchise was anxious to sign up and to have merchandise delivered as soon as possible. Each model in the line was acclaimed as unusual and outstanding in styling and performance."



RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

**RADIO
"GOES OVER"**

**IN THE
BOSTON
MARKET**



GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

- | | |
|-------------------------------|---------------------------|
| Headquarters | Boston, Mass. |
| Branches | Bangor, Me. |
| " | Portland, Me. |
| " | Providence, R. I. |
| " | Springfield, Mass. |
| " | Worcester, Mass. |
| " | Manchester, N. H. |

Says W. H. Kaiser, District Manager:—

"The 'House of Magic' has delivered again—with the greatest line of receivers in Radio history! And with these unusual receivers goes a sales promotion program as outstanding as the radios themselves.

"We anticipate a happy, busy and profitable season for all franchised G-E Radio dealers in New England."



RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO
IS NEWS EVERYWHERE

CENTROMATIC

unit and tone range expander in
new American Bosch line

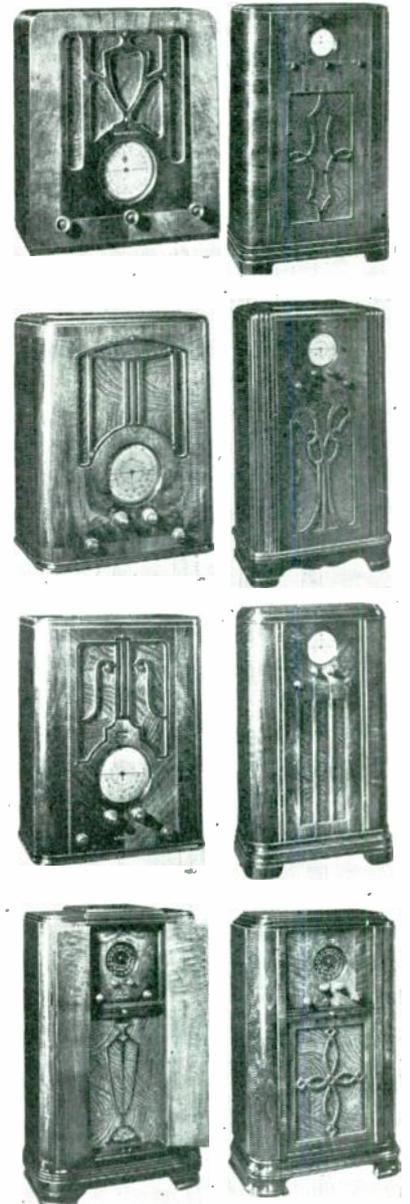
Centromatic Unit is introduced for the first time in the new American-Bosch radio for 1936. As Roy Davey, sales manager of the United American Bosch Corporation points out, the Centromatic Unit is actually a separate unit on which are centralized all the sensitive radio elements, insulated and isolated from the audio-section where the usual intruding "feed-back" noises ordinarily occur. All coils, condensers and switches are assembled into rigid armored groups that guard against electrical interference and electrical losses. As a result 90 per cent of all wiring is eliminated and there are 104 fewer soldered connections. All American-Bosch Centromatic models are equipped with the new metal tubes that will be emphasized in Fall selling plans.

Two models, 595P and 595M are 10 tube high fidelity receivers with a tone range expanding device. This may be used in the home to modulate the reception according to the room, program, station quality, signal strength and individual taste, and by the dealer in the store to demonstrate high fidelity. Two consolets and one console are designed for the battery-type market exclusively. Prices start at \$17.95 for the Model 04 Personal.

The new American-Bosch 1936 line includes the following models: Model 04—4 tube plus ballast tube standard and police band. Personal radio, 540 to 1500 Kilocycles and police calls 1500 to 3000 Kilocycles. \$17.95. Model 05—5 tube plus ballast tube American and foreign superheterodyne Personal radio, 540 to 1600 Kilocycles and short wave 5800 to 15,000 Kilocycles. \$29.95. Model 505—5 tube, 8 tube performance standard and police band superheterodyne Personal radio, 540 to 1500 Kilocycles and 1500 to 3600 Kilocycles. \$29.95. Model 510—5 tube, 8 tube performance standard and police band superheterodyne Consolet, 540 to 1500 and 1500 to 3600 Kilocycles. \$34.95. Model 510E—5 tube, 8 tube performance standard and police band superheterodyne Console, 540 to 1500 and 1500 to 3600 Kilocycles. \$49.95.

Model 575F—7 tube, 9 tube performance American, police and foreign superheterodyne Consolet. Centromatic construction and new metal tubes. 540 to 18,500 Kilocycles. \$79.95. Model 585Z—8 tube, 9 tube performance American, police and foreign superheterodyne Console. Centromatic construction and new metal tubes. 540 to 18,500 Kilocycles. \$99.50.

Model 585Y—8 tube, 9 tube performance American, police



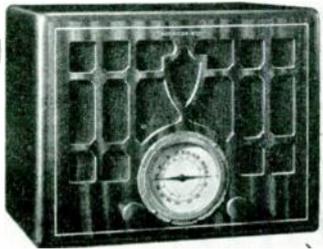
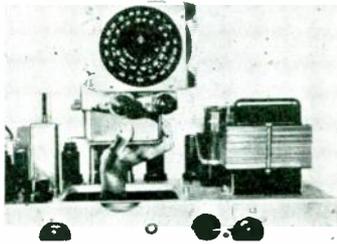
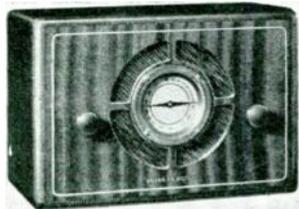
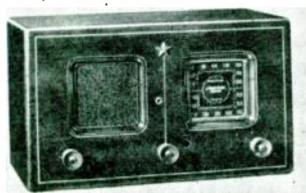
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and foreign superheterodyne Console. Centromatic construction and new metal tubes. 540 to 18,500 Kilocycles. \$65.95. Model 575Q—7 tube, 9 tube performance American, police and foreign superheterodyne Console. Centromatic construction and new metal tubes. 540 to 18,500 Kilocycles. \$85.95.

Models 595P and 595M—10 tube, 11 tube performance American, police and foreign plus U. S. Weather band superheterodyne Consoles. Centromatic construction and new metal tubes. 540 to 18,500 Kilocycles and long wave U. S. weather band 150 to 350 Kilocycles. Model 595P, \$139.50. Model 595M, \$169.50. Model 480D—10 tube, 12 tube performance American, police and foreign superheterodyne Console. 540 to 22,500 Kilocycles. \$155.00.

Model 430J—5 tube, 8 tube performance American, police and foreign superheterodyne Console. 540 to 1750 Kilocycles, extra police calls 2000 to 2600 Kilocycles and short wave 5800 to 18,000 Kilocycles. \$54.95. Model 430T—5 tube, 8 tube performance American, police and foreign superheterodyne Console. 540 to 1750 Kilocycles, extra police calls 2000 to 2600 Kilocycles and short wave 5800 to 18,000 Kilocycles. \$39.95.

Model 385—5 tube, 6 tube performance battery-type superheterodyne Console. 540 to 1620 Kilocycles. \$39.95. Model



Lower left illustration shows the new American Bosch Centromatic unit

386—6 tube, 8 tube performance battery-type superheterodyne Console. 430 to 1720 Kilocycles, police 2300 to 2600 Kilocycles, short wave 5800 to 19,000 Kilocycles. \$59.95. Model 376N—5 tube, battery-type superheterodyne Console. 540 to 1600 Kilocycles. \$69.90.

WARREN

Norge Co. takes over distribution of Norge in New York

The Warren Norge Company, a new organization headed by Charles B. Warren, former president of the Warren Nash Motor Company, took over the distribution of the entire line of the Norge Corporation of Detroit in the New York Metropolitan territory, with executive and sales offices at 331 Madison Avenue.

The Norge Corporation of New York, which has been the distributing company for Norge products, ceased to operate with the formation of the new unit. General offices and the warehouse in Long Island City, however, will be continued.

Organization of the new company was completed yesterday. Frank Hughes, vice-president of the Norge Corporation of New York, was elected vice-president of the Warren Norge Company, and W. J. Connally, who has been treasurer of the old distributing company, was named secretary-treasurer.

Directors of the Warren Norge Company include L. R. Crandall, president of the George A. Fuller Company; C. J. Reid, of C. J. Reid & Co., insurance brokers; George W. Naumburg, a former member of Naumburg & Son, private bankers, and M. J. O'Hara, vice-president of the Norge Corporation of Detroit.

GENERAL  ELECTRIC

RADIO
"GOES OVER"

IN THE BUFFALO MARKET

GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters Buffalo, N. Y.
Branches Erie, Pa.
" Rochester, N. Y.
" Niagara Falls, N. Y.



Says D. B. White, Manager, Appliance Sales:—

"To say that the dealers in our territory are going for the new G-E Radio line in a big way is putting it mildly. Never have we experienced such sincere expressions of appreciation for the new sales opportunity as were heard at our dealer meetings. The General Electric Radio dealer franchise is all that was claimed — the biggest profit opportunity for dealers in five years."

RADIO NEWS MEANS RADIO SALES

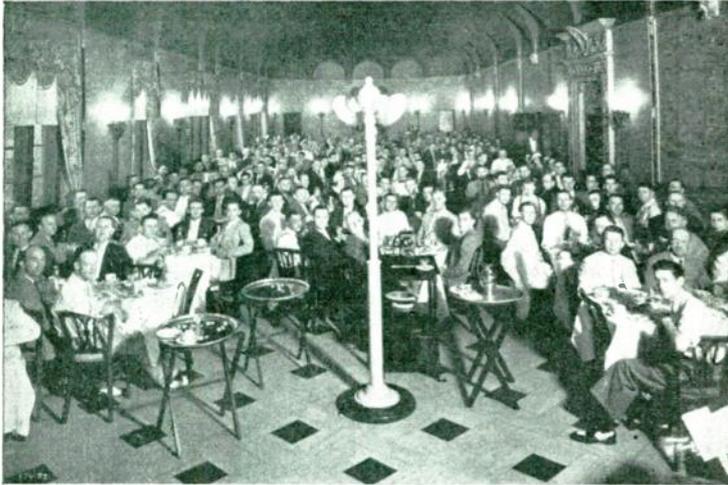
GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

RADIO "GOES OVER"

IN THE **CHICAGO** MARKET



GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

- Headquarters** **Chicago, Ill.**
- Branches** **Indianapolis Ind.**
- " **Milwaukee, Wis.**
- " **Rockford, Ill.**
- " **Appleton, Wis.**

Says A. J. Millington, Jr., District Manager:—

"The 1936 General Electric Radio receivers were enthusiastically previewed by practically every worth-while dealer in our entire territory. The above photograph of our Indianapolis meeting is typical.

"The new G-E Radio receivers featuring the 'tube that is sealed in steel' and other revolutionary developments from the 'House of Magic,' were welcomed by the dealers as the pace setters for the coming season."



dealers attend music meet and order \$500,000 stock

Over four hundred dealers from all parts of the country attended the conventions of the several associations July 22, 23 and 24 in Chicago, and placed orders for half a million dollars worth of musical instruments, pianos, radios and accessories. The National Association of Music Merchants, the National Association of Retail Musical Instrument Dealers, the National Association of Sheet Music Dealers, dealers of C. G. Conn, Ltd., as well as the jobbers' and manufacturers' associations, all held meetings and attended the joint convention. In addition to over a hundred musical instrument and piano manufacturers, several radio manufacturers took advantage of displaying their newest models.

Meetings of the associations were characterized by the business-like attack on retail sales problems by the dealers. Most of the first meeting was given over to a discussion of the place of electric appliances in the music store. A hand-showing vote proved that over half of the convention delegates already sell radio or refrigerators. Many of the country's foremost dealers took an active part in this discussion. Jay Grinnell, of Grinnell Bros., Detroit, revealed that his refrigerator sales were much better in his small neighborhood stores than in the main store. Edwin R. Weeks, of Binghamton, N. Y., revealed that refrigerator sales in his store have been big. A. D. La Motte, of the Thearle Music Co., San Diego, Cal., said that he had been able to show a profit in refrigerators, but that electric appliances must be departmentized from music. W. W. Smith, head of J. W. Greene Co., Toledo, O., said that his net profit on refrigerators was better than on pianos, due to the fewer repossessions, his charge against refrigerators for repossessions being but a fraction of one per cent. E. B. Baker, of Ottumwa, Iowa, confessed that he had practically pushed his pianos out in favor of refrigerators and appliances. E. E. Forbes, of Birmingham, Ala., who has been keeping abreast of the newest trends in merchandise since 1888, defended appliances and added that the way his company did business was to get out and get it. Other speakers on this subject included: A. J. Daveau, of the Stone Music Co., Fargo, N. D., and C. E. Hollenbach, of Spokane, Wash.

Highlight of the convention was the annual banquet. Originally scheduled for the North Ballroom, so large was the convention attendance that it had to be moved to the largest ballroom.

As toastmaster Edwin R. Weeks welcomed the guests in his usual breezy manner and then introduced the "Piano Twins," Miss Ruth Noller and Miss Ada Straub, who appeared by special permission of Frank O. Wilking, of the Wilking Music Co., Indianapolis, Ind., and through the courtesy of the Wurlitzer Grand Piano Co., DeKalb, Ill. Playing on two grand pianos these artists delighted their audience with two classical and one popular number. They were followed by Charles Magnante, who through the courtesy of Excelsior Accordions, Inc., New York, played five scheduled numbers and two others due to the continuous applause. Miss Adelaide Abbott, soprano, accompanied by Miss Isabel Durfey at the Steinway piano, appearing through the courtesy of Rudolph Ganz, president of the Chicago Musical College, entertained the audience with three numbers and one encore.

RADIO NEWS MEANS RADIO SALES

GENERAL ELECTRIC

RADIO

IS NEWS EVERYWHERE

(Continued from Page 19)

pastel shades. Out from this extend decorative lines of alternate strips in painted pastel shades and chromium bands. Floors are also modernistic. Even the counters carry out the some motif. Tube testing equipment is located on a back counter at the center of the store. The indicators are on a wall behind this. About the instrument board is a red Neon sign reading: "100% Test". This attracts a lot of attention from the outside. At the back



Modern, attractive and efficient, this store interior ties up perfectly with the "hospital" idea suggested in the store's title and greatly aids selling.

of the sales room are two small, practically soundproof demonstration rooms. The space available for this use was split so that two different customers can be served at the same time.

A variety of cabinets is carried on the demonstration room shelves—a means of suggestion. When a customer decides on one model, the salesman inquires if he would be interested in another set for another room. One customer recently bought six midgets for different rooms of his home. Many sales of three or four units have been made to the same parties.

NET

income doubled for 6 months by Stewart-Warner Corporation

Net income of the Stewart-Warner Corporation and subsidiaries for the six months ended June 30, 1935, after all charges, including depreciation, Federal Taxes and reserve for year-end adjustments, was \$1,020,491, equivalent to 82c a share on the 1,246,847 shares of common stock outstanding in the hands of the public, which constitutes the entire capitalization. In the six months to June 30, 1934, net income was \$540,260, or 43c a share on the outstanding capital stock.

Sales for the six months ended June 30, 1935, were \$11,005,560, as compared with \$9,240,684 in the first six months of 1934, a gain of 19 per cent.

For the three months ended June 30, 1935, net income after all charges was \$524,428, or 42c a share on the capital stock. In the three months ended June 30, 1934, net income was \$372,765, or 30c a share on the capital stock.

Consolidated balance sheet at June 30, 1935, reveals a strong position with a working capital ratio of 6.06 to 1, and with cash in excess of \$2,000,000. There are no bank loans.

Commenting on operations for the six months of 1935, officials stated that every subsidiary of the company had shown a profit during the period. Showing in the radio and refrigeration divisions is understood to have been particularly favorable, with substantial cash losses in the first six months of 1934 changed into modest gains in the first half of 1935.

GENERAL  ELECTRIC

RADIO
"GOES OVER"

IN THE CINCINNATI MARKET

GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS

of General Electric Appliances

Headquarters . . . Cincinnati, O.
Branches . . . Dayton, O.
" . . . Louisville, Ky.



Says R. R. Hand, Manager, Appliance Sales:—

"Dealers throughout our territory agree that the new General Electric line of radio receivers lives up to all advance promises, and that the advertising and sales promotion program are second to none. This, together with the fact that we are now making stock shipments and that all advertising materials are ready, means that G-E Radio dealers are off to a good start for a season of record sales, volume and a fair return on their investment."

RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO

IS NEWS EVERYWHERE

GENERAL  ELECTRIC
RADIO
"GOES OVER"

IN THE
CLEVELAND
MARKET

GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters Cleveland, O.
Branches Akron, O.
" Columbus, O.
" Toledo, O.



Says R. J. Lewis, Manager, Appliance Sales:—

"Dealers in attendance at the Cleveland, Akron, Columbus and Toledo G-E Radio Presentation meetings abound with enthusiasm over the new G-E Radio line incorporating the metal tube. The promotional plans, franchise, and advertising policies were accepted by all dealers as outstanding and beyond competition. Initial orders placed far exceed expectations. Additional factory shipments required at once."

RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO
IS NEWS EVERYWHERE

ARVIN

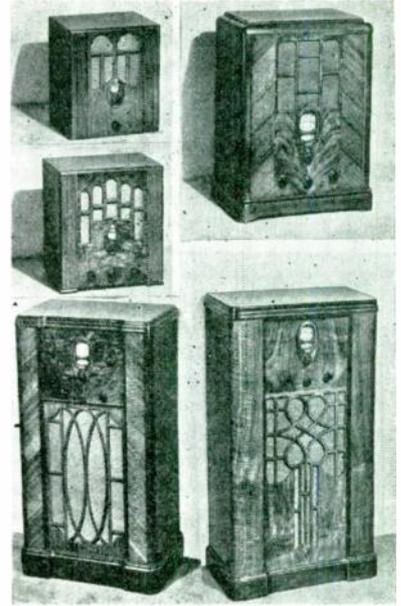
of car radio fame announces
line of home radio receivers

Dividing its line into standard-band, skip-band and all-wave groups, Noblitt-Sparks Industries, Inc., announces its Arvin home radio models this month. This follows the success attained by the Arvin car radios in the past several years and many dealers have looked forward to the addition of home models. The new line includes table models, consoles, and battery receivers and both metal and glass tube models.

Model 41 is a four-tube AC superhet tuning domestic stations covering standard and high fidelity broadcasts, encased in a small table cabinet. Model 51 and 51B (B denoting battery) are skip-band receivers, tuning 540-1750 kc., and 5.5-18 meg. 51 is a five-tube and 51B a four-tube set, both superhets, with automatic radio frequency gain control and two-point tone control. Featured is the mounting of the different sealed units so that each is readily accessible for service.

The all-wave models are offered in one table cabinet and two console styles and are available in either metal or glass tubes. They are truly all-wave, tuning 540-18,000 kc., with many special sales features. The band-beam station finder gives a moving beam of light to show exactly the band in use and the reading on it. A secondary dial controlled by the same dual knob separates and accurately logs short wave stations. Special mounting of the speakers eliminates wall echoes and projects the true tone into the room. The logarithmic manual volume control varies the audible signal strength in logarithmic proportions to the adjustment. The wave band switch cuts in the proper series of coils to establish the most efficient relationship between antenna and receiver circuit. The tuning unit is floating mounted to absorb vibration from the speaker.

The name Arvin is well established among radio dealers and their prospects.



MURPHY

formerly of Tatro joins Zenith
to direct farm radio campaign

B. C. Murphy, formerly sales manager of L. Tatro Radio Company, has, according to a recent announcement by E. A. Tracey, vice-president in charge of sales for Zenith Radio Corporation, of Chicago, associated himself with Zenith to be in charge of sales of the new Zenith farm radio line under the direction of E. A. Tracey. Mr. Murphy has a reputation of over twelve years' standing in the radio industry and is more currently known for the special work he has been conducting in the major farm markets having to do with the successful merchandising of radio receivers for farm use without electricity.

In Mr. Murphy's new capacity, his work will take him to every major farm market contacting Zenith radio distributors and laying plans and special merchandising promotions for Zenith's new 1935 farm radio line with Frepower.

PROMOTIONS

of Griffin as Eastern manager
and Roth made by RCA-Victor



John Griffin

M. F. Burns, merchandise manager for the RCA Victor division of the RCA Manufacturing Company, announced the appointment of John W. Griffin, as manager of the Eastern sales division, and of Louis K. Roth, in charge of sales to large retail outlets nationally. Both Mr. Griffin and Mr. Roth bring to their new duties a wealth of merchandising and selling experience gained in the retail, wholesale and manufacturing ends of the radio business, over a period of many years. Mr. Griffin, who will be responsible for the territory extending along the Atlantic Coast from Maine to South Carolina, and westward to Pittsburgh, recently completed the supervision of a successful merchandising and pro-

motion campaign on "Magic Brain" radios, which involved intensive field work in most of the key markets. He first attracted attention in the radio industry as president of the Haynes-Griffin Company, which was at that time engaged in the manufacture and wholesale distribution of radio parts. Mr. Griffin is also a noted yachtsman and motorboat racing enthusiast. He organized the first Albany-N. Y. motorboat race which has since become a yearly classic, and he is co-donor of the famous trophy in this competition.

Mr. Roth will direct the operation of a new RCA Victor affiliated distributor plan. He was formerly Eastern division manager for the sale of radio and refrigeration products of Stewart-Warner Corporation. He began his radio activities as special representative for the Continental Radio & Electric Company. Four years later, he joined the George L. Patterson Company, wholesale RCA distributors, as sales manager. When the latter company merged with the N. Y. Talking Machine Company and Bruno-New York, Mr. Roth was appointed sales promotion manager of the new company.



Louis K. Roth

FADA

appoints Moto Radio distributor
for Pennsylvania-West Virginia

Moto Radio Distributing Co., with headquarters in Pittsburgh, Pa., has been appointed exclusive Fada distributor for the important territory embracing Western Pennsylvania and Northern West Virginia, according to L. J. Chatten, general sales manager of Fada Radio & Electric Co.

Moto Radio is headed by J. W. Bryson and Mr. McCutcheon, who confine their activity entirely to radio products. They were previously connected with the Pittsburgh Auto Equipment Co., distributor of Fada radio, so they are thoroughly familiar with the value of the name in this territory.

specialist, Dallas, Texas; C. M. Wilson, radio field specialist, Philadelphia. R. M. Loughrey, district appliance sales manager, Portland, Ore.; H. E. Young, Philadelphia. Photos of J. L. Buchanan, Lee Williams and A. C. Prange on page 31.

GENERAL ELECTRIC

RADIO
"GOES OVER"

IN THE
DALLAS
MARKET



GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters	. . .	Dallas, Tex.
Branches	. . .	Abilene, Tex.
"	. . .	Amarillo, Tex.
"	. . .	Houston, Tex.
"	. . .	New Orleans, La.
"	. . .	San Antonio, Tex.
"	. . .	Shreveport, La.
"	. . .	Fort Worth, Tex.

Says H. R. Worthington, District Manager:—

"Here's what a few dealers told us:
'A wonderful line; well presented.'

A Furniture Man

'Finest showing I have ever witnessed. Glad that G-E is now really in the radio business.'

A Radio Dealer

'A well designed line, complete in eye appeal, and favorably priced.'

A Hardware Dealer

'The greatest showing I have ever attended.'

Electrical Specialty Dealer

'Give us that complete line—we will sell 1000 units for you before 1936.'

A Department Store



RADIO NEWS MEANS RADIO SALES

GENERAL ELECTRIC

RADIO

IS NEWS EVERYWHERE

RADIO

IS NEWS EVERYWHERE

RADIO

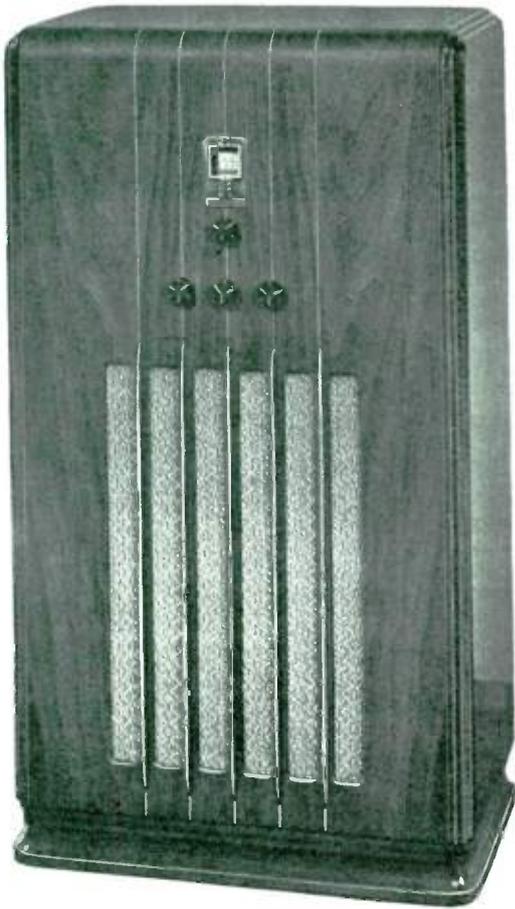
IS NEWS EVERYWHERE

GENERAL ELECTRIC

GENERAL ELECTRIC

NEW FEATURES

NEW PERFORMANCE



MODEL A-65 . . . An inexpensive two-band console that receives all standard broadcasts as well as short-wave, clearly and with excellent tone. New metal tubes. Its apartment-size walnut-veneer cabinet is dignified and simple, and represents the finest of modern design.

MODEL A-75 . . . A three-band console that you will be proud to own. The entire broadcasting and short-wave bands, as well as police calls and amateur signals are within its receiving range. New metal tubes. Brilliant performance. The beautifully modern walnut-veneer cabinet possesses a full measure of eye-value.



MODEL A-63 . . . A low-priced table model receiver which covers the entire standard broadcast band and also short-wave stations. New metal tubes. Clear reception. Excellent tone. The walnut-veneer cabinet is quietly but beautifully designed.



MODEL A-82 . . . A four-band table model of rare cabinet beauty and superior performance. The tuning range of this receiver embraces all standard broadcast frequencies as well as foreign short-wave, police and amateur signals. In addition there is an extra long wave-band on which weather and aircraft signals are heard. New metal tubes. It is housed in a walnut veneer cabinet that adds immeasurably to the charm of any room.

NEW



STABILIZ

"with the tube th

**NEW
VALUE**

**NEW
SALES PEAKS**

W!



MODEL A-70 . . . A three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. New metal tubes. Its walnut-veneer cabinet has a rich and colorful design that lends a tone of conservative modernism to any home interior.

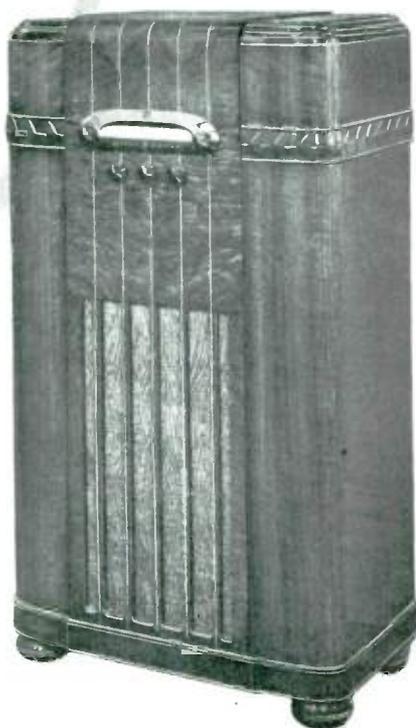


MODEL A-125 . . . A supreme instrument. Its five bands bring in practically everything that's on the air more clearly, more beautifully than any radio set heretofore developed. It is a receiver covering all standard broadcasts, foreign short-wave frequencies, amateurs, police, weather and aircraft PLUS an ultra-short-wave band on which 2-way police conversations may be heard. New metal tubes. The modern console cabinet possesses a dignified simplicity that will harmonize with any style of interior decoration.

e, developed by General
ds so greatly to PER-
possible an entirely new
hermetically "SEALED



MODEL A-53 . . . A table model that provides excellent reception of standard police and short-wave transmissions at an unusually low cost. New metal tubes. Its walnut-finish cabinet possesses a distinctive charm that has met with widespread approval.



MODEL A-87 . . . A four-band console for those who demand above-the-average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.

ED RADIO

t's sealed in steel"



GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
NEW YORK
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances**

- Headquarters . . . New York, N. Y.**
- Branches . . . Newark, N. J.**
- " . . . Bronx, N. Y.**
- " . . . Brooklyn, N. Y.**
- " . . . Jersey City, N. J.**
- " . . . Paterson, N. J.**



Says H. C. Calahan, District Manager:—

"Nothing that we have ever presented as G-E Distributors has been so enthusiastically received as the new G-E Radio program. A large number of dealers who had never handled any G-E products before have recognized the news value and profit opportunity of this new program and are now enthusiastic G-E Radio dealers — well on the road to a successful season."

**RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO
IS NEWS EVERYWHERE**

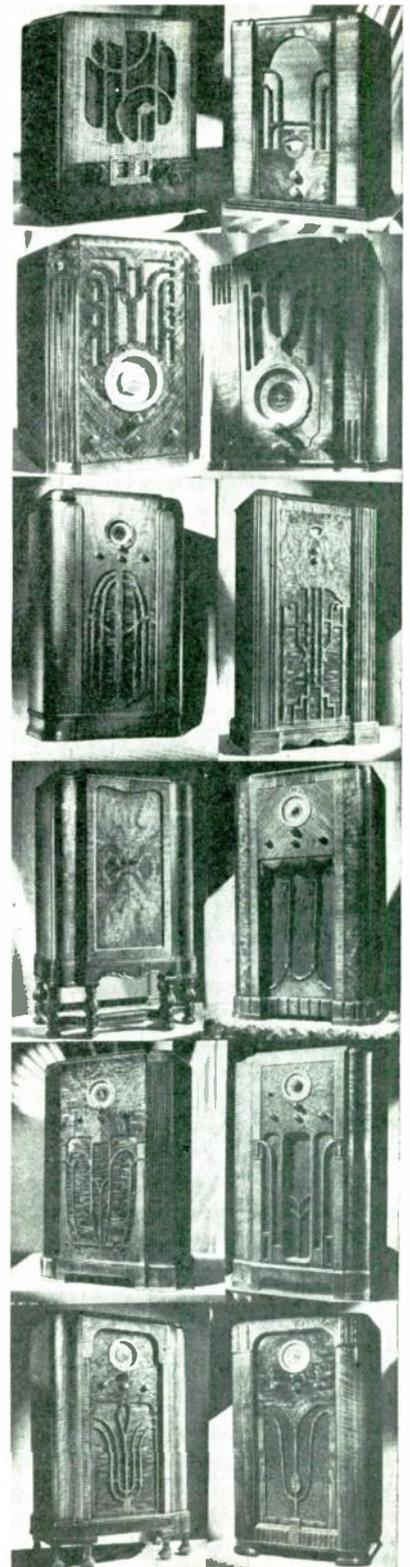
FERRODYNE

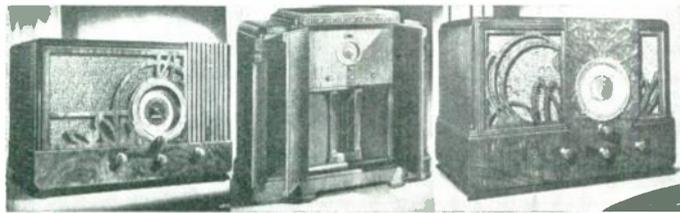
chassis for metal tubes
offered by Stewart-Warner

Featuring the Ferrodyne chassis, Stewart - Warner Corp. claims that metal tubes require a new type of circuit to operate at highest efficiency and that the Ferrodyne chassis meets this requirement. Outstanding distinctions of the Ferrodyne chassis are: rigid, all-metal, rust-proof, cadmium-plated frame. Improved original magic dial. Automatic station register. Dual tone control. Oversized speakers. Volume control, automatic and manual. Built-in short-wave aerial terminals. Two-speed, variable gear driven condensers. Sound diffusion for three-dimensional tone. Second-hand pointer for logging short-wave stations. The Ferrodyne chassis is used in the seven-tube, nine-tube and eleven-tube models, including 1361, 1362, 1365, 1366, 1375, 1376, 1385, 1386, 1388.

The Stewart - Warner line is made up of sixteen models. Particularly unusual is the Model 1388, which is a console with doors three feet high by about three and one-half feet wide in beautifully matched and patterned domestic and imported woods. Utility shelves are provided back of the side doors, and the set operates twin speakers.

Model 1401 has a five-tube superhet circuit, AC, with two band tuning. Models 1301, 1302 and 1306 employ a five-tube circuit with a short-wave band that tunes the most important channels of 49, 39, 31, 25, 18 and 17 meters. Model 1345 is a six-tube superhet in an Art Moderne console and tunes, in addition to broadcast bands, from 44 to 136 meters. The seven-tube Ferrodyne chassis appears in four models with three-band tuning up to 18,000 kc. Two of these models are table cabinets and two are consoles. Models 1375 and 1376 are both console cabinets with a nine-tube Ferrodyne chassis and four-band tuning, ranging from 140 to 18,000 kc. The eleven-tube chassis used in three models has a pre-selector input stage and two I. F. stages of amplification. Its fourth band covers the 140-400 kc. stations. Color dot on the switching knob





tells which band is being tuned. Curvilinear cone shape claims a full octave extension in response.

Stewart-Warner also offers two battery-powered receivers for the important farm market. One is a table model and the other a console, both with a seven-tube chassis, operating on either 3-volt dry battery, 2¼-volt air-cell or 2-volt storage cell. These sets tune standard broadcast range and one police band.

MUTER

offers new free catalog

The new Muter Co. free catalog is now being mailed radio dealers on request, and many have applied for their copies because it contains a listing of much important replacement material for service men. Particularly important today are the interference filter, all-wave tuning selector and all-wave tuning coupler.

Featured by Muter is the new Wheatstone resistance bridge. Heretofore resistance bridges have been delicate, extremely expensive, measuring instruments which made them impractical for general use on factory production lines, in service work, or for student use in technical classes. And seldom was it practical for a laboratory to have more than one or two of them for design work.

The Muter Resistance Bridge not only has the accuracy of the most expensive, but simplicity of operation, an unusual degree of ruggedness and extremely low cost. It is recommended for use by Service Engineers to replace the comparatively inaccurate "ohmmeter". Commercial laboratories find that its low cost allows the simultaneous use of individual bridges in various experiments. Radio and electrical apparatus manufacturers are finding that its rugged construction makes it especially adaptable for use on production lines. And its price and ruggedness make it practical for the technical departments of high schools and universities to have a sufficient number of them for individual student instruction.

The internal construction of the new Muter Certified Resistance Bridge is unusual. The resistor elements are wound in strip form, the taps being set to an extreme degree of accuracy. Thorough vacuum impregnation insures freedom from variation due to change in humidity. A special alloy resistance wire is employed to maintain constant resistance regardless of reasonable change in temperature.

MORFORD

appointed field specialist for
Hotpoint refrigerators

Erle Morford, formerly with the Stewart-Warner Corporation, has been appointed a field specialist for the Hotpoint refrigerator division of General Electric Company's specialty appliance department. He will have headquarters at Nela Park, Cleveland. The appointment was made by Harry C. Mealey, manager of the Hotpoint refrigerator division.

Morford was connected with Stewart-Warner for twenty-four years, covering the north central states on refrigerators and radios. For five years he was Cleveland distributor for Stewart-Warner. In his new position he will cover jobber sales organizations.

GENERAL  ELECTRIC

RADIO
"GOES OVER"

IN THE
NEW YORK
MARKET

ROYAL EASTERN
ELECTRICAL SUPPLY CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . New York, N. Y.
Branches Brooklyn, N. Y.
" . . . Long Island City, N. Y.
" . . . New Rochelle, N. Y.



Says S. D. Goodman, General Sales Manager:—

"THEY CAME
THEY SAW
. . . AND . . .
THEY SIGNED"

RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
OMAHA
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances**

**Headquarters . . . Omaha, Nebr.
Branches . . . Des Moines, Ia.
" . . . Sioux City, Ia.**



Says G. W. Clark, District Manager:—

"When any manufacturer produces a line of receivers as outstanding as the new General Electric Radio receivers, and a merchandising plan as comprehensive and sound — that manufacturer is destined for leadership. The G-E Radio line for 1936 and the merchandising plans for it, incorporate every sound and profit making feature that could be asked for. The new G-E Radio line 'goes over' in this territory."

**RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO
IS NEWS EVERYWHERE**

MITCHELL

**appointed advertising and sales
promotion director of Kelvinator**

Appointment of S. C. Mitchell, formerly advertising manager of the Leonard Refrigerator Company, as director of advertising and sales promotion for Kelvinator Corporation, has been announced by H. W. Burritt, vice-president in charge of sales of Kelvinator Corporation. Mr. Mitchell succeeds Vance C. Woodcox, who recently resigned to take a position with Montgomery Ward & Company.



S. C. Mitchell

In his new position, Mr. Mitchell will be in charge of advertising and sales promotion activities for all of Kelvinator Corporation's products, including domestic and commercial refrigeration equipment, oil burners, electric ranges and air conditioning.

In announcing the appointment, Mr. Burritt said that Mr. Mitchell's knowledge of both advertising and sales work admirably fits him for the duty of supervising Kelvinator's varied advertising program. The company's continued success in the refrigeration field, together with its rapid rise to the front ranks of the country's air conditioning industry provides a wide field for the application of Mr. Mitchell's experience and ability.

ZENITH

**finance plan with opportunities for
many more small radio dealers**

Zenith Radio Corporation recently announced a new finance plan for Zenith radio dealers, enabling installment sales contracts for retail sales of Zenith radios to be discounted by dealers with Walter E. Heller & Company, Chicago. A special feature of the plan is that it includes hundreds of Zenith dealers never before eligible for collection-by-dealer finance plans. Under the Zenith-sponsored plan, dealers with as little as \$1,000 total worth may be accepted for financing on a very low rate basis.

There is no minimum finance charge per contract, and the plan is offered without any cost to dealers or distributors.

HERTZBERG

sales engineer of Electrad

Robert Hertzberg, who has been engaged in technical publicity, editorial and sales promotion work since the early days of broadcasting, has joined Electrad, Inc., 175 Varick Street, New York, in the capacity of sales engineer. He will contact the radio and amateur fields in particular.

★ HIGHEST QUALITY ★
FIRST-CLASS ENGINEERING
★ PROFIT TO DEALERS

Ken-Rad
DEPENDABLE
LONG LIFE

KEN RAD Radio Tubes are real money-makers. Write us for complete dealer proposition. Here's opportunity for increased business. Act now! No obligation.

DEPENDABLE

Ken-Rad Radio Tubes

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

LONG LIFE
★ ★ ★

Do You Sell Pianos ?

Then you'll want to read all that's going on in the piano industry, with its new styles of uprights (just announced), the early American models of grands, as well as the general news and progress of piano activity.

Fill out the coupon below, enclose check for \$2, and start a year's reading of



To—The Music Trade Review
Radio City, 1270 6th Ave., New York

Name

Address

Pianos handled

... .. Syracuse, N. Y.; Kenman, New York, G. Devine, Boston, and W. H. McKnew, Minneapolis, field engineers. Back row: C. F. Bateholts, Publicity Department; O. E. Ager, Research Laboratory; H. A. Crossland, supervisor Field Service, Bridgeport; P. R. Butler, Chicago, M. A. Feldstein, Philadelphia, and J. W. Brennan, Kansas City, field engineers, and Gene Darlington, Research Laboratory.

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
PITTSBURGH
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS**
of General Electric Appliances

Headquarters Pittsburgh, Pa.
Branch Youngstown, O.



Says R. M. Davis, Manager, Appliance Sales:—

"The advance publicity on the new General Electric Radio line and the early promises made by the General Electric Company, have been more than fulfilled by the new line of radio receivers and the sales promotion program supporting them. Radio dealers have been quick to recognize the truth of this statement and have indicated their sincerity by placing substantial initial orders. Watch the G-E Radio Bandwagon go."

RADIO NEWS MEANS RADIO SALES
GENERAL  ELECTRIC
RADIO

IS NEWS EVERYWHERE

GENERAL  ELECTRIC
RADIO

IS NEWS EVERYWHERE

GENERAL ELECTRIC
RADIO

GENERAL ELECTRIC
RADIO
"GOES OVER"

IN THE
PORTLAND
MARKET

GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters . . . Portland, Ore.
Branch . . . Spokane, Wash.



Says G. A. Boring, District Manager:—

"Dealers throughout our territory recognized in the advance publicity on the metal tube that here was a new opportunity for them. We have signed franchise agreements with leading dealers throughout the territory and they report the metal tube, sentry box, permaliner and other features to be of unusual sales value."

RADIO NEWS MEANS RADIO SALES
GENERAL ELECTRIC
RADIO

IS NEWS EVERYWHERE

RADIO & Electric Appliance JOURNAL
Page 38 August 1935

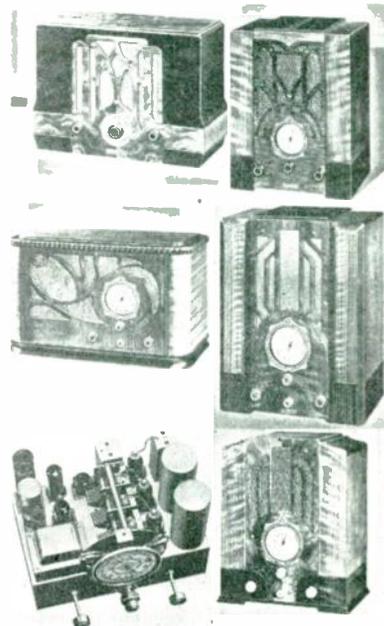
RADIO & Electric Appliance JOURNAL
Page 40 August, 1935

KADETTE

features interchangeable metal or glass tubes in new radio models

Featuring sets which are equipped so that either metal or glass tubes may be used interchangeably, International Radio Corp. presents its new line of Kadette receivers. Unusually wide range of models is included, prices running from \$13.50 to \$49.50. The Jewel Model 10 series, which has been selling steadily since last September is continued with important refinements in chassis and two new de luxe plaskon cabinets.

Top of the new line is the Model 120, which is presented as the largest and finest chassis ever offered by Kadette. It is seven-tube superhet, three-gang condensers, airplane dial with two pilot lights, tuning 13 to 555 meters. It is encased in a beautiful and original cabinet of figured walnut and mahogany with a piano finish. Another leading model is 61, which lists for \$39.95 with glass tubes. This is a six-tube AC-DC superhet with three-gang ball bearing condensers with airplane dial illuminated indicating principal short wave ranges by countries. Other "Met-Octal" models include the 53, a five-tube AC superhet, tuning 13 to 555 meters. Model 52, a five-tube superhet AC covering domestic and foreign broadcast bands. Model 26, a four-tube AC for domestic stations. The Jewels are listed for \$13.50 in bakelite and \$16.50 in colored Plaskon.



MODERNISTIC

carton designed for National Union tubes with seal



National Union radio tubes are being shipped to the trade in a new carton of modernistic design and incorporating a radically different method of sealing. The design developed in cooperation with a leading New York commercial artist incorporates both the modernistic technique and the effectiveness of Continental European art.

The package construction, instead of following the lead of hollow end staple sealed cartons was perfected with the idea in mind that a tube could readily be extracted from the package and replaced without tearing, mutilating or destroying the general appearance of the box. Sealing is accomplished by a simple turn-back of the end flap lift and insertion of a wire staple by means of a specially constructed mandrel.

National Union reports that jobbers and dealers have enthusiastically acclaimed the new package from both appearance and construction standpoint. Colors of the new carton are turquoise blue, silver and black, a combination which successfully implies quality merchandise.

MUTER *Certified*
RESISTANCE BRIDGE

For the first time—a Laboratory instrument practical for service work! Its accuracy far exceeds the best "ohmmeter." Its compactness makes it easy to carry. Its appearance is highly desirable. And its price makes it a necessity! Write Dept. B-8 for details and FREE Resistance Calculation Tables also complete new general catalog of Muter products.

List Price \$49.50
Dealers Net \$29.70

The **MUTER** Co.
1255 South Michigan Avenue, Chicago, Illinois

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
SALT LAKE CITY
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS**
of General Electric Appliances

Headquarters . . . Salt Lake City, Utah
Branches Billings, Mont.
" **Butte, Mont.**
" **Denver, Colo.**



Says J. A. Kahn, District Manager:—

"Presentation of the 1936 line of General Electric Radio receivers with new metal tubes has not merely astounded all dealers, but has caused them to express the most extravagantly favorable opinions of perfection of sound, beauty of design, completeness of advertising and sales promotion plans, and attractiveness of prices. Our most serious problem is to try to pacify the great number of good dealers to whom we cannot give dealerships."

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 latest 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.

C O U P O N

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

RADIO NEWS MEANS RADIO SALES

**GENERAL  ELECTRIC
RADIO**

IS NEWS EVERYWHERE

RADIO "GOES OVER"

IN THE ST. PAUL MARKET



GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters St. Paul, Minn.
Branches Duluth, Minn.
" **Minneapolis, Minn.**
" **La Crosse, Wis.**

Says L. C. Mample, District Manager:—

"The response of over 200 dealer representatives at our dealer meeting more than verifies our own opinions of the acceptance, salability, and profit possibilities of General Electric Radio. This enthusiasm, which was duplicated at Duluth and LaCrosse, was backed by actual commitments, which again makes us believe that G-E Radio is the outstanding line from now on."



RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

WHERE

to get what you want when
you're at the show

You've been hearing a lot about the National Electrical and Radio Exposition held at the Grand Central Palace this year, September 18th to 28th, under the auspices of the Electrical Association of New York, Ralph Neumuller, secretary. The show manager is Joseph Bernhardt, and Joe has been tearing things wide open to present the greatest exposition that the New York public has ever seen.

Naturally, this show attracts thousands of dealers and jobbers from the Eastern section of the country, so you might like some clues on what to do and where to go.

One of the main things to see is the city from the top of the RCA building; then take a tour through the NBC studios.

If you like to see an example of capable management, run into Longchamps restaurant, 49th St., and Madison Ave., where you get the biggest cocktail in town and an assortment of food that will be treating your palate right. Manager Fritchie, who works from around 7 o'clock in the morning until 12 at night, has never heard a radio set, so he's something new for you.

Another example of efficiency in store work is Finchley's, 46th St., and 5th Ave. If you want a swell suit of clothes or haberdashery, ask for Ponce de Leon—I have made a deal with him whereby I get half of the change you leave in your old suit.

If you feel like a good mint julep, go into the Cocktail Room of the Waldorf. You'll get a mint julep that will put life into a wooden leg.

If you feel like some good roast beef, go into Lindy's, 52nd St., and Broadway. They also have kosher ham.

If you like marvelous chicken, go into Caruso's, 42nd St., near the Wurlitzer store, between Broadway and 6th Ave. They roast it on a spit. Get a side dish of spaghetti with Caruso sauce.

If you crave cuisine of a combination French and Greek type, drop into Rumpelmayers restaurant, street floor of the St. Moritz Hotel, 59th St., near 6th Ave.

If you want to see a whale of a good show with food some night, try the Casino de Patee and the Folies Bergere, 50th St., and 7th Ave.

If the thought turns to Swedish hors d'oeuvres, try the Stockholm, 51st St., and 6th Ave., north side of the street.

If you want an Italian meal that will keep you bolted to the chair, go to Leone's, 48th St., near 8th Ave. Tell Mr. Leone you are from Yonkers, and you will make a big hit, or tell him Valerius sent you in.

If you feel like good hamburger, or ham and cabbage, go into Dinty Moore's, 46th St., between Broadway and 8th Ave.

If a steak appeals to you, try Jack Dempsey's restaurant, 50th St., and 8th Ave. Make a kick to Jack if the service isn't good and he'll sock a waiter on the jaw—just for your enjoyment. If Jack isn't there, ask for Steve Christie.

If you want the best ice cream in town, go into Shrafft's. They may even have blueberry ice cream (with apologies to Judge Van Allen of Buffalo.) The judge is a great blueberry picker.

If you are rarin' to go on spaghetti and tomato sauce, go over to Barbetta's, W. 47th St., between 8th and 9th Aves. They also make a mean Zabionne if you want a good Italian dessert.

If you want to see some fine radio and music stores, drop into Haynes-Griffin, in the Hotel Roosevelt building; the Liberty Music Shop, 50th St., and Madison Ave.; the Gramophone Shop, 46th St., near Madison; Marconi Bros., 679 Madison Ave.; Schullstrom Music Shop, 30 E. 59th St., etc.

Oysters will be in season when you hit here, so if you want a good oyster stew go down to the Oyster Bar, Grand Central Station. If you want good oysters on the half shell, go into the Hotel Commodore. They have a special brand that will even make a Baltimore distributor happy.

If you feel like scrambled eggs, go to the B. & G. restaurants, there are about a dozen of them around town—and get what the Greek waiter calls "scromle."

If you want fish handled marvelously, drop in at the Restaurant Crillon. Manager Baumgarten will give you special attention.

If you are in the mood for hot hors d'oeuvres, the only place to get them is the Hotel Marguery, 47th St., and Park Ave.

(Continued from Page 42)

Bacon, like you can't get it any other place, is found at Shraff's in the morning. The old Beech-Nut brand grilled de luxe.

If you've only got a nickel left and want the best nickel coffee in town, go into an Automat.

This brings you all the way from a \$3 steak to a 5c. cup of coffee. If there is anything that we have omitted, that your fond heart desires, just phone Circle 7-5842, make your wishes known, and any of the mugs in the office will handle your inquiry in a 100 per cent manner.

We hope you enjoy the Radio Show, and get some good ideas around New York, and that your Fall business will be the best you've had since '29.

PIONEER

wind-power 6-volt generator
to charge radio batteries

To provide a simple means of charging the storage batteries used by a half million or more farmers throughout the country, the Pioneer Gen-E-Motor Corporation of Chicago has brought out, for the dealers, a wind-powered 6-volt generator unit providing 5 amperes of direct current which may be used in keeping the battery charged for radio set operation or for lighting operation.

The generator unit is said to be completely weather-proof and is provided with overload relay and cut-off as well as a tipping arrangement which is thrown into operation by too great a wind velocity and which throws the unit out of operation.

The unit may be mounted directly on the house or barn roof or it may be supported by means of the small steel tower which is sold separately.

SAY, JACK—DON'T TIE UP WITH ANYBODY TILL YOU SEE THE NEW STEWART-WARNER FERRODYNE RADIO—BELIEVE ME, IT'S A KNOCKOUT!

See Story on Page 53

GENERAL  ELECTRIC

RADIO
"GOES OVER"

IN THE
SAN FRANCISCO
MARKET

GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
of General Electric Appliances

Headquarters . San Francisco, Calif.
Branches . . . Sacramento, Calif.
" . . . Fresno, Calif.
" . . . Oakland, Calif.



Says Chas. W. Goodwin, Jr., Dist. Mgr.:—
"In the Pacific Coast district alone over 2,000 dealers attended the presentations of the 1936 line of G-E Radio receivers, which are equipped with the new all-metal tube. We are convinced that as a result of the enthusiasm and interest displayed, General Electric Radio will shortly attain the position of leadership. We are therefore organizing our sales forces so as to capitalize, to the greatest degree, the opportunities which are ahead."

RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

IN THE

SEATTLE

MARKET



GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS

of General Electric Appliances

Headquarters . . . Seattle, Wash.

Says F. A. Block, Manager, Appliance Sales:—

"OUR MEETING SEATTLE GRAND SUCCESS STOP ATTENDANCE EXCEEDED THREE HUNDRED DEALERS INCLUDING HARRY SMITH OF KETCHIKAN ALASKA STOP GREATEST ENTHUSIASM REGISTERED AND ORDERS ARE ROLLING IN STOP WE ARE GOING PLACES WITH THE NEW G-E LINE THIS YEAR."



RADIO NEWS MEANS RADIO SALES

GENERAL ELECTRIC

RADIO

IS NEWS EVERYWHERE

SHAPIRO

distributes Grunow in Baltimore and Washington, D. C.

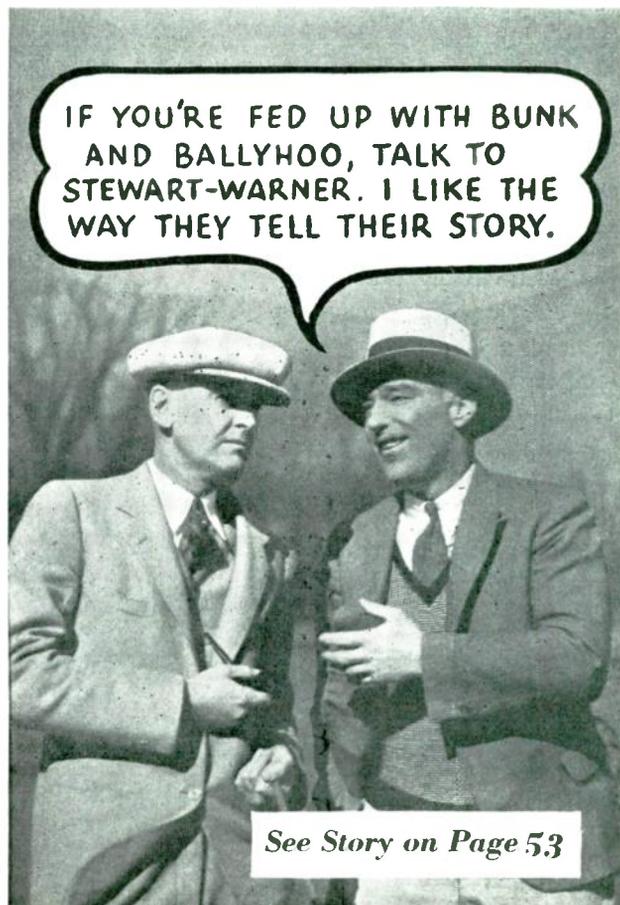
Extension of distribution on Grunow products to Baltimore and Washington territories is announced by Shapiro Distributors, Inc., with headquarters established in both cities. Initial introduction to the trade was made at dinners in Baltimore at the Maryland Country Club and in Washington at the Ken-



Shapiro's service organization

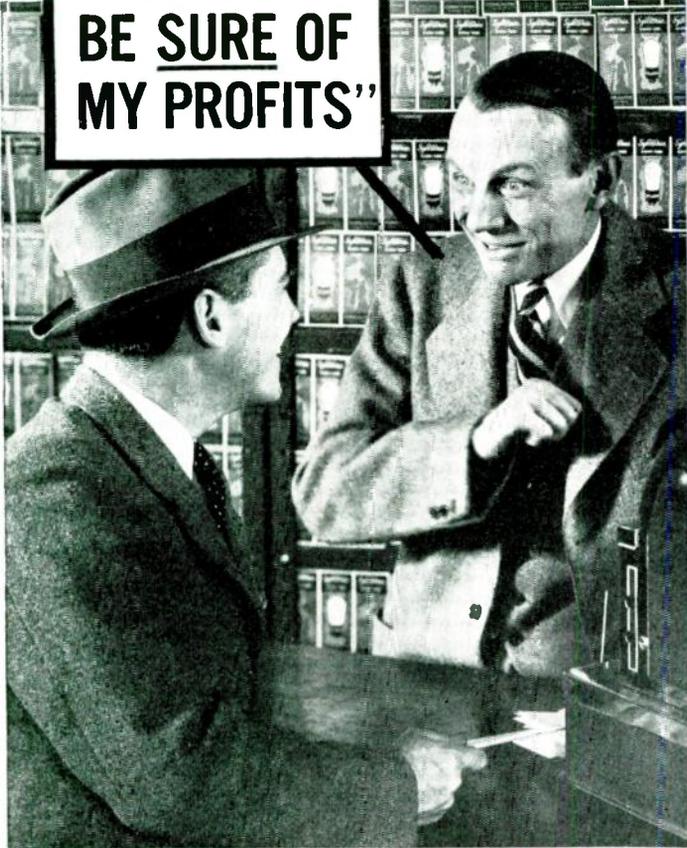
wood Country Club. Officers of the corporation include Hyman Shapiro, president, Sam Kreisel, vice-president, Harold Gabrielove, secretary, and Moe Kreisel, treasurer.

Harold Gabrielove, who has been selling Grunow products since the company's inception, is general manager of the new organization with Moe Kreisel as sales manager, and Lawrence Mezz, credit manager.



See Story on Page 53

**"I WANT TO
BE SURE OF
MY PROFITS"**



So said this retailer when we asked why he sold so many Sylvania Tubes!

► "I'll tell you why I sell so many Sylvania tubes! I push Sylvania's . . . I recommend them to my customers, and I recommend them because I make an extra profit on Sylvania's!

"My bread and butter depend on my profits . . . I can't afford to pass up a good bet. And I know that when I do sell Sylvania's, my customers will be satisfied. There's not a better tube made than Sylvania . . . it's as good as the best and my extra profit is my reason for putting it out front!"

This retailer knows a good thing when he sees it . . . and he knows a good tube when he sells it! He pushes Sylvania tubes, and sells them for the full profit that is his due.

Find out how such profits can be yours. Write for information on Sylvania's sales policies. A card or letter will bring this information within a few days. The Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

THE SET-TESTED RADIO TUBE

© 1935, Hygrade Sylvania Corp.

GENERAL  ELECTRIC

**RADIO
"GOES OVER"**

**IN THE
ST. LOUIS
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS**
of General Electric Appliances

Headquarters . . . St. Louis, Mo.
Branches . . . Evansville, Ind.
" . . . **Memphis, Tenn.**
" . . . **Springfield, Ill.**

Says L. C. Arnold, District Manager:—

"The 400 dealers attending our St. Louis meeting, plus the record attendance at Evansville and Memphis, tell us G-E Radio will establish new sales records this year. We are gratified that so many of the important dealers have already taken on the G-E line. We are on our way!"



RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS EVERYWHERE

RADIO "GOES OVER"

IN THE WASHINGTON MARKET



George Wasserman, of George's Radio, Washington, D. C., signs an order for 450 sets immediately following the Washington dealer meeting. Says Mr. Wasserman —

"At last we have found a line with a sufficient number of features to put it in the specialty class. This means more profit for me."

NATIONAL ELECTRICAL SUPPLY CO. WHOLESALE DISTRIBUTORS

Headquarters . . . Washington, D. C.

Says F. N. Chase, Mgr., Radio & Marine Dept.:—

"At our meeting in Washington the new line was received with impressive enthusiasm by our dealers. And, furthermore, they confirmed their belief and confidence in the future of G-E Radio with many substantial orders."



RADIO NEWS MEANS RADIO SALES

GENERAL ELECTRIC

RADIO

IS NEWS EVERYWHERE

24 TUBES

in new Midwest line of
custom-built radio

Royale Radio Crafters, a division of the Midwest Radio Corporation, announced the development of a line of 24-tube custom-built export radios, built to the highest standards of quality and precision. This new line includes three beautiful, hand-made Acousti-Tone, V-Spread models: the Fleetwood, the Avon, and the Victoria. These models are characterized by the new Acousti-Tone, V-Spread design. The Acousti-Filters, which are a feature of the Acousti-Tone design filter out booming, blasting and artificially tuned audio effects, resulting in a new richness of tone reproduction.

It is interesting to note the unusual processes through which the chassis are put, over a period of from five to seven weeks. These processes eliminate all effects of aging, temperature changes and vibration. It is aged until all "drift" has stopped, and then the vibration test is carried out to see that all parts are "seated". Time and temperature tests are then made. The set is carried through repeated cycles of temperature changes with intermittent readjustments until no further change can be produced by additional temperature and time cycles.

The 24-tube 6-tuning range chassis is made up of two units: the tuning chassis which has 13 tubes, and the power amplifier chassis which has 11 tubes. The delicate tuning chassis, contains the R. F. stages, mixer and oscillator, the I. F. amplifier, the first audio stage and phase rotator and various complementary devices, such as interstage noise suppressor, the automatic volume control, amplifiers and filter network, the automatic tone compensation, tunalite and beat frequency generator or whistle tube. The other chassis contains the rugged dual power supply, all rectifiers, filters and the audio power amplifier. The power supply is divided into two electrically separate units. One supplying the plate voltage to the output tubes alone. Voltage fluctuation in this power supply due to the extremely large outputs are therefore not reflected into the rest of the set. The second power supply furnishes voltages to the first chassis, which is extremely well filtered with a three-stage filter.

OLIVER

Kadette representative
in Metropolitan territory

Fred P. Oliver has been appointed Eastern district sales representative for International Radio Corp., makers of Kadette radio, according to W. Keene Jackson, sales manager of the Ann Arbor corporation. Mr. Oliver spent some time at the factory immediately after his appointment, to become thoroughly familiar with the Kadette production methods. He will cover Metropolitan New York and has already been welcomed by leading dealers interested in the new Kadette line described elsewhere in this issue.



Fred P. Oliver

Mr. Oliver will make his headquarters at the Crescent Athletic Club, Brooklyn.

Mr. Oliver is well known to the Metropolitan trade, having been in the industry since its growth from the talking machine business.

KELVINATOR

sales department changes precede aggressive campaign

Important changes in sales department executive personnel were announced recently by H. W. Burritt, vice president in charge of sales for Kelvinator Corporation. These changes, coming co-incident with the appointment of Geyer-Cornell & Newell, Inc., as advertising counsel, are first steps in formulation of plans which will see the most aggressive advertising and sales drive ever attempted by Kelvinator, during 1936, Mr. Burritt said.

Godfrey Strelinger, who has served with Kelvinator for many years in varied capacities, has been appointed general assistant to the vice president in charge of sales. He comes to his new position from the sales managership of Leonard Refrigerator Company, to which position he was promoted from the managership of the Kelvinator Detroit branch.

R. I. Petrie, who two years ago resigned as sales manager for Leonard, to take over the position of domestic sales manager for Kelvinator, returns to the post of sales manager for Leonard. Mr. Petrie is a veteran of both the Kelvinator and Leonard organizations, with a long and successful record of achievement, and a thorough knowledge of the Leonard organization for which he will direct sales, effective immediately.

V. J. McIntyre is appointed to the position of domestic sales manager for Kelvinator. Mr. McIntyre also has spent many years with Kelvinator. During the past few years he has been manager of the department store division, in which capacity he set the extremely fine record which earned for him this new responsibility.

PUPPET

show draws crowds for Norge refrigerator dealers

"All in a Wifetime," a unique puppet show, has been produced by Norge Division of Borg-Warner Corporation under the direction of James A. Sterling, advertising and merchandising manager. Following through on the success scored earlier in the year by the elaborate stage production, "The Freedom of the Shes," this puppet show carries a dramatic sales story with the added advantage of being easily put on in any retail location. The largest marionettes in existence, five-twelfths human size, are utilized, with miniature reproductions of Norge Rollator refrigerators, ranges, and washers forming the basis for an attractive and entertaining demonstration of Norge use values. Each demonstration, a complete playlet, requires thirty minutes. The troupe carries complete equipment, scenery and eight-foot stage. Additional short comedy features are available for presentation, requiring three to four minutes to perform. Department stores and specialty dealers have found this puppet show to be invaluable in pulling crowds into their stores during the summer season, particularly when used as an added attraction at cooking school demonstrations. The stage can be easily erected in stores, theatres, booths or at summer fair, and Norge dealers have experienced its potent sales-building power with a minimum of investment.

Mrs. Rose E. Wanamaker, wife of Duane L. Wanamaker, advertising manager of General Household Utilities Co., Chicago, was recently killed when the automobile in which she was riding near Coloma, Michigan, left the highway and crashed into a tree. Funeral services were held at the Wanamaker Park Ridge, Illinois home, with interment at Cobban, Wisconsin.

Mrs. Wanamaker was but 32 years old. She was very popular in Chicago society and was well known to many distributors and dealers in the country for she was hostess to many at her Park Ridge home. Vivacious, full of animation, and with everything to live for, her early and untimely passing created unusual sympathy in her circle of personal and business friends.

GENERAL  ELECTRIC

RADIO
"GOES OVER"

IN THE

WICHITA

MARKET

SUTTON ELECTRIC SUPPLY CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Wichita, Kans.



Says R. M. Sutton, President:—

"With a new line that is —

Designed beyond competition . . .

Competitively priced . . .

Adequately advertised . . .

Delivered on time . . .

the General Electric Company is making a business out of the radio business."

RADIO NEWS MEANS RADIO SALES

GENERAL  ELECTRIC

RADIO

IS NEWS . . . EVERYWHERE

RCA-Victor

presents greatest line and campaign to its distributors

Enthusiasm marked the launching of the new RCA-Victor 1935-1936 line of radio receivers at a two-day sales convention at Atlantic City on July 18 and 19. More than 180 distributors and members of their organizations cheered the dramatic presentation of the new models and predicted that the outstanding features of the new line and the many solid sales helps embodied in the planned advertising and sales promotion campaign would result in the biggest sales in the company's history.

Following the meetings, distributors placed orders for a total volume far exceeding the August-September quota previously set by RCA-Victor executives.

Under the direction of Tom F. Joyce and his assistants, the new receiving set models, phonographs and various sales helps were presented by the heads of the departments concerned. E. T. Cunningham, president of RCA-Victor, was the speaker at the opening meeting. After



A snapshot of some of the big shots, men of huge calibre left to right: RCA Dept. of Information Manager, Frank E. Mullen; Stylist John Vassos; Lord & Thomas vice-president, Sheldon Coons, advertising expert; RCA-Victor president, E. T. Cunningham, a man who rates the title of "executive"; Ben Gardner, ex-pres. RCA Victor Co., Ltd., Canada; RCA Victor executive vice-president, G. K. Throckmorton, who doesn't own a watch, and Radio Merchandise Manager, M. Frank Burns, representing the motion picture director's idea of "personality."

Following luncheon, the afternoon meeting was devoted to the introduction of the new 1935 receiving set models. These were effectively presented by E. H. Vogel of the RCA-Victor advertising department.

It was explained that this was a pre-showing of the line and that details were not to be made public until late in August, when factory production will be in full swing. John Vassos, noted consultant designer, described the style and workmanship in the new cabinets, followed by Lou Sullivan, who gave an inspiring talk on the same subject. J. W. Griffin spoke on distributor sales management and development.

The afternoon session concluded with a presentation of the music traditions fostered by Victor, including an effective series of tableaux depicting the development of the phonograph from the early "cheesebox and horn" model to the new model D-22 with its almost life-like reproduction.

(Continued on Page 49)



Man power of distinguished quality—at right, Elmer T. Cunningham, president, RCA Victor Co., Inc.; in center, Judd M. Starr, recently appointed assistant to President Cunningham (Starr was sales manager of Kelvinator for 7 years), and at left, Raymond Rosen, Philadelphia distributor for RCA Victor radio, with a reputation for "doing business."

reviewing conditions during the past year, he touched on some of the high spots of the new line and discussed markets not being fully developed, giving an analysis of sales figures which showed uneven distribution efforts. He outlined the development of the metal tube and announced that 22 leading set manufacturers will use them in their products this year. Mr. Cunningham introduced the new RCA-Victor executives and welcomed to the distributor group A. Graham, Sioux Falls, S. D.; W. L. Englebrecht, Des Moines, Ia.; W. D. Rowlands and K. D. Halleck, Lima, O.; E. A. and Louis Hamburg, Pittsburgh, Pa.; C. B. and H. Savage, Ft. Worth, Tex.; and A. J. McCall and W. Frazier, Kansas City, Mo.



In direct center of this wind-blown group is Elmer Hamburg of Hamburg Bros., Pittsburgh, Pa., the new RCA Victor distributor.

180 RCA-Victor distributors and their salesmen on the boardwalk at Atlantic City

S O S

Radio Journal

SOURCES OF SUPPLIES REPLACEMENT PARTS FOR RADIO, REFRIGERATORS AND WASHERS

VELVALAC

wax for transcriptions from Allied Phonograph Co.

The Allied Phonograph and Recording Co., Hollywood, late in July placed on the market its new "Velvalac" wax substance for electrical transcriptions.

The new preparation is said to have a minimum surface noise, non-warping, non-breakable and of lighter weight than the usual laminated and solid transcription stock.

The Velvalac discs have been taken by the Freeman Lang Sound Studios for its usual recording service, but with option of laminated or solid stock on order.

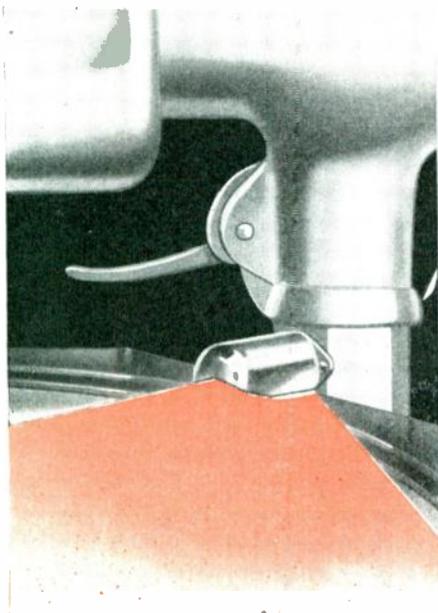
The Velvalac process has been in the Allied research laboratory the past ten months under the direction of Archie Josephson, vice-president.

They will come in a variety of colors, including desert brown, royal blue, black, sun-kist orange and emerald green.

Though distributed at a slightly higher cost than the previous material, Velvalac will be cheaper to ship because of the light weight.

AUSTER

Milton Auster has been elected president of Federated Purchaser, Inc., mail order radio parts house, succeeding Samuel Roth, who recently resigned. Herbert Levinger has joined the company as treasurer, in charge of sales, and John G. Wolfe is comptroller. William A. Strack continues as advertising manager. Mr. Auster and Mr. Levinger both come from Wholesale Radio Service Co., while Mr. Wolfe was at one time with North American, New York distributors.



Unusual in washing machines is the idea of lighting the tub. In two models of its line, Horton Mfg. Co. use this floodlight as standard equipment.

(Continued from Page 48)

The meetings on the second day were devoted to talks and discussions of RCA-Victor products other than receiving sets. Mr. Joyce also spoke at length on sales promotion and advertising methods and on the plans of RCA-Victor for the coming sales campaign. Others who were heard at these meetings were J. P. Jeter, on battery set plans; G. P. Allen, on parts and test equipment; F. B. Ostman, on service; F. R. Deakins, on engineering products; W. L. Rothenberger, on sound equipment; E. Wallerstein, on records.

The two-day business session concluded with a banquet on Friday evening at which David Sarnoff, President of RCA, was the speaker. More than 350 guests were present, including the wives and daughters of many of the visiting distributors and RCA-Victor representatives. Music was furnished by the big D-22 model phonograph, and barber-shop harmonies were led by R. E. Ormerod of the advertising and sales promotion department.

Among those who attended the convention were G. K. Throckmorton, Dr. W. R. G. Baker, Lewis Clement, Lawrence B. Morris, M. F. Burns, E. N. Deacon, E. C. Grimley, Julius Haber, Henry P. Kasner, N. A. Mears, F. J. Schneider, Walter H. Stellner, and F. E. Walters, of RCA-Victor; Sheldon Coons, T. M. Keresy and T. Wells, of Lord and Thomas advertising agency; John B. Kennedy, C. H. Campbell and Dan Russell, of National Broadcasting Company; and Frank E. Mullen and E. S. Colling, of RCA.



**POINTS THE WAY..
TO GREATER PROFITS**

New! Bigger! Better!

FREE!

You owe it to yourself to write for a copy of this new Profit Guide.

**The Most Complete
RADIO PARTS CATALOG
Ever Published**

The New Radolek 1935 Fall Edition of the Profit Guide is the most complete Radio Parts Catalog ever published—new, bigger and better. Everything in radio—at the right prices. Over 160 pages of valuable, money-saving "radio-buying" information. Over 8000 separate Repair Parts—hundreds of new items—a complete, new selection of Radio Receivers and Amplifiers. Contains the most complete, exact duplicate, replacement parts listings, of volume controls, condensers, transformers, vibrators ever compiled. Nowhere, ever, has there been a Radio Parts Catalog comparable to this superb book. Every page brings you extra profits. This is your book—it's FREE. If you want the best Radio Parts Catalog—if you want to give better service at bigger profits—then send for this New Radolek Profit Guide.

RADOLEK restricts distribution of this catalog to active and legitimate Radio Men. Please enclose your business card or letter-head—

THE RADOLEK COMPANY
628 W. Randolph St., Chicago

Send me FREE the Big, New RADOLEK GUIDE

Name

Address

Are You a Service man? Dealer? Years Experience?

JOURNAL HOME RADIO

... cyclopedia ...

The following three pages give the data on 370 home radio models offered by twenty-five manufacturers, most of which will be found pictured on other pages in this same issue. Amazing growth of short-wave popularity is found in this year's classifications, with extensions of many lines into the long-wave band between 150 and 400 kilocycles. Increasing importance of the farm market is shown in number of companies who have added battery sets to their lines. Metal tubes are found in most lines, particularly in models with more than five tubes. Although not shown in this cyclopedia, the cabinets which encase these radios, in many instances designed by the finest artists in the country and built of the most beautiful woods obtainable, are tributes to the æsthetic taste of the radio manufacturing industry.

AMERICAN BOSCH

04—\$17.95. Five tubes. 540-1500 and 1500-3000 kc.
 05—\$29.95. Six tubes. 540-1600 and 5800-15000 kc.
 505—\$29.95. Five tubes. 540-1500 and 1500-3600 kc.
 510—\$34.95. Five tubes. 540-1500 and 1500-3600 kc.
 510E—\$49.95. Five tubes. 540-1500 and 1500-3600 kc.
 575F—\$79.95. Seven tubes. 540-18500 kc.
 585Z—\$99.50. Eight tubes. 540-18500 kc.
 585Y—\$65.95. Eight tubes. 540-18500 kc.
 575Q—\$85.95. Seven tubes. 540-18500 kc.
 595P—\$139.50. Ten tubes. 150-350 and 540-18500 kc.
 595M—\$169.50. Ten tubes. 150-350 and 540-18500 kc.
 480D—\$155. Ten tubes. 540-22500 kc.
 430J—\$54.95. Five tubes. 540-1750, 2000-2600 and 5800-18000 kc.
 430T—\$39.95. Five tubes. 540-1750, 2000-2600 and 5800-18000 kc.
 385—\$39.95. Bat. Five tubes. 540-1720 kc.
 386—\$59.95. Bat. Six tubes. 430-1720, 2300-2600 and 5800-19000 kc.
 376N—\$69.50. Bat. Five tubes. 540-1600 kc.

ANSLEY

6—\$49.59. AC-DC. Five tubes. 175-550 m. Phono.
 7—\$59.50. Five tubes. 175-550 m. Portable.
 9—\$79.50. AC-DC. Six tubes. 19-50, 175-550 m. Portable.
 D10—\$84.50. AC-DC. Six tubes. 19-50, 175-550 m.
 U10—\$44.50. AC-DC. Six tubes. 19-50, 175-550 m.

ATWATER KENT

184—Four tubes. Table. 540-1712 kc.
 545—Five tubes. Table. 540-1712, 2300-7500 kc.
 435—Five tubes. 540-1712, 2300-7500 kc. Console.
 856—Six tubes. Table. 540-18000 kc.
 976—Console. 540-18000 kc. Six tubes.
 317—Seven tubes. Console. 540-18000 kc.
 337—Seven tubes. Table. 540-18000 kc.
 328—Eight tubes. Console. 540-18000 kc.
 649—Nine tubes. Console. 540-18000 kc.
 509—Nine tubes. Tuneomatic. 540-1600, 5500-15500 kc.
 810—Ten tubes. Console. 540-18000 kc.
 412—Twelve tubes. Console. 540-18000 kc.
 237Q—Bat. Table. Seven tubes. 540-18000 kc.
 467Q—Bat. Console. Seven tubes. 540-18000 kc.
 415Q—Bat. Table. Five tubes. 540-1712 kc.
 285Q—Bat. Console. Five tubes. 540-1712 kc.
 305Z—Table. Five tubes. 540-4800, 5300-16000 kc. DC.
 565Z—DC. Console. Five tubes. 540-4800, 5300-16000 kc.

ARVIN

41—\$19.95. Table. Four tubes. 540-1750 kc.
 51—\$32.95. Table. Five tubes. 540-1750, 5500-18000 kc.

61—\$49.95. Table. Six tubes. 550-18000 kc.
 61M—\$57.95. Table. Seven tubes. 550-18000 kc.
 62—\$59.50. Console. Six tubes. 550-18000 kc.
 62M—\$67.50. Console. Seven tubes. 550-18000 kc.
 81M—\$99.50. Console. Seven tubes. 550-18000 kc.

AUTOMATIC

840—Table. 5 tubes. 175-550 m. AC-DC.
 850—Table. 5 tubes. 175-550 m.
 852—Table. 5 tubes. 120-550 m.
 860—Table. 6 tubes. 15-550 m.
 870—Table. 7 tubes. 15-2000 m.
 973—Console. 15-2000 m. 7 tubes.

BELMONT

401M—\$22.50. Table. 4 tubes. 540-1720 kc.
 404—\$39.95. Table. Bat. 4 tubes. 540-1720 kc.
 540—\$25. Table. AC-DC. 5 tubes. 530-1720 kc.
 585—\$37.50. Table. 5 tubes. 530-1720, 2350-19000 kc.
 777T—\$49.95. Table. 7 tubes. 525-18100 kc.
 777L—\$74.50. Console. 7 tubes. 525-18100 kc.
 1077—\$94.50. Console. 10 tubes. 525-18100 kc.

CROSLEY

Data to be released for next issue.

DETROLA

4WG2—AC-DC. Table. 75-550 m. 4 tubes.
 4WM3—AC-DC. Table. 70-550 m. 4 tubes.
 4XG1—Table. 75-550 m. 4 tubes.
 4XM2—Table. 75-550 m. 4 tubes.
 5XG1—Table. 75-550 m. 5 tubes.
 5XM9—Table. 75-550 m. 5 tubes.
 5XM1—Table. 75-550 m. 5 tubes.
 5XM4—Console. 75-550 m. 5 tubes.
 6XM1—Table. 75-550 m. 6 tubes.
 6XM5—Console. 75-550 m. 6 tubes.
 6WG1—Table. 75-550 m. 5 tubes. AC-DC.
 6WM1—Console. 75-550 m. 6 tubes. AC-DC.
 6WM3—Console. 75-550. 6 tubes. AC-DC.
 6XM9—Table. 75-550 m. 6 tubes.
 6Z1—Table. 75-550 m. 6 tubes.
 6Z3—Console. 75-550 m. 6 tubes.
 7Z1—Table. 75-550 m. 7 tubes.
 7Z3—Console. 75-550 m. 7 tubes.
 10Z1—Table. 75-550 m. 10 tubes.
 10Z3—Console. 75-550 m. 10 tubes.
 2B1—Table. Bat. 75-550 m. 5 tubes.
 32V1—Table. 32v. DC. 75-550 m. 7 tubes.

EMERSON

- 109—\$14.95. AC-DC. 4 tubes. 540-1650 kc.
- 106—\$34.95. AC-DC. 6 tubes. 530-1530, 1490-4300 kc.
- 107—\$44.95. AC-DC. 6 tubes. 540-16000 kc.
- 111—\$39.95. AC-DC. 6 tubes. 540-16000 kc.
- 36—\$19.95. 5 tubes. 540-3200 kc.
- 108—\$24.95. AC-DC. 530-4000 kc. 5 tubes.
- 110—\$29.95. AC-DC. 5 tubes. 530-4000 kc.
- 34G—\$44.95. 6 tubes. 540-16000 kc.
- 104—\$69.96. 8 tubes. 540-19000 kc.
- 105—\$129.95. 11 tubes. 540-19000 kc.
- 101—\$59.95. 6 tubes. 540-16000 kc.
- 101U—\$69.95. 6 tubes. 540-16000 kc.
- 102—\$89.95. 8 tubes. 540-19000 kc.
- 101F7—\$69.95. Bat. 7 tubes. 540-1750, 5500-19000 kc.
- 103—\$34.95. Bat. 5 tubes. 540-3950 kc.
- 34F7—\$49.95. Bat. 7 tubes. 540-1750, 550-16000 kc.
- 102LW—\$94.95. 8 tubes. 135-375, 540-1800, 5500-19000 kc.
- 105LW—\$134.95. 11 tubes. 135-375, 540-1800, 5500-19000 kc.
- 104LW—\$74.95. 8 tubes. 135-375, 540-1800, 5500-19000 kc.
- 107LW—\$49.95. AC-DC. 6 tubes. 135-375, 540-1660, 5500-16000 kc.
- 108LW—\$29.95. AC-DC. 5 tubes. 150-450, 530-1550 kc.
- 110LW—\$34.95. AC-DC. 5 tubes. 150-450, 530-1550 kc.
- 111LW—\$44.95. AC-DC. 6 tubes. 135-375, 540-1660, 5500-16000 kc.

FADA

- 150C—\$59.95. 5 tubes. 535-1540, 5750-15800 kc.
- 150T—\$39.95. 5 tubes. 535-1540, 5750-15800 kc.
- 155—\$19.99. 5 tubes. AC-DC. 540-1750 kc.
- 157—\$32.95. 5 tubes. AC-DC. 540-1740, 2100-6500 kc.
- 160C—\$69.95. 6 tubes. 535-1740, 5700-18500 kc.
- 160T—\$52.95. 6 tubes. 535-1740, 5700-18500 kc.
- 170C—\$82.95. 7 tubes. 535-1740, 5700-18500 kc.
- 170CK—\$99.95. 7 tubes. 535-1740, 5700-18500 kc.
- 170T—\$62.95. 7 tubes. 535-1740, 5700-18500 kc.
- 190C—\$124.50. 9 tubes. 540-24000 kc.
- 190CK—\$144.50. 9 tubes. 540-24000 kc.
- 190T—\$84.50. 9 tubes. 540-24000 kc.
- 192C—\$99.95. 9 tubes. 535-1740, 5700-18500 kc. AC-DC.
- 192CK—\$124.75. 9 tubes. 535-1740, 5700-18500 kc. AC-DC.
- 1462D—\$39.95. AC-DC. 6 tubes. 530-1540, 5700-15800 kc.

FAIRBANKS-MORSE

- 4015—\$24.95. 4 tubes. 540-1720 kc.
- 5619—\$34.95. 5 tubes. 540-1750, 2350-7500 kc.
- 5416—\$44.95. 5 tubes. 540-1720, 2400-2500, 5600-18200 kc.
- 6317—\$54.96. 6 tubes. 540-18200 kc.
- 8218—\$79.50. 8 tubes. 140-360, 540-18200 kc.
- 4115B—\$29.95. Bat. 4 tubes. 540-1720 kc.
- 6416B—\$49.95. Bat. 6 tubes. 540-1720, 2400-2500, 5600-16500 kc.
- 5645A—\$49.95. 5 tubes. 540-1750, 2350-7500 kc.
- 5445—\$59.95. 5 tubes. 540-1720, 2400-2500, 5600-18200 kc.
- 6346—\$77.50. 6 tubes. 540-18200 kc.
- 8247—\$99.50. 8 tubes. 140-360, 540-18200 kc.
- 8248—\$112.50. 8 tubes. 140-360, 540-18200 kc.
- 10049—\$150. 10 tubes. 140-360, 540-18200 kc.
- 10050—\$175. 10 tubes. 140-360, 540-18200 kc.
- 6445B—\$69.95. 6 tubes. Bat. 540-1720, 2400-2500, 5600-16500 kc.

GENERAL ELECTRIC

- A53—\$34.50. Table. 5 tubes. 540-1600, 2400-6800 kc.
- A63—\$47.50. Table. 6 tubes. 540-1600, 5400-16000 kc.
- A65—\$64.50. Console. 6 tubes. 540-1600, 5400-16000 kc.
- A70—\$74.50. Table. 7 tubes. 540-19500 kc.
- A75—\$100. Console. 7 tubes. 540-19500 kc.
- A82—\$94.50. Table. 8 tubes. 140-410, 540-19500 kc.
- A87—\$125. Console. 8 tubes. 140-410, 540-19500 kc.
- A125—\$185. Console. 12 tubes. 140-410, 540-40,000 kc.
- A67—\$82.50. 2 bands. 6 tubes.
- A66—\$115. 2 bands. 6 tubes.
- A64—\$59.50. 2 bands. 6 tubes.
- A86—\$150. 4 bands. 8 tubes.
- A88—\$275. Combination. 4 bands. 8 tubes.
- A205—\$400. Combination. 5 bands. 3 speakers. TRF and Superhet. 20 tubes.
- A208—\$550. Combination. 5 bands. 3 speakers. TRF and Superhet. 20 tubes.

GRUNOW

- 470—\$22.50. Table. 4 tubes. 545-1720 kc.
- 520—\$29.95. AC-DC. Table. 5 tubes. 545-1720 kc.
- 580—\$39.95. Table. 5 tubes. 540-18000 kc.
- 581—\$49.95. Console. 5 tubes. 540-18000 kc.
- 640—\$49.95. Table. 6 tubes. 540-18000 kc.
- 641—\$59.95. Console. 6 tubes. 540-18000 kc.
- 681—\$69.50. Console. 6 tubes. 540-18000 kc.
- 761—\$87.50. Console. 7 tubes. 540-18000 kc.
- 871—\$99.50. Console. 8 tubes. 540-18000 kc.
- 1171—\$137.50. Console. 11 tubes. 150-410, 545-18000 kc.
- 1241—\$167.50. Console. 12 tubes. 150-410, 545-18000 kc.

KADETTE

- 41—\$13.50. AC-DC. 3 tubes. Broadcast and police.
 - 43, 44, 47, 48—\$16.50. 3 tubes. AC-DC. Broadcast and police.
 - 26—\$22.50*. 4 tubes. Table. Broadcast and police.
 - 52—\$29.95*. 5 tubes. Table. Broadcast and Foreign.
 - 53—\$37.50*. 5 tubes. Table. All-wave.
 - 61—\$39.95*. 5 tubes. Table. AC-DC. All-wave.
 - 120—\$49.50*. 6 tubes. Table. All-wave.
 - 1200—\$69.50*. 7 tubes. Console. All-wave.
 - 72—Bat. Table. Broadcast and foreign.
- *Price with glass tubes.

MIDWEST

- AA18—\$87.50. Console. 18 tubes. 4.5-2400 m.
- BB18—\$89.95. Console. 18 tubes. 4.5-2400 m.
- CC18—\$97.50. Console. 18 tubes. 4.5-24000 m.
- DD18—\$106.50. Console. 18 tubes. 4.5-2400 m.
- EE18—\$129.50. Console. 18 tubes. 4.5-2400 m.
- FF18—\$159.50. Console. 11 tubes. Combination. 4.5-2400 m.
- MM11—\$57.50. Console. 9-2400 m. 11 tubes.
- GG11—\$52.85. Table. 9-2400 m. 11 tubes.
- HH7—\$29.95. Table. 9-2400 m. 7 tubes.
- SS7—\$39.50. Console. 9-24000 m. 7 tubes.
- RT18—\$77.45. Chassis. 450-2400 m. 18 tubes.
- RT11—\$47.85. Chassis. 9-2400 m. 11 tubes.

PHILADELPHIA STORAGE BATTERY CO.

- 116X—\$175. All-wave. 11 tubes.
- 116B—\$97.50. All-wave. 11 tubes.
- 680X—\$250. All-wave. 15 tubes.
- 660X—\$137.50. All-wave. 10 tubes.
- 660L—\$150. All-wave. 10 tubes.
- 650X—\$100. All-wave. 8 tubes.
- 650B—\$79.50. All-wave. 8 tubes.
- 650MX—\$125. All-wave. 8 tubes.
- 650RX—\$137.50. All-wave. 8 tubes.
- 650H—\$125. All-wave. 8 tubes.
- 650PX—\$175. All-wave. 8 tubes.
- 640X—\$89.50. All-wave. 7 tubes.
- 640B—\$69.50. All-wave. 7 tubes.
- 630X—\$75. All-wave. 6 tubes.
- 630B—\$59.50. All-wave. 6 tubes.
- 620F—\$65. All-wave. 6 tubes.
- 620B—\$49.95. All-wave. 6 tubes.
- 611F—\$57.50. All-wave. AC-DC. 5 tubes.
- 611B—\$45. All-wave. AC-DC. 5 tubes.
- 610F—\$49.95. All-wave. 5 tubes.
- 610B—\$39.95. All-wave. 5 tubes.
- 89F—\$39.50. Broadcast and Police. 6 tubes.
- 89B—\$39.50. Broadcast and Police. 6 tubes.
- 60F—\$42.20. Broadcast and Police. 5 tubes.
- 60B—\$29.95. Broadcast and Police. 5 tubes.
- 54S—\$35. Broadcast only. AC-DC. 5 tubes.
- 54C—\$29.95. Broadcast only. AC-DC. 5 tubes.
- 59S—\$29.95. Broadcast only. 4 tubes.
- 59C—\$25. Broadcast only. 4 tubes.
- 84B—\$20. Broadcast only. 4 tubes.
- 643X—\$100. Battery. All-wave. 7 tubes.
- 643B—\$79.50. Battery. All-wave. 7 tubes.
- 623F—\$75. Battery. All-wave. 6 tubes.
- 623B—\$59.95. Battery. All-wave. 6 tubes.
- 38F—\$65. Battery. Broadcast and Police. 5 tubes.
- 38B—\$49.95. Battery. Broadcast and Police. 5 tubes.
- 32F—\$79.50. 32-volt. Broadcast and Police. 6 tubes.
- 32B—\$65. 32-volt. Broadcast and Police. 6 tubes.
- 641X—\$100. DC. All-wave. 7 tubes.
- 641B—\$75. DC. All-wave. 7 tubes.

(Continued on Page 52)

Cyclopedia

(Continued from Page 51)

PIERCE AIRO

- 804C—Console. 16.7-555 meters. 8 tubes.
 805C—Console. 16.7-2140 meters. 8 tubes.
 610—\$59.95. 18-560 meters. Console. 6 tubes.
 610LW—Console. 18-2000 meters. 6 tubes.
 611SC—Console. 18-560 meters. 6 tubes.
 611LW—Console. 18-2000 meters. 6 tubes.
 804A—Table. 16.7-555 meters. 6 tubes.
 805A—Table. 16.7-2140. 8 tubes.
 610SA—\$44.95. Table. 18-560 meters. 6 tubes.
 610SALW—Table. 18-2000 meters. 6 tubes.
 611SA—Table. 18-560 meters. 6 tubes. AC-DC.
 611SALW—Table. 18-2000 meters. 6 tubes. AC-DC.
 612SB—\$31.50. Table. 1-55, 180-560 meters. 6 tubes. AC-DC.
 612SA—\$33. Table. 17-560 meters. 6 tubes. AC-DC.
 609SA—\$27.95. Table. 75-560 meters. 6 tubes. AC-DC.
 506R—Table. 75-560 meters. 5 tubes. AC-DC.
 505R—\$31.50. Table. 17-560 meters. 5 tubes. AC-DC.
 505RLW—Table. 17-2000 meters. 5 tubes. AC-DC.
 506R—\$22. Table. 75-560 meters. 5 tubes. AC-DC.
 510B—\$19.95. Table. 175-560 meters. 5 tubes.
 403A—\$17.95. Table. 175-550 meters. 4 tubes. AC-DC.

PILOT

- 41—\$29.95. Table. 1770-545 kc. 4 tubes.
 43—\$33.50. Table. 545-1680, 5700-18800 kc. 4 tubes.
 123—\$49.50. Table. 545-18800 kc. 6 tubes. AC-DC.
 103—\$42.50. Table. 545-1680, 5700-18800 kc. 5 tubes.
 108—\$45. Table. 545-1680, 5700-18800 kc. 5 tubes.
 X63—\$67.50. Table. 545-18800 kc. 6 tubes.
 X68—\$72.50. Table. 545-18800 kc. 6 tubes. DC.
 X73—\$64.50. 545-18800. Table. Bat. 7 tubes.
 X114—\$99.50. 530-23500 kc. Table. 11 tubes.
 183—\$49.90. 545-1680, 5700-18800 kc. Table. 6 tubes.
 213—\$69.90. Table. 545-18300 kc. 7 tubes.
 303—\$99.90. Table. 530-23500 kc. 11 tubes.
 CX63—\$89.50. Console. 545-18800 kc. 6 tubes.
 CX68—\$94.50. Console. 545-18800 kc. 6 tubes. DC.
 PX63—\$150. Console. 545-18800 kc. 6 tubes.
 PX68—\$165. Console. 545-18800 kc. 6 tubes. DC.
 CX114—\$149.50. Console. 545-18800. 11 tubes.
 PX114—\$395. Console. 530-23500 kc. 11 tubes.

RCA-VICTOR

- T48—\$20. Table. 540-1720 kc. 4 tubes.
 T49—\$24.95. Table. 540-1720. 4 tubes.
 T410—\$19.95. Table. AC-DC. 540-1720. 4 tubes.
 T52—\$29.95. Table. 540-3500 kc. 5 tubes.
 117—\$32.95. Table. 540-1720, 2250-6850 kc. 5 tubes.
 214—\$44.95. Console. 540-1720, 2250-6850 kc. 5 tubes.
 125—\$39.95. Table. 540-1720, 5400-18000 kc. 6 tubes.
 225—\$54.95. Console. 540-1720, 5400-18000 kc. 6 tubes.
 T814—\$79.95. Table. 540-18000 kc. 8 tubes.
 C815—\$100. Console. 540-18000 kc. 8 tubes.
 C94—\$118.50. Console. 540-18000 kc. 9 tubes.
 T101—\$99.50. Table. 540-18000 kc. 10 tubes.
 C111—\$150. Console. 540-18000 kc. 11 tubes.
 C132—\$189.50. Console. 140-410, 540-60000 kc. 13 tubes.
 C153—\$250. Console. 140-410, 540-6000 kc. 15 tubes.
 D919—Combination. 140-410, 540-1800, 6000-18000 kc. 9 tubes.
 D112—Combination. 140-410, 540-1800, 6000-18000 kc. 11 tubes.
 D221—Combination. 140-410, 540-60000 kc. 22 tubes.
 BT63—\$39.25. Bat. Table. 540-6900 kc. 7 tubes.
 BT64—\$58.50. Bat. Console. 540-6900 kc. 7 tubes.
 BT65—\$64.95. Bat. Table. 540-1720, 5400-18000 kc. 7 tubes.
 BC66—\$83.95. Bat. Console. 540-1720, 5400-18000 kc. 7 tubes.
 BT78—\$62.95. Bat. Table. 540-1720, 5400-18000 kc. 8 tubes.
 BC79—78.95. Bat. Console. 540-1720, 5400-18000 kc. 8 tubes.

SENTINEL

- 30A83—\$18.50. Table. 75-550 m. 4 tubes.
 20A73—\$29.95. Table. 49-129, 175-550 m. 5 tubes.
 20A71—\$49.95. Console. 49-129, 175-550 m. 5 tubes.
 19A68—\$34.95. Table. 16-52, 67-550 m. 5 tubes.
 19A71—\$54.95. Console. 16-52, 67-550 m. 5 tubes.
 40A—\$39.95. Table. 560-183, 176-18.7 m. 6 tubes.
 25A74—\$49.95. Table. 16-550 m. 7 tubes.

- 25A72—\$69.95. Console. 16-550 m. 7 tubes.
 14A86—\$69.95. Table. 15-550 m. 9 tubes.
 14A72—\$89.95. Console. 15-550 m. 9 tubes.
 32B70—\$29.95. Table. 175-550 m. Bat. 7 tubes.
 33B71—\$59.95. Console. 175-550 m. Bat. 7 tubes.
 35B70—\$49.95. Table. 16-550 m. Bat. 6 tubes.
 35B72—\$69.95. Console. 16-550 m. Bat. 6 tubes.
 34B73—\$49.95. Table. 48-130, 175-550 m. Bat. 4 tubes.
 34B71—\$69.95. Console. 48-130, 175-550 m. Bat. 4 tubes.
 31B74—\$59.95. Table. 16-550 m. Bat. 4 tubes.
 31B72—\$79.95. Console. 16-550 m. Bat. 4 tubes.
 36L73—\$39.95. Table. 49-123, 175-550 m. 32-V. 6 tubes.
 36L71—\$59.95. Console. 49-123, 175-550 m. 32-V. 6 tubes.

SPARTON

Models to be announced.

STEWART-WARNER

- 1401—Table. Broadcast and Police. 5 tubes.
 1301—Table. Broadcast and short-wave. 5 tubes.
 1302—Table. Broadcast and short-wave. 5 tubes.
 1306—Console. Broadcast and short-wave. 5 tubes.
 1345—Console. Broadcast and short-wave. 6 tubes.
 1362—Table. 7 tubes. Ferrodyne. Four bands.
 1361—Table. 7 tubes. Ferrodyne. Four bands.
 1365—Console. 7 tubes. Ferrodyne. Four bands.
 1366—Console. 7 tubes. Ferrodyne. Four bands.
 1376—Console. 9 tubes. Ferrodyne. Four bands.
 1375—Console. 9 tubes. Ferrodyne. Four bands.
 1385—Console. 11 tubes. Ferrodyne. Four bands.
 1386—Console. 11 tubes. Ferrodyne. Four bands.
 1388—Console. 11 tubes. Ferrodyne. Four bands.

STROMBERG-CARLSON

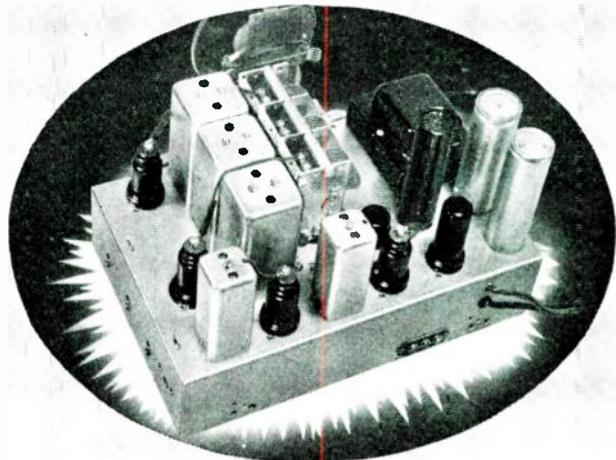
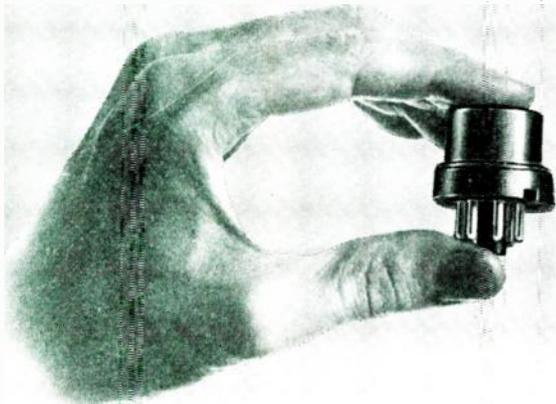
- 58T—\$59.50. Table. 540-18000 kc. 6 tubes.
 58L—\$78.50. Console. 540-18000 kc. 6 tubes.
 58W—\$92.50. Console. 540-18000 kc. 6 tubes.
 61T—\$66. Table. 540-18000 kc. 7 tubes.
 61L—\$85. Console. 540-18000 kc. 7 tubes.
 61W—\$99. Console. 540-18000 kc. 7 tubes.
 62—\$132.50. Console. 540-18000 kc. 8 tubes.
 63—\$145. Console. 540-18000 kc. 8 tubes.
 82—\$187.50. Console. 520-23000 kc. 10 tubes.
 70—\$495. Console. 510-23000 kc. 13 tubes.
 72—\$795. Combination. 520-23000 kc. 13 tubes.

WESTINGHOUSE

- WR201—Table. Five tubes. 540-3200 kc.
 WR100—Table. AC-DC. Five tubes. 540-4700 kc.
 WR101—Table. Six tubes. 540-16000 kc.
 WR203—Table. Six tubes. 540-16000 kc.
 WR303—Console. Six tubes. 540-16000 kc.
 WR304—Console. Seven tubes. 540-18500 kc.
 WR204—Table. Seven tubes. 540-18500 kc.
 WR205—Table. Eight tubes. 120-370, 540-18500 kc.
 WR305—Console. Eight tubes. 120-370, 540-18500 kc.
 WR306—Console. Eight tubes. 120-370, 540-18500 kc.
 WR601—Table. Bat. Five tubes. 540-3900 kc.
 WR602—Table. Bat. Six tubes. 540-1750, 5500-16000 kc.

ZENITH

- 4T26—\$20. Table. 4 tubes. 540-3700 kc.
 4T51—\$39.95. Console. 4 tubes. 540-3700 kc.
 5S29—\$39.95. Table. 5 tubes. 535-18500 kc.
 5S56—\$59.95. Console. 5 tubes. 535-18500 kc.
 6S27—\$59.95. Table. 6 tubes. 535-18500 kc.
 6S52—\$69.95. Console. 535-18500 kc. 6 tubes.
 7S28—\$75. Table. 550-1780, 2100-23000 kc. 7 tubes.
 7S53—\$89.95. Console. 550-1780, 2100-23000 kc. 7 tubes.
 9S54—\$99.95. Console. 550-1780, 2100-23000 kc. 9 tubes.
 9S55—\$119.95. Console. 550-1780, 2100-23000 kc. 9 tubes.
 9S30—\$85. Table. 550-1780, 2100-23000 kc. 7 tubes.
 12A57—\$139.95. Console. 550-1780, 2100-23000 kc. 12 tubes.
 12A58—\$159.95. Console. 141-375, 550-23000 kc. 12 tubes.
 16A61—\$375. Console. 141-375, 550-23000 kc. 16 tubes.
 16A63—\$450. Console. 141-375, 550-23000 kc. 16 tubes.
 Stratosphere—\$750. 535-63600 kc. 25 tubes.
 4V31—\$39.95. Bat. Table. 550-1800 kc. 4 tubes.
 4V59—\$59.95. Bat. Console. 550-1800 kc. 4 tubes.
 6V27—\$69.95. Bat. Table. 550-1780, 2100-23000 kc. 6 tubes.
 6V62—\$89.95. Bat. Console. 550-1780, 2100-23000 kc. 6 tubes.



METAL TUBES + FERRODYNE CIRCUIT =

The
New
STEWART-WARNER
Ferrodyne **RADIO**

Designed Especially for the All-Metal Tubes
—A New Line You Can Sell—PROFITABLY!

HERE it is—the newest thing in radio! Stewart-Warner—originators of Round-the-World reception—now pioneer with *Ferrodyne*, another achievement that means widespread public interest and increased sales.

When the all-metal tube was still only an *idea*, Stewart-Warner began to prepare for it. The result is the new *Ferrodyne* chassis—an exclusive Stewart-Warner feature—designed *expressly* for the metal tube.

There will be many “makeshifts” on the market . . . old-type sets will be hastily switched over to accommodate the new tubes . . . last-minute changes, belated compromises and frantic attempts

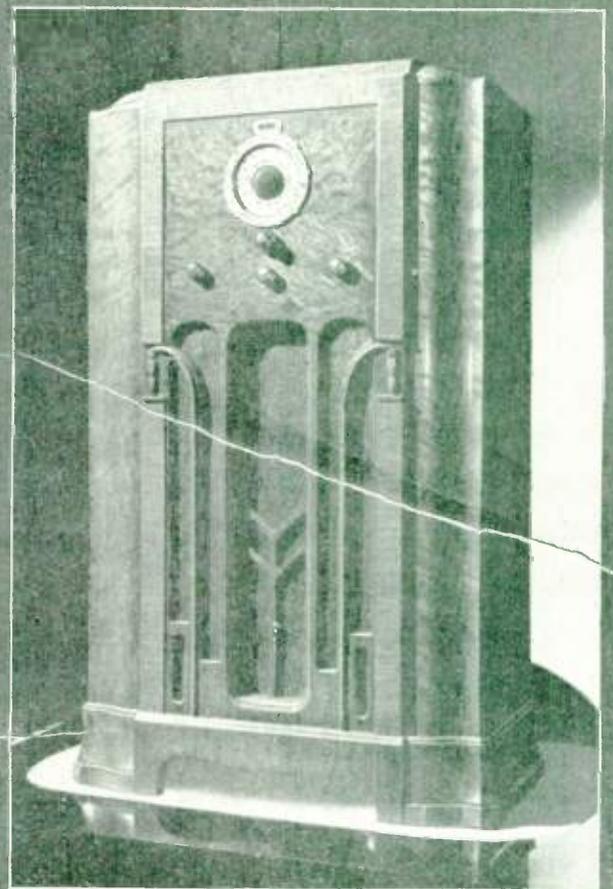
to catch up with the procession will be made. But you can be *sure* you’re on the ground floor—and that you’re in *right*—with the Stewart-Warner *Ferrodyne*. It’s a new set, new from the ground up, built especially to take full advantage of every superiority the all-metal tube has.

For 1935-36, Stewart-Warner offers a line that you can *sell*—and a line that will *stay sold*. The *Ferrodyne* is deliberately *engineered* . . . not *arranged overnight* . . . for the all-metal tube!

Just look at the Stewart-Warner *Ferrodyne* models shown on the following pages. See for yourself that the Stewart-Warner line offers an opportunity for you to profit by!



11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register. Sound diffusion system.



11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.

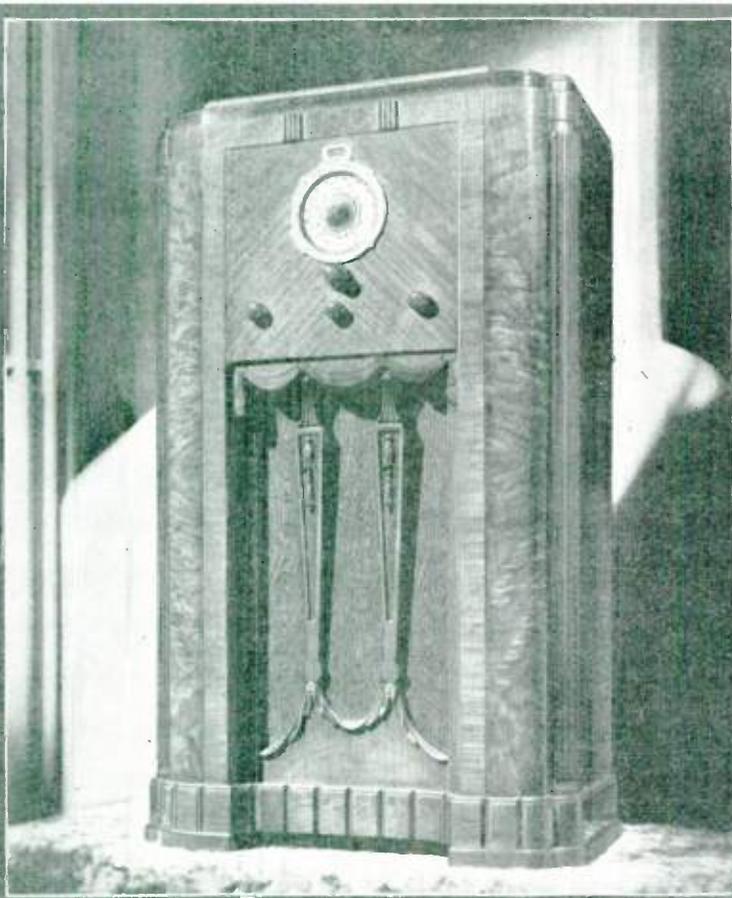


★
(Below) 9-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



★
(Above) 6 tube Round-the-World receiver.





9-tube Ferrodyne Round-the-World receiver with metal tubes. New Diffusalite Magic Dial, Automatic station register.



7-tube Ferrodyne Round-the-World receiver with all metal tubes. New Diffusalite Magic Dial.

GENUINE STEWART-WARNER
Craft-built **CABINETS!**

• Your prospects will certainly "go for" these new sets. Not only do they have everything in "ear-appeal"—as a demonstration will quickly prove—but they have everything in "eye-appeal," too. They have been planned by some of the finest designers in the country. You will have to see them in *reality* in order to appreciate fully how much beauty, grace and distinction have been attained by the marvelous matching of woods and the tasteful color harmonies.

In addition, the beauty of these cabinets has been enhanced by the new, improved Diffusalite Magic Dial, whose soft, luminous rays cast a beautiful lighting over the multicolor wave bands.

**STEWART
WARNER**

Ferrodyne **RADIO**



★
(Above) 7-tube Ferrodyne receiver with all metal tubes. New Diffusalite Magic Dial.

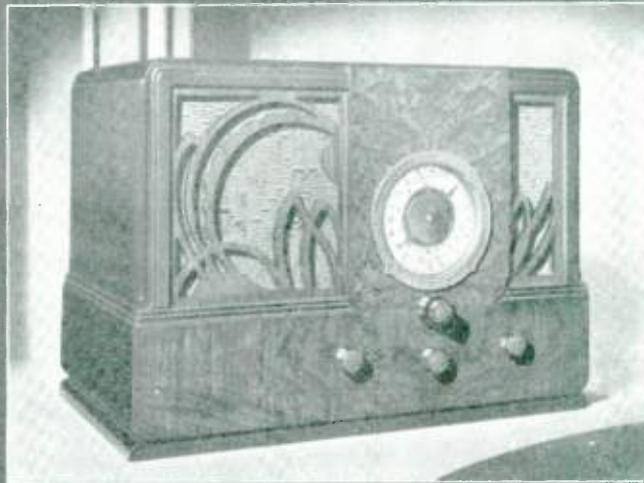


★
(Below) 5-tube Round-the-World receiver.
★





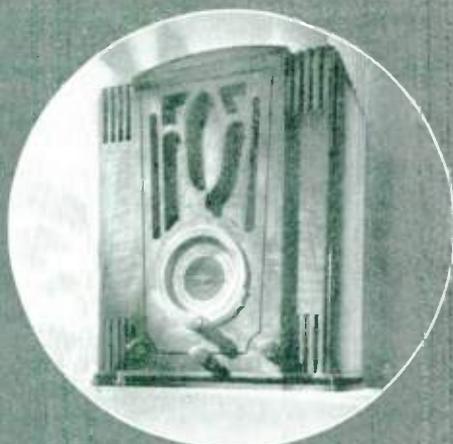
7-tube *Ferrodyne* receiver with all metal tubes. New Diffusalite Magic Dial.



7-tube *Ferrodyne* receiver with all metal tubes. New Diffusalite Magic Dial.



5-tube table model.



5-tube Round-the-World receiver.



5-tube Round-the-World receiver.

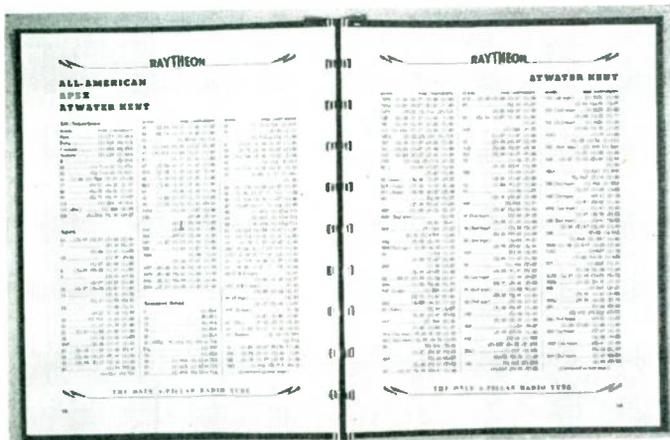
Board the Bandwagon that Plays the Music the Public Wants!

THE Stewart-Warner line is backed by an intelligent, vigorous merchandising program that is geared to help you sell *more* sets at *more profit*. It's a sound plan, worked out by men who know sales promotion, men who know *your* problems and can help solve them. It includes powerful newspaper advertisements; a radio program of YOUR OWN, made to tie in your name with a cast of the biggest stars in radio entertainment; attractive mailing pieces, window and store displays—everything to get people into your store.

We believe you'll find this program one of the most interesting you've ever heard. There's no obligation if you'll let us tell you about it. Write, wire or phone today.

STEWART-WARNER CORPORATION
1845 Diversey Parkway, Chicago, Illinois

**STEWART
WARNER**
Ferrodyne **RADIO**



Valuable listing of tube complements of all radio receivers in Raytheon book

TUBES

for all radio sets listed in new Raytheon book

Sample pages from the new Raytheon book feature ideas for selling tubes and emphasizing the merit of 4-pillar Raytheon construction. A list of all radio sets with their tube complements appears in the back of the book—a very valuable feature to service men and dealers, and well worth the 50 cents that this book costs. A copy may be obtained by writing to Raytheon Productions Corp., 42nd Street and Madison Avenue, New York.

It is amazing to note that the Raytheon campaign this Fall for radio dealers, includes 33 special deals with instruments of all kinds, all of which are given to dealers.

WELLING

moves business to Paris

Leonard C. Welling sailed for Paris and his address there is care of Hotel George The Fifth. Len expects to live there for some time to come and has already organized a fine selling company, and is interested in obtaining American lines of radio, radio parts and refrigerators for representation in France. Mr. Welling is well known in the business as an expert merchandising man, and what intrigues him to live in France is still being debated by his American friends. The only conclusion reached so far is that he wants to learn the latest angles on French marketing.

QUOTAS

for year broken in June by 4 Norge distributors

Four Norge distributors have exceeded their entire 1935 refrigeration quota in the first six months of the year. This impressive record has been achieved by the Leo J. Meyberg Company, San Francisco, Calif.; Tidmarsh Engineering Company, Tucson, Ariz.; Salt Lake Hardware Company, Salt Lake City, Utah; Midland Implement Company, Billings, Mont. These distributors have experienced an unusually successful selling season through concentrated effort on complete dealer coverage with particular emphasis on the small town market.

McCARTHY

aids Chicago dealers for General Electric

E. H. McCarthy, who has been prominently identified for years with the radio and phonograph industries, has been appointed Metropolitan General Electric radio sales manager for Chicago, where he will be associated with J. S. Strecker, district appliance manager, G-E Merchandise Department.

Early in his career, Mr. McCarthy was connected with Columbia Phonograph and later became general sales manager of the Hygrade Sylvania Corp. More recently he was vice-president of Adler Royal.

BAUMGARDNER

distributes Stewart-Warner in Toledo Ohio, area

Baumgardner Distributing Company, of Toledo, Ohio, have been appointed as distributors of that territory for Stewart-Warner radios and refrigerators, according to a recent announcement. Jim Baumgardner, president, was highly enthusiastic when shown the new line of Stewart-Warner radios for the first time and placed a substantial initial order for the new receivers as well as refrigerators.

ZATULOVE

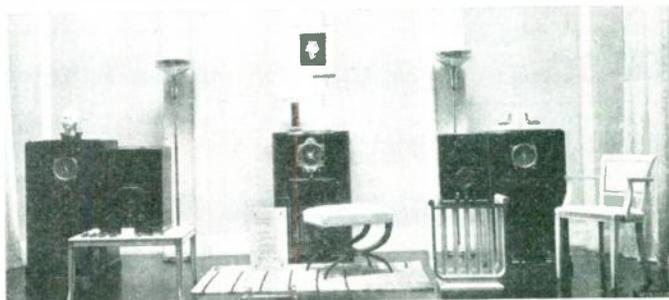
joins Emerson to serve large national outlets

Martin Zatulove has been appointed by the Emerson Radio & Phonograph Corp., to contact special accounts nationally in the interest of the new Emerson radio line. Mr. Zatulove is well known to most of the country's largest radio operators, having specialized particularly in this field. His experience in the field dates back to the Chas. Freshman Co., and more recently, he conducted the Martwell Sales Corporation in New York.

EBONY

Zenith cabinets displayed by Marshall-Field & Co.

Beautiful display of Zenith radio in de luxe Ebony cabinets in the windows of Marshall-Field & Company, Chicago, one of America's leading department stores. Particular attention is called to the de luxe "bareness" of this window with just enough furniture to "fill", thus emphasizing the sets and producing an artistic display that is an example to radio dealers.





Grunow

distributors in Chicago greet new exclusive-feature radios

Largest and best attended in its history was the Sixth Annual Convention of Grunow distributors at the Edgewater Beach Hotel, Chicago, July 26 and 27, when the new radio line was demonstrated and explained. Over seventy-five distributing organizations placed orders against the production schedule which the company intends to follow.

The meeting opened with a review of the past performance of the company and its distributors by H. C. Bonfig, vice-president in charge of sales. Mr. Bonfig paid the distributors high compliments for doing a masterful job last season on radio and also for putting Grunow refrigerators in the forefront of the procession. He called attention to the fact that last season Grunow radios were up among the three or four leading brands despite being comparatively new on the market and he figures that with this season's improvements and sensational values, there is no reason why Grunow should not attain even greater heights this year. Mr. Bonfig introduced William C. Grunow, president of General Household, who personally explained the new Grunow receivers.

First of all, Mr. Grunow pointed out that as the originator of the so-called rolled-front type of cabinet, the company had gone itself one better this season and made its cabinet even more strikingly beautiful. After devoting a brief period to describing how the Grunow line has been improved from an engineering standpoint, Mr. Grunow bore down upon the fact that in his opinion, the Grunow line this season at the prices placed upon the Grunow sets will be the outstanding value for both the dealer and the public this year.

Mr. Bonfig laid stress upon the crux of Grunow development, the tone-tested resonator, which, as he said, is something the public can see, touch and understand. The tone-tested resonator combined with super hi-fidelity speaker doubles the number of tone frequencies reproduced—revealing the richness and overtones hitherto lost in many instances. The tone-tested resonator is revolutionary and no longer is the speaker simply mounted on a baffle board that adds its own tone to every sound. Instead, a skillfully graduated tier of resonance rings made of carefully selected wood replaces the old mounting board—ends baffle board distortion—enables radio to give absolutely pure, uniform reenactment of the entire range of musical sound.

With the slogan "The Last Word in Modern Radio," Grunow, this season, features six principle improvements as follows: First, tone-tested resonator with triple speakers. Second, the Signal Beacon which stops you at the stations of the world. Third, the Alladin Color-Flash Dial. This dial is really an innovation, in that when any band is turned to, a different colored light flashes on to show the person who is tuning in the set exactly what band he is operating on. Fourth, of course Grunow

now is featuring metal tubes this season. Fifth, beautiful new series of streamlined cabinets. Sixth, Grunow sets are true all-wave sets, not just skip band sets.

Duane Wanamaker, advertising director of the company explained at some length the advertising policy for the coming radio season which fundamentally will consist of powerful, hard-hitting, highly localized newspaper advertising. In addition there will be electrical transcription advertising for radio stations throughout the country, and Mr. Wanamaker pointed out that the most elaborate and carefully thought-out series of dealer helps yet used will be on tap to help retailers get more business for Grunow. One thing that is featured in this connection is the large kit complete with all advertising material, even mats and folders which will put the Grunow dealer in business advertising the minute he places his order for merchandise.

J. J. Davin, sales promotion manager, talked about franchising and pointed out the necessity for wider distribution in smaller cities. In fact he stressed throughout the meeting that this year's Grunow will be much more widely distributed through increasing the distribution in smaller towns throughout the country where good potentialities have too often been neglected.

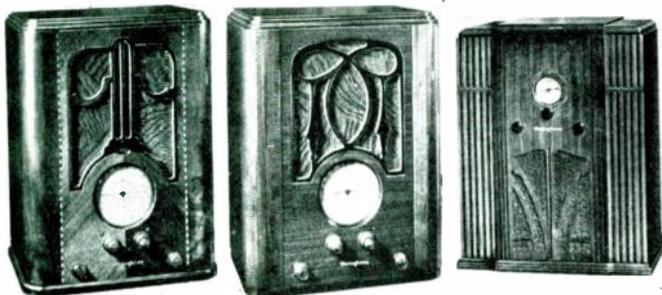
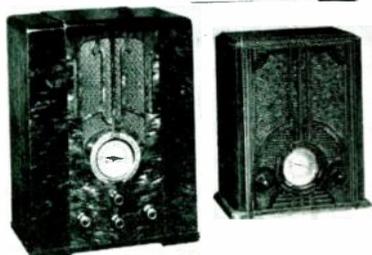
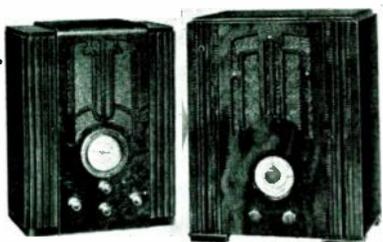
After the first busy day was over with, distributors, their men, and executives of General Household Utilities Company, got together and a grand time was had at the Edgewater Beach for an evening of relaxation, during which an excellent floor show was put on by Mel Richmond Productions of Chicago. At the conclusion of the festive side of the evening, those assembled in the banquet hall listened to an inspiring address by "Bo" MacMillan, Coach of Indiana University football teams.

Leonard E. Woolams, chairman of the executive and finance committee of General Household Utilities, said that the company was in excellent shape financially and that there were many plans on foot to strengthen the company's financial status and make it a real power in the specialty business. Mr. Woolams pointed to the gains made in prestige and sales in the past year and assured the distributors that they could look forward to a stable organization and a successful experience with General Household Utilities Company. Mr. Woolams' address, which was given at one of the morning sessions, was listened to attentively by distributors who commented on his knowledge of business and his confidence and optimism as to prospects for General Household.

Other Grunow executives who helped make the convention a success, were Homer Kunkler, assistant general sales manager; James H. Rasmussen, assistant general sales manager; M. W. Kenney, chief engineer; Fred H. Schaeff, short wave engineer; James J. McBride, assistant general sales manager.

WESTINGHOUSE

model for every buyer at
price for every purse



Claiming a model for every radio buyer, priced in a range to fit every purse, Westinghouse has announced a full dozen home radio sets in a price range from \$19.95 to \$139.50. Feature of the line is the new "precision tuner," and of course metal tubes are used.

"Mighty Midget" is a five-tube AC table model in a large-size cabinet. Companion to it is "Mighty Mite," a five-tube AC-DC, covering complete police, amateur and aircraft bands as well as standard. Another AC-DC table model is the WR101, which covers three bands, tuning 540-1650, 1600-4700 and 5500-16000 kc. It is a six-tube receiver, using three metal tubes. Similar in AC only is the WR203, a six-tube table model using four metal tubes, and tuning the same three bands.

First console is the WR303, a six-tube model, using four metal tubes and tuning the three bands of 540-1750, 1700-4700 and 5500-16000 kc. It has a ten-inch dynamic speaker, stands three feet high, and the chassis is fully rust-proof. First model with the precision tuner is WR304, a seven-tube superhet with all-metal tubes. It has a ten-inch dynamic speaker, three-gang condenser, dual ratio selector drive and an auxiliary micro-precision second hand for accurate tuning. Bands covered include 540-1800, 1800-6000 and 6000-18500 kc. Similar

model in table cabinet is the WR204, with the same chassis and an eight-inch dynamic speaker.

Fully all-wave is WR305 console and its companion table model WR205. This is an eight-tube superhet, using all-metal tubes, with a separate oscillator tube to eliminate the necessity of re-tuning on short-waves and increase the sensitivity with minimum noise. The console has a large fourteen-inch dynamic speaker and the table model has an eight-inch with full floating coil. It has the precision tuner, micro-precision second hand, shadow-

graph indicator, full automatic volume control and continuously variable tone control.

Peak of the line is the De Luxe all-wave, controlled high fidelity WR306 with ten tubes. Operator may select the degree of fidelity to match local broadcasting conditions and his taste. One battery model is provided for 6-volt storage battery only, with six tubes and two bands, covering 540-1750 and 5500-16000 kc. Another battery model with five tubes may be used with a dry "A" pack for filament power and adapters to allow the use of air cell, 2-volt storage cell or 6-volt storage battery. It tunes 540-1700 and 1650-3900 kc.

GAMBILL

wins Crosley gold emblem
for six months' sales

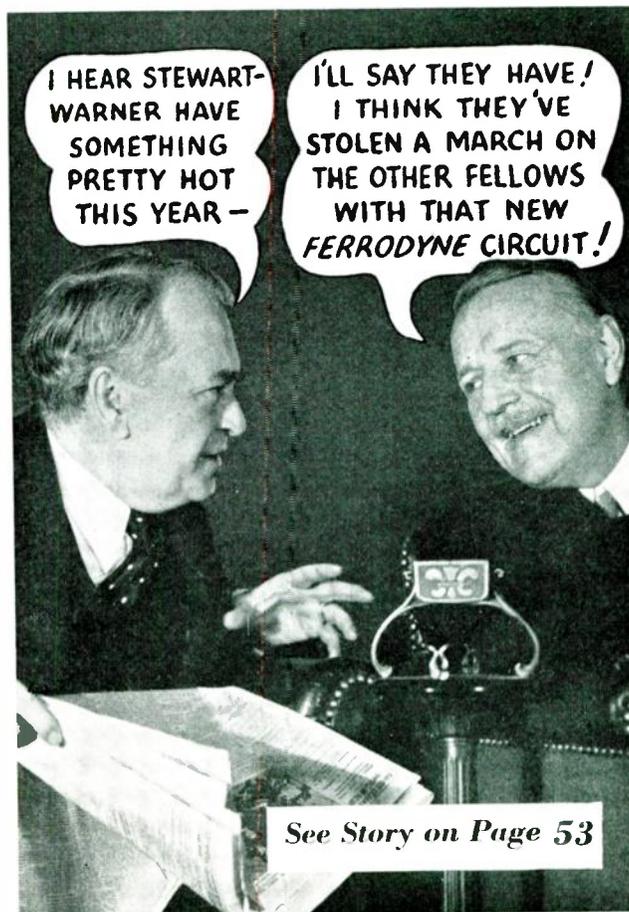
Wholesale Gambill, Gambill Distributing Co., Crosley distributor, Nashville, Tenn., was awarded an engraved gold emblem for having made the largest volume of sales of Crosley Shelvador electric refrigerators to date in the 1935 season. The presentation was made by Neil Bauer, field sales manager, at the banquet of Crosley distributors at the Netherland Plaza Hotel, July 12.

Mr. Gambill reports the outlook in his territory as very good for a continuation of refrigerator sales through July and August and probably later. Business conditions, he reports, are highly favorable and farmers are in a better position than they have been for years.

HOWARD

new Ohio distributors

Howard C. Briggs, general manager of Howard Radio Co., Chicago, announces the appointment of new distributors in Dayton and Cincinnati, Ohio. The Auto-Rad Supply Co. will handle Howard sales in Cincinnati and the H. C. Haenggi Co. will cover the Dayton territory.





A COMPLETE DIGEST OF THE NEWS OF ADVERTISING AND SELLING, COMPILED FOR QUICK AND CONVENIENT REFERENCE. THE EDITOR WILL BE GLAD TO RECEIVE ITEMS FOR USE IN THIS DEPARTMENT. ADDRESS ADVERTISING & SELLING, 9 EAST 38TH STREET, NEW YORK.

ISSUE OF AUGUST 15, 1935

CHANGES IN NATIONAL ADVERTISING ACCOUNTS

Name and Address	Product	Now Advertising Through
Benjamin Electric Co., Des Plaines, Ill.	Reflectors, Lighting Equipment	Foster & Davies, Inc., Cleveland, Ohio
Breitenbach, M. J., Company, New York	Medicine	Brooke, Smith & French, Inc., New York
Brown, Wright & Co., Inc., New York	Liquor	Alfred Rooney Co., Inc., New York
Cadillac Motor Car Co., Detroit, Mich	Automobiles	MacManus, John & Adams, Inc., Detroit, Mich.
Central Breweries, Inc., East St. Louis, Ill	Beer, Ale, etc.	Beecher Adv. Co., St. Louis, Mo.
Childs Company, New York	Chain Restaurants	Kelly, Jason & Roosevelt, Inc., New York
Crystal & Crystal, New York	Real Estate	Alfred Rooney Co., Inc., New York
Dill Company, Norristown, Pa	Drugs, Toilet Articles	Gotham Adv. Co., New York
Dutchess County Cider Corporation, Pleasant Valley, N. Y.	Liquor	Wm. H. Rankin Company, New York
Farm Journal Magazine, Philadelphia, Pa.	Publication	Jerome B. Gray & Co., Philadelphia, Pa.
Guastavino, T., Co., Boston, Mass.	Masonry Material	Luckey Bowman, Inc., New York
Halitoline Co., St. Louis, Mo.	Deodorant	Jimm Daugherty, Inc., St. Louis, Mo.
Hoover Company, Chicago, Ill.	Electric Cleaners	Burnett Company, Inc., Chicago, Ill.
(1) Hotel Lexington, New York	Hotel	Swafford & Koehl, Inc., New York
Howell Co., Geneva, Ill.	Chromsteel Furniture	Ford Browne & Mathews, Chicago, Ill.
Kelvinator Corporation, Detroit, Mich.	Frigidaire	Geyer-Cornell Company, Inc., New York
Monarch Metal Weatherstrip Co., St. Louis, Mo.	Weatherstrips	Jimm Daugherty, Inc., St. Louis, Mo.

Reproduction of an amazing error by one of the advertising journals, which doesn't seem possible, but there it is. No wonder the public uses the word "Frigidaire" incorrectly.



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.

C O U P O N

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

MAYERS

joins New York Crosley
Distributing Co.

Joseph H. Mayers, well known for years in the talking machine and radio industry, has joined the Crosley Distributing Co., New York, in a special sales capacity. Mr. Mayers was at one time with the International Phonograph Co., pioneering in radio with the Argus Radio Co. and later with the Settner Mfg. Co.

BARTLETT

appointed distributor for Fada
as second outlet in Maine area

Bartlett Radio Co. has been appointed Fada radio distributor in Maine, according to J. J. Chatten, general sales manager of the Fada Radio & Electric Co. Bartlett's headquarters are at 620 Congress St., Portland, and will travel four men over the State. This company will operate jointly with the Darling Automobile Co., Fada distributor at Lewiston, Me.

KINSALL

assists ABC advertising

William H. Kinsall, secretary-treasurer of the Peoria Advertising Club and former automobile editor of the Peoria Star, has been appointed assistant advertising manager of Altorfer Bros. Co., Peoria, maker of ABC household washers and ironers.

CLEMENT

RCA vice-president in charge of engineering

E. T. Cunningham, president of the RCA Manufacturing Company, announced the appointment of Lewis M. Clement as vice-president in charge of research and engineering for the RCA Victor Division of the company.

Mr. Clement is one of the most widely known engineering executives in the radio art. He held his first important radio position in 1914, as assistant chief engineer of the Bolinas, California, and Kahuku, Hawaii, transoceanic radio communications stations for the Marconi Wireless Telegraph Company, predecessor of the Radio Corporation of America. Two years later he joined the Bell Telephone Laboratories, for whom he supervised the establishment of the first radio-telephone link, between Catalina Island and Los Angeles. During the war he was in charge of the design and development of all electrical-radio apparatus for use by the U. S. Government services.

In 1925, Mr. Clement became chief engineer of the Fada Radio Company, and three years later vice-president and chief engineer of the Kolster Radio Company. Following this, he was for a year assistant manager of the radio department of the Westinghouse Electric and Manufacturing Company, when he became chief engineer for radio receivers, for the International Standard Electric Company, the manufacturing organization of the Inter-



L. M. Clement

national Telegraph and Telephone Company. His duties in this capacity, which he maintained until his new RCA Victor appointment, consisted of engineering the radio receivers for eight foreign factories located in South America, Australia, Budapest, Vienna, Antwerp, London, Paris, and Berlin.

IGNITION

Service & Supply appointed Fada distributor

Exclusive distribution of Fada radio has been granted Ignition Service & Supply Co., Albany, N. Y., in Eastern New York State and Berkshire County, Mass., according to L. J. Chatten, general sales manager of Fada Radio & Electric Co. In addition to serving dealers with the new Fada line, Ignition will handle service requirements on Fada sets sold in this territory in the past.

Head of Ignition is Henry J. Zehner, president, who has expressed great enthusiasm over the outlook for radio in his territory this year. He has already launched an aggressive Fall campaign. Field organization of Fada specialty men and two technical men are already travelling the territory, greatly aided with a specially equipped truck which brings the complete Fada line to the dealer's door for demonstration.

FRIGIDAIRE

July sales break previous high records for month

Household refrigerator sales of Frigidaire Corporation were greater in July than in any previous July in the corporation's history, E. G. Biechler, president and general manager, stated. The previous high July was in 1929.

July selling activities nationally, so far as Frigidaire was concerned, maintained a trend that has gone upward steadily since January 1, Mr. Biechler said. He credited intensely hot weather and buying power that was held back during the cool spring months for the record volume.

All indications, according to Mr. Biechler, are that the late summer and fall months will result in material increases over the same periods in former years.

Backing up this forecast, the two Dayton plants of Frigidaire will operate under decidedly better manufacturing schedules the last half of August and in September, as compared with the same six-week periods in previous years. Shifts have been lengthened from 36 to 40 hours a week in many departments.

AUTOMATIC

adds washer distributors in Indiana and California

I. F. Woodrow, vice-president of Automatic Washer Co., Newton, Ind., announces the addition of two new distributors. Herbert H. Horn, Los Angeles, will handle Southern California and Capital Paper Co., Indianapolis, will serve Indiana.



See Story on Page 53

STEWART

Distributors

STEWART - WARNER WHOLESALE-
salers, at a recent Chicago convention, were so pleased with the greatest line of radio presented under the Stewart-Warner insignia, that many of the quotas asked for by the factory were increased voluntarily by the jobbers, up to as high as 200%. Thus in brief is expressed the net results of the officers of the Stewart-Warner Corporation who, with a renewed vigor, have been creating and developing the Ferrodyne Radio Chassis for using all-metal tubes. This chassis is designed primarily for all-metal tubes, and the unusual tonal results were a revelation to the Stewart-Warner wholesalers.

THE NEW STORY ON STEWART-Warner radio centers around the phrase: "The Iron Age of Radio." They brought the trade back to "The Crystal Age of Radio," and then through "The Glass Age of Radio" with vacuum tubes, and now the new all-metal tubes with the slogan: "The Iron Age of Radio."

ALL STEWART-WARNER RADIO sets are manufactured in genuine Stewart-Warner craft-built cabinets of original styling, using costly domestic and imported rare woods, inlays and hand carvings to develop an eye-appeal for enthusiastic selling.

IN BOTH RADIO AND REFRIGERATORS, Stewart-Warner has forged steadily ahead since the new management took over the reins in spite of the rumors and gossip, so that today the Stewart-Warner program is the greatest ever presented. The wholesalers are most enthusiastic and a great reward is assured based upon the practical working of the theory: "Good radio is half sold."

FRANK A. HITER, VICE-PRESIDENT and general manager, welcomed the guests at the opening of the meeting giving some of the highlights of Stewart-Warner achievement during the past few months; the policies of the concern as applied to radio and refrigerators and the clarifying of rumors. His sincerity and enthusiasm was the pacemaker for the entire group of meetings. Following Mr. Hiter, John F. Ditzell, radio sales manager, presented the new sets, with great showmanship. The stage was elaborately built, each set hidden by a fan, and through electrical means, the entire display was presented at the start,



WARNER

Praise Line

and then each model reviewed individually. The stage presentation was designed by Al Jenks and built under the supervision of R. K. Torson in the Stewart-Warner plant.

AS THE LINE WAS PRESENTED, model by model, the delight of the jobbers grew until the presentation of Model No. 1388, listing at \$275, and then the applause was tremendous. Orders on this model far exceeded expectations. All the higher priced numbers are backed by a most remarkable advertising cooperation including practically every known "dealer help" and some of them never before used, giving the jobbers a story on Stewart-Warner as in one case, for example, where the quota was 500 sets, the orders totalled 2,000 sets. Ditzell's past experience in merchandising and the carrying out of his policies, as outlined in the January JOURNAL, are reflected not only in the musical instrument design portrayal but in the ramifications of marketing which aid dealers to do a profitable business.

FRED CROSS, ADVERTISING manager, followed Mr. Ditzell with an outline of everything created for advertising power, from little folders up to huge electrical window displays costing \$150 — taking in the whole formula of printed business development activity, with all theoretical stuff eliminated.

A PLEASING INCIDENT WAS THE awarding of the Executives' Cups. Four of these being secured by Harry Ellis, a Philadelphia distributor; Harry Lever of Capital Electric, Atlanta. H. C. Noll of Omaha, and L. E. Buteow of Morley Brothers, Saginaw. The big prize was secured by Morty Saltzman winning the President's Cup (Wholesale Radio Equipment Co., New York), and was Ed Rutledge happy, the Stewart-Warner eastern ambassador.

OTHERS SEEN AND HEARD AT the meeting were Cliff DeWees and Tommy Thompson, advertising genies, and Gus Treffeisen, E. J. Stannmeyer, T. T. Sullivan, vice-president and treasurer of Stewart-Warner.

Stewart-Warner executives "hand" it to the Distributors—top Frank A. Hiter, vice-president and general manager, with notes in his hand; Next, John F. Ditzell, general sales manager, using both hands on notes; then, Fred Cross, advertising manager, using both hands to show the huge mail broadside; then, Ed Rutledge, S. W. Eastern manager, and Morty Saltzman (Wholesale Radio Equipment Co.) using a hand each to support the President's cup.

You're Bound to Win with **CROSLEY!**



NO SNIPING ATTACK
TO UPSET YOUR SCORE



NO PUSH IN THE FACE
ON EVERY GREEN



REAL SERVICE TO HELP YOUR GAME



THE PLANT STANDS BEHIND YOU 100%

Crosley speaks with a background of years in electric refrigeration . . . many more years in radio. During all these years the Crosley business philosophy has been this:

*Crosley cannot succeed without the loyal support of dealers;
Crosley cannot afford to do anything that will alienate this support;
As dealers profit, so Crosley profits.*

★ NO CUT PRICE SALES ON CROSLEY SHELVADOR MODELS

How many dealers in other lines have worked hard, spent a lot of money, time, and energy developing a profitable local market . . . only to find themselves in the position of competing with their own line in the hands of someone else who is underselling them?

Crosley dealers have never suffered this handicap because Crosley has never been compelled to dump last season's models in a desperate effort to change them into accounts receivable.

★ CROSLEY HAS NO OVERPRODUCTION! ★ CROSLEY HAS NO LAST YEAR'S MODELS!

Even if we would, we *could* not dump older models on the market . . . because we haven't any!

The demand for Shelvador refrigerators more than absorbs our peak production. All Crosley Shelvador models are current—sold to the trade at regular prices.

★ DEALER'S MONEY SAFE WITH CROSLEY

Dealers can confidently stock Crosley Shelvador models. They will continue to be sold only through dealers

holding the Crosley franchise—the most profitable in the field.

★ LOOK AT THE RECORD

Starting from scratch some four years ago, the Crosley electric refrigerator line has climbed in sales until now it is high among the leaders in the industry. This is due to a number of things:

- 1 Crosley has never dumped obsolete models, or any models.
- 2 Crosley has consistently sold through established dealer channels.
- 3 Crosley has protected the dealer franchise.
- 4 Crosley has, of course, produced the one outstanding value in the field—the best money's worth.
- 5 Crosley has introduced new features (such as Shelvador) that made Crosley refrigerators stand out from competition.
- 6 Crosley has given the dealers a degree of cooperation that has helped to give them local dominance of the market.
- 7 Crosley has made Shelvador a national household word by means of advertising.

And these, we submit, are reasons why you cannot afford not to handle Crosley!

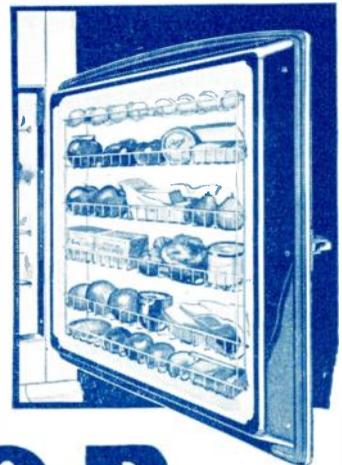
THE CROSLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLEY, Jr., President

(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

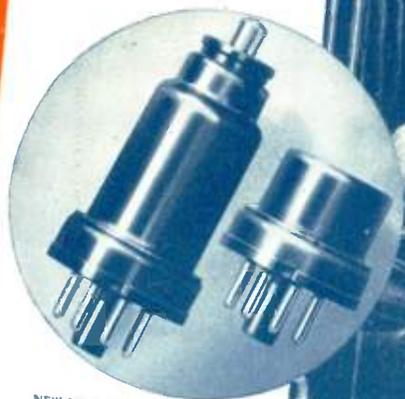
~~CROSLEY~~ ~~SHELVADOR~~



OVER 60 MILLION INDIVIDUAL ADVERTISEMENTS IN POPULAR MAGAZINES WILL HAVE APPEARED BEFORE CHRISTMAS

Where light is Heard and sound is Visible!

OUT OF THE "HOUSE OF MAGIC" COMES A RADIO MIRACLE



NEW METAL TUBES . . . small, efficient, long-lived . . . designed to meet modern broadcasting conditions, short-wave and long-wave alike.



Here's the second in a series of powerful national magazine advertisements that will carry the General Electric Radio selling message into every worthwhile home throughout the nation.

G-E Radio dealers will be supported by a national advertising campaign of extraordinary forcefulness . . . a series of national magazine and key city newspaper advertisements as exclusive as the design features of the new General Electric Radio receivers . . . a schedule covering the country so evenly that every G-E Radio dealer gets his proper share.

This huge national advertising program is only part of General Electric's sound merchandising plan and extensive sales promotion assistance. Learn without delay WHY G-E Radio dealers are "making radio history" with greater sales and profits. See your local General Electric Radio Distributor — or write today to Section R-148, Merchandise Department, General Electric Company, Bridgeport, Connecticut, for additional information.

Thrilling sets that bridge the worlds for you . . . priced as low as \$34.50.



Model A-126 — A 12-tube, 5-band super-heterodyne . . . completely equipped with the new metal tubes. Walnut cabinet of classic design.

The new 1936 GENERAL ELECTRIC RADIO

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT