

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

DECEMBER, 1929

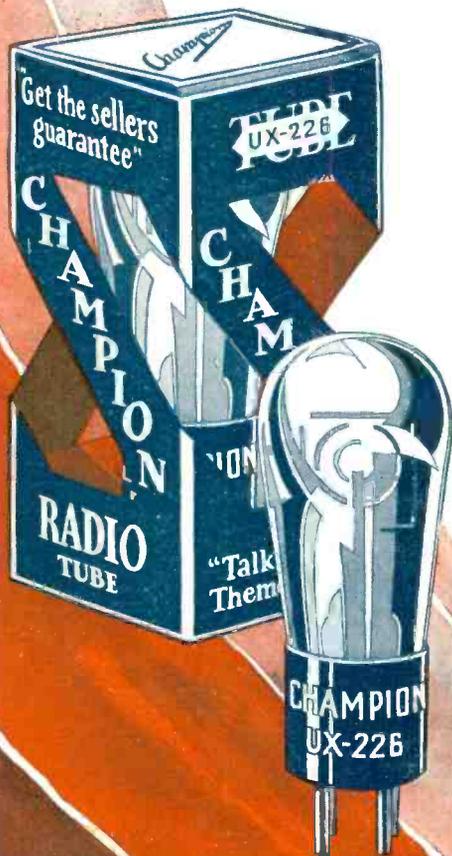
There is only one Champion

Recognized standards in all radio tubes are established and maintained by the great incandescent lamp interests. CHAMPION is one of this group.

For many years, under patents of the General Electric Company, the Champion Lamp Works has produced fine electric lamp bulbs—billions of them.

Now, under licenses of the Radio Corporation of America, General Electric and Westinghouse Companies, CHAMPION RADIO TUBES are created with the same supreme regard for workmanship which has made the name CHAMPION symbolic of quality.

Equip your sets with CHAMPIONS. Sell them over the counter. Make the profit margin to which you are entitled without gambling your name on tubes of questionable merit.



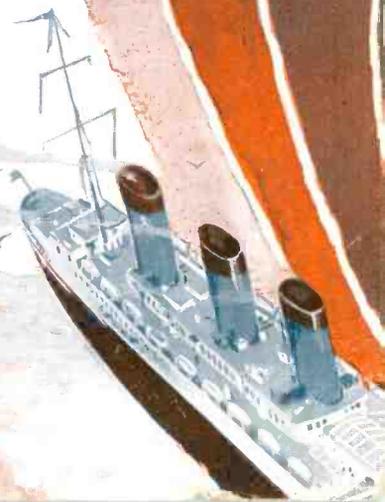
Champion



RADIO TUBES

CHAMPION RADIO WORKS, INC., OF DANVERS, MASS.

LICENSED UNDER R. C. A. PATENTS
Associated with Champion Lamp Works



Optional NEW Brunswick Models



with **4**
**Screen
Grid
Tubes**



Brunswick
Highboy Console
Model No. S21
Price **\$154**
Tubes extra

Radio at its best, even at high noon under a blazing sun . . . tone that for clarity and volume rivals the finest night-time reception . . . that's what Brunswick dealers now can demonstrate with these new Brunswick models —

—Thanks to the fact that each of these models takes four—count them, four—screen-grid tubes.

Perfectly astonishing, the difference those screen-grid tubes make in DX, Tone and Selectivity. —And in *Salability*, when demonstrated side-by-side with other "screen-grid" radio receiving sets!



Brunswick Combination
Panatrop with Radio
Model No. S31
Price **\$249**
Tubes extra



Brunswick
Lowboy Console
Model No. S14
Price **\$129**
Tubes extra

Brunswick

Radio — Panatrop with Radio — Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY

New York — Chicago — Toronto — Branches in All Principal Cities

Concerning
Our Annual
STATISTICAL NUMBER



SINCE 1920, the McGraw-Hill Company has collected annual statistics of the radio industry. Continuing this policy, RADIO RETAILING again will undertake such a study at an early date.

Because of the immensity of this task, and because the returns cannot be obtained with accuracy prior to the fore part of February, the complete analysis of the progress of the industry will appear in our March issue. The January number, however, will contain a preview estimate on this important subject.

RADIO RETAILING takes this opportunity to thank the many manufacturers who have so kindly contributed to the success of this project in the past and asks for their co-operation again this year.

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

RAY V. SUTLIFFE, Managing Editor
HENRY W. BAUKAT, Associate Editor
S. J. RYAN, Merchandising Counsellor
M. E. HERRING, Publishing Director

December
1929

Vol. 10—No. 6

HARRY PHILLIPS, Art Director
T. H. PURINTON, Assistant Editor
C. GRUNSKY, San Francisco
P. WOOTON, Washington

CONTENTS

Copyright, 1929, by McGraw-Hill Publishing Company, Inc.

NOW—GET BUSY AND SELL!	27
Editorial. <i>By O. H. Caldwell</i>	
1929—RADIO'S BIGGEST YEAR	28
Industry's leaders report gratifying increases for past twelve-month period.	
THE LESSON FOR 1930—MAKE PRODUCTION FIT DEMAND	30
The trouble with 1929—overproduction; over factory capacity.	
CONTROL	32
How dealers are improving servicing conditions. <i>By Michael Ert</i>	
I'M BUDGETING FOR A BETTER-THAN-AVERAGE BUSINESS	34
Using Ryan's cost studies for the 1930 budget. <i>By James Brown</i>	
BACK TO A FRIENDSHIP BASIS	36
The tide has turned, high pressure selling era waning. <i>By Alan Streeter</i>	
BOOTLEG MERCHANDISE OUTLAWED	39
Ordinance passed on removal of serial numbers worthy of note.	
RADIO SERVICE COSTS LOWER	40
Survey and analysis giving first accurate service costs. <i>By Henry Baukat</i>	
WINDOWS WITH THE CHRISTMAS SPIRIT	43
Suggestions that may be profitably adopted at this season.	
FOR 1930—GREATER NET PROFIT	44
Two experts collaborate to help you plan next year. <i>By R. V. Sutcliffe and S. J. Ryan</i>	
THREE OUTLETS FOR TRADE-INS	46
There is more than one way to kill a cat.	
PART-TIME SALESMEN PAY	47
A salesman for each type of prospect.	
WHEN THIS HAPPENS	48
Check your insurance policies now and know where you're at before it's too late. <i>By Leslie Childs</i>	
SALES IDEAS	50
Dealers tell us how they do it.	
HOW ARE YOUR WINDOWS?	52
How to analyze your window for its value. <i>By Edgar V. M. Gilbert</i>	
FOR THE LOVE OF "MIKE"	71
Publicize the feature events on the air.	

Departments

Editorials	54
Service	58
New Products to Sell	60
Dealer Sales Aids	63
News of the Industry	64
Distributor Activities	68
Our Readers Discuss Manufacturers' Policies	69
Phonograph Record "Best Sellers"	73
Parts and Who Make Them	75

McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

JAMES H. MCGRAW, Chairman of the Board
MALCOLM MUIR, President
JAMES H. MCGRAW, JR., Vice-Pres. and Treas.
EDWARD J. MEHREN, Vice-President

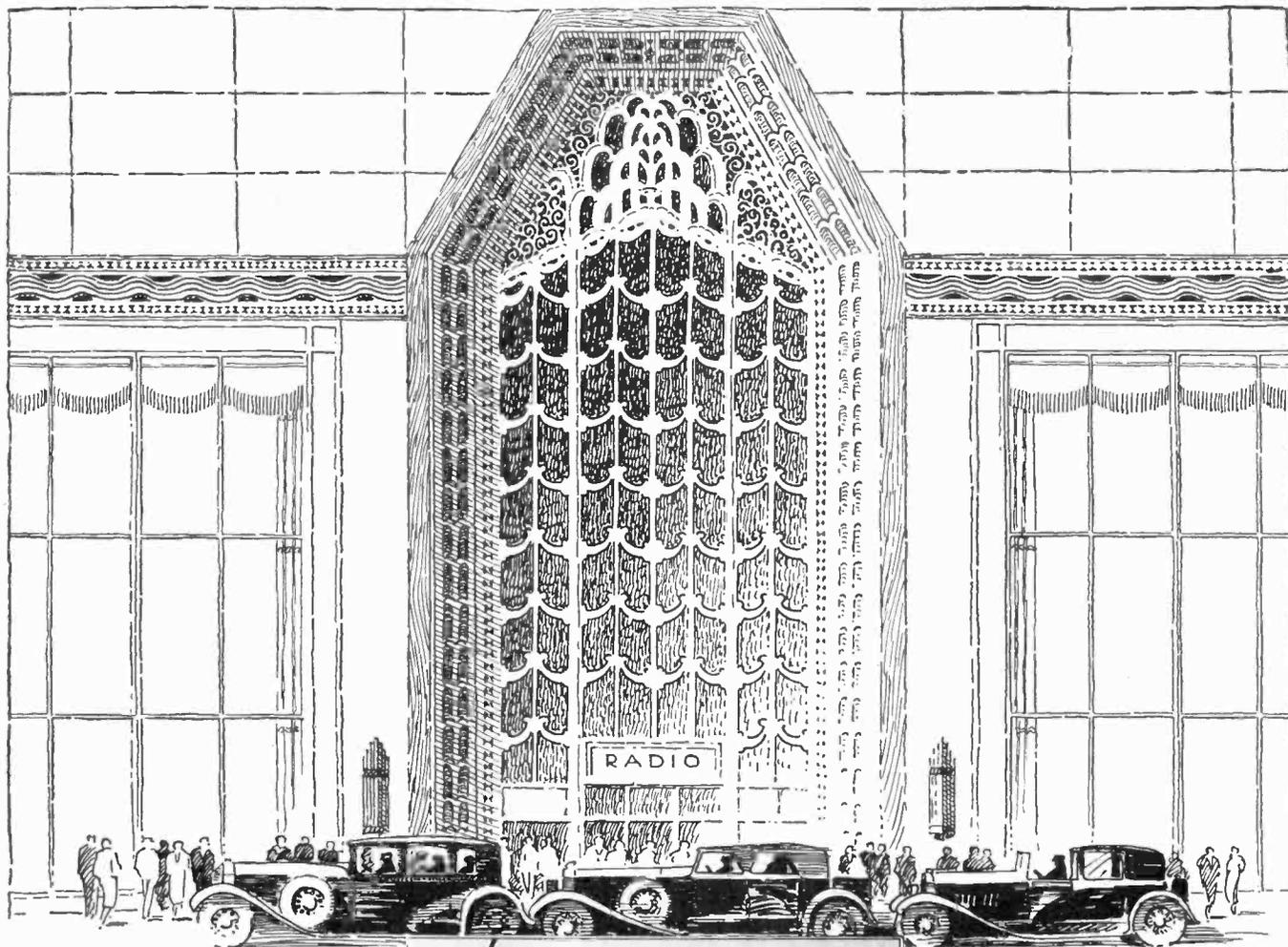
MASON BRITTON, Vice-President
EDGAR KOBAK, Vice-President
HAROLD W. MCGRAW, Vice-President
H. C. FARMELINE, Editorial Director
C. H. THOMPSON, Secretary

NEW YORK District Office, 285 Madison Ave.
WASHINGTON, National Press Building
CHICAGO, 520 North Michigan Ave.
PHILADELPHIA, 1600 Arch Street
CLEVELAND, Guardian Building

ST. LOUIS, Bell Telephone Building
SAN FRANCISCO, 883 Mission Street
BOSTON, 1427 Stetson Bldg.
GREENVILLE, S. C., 1301 Woodside Bldg.
DETROIT, 4-257 General Motors Bldg.

LONDON, 6 Boulevard St., London, E. C. 4

Member A.B.P. Member A.B.C. Printed in U.S.A.



The **FINE TRADE**
follows
Stromberg-Carlson



No. 642. Employs 6 tubes, 3 of them Screen Grid. Price, less tubes and Speaker, East of Rockies \$259.00

FAR-SIGHTED dealers recognize two very definite advantages in cultivation of the "class" market.

First, they have the increased profits resulting from higher sale units. Second, they enjoy not only the patronage of discriminating people, but also of that larger public who follow the lead of those who know and buy the best.

In Radio, there is no better drawing card to the fine trade than Stromberg-Carlson.

STROMBERG-CARLSON TELEPHONE MFG. CO.,
 ROCHESTER, N. Y.



No. 846. Employs 10 tubes, 3 of them Screen Grid. Price, less tubes and Speaker, East of Rockies \$347.50

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

KEEPING FAITH

...with a **BILLION DOLLAR INDUSTRY**

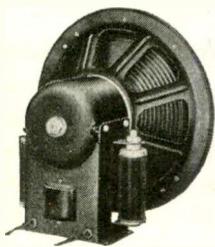


IN the service of the billion dollar radio industry, Utah's remarkable rise to prominence proves that there are sound business dollars in the superlative tonal quality Utah creates.

We are keeping faith with the progressive industry we serve. In our model plants and laboratories, trained technicians and experienced artisans are working constantly with precision instruments to keep Utah always ahead. And, adopting our speakers as standard equipment, the dominant manufacturers in the radio world have adjudged Utah as tonally supreme!

Utah tonal quality has a tremendous sales value. . . . You will increase your sales by employing the powerful aid Utah offers. . . . A request will bring you complete details of the entire line, table models and chassis.

UTAH RADIO PRODUCTS CO.
1737 So. Michigan Avenue .. Chicago



Utah Stadium Model 66-A, 110 A.C. operation. Diameter over all 12 1/4", Cone 10 1/4". . . . Equipped with full wave high voltage rectifier—eliminating step down transformer can be used on 25 to 60 cycles. No hum. Built for manufacturers, jobbers and dealers who feel the necessity of giving superior reproduction qualities to their products. Ideal for largest output—a superior speaker for home, theatre, large hall and outdoor use. Price, **\$45**

UTAH
Electro-Dynamic Speakers
Licensed under Lektophone patents



Let these Posters work for YOU . . .

Every customer visiting your store has seen De Forest Audion billboards. There were over 4,200 of them located in every important city and trading center in the United States. Radio owners already know the value of "high vacuum" De Forest Audions, made under the direction of Dr. Lee De Forest, the inventor of the first radio tube.

Let them know that your store is headquarters for these remarkable radio tubes that have set the world's standard for 23 years. Install a set of De Forest Audions in one

of your demonstrating sets. Let your customers hear them in action, and the sale is made.

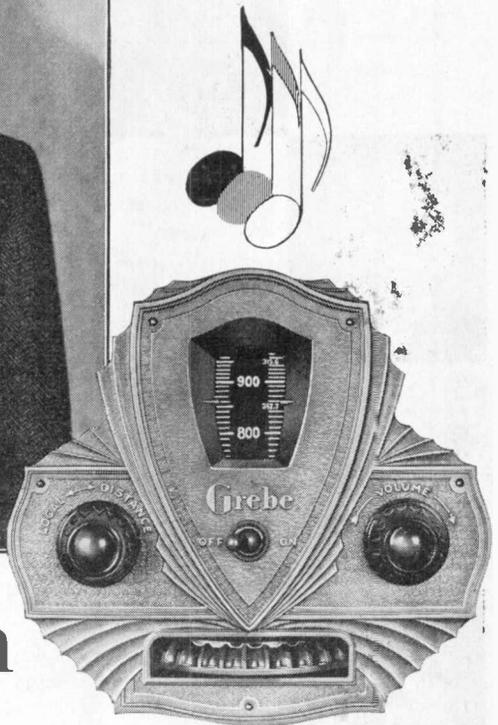
Write to our nearest branch today for full details of our dealer proposition and let your cash register tell you the story of radio tube advertising that is making history.

De Forest AUDIONS

Branch Offices Located in

Boston	St. Louis
New York	Kansas City
Philadelphia	Denver
Atlanta	Los Angeles
Pittsburgh	Seattle
Chicago	Detroit
Minneapolis	Dallas
	Cleveland

DE FOREST RADIO COMPANY, JERSEY CITY, N. J.



You can sell this man

Alfred H. Grebe—"Tri-toned radio is more than an advertising promise. This achievement is evident to the consumer as soon as he hears the Super-synchrophase. He may not realize that its tonal vividness is the perfect blending of pitch, volume and character; the three distinct components of every musical sound. But he senses this lifelike quality—recognizes the merit of this new set—wants it in his home. Tri-toned radio brings new delights to the consumer and continuous profits to the Grebe franchise-holder."



BRING on your hardened cynic—the man who walks in with that try-to-sell-me attitude—the bane of your sales force from the star down. Grebe franchise holders welcome him. Let him walk in like a lion; he will go out a Grebe owner.

This man is a second set buyer whose discrimination has been sharpened thru long hours of radio listening. His critical attitude is armor plate against sales talk—his *musical ear* will tell him which set to choose. And it will have to be far ahead of the field: that is why he will buy the Grebe.

For this new set is at least a *year ahead*. It is newer than screen grid. Its lifelike tone is free from outside interference and the dis-

tortion of station overlapping. Without being subdued, its screen grid power is *controlled* by the exclusive equalized band pass filter.

The trade has known since the R. M. A. Trade Show in June that Grebe is pioneering this important principle of the future. Now our advertising proclaims it to the public. Result: the Grebe franchise for your district is becoming more and more valuable.

Grebe radio

SUPER-SYNCHROPHASE

A. H. GREBE & COMPANY, INC., Richmond Hill, N. Y.

Western Branch

443 So. San Pedro Street, Los Angeles, California,

15,000 RADIO DEALERS

"These tubes are O. K."

CHAS. B. CERNY
Cleveland, O.

(Below)



—ask these men what they think of the Sonatron Life-Test!

FROM thousands of testimonials we present the comments of these representative dealers. 15,000 dealers have produced an overwhelming mass of evidence of the longer life, finer tone, and better performance of this quality tube. Long life records, established under everyday conditions, in every make of set, mean far more than laboratory results. Millions know the Life-Test story—thanks to Sonatron's coast-to-coast broadcasting, and consistent newspaper and magazine advertising. Write for your copy of the booklet "15,000 Dealers Can't Be Wrong."

Sonatron Division

NATIONAL UNION RADIO CORPORATION

1020 S. Central Park Ave., Chicago, Ill.
400 Madison Avenue 55-57 State Street
New York City Newark, N. J.

Sonatron Tubes are manufactured under reciprocal licensing agreements with the Radio Corporation of America



"They seem to be very fine tubes."

KLEMME BROS. COMPANY
Sheboygan, Wis.

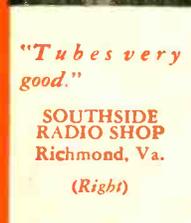
(Left)



"Their quick beating is one nice feature."

FRED D. YOUNG
Rochester, Minn.

(Above)



"Tubes very good."

SOUTHSIDE RADIO SHOP
Richmond, Va.

(Right)



"The tubes are as good as new."

F. RAMSTETTER
St. Louis, Mo.

(Left)

"These tubes have given very good service. I do not believe they can be beat."

J. & J. TIRE CO.
Columbus, Ohio

(Below)



"We like them very much."

BERTSYL WESTON FARIS
Springfield, O.

(Right)



"Tubes are still giving satisfactory service."

GEO. H. COOK
Marietta, Ohio

(Above)

"Sensitive, selective and durable."

S. P. SKOLA
Worcester, Mass.

(Below)

We certify that the comments in this advertisement are correct, taken from postcards received by National Union Radio Corp. W. W. Thompson & Co., Chicago Cer. Pub. Accts.

"These tubes have performed excellently."

SCHAEFER MUSIC SHOPPE
Youngstown, Ohio

(Right)



"Have proven very satisfactory."

SOUTH END RADIO & ELEC. COMPANY
Wilkes-Barre, Pa.

(Right)

"Working fine."

E. P. FELBECK & CO.
Harvard, Ill.

(Below)



"We think very much of them."

PAUL WENDT ELEC. CO.
St. Louis, Mo.

(Above)



"They are the most perfect I have seen."

CLIFFORD CRAMER
Indianapolis, Ind.

(Right)



"Excellent sensitivity and tone."

GEO. V. WILLIAMS SALES COMPANY
Minneapolis, Minn.

(Right)



"Working along O. K."

FRANK A. ROBINSON
Pasadena, Calif.

(Below)



"Tubes so far have worked fine."

W. H. NIEDERMEIER
Monroe, Mich.

(Below)



"Tubes are still working good and giving good service."

OTTO NIGGLI
Sturgis, Mich.

(Left)



"Very fine tube."

VENUS RADIO STORES
Cudahy, Wis.

(Left)



"Working O.K."

J. M. SMITH & SON
63 East 9th St.,
New York, N. Y.

(Above)



"Rendering good service."

KEITHLEY SALES & SERVICE
LaPorte, Indiana

(Right)



"Very good."

FRIEDMAN & COMBE
Scranton, Pa.

(Right)



CAN'T BE WRONG!



"We have ordered 100 tubes since."

WM. KOHLER
Cincinnati, O.
(Right)



"Still going good."

NATHAN BROS.,
San Francisco, Cal.
(Right)



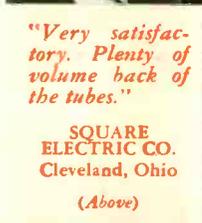
"The tubes are fine."

ADAMSTON
DRUG CO.
Charlottesville, W. Va.
(Below)



"Giving good reception."

WASH. PARK
ELEC. CO.
Denver, Colo
(Above)



"Very satisfactory. Plenty of volume back of the tubes."

SQUARE
ELECTRIC CO.
Cleveland, Ohio
(Above)



"These tubes seem to become better the longer they are used."

HERKE RADIO
PROD. CO.
Cleveland, Ohio
(Left)



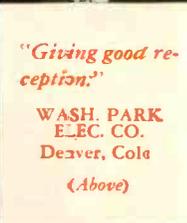
"Still going good."

NATHAN BROS.
San Francisco, Cal.
(Left)



"These tubes seem very good. We haven't had any trouble at all."

H. GITTERMAN
Kansas City, Kan.
(Below)



"Will say that you have some wonderful tubes in the Sonatron."

RADIO SUPPLY
HOUSE
Moline, Ill.
(Above)



"Tubes going fine."

ROBERT E. LANG
Dallas, Texas
(Right)



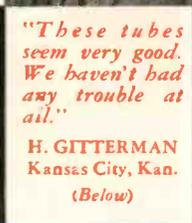
"Still going good."

C. B. KNOX
Manhattan, Kan.
(Right)



"Performance O. K."

ELECTRIC
BAT. SERVICE
Virginia, Minn.
(Left)



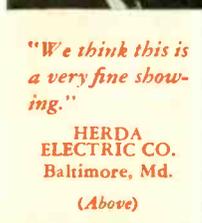
"Tubes do all that could be asked of them."

ROSEWAY
RADIO SERVICE
Portland, Ore.
(Below)



"Tubes working fine."

MILLER'S HDW.
& RADIO CO.
Red Bank, N. J.
(Right)



"We think this is a very fine showing."

HERDA
ELECTRIC CO.
Baltimore, Md.
(Above)



"Tubes working fine."

LYRIC RADIO
STUDIO
Huntington, Ind.
(Left)



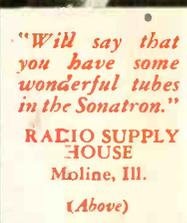
"Tubes O. K."

HESSEL MUSIC
HOUSE
Manitowoc, Wis.
(Left)



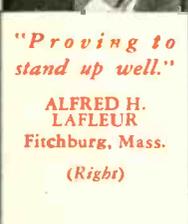
"Very well satisfied. I am using all Sonatron tubes."

G. L. SAILING
Wichita, Kan.
(Above)



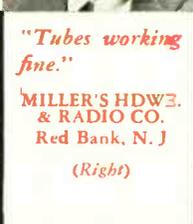
"Very good."

STANDARD
HARDWARE
Duluth, Minn.
(Below)



"Tubes O. K."

GLANVILLE
FURNITURE CO.
Kansas City, Kan.
(Left)



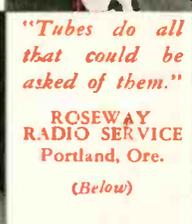
"Working fine. Seems like more volume than others."

GEORGE
ROBERTSON
Fairfield, Iowa
(Right)



"Very good."

FAIRFIELD
PHARMACY
Ft. Wayne, Ind.
(Right)



"Working fine."

H. H.
THOMPSON
Kansas City, Mo.
(Above)



"Best tubes I have ever used."

MELROSE ELEC.
COMPANY
Roanoke, Va.
(Right)



SONATRON

The Quality Radio Tube



KEN-RAD GIVES YOU TUBE QUALITY AND SALES SUPPORT

YOU must know first of all that the product is right—nothing will lose more sales than inferior quality.

Ken-Rad tubes are standard quality—*plus!* Made to standard specifications—but made with great care, and tested to exceptionally close limits. Therein lies the secret of Ken-Rad quality—the first requirement for a really profitable tube business for you.

Then you want to know about the sales support that the manufacturer gives you . . . The Ken-Rad program is complete from every standpoint, including—an advertisement in *The Saturday Evening Post* and *Collier's* every two weeks—broadcasting over the N. B. C. Blue Network every Monday night—and numerous other sales helps you want. The Ken-Rad proposition is interesting—and you ought to have it. A Ken-Rad jobber near you will give you full details—or write direct.

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
A Division of KEN-RAD TUBE & LAMP CORPORATION



On the Air
KEN-RAD'S
«CABIN NIGHTS»

Each Monday Evening
N. B. C. Blue Network
WJZ, WBZA, WBZ
WHAM, KDKA, WJR, KYW
KWK, WREN

10:00 p.m., Eastern Standard Time
9:00 p.m., Central Standard Time

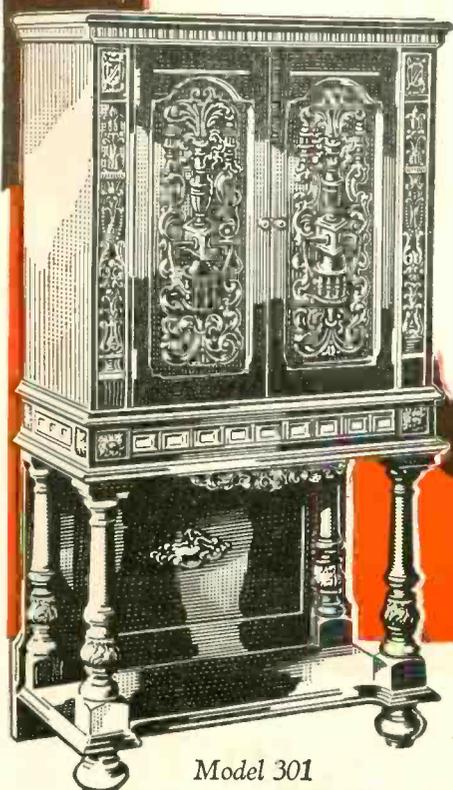
KEN-RAD

RADIO TUBES

Licensed by Radio Corporation of America



STANDARD QUALITY ALWAYS



Model 301

SPARTON RADIO

"Radio's Richest Voice"

Merry Christmas

... to each and every one
of you from every one of us!

W. D. Sparks
W. D. Sparks, President
The Sparks-Withington Company

The **NEW SPARTON
EQUASONNE**

PICTURE THIS BEAUTIFUL CABINET IN TERMS OF SALES



BUILT BY RADIO MASTER

FOR ATWATER-KENT 55 OR 60



THE beautiful Karvart Interior Panel of this cabinet

exactly fits Atwater Kent 55 or 60. Space for speaker below.



BEAUTIFUL woods look out from the lovely sheen of perfect finish. Artistic design is supported by splendid workmanship. The beauty of this cabinet is more than skin deep—it is sound to the heart.

Pictured in terms of sales, this cabinet means that every sale of Atwater Kent 55 or 60 will carry a double profit—the profit on the set and the profit on the cabinet—

It means that the set takes on new sales value through the enhanced beauty this cabinet provides—

It means you have a complete, beautiful, serviceable piece of furniture to sell, rather than just a radio set.

Karvart interior—doors are butt walnut on the back and Oriental walnut diamond matched on the front. Pilaster overlays are matched butt walnut. The interior is arranged to receive the AK 55 or 60 without cutting.

Send for information on this and other beautiful Radio Master Cabinets.

RADIO MASTER CORPORATION
BAY CITY MICHIGAN

Radio Master Cabinets
THE SETTING BEAUTIFUL FOR ANY RADIO

NO PRICE CHANGE

SILVER

Radio

• EXTRAORDINARY •

No Price Reductions

No Distress Merchandise

No Overproduction

No Stock Jobbing

No Trailing the Market

No Cessation of Advertising

And That's the Result of:

Right Engineering

Right Performance

Right Planning

Right Pricing

Right Merchandising

SILVER RADIO—4 SCREEN-GRID TUBES—

SO GOOD IT NEEDS NO AERIAL—\$160, \$173, \$195

Designed by McMurdo Silver—

Sold through Exclusive Distributors to Franchised Dealers

Silver-Marshall, Inc., 6421 West 65th Street, Chicago, U. S. A.

SILVER RADIO

SILVER · ON · RADIO · IS · LIKE · STERLING · ON · SILVER



This factory in Salem, Mass. at the corner of Boston and Bridge Streets is owned by the Hygrade Lamp Co. It has over 125,000 square feet of floor space and is equipped with the most modern machinery for the production of radio tubes and lamp bulbs.

This picture tells more than a thousand words

THIS ILLUSTRATION of the Hygrade Lamp Company's plant tells better than a thousand words, of manufacturing facilities and resources back of Hygrade Radio Tubes.

In this factory you will find the best methods of production, the most exacting laboratory methods, the most painstaking tests.

The Hygrade Lamp Company is a substantial institution. It is the third largest manufacturer of incandescent lamps in the United States. It has been in the incandescent lamp bulb business for twenty-nine years. It is in the radio tube business to stay — Hygrade Dealers are those who are interested in a permanent and profitable connection.

— tubes you can trust



HYGRADE Radio Tubes

A Companion Product to Hygrade Electric Lamp Bulbs

HYGRADE LAMP CO., Salem, Mass.

Licensed under radio tube patents of Radio Corp., General Electric Co. and Westinghouse Co.

CASTINGS

62% Lighter than Iron WITH THE ADVANTAGES OF IRON

Here is the 20th Century practice in castings. Lighter—stronger—more powerful.

Why continue the old style heavy metal castings which are often a drawback in production—shipping—in selling? Bohnalite is the new light alloy which is replacing iron in so many industries.

In transportation units it cuts dead loads and increases payload.

Bohnalite has the advantages of iron with none of its disadvantages. It has a high uniform hardness—great density—fine grained structure—excellent bearing qualities—exceptional strength and ductility.

Send your samples and blue prints today for quotations. Write for interesting booklet showing the wide use of Bohnalite in a great variety of industries.

BOHN ALUMINUM & BRASS CORP., DETROIT, MICHIGAN
New York Chicago Philadelphia Cleveland Pittsburgh



CHAS. B. BOHN
The authority who developed Bohnalite

BOHNALITE

62%
Lighter than Iron



Demand far exceeds
supply for certain types
of **SPEED**
RADIO TUBES

I wish it to be definitely known that SPEED standards of quality will not be lowered; that SPEED tolerances will not be relaxed; that SPEED tests for every tube requirement will not be one jot less severe. Neither we, nor our jobbers and dealers can afford to reap the whirlwind.

Only by the strictest maintenance of quality at this time, at the sacrifice of greater immediate sales, can we guarantee the perfect service expected of

SPEED TUBES

J. J. Steinharter

PRESIDENT

CABLE RADIO TUBE CORPORATION

84-90 N. Ninth St., Brooklyn





Mills Coin-Operated Radio



Mills Automatic Phonograph



Mills Troubadour



Mills Radio — Model 300



Mills Radio

EVERY SET TONE-TESTED

MILLS NOVELTY COMPANY

4100 Fullerton Avenue
CHICAGO, ILLINOIS

They're Making NEW RECORDS Every Day!



*Mills Musical Money
Makers are setting a new
pace in sales and profits*

JUST a short time has passed since Mills introduced these sensational new models to the trade. Now public response has risen to record-breaking heights! Dealers are enjoying a business even beyond our fondest hopes for the new line—setting new records!

Dealers are finding that Mills coin-operated models open the profitable *commercial* market — that Mills Coin-Operated Radio and Phonograph-Radio combinations bring rapid, easy, extra-profit sales.

They are finding big profits and *no competition* in selling Mills coin-operated continuous playing *selective* Automatic Phonograph and Radio combined — Mills Automatic Phonograph — Mills Coin-Operated Radio — or Mills Troubadour, the *finest* continuous playing selective automatic phonograph, available combined with a Mills radio if desired. The *profitable operation*, marvelous tone, and rich walnut-finished cabinets of these coin-operated instruments make them quick sellers to stores, restaurants, hotels, clubs — every place that people gather!

And dealers are finding that Mills' complete line of high-powered screen grid radio meets every requirement for *volume sales* to the home market.

Make your plans for 1930 with Mills Musical Money Makers. Backed by a house whose success extends over more than 40 years! Complete cooperation — advertising — selling helps — and a line designed for quick volume sales. Full details supplied — mail the coupon TODAY!

MAIL THIS NOW!

MILLS NOVELTY COMPANY, Dept. D-5
4100 Fullerton Ave., Chicago, Ill.

Please send me full details and prices of the new Mills Radio line. Also details about

- Mills Coin-Operated Radio
- Mills Troubadour
- Mills Automatic Phonograph

Name.....

Address.....

City.....

PHONOGRAPH MUSIC

is at its best with the

Super Phonovox



List Price
\$15.00

Slightly higher west
of the Rockies

THERE'S a great satisfaction in knowing that you are offering your customers the sort of value that will bring them back to you again and again. That's why dealers feature the Super Phonovox. They are confident of the great satisfaction that its life-like tone and flawless operation will

give. And now Pacent's new combined switch and volume control (with special adapter for screen grid tubes) has made this famous pick-up even better than before . . . without extra cost! Demonstrate the Super Phonovox at every opportunity, for demonstrations turn quickly into sales.

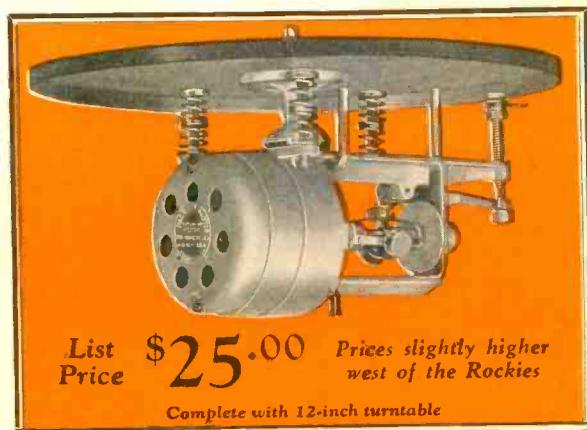
TWO NEW LOW IMPEDANCE MODELS NOW AVAILABLE

A FINER MOTOR

Silent, Vibrationless

The Pacent induction-type motor is unexcelled for smooth, efficient power. Operates on 110 volts, 50 or 60 cycles A. C. It is completely insulated against noise and a dynamically balanced rotor eliminates vibration.

DEALERS: Pacent accessories are reliable profit-builders. Your jobber will give you full details . . . or you may write to us direct.



List Price \$25.00 Prices slightly higher west of the Rockies

Complete with 12-inch turntable

PACENT ELECTRIC CO., 91 Seventh Ave., N. Y.

Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England — Licensee for Canada: White Radio Limited, Hamilton, Ont.

EVEREADY RAYTHEON TUBES

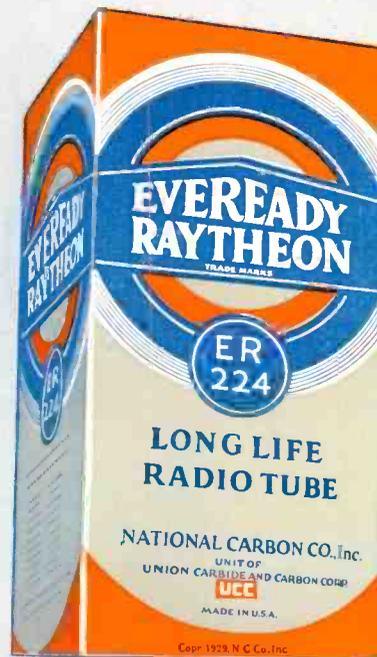
4-PILLAR TUBES

BRING GREATLY IMPROVED RECEPTION

MAKE SURE your customers enjoy the best possible results from their present receivers—tell them what an amazing improvement new Eveready Raytheon Tubes will make. People everywhere, using these fine tubes in their receivers, report increased distance, more power, improved tone and quicker action.

The reason for Eveready Raytheon superiority is clear if you examine one of these tubes. They are so strongly built that none of the jolts and jars of shipment and handling can impair their rigidly tested performance. Look at the sturdy, four-cornered glass stem at the base of the elements. See how rigidly it holds the four strong pillars supporting the elements. Notice how the elements are fastened at each side as well as at the ends. See how the entire construction is further braced at the top by a stiff mica plate. This is the exclusive, patented Eveready Raytheon *4-Pillar construction* which makes these tubes stronger than any others.

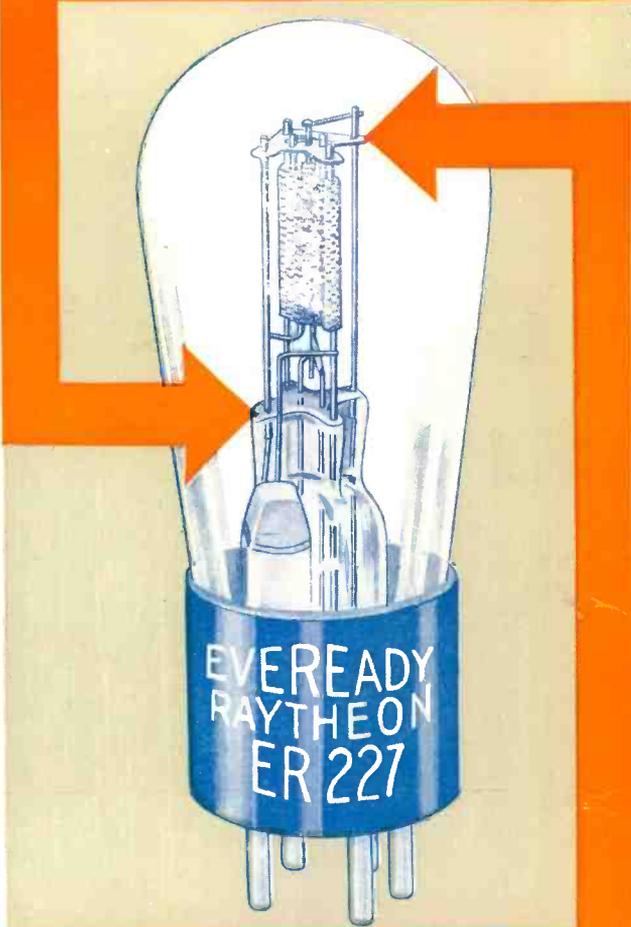
When Eveready Raytheon Tubes are built, their elements are spaced with greatest accuracy to assure the finest reception. Their unique *4-Pillar construction* preserves this accuracy. Eveready Raytheons come to you and go to the receivers of your customers in the same perfect condition as when they leave our laboratory test-room . . . ready to deliver all their superb performance. That is why you can get the most from any receiver by putting a new Eveready Raytheon in each socket.



4-PILLAR SCREEN GRID

EVEREADY RAYTHEON SCREEN GRID TUBE ER 224. The weight of the four large elements in this type of tube makes the exclusive Eveready Raytheon 4-Pillar construction vitally important.

4-PILLAR TUBES



Trade-marks

MARVELOUS RECEPTION WITH EVEREADY RAYTHEON TUBES OF ALL TYPES

THE EVEREADY RAYTHEON line is complete, with tubes for A. C. and battery-operated receivers, and tubes for television and talking movies. In Eveready Raytheon Screen Grid Tubes, the 4-Pillar construction assures unusual and startling performance. We also make the famous B-H rectifying tube for "B" eliminator units, for which there is a big market.

NATIONAL CARBON CO., INC.

General Offices: New York, N. Y.

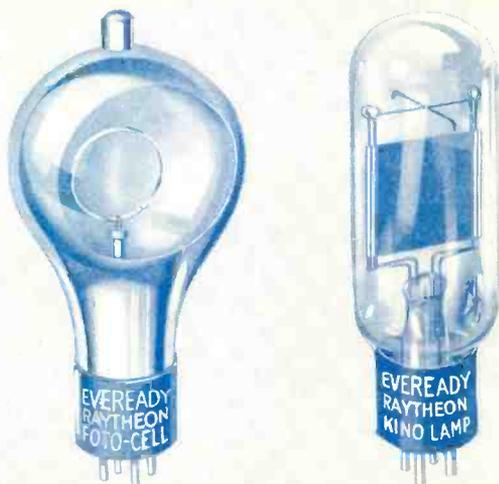
Branches: Chicago Kansas City
New York San Francisco

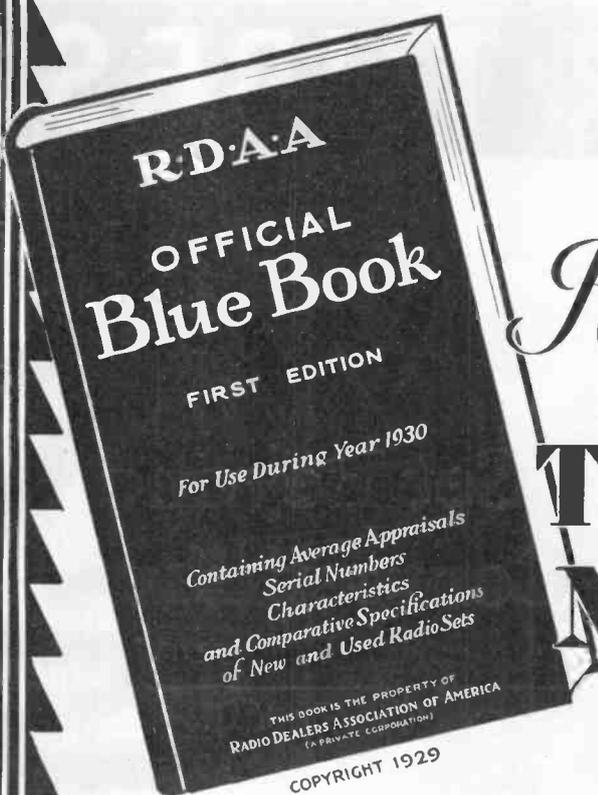


Unit of Union Carbide and Carbon Corporation

THE EVEREADY RAYTHEON **Foto-Cell** is a long-life transmitting tube for talking pictures and television.

THE EVEREADY RAYTHEON **Kino-Lamp** for television reception is the first tube developed commercially which will work with all systems.





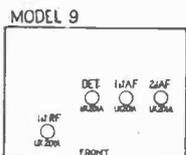
Radio Dealers--

This Book Will Make Money for You!

Your First Opportunity to secure under one cover a complete volume of reliable, authentic, dependable information on RADIOS.

THE R. D. A. A. BLUE BOOK, contains diagrams giving Comparative Specifications, Characteristics, Serial Numbers, List Prices, and identifying data with AVERAGE AMERICAN APPRAISAL on more than 700 MODELS OF RADIO SETS.

JUST THE INFORMATION YOU WANT AT YOUR FINGER TIPS



Model	Year	Type	Tubes	Serial Range	List Price	R.D.A.A. Appraisal	Screen Grid Tubes
Table 9	1923	Bat.	4	19000	70.00	3.50	
Table 5	1924	Bat.	5	40000	55.00	1.40	
Table 10A	1924	Bat.	5	50000	104.00	5.20	
Table 10B	1924	Bat.	5	250000	104.00	5.20	
Table 12	1924	Bat.	6	500000	105.00	5.25	
Table 20	1924	Bat.	5	400000	100.00	5.00	

(Our appraisals and comparative specifications cover models from 1920 to and including current sets.)

R. D. A. A. Service is Nationwide and Continuous

OUR SERVICE DEPARTMENT, under the supervision of recognized RADIO EXPERTS, keeps you continually advised of all changes in models and prices promptly as they occur through supplements and bulletins. In many instances we can supply advance information on such changes.

THIS SERVICE is approved and recommended by manufacturers, distributors and dealers alike. It visualizes the information, substantiates your statements, gives the absolute proof you need, saves your time and the customer's time, and above everything else, eliminates all possibility of ill feeling or misunderstanding.

CAN YOU AFFORD TO BE WITHOUT IT?

Radio Dealers Association of America Chicago, Illinois

The R. D. A. A. Blue Book and Service is
Furnished Established Dealers Upon Lease
Terms at a Price of

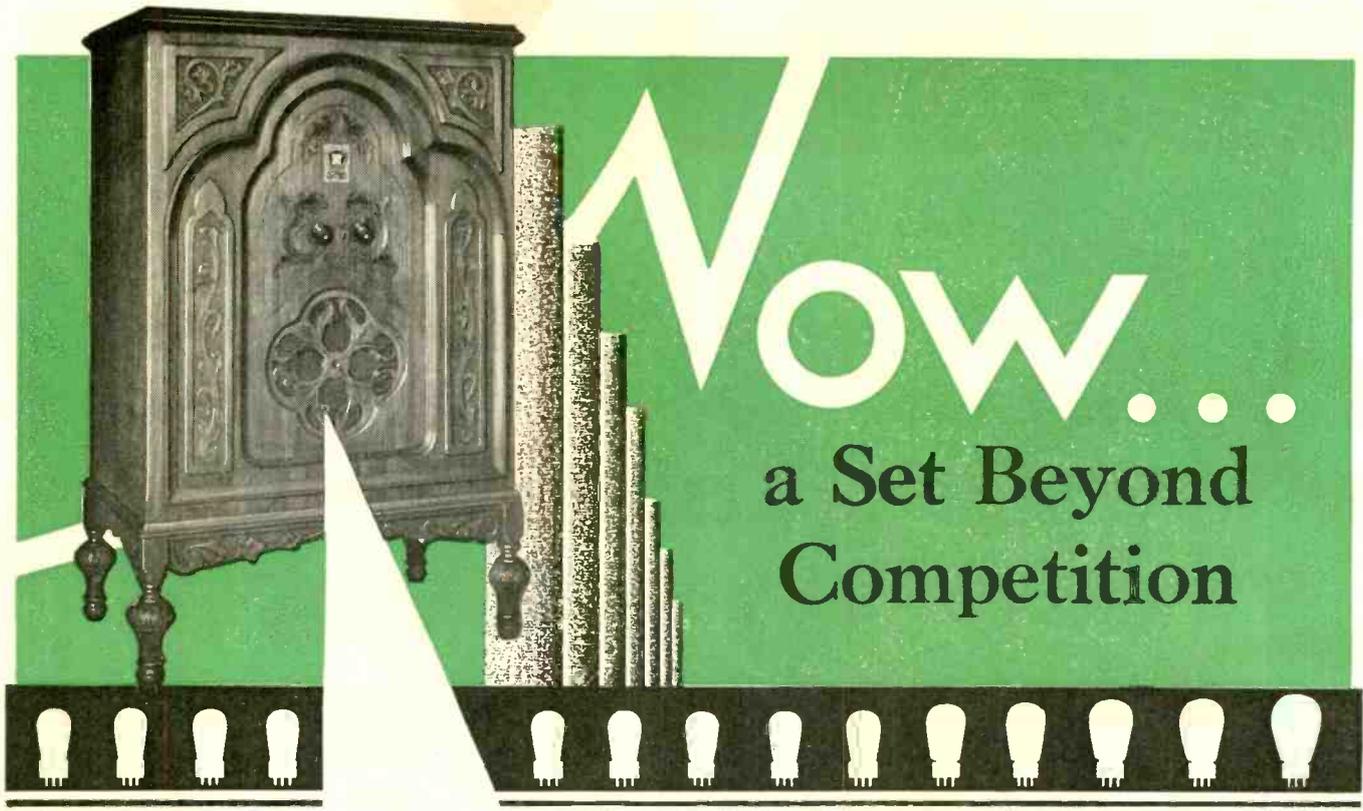
\$1.00 per month—
PAYABLE ANNUALLY IN ADVANCE.

(This price includes our entire service, supplements, etc.)

RADIO DEALERS ASS'N OF AMERICA
1929 South Wabash Ave.,
Chicago, Illinois

PLEASE ENTER OUR SUBSCRIPTION FOR R. D. A. A. BLUE BOOK AND SERVICE FOR A PERIOD OF ONE YEAR UNDER YOUR REGULAR TERMS. We are enclosing \$12.00 which we understand is full payment for your complete service, including supplements, bulletins and the use of the BLUE BOOK for one year. In the event we find the BLUE BOOK does not contain the information as stated by you we shall have the privilege of returning same promptly and receive our money back.

NAME _____
ADDRESS _____
CITY _____



THE ARTIST GRANDE, pictured above, represents the only pure 15th Century Gothic design in radio cabinets and is made of hand carved, solid walnut. Built for homes that demand things of real artistry. Complete with Concert Grande Dynamic Type Speaker, and 14-tube Victoreen Radio Chassis **\$345.00**

LOUIS XVI MODEL—beautiful hand carved cabinet of rare woods inlaid in a manner to meet the most sophisticated taste.... **\$395.00**

COMBINATION PHONO-GRAPH & RADIO—in a cabinet “as beautiful as an English cathedral” **\$595.00**

The
Royal
Road
to
Radio
Profits

We know the difficulties that radio dealers have been up against. We know that cut prices at the height of the season, disastrous chain store competition, heavy service expense, and the competition of over 200 sets as much alike as peas in a pod—have made going hard and cut profits to the bone.

And so—we are certain that you will welcome the Victoreen Circumnavigator which opens anew for you the “Royal Road to Radio Profits.”

For—here is a set that was born of public demand—a miracle of performance that obsoleses all past endeavors. Nothing in common has it with any set at any price. 14 tubes it has in a Super-Heterodyne circuit unlike any in existence . . . mighty power, undreamed of sensitivity and magic reach for distance are its heritage.

Instantly it commands attention—instantly all element of doubt as to which set is best, from tone to cabinet work, is removed.

Thus—the Victoreen is far easier to sell for \$345.00 than old type sets at half of that—it is fool proof and needs no servicing—it brings to you a radio beyond the limits of existing competition.

Only through a thorough study of the many remarkable advantages offered by the Victoreen Circumnavigator, can you realize what its introduction means to you in dollars and cents. Today—mail the coupon. No obligation.

Victoreen Radio Co.
2825 Chester Ave., Cleveland, Ohio, U.S.A.

Victoreen
SUPER-HETERODYNE
14 TUBE
CIRCUMNAVIGATOR
RADIO

MAIL THE COUPON

VICTOREEN RADIO CO.,
2825 Chester Ave., Cleveland, Ohio
Gentlemen:—Please send me complete facts covering the Victoreen Super-Heterodyne 14-tube Circumnavigator Radio—and full details of unusual dealer franchise proposition.

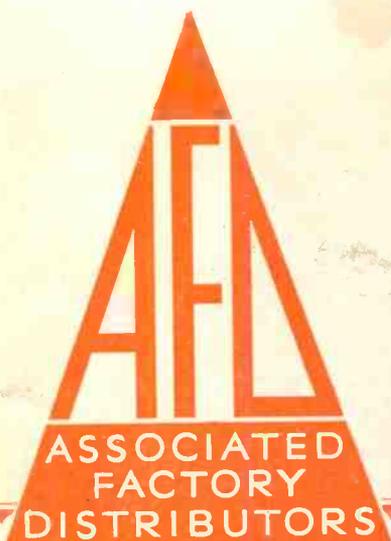
Name

Address

City

State

IN ALL THE WORLD NO RADIO LIKE THIS



A New Day Dawns in Merchandising History

TWELVE distributing organizations, at twelve important points of the commercial compass, today are enlisted in a common purpose—to raise the character of business helpfulness to jobbers and dealers to such a plane as has been wished for, but never before achieved.

There has been good merchandising thought before now. There have been excellent ideas, rich in business value to retailer and wholesaler. But tragically many of them have borne pitifully little fruit for those in whose name they were conceived because no personal tracer saw them properly delivered.

“ASSOCIATED FACTORY DISTRIBUTORS” plans to bring this about—for a long time in separate effort has brought it about. The future holds only this difference—that what these individual distributing companies have achieved in the past is made their future purpose as a unit.

“ASSOCIATED FACTORY DISTRIBUTORS” is not merely twelve manufacturers’ agents.

It is virtually twelve factory branches, each warehousing and financing the resale of many products, giving jobber and jobber’s salesman and dealer the intimate business assistance that so long has been talked about and so seldom has been crystallized in fact.

And the purpose of this advertised announcement is swiftly to acquaint those dealers and jobbers and jobbers’ salesmen with a new emblem, that assures a new day in Merchandising History.

ASSOCIATED FACTORY DISTRIBUTORS

At Albany WM. J. KATTREIN 1031 Broadway	At Boston TUNG-SOL SALES CO., INC. 221 Columbus Avenue	At Chicago THE EKKO COMPANY 111 West Monroe Street	At Indianapolis H. J. ARENS CO., INC. 202-4 S. Pennsylvania St.	At New York WIEDENBACH-BROWN CO., INC. 118 E. 25th Street	At Rochester ERSKINE-HEALY, INC. 420 St. Paul Street
At Baltimore W. B. MASLAND CO. 105 East Franklin Street	At Charlotte S. L. BAGBY 219 W. First Street	At Detroit TUNG-SOL SALES CO. OF MICHIGAN 4612 Woodward Ave.	At Minneapolis A. A. HUME COMPANY 104 N. Third Street	At Philadelphia A. HOPKIN JR. COMPANY 235 S. 8th Street	At Dallas THE FOLSOM CO. 1410 Paterson Avenue



**The one tube that has
definite reasons
for its superiority**

ONLY Perryman can build a sturdy Bridge, both top and bottom—that is, rigid enough to keep the elements always in perfect parallel alignment. ▲ ▲ ▲ Only Perryman can point out a Bridge construction (top and bottom) flexible enough to absorb the jars a tube gets in handling. ▲ ▲ ▲ Only Perryman can build a tube of such constantly uniform operating efficiency.

Because the Perryman Patented Bridge

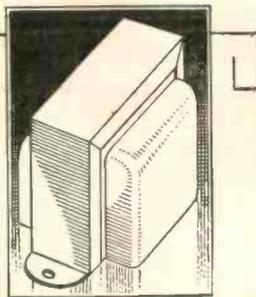
construction *plus* the Filament Tension Spring are exclusive Perryman features. That is why you

should point out these exclusive features to your prospects. The results to be expected are overwhelmingly in your favor.

Perryman dealer-helps help you get the business and hold it. To point out the Perryman Bridge and Spring is to point the way to faster turnover and increased net profits.

THE PERRYMAN ELECTRIC CO., INC., 4901 Hudson Boulevard, North Bergen, N. J.

PERRYMAN
RADIO **P** TUBES



Distinguished by the company it keeps

THE endorsement of a radio unit by any outstanding set manufacturer would be significant—how eloquent then the fact that not just one but all these leading names pin their faith on T·C·A—for *tone* makes the radio of today.

No endorsement, however glowing, can be so direct and definite as actual specification, actual purchase, actual use.

Here is no lukewarm interest, no contentment with a second best. T·C·A serves each of these because cold-blooded laboratory tests have revealed a definite superiority.

Unquestionably the keenest and most critical judges of transformer performance are the master engineers who have made radio what it is. Every phase of design, every feature of construction, every characteristic of performance is painstakingly appraised.

Sheer value—not unfounded claims—is responsible for the confidence with which leading engineers specify T·C·A transformers, chokes, power packs and dynamics.

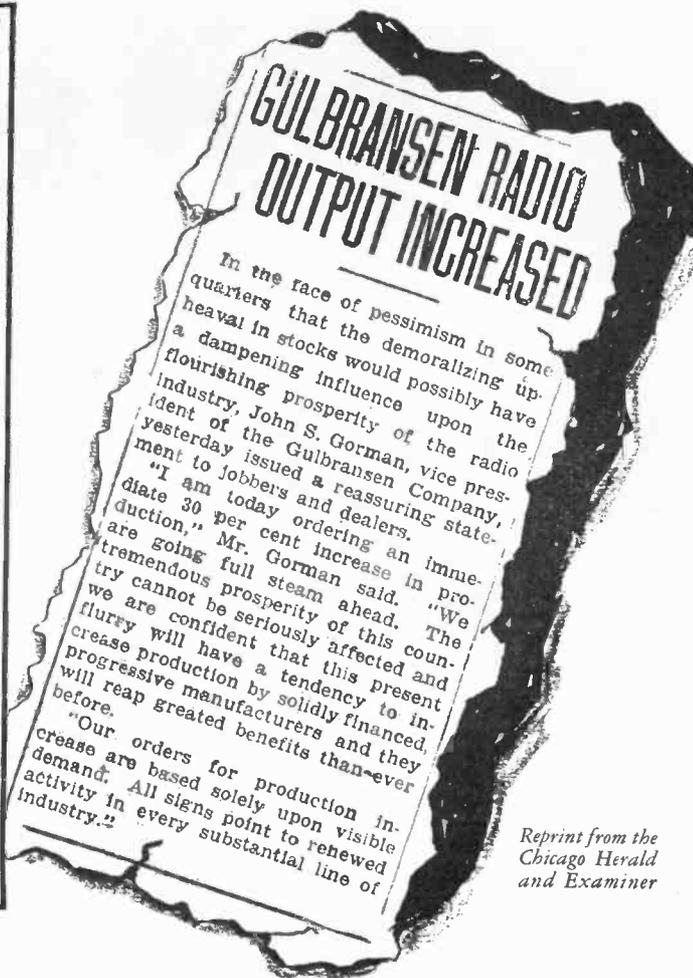
TRANSFORMER CORPORATION OF AMERICA
2301-2319 SOUTH KEELER AVENUE, CHICAGO, ILLINOIS

Power Packs
Chokes
Audio Transformers
Dynamic Speakers

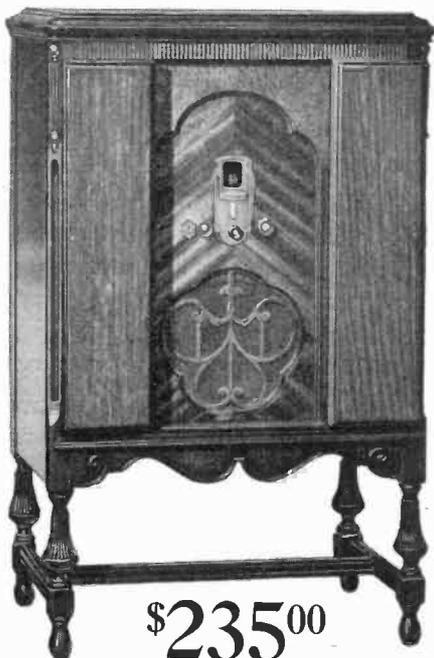


A Challenge, a Promise and a Prophecy!

Let's be frank. Chaos of slumping stocks *did* affect radio. Sudden, widespread—a striking challenge to makers of radios! Many suffered! Only those strongly and *soundly* financed, backed by public confidence in their policies and products, were unaffected and unalarmed! GULBRANSEN INCREASED PRODUCTION TO MEET A VISIBLE MARKET! So many jobbers and dealers report amazing increased demand there's only one answer—SUPREME QUALITY! Quality everyone can instantly appreciate. Exceptional tone performance! Built-in integrity! Prices that surprise careful buyers! A radio, in short, which stands staunch against price-cutting competition, and meets every comparative test with victory. Our promise is there will be no change in Gulbransen quality or policies. Our prophecy is the coming year will be the greatest in Gulbransen history!



Reprint from the Chicago Herald and Examiner



\$235⁰⁰
LESS TUBES

Announcing . . . the New GULBRANSEN RADIO-PHONOGRAPH COMBINATION to Complete the GULBRANSEN Line!

It's here—the new Gulbransen combination! This new instrument already is proving a sensation—for there could be no finer tone performance in either radio or phonograph. The precision-built Gulbransen radio, combined by master craftsmen with a Gulbransen phonograph using a new electro-chromatic pickup—Gulbransen has achieved another real triumph! There is console beauty to intrigue immediate hearing. And once heard, this new combination will be an easy sale. We are enthusiastic about its reproducing clarity—its faultless reception—its remarkably reasonable price! As fine in every way as the other Gulbransen models—291, at \$149.50 less tubes, and 292, \$139.50 less tubes.

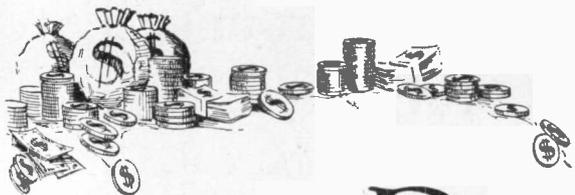
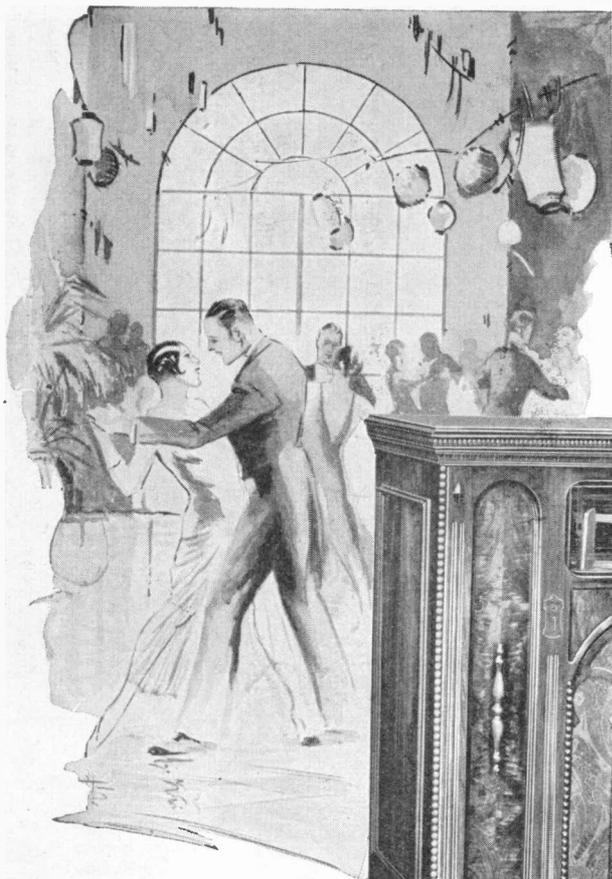


The famous Gulbransen Baby Trademark, the symbol of quality which has identified Gulbransen products for over a quarter of a century.

GULBRANSEN

PRECISION-BUILT RADIO

Manufactured Complete by the World's Largest Maker of Pianos



Real Profits Selling Music and Happiness!

Entertainment is "big business" nowadays. Every place that people congregate is a prospective location for ELECTRAMUSE. It pays big, steady profits to the owner or operator. At left is shown the "Club" ELECTRAMUSE—we have other models for every size and type of location.

ELECTRAMUSE

THE WORLD'S FINEST CONTINUOUS-PLAYING AMPLIFIED MUSICAL INSTRUMENT

DEALERS everywhere are finding this an attractive new field for easy sales and real profits. You can sell ELECTRAMUSE to dozens of places right in your own community—cafes, drug stores, confectionaries, hotels, clubs, etc. Every one of these places needs an ELECTRAMUSE to liven things up, to draw new trade and bring back the old oftener.

Average Profit \$579 Per Sale!

You'll be surprised what a big business you can develop—quickly and on small investment—with ELECTRAMUSE.

Many Big Advantages—Your sales argument for ELECTRAMUSE is unbeatable. It provides the world's finest music in coin-controlled instruments. At only a nickel a record ELECTRAMUSE has an earning capacity of 90c an hour. Receipts often average \$5 a day, \$150 a month. This gives you real selling talk for every prospect. ELECTRAMUSE is entirely automatic, requires no mechanical attention, and our record service supplies the latest hits. People never tire of good music and ELECTRAMUSE is the acknowledged leader in tonal quality and realism of performance.

Best of all, your profits will average \$579 per sale. A dealer in a Southern town of 6,000 people has sold twenty-two instruments in one year. A New England dealer recently sold twenty-five the first month. A Pacific Coast dealer has been averaging four sales a month. A Mid-Western dealer has taken twenty-four instruments the last ninety days. And so the success story goes, everywhere ELECTRAMUSE is introduced. And remember, *one sale a week is \$30,000 a year profit!*

Low investment and easy payment plan will help you close prospects galore. Get all the interesting facts now. Wire or write!

Get This NOW—FREE!

HOLCOMB & HOKE MFG. CO.
Dept. 20, Indianapolis

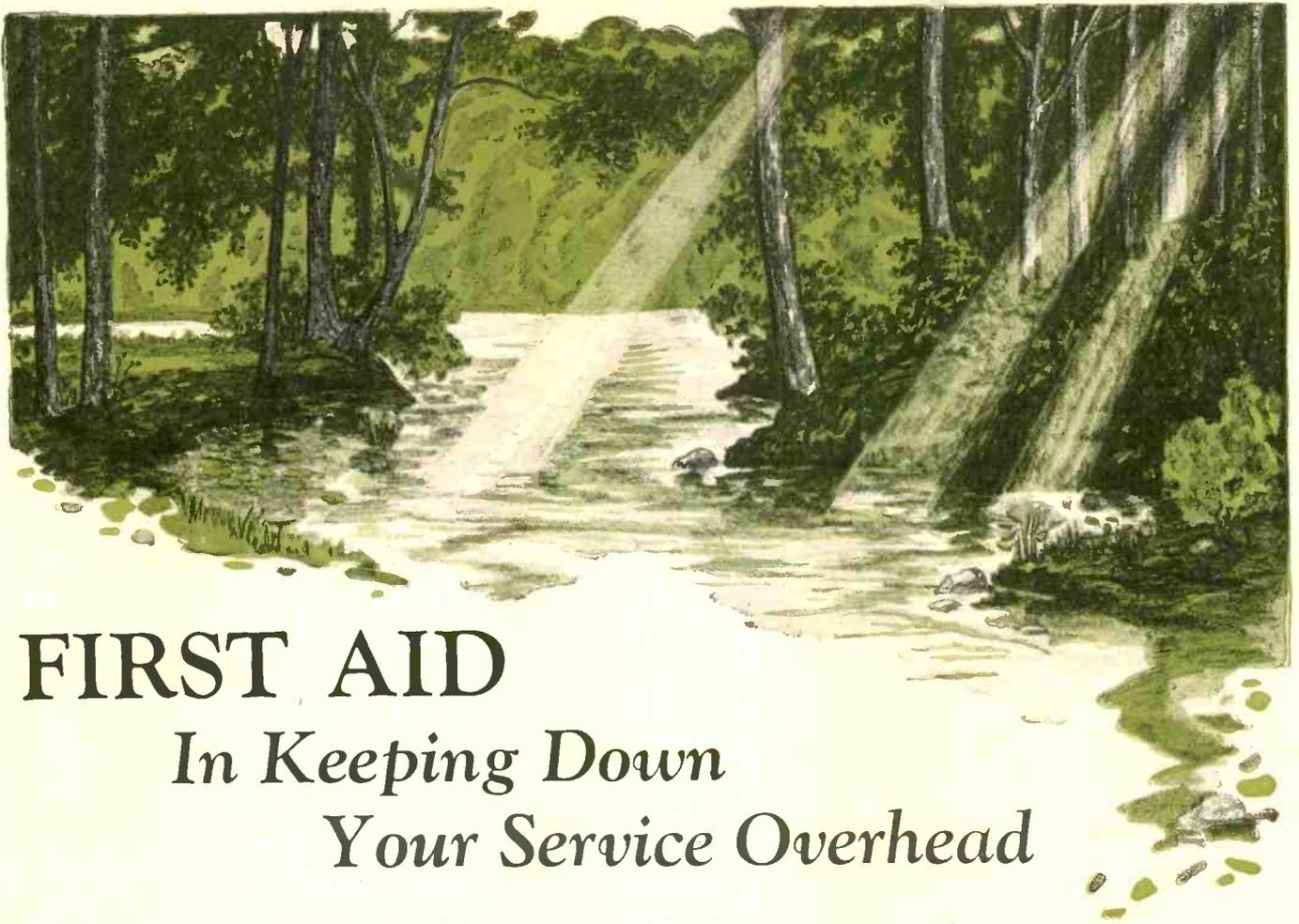
Please send me your valuable book on Big New Profits, compiled by merchandising experts. No obligation.

Name.....

Address.....



HOLCOMB & HOKE MFG. CO.
INDIANAPOLIS, INDIANA, U. S. A.



FIRST AID

In Keeping Down Your Service Overhead

After you've heard all the selling talk, there's only one thing that matters to you—the way tubes perform on the job, *after they leave your place.*

The set you sell with Sylvania Tubes in its sockets, gives little trouble because of tube failure. Fewer calls for your service men. And the servicing costs come down.

This year, if never before, prove Sylvania Tubes to yourself. They help keep your receiver profits in the bank.

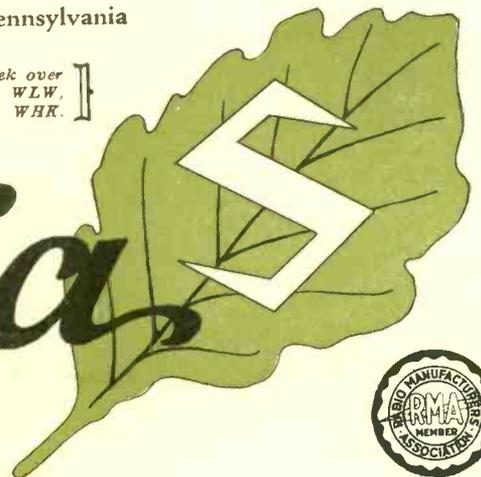
SYLVANIA PRODUCTS COMPANY
Emporium Pennsylvania

*[[The home of the Sylvania Foresters who are heard each week over
WJZ, KDKA, KWK, KYW, WBZ, WBZA, WBT, WHAM, WJR, WLW,
WREN, WRVA, KGRC, KPRC, WFAA, KFYZ, WCCO, WHK.]]*

Sylvania

RADIO TUBES

Licensed Under RCA Patents



DECEMBER, 1929

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

Now—



Get BUSY and SELL!

THE radio trade has faced a double crisis these past six weeks. First, there has been overproduction by manufacturers. Second, a panic of fear concerning public buying has followed the stock-market crash.

But any calm survey of the whole situation must show that the majority of the factors which radio is facing are *distinctly favorable*.

Let us see just where the radio business now stands.



The year 1929 marks the greatest volume of radio buying by the public, in all of radio's history. Total sales for the year will exceed 1928's by 25 to 40 per cent.

Dealers have made money. And their radio stocks are in good shape. There may be surplus in some quarters, but it is not in frozen inventory on dealers' shelves.

Relatively few people in the great substantial middle classes of wage-earners (who are the chief buyers of radios), have been directly affected by the stock-market reaction. Wages and salaries are going on as before. No wage cuts or lay-offs have occurred, except usual seasonal factory shut-downs as in preceding years. Installment collections are standing up, apparently unaffected.

General business continues sound and prosperous. The market reaction has released a flood of cheap money for enterprises, which can now go ahead, creating new essential prosperity. The conferences which President Hoover is holding at Washington are serving to stabilize and speed up production, large construction and public works. The railroads, for example, will spend \$1,000,000,000 on improvements in 1930; the electric companies, \$800,000,000; the telephone companies \$700,000,000.

The spending surplus of the average wage-earner and salaried worker is today the highest in history. Cost of living has fallen

6 per cent since July and for an average family now stands at less than one-half its average earnings. This vast surplus in the hands of millions provides an almost inexhaustible source of radio sales.

Radio is not a luxury but an essential in any home. A radio set is as necessary as the telephone, electric service, the public school, or the daily paper. The splendid educational programs and the important agricultural features now on the air, classify radio as a town and farm necessity.

Christmas Clubs all over the nation will this month throw six hundred million dollars in cash into retail buyers' hands. Eight thousand banks will distribute these savings to nine million depositors. Radio should get a big share of this money.

Radio is the public's cheapest amusement. Yet a radio set gives free access to the greatest aggregation of talent ever assembled. Probably \$12,000,000 will be spent on program features alone during 1930. There is no bigger bargain than a radio set, at any price.

The home market is still far, far from saturation. In the average community, every two houses out of three are today prospects for a modern receiver.



SPLENDID opportunities for radio sales—now, as always—face the radio trade, if dealers will get busy and go after this waiting business. It means active outside selling, aggressive advertising, telephone solicitation, attractive sales windows, and prompt collections. And it means the enlistment of every member of the store crew, from service man to office girl for active selling and sales building during December and on through 1930. Now is the time to get out and sell!

Nineteen twenty-nine has been radio's biggest year. And 1930 radio sales and accomplishments can be made even better than anything that has gone before.

1929—Radio's Biggest



More Sets Sold This Year Than Last

As result of careful checkup made following the hysteria of the market break, it has been found that more sets have been sold this year than last, and furthermore, that current demand remains excellent. The industry's problem has been one of too great an increase in production facilities rather than a decrease in demand.

H. B. Richmond, *Vice-President,*
General Radio Company, Cambridge, Mass.
President, Radio Manufacturers Association.

November Sales 50 Per Cent Ahead

Our sales during 1929 through October were greater than total 1928 sales. Sales for first 18 days of November were 50 per cent ahead of similar November 1928 period.

George A. Scoville, *Vice-President,*
Stromberg-Carlson Mfg. Co., Rochester, N. Y.

Sales Increased 36 Per Cent Over 1928

We consider present unrest in radio industry only temporary, with every indication of normal condition in very near future. Radio Master sales for first 10 months 1929 show increase of 36 per cent over same period 1928.

F. B. Ward, *President*
Radio Master Corporation, Bay City, Mich.

Sixty Per Cent Ahead of 1928

Our sales for 1929 exceed 1928 by more than 60 per cent. Present unsettled general business conditions undoubtedly will be reflected in radio industry. Manufacturing efficiency and intelligently directed selling effort are needed more than ever before. We see no cause for worry in present situation.

Nathan Chirelstein, *President,*
National Union Radio Corp., New York City.

Tube Sales More Than Doubled

Answering your telegram, our sales increase for 1929, over same period 1928, is 200 per cent. Business has again picked up after a slight slump during latter part of October and early November. The month of October was the biggest month in the history of our company. December will be bigger.

Ernest Kauer, *President,*
CeCo Mfg. Co., Inc., Providence, R. I.

Increase 148 Per Cent; Christmas Prospects Splendid

Our sales for July to October were 140 per cent greater than for the same period last year. There is no Sparton distress merchandise on the market. Our entire inventory in distributors' hands today amounts to only 5.88 sets per dealer. To show that confidence is being restored it is interesting to note that our distributors sales for this week (ending Nov. 23) improved better than 40 per cent over the preceding week. I see nothing to prevent as much Christmas business as heretofore.

William Sparks, *President,*
The Sparks-Withington Company, Jackson, Mich.

Year Will Show 100 Per Cent Increase

Have noticed a falling off in radio tube business in the past 30 days due no doubt to the general unsettled business conditions. Our business for the year will show increase of 100 per cent over 1928. Have no intention of changing selling plans and look for substantial increase for balance of year.

B. G. Erskine, *President,*
Sylvania Products Co., Emporium, Pa.

28 Per Cent Increase; Breaking Records

Walthal's sales for the period January to October, 1929, show increase of 28 per cent over same period last year. Radio set sales in all our stores have not been affected by stock market conditions. On the contrary we have had last two weeks the largest sales in our history. Our collections have not been affected whatsoever in spite of panicky feelings. We are today selling higher priced units allowing us a greater percentage of profits than ever before, and if Walthal stores are any kind of a barometer, this coming season should be even better than last.

Walter H. Nussbaum, *President,*
Walthals, New York City.

YEAR

1929 Increase 300 Per Cent

Our total sales to November first registered 300 per cent increase over 1928 business. November is holding up to 1928. We look forward to bigger business in 1930 due to further development of rural markets which have been neglected since the advent of a.c. sets plus the opening of new markets, such as automobile equipment, home talkies, etc. Plenty of business will be available for those who go after it.

H. B. Foster, *Vice-President,*
Perryman Electric Company, North Bergen, N. J.

October 62 Per Cent Ahead

Our October sales 62 per cent greater than for last October. Radio outlook reassuring. Faith in our industry the essential element for our progress.

Oscar Getz, *Vice-President,*
Steinite Radio Co., Fort Wayne, Ind.

Sales Increased; Total Will Equal 1928

Radio sales for seven and a half months fiscal year ending November 15, 1929, exceed sales same period last year by more than 50 per cent. Dealers stocks of merchandise are unusually low. Expect substantial increase in sales volume and better volume than last year.

The most serious effect of recent developments has been the unwarranted audacity of public statements classifying radio as an expensive "luxury." This is a serious mistake and the combined efforts of every one identified with our industry should be exerted to correct this erroneous impression. Radio is a real household necessity.

Harold Wrape, *President,*
Benwood-Linze Company, St. Louis, Mo.

Sales to Public Have Doubled Over 1928

Our 1929 sales to the public have more than doubled, as compared with last year. We expect 1930 to be good and are planning to increase Majestic production, if advisable. We realize, however, that the whole industry's volume will depend on the existing state of general employment.

For the dealer, 1930 will have to be a year of intensive merchandising. We expect to see a shrinkage in the number of radio dealers. Those who do vigorous outside selling may expect to continue in business. Weak, easy-going merchants are likely to drop out of the picture.

We urge dealers to adopt aggressive selling during December, and continue consistently real merchandising.

B. J. Grigsby, *President,*
Grigsby-Grunow Co., Chicago.

Hard Times Not in Sight

Hard times are not in sight in our opinion but if they should come radio would do better than most businesses because radio provides world's greatest entertainment at world's lowest cost. Where else can you get seventy-five million dollars of annual entertainment at a cost of one cent an hour?

Paul Klugh, *Vice-President,*
Zenith Radio Corp., Chicago.

Get Busy Selling; Don't Cut Prices

This nervous tension and worry about overstocks is not necessary. If we forget the stock market, all the rest of the business news is healthy. As far as selling radio sets is concerned, all it will need is some *real honest extra push*. Dealers should not cut prices, and they should watch trade-in allowances to prevent giving their profits away.

Michael Ert, *President,*
National Federation of Radio Associations,
(representing about 40 associations with over 10,000 members).

TO PRESENT its readers with a picture of 1929 as a year of excellent radio business, and to sound out the outlook for the future, Radio Retailing invited industry leaders to telegraph in their comments on the existing situation and particularly to report on the expected business records of their own companies for the twelve months of 1929 as compared with 1928.

The optimistic viewpoint of the industry is well shown in these telegrams, received as this issue went to press.

Future Production Oversold Threefold

When manufacturers, generally, start basing their production on market conditions rather than hunches, and will temper their impetuous enthusiasm with a little old-fashioned common sense, it will not longer be necessary for radio executives to keep a bottle of bromo seltzer on their desks, and radio will be a sound and healthy business for manufacturer, distributor and retailer. Nineteen thirty promises greatly increased consumer confidence in stability of radio industry. Never before have buyers' dollars purchased such great radio value. Our sales outlook for coming year is extremely bright, with production oversold threefold. Nineteen twenty-eight was our first year in radio and 1929 shows a sales increase of nearly 1,000 per cent.

Arthur Walsh, *Vice-President,*
Thomas A. Edison, Inc., Orange, N. J.

1929 Will Close Ahead of '28

Sales of our radio products for 1929 are over 20 per cent higher than for same period last year and undoubtedly will close even higher.

Morris Metcalf, *Vice-President,*
American Bosch Magneto Co., Springfield, Mass.

Radio's Place in the Sun

An industry as progressive as ours has nothing to fear from the tomorrow. Its place in the sun is assured for a great span of years.

F. A. D. Andrea, *President,*
Fada, Long Island City, N. Y.

Dealers Should Feel Encouraged for 1930

Our sales for 1929 show an increase of 500 per cent above 1928 and a survey just completed shows that dealers' stocks are in good shape. Prospects for 1930 are good.

James W. Garside, *President,*
DeForest Radio Corp., Jersey City, N. J.

Increase 20 Per Cent, Running Full Peak

Despite various rumors to contrary our production is running at full peak. We have registered 20 per cent increase in sales over last month and considerable more than same period last year.

I. B. Freed, *President,*
Buckingham Radio Corporation, Chicago.

1929 One-Third Ahead; November 55 Per Cent

Our sales for the past six months show an increase of 32 per cent for 1929 over the same period in 1928.

For the month of November to date we show an increase of 55 per cent in the number of sets over the same period last month.

A. A. Malliet, *Sales Manager,*
E. J. Edmond Company, New York City.

Radio a Necessity Not a Luxury

Answering inquiry, Philco sales are best in history. Radio is now a necessity. The public needs radio as much as it needs telephones. Radio business will continue to be good.

J. M. Skinner, *Vice-President,*
Philadelphia Storage Battery Co., Philadelphia.

Twenty Per Cent Above Last Season

It is our impression that stocks of radio merchandise in hands of jobbers and dealers are relatively small for this season of the year. This would indicate that production is being absorbed by the public at a rapid rate and that there has been no piling up of inventories. Our shipments to the trade during 1929 are 20 per cent above last year's.

N. P. Bloom, *President,*
Adler Manufacturing Co., Louisville, Ky.

THE following survey, made early in the summer by Radio Retailing, indicated an overbuilding of radio factories. The accuracy of this preliminary study is confirmed by the situation today, as shown on these pages.

We asked the question: "By what percentage are you increasing your 1929 production above 1928?"

Manufacturer No.	Per Cent
1.....	300 to 400
" 2.....	400
" 3.....	200
" 4.....	50
" 5.....	40
" 6.....	200
" 7.....	25
" 8.....	500
" 9.....	35
" 10.....	None
" 11.....	Orders
" 12.....	100
" 13.....	100
" 14.....	None
" 15.....	20
" 16.....	100
" 17.....	50
" 18.....	300
" 19.....	1,000
" 20.....	100
" 21.....	75
" 22.....	Orders
" 23.....	50
" 24.....	200 to 300
" 25.....	500
" 26.....	60
" 27.....	600
" 28.....	100

NINETEEN twenty-nine has been radio's biggest year.

Our sales for the first ten months are 40 per cent ahead of the same period last year.

A conservative estimate of sales for the whole 12 months indicates the following comparison of 1928 and 1929:

	Sales of Sets	Dollars
1928	2,500,000	306,000,000
1929	3,650,000	450,000,000

But gratifying as this remarkable sales record has been, individual manufacturers' production schedules for 1929 were far more optimistic—dangerously so! And therein lies the source of much of our present troubles. Overproduction! Overcapacity!

Beginning last Spring, factory space was doubled, trebled and quadrupled. Production plans were made to turn out two to six times the number of receiving sets which the same manu-

The Trouble Overcapacity, The Lesson Make Production

facturers had made the year before. New buildings were erected or purchased; factory staffs were enlarged and reorganized. Everything was speeded up. The accompanying figures show how individual manufacturers multiplied their factory space and their proposed output, based upon production plans as they stood early in the year.

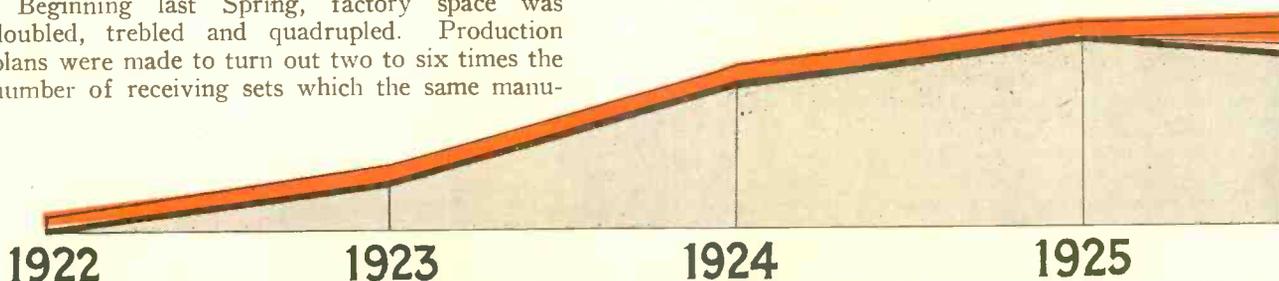
Then in the middle of these Spring plans came the sudden public interest in the screen-grid tube. Out of a blue sky, many production schedules had to be completely changed overnight. Other regular schedules were curtailed, in view of the new trend and outlook. As the result, production was fortunately slowed down far below the early optimistic figures. Original programs were scaled off in some cases by 50 per cent. This circumstance alone, saved the industry from worse overproduction than actually materialized.

But even this sharp turn about, in midstream, was not enough. As production went through, it resulted in the manufacture of four and a half million radio sets—as compared with 1928 sales of two and a half million sets. Of course, normal increase of sales for 1929 will undoubtedly absorb a million or more sets over 1928 sales.

But this leaves an overproduction of 900,000 receivers which the industry and trade must now carry over into 1930.

It means 900,000 sets, subject to dumping and price cutting, which are hanging as a menace over the entire trade during its best selling season this winter. It means 900,000 sets which must be absorbed, before the trade and industry can go to work on its 1930 job.

It means 900,000 sets whose cost is saddled onto useful production, and so is subtracted from possible profits, all along the line.



With 1929—

Overproduction

For 1930—

Fit Demand

The relation of plant capacity, output and consumption is graphically portrayed by the chart below

And then there is the heavy overhead of surplus factory capacity which the 1929 production must carry. For during the Spring and Summer of 1929 plant space was expanded far beyond any possible needs for the year's increase in radio sales. Some plants were doubled, others were trebled, and certain factory expansions were even made on a basis of 300 to 400 per cent increase. Such expansion is, of course, indefensible on any basis.

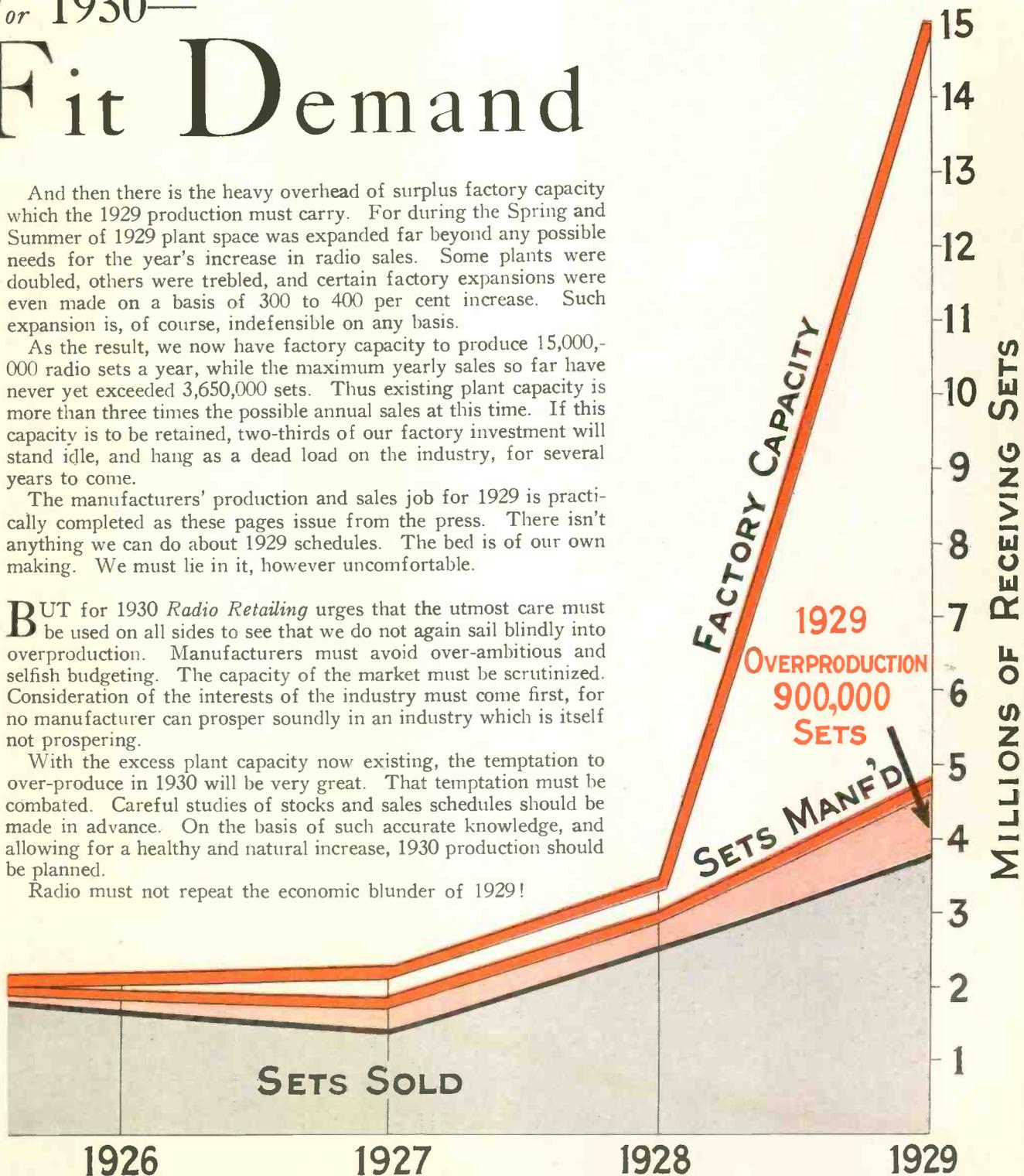
As the result, we now have factory capacity to produce 15,000,000 radio sets a year, while the maximum yearly sales so far have never yet exceeded 3,650,000 sets. Thus existing plant capacity is more than three times the possible annual sales at this time. If this capacity is to be retained, two-thirds of our factory investment will stand idle, and hang as a dead load on the industry, for several years to come.

The manufacturers' production and sales job for 1929 is practically completed as these pages issue from the press. There isn't anything we can do about 1929 schedules. The bed is of our own making. We must lie in it, however uncomfortable.

BUT for 1930 *Radio Retailing* urges that the utmost care must be used on all sides to see that we do not again sail blindly into overproduction. Manufacturers must avoid over-ambitious and selfish budgeting. The capacity of the market must be scrutinized. Consideration of the interests of the industry must come first, for no manufacturer can prosper soundly in an industry which is itself not prospering.

With the excess plant capacity now existing, the temptation to over-produce in 1930 will be very great. That temptation must be combated. Careful studies of stocks and sales schedules should be made in advance. On the basis of such accurate knowledge, and allowing for a healthy and natural increase, 1930 production should be planned.

Radio must not repeat the economic blunder of 1929!



Control!

Applying it to the training and registering of service men—how local associations are chasing the incompetence bugaboo.

CONTROL! A prime requisite in any business, but in the servicing end of retailing radio products control is an absolute necessity. Other things being equal, the dealer who supplies the most efficient service is the dealer who has the largest and the most profitable clientele.

The customer's opinion of you and your organization depends to a large extent upon what he thinks of the service man you send into his home. If he is dependable, courteous, and efficient you get the lion's share of the credit; if he is careless and amateurish, few of your customers will be prospects for replacement sales.

With a view to giving the retailer what is perhaps one of the greatest aids he could get, we of the National Federation of Radio Associations have studied this problem of service control. Its solution, we are certain, lies in the careful application by local trade organizations of a uniform method of training and registering service men.



Michael Ert



REGISTERED RADIOTRICIAN
OFFICE RECORD—NORTHWEST R. T. A.

Reg. Card No. 234

Name Arthur G. Peck
Address 14 Sierra Ave. Phone 1238-R
Date Examined Nov. 6, 1929 Class A Fee Paid \$2.00
Examination Grades: Written 97 Oral 95
Education Trade School Experience 4 years Rate \$40
References Jones Radio Shop; T. K. Nader

EMPLOYED AT

Alert Radio Company Date May 28
previously at Russell Electric

PLACE REASON FOR LEAVING ON REAR

By
Michael Ert
President, National Federation of
Radio Associations
(formerly the Federated Radio Trades
Association)

1929 No. 234
Registered Radio Technician

This Certifies that—

ARTHUR G. PECK

has been examined, tested and duly registered by the Board of Examiners of the Northwest R.T.A. and has satisfactorily passed the tests and qualifications of a Class A Radio Technician.

NORTHWEST RADIO TRADE ASSOCIATION

By [Signature]



Above—The registered service man carries a card similar to this, with his photograph sealed on it.

Above left—The office of the local association maintains control by having a record of every service man in its files.

A SUCCESS IN MANY CITIES

The description, which follows, of such a system is not a theory. It is an actual report of a procedure already in practice, and in markedly successful practice. Since the introduction of the idea by the Wisconsin Radio Trades Association in 1926, the National Association has been successful in having the system put into effect in Milwaukee, Chicago, St. Louis, Minneapolis, St. Paul, Los Angeles, San Francisco, Buffalo, Cleveland, Youngstown, and many other cities. And because standard gradings and qualifications have been adopted, service men's registrations are interchangeable between one local association and the other, with assurance of the complete protection of both employer and employee.

Every local association follows the same plan of accepting applicants, examining and grading them. All provide for transferability from one organization to another; all conduct the registration system as an employment service.

The procedure is as follows: A man who wishes to obtain a position as service man for a local dealer goes first to the local radio trade association. He fills out an application which in addition to the usual information regarding name, age, married or single, etc., asks for what education and experience he has had, what employers he has served, and what sort of record he has made. The applicant is then examined.

EXAMINATIONS A KEY FACTOR

The matter of examination is a key factor in the whole scheme. In consequence its authority must be established. The best system is that under which associations make arrangements with some engineering or technical school to supervise the giving of the examination. The dealers themselves are represented by an advisory technical committee of members. Having the examination given by a reputable school, local or nearby, guards against useless "cinch" exams; it guarantees a strict and impartial grading of papers; and, properly done, it prevents any form of dishonesty or copying.

The grade which an applicant makes on his application, coupled with his previous education and experience, determines his rating in the records of the trade organization which has examined him. The qualifications adopted as

most indicative by the National Association of Radio Trades, and recommended for every local association are as follows:

Class A. Must be graduate of engineering or trade school in radio, or have at least five years' radio experience in the commercial field and attain a grade of at least 90 per cent on the written and oral examination.

Class B. Must have had some schooling in radio or electrical work, have at least two years radio experience and attain a grade of at least 85 per cent on the written and oral examination.

Class C. Must have had at least six months' radio experience and attain a grade of at least 65 per cent on the written and oral examinations.

REGISTERED, RATED, REMUNERATED

According to the way his qualifications compare with these requirements the newly examined man is registered. He receives a card which gives his status, and which identifies him by his photograph, sealed on the card. He is then ready to hold down a job for any member of any organization connected with the National Federation of Radio Associations.

His remuneration, of course, will depend upon his rating. And because he is naturally anxious to increase his pay, he must constantly study, keeping up with new developments in radio. At any time after 60 days from the first examination, application may be made for re-examination for a higher grade.

To encourage this constant progress on the part of service men, the Federation is sponsoring, in every community, co-operative training classes. All the service men of each city meet at regular intervals—weekly, bi-weekly or monthly—for a discussion of service problems. Each meeting is devoted to one particular make of set, and usually a factory representative is present to answer questions pertaining to his particular line. Following his
(Please turn to page 70)

Budgeting for A Better-Than-

Footnote	Year	Income				Total Operating Expense		Net Profit	
		Net Retail Sales	Cost of Goods Sold	Gross Margin		Dollars	Per Cent	Dollars	Per Cent
				Dollars	Per Cent				
1	1930	\$225,000	\$140,625	84,375	37.5	65,250	29.0	19,125	8.5
2	1930	75,000	47,250	27,750	37.0	21,000	28.0	6,750	9.0
3	1930	25,000	16,500	8,500	34.0	6,250	25.0	2,250	9.0
4	1928	204,432	128,991	75,441	36.9	62,354	30.5	13,087	6.4
4	1929	225,000	141,750	83,250	37.0	68,150	30.3	15,100	6.7

(1) Brown's budget for 1930. These proportionate percentages are for the guidance of dealers whose annual gross volume ranges from \$100,000 to \$300,000.

(2) Key figures for dealers whose business runs between \$50,000 and \$100,000.

These three budget suggestions were prepared from S. J. Ryan's analysis and November issues

I AM one of the hundreds of dealers who received *Radio Retailing's* questionnaire on the costs of retailing radio. Like so many of my brother merchants, I neglected to fill it out. For this omission I am profoundly sorry—and I hereby publicly apologize—although I prefer to withhold my real name. This apology is the more sincere because, as the result of this survey and of Mr. Ryan's admirable series of articles based on it, I have been given average operating costs statistics which *are just the facts I need on which to base my 1930 budget estimate.*

To make amends for my previous laxity and to help other dealers in their budgeting problems, this article is written.

Since December, 1927, I have kept a budget. Every radio man should do likewise. All modern merchandising establishments now follow this practice. Why? Because a set of monthly sales quotas versus a set of operating expense figures gives the dealer something to tie to—a mark to aim at.

But what shall be his true objective? What percentage of gross sales, for example, shall be set aside for rent, for advertising or for selling?

Right here is where *Radio Retailing's* presentation in its last three issues fits like a glove. We know *now* what average performance is and what average expenses should be all down the line.

"But I'm going to do better than last year. I'm going to do better than the average dealer in my line," I said to myself a week ago, when I sat down to consider next year's plans. "I'll base this 1930 job on *facts*, not fancy, and I'll strive for a healthy, logical growth."

Now, as a matter of fact, a budget is a simple thing

How a live radio merchant ation studies as a basis

to get up. Mine, for example, is a home-made affair worked out—this year—as follows:

I started with that all-important item, net profit. I found from the survey figures that the average net profit of the dealers in my class—group A, those doing over \$100,000 a year—was 8.3 per cent. This seemed reasonable to me. Certainly a retailer cannot hope for a much greater net profit *on his total gross business* than this, so I set my mark at 8.5 per cent.

The next item logically to determine is gross margin. In other words, the dealer must approximate his operating leeway in order that the totals of his individual expense items will fit. I found from the survey that the average gross margin for the heavy volume dealers, in which class I fortunately find myself, was 39.1 per cent, so I figured that I would be quite safe by allowing a margin of 37.5 per cent, and if I did better net profit would be the gainer.

Continuing this idea of "beating yesterday," as represented by average performance during 1928, I set my gross sales volume for the coming year at \$225,000. This is but a slight increase over the business I expect to do for 1929. As a matter of fact, I expect to top the marks I have set, but I am not expanding my expenses unnecessarily although I am budgeting for \$19,000 profit as against \$15,000 which I will make this year.

Average Business

By James Brown

The Six Main Expense Items

Occupancy		Selling		Administration		Publicity		Servicing		Other Costs	
Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent	Dollars	Per Cent
14,600	6.5	23,600	10.5	9,000	4.0	7,950	3.5	2,250	1.0	7,850	3.5
4,500	6.0	7,500	10.0	3,000	4.0	2,625	3.5	750	1.0	2,625	3.5
1,000	4.0	2,500	10.0	1,500	6.0	500	2.0	375	1.5	375	1.5
14,114	6.9	23,910	11.7	7,981	3.9	7,352	3.6	2,249	1.1	6,748	3.3
15,000	6.7	25,900	11.5	9,000	4.0	8,600	3.8	2,250	1.0	7,400	3.3

(3) Key figures for the guidance of the dealer whose volume of business is between \$25,000 and \$50,000.

(4) Brown's actual operating costs for 1928 and 1929 (Dec., 1929, estimated).

of the costs of retailing radio, which appeared in the September, October of Radio Retailing.

is using Ryan's costs of operation for his 1930 planning

Now for the control of costs. I am always very conservative in estimating my monthly volumes of business. For example, I underestimated my volumes in 1928 and again this year, but I have found it easy to increase sales figures and difficult to decrease expense figures. My business is budgeted to yield a profit on a conservative estimate of sales—and then I use every effort to exceed that sales quota and to maintain that expense quota in dollars, not in percentages. I no longer attempt to get increased volume at the expense of profit because I have found it doesn't work out. Each increase must pay its own way.

In 1928 I did a volume of \$204,432 and made a profit of \$13,087 which is 6.4 per cent. If I do as well this December as I did in 1928, I will exceed the above figures. Frankly I had been pretty well satisfied with what I had been doing. So I sure got a jolt when your survey figures showed me that I was not doing as well as the average radio dealer with a similar volume!

With this article, I am sending you a rough draft of my 1928 and 1929 actual operating figures and my 1930 budgeting estimate as prepared, using your survey as a basis. Naturally these 1930 figures are somewhat flexible but they have always been a lot more flexible where increased volume was concerned than where it was a case of increased expense, and they will be a darned sight

more so in 1930. I am not going to be a "less than average" dealer any longer if I can help it.

It is not necessary for me to comment further on the details of the various expense items in the 1930 budget except to say that a budget, to be really worth while, must be kept by anticipated sales and expenses per month. I intend to do this and I think it will be a splendid idea, if in your next survey you could obtain the national averages by months.

REVIEWS BUDGET FREQUENTLY

After all, budgeting is just a systematic means of learning by experience. At the end of every month I sit down and go over the business of the past four weeks in detail. I check my mistakes so that I'll know what to avoid next year. I take note of the good things, too, so that I'll know what to repeat.

I have a regular system for keeping track of these lessons that I learn. I have a "Budget Data Book," with a line drawn down the center of each page. On the left-hand side I make notes about things that will save me money next year; on the other side I put down all the sales promotion ideas that come to me—ideas which will increase my business. I pick up all kinds of schemes from other dealers and through the trade magazines and newspapers. Of course, when any information of either kind can be put to immediate use, I act right away.

I realize now that it is a mistake to try to do business as an isolated dealer. There are hundreds of things to be learned from the other fellow's experience—and from now on I'm out to learn them.

HE Plays Cards



Back To a Friendship

HE Plays Golf



By
Alan
Streeter

“WHAT are ten essential elements of a successful system of selling?”

This question was proposed at a recent gathering of sales managers. For the life of me I couldn't think of a better retort than, “Two Elks, two Masons, two Odd Fellows, three Knights of Columbus, and a member of Brith Abraham on the pay roll.”

Please do not misunderstand me. I do not condone the commercialization of fraternalism, and I detest a “lodge grubber.” But, in view of two very definite conditions which exist in selling today, there was an inkling of demonstrable truth in my reply—which is much more than might be said for those which supported particular “systems” or “essential elements.”

The two conditions are simply these: “systems” and “essential elements” have just about passed out of the specialty selling picture, and, in their stead, we have a newer mode of selling which is largely based on the personal, friendly equation.

HE Joins Business Clubs

I suggest that, in the absence here of a detailed treatment of their methods, radio dealers get acquainted with some of the younger of them and observe the manner of their public relations.

Under these new standards, the “star salesman” is not the one who can apply the greatest amount of “high pressure” to a prospect; who has the largest bag of tricks for “crashing” the door, or who can most successfully “dynamite” an order.

LIVES ON HIS TERRITORY

The ideal salesman of this modern type is one who lives on his territory; who joins its lodges, clubs and civic organizations; who takes an active part in the general

The salesmen of Steinway & Sons, the Travelers Insurance Company, the Chevrolet Motor Company, the Encyclopedia Britannica and the Aeolian Company—among others—offer brilliant examples of this newer type of selling.



HE *Attends* Parties

The SALESMAN *Sells*

Thru Personal Acquaintance

Basis

*The
Intimate
Approach,
Born
of Local
Prestige,
as a
Substitute
for
High
Pressure
"Systems"
in
Outside
Selling*



community life, and who becomes widely known in the section of which he elects to become a permanent fixture.

Without in any way "sponging" on his social connections, this type's business "creeps out" in the community. Whenever anything in his line is needed, therefore, it is but natural for people to turn to him first and, other things being equal, to give him the business.

He is the possessor of that most valuable of all selling "systems" or "essential elements"—*local prestige*.

You may not call this selling. The "old timers" certainly won't—but more and more the old-timers, with their "systems," are going down to the most humiliating defeats when they encounter prospects who "have friends in the business."

The man with local prestige seldom encounters price competition that cannot be ironed out. His trade-ins come in on better terms and with little quibbling. Seldom, indeed, is a door slammed in his face when he makes a personal canvass. When he phone-canvasses, his name is known and he gets a better "break" from the person called.

The reason I have given so much attention to this phase of selling is because I cannot select, out of almost two decades in the field, any one aspect of salesmanship that is more important.

AN INFALLIBLE EQUATION

Sales "systems" are all right and certain technical aspects of selling are often good in practice. *But selling that is based on the friendly equation is absolutely infallible.* From the men who "swapped stories" and passed out good cigars back in the '80s down to the newer men of the present day who promote a more dignified—but not less sincere—form of good fellowship, every really big plum in selling has been picked by men who were willing to throw all the rules overboard and go after their business by one form or another of "mixing."

The lesson to both dealers and salesmen should be obvious—and they may accept it without fear of contradiction by even the proponents of "scientific salesmanship." The latter, and its offspring, "high pressure" salesmanship, are now almost passé among better organizations. *Firm* pressure, yes! But not high pressure. The retail sales manager of Steinway & Sons recently remarked to me that he would far rather have one of his men persistently call on a prospect for six months, gradually pressing him closer to the order, than to have him "dynamite" the business on a first call. He said it paid better—in actual cash. This is doubly significant when it is remembered that Steinway salesmen are partly paid in good salaries. Incidentally, Steinway will immediately fire a man for violation of the "dynamiting" rule.

"But this kind of selling requires big capital because it takes time to develop such local prestige," you say.

That is not wholly true. It does take time to put oneself into position to pick the big plums, but a decent living may be earned while local prestige is being acquired. Just how decent that living will be depends on the headwork that a man uses in approaching a cold field.

Under the newer standards, the brainiest men seldom make a direct approach with a high-priced product—and

radio falls within this classification. Here are two examples:

Salesmen for the Travelers Insurance Company, intent on selling profitable life insurance policies, first get acquainted with prospects by selling them low-cost accident contracts. The latter afford an easier entry, more ready attention, and less resistance to closing. More important, these policies offer an insight into the prospect's affairs, on which later and more profitable selling may be based.

One of the most successful washer salesman for a large eastern dealer never refers to washers until he has sold the prospect a few Mazda lamps. They can be sold so often and so easily that they are productive of many new friendly contacts.

Under such a plan of operations, a radio salesman would take out an assortment of tubes and canvass the homes showing aerials; not primarily to sell tubes, but to survey his territory and get acquainted with the people and types of sets on it.

A salesman in a large eastern city, who carries a.c. sets only, finds it profitable to make contact by offering a battery-charging service. His call usually develops whether batteries, eliminators or an a.c. set is being used,

and his future tactics are governed accordingly. When he gets an order for battery service, he turns it over to a co-operating station. Incidentally, this salesman has found it profitable to chase the service cars of battery stations, for days at a time, in his pursuit of a.c. set prospects.

But bear in mind that this type of solicitation has only one primary end: to strike up acquaintances which may be further developed. The salesman will make some money from the incidentals, but they should never become a tail that wags the dog.

TELEPHONE PAVES THE WAY

The very highest type of salesmen, however, seldom hit the doorbells until they have arranged a definite appointment by telephone; i.e., the "cold turkeying" is done by wire, the closing in person. The method is not proportionately as productive as personal calls but, because at least twice as many calls may be made in the same time, the sum total of results is generally equally as good or better.

There are two general methods of phone canvassing.

The first of these provides for the salesman directly canvassing the main product. He phones during the day and, without any preliminaries as to who he is, asks the housewife: "Mrs. Jones, is Mr. Jones going to buy a new radio this Christmas (or this month)?" He depends on the abruptness of his question startling the woman into a betrayal of her prospect-status. If she hesitates, evades the question, or beats around the bush, he assumes that a new set has been discussed at the Joneses—and down goes the name for a personal call. The process is really one of the elimination of the wholly uninterested—the call makes *their* status unmistakably clear. All others get a personal call. This type of phone canvassing is productive of immediate business only.

The second type provides for phone-canvassing on
(Please turn to page 72)

"Bootleg" Merchandise Outlawed

The following ordinance is the result of a survey of all the serial number laws in effect throughout the United States, conducted a year ago by the National Federation of Radio Associations (then the F.R.T.A.)

Succeeding this survey, with the assistance of legal counsel, a model serial number bill was adopted. Kansas City was among the first to take advantage of this model ordinance and pass it.



AN ORDINANCE

REGULATING THE SALE OF ANY PHONOGRAPH, RADIO RECEIVER, COMBINATION RADIO AND PHONOGRAPH, RADIO DEVICE OR ACCESSORY, OR ANY OTHER ARTICLE WHICH BEARS A SERIAL NUMBER ATTACHED BY THE MANUFACTURER, AND PROVIDING A PENALTY FOR DESTROYING, REMOVING, CONCEALING, ALTERING, DEFACING, OR CAUSING TO BE DESTROYED, REMOVED, COVERED, CONCEALED, ALTERED, OR DEFACED, THE MANUFACTURER'S ORIGINAL NUMBER, OR SERIAL NUMBER OR OTHER DISTINGUISHING NUMBER OR MARK THEREON, AND PROVIDING A PENALTY FOR SELLING OR OFFERING FOR SALE ANY SUCH MACHINE WITH ALTERED NUMBERS ABOVE DESCRIBED.

BE IT ORDAINED BY THE COUNCIL OF KANSAS CITY:

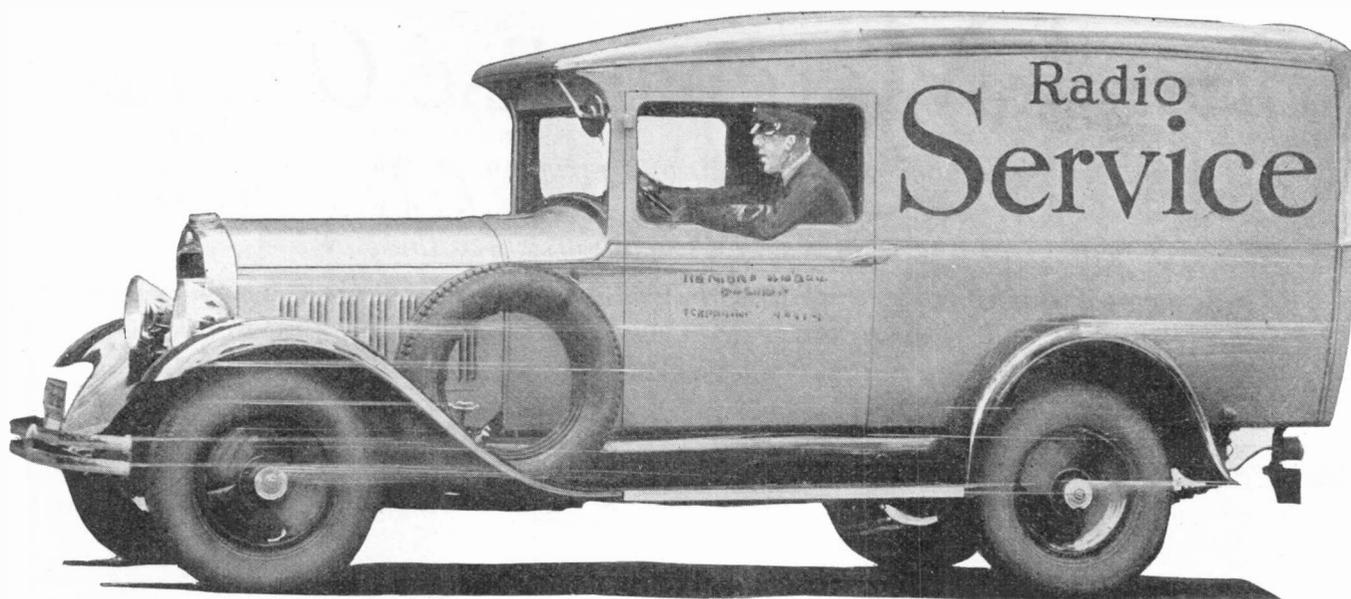
Section 1.—That no person, persons, firm or corporation shall destroy, remove, cover, conceal, alter, deface or cause to be destroyed, removed, covered, concealed, altered or defaced, the manufacturer's original number, or serial number or other distinguishing number or mark on any phonograph, radio receiver, combination radio and phonograph, radio device or accessory, or on any other article which bears a serial number attached by the manufacturer, for any reason whatsoever.

Section 2.—That no person, persons, firm or corporation shall sell, or offer for sale, any phonograph, radio receiver, combination radio and phonograph, radio device or accessory, or any other article which bears a serial number attached by the manufacturer, from which the manufacturer's original number, or serial number or other distinguishing number or mark has been removed, or which has been destroyed, covered, concealed, altered or defaced.

Section 3.—That any person, persons, firm or corporation who violates any of the provisions of this act, shall be guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not less than twenty-five dollars (\$25) nor more than five hundred dollars (\$500), or by imprisonment for a term not exceeding one year, or by both such fine and imprisonment.

Passed by the Council of Kansas City, Missouri, September 7, 1929.





“WHAT does it cost the dealer to service radio sets?”

No one has been able to answer this vital question and the lack of such information has cost many a radio dealer his business. Perhaps even now you are losing money on this phase of *your* business; perhaps service costs are cutting into profits because you do not know the answer to this problem of long standing.

Since the next few months will bring unusually heavy demands for service, due to Christmas sales, it is particularly appropriate that *Radio Retailing* should give, at this time, accurate service cost figures. These are the result of a nation-wide dealer survey. Every phase of servicing is treated and, in addition, all items are compared as to class of outlet.

Of the dealers that answered our questions, from which the figures in this article were compiled, 40.5 per cent sold radio only; 20.2 per cent combined it with electrical goods, 10.6 per cent with musical instruments, 21.2 per cent with automobiles, and 17.75 per cent with hardware.

In comparison with the total number of dealers and outlets, these proportions are as they should be and indicate the keen interest which the entire radio trade is taking in the problem of service.

“What does radio service cost the dealer?”

OUR present survey shows that it amounts to 1.75 per cent. This service cost figure was derived from merchants whose average total volume of radio business for 1928 was \$25,804. It will be found to check with that given in the series of articles by S. J. Ryan which appeared in our last three issues.

In answer to the question as to whether dealers are servicing all makes of radio sets, or just the makes that they are handling, we find that 79.8 per cent are servicing any radio set, whether they sold it or not, while 20.2 per cent service only the makes they sell. This would indi-

At last a comprehensive analysis of the important subject of service. This discussion is based on a survey conducted by Radio Retailing.

cate that the majority of dealers are looking the service problem square in the face and endeavoring to make it pay its own way.

NOW let us get down to the specific and fundamental elements of this whole service question. The free service problem, since it is probably the dealer's greatest worry, will be taken

up first. It is found that the average length of time given for free service or of guarantee, is 5.4 months. This indicates that the six months' guarantee is the most popular even though this leaves the radio dealer to bear the brunt of the troubles, as manufacturers only guarantee their products for ninety days. Whatever the length of time given, whether six months or ninety days, certainly both the dealer's guarantee and the manufacturer's guarantee should be of the same duration. It would seem that ninety days would be better all around as any trouble for which the dealer or manufacturer may be responsible for will show up in this time.

THEN we find that an average of 2.7 free calls have to be made on each sale, at an estimated average cost per call of \$1.36. This leads to an average estimated loss of \$38.60 per month per dealer on free service calls.

Free service, of course, will always have to be given to a certain extent. About the best way to arrange it is to use some form of service coupons, a limited number of which are issued to each customer. After each call the service man collects one coupon and when they have been used up, each additional call is charged for. It is hardly fair to charge these free calls to the service department for they are in reality a part of sales expense. Most dealers by this time realize the folly of giving unlimited number of free service calls. The general average of such calls now given by means of coupons is from three to four, and they may be had any time during the continuance of the guarantee. Thus we now have this one source of loss virtually under control.

Costs Lower

By
Henry
Baukat

Analysis of Servicing Costs by Type of Dealer

Type of Outlet	Radio	Electrical	Music	Auto-motive	Hardware	General Average
Total average volume of business for 1928.	\$32,600	\$11,833	\$41,956	\$19,725	\$22,910	\$25,804
Cost of servicing.	2%	Do Not Know	1.8%	2.1%	1%	1.75%
FREE SERVICE						
Period of guarantee (months).	6	5.75	5	6.5	4	5.4
Calls made per sale.	3.4	3	2	3	2.5	2.7
Cost of each free call.	\$1.40	\$1.35	\$1.25	\$1.35	\$1.35	\$1.36
Loss per month on free calls.	\$42.00	\$20.00	\$59.00	\$45.00	\$27.00	\$38.60
PAID SERVICE						
Charge per hour.	\$1.64	\$1.30	\$1.50	\$1.35	\$1.25	\$1.40
Calls per month.	158	62	162	80	75	107
Number service men employed.	1.5	1.1	1.5	1.3	1.1	1.3
Salary per man per week.	\$25.00	\$31.00	\$33.00	\$28.00	\$31.00	\$29.60
Sales resulting from service calls.	25.2%	19%	8%	13%	30%	25.2%
Portion of net profit resulting from service.	18.2%	6%	18%	2.5%	17%	12.3%

THEN comes the problem of paid service—a difficulty not so easily surmounted.

The average charge per hour is found to be \$1.40. This means that in most cases a minimum charge of \$1.50 should be made. Of course this charge has to be varied if great distances are to be covered, and in the case of large cities a zoning scheme is a necessary arrangement. By this method, as the distance gets greater from the dealer's store, say beyond three or four miles, the charge should go up to \$2 or more according to the distance to be covered. It is only by this method that a profitable service business can be conducted. Gas, oil, depreciation and the service man's time all have to be accounted for if service is to be made a paying proposition.

It is interesting to note that the average number of calls made per month is 107. This, we find, is accomplished by an average of 1.3 service men employed. Each service man gets an average salary of \$29.60 per week.

This last figure seems to be a bit low. It should be remembered that the service man is the store's sole representative after the sale, and that he can accomplish much good or seriously injure the establishment which he represents. A minimum salary of \$35 a week, then, seems advisable. In some instances a salary of from \$30 to \$35 a week is paid plus a 10 per cent commission for all sales directly caused by the service man. This

scheme may be good, or it may be bad. For the smaller merchant having but one service man, it is perhaps a good idea because the service man is in the best position to see just what the customer needs in the way of new equipment. His recommendations sometimes carry quite a bit of weight.

On the other hand, with the larger establishments, having more service and a greater turnover of service men, it leaves the way open for dishonesty. Service men in these cases sometimes not only "gyp" the customer, but also the house they work for. Therefore, it would certainly seem the better plan not to let the service man meddle in sales at all in the case of larger businesses.

Analyzing our figures a bit further, we find that on the average, 25.2 per cent of sales are directly the result of service calls. Either the service man makes the sale or he gives information to the salesman which leads to a sale. This being the case, the importance of the service man is further emphasized and the wisdom of engaging high-class men and of paying them adequately becomes further apparent. Directly associated with this is the fact that 12.3 per cent of the total net profits come from paid service.

The service contract, which made a play for popularity some time ago, has been abandoned by 95 per cent of the dealers. To give a customer a predetermined number of calls per month or per year for a fixed charge

proved exceedingly unprofitable. Service is only profitable to the dealer only when sold, so to speak, "à la carte."

As can be seen in the table on page 41, we have broken down the general average into radio, electrical music, automotive, and hardware outlets. A study of these indicates that the hardware outlet, although third from the top as far as gross business is concerned, seems to have the best control over its service cost. This may be explained by the fact that hardware retailing is an old established business, in which competition has been very keen. These merchants know and control their costs no matter what the merchandise they are handling may be.

Next come the music and radio outlets, with the music stores having a slight edge on the radio merchants. But, although the music stores are controlling their costs slightly better, the figures indicate that they are not using the service department as a means of promoting sales as much as the radio outlets are doing.

It is most surprising to note that of these outlets, the only one which did not have any definite check on the cost of servicing was the electrical outlet. Here the cost of servicing ran anywhere from 2 to 20 per cent with the great majority not having any records at all. However, a comparison of their other figures is favorable with the outlets already mentioned and therefore it would seem

that with the electrical outlet, it is simply a matter of bookkeeping—a matter which certainly should be checked.

A great many of the general replies reported cases in which dealers were just breaking even on paid service. In some instances where there was a slight loss, it was charged to advertising or publicity. This is a slipshod way of doing business. A slight effort on the part of these merchants can turn their service department into a paying business and charging it off to advertising or publicity is blatantly avoiding the issue.

However, from the general average we find that 65 per cent of the dealers grossed about \$200 a month from paid service. Thirty per cent just broke even, while but 5 per cent took a loss of \$55 per month. This shows a general trend for better servicing, and indicates that the majority of dealers have made a paying proposition of what might have been an expensive item of overhead. We also find that manufacturers are co-operating to the extent that dealers are now being supplied with sufficient service notes and data on the various sets and circuits to enable them to give efficient service.

All in all the evidence gathered at this time shows that radio merchants have at last come to realize that service is a distinct and vital unit of the business and are treating it as such. Service by itself can be made very profitable; correctly tied in with sales it can be made doubly so.

Hints on Storing Window Display Materials

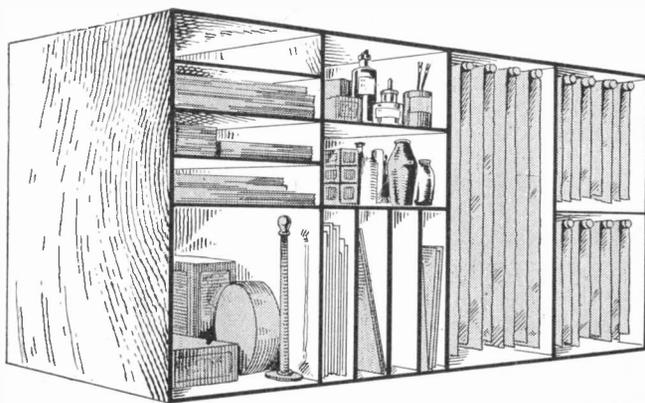
WINDOW decorating materials must always look fresh and new if the window is to be effective. Inexpensive fabrics look cheap—a velvet drapery used over and over again is better, therefore, than much colored crinkle paper.

J. U. Berry of the Valley Electrical Supply Company, Fresno, Calif., gives us a few hints for caring for materials that are very pertinent.

In the first place, he says, have a storeroom, however small it may be, devoted entirely to window display and store decoration supplies. This should be located out of the way of store traffic but with a good light. A basement corner with overhead light is the best place. The materials should be stored, where they will not become dusty and where they will be free from crowding or handling.

Velvet drapes—without which many trims are incomplete—can best be stored by hanging them over rods. This keeps them free from wrinkles. Do not fold and lay them on a shelf. From time to time it will freshen drapes to treat them to a steam bath. Thus treated, they will be good for about eight years.

Keep printed cards so that they do not become shop-worn. If treated well, they may be used on some other occasion with entirely new effect. A convenient storage



space for these is found in upright bins where they can be filed according to subject.

By adopting a style of printing which is observed consistently in all signs and by using certain standard sizes which fit into removable frames a great degree of flexibility in combinations is possible. Once a card is bent or soiled it had better be discarded and a new one printed.

Manufacturer's literature may be stored in this same closet. Pin a sample of each booklet on the inside door of this closet, removing it when the stock has run out. This saves pawing over the stock to find something which is not there.

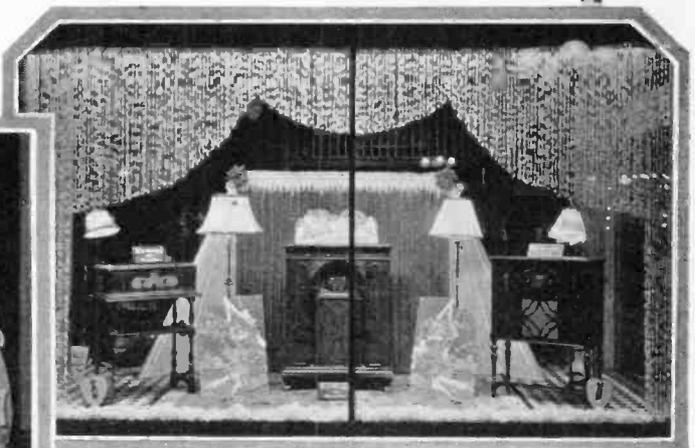
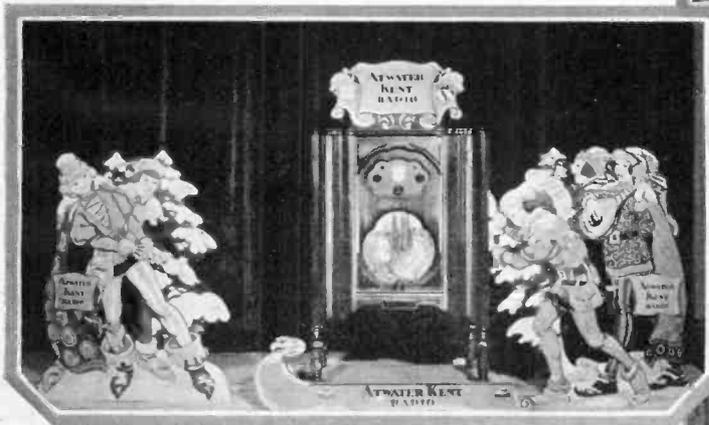
Bill posters offer useful possibilities for the enlivening of window posters and signs. Frequently a figure can be cut out or a single detail of furniture can be applied to a window card in an entirely different use from that for which it was originally intended.

By having a special storage space where items of interest for later use in window decoration, or those already used which are of such nature that they may be used again, may be kept conveniently at hand and in good condition, the problem of planning and executing effective windows will be greatly lessened and your displays will take on new life.



This effective Christmas window is made by using tube cartons as bricks for the front of the fireplace with printed "brick" paper as a background. A bit of holly here and there, a touch of tinsel and a small tree complete the setting.

Windows with the Xmas Spirit



Above—This window by the Enterprise Furniture and Carpet Company, Joliet, Ill., is easily copied. White crepe streamers and a colored background do the trick.



Left Above—A simple but extremely attractive window. The Atwater Kent Manufacturing Company furnishes the lifelike cut-outs. All the dealer needs is a set and a background do the trick.

Left—A prize window that was used last year by the Hurd Radio and Electric Shop, Elizabeth, N. J. A setting of this type gives one make of set full prominence and at the same time carries the Yuletide message.

For 1930, Greater

IN THE following analytical article there are incorporated the views of two authorities whose complementary backgrounds warrant a more than casual consideration of their suggestions. Furthermore, these recommendations come from two business experts who are a part of the industry—who view it from different perspectives, perhaps, than the reader but from angles, nevertheless, that represent an understanding knowledge of the dealer's practical problems, as well as of sound theory.

For many years Ray Sutcliffe has been traveling thousands of miles to talk personally with dealers in their own stores. He has studied the methods, the causes and effects, of unsuccessful, as well as of prosperous radio merchandisers.

His collaborator, S. J. Ryan, as manager of a number of department stores, has been practising and proving on a large scale, the principles herein advocated.

For the sake of clarity their thoughts are presented in the first person singular—"What I would do if I were a dealer."

IF I WERE A DEALER I would remember that greater net profit may be obtained in but three ways: First, through greater gross sales; second, through reduction of operating costs; third, through wider margins.

I would forget the third point for the time being and concentrate on points one and two. I would realize there is more than one way to greater gross sales. Broadly speaking there are four ways:

Now is the time to plot your experienced business analysts guidance, the fundamentals

By Ray V. Sutcliffe

1. More business from present lines through present outlets.
2. More business from present lines through new outlets.
3. Selling new lines through present contacts.
4. Selling new lines through new contacts.

If I were a dealer I would appreciate the fact that my present clientele offers the least selling resistance to any worthwhile proposition I might have to offer. The good will of any business is based upon repeat sales. It is well known that only the progressive dealer utilizes the "use the user" idea. Therefore I would consider well the following opportunities for productive sale effort among present customers:

- (a) Wiring homes for radio—new building operations, radio outlet plates, concealed runs for extension speakers.
- (b) Modernizing older sets that are too good to be scrapped or too valuable to trade-in.
- (c) An extra speaker for the bedroom, sun parlor, kitchen.

JANUARY.						
S	M	T	W	T	F	S
...	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	...

FEBRUARY.						
S	M	T	W	T	F	S
...	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	...

MARCH.						
S	M	T	W	T	F	S
...	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31

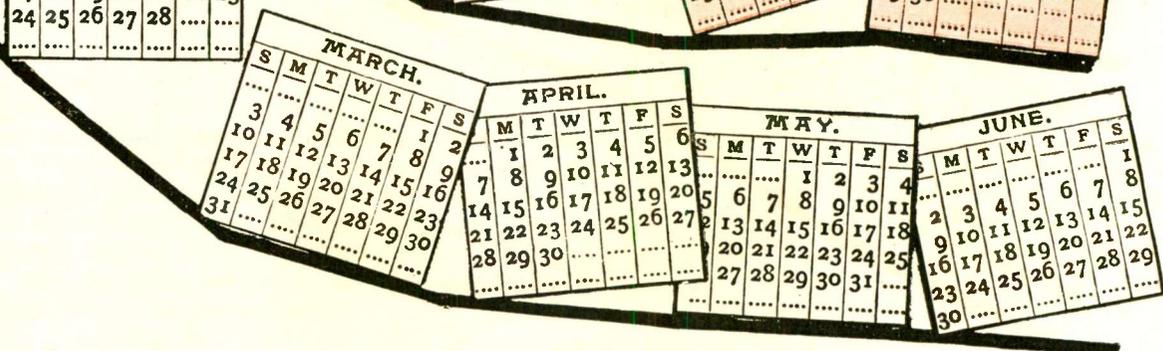
APRIL.						
S	M	T	W	T	F	S
...	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30

MAY.						
S	M	T	W	T	F	S
...	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31

JUNE.						
S	M	T	W	T	F	S
...	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30

The 1930 Net Profit

The
1929
Net Profit
Curve



NET Profit

1930 sales course—Two ex-dissect and discuss, for your of making money next year.

and S. J. Ryan

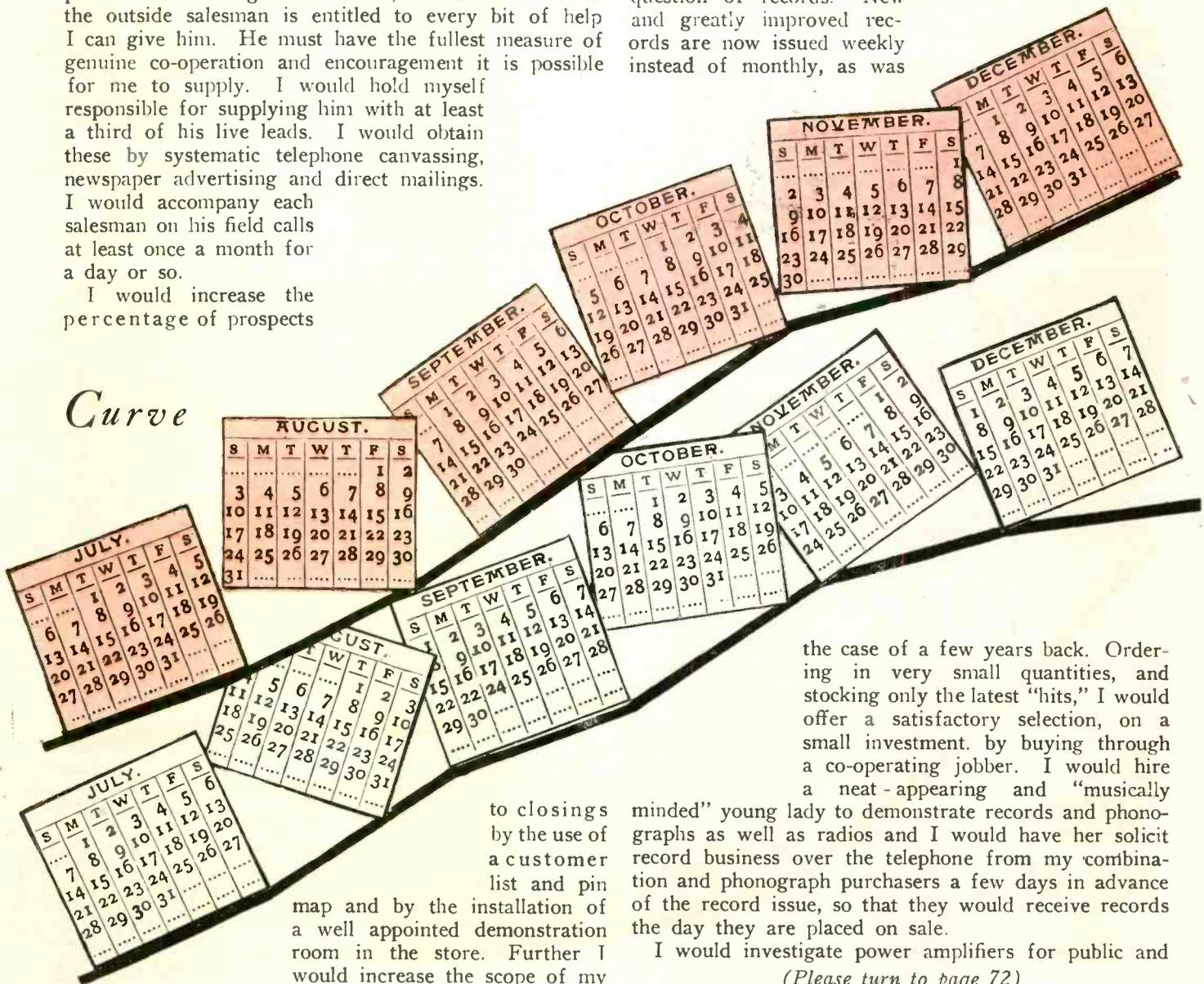
- (d) Stocking and talking quality furniture.
- (e) Scheduling my service men for regular calls on present customers.

MORE BUSINESS THROUGH NEW OUTLETS

Under the second major heading, more business from present lines through new outlets, I would realize that the outside salesman is entitled to every bit of help I can give him. He must have the fullest measure of genuine co-operation and encouragement it is possible for me to supply. I would hold myself responsible for supplying him with at least a third of his live leads. I would obtain these by systematic telephone canvassing, newspaper advertising and direct mailings. I would accompany each salesman on his field calls at least once a month for a day or so.

I would increase the percentage of prospects

Curve



to closings by the use of a customer list and pin map and by the installation of a well appointed demonstration room in the store. Further I would increase the scope of my

market by contacting "fringe" prospects. The business of the working man and the farmer is frequently disregarded. Yet experience has shown that salesmen taken from the ranks of these two classes and delegated to solicit their own types are signally successful. There is an article in this very issue which proves this point conclusively.

NOW FOR the new lines. There is every indication that this year will witness a lively demand for moderately priced combination sets. I would most certainly display these as well as portable phonographs and radios. There are a thousand portable phonographs sold for use in the small apartment or hall bedroom to the one that is bought for use in the motor boat, canoe or auto. They sell the year 'round.

Phonographs and combination sets bring up the question of records. New and greatly improved records are now issued weekly instead of monthly, as was

the case of a few years back. Ordering in very small quantities, and stocking only the latest "hits," I would offer a satisfactory selection, on a small investment, by buying through a co-operating jobber. I would hire a neat-appearing and "musically minded" young lady to demonstrate records and phonographs as well as radios and I would have her solicit record business over the telephone from my combination and phonograph purchasers a few days in advance of the record issue, so that they would receive records the day they are placed on sale.

I would investigate power amplifiers for public and

(Please turn to page 72)

3 Outlets for Trade-Ins

FRANK GURNEY, Mendota, Ill., has developed three worth-while ways for disposing of those troublesome trade-ins. Better still, he was able to show a gross margin balance of \$191 at the end of his first year, operating under this plan.

He classifies his stock of old sets under three heads: Good, Fair, and Hopeless. Approximately 50 per cent of his 1928 trade-ins came under the first group. For these Gurney allowed from \$20 to \$45. These receivers were then "modernized" and resold at an average mark-up of 15 per cent.

The second batch, 20 per cent of his trade-ins, was found to be in fair condition. These, also, were "modernized." Most of this group were immediately rented out, for \$5 a month. Gurney estimates that he breaks even on a transaction of this nature at the end of the eighth rental month.

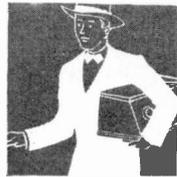
The balance was found to be hopelessly obsolete. Between \$5 and \$15 was the allowance price for the older types of sets. As soon as five to eight of this nature accumulated the bunch was torn down, with iron and screw driver, the parts thrown in trays, and sold to boys at 10 cents flat, per item, regardless of relative values. Gurney takes a trade-in loss of about \$5 per set on these transactions.

THE term "modernizes," in the first instance, means resoldering all joints, the substitution of new audio transformers and other parts where required, and, where necessary, supplying tubes. Because Gurney is thus able to materially improve the tonal characteristics of these sets he finds a ready market for them. Gurney, in his advertisements, features the fact that these trade-ins have been "modernized."

At present Gurney has 12 "class two" sets on a rental

Based on a total of 80 trade-ins for 1928, here is a close approximation of the book balances these transactions produced:

42 "CLASS ONE" Trade-ins



Total allowance	\$1,470
Modernization expense	530
Advertising and service	80
Total	2,080
By the sale of 40 of these sets, mostly to farmers,	2,400
From sale of parts	65
	2,465
Profit	385

14 "CLASS Two" Renters



Total allowance	336
Re-equipment	252
Advertising and service	46
	634
By rental of 12, avg. time 10 months, at \$5 a month	600
Loss	34*

24 "CLASS THREE" Obsoletes



Total allowance	216
Time scrapping	12
Total	228
From sale of parts	68
Loss	160
Final gross profit at the end of the first year	\$191

**Still owns the sets, however, and will make a profit from them the second year.*

basis. "I could rent twice as many," he declares, "if I had them and wanted to let down the bars on credit standing. The thing to watch here is the financial responsibility of the applicant. Many well-to-do persons, however, prefer to rent sets."

Modernization, in this case, implies the furnishing of fresh batteries and tubes. The renter must maintain the set as far as replenishments are concerned.

Amplifying his third method of moving used goods, Gurney claims that high school boys, right now, are intensely interested in building short wave receivers. Juniors and seniors get credit on their science course for original work of this nature. And what is more logical than killing two birds with one stone by building a short wave outfit; thus getting Europe and the "prof" at one fell swoop.

It is of interest to compare this Illinois man's trade-in policies with those of the average radio dealer as revealed by a national survey reported in the May issue of *Radio Retailing*.

Gurney shows a total allowance price of \$2,022 and a selling price of \$3,133. His mark-up, therefore, was 56 per cent as against the average mark-up practice of 21 per cent. This accounts for his satisfactory net balance showing on the right side of the ledger despite the fact that he spent \$920 to recondition and advertise his used sets.

We find also that his modernization or re-equipment expenditure was 25 per cent of his resale figure and that promotional effort ran to four per cent.

The moral of this tale would appear to be: to make a profit on trade-ins it pays to put the worth whilers in workable shape, to apply not less than a 50 per cent mark-up—and then to make a real effort to promote their sale.



Part-Time Salesmen

Milwaukee firm hires "class appeal" material for sales force—Plan makes year 'round representatives available for outside contacting.

PAY!

OF THE McCoy-Roberton entire organization, shown herewith, fifty per cent are available for year 'round selling in the home. Salesmanager H. M. McCoy, middle man, back row, accomplishes this result because he picks part-time men in other businesses to do this particular job.

The determined looking gentleman on the left drives a candy wagon. He is through by 3 o'clock every afternoon and spends the rest of his time interesting his customers in radio.

The second man is the store salesman. Number three, front row, is a Polish carpenter. Carpenters have lots of spare time. This fellow sold \$2,900 worth of radio apparatus last year to Polish people. The next man is a railroad gateman. He covers the railroad fraternity to the tune of \$2,600 a year.

The next two men service—but find half their time available for sales effort. The alert gentleman on the extreme right runs a novelty shop and specializes in the female element of the buying market.

"Each man was picked for a specific field," says Mr. McCoy. "They stay with us the year through because

they love radio and *know* their prospects' ways of thinking—they *belong* to the same class themselves."

The interesting angle of this merchandising operation is the fact that this exclusive radio store is situated in the high-class upper east side residential district of Milwaukee, Wis., and would not ordinarily be in a position to attract the medium class wage-earner type of prospect. By employing these men from other neighborhoods, the McCoy-Roberton Radio Company has greatly expanded its reachable market.

The average sale closed by Mr. McCoy or by Mr. Robertson, generally within the direct influence of the store itself, is \$170. The average sale by these "skirmish line" auxiliary salesmen is \$115.

These "firing line" men are required to bring in the 25 per cent first-down-payment, then they get their commission—from 10 to 15 per cent, depending on the article sold.

Fourteen thousand dollars was added to the gross volume of this concern's business last year because it took the trouble to find and to train these "class appeal" men.

When THIS

Does your fire insurance policy cover your store, if on leased ground? — Who pockets the loss when a prospect's house burns down... with YOUR radio set inside?



Illustrations courtesy Hartford Fire Insurance Co.

HAPPENS—

By
Leslie Childs
Counsellor at Law

STANDARD fire insurance policies upon buildings generally provide that they shall be void, unless the ground upon which said buildings stand is owned by the insured in fee simple. That is, insurance companies usually insist upon knowing just what the interest of an insured is in the property covered. Where the building only is owned by an insured, this should be shown in the policy.

There is nothing unfair in this requirement, for the question of whether the owner of a building also owns the ground upon which it stands is material to the risk. Also, there is real danger to any building owner in overlooking this point.

In one case of this kind, a radio dealer owned a building that stood upon ground owned by another. The merchant held a long-time lease upon the ground, which he had the right to buy under certain terms.

The merchant applied for fire insurance upon the building and was issued a \$2,500 policy which clearly stipulated that it should be void if the building was on ground not owned by the merchant in fee simple. The merchant never read the policy but put it away in his safe.

Later, a fire destroyed the building and the insurance company refused to pay the loss when it learned that

the merchant did not own in fee simple, the ground upon which the building stood.

The merchant brought suit on the policy and sought to avoid the ownership provision by showing that, while he did not own the ground, he had the right to buy it under certain conditions. The court would not accept this contention, taking the position that this fact fell far short of making the merchant the owner in fee simple of the ground, as required by the policy.

The merchant then alleged that the agent of the insurance company had knowledge of the true condition when the policy was issued, and agreed that the policy should be issued even though the merchant did not own the ground. The merchant contended that it was through mistake that the true facts were not incorporated in the policy, and he asked that the policy be reformed to comply with them.

The agent testifying for the insurance company flatly denied any knowledge or notice that the merchant did not own the ground in fee simple and disclaimed making any such an agreement. To make matters worse for the merchant, the insurance company brought forth the report the agent made at the time the policy was applied for, and it clearly stated that the building was not on leased ground. On the facts the court returned a verdict for the defendant insurance company. The merchant appealed, and in disposing of the case the higher court said:

"The policy in question was issued and delivered to plaintiff [merchant] about four months before the fire. If, as he claims, an agreement had been reached between the agent and himself that the policy should be issued notwithstanding the building was located on leased ground, he should have seen that the agreement was incorporated in the contract. He did not do so. . . . Judgment affirmed."

Had this merchant taken five minutes of his time and read the policy when delivered he would have seen that it was not what he wanted, and did not furnish him protection. Instead, he put the policy in his safe and gave it no further thought until his building had been destroyed. A clear loss of \$2,500 resulted, after expensive litigation in a vain effort to enforce the policy. Moral: *Read your insurance policies when delivered, and see that they cover your requirements.*

AND now for our second problem—the insurance of stock on and off the premises.

It goes without saying that every prudent radio retailer will carry some degree of insurance on his stock in trade. Adequate protection of this kind will usually be taken out as a matter of course, and added to overhead along with other carrying charges.

Where a radio merchant conducts a strictly cash business, an ordinary insurance policy probably will fulfill his requirements, since his real risk would be in the

(Please turn to page 70)



HEAR THE U.S.S. FLAGSHIP WEST VIRGINIA BAND
 Also LIEUT. COMMANDER W. HANSON ON "ATHLETICS IN THE NAVY"
WEDNESDAY, JUNE 26TH - 8:00 TO 10 P.M.
 OVER KGO

Window strips such as these are sent to northern California dealers in ample time to "play up" the outstanding programs.

HEAR THE SYMPHONY ORCHESTRA
 BERNARDINO MOLINARI,
AT THE HOLLYWOOD
 OVER THE NATIONAL BROADCASTING COMPANY
SATURDAY, JUNE 25

AMERICAN LEGION FLAG DAY PROGRAM
 Over Your Radio
FRIDAY, JUNE 14th
 6:00 to 7:00 P.M.
 KGO-KPO-National Broadcasting Company Transcontinental from New York

SAN FRANCISCO SYMPHONY ORCHESTRA
 BERNARDINO MOLINARI
TUESDAY, JUNE 25
 TEN CONCERTS - ONE EACH WEEK, WILL BE CONDUCTED BY THE
 GREATEST CONDUCTORS - MOLINARI.

Popularizing Feature Programs

TO encourage the radio dealers of northern California to feature outstanding radio programs, the Pacific Radio Trades Association, San Francisco, issues weekly window strips announcing some spectacular event of the coming week. These "stickers" are sent to all dealers for use in their window displays. The selection of the program to be featured is entirely impartial and without reference to the station over which it is broadcast. The type of entertainment announced is varied from time to time to meet the different tastes.

Arizona Sport Fans Sponsor Own Programs

DUE to climatic peculiarities, Arizona is unable to receive daylight programs broadcast from outside the state. The Nielsen Radio and Sporting Goods Company, proprietor of station KOY, Phoenix, determined that this circumstance should not prevent citizens of the state from hearing the World's Series.

Negotiations with the Columbia and NBC chains to wire the program in to KOY struck a hitch on the question of expense. A sum of \$1,862 is the regular charge for this service, which was more than the station could pay.

The problem was solved by broadcasting an appeal to all sports lovers two weeks before the series started, urging them to buy "Air Theatre" tickets to this event by sending in whatever amount

Sales

RADIO RETAILING will pay \$5 every month for the best sales idea and \$3 for every other sales idea accepted for publication in this department.

Address: Sales Idea Editor, Radio Retailing,

they wished. Within three days the required sum had been over-subscribed by \$500 in a flood of \$1, \$2, and \$3 contributions from all over the state. When the series was broadcast it was estimated that 90 per cent of the listening fans of Arizona heard every game.

A question as to the disposition of the surplus \$500 was sent out by KOY with the idea that possibly it should be returned pro rata to the subscribers. General response so far, however, would indicate that they favor devoting it to help bring in further programs of a sporting nature. Probably the post-season football game between the East and the West will be the event decided on.

Crashing in on Public Attention



The Brunswick Shop, Terre Haute, Ind., owns this novel sign which is posted on one of the highways a short distance out of that city. In constructing the sign, no expense was incurred by The Brunswick Shop other than that for ground space, as the technician and truck driver of the company made it.

Free Service, But

THE Majestic Radio Corporation of Kansas City, Mo., offers 90 days free service with each new set. To impress upon the customer, however, that this courtesy is of real value, and to prepare him for charges he will experience when the guaranteed period has elapsed, an invoice is regularly sent after every free service call. This bill, however, is stamped paid. Thus the purchaser is brought to realize that there is an actual expense incurred by the company in maintaining its service department.

The result has proven to be a reduction in unnecessary service calls and in complaints from customers when their guarantee expires.

Radio Captures a Fruit Show

WHEN the Citrus Fruit Fair drew a large attendance from the fruit raisers of California, George Cavalli, of Cloverdale, found it profitable not only to outfit two booths of his own, but to "radio-ize" the entire exhibition. He interviewed the other exhibitors and sold them the idea with the result that practically every booth had a radio instrument, a radio poster, or a loud speaker included somewhere among its exhibits.

Selling the Schools Through the Parents

SCHOOL boards who hesitate to buy radio equipment for educational purposes are less common than formerly. In communities where they still persist, however, an appeal to the Parent-Teachers Association often is effective. This organization has the facilities to raise the necessary money by dances, suppers and individual contributions.

Where no Parent-Teachers Association exists, the principal of the school may often be interested. Frequently he is personally resourceful enough to raise the necessary sum.

If the dealer can quote a special discount, to help the school, he often will find his loss more than compensated for in friendly publicity.

Ideas

All you have to do is to write us a letter telling us about it in your own informal language. If possible, send along a photograph or diagram

36th Street and Tenth Avenue, New York City.

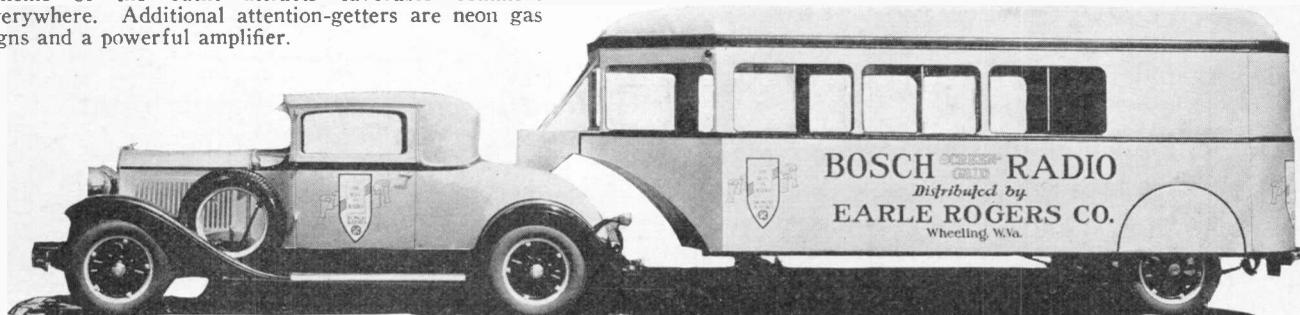
Maintains Radio Development Exhibit

A COLLECTION of receivers harking back to 1908 is a feature of strong customer interest in the store of Frank V. Bremer, Jersey City, N. J., dealer for A. H. Grebe and Company. Mr. Bremer has found that the public is intensely interested in visualizing the rapid development of radio from the days of the old spark transmitter. His depiction of the unbroken progress that has taken place between that day and this never fails to command the attention of the most casual passer-by.

10-Set Demonstrator Boosts Sales

EARLE ROGERS, Bosch distributor in Wheeling, W. Va., reaches outlying territory with this unique coupé-trailer unit. Because of extensive airplane experience, Rogers conceived the idea of constructing this van of fabric over plywood and duralumin, thus combining strength with lightness. It is roomy enough to display, without crowding, 10 receivers to prospective purchasers.

Lights and receivers may be operated from a 110-volt current when the caravan is in an electrified district. At other times extra batteries are used. The striking silver and black scheme of the outfit attracts favorable comment everywhere. Additional attention-getters are neon gas signs and a powerful amplifier.



Radio Retailing, December, 1929

Name: *James* Date: *10/6*
Lexington Electric Co.

No.	Name and Address	N. H.	Remarks
1	<i>H. T. Atwell</i>	<i>1/2</i>	<i>Out</i>
2	<i>Mrs Ludwig</i>	<i>1</i>	<i>F. U.</i>
3	<i>Kennedy</i>	<i>1/2</i>	<i>1 mo.</i>
4	<i>H. L. Smith</i>	<i>1/2</i>	<i>Cold</i>
5			
6			
7			

If mailed, card must be posted

A glance at this card tells the dealer just what his outside salesman accomplished during the day.

Put Call-backs on new card for tomorrow.
Put summary of total calls on last card only.

Hours	A. M.	A. M.	P. M.	P. M.	Total
	<i>9</i>	<i>to 12</i>	<i>1</i>	<i>to 6</i>	<i>8</i>

Total Calls *14*
Total Demonstrations *2*
Total Sales *1*

Cards Record Canvassers' Activities

THE successful use of canvassers is largely a matter of control—of knowing where and what they are doing. For this purpose, the Lexington Electric Company, Chicago, furnishes its salesmen with a card on which to enter the calls of the day and the results obtained.

Every call must be entered, including those where no interview was obtained, and the card must be returned to the office at a definite time each day. In this company the deadline is 7:00 p.m.

This sort of report prevents "soldiering" and gives the dealer a complete and permanent census record.

Parks & Hull Achieve New Publicity Tie-up

THE Read Drug & Chemical Company, which operates 34 stores in Maryland, recently contracted for a broadcasting period two afternoons a week. Parks & Hull, Inc., Atwater Kent distributor in Maryland, saw in this the possibilities for promoting an unusual sales campaign.

It was arranged that each of the drug concern's stores should receive the loan of a console set from the nearest Atwater Kent dealer. For the duration of the two month broadcasting contract, every set was given prominent display space and bore the name of the radio dealer who lent it.

At each broadcast the co-operation of the Atwater Kent organization and the presence of its sets in the Read stores received mention. The Atwater Kent dealers reciprocated by featuring the Read programs through window placards and displays.

How Good Are Your

This talk, in question and requisites of the perfect show that not only shows

HOW good are your window displays? They are your "front" in more ways than one; they must not only attract the prospective customer, but they must move him to action. They must tell him all he wants to know about your store.

If you can judge their value critically and disinterestedly, you have a valuable check-up method, and the control of an advertising medium second in productiveness only to newspaper space. Look at your windows. Ask yourself the questions below and give them frank, unbiased answers. Base your replies on a comparison with the window illustrated; find what yours has that this one lacks, and notice what this one has that yours could copy to advantage.

1 ATTRACT THE RIGHT KIND OF ATTENTION

Are the glasses clean?

In this window they are new-washed and sparkling. Clean glasses, unspotted by dust or rain, are attention getters in themselves.

Are your backgrounds fresh?

These are new-looking and polished. They are interesting, but still sufficiently subdued not to detract from the interest of the main display.

Is the floor spick-and-span?

This one is faultless—polished marble and clean-swept carpet. Splintered boards or faded coverings will offset the good effects of anything displayed on them.

Are your windows well lighted?

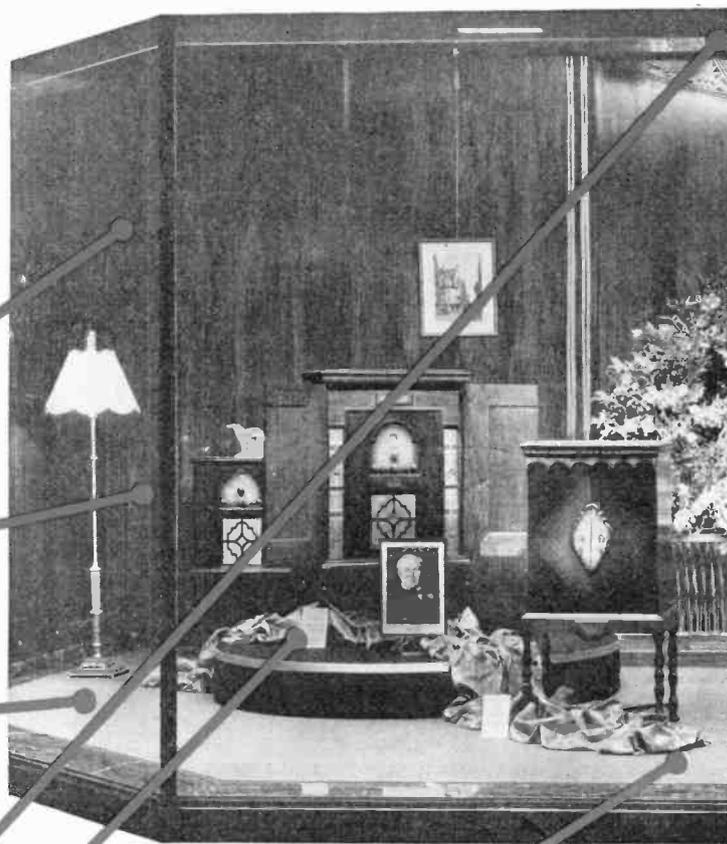
Overhead floodlights in addition to the two floor lamps assure that every corner of this window is bright. This is important; empty sockets or dim bulbs bespeak carelessness and give an impression of unattractive gloom.

Are all the articles on display fresh and new?

Everything in this window looks unused. Sets, furniture, pictures, drapes—everything is new or so cared for that it stays clean.

Do your permanent signs do their job?

They should be sufficiently noticeable without being blatant. And they must be in perfect condition—no broken or missing letters. This window lacks proper signs—nowhere is the name of the firm shown. A small brass floor sign would fill the need admirably.



This window of the Bon Marche store, Seattle, won of a Fall Radio Showing. It presents much that

2 GIVE YOUR WINDOWS YOUR PERSONALITY

Your windows should express something of the character of the organization behind them. They should be in harmony with its tradition, indicate the class of its clientele, and show what distinguishes it, as an organization, from other stores in the same field. If you can answer the following questions in the affirmative, your windows do all these things for your store.

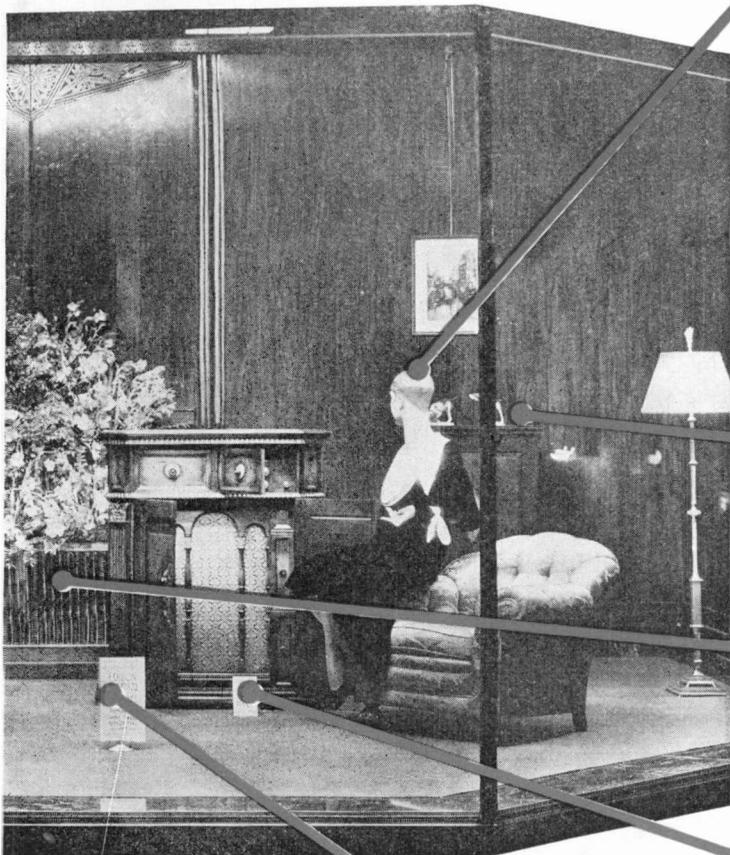
Is the merchandise shown representative?

The sets in this window show immediately that the

WINDOWS?

By
Edgar
V. M. Gilbert

answer form, gives the window display—a win-goods, but SELLS them.



first prize in the display contest which was a part is good, but there is room for improvement.

higher class of merchandise is carried. Fewer "dead-heads" enter the store of the merchant whose stock is accurately represented outside.

Are they dignified?

This one is; not too formal or stiff, but still reserved and in good taste—no flashy placards or loud colors. Spacious simplicity is always associated with quality goods and pleasant methods.

Is the display individual?

In spite of the absence of a store name, this window has a distinct identity. It is a window that perhaps no other dealer could exactly reproduce. A definite,

original system of going about the job is the best way to achieve a style which is recognizably your own.

Are the windows alive?

Here the figure seated in the chair lends action that sounds an interesting human note. Color, motion—these things give life to a display. An array exclusively of goods tends to be dull at best.

3 MAKE THEM SELL AS WELL AS TELL

A window display should sell goods as well as show them. The test of your windows, in the last analysis, is their ability to bring customers into the store. Aside from physical attractiveness and individuality, a window must have definite methods of completing its mission—that is to say, of making a sale.

Is the merchandise displayed new and in perfect condition?

No startling bargain prices can make outmoded or shopworn goods genuinely attractive. Every set in this window is the latest model in its class, fresh from the warehouse.

Is some feature item or some single idea the center of interest?

The lack of a headlining item in this window tends to dissipate the interest, with the result that its effectiveness is considerably weakened. Making one set or one thought outstanding provides a key to the relative importance of the articles in the display.

Is the chief selling-point of each article shown?

The sales force of this display would have been greater if more emphasis had been put upon the individual characteristics of the different sets. For instance, one set might have been shown so as to stress the efficiency of its speaker, while another could have been labeled to call attention to its particularly fine cabinet.

Is there a properly placed showcard for every article in the window?

The fact that in this window three sets have showcards and two have none suggests that the two unmarked are unimportant.

All in all, if you were a prospective customer contemplating a radio purchase, would your window display make you want to walk into the store?

Radio Retailing

A McGraw-Hill Publication

DECEMBER

1929

Chain Programs

They Must Not Be Endangered

BAITING of the broadcasting chains has again become a regular sport on the part of some of the Radio Commissioners at Washington.

Proposals recently made would virtually silence the great systems for distributing programs, which now bring entertainment to the nation.

On the basis of eliminating "duplication on cleared channels" it is proposed to eliminate altogether these great programs from the dials of millions of listeners.

Duplication of programs is objectionable of course. Ways ought to be found to eliminate it. Perhaps the chains have been tardy in tackling this problem.

But as between continuing present "duplication" and suffering a loss of the chains' services, either wholly or in many communities, there is no question where the interest of any listener and radio man lies.

The chain programs must go on. They are the backbone of radio and of the radio business.

The Value of Personal Friendships

OPPORTUNITIES to meet people and make friends should be grasped by all business men. Especially is this true for the radio merchant, for it is only logical to suppose that the more contacts a merchant makes, the greater will be his sales. To be a successful merchant today necessitates belonging to the various important clubs and social organizations of one's community and in being, as far as possible, the "hail fellow, well met." Years ago business was conducted on a friendship basis and it was for that reason local merchants were always the most active in social and civic affairs. Then the pendulum swung the other way, towards "high pressure salesmanship." But now it sweeps back, on the returning cycle. And so, at this season of the year, and throughout the coming year, every opportunity to make friends and to be known as one of the "best citizens" should be taken advantage of. Such a course will prove to be one of greatest opportunity and advantage.

And Now Programs of Industrial Drama

THE Westinghouse company has made many basic contributions to radio. Broadcasting itself began with historic KDKA in a Pittsburgh experimental laboratory. The Westinghouse engineers' achievements in synchronizing stations on the same wavelength are classic and of far-reaching significance.

And now in its new Wednesday-evening chain broadcasts, the Westinghouse company has made a distinct

contribution to the technique of programs. Its recent "Salute to the Aviation Industry" was an example. This program offered listeners a thrilling half hour, combining musical charm, intense dramatic effect, and valuable information. Upon their achievement the sponsors are to be congratulated. They have contributed to the art a new broadcasting technique well worthy of the great name of Westinghouse.

Will the Jobber Continue?

ONE is often asked, "What about the jobber,—is this 'middle-man' system a good one, will it continue?"

To these questions there is only one possible answer. The wholesaler will exist just as long as he is good enough to keep the system of wholesaling going. There is no God-given right to exist granted to any type of business. The world is changing fast. Its methods of doing business are complex and its rules hard.

As rapidly as ways are discovered for the manufacturer to get merchandise to dealers better and cheaper than with the present system and at the same time to do without the jobber, the jobber's position becomes hazardous. Certainly the changing forces of business are altering manufacturers not only on the production side, but also in their distribution problems. Therefore it is up to the jobber to keep abreast of the times, to be a helpful, progressive link in the chain of distribution.

Otherwise, he may be challenged, one of these days, to prove his right to stay in business.

New England Radio Men Optimistic

NEW ENGLAND is the proverbial home of conservatism, of Yankee inventiveness and Yankee skill in manufacturing. One of our editors, who visited recently many of its industrial centers, has received encouraging reports from the radio men of this territory. Despite the present unsettlement, New England's radio dealers and manufacturers claim 1929 as their biggest year, and predict good business ahead.

Always a producer of articles requiring skill and ingenuity, New England is applying its traditional traits to the processing of radio apparatus. As the result, radio production in these states has grown apace—and along highly efficient lines.

A new promotive spirit is abroad throughout New England. Industries like radio are being solicited to fill its factories. Skilled labor, electric power, and an aggressive spirit reborn, are factors which point to the New England region as a coming producer of radio and allied lines.

the BACKBONE of Radio

When the Chain Stimulates the Independent

OUT at Boulder, Colo., the State University has been studying the effect of chain-store operation on communities and on the independent dealers in those communities. Surprisingly enough, it finds that the coming of a chain *benefits* rather than hurts the independent merchants in the territory. Here is the summary of its conclusions:

"Well-known chain stores help to bring in trade from the surrounding trade territory, in which trade local merchants share.

"The scientific merchandising policies followed by chain units give the alert and progressive merchants something to aim at. They can study the policies of the chains, emulating their good points and discarding those not applicable to individually-owned stores.

"The better merchants prefer that their competitors have the stability which comes from scientific policies and a knowledge of merchandising. Inefficient competitors are recognized as more of a handicap to competent merchants than are well-managed and soundly-financed chain stores."

First-hand contact with the chain-store menace thus quickly robs it of much of its terror. The chain units soon reveal themselves as having no advantage which the aggressive independent dealer cannot readily outpoint.

Putting a Stop to Store Losses

THE screen-grid tube has, without a doubt, greatly increased the sensitivity of the modern radio receiver—*business courage*.

The small dealer sees the spectre of fleeting profits, but instead of giving it no quarter, actually gives it quarters—takes it in to live with him. He is "plain scared," as some folks say. His losses mount one upon the other, and pretty soon you hear him condemning the whole confounded radio "game"—discounts not large enough, too many outlets, changing models, big store competition, and all the old familiar complaints.

When the big store is confronted with an unprofitable policy, no time is wasted. The offending department is immediately fine-toothed for possible "bugs," and out they go—or the department is discontinued. The loss is sometimes staggering, but that is the last loss, not a succession of them.

Technical Advances Make Radio Commission's Problem Harder

THE screen-grid tube has, without a doubt, greatly increased the sensitivity of the modern radio receiver. Higher radio frequency amplification naturally

results in increasing the receiving range of sets and also in picking up more interference, caused by stations operating on the same frequency or in channels of close proximity. Of course, when the present station channel allotments were made, they were arranged in accordance with the receiving range of the sets then used. Stations that are quite far apart but simultaneously using a common frequency are now noticeably clashing. It is clearly evident, then, that the use of screen-grid tubes necessitates further revision of the station frequency assignments in the interest of listeners who like to tune in on distant stations. And it is further evident that no station should be allowed to continue on the air spreading signals which are so easily picked up by the new and increasingly sensitive sets, without manifesting a fair degree of public service by its programs. All this proves the absolute folly of any body of men, without radio engineering knowledge, attempting to properly apportion the air so that the greatest number of people will be served.

PLANS and PREPARATION

Number

¶ As is so well known, the dominant editorial policy of this magazine is to instruct by actual example rather than by theory.

¶ With the beginning of the new year but a few weeks away, we depart somewhat from our established policy and, quite properly in this issue, "preach" a bit to our readers concerning those basic matters—planning for 1930 and outside selling.

¶ The third article in this number, "For 1930—Greater Net Profit," and the story of the dealer who is preparing his budget and setting up his sales objectives based on Mr. Ryan's series of three articles, should receive careful reading.

¶ This issue of *Radio Retailing* is devoted to a more than usual consideration of that increasingly important subject "Outside Selling." Alan Streeter gives us his experienced interpretation of the *modern* method of getting business in the home. Less "high pressure" and a friendlier cultivation of the territory is today's formula, he says. The practical aspect of this subject is supplied by the article, "Part Time Salesmen Pay."

¶ Other stories of dealers who are ringing up sales on doorbells are scheduled for January.

¶ It is suggested that this issue not only be read carefully now, but that it be put away and re-studied immediately following the termination of the holiday rush.

LOWER RADIOLA PRICES

for
Bigger Christmas Sales

RADIOLA
60
SUPER-HETERODYNE
NOW \$98

RADIOLA
44
SCREEN-GRID
NOW \$75

RADIOLA
46
SCREEN-GRID
NOW . . . \$130

(Above prices less Radiotrons)

RCA

has put new price tags on three of the most popular models in the Radiola line:

- Radiola Super-Heterodyne . . . 60—now \$98
- Radiola Screen-Grid 44—now \$75
- Radiola Screen-Grid 46—now \$130

These attractive prices will bring to RCA Radiola Dealers a big increase in sales for the Christmas trade.

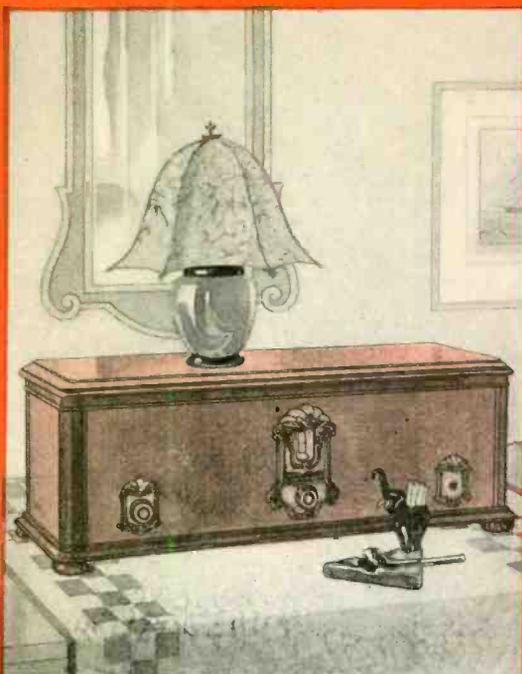
RCA Dealers are the radio leaders in every community because they carry the lowest-priced, high-quality radio merchandise.

Look for and insist upon  the famous RCA trademark

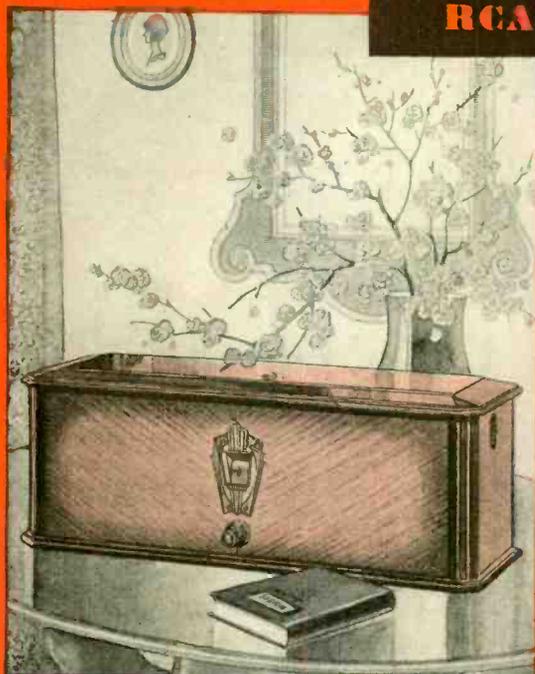
RADIOLA DIVISION RADIO-VICTOR CORPORATION OF AMERICA

RCA RADIOLA

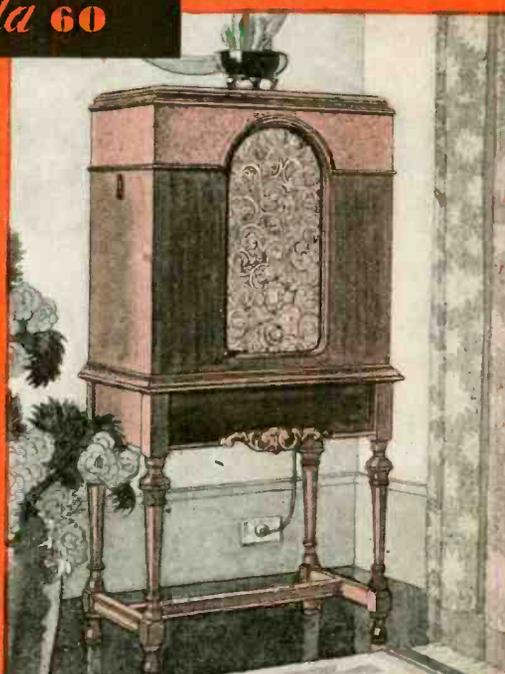
MADE BY THE MAKERS OF THE RADIOTRON



RCA Radiola 60



RCA Radiola 44



RCA Radiola 46

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON



Power lines often cause serious radio interference

Antenna Systems that Lessen Interference

LOCAL interference has been the cause of thousands of lost sales. It is one of the most annoying problems the radio dealer has to face. Here are three suggestions for mitigating extraneous noises. While their application will not always be found practical and while the expedients have their drawbacks and do not entirely eliminate interferences, they do "kill the rough edges," as one dealer expresses it and frequently have saved a sale which otherwise would have been lost.

The Madison Radio Service Company, Madison, Wis., is receiving many calls from dealers for engineering survey service and a type of antenna installation which, in not less than a dozen cases, has already proved its worth. It is particularly effective in cases of trolley-car, electrical apparatus and power-line local disturbances.

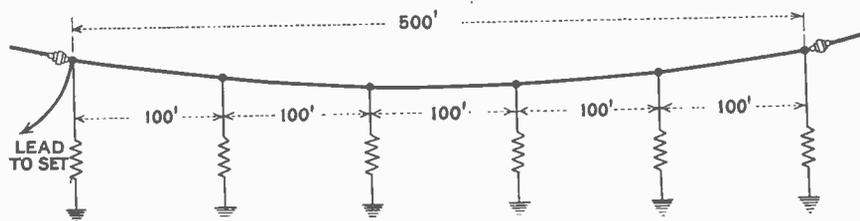
This concern first checks, with a loop regenerative circuit, the area within a 400 ft. radius of the set and locates the spot of minimum noise. This is where the antenna should start from. As this location frequently is not on the property of the person desiring the installation, it is necessary to obtain permission from the owner to erect the antenna. Arrangements must also be made for running the lead-in wire from this distant antenna to the set.

Methods by which an antenna can be located some distance from the receiver, at a point where little interference is picked up.

An offer of three months' free service to those owning radio sets over whose property the aerial and lead-in wire must be erected generally accomplishes this objective.

Now it is necessary to use a special type of lead-in wire. This consists of the customary No. 16 stranded rubber-covered wire, with an outer casing of a closely woven copper jacket, a modification of the metallic armored cable. This outer sheathing is grounded every 100 ft. beginning with its junction to the aerial and ending just as it enters the home.

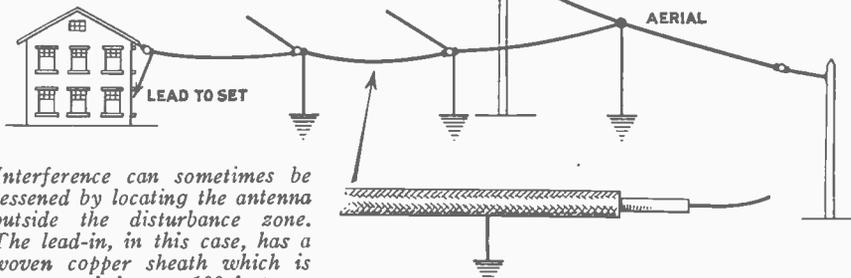
Naturally such an installation introduces considerable "capacity" in the antenna circuit. To counteract this, it is necessary to extend the aerial approximately 15 ft. for every 100 ft. of lead-in wire employed. Furthermore, there is a decrease in volume of approximately 30 per cent. This objection is negated by the fact that such an



Another scheme is to use a 500-foot antenna and to ground it every 100 feet through 200 ohm resistors

installation frequently eliminates 70 per cent of local interference and means the difference between a satisfactory installation and an impossible one. In at least

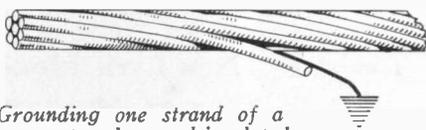
Service charges \$25 for a job of this nature where the antenna is located not further than 200 ft. from the set and adds \$6 for every additional 100 ft. of lead-in wire.



Interference can sometimes be lessened by locating the antenna outside the disturbance zone. The lead-in, in this case, has a woven copper sheath which is grounded every 100 feet

five cases, serious local interference was entirely eliminated by this expedient.

"Naturally," states Harold Wind, a partner in this concern, "before erecting such an aerial we first make every effort to locate the source of local interference and eliminate it. This device is particularly desirable where it is impossible to



Grounding one strand of a seven-strand enamel insulated antenna wire often has the desired effect

remove the cause of the interference."

An installation of this character presupposes a special installation fee. Radio

These installations are especially desired by business houses, radio dealers who wish to make satisfactory store demonstrations and residences located in particularly troublesome zones of local interference.

GROUNDS ONE STRAND

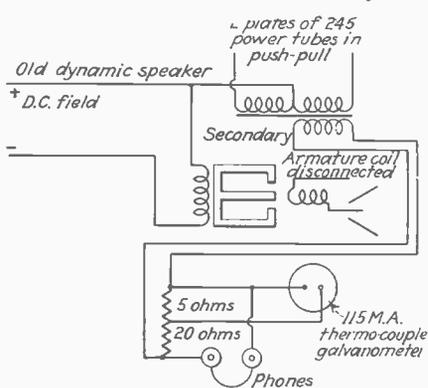
Proprietor L. R. Burroughs, the Radio Engineers, South Bend, Ind., finds that the grounding at both ends of the antenna of one of the strands of a seven-stranded enamel insulated antenna wire, in which each strand is insulated from its neighbor by this enamel coating, also frequently overcomes from 50 to 90 per cent of local interference noises. This method has the advantage that it is not necessary to locate the aerial at any considerable distance from the receiver.

"Another method, not quite so practical," he states, "is to run a 500 ft. antenna, grounding it every 100 ft. through a 200 ohm resistor."

A Silent Test Room

The following method of testing a receiver was devised to eliminate the racket that comes from the service room of the store, so loud sometimes that it drowns out a salesman talking to a customer to say nothing of making telephone conversation impossible.

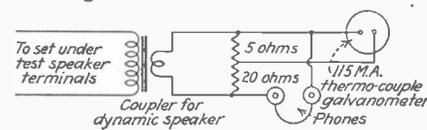
A transformer such as used in a dynamic



Special circuit for Kennedy Royal Sets

speaker having a high stepdown ratio is employed instead of the usual speaker. A resistance of 20 ohms is shunted across the secondary of the transformer and a pair of head phones are in parallel with the secondary and the resistor. The resistor is merely used as a load on the secondary to simulate actual conditions. The volume of signal in the headphones can be compared with the volume a speaker will produce a few times and thereafter the service man can gauge the action of sets just as well-

with headphones as with the speaker. A thermo-galvanometer is shunted across five



Circuit for use with all radio sets

ohms of the twenty ohm resistor to give a visual indication of the relative signal strength when using an oscillator to check the sensitivity of the receiver over the entire wave band. The oscillator is of the modulated Hartley type that emits a sweet 1000 cycle note with less than 15 per cent variation of intensity between 600 kilocycles and 1,375 kilocycles.

Of the two circuits here given, one is designed expressly for Kennedy Royal sets and one for all other radios.

How to Measure Plate Voltage in A.C. Sets

In making the transition from building d.c. battery operated receivers to a.c. operated receivers some radio experimenters have failed to grasp certain essential differences between the two types of receivers.

In the d.c. receiver, the applied plate voltage was measured between the positive and negative terminals of the B battery which supplied the plate current for the particular circuit in question. The drop in voltage caused by the primaries of the transformers was negligible so that this method was practically equivalent to making the test between the plate terminal of

the tube and the negative filament terminal.

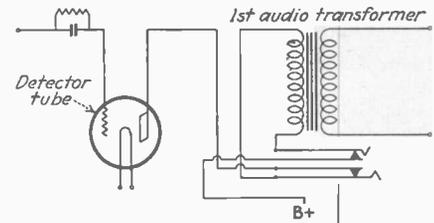
The C bias in d.c. sets was usually supplied by a separate battery which was not connected in the plate circuit.

In the a.c. sets, where the drop in voltage across a "grid bias resistor" is used to supply the grid bias, with this grid bias resistor connected between the B— terminal of the power pack and the filament of the tube, it is incorrect to take the applied plate voltage reading as being the voltage between the plate of the tube and the B— terminal of the power pack because this does not take into account the drop in voltage caused by the grid bias resistor.

The correct method of taking the reading is between the plate terminal of the tube and one of the filament terminals or between the plate terminal and the K (cathode) terminal.

Permanent Connections for Phonograph Pick-Up

Most of the sets being made now are furnished with tip jacks so that an electric phonograph pick-up can be used. Some sets, however, do not have these and of course they are not to be found on the older type of sets. The accompanying

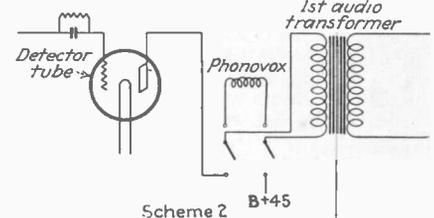


Scheme 1

sketches show two methods by means of which an electric phonograph pick-up may be operated with a minimum amount of trouble to the user.

In Scheme 1, the primary circuit of the first audio frequency transformer is opened and a double circuit jack wired in. To operate a pick-up with this scheme all that is necessary is to connect it to the circuit indicated through the medium of a plug.

Another idea is shown in Scheme 2.

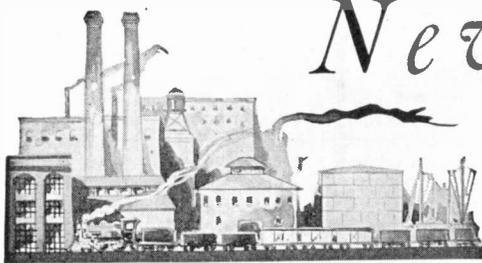


Scheme 2

Here we find the same circuit but instead of wiring it to a double circuit jack, the connections are brought out to a double pole double throw switch. This can be placed in any convenient position.

Check the Rectifier

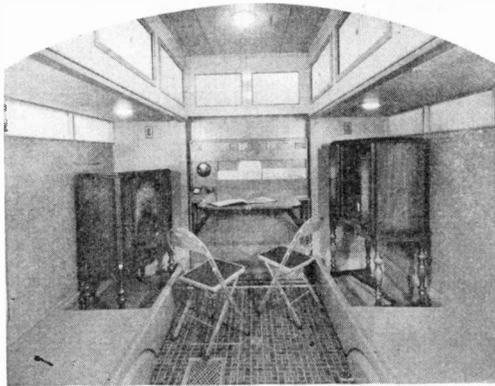
The rectifying tube in the radio receiving system is the most general cause of weak and distorted reception. This tube, generally of the 280 type, is the heart of the receiver, the burden of the entire plate voltage supply to the receiver being placed on this tube. Rectifying tubes often break down under the strain, resulting in lowered plate voltages, which in turn, introduces distortion and weak signals. A blue haze in the rectifying tube generally indicates one that will not last long, or is already weakening.



New Products for

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.

The "Expando" Travelling Sales Room



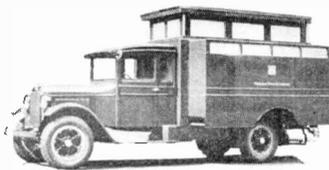
The inside of the Expando when opened. This interior arrangement is suited particularly to the requirements of the radio dealer.

A development in motor sales equipment to comply with highway regulations, being fender width when in motion but expanding to a spacious sales office when parked, is announced by the Expando Company, 105 W. Adams St., Chicago, Ill.

The body is enlarged by power—the top being elevated to provide headroom, light and ventilation at the same time the sides are let out.

When opened, the interior space is practically doubled, becoming a clear salesroom without obstruction, high enough to stand in easily. The sliding glass windows in the top, by which the ventilation is adjusted, are made of non-vision glass to insure privacy. Hardwood is used throughout the framing and construction.

The "Expando" is specially suitable for the radio dealer as special electrical equipment to generate 110 volts, alternating 60 current, as well as d.c. current, is built in, thereby facilitating demonstrations. With this the dealer can present his radio line in a neat and attractive setting to prospects usually out of reach of the store. Several sets can be carried and a desk is built in at the end where the sale can be closed. The lighting is designed to give special prominence to the displays. In addition to the main illumination in the ceiling, each compartment has display lights. A heater is installed in the floor which is covered with inlaid linoleum. Three locking



Opened for Business



Ready to Move

device protect the contents. The inside dimensions are ceiling height, 80 in.; total width, 103 in.; length, 91 in.; two side compartments, 51 1/2 in. x 32 1/2 in. x 26 1/2 in.

The body is available for all motor chassis. Standard for Graham Bros., Chevrolet, G.M.C. and Reo. For installation on a current model—standard with cab and 32x6 rim tire equipment, the price is \$2,165 at the factory, Freeport, Ill. This includes installation of body and equipment on chassis.—*Radio Retailing*, December, 1929.

Grebe D.C. Set

For those living in d.c. districts, A. H. Grebe & Co., Inc., Richmond Hill, N. Y., has brought out a d.c. screen-grid receiver in a console cabinet. The chassis used is identical with the standard a.c. set. A C-battery, which adds 16 volts to the power line voltage, is used to avoid reduction of line voltage available for the push-pull amplifier which would occur if both B- and C-voltages were drawn from it. Three screen-grid tubes and the Grebe equalized band pass filter are used.—*Radio Retailing*, December, 1929.



Demonstration Phonograph

A new demonstration phonograph has just been introduced by the Stevens Manufacturing Corporation, Newark, N. J., to simplify the work of demonstrating phonograph records. In appearance, it is somewhat like the upright console phonograph model, but it has no cover and is slightly lower. It operates on the lighting current, being driven by a Stevens a.c. motor with rectifier. A control is provided to tone the volume. An electrical phonograph pick-up is employed together with a Stevens power amplifier and dynamic speaker. The cabinet is stained but not finished so that the dealer may make it conform in appearance to the rest of the store.—*Radio Retailing*, December, 1929.



Model 97

New Lyric Models

The screen-grid or the 10 tube Lyric chassis may now be had in a choice of three Italian Renaissance period cabinets, all similar as to carving on front, style of doors, etc., the only difference being in the length of the legs, says the announcement from the All-American Mohawk Corporation, 4201 Belmont Ave., Chicago, Ill. The dial panel and inside of the door panels are made of butt walnut. A coat of flat lacquer is applied over the usual lacquer coats, giving the effect of a wax finish.

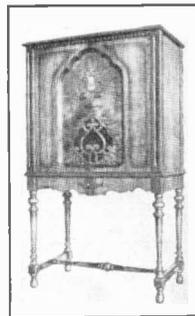
Model 97 is a lowboy, 41 inches high. With the 10 tube chassis, the intended retail price is \$225; with the screen-grid chassis, \$230.

Model 98 in the highboy style is 48 1/2 in. high. It retails at \$235, with the 10-tube chassis; and at \$240, with the screen-grid chassis.

Model 99 is the same as Model 98 but is one inch higher and has matched walnut backing from the lower part of the cabinet proper to a shelf on the bottom. The intended retail price with 10-tube chassis is \$245; with screen grid chassis, \$250.—*Radio Retailing*, December, 1929.

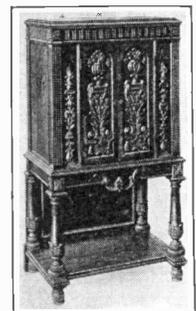
King Imperial Set

The new "Imperial" a.c. set placed on the market by the King Manufacturing Corporation, Buffalo, N. Y., has a Neutrodyne circuit using nine tubes (227's throughout, with the exception of two 245's and a rectifier). The speaker is of the dynamic power type. Walnut veneers, matched for color and grain, are used in the console cabinet. The intended retail price is \$169.50.—*Radio Retailing*, December, 1929.



Screen-Grid Short-Wave Kit

An entirely a.c. operated screen-grid, short-wave receiver in kit form known as the "A.C. Super-Wasp," has been brought out by the Pilot Radio & Tube Corporation, 323 Berry St., Brooklyn, N. Y. It is said to be the first low-wave instrument possessing the advantages of full house-current operation, tuned screen-grid amplification and double shielding. A special 227 type tube, developed to meet the peculiar requirements of short-wave reception, is used. The maker claims there is but slight hum and it slides into oscillation as smoothly as a battery tube. Five pairs of plug-in coils are supplied giving a range of 14 to 500 meters.—*Radio Retailing*, December, 1929.



Model 99

Everbest Tubes

The Everbest Radio Corporation, New York City, offers a line of tubes, including the 112A, 171A, 171 AC, 199, 201A, 210, 222, 224, 226, 227, 240, 245, 250, 280 and 281. *Radio Retailing*, December, 1929.

Dealers to SELL

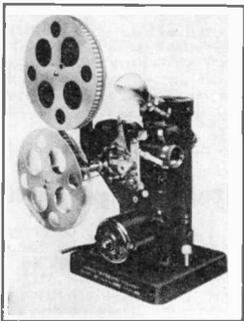
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



"Homovie" Camera

Kodak Home Movie Equipment

Through an invention which enables motion pictures to be taken laterally as well as horizontally upon the same film, the cost of motion pictures for the home has been reduced seventy-five per cent, according to the Kodak Electric & Mfg. Co., Cincinnati, Ohio, maker of this new camera, the "Homovie." As the cost of film is determined by length, the fixed width being 16 millimeters, the expense is materially reduced with this camera as four pictures are taken in the same amount of space that formerly held only one picture. In the mechanism there are two movements which



Projector

drive the film across the front of the camera as well as horizontally. Standard 16 m.m. film is used and a maximum of 100 ft. may be used as well as the shorter lengths. The F.3.5 lens is of the fixed focus type, and the timing of the exposure is automatic. Despite their smaller area, it is said these films can be projected to substantially the same size as those taken by other home movie cameras. Without noticeable sacrifice of detail or brilliancy, a 30 in. x 40 in. picture can be projected.

Model F 3.5 has an intended retail price of \$85; model F 2.8 with high speed Anastigmat lens is \$120; and model F 1.5, equipped with Wollensak F 1.5 Anastigmat lens, is \$140.

A home projector is also available to reproduce the new type of film as well as standard

16 m.m. film. A 250-watt lamp is used. Intended retail price, \$112.50.

The "Day-Lite Re-Creator" is a development to permit the showing of home movies in the day time. This device includes a collapsible framework and a translucent glass screen, protected by a shielding hood that keeps light from the original beams of light. This assembly sets upon a table alongside the projector and a mirror set at an angle of 45 degrees reflects the projected image or picture upon the re-creator. If the regular, large-size home-screen is desired, the projector is simply swung around and the larger pictures projected on the screen. A special wide angle lens is used in the projector. The complete equipment folds up within a space of 12 in. by 11 in. by 2 1/2 in. and weighs but three pounds, complete with carrying case. The intended retail price is \$32.50. — *Radio Retailing*, December, 1929.



"Day-Lite Re-Creator"

Electro-Magnetic Pick-Up

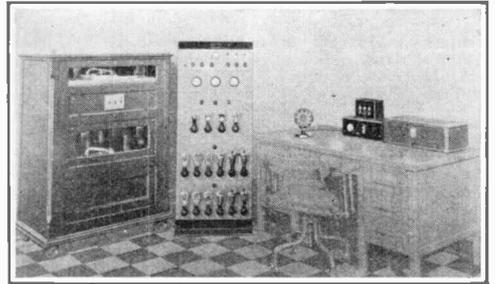
An electro-magnetic pick-up is the latest development of the Presto Machine Products Co., Inc., 70 Washington St., Brooklyn, N. Y. Several features to improve the quality of reproduction have been incorporated in this new model. It is available in head or unit form adapted to any special applications. One has a flat back which can be provided with tapped holes at any required location and the other is provided with an adjustable bushing to fit standard phonograph tone arms. Two models with arms for theater and similar auditorium applications are also offered.

The intended retail price of the model shown, known as the Premier, is \$20. The head or unit forms are \$12 and \$13. Volume control and socket adapter \$1.50 additional. — *Radio Retailing*, December, 1929.



Capehart Sound Reproducing and Amplifying Equipment

This is a typical control room showing automatic phonograph and control board with the microphone and radio receiver on the desk.



Sound reproducing and amplifying equipment to meet the particular requirements of most any type of installation may now be had from the Capehart Corporation, Ft. Wayne, Ind. A three-stage amplifier and dynamic speakers are used to reproduce the programs. The Capehart automatic phonograph can be utilized to give a pro-

gram of 28 phonograph records, all changed and turned automatically; a radio program can be sent over it; and with the use of a microphone, speeches can be sent to any part of a building, or outside points if desired. The apparatus is controlled from a central control room or booth. — *Radio Retailing*, December, 1929.

Coin Set for Use in Hotel Rooms

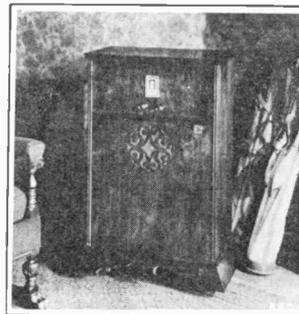
A console radio set on rubber-tired wheels ready to be placed in a guest's room upon request is now available from the Radio Coin Corporation, Chicago, Ill. The guest pays only for the

The Radio Coin Corporation installs these sets in the hotel at no charge. Regular collections are made by the company and its service men inspect them. — *Radio Retailing*, December, 1929.

Motor-Driven Pole Changer

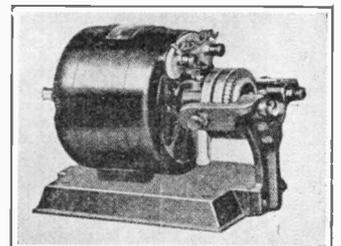
The Bodine Electric Company, 2254 W. Ohio Street, Chicago, Ill., has developed a new motor-driven contact maker for converting direct current to alternating current by reversing the direct current through a special commutator. It is not suitable for radio set operation. contact with the commutator.

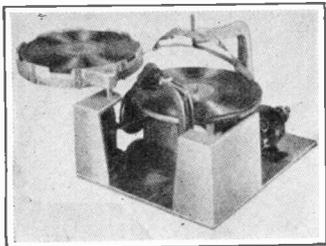
The motor can be wound for any alternating or direct current voltage and has no electrical connection with the slip rings or commutator. For therapeutic work the commutator is designed to give an alternating current of 360 cycles per second or higher, if necessary. The same equipment can be used for selective frequency ringing or for any purpose requiring an alternating current. These units are made in capacities of 100 watts or higher. — *Radio Retailing*, December, 1929.



time the set is in use by means of a coin device. For 25c. the user may have radio entertainment for 30 minutes, tuning in his own programs. From one to four quarters may be deposited at one time, giving from 30 minutes to 2 hours diversion.

The set is entirely self-contained and the loop aerial is built into the console, as is the magnetic speaker. It is manufactured under RCA patents. The cabinet has an American walnut finish with matching Bakelite top to withstand abuse, such as scratches and marks from beverage glasses and lighted cigarettes. The size will allow the set to be used in small rooms without crowding. It is 36 in. high x 30 in. wide x 14 in. deep.





In Playing Position

"Musicphone"

It is now possible to have your phonograph records reproduced automatically and continuously, as well as electrically through the radio set, with the "Musicphone" made by the Krasberg Tool & Manufacturing Company, 111 W. Monroe St., Chicago, Ill.

It is well constructed and compact in size, weighing about 13 lb. The inside measurements are 10½ in. high x 12 in. wide x 15 in. deep.

This automatic record changer has a capacity of 15 records. It may be had in four different ways. First, in a small portable table cabinet which can be placed in any convenient place and connected to the radio by use of long electrical cords. Second, in a console cabinet, table height, with storage space for fifty records. Third, in a console cabinet, three feet high, completely equipped with power pack, dynamic speaker, volume control, electrically operated by plugging into the light socket. And, fourth, in combination with the radio set, all installed in the same cabinet.—*Radio Retailing*, December, 1929.



Console "Musicphone"

Antenna Outlet

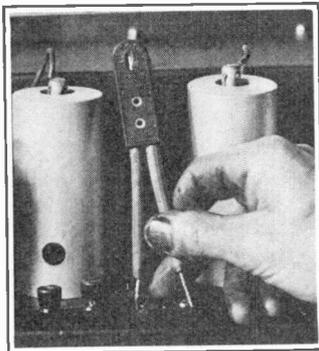
A device to eliminate an outside or an inside aerial is being made by Bud Radio, Inc., 2744 Cedar Ave., Cleveland, Ohio. It may be placed in the wall the same as an electrical outlet. A ground clamp and 25 ft. of wire are attached. The radio aerial is all contained in the switch box, which has reversible ears to facilitate installation. The aerial capacity is the same as 50 ft. outside aerial, it is claimed. The intended retail price complete is \$4.—*Radio Retailing*, December, 1929.

Resistors

Wire-wound resistors, under the trade name of "Super Akra-Ohm," are offered by the Shallcross Manufacturing Company, 700 Parker Ave., Collingdale, Pa. These resistors are wound by a special process, which enables the re-insulation of all wire used. They come in the standard sizes from 5,000 ohms to 5,000,000 and range in price from \$1.50 to \$25.—*Radio Retailing*, December, 1929.

"Test-O-Lite"

A convenient instrument which can be used in the radio shop, the home, factory and many other places to test circuits from 110 to 400 volts, a.c. or d.c., is being made by the L. S. Brach Manufacturing Corporation, Newark, N. J. It is called the "Test-O-Lite" and locates faults in electric radio sets; tests burned-out fuses, weak spark plugs, etc. The small neon lamp in the top is made under a special process and equipped with two external resistors, each of 50,000 ohms. The intended retail price is \$1.50.—*Radio Retailing*, December, 1929.



DeForest Transmitting Tubes

In addition to its complete line of audions for broadcast reception purpose, the DeForest Radio Company, Jersey City, N. J., now announces a comprehensive line of transmitting audions.

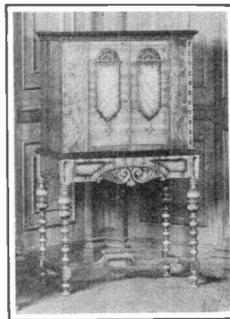
Type 510, 15-watt oscillator \$9; 503A, 50-watt oscillator \$40; 511, 50-watt modulator \$40; 545, 50-watt amplifier \$40; 500, 500-watt oscillator \$130; and 520B, 5-kilowatt water-cooled tube \$250.

Other transmitting audions are being placed in production, such as higher-power oscillators and mercury rectifiers, as well as various sizes of screen-grid, general-purpose audions.—*Radio Retailing*, December, 1929.

Interference Eliminator Devices

The Dubilier Condenser Corporation, 342 Madison Ave., New York City, announces the introduction of two new interference prevention devices known as the "Disturbo-Ducon" and the "Interference Device No. 2." The Disturbo-Ducon is a filter network of inductance and capacity to be employed in series with the radio receiver and the power supply. In this position, the manufacturer says it eliminates all power-line disturbances entering the receiver by way of the power line, as well as interference picked up by the power line, acting as a miniature aerial. It may also be employed at the source of the disturbance when the appliance or machine is sufficiently powerful to radiate or broadcast its own operation.

Interference device No. 2 is a condenser assembly especially suited for interference elimination in commercial work, such as oil burners, elevators, a.c. and d.c. motors, electric sign flashers, etc. It is especially applicable to moderate power circuits since any number of interference causes may be connected in parallel on the same line and treated with just a single interference device across the common line.—*Radio Retailing*, December, 1929.



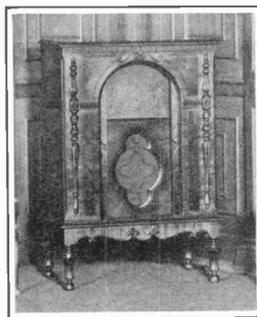
Model 1005

West End Co. Cabinets

A complete line of cabinets, covering practically every style to suit various needs, is offered by the West End Furniture Company, Rockford, Ill. There are models to house the radio set only and models for the radio phonograph. Both highboys and lowboys in period styles are represented. The intended retail prices range from approximately \$88 to \$550.

Model 1005, illustrated, in the Tudor period, comes in walnut and oak with walnut veneers. The moldings are made of hand cut imported Russian Briar wood. The inside dimensions of set compartment are: 25½ in. x 13 in. x 10½ in.; of the speaker compartment, 25½ in. x 13 in. x 12½ in. The retail price is around \$120.

Model 1009, also illustrated, is American black walnut with antique walnut finish. The outside dimensions are 29 in. x 17½ in. x 44 in. It retails at about \$100.—*Radio Retailing*, December, 1929.



Model 1009

Galvin Screen-Grid Chassis

A dynamic speaker is built in the a.c. screen-grid chassis offered by the Galvin Manufacturing Corporation 847 W. Harrison St., Chicago, Ill., and sold exclusively by its sales division, Allied Products of America, 185 N. Wabash Ave., Chicago. This chassis is known as the "double chassis" as it comes in two parts. All the tuning apparatus is in one unit with the power amplifier and built-in dynamic speaker in the other. It uses three 224 tubes, three 227's, two 245's and a 280 rectifier. A phonograph pick-up jack and "hi-lo" switch to accommodate line voltage conditions are provided. The transformers and filter condensers are oversized. A 13½ in. x 7 in. panel (wood grain finish) and an embossed coin escutcheon plate are furnished. This chassis may be installed in any standard console cabinet.—*Radio Retailing*, December, 1929.

Majestic Radio-Phonograph

A new combination radio receiver and electric pick-up phonograph has just been announced by the Grigsby-Grunow Company, 5801 Dickens Ave., Chicago, Ill. The phonograph includes an electric motor with variable speed adjuster, a starting device which requires only a swing of the tone arm to the right to put the turntable in motion, and an automatic stop.

The radio receiver is essentially that included in the current Majestic Models 91 and 92, with the addition of an input



transformer for the phonograph pick-up and a switch that enables one to instantly go from phonograph to radio and vice versa. By this switch, the problem of how to apply a record pick-up to a set that had the two 245 power tubes directly following a power detector is solved. When the switch is turned to phonograph position, the circuits are automatically altered so that the power detector becomes a "first stage of audio" into which the energy from the pick-up is fed and from this tube the energy, amplified, passes into the 245 tubes for power amplification before going to the super dynamic speaker. The "first stage of audio" thus created is essential to building up the energy from the pick-up as this energy cannot be effectively fed into the 245 tubes direct.

The cabinet is essentially the same as that which housed Majestic's previous Model 181 combination. The intended retail price is \$245, complete.—*Radio Retailing*, December, 1929.

Interference Filter

Two types of interference filter are offered by the Leslie F. Muter Company, 8440 So. Chicago Ave., Chicago, Ill. The "Junior" is connected directly to the radio set. It is of the capacity type with large factor of safety for use on 110 volt a.c. The intended retail price is \$5.

The "Senior" is made for use on 110 volt a.c. to eliminate local disturbances caused by electrical or mechanical devices, although it may also be used the same as the Junior. It is of the capacity inductance type, rated for use on 110 volts, a.c., on devices not exceeding 5 amp. draw. The intended retail price is \$7.50.—*Radio Retailing*, December, 1929.



Dealer Aids



Majestic Radio Newspaper

Every two weeks the Grigsby-Grunow Company, Chicago, mails to Majestic dealers the latest issue of "Voice of the Air," an eight-page rotogravure magazine containing pictorial news of current events, sports and fashions; broadcasting programs and bits about popular radio artists. With the dealer's name printed on the front page, "Voice of the Air" is distributed by him to the radio public. V. A. Corcoran, whose photo appears here, is the editor.



Radio manufacturers supply this sales stimulating material.



RCA Christmas Booklet

Santa Claus and his brownies labor busily on the bright colored cover of a 16-page Christmas booklet supplied for dealer distribution by the Radio-Victor Corporation of America, New York. In its cheerfully decorated pages there is found a Radiola sales argument for every member of a prospect family.

Eveready Easel

An antiqued metal book stand displays interchangeable ads with seasonal messages. Illustrated is the recent Christmas number, mailed to dealers by the National Carbon Company, New York.



Stewart-Warner Demonstration Loud Speaker

This effective demonstration board, for store or sidewalk use, is available to Stewart-Warner dealers. Behind an aperture in the center of the board is a loud speaker, with cord for attachment to the set on display. This sales aid is supplied by the Stewart-Warner Corporation, Chicago.



Perryman Pirate Cut-outs

The Perryman Electric Co., Inc., North Bergen, N. J., furnishes a set of eight amusing cut-outs for window display or counter use. The Perryman pirates, in jolly attitudes, point out the important construction points.



Prices Down....

Briefing the

NEW YORK, N. Y.

Marked Diversity of Opinion on Price Policies Appears During Height of Selling Season—Statements of Manufacturers—Wholesalers to Survey Conditions—Washington Eruptions

By Detector



IN THE midst of radio's best selling season, Detector's desk is engulfed with telegraphic announcements of price adjustments. Some manufacturers have reduced their suggested lists over 20 per cent, many have advised their jobbers that schedules already in effect will be continued, while at least one concern, Stromberg-Carlson, has raised the price of its most popular model, No. 642, from \$247.50 to \$259.

This tumultuous picture reflects the extreme sensitivity of radio executives to current changes in the business world. Frankly, it again indicates that stabilization of supply and demand, of merchandising policies and of our thinking in the radio industry is still afar off.

Detector feels that the stock market convulsion is not entirely to blame for these announcements. Unquestionably over-production, as covered elsewhere in this issue, has been a major factor behind these actions.

Following are excerpts from these announcements.

Prices Down . . .

ATWATER KENT—"Prices reduced \$27. This is Atwater Kent's way of joining with the leaders of other great industries to stabilize the public's dollar for the prosperity of the country."

RADIO CORPORATION OF AMERICA—"Model 44 is reduced from \$110 to \$75; Model 46 from \$179 to \$130; Model 60 from \$130 to \$98; Model 106 speaker from \$49 to \$35, and Model 103 speaker from \$22.50 to \$18."

GRIGSBY-GRUNOW—"Models 91 and 92 now will include a full complement of tubes and will sell at the same price as prior to November first, when they were priced less tubes."

CROSLEY RADIO CORPORATION—"Substantial reductions in the retail prices of five Crosley screen-grid models have been announced by Powel Crosley, Jr. The 31-S, formerly retailing at \$67, is now priced at \$56.50; the 33-S has been reduced from \$115 to \$112; the 34-S from \$125 to \$116; the 41-S from \$85 to \$65.85, and the 42-S from \$140 to \$126."

KOLSTER RADIO CORPORATION—"Have reduced the price of Brandes sets from \$125.50 to \$97.50 for Model B-15 and from \$165 to \$136 for Model B-16," according to L. T. Breck, vice-president.

BRUNSWICK-BALKE-COLLENDER COMPANY—"Reduction on Model 14 from \$148 to \$119; on Model 21 from \$174 to \$144, and on Model 31 from \$272 to \$239."

. . . And Prices Unchanged

Announcement that the **PHILADELPHIA STORAGE BATTERY COMPANY** would make no reduction in the prices of its receiving sets or speakers was made the latter part of November in a letter to its dealers by J. M. Skinner, general manager.

The **ZENITH RADIO CORPORATION** is not considering reducing prices on its products, declares E. E. McDonald, Jr.

"In August," telegraphs Oscar Getz, vice-president of the **STEINITE RADIO COMPANY**, "we established price schedules for the coming season. There will be no reduction in Steinite prices."

In a recent bulletin to its distributors Harold C. Bodman, general sales manager for **SILVER-MARSHALL**, states, "It is unnecessary for us to reduce prices."

THOMAS A. EDISON, INC., has this to say: "We assure you that no increase in our prices will be necessary during 1929 and naturally there will be no reductions. Furthermore, we can foresee no economic reasons why price reductions will be necessary or advisable after Jan. 1, 1930." (signed) Arthur Walsh, vice-president.

"**COLIN B. KENNEDY CORPORATION** is against the policy of reducing prices at this time," declares W. B. Nevin, general sales manager for this South Bend set manufacturer, in a special letter to Detector.

"**AMERICAN BOSCH** is not contemplating any reductions in its list prices," according to a statement to its distributors.

Other Manufacturer News

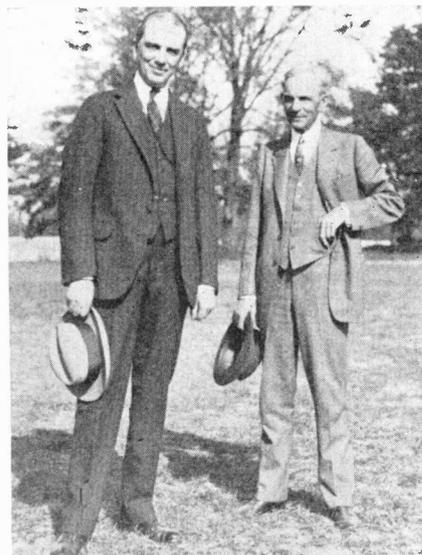
But many manufacturers have been doing more than tinkering with prices.

A. H. Grebe, for instance, has figured out a "scientifically exact" method for comparing all makes of receivers. Bases his calculations on the three elements of selectivity, sensitivity and audio quality. Curves, band widths, microvolts, cycles and decibels quake before his master touch. Ten guesses as to which set rates the highest.

Grebe pulled another innovation this month. He called to New York his district managers from all over the United States

(Continued on next page)

Big Business at the White House



Owen D. Young and Henry Ford, two of our outstanding business doctors, called into consultation by the President.

A bright future for radio was predicted by Owen D. Young, chairman of the board of directors of the Radio Corporation of America, at the conference of business experts called, Nov. 21, by President Hoover.

"Present conditions in our industry are significant only as growing pains. They prophesy its ultimate maturity as a giant among big businesses," declared Mr. Young.

The score of leading executives, gathered at Washington, cheered Henry Ford's dramatic gesture when he said: "I'm going to raise the wages of my employees just as soon as I return to Dearborn."

Up... Unchanged

Month's News

DECEMBER 1, 1929

and, working in conjunction with his local agents and the Grebe Sales Company, conducted an intensive campaign for the enlistment of metropolitan dealers. Sales promotional manager George Rhodes, at his headquarters in the Hotel Lincoln, told Detector that this "concentration plan" was truly electrical in its effect. Incidentally Grebe is another concern that has declared in favor of no price reductions right now.

Grigsby-Grunow's net profit, sales volume, and factory output for the five months from June 1 to Oct. 31, 1929, were practically double those of the corresponding period a year ago. Sales showed an increase of \$20,057,924; net profits of \$2,235,938, and output, in radio set units, jumped from 3,000 to 6,000 daily. While G.G. shut down for a brief period in November, it now is running on an output schedule of 2,000 sets daily, according to a factory statement.

Here's a bit of news that's not so pleasant: Temporary receivers were appointed November 22 for the Earl Radio Corporation—formerly the Charles Freshman Company. This concern owns 90 per cent of the stock of the Freed-Eisemann Corporation, it is understood. However the assets are placed well in excess of liabilities, according to both petitions of creditors. The difficulties of this company, it is stated, were due to disappointment in the matter of obtaining additional working capital.

Washington Eruptions

Without objection, the Senate adopted a resolution by Senator F. M. Sacket, of Kentucky, for a comprehensive report from the Federal Radio Commission on the number, power and allocation of stations and related matters.

The data contained in the report under the resolution is expected to be of importance during consideration of the Couzens bill for a commission on communications and other radio legislation, as well as on all matters of allocation.

Another senatorial matter of even greater importance to radio gentlemen is discussed in the leading editorial—Chain Rights—on page 54 of this issue.

Do you know that the greatest consumer of time on the air is Uncle Sam himself? This interesting fact was disclosed in a letter written by M. H. Aylesworth, president of the National Broadcasting Company, to H. A. Lafount, member of the Federal Radio Commission, following suggestions by Commissioner Lafount that special broadcasts by Government officials should be attempted to determine the interest of the radio audience in governmental activities. Mr. Aylesworth replied that the facilities of NBC have always been available for Government use, and pointed out the fact that in the first ten months of the year 245 Government officials, headed

by the President, were presented in programs which consumed more than 300 hours of broadcasting time.

Shoemakers' Children Shod

Bond Geddes, beribboned vice-president of the Radio Manufacturers Association, states that there are now 25 radio concerns

sponsoring weekly broadcast programs, an increase of 100 per cent over last year. According to a recent survey by "Advertising and Selling" during the first six months of '29 our industry spent \$2,000,000 on programs. This is nearly twice the sum expended by the next largest broadcast user, the automotive crowd. This survey covered 73 principal cities and 14 groups of stations.

Bond delivered this message before the National Association of Broadcasters, in convention assembled at West Baden, Ind., Nov. 5.

Speaking of surveys, the Radio Wholesalers Association, not to be outdone, is starting a study of conditions in the distribution of radio products. Its questionnaire will ask all radio wholesalers, among many other things, as to just what are the greatest dangers that menace the merchandising structure of the industry.

Deutsche Rundfunk Gesellschaft

Final approval has been given by the Reichpost Ministerium of Germany for interchange of radio programs between German stations and the National Broadcasting Company.

Starting immediately, three experimental programs will be directed to the N.B.C. each day by the German Broadcasting Company (Deutsche Rundfunk Gesellschaft). These programs will be sent through a short-wave station recently erected for that purpose at Konigwusterhausen. A definite effort toward working out a schedule for their reception and re-broadcasting will be continued until the signal quality is considered worthy of being placed on a regular broadcast basis.

With this parting piece of news from our German friends, Detector doffs his checkered cap and says good-bye until our January issue.

Stewart-Warner Promotes Oden Jester

Early in November, the Stewart-Warner Corporation, Chicago, announced the appointment of Oden Jester, assistant sales manager of the radio division, as sales manager. He succeeds R. H. Woodford, whose resignation became effective November 1.

This appointment follows fifteen years of wide experience in the radio-music merchandising field. Before his first connection with the Stewart-Warner organization, four and a half years ago, Jester was associated with the Columbia Phonograph Co., Inc., and the Brunswick-Balke-Clender Company.

RADIOTYPES



BEN ERSKINE

Ben Erskine crashed the business life of Emporium, by gosh! about the time tubes were made of rubber and went inside of bicycle tires. Today he heads the Sylvania Products Company and is president also of the Nilco Lamp Works, Inc., "which is one of the largest incandescent lamp works in America," according to his official mouth-piece. But the best thing B. G. Erskine now is doing is getting that RMA Broadcasting Committee of his to figure out some way of publicizing our wonderful feature programs.

Ben is chairman of a bank and of his local school board and is a former mayor of Emporium. He is a golf enthusiast and an arch supporter of the local baseball team.

Newark Stores Combine

To secure for themselves collectively economies unattainable to them as individuals, ten independent retailers of Newark, N. J., have banded together into a group entitled "The Radio Retail Research."

Advertising and purchasing are planned from a common pool. A co-operative delivery service has been in effect for a short time and is giving general satisfaction. When the organization is functioning smoothly and completely it is expected to attend to all its members' warehouse, installation, financing, and service problems.

The operations are governed by a board of control, consisting of one representative from each store. R. L. Kay has been elected president and J. Abramson, vice-president.

Utah Elects New Directors

Four new directors were elected to the board of the Utah Radio Products Company at a recent directors' meeting in Chicago. The new directors and the companies they represent are A. J. Carter, president, Carter Radio Company, Chicago; J. W. Caswell, vice-president and general manager, Caswell-Runyan Company, Huntington, Ind.; Hugh H. Eby, president, H. H. Eby Mfg. Company, Philadelphia; Victor R. Dispard, vice-president, Fibroc Insulation Company, Valparaiso, Ind.

The board also determined that the corporation would have no interest whatever in any radio receiving set manufacturing enterprise. It is planned to confine the operations of the company exclusively to the manufacture and sale of radio parts and accessories.

Jenkins and DeForest Trade Shares

The board of directors of the DeForest Radio Company at a recent meeting, authorized exchange of the company's no par common stock for that of the Jenkins Television Company on a basis of one share of DeForest for one and three-quarters shares of the latter. As a result of this offer which has now expired, the capital stock of the company has been increased 345,680 shares.

Government Opens New Monitor Station

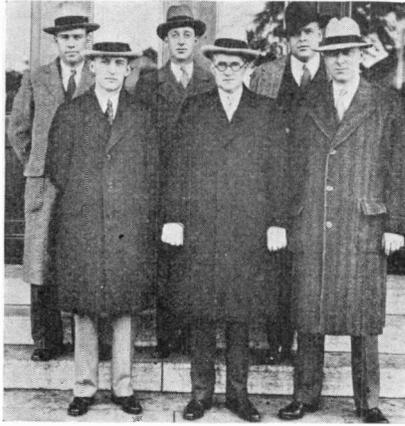
E. W. Lovejoy, federal supervisor of radio for the seventh district, has announced the establishment of a government radio monitoring station in Portland, Ore. Because of its central location, the position of the station on a high point west of the city is said to be the most strategic point in the Northwest for checking up on local broadcasters.

JAMES T. BRISTOL, banker, has been made general manager of the Majestic Corporation, finance organization of the Grigsby-Grunow Company.

Rauland Corp. to Make Transformers

A charter has just been granted under the laws of Illinois to the Rauland Corporation, of Chicago, which intends to make audio transformers, power amplifiers, and health lamps.

E. N. Rauland, president, was the originator of "All-American" transformers and active in the formation of the Radio Manufacturers Association. He served on the first board of directors of that body.



New General Motors Radio officials at the Dayton conference. Upper row, left to right—Charles T. Lawson, E. E. Rothman, John F. Reeder. Lower row, John E. Grimm, Jr., R. H. Grant, R. J. Emmert.

General Motors Managers Convene

Distribution plans for the new General Motors Radio Corporation are definitely under way. The first convention of the district managers of the corporation was held at the company's plant in Dayton, Ohio, Oct. 24 and 25, with John E. Grimm, Jr., vice-president and director of sales, in charge.

The district managers were introduced to the new officials of the company—R. J. Emmert, president and general manager and for several years a General Motors executive; Mr. Grimm, who comes to this company from the Chevrolet Motor Company, of which he was advertising manager; Charles T. Lawson, general sales manager, formerly of the Day-Fan Electric Company, and E. E. Rothman, advertising manager. R. H. Grant, vice-president in charge of sales of General Motors, was present and addressed the meeting.

Bettinger Sheds Blood for Temple

The slogan of Cliff S. Bettinger is, "I'd die for dear old Temple." Meaning, of course, the Temple Radio Corporation, Chicago, and not the university.

Cliff was all wrapped up in his job when the high-wing monoplane, "Temple of the Air," cracked up on the Harlingen airport, Texas, near the end of his recent air-line tour of the country, featuring Temple's sales campaign. Henceforth our hero will silence any criticisms of his flightiness with the rejoinder that he has shed his heart's blood to make his job a success.

Bettinger, we are glad to state, is recovering rapidly from his lesions, contusions and lacerations. The plane, to the relief of the Ackerman Electric Company, Grand Rapids, Mich., who won it as the first prize in the increased sales contest, was but slightly damaged.

HARRY C. HOLMES, director of sales for the De Forest Radio Company since June, 1928, resigned on October 14. Paul Staake is acting director in his place.



Ajax-Technidyne Interchange

An exclusive license to the use of the Thomas A. Banning, Jr., patent No. 1,667,715 and the Lester L. Jones patent No. 1,608,560, has been granted by the Technidyne Corporation to the Ajax Electrothermic Corporation, Trenton, N. J. These two patents relate to air core inductance coils of the self-shielded type used in the field of high frequency induction furnaces.

By the same agreement Technidyne has acquired the exclusive right to use or to license in the radio field, under the Edwin F. Northrup patent No. 1,378,187, which relates to a coupled circuit arrangement for shielding induction furnaces.

Lester L. Jones, president of Technidyne, believes that the principles covered in this patent may also be of use in the construction of radio receivers and transmitters. The possibility of making further improvements in the radio field based on the principles set forth in the patent aroused his interest in securing rights to license under it.

Broadcasting Stations Feature Informative Programs

The first radio college of co-operative marketing is being conducted over station WENR, Chicago, on Tuesdays at 7:15 p.m. The school features a regular curriculum of special interest to managers of live stock, shipping associations, students in agricultural colleges, breeders of live stock, and farmers generally. Some well known speakers are expected to take part, among them are: C. B. Denman, Federal Farm Board; S. H. Thompson, president American Farm Bureau Federation; Prof. H. W. Mumford, Dean, College of Agriculture, U. of Ill.; and C. G. Randle, Department of Agriculture.

The New York Women's City Club is conducting a weekly forum of current trends and events on Friday afternoons at 5 o'clock over WEAJ, New York. Walter Lippmann, editor of the *New York World*, and Richard S. Childs, president of the City Club of New York, are two prominent figures who are scheduled to speak.

International Union Improves European Broadcasting

The Union Internationale de Radiodiffusion is hard at work increasing the facilities for international broadcasting of European programs. The technical preparation will require considerable time, but much progress has been made. Music has already been satisfactorily relayed between London and Berlin by the channel cable and the new subterranean cable to Belgium and Germany. Of course, this is negligible when compared with short wave transmission to the United States.

There is also a movement afoot to augment the power of continental stations. This is being considered at the present time by the International Technical Conference in session at The Hague.

South Dakota to Put Radio in Schools

According to present plans, within the next two years all of the 5,000 schools in South Dakota will be equipped with radio sets. This progressive step accompanies plans for a regular semi-weekly broadcast, arranged by the State Department of Education. Other cultural programs, of course, will be provided for these modern schools.

Noble New President of United Reproducers Corp.

Lester E. Noble, until recently general sales manager for the Sonora Phonograph Company, has been elected president of the United Reproducers Corporation, with headquarters at Springfield, Ohio.

The election follows the resignation of Arthur Hill, who was subsequently elected chairman of the board of directors.

For twenty years Noble has been closely identified with the radio-music industry, and has held several executive positions of note. Before his connection with Sonora, he was for some time president of the Federal Radio Corporation. He also holds a chair on the board of directors of the Radio Manufacturers Association.

Coincidental with the election of Noble to the presidency was the appointment of Jess Hawley, vice-president of the United Reproducers Corporation, as general manager of the company. F. Clifford Estey remains as assistant to the president and director of advertising.

Audak Increases Facilities

For long a manufacturer in the field of reproducing apparatus, the Audak Company, New York City, will expand its production facilities to meet the demands of recent developments in design and in development.

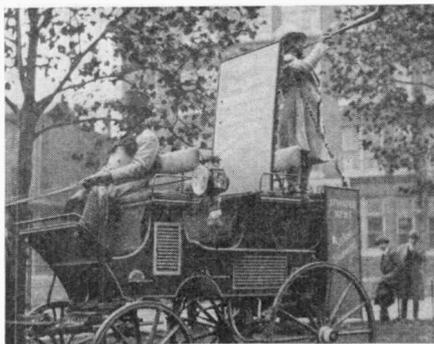
According to Maximilian Weil, president of the company, the necessity of acquiring new type machinery to be used in the manufacture of the Audak electro-chromatic pick-up was a leading factor in the purchase of the new factory. New products, now under consideration, will also be developed there.

THE NATIONAL ELECTRICAL MANUFACTURER'S ASSOCIATION at its recent annual meeting in Washington elected Clarence L. Collens, president and A. W. Berresford, managing director.

Chapter 59—"While the Blizzard Raged"



No, this is not another Antarctic expedition. L. T. Breck, Kolster sales manager (third from right), had a few bad moments while the pilot of a T.A.T. plane, carrying him across country, maneuvered for a forced landing over the mountains of New Mexico. Breck and his fellow passengers were landed in ten inches of snow during a blinding blizzard, and had to hole up at the town of Moriarity over night.



A-K Bucks General Motors

Coincidental with the announcement that General Motors intends to radio-equip its cars as an additional enticement to the buying public, comes the word that Atwater Kent is not only meeting them, but intends to "raise." Commencing with St. Swithin's day, all purchasers of Atwater Kent sets will receive gratis the neat, up-to-date runabout shown above, complete with two Ethiopees, as long the Philadelphia Slave Market can meet the demand.

N.F.R.A. Convention

Don't disregard the 4th annual convention of the National Federation of Radio Associations and the 2nd annual convention of the Radio Wholesalers Association to be held at the Hotel Statler, Cleveland, Ohio, Feb. 10-11, 1930.

Baker Heads RCA-Victor Engineers

The designing staff of the new RCA-Victor Corporation will be headed by W. R. G. Baker, recently appointed vice-president in charge of engineering. Baker will move to his new headquarters in Camden, N. J., from his present post at the Schenectady plant of General Electric.

National Union Sponsors Tube Lectures

Under the auspices of the National Union Radio Corporation, a series of Friday night lectures on the principles, construction, and operation of radio tubes, is to be given at the New York offices of the company, 400 Madison Avenue, starting December 6.

Professor E. Gordon Taylor, of the physics department of the College of the City of New York, and chief consultant physicist of the National Union Radio Corporation, will conduct the course. Radio service men, set engineers, technical school students, etc., will have an opportunity to acquire a knowledge of tube principles in a comprehensive form heretofore unavailable.

Executive Appointments

W. D. POWERS has joined the CeCo Manufacturing Company as merchandising manager.

J. W. HITCHCOCK, E. E. RHOADS, and F. E. BASLER have recently been appointed assistant sales managers for the Atwater Kent Company.

J. HAWLEY, vice-president of United Reproducers Corporation, Springfield, O., has been made general manager in charge of set production.

ROBERT ARNOLD, prominent in the field of radio engineering, has been attached to the staff of the Sentinel Manufacturing Company, Chicago.

J. R. ARAY has been appointed chief service engineer of the Grebe Sales Company, a subsidiary of A. H. Grebe. He was previously chief sound technician at the Paramount Studios.

F. J. BULLIVANT has been appointed sales manager of the Trav-Ler Manufacturing Corporation, maker of portable radios. He will, however, retain his former interest and connection with the B-L Electric Manufacturing Company.

H. G. RICHTER was elected vice-president in charge of engineering and EDWARD METZGER, vice-president and general manager in charge of credits, factory supervision, and general office at the last director's meeting of Electrad, Inc.

S. DIMOND has been promoted to the position of sales manager for the Insuline Corporation of America, New York City.

HOWARD H. MEYER is now filling Mr. Dimond's former position as assistant sales manager.

F. G. HAWKINSON has been appointed manager of all the Northwest branches of the Radio-Victor Corporation of America. His district comprises Oregon, Washington, northern Idaho, and western Montana.

WILLIAM C. POOLE has been appointed chief electrical engineer of the Transcontinental Coil Company, Inc., Newark, N. J. Mr. Poole has been connected with the radio industry since 1923.

CURTISS ABBOTT, formerly general sales manager for the Eveready Radio Corporation, has taken over the management of Philco's Pacific Northwest territory.

SYLVAN HARRIS is a new addition to the Fada engineering staff.

R. S. VIALL is A. H. Grebe and Company's new western district manager.

PAUL STAUFFER is the new eastern manager for the Inca Manufacturing Corporation. R. A. CONNOR has joined the sales and engineering staff at Ft. Wayne.

T. A. JENKINS, formerly with the Crosley Radio Corporation, is now Chicago district manager for Silver-Marshall, Inc.

What the Wholesalers are Doing

Ackerman Electric Co. Wins Temple Airship

The cabin monoplane offered by the Temple Corporation to the distributor who showed the best record for filling or exceeding quotas in the recent sales promotion contest conducted among the company's jobbers has been won by the Ackerman Electric Company, Grand Rapids, Mich.

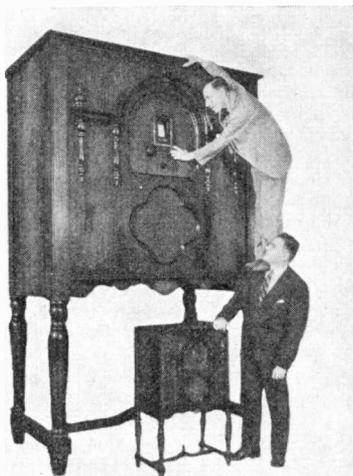
The result of the competition, according to Clifford S. Bettinger, sales promotion manager, was an increase in sales of 40 per cent over previous figures. He plans to launch a new drive very soon to sell 20,000 speakers.

"May" Sales Managers Trade Jobs

William L. King, former sales manager of the May Distributing Corporation, Philco distributor in New York and Brooklyn, has returned from a well deserved vacation in the Adirondacks to take over the position of sales manager for D. W. May, Inc., Crosley-Amrad distributors in Newark, N. J.

Walter Ferry, for a number of years the sales manager of D. W. May, Inc., is now filling that position for the May Distributing Corporation at their general offices in New York City.

Lyric Announces New Model

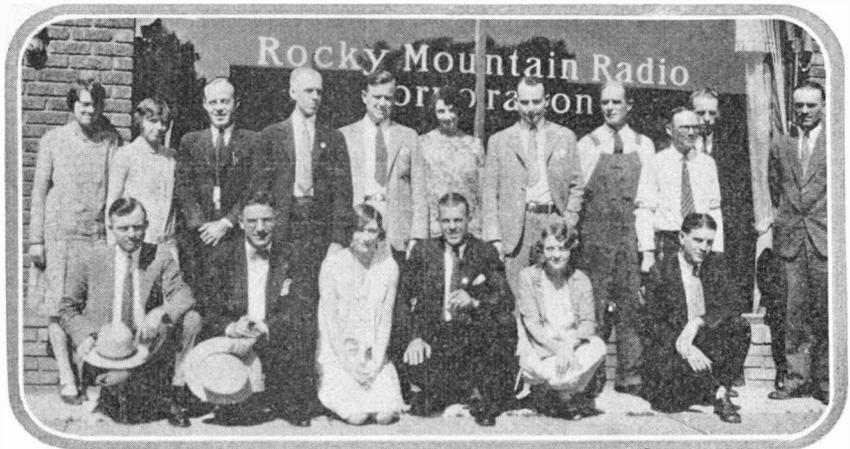


Here is the last word in "combination." Lyric's latest is provided with a self-icing refrigerator, folding bed and dog house. One dial, two men operated. Weight 1,100 pounds. Especially suited to the city trade.

Get Together

BURR-TRUE CORPORATION, Atwater Kent distributor in Syracuse, N. Y., entertained more than 50 dealers at the Hotel Osborne, Auburn, N. Y., recently and about the same number the following night at the Pontiac Hotel, Oswego, N. Y.

THE LUCKER SALES COMPANY, Minneapolis, Minn., held its annual dealer sales meeting recently. Over 200 Sparton dealers attended. William Cave, Sparks-Withington factory representative, addressed the gathering.



Their Business Is Always Up

Way up, when you consider that Denver, Colo., has about the highest altitude of any city in the country. Denver, you recall, is the place where the man fell off the golf course onto the church steeple, thus making a hole in one. Be that as it may, the personnel of the Rocky Mountain Radio Corporation ought to enjoy unequalled radio reception.

CAMERON AND BARKLEY, another Sparton distributor, held a meeting of 75 dealers in Tampa, Fla., recently. E. T. H. Hutchinson, general sales manager, for the Sparks-Withington Company, made the main speech of the occasion.

THE CENTRAL AUTOMOBILE SUPPLY COMPANY organized its first Eveready radio dealer banquet in Des Moines, Iowa, on Oct. 18. Fifty guests were present.

F. R. GOODING COMPANY'S annual banquet for Sparton dealers in Wilmington, Del., was attended by over 100 retailers. Captain William Sparks president of the Sparks-Withington Company, spoke.

THE A. A. SCHNEIDERHAHN COMPANY, Atwater-Kent distributors, gave their annual dealers' banquet in the Martin Hotel, Sioux City, Iowa, recently. Over 500 dealers, wives and friends attended.

PENN-DIXIE DISTRIBUTORS INC., Birmingham, Ala., entertained local Perryman tube dealers at a banquet recently.

THE ERIE RADIO COMPANY, of Erie, Pa., and the GEORGE C. BECKWITH COMPANY, of Minneapolis, both Crosley jobbers, held meetings for dealers in their respective territories.

THE HARBISON MANUFACTURING COMPANY, Kansas City, Mo., entertained 125 Crosley dealers at the President Hotel in that city.

Gives Display Awards

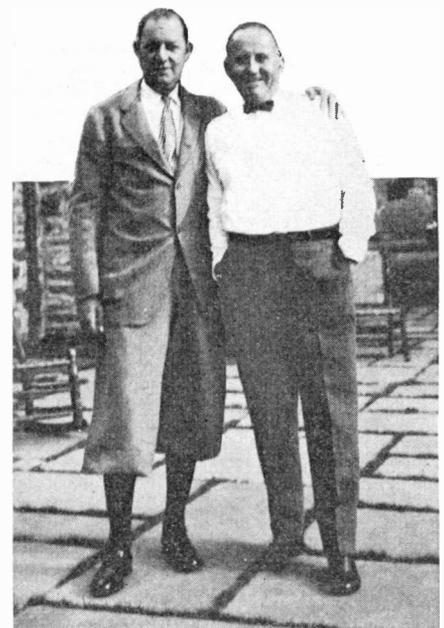
Cash prizes of \$250, \$150, and \$100 will shortly be awarded by the North American Radio Corporation, Zenith distributor in New York, to the three dealers whose windows were adjudged the most successful in its recent contest to encourage artistic displays. Zenith display material was furnished and the set had to be prominently featured.

To promote fairness, chain stores, because of their exceptional window-dressing facilities, were excluded from the competition, which closed Dec. 1.

Schlatter Buys Out Neighbor

C. C. Schlatter and Company, Fort Wayne, Ind., distributor for Philco, has purchased the wholesale business of the South Bend Philco Company. This doubles the territory served by the purchasing concern. The sales manager for the combined districts is C. D. Burke, who has spent the last nine years in radio. He will handle the job from Fort Wayne.

Two of a Kind



Kellogg Radio numbers two aggressive supporters in Joseph K. Utz, left, sales manager of the company, and Fred P. Oliver, of the Boley-Oliver Company, New York distributor.

Oliver has just finished telling the one about the broker who had diabetes at 36 trying to get sympathy from the fellow who had Chrysler at 107.



Our Readers Discuss MANUFACTURERS' POLICIES



The Manufacturer's Sales Representative

His Place in Distribution and Future Importance

Authorities agree that there are three classes of economic activity in which man engages; production, distribution and consumption. In the second category comes the manufacturer's representative, distinguished from the manufacturer's salesman by the fact that he is in business for himself, generally on a straight commission basis. He may thus handle associated or dissimilar lines, whereas the manufacturer's salesman, whether on salary, commission, or some combination of the two, is wholly in the manufacturer's employ, and limited to his products.

There are several factors which make a manufacturer determine whether his article is to be sold by means of his own salesmen or by means of sales agents. The most important, of course, is whether or not he is sufficiently large to use the services of a man working for him exclusively in a given territory or territories.

If an agent spreads his lines or calls on more than one class of consumer he usually covers an intensive area. Such an agent can do a considerable volume of business in a district like Chicago or metropolitan New York. The agent who handles only two or three strongly related lines may cover a much larger area, like the North Central States or the New England States, especially if he reaches but one class of buyer.

The evolution, therefore, of the merchandising of radio products has made the manufacturer's representative an important factor at present. His future importance depends on certain tendencies, not often discussed.

In the relationship between manufacturer and sales representative both sides have been guilty of occasional misconduct. Some manufacturers, perhaps unintentionally, ask the impossible. They will not hesitate to demand that their sales-agent handle their line exclusively. If the sales agent assents, he may find that the factory cannot handle his business, or, having lined up a good string of customers, he may fail to have his sales agreement renewed because the manufacturer wants to replace him with a salaried salesman.

On the other hand there have been weak points in the ranks of the sales representatives. A lot of the early ones "soldiered" on the job, and made no permanent connections. One of their common failings was to handle too many lines without doing adequate work for each. Many merely secured commissions on the business that came to the manufacturer of its own accord from their territory.

Competition is gradually whittling these fellows down. The result is bound to be a higher grade of sales representative.

Newcomers to the field, college graduates, engineers, etc., are more than ordinary sales agents. The manufacturer's sales representative is really a specialized professional man who will become increas-

ingly a sales counsellor and advisor, an expert on matters pertaining to all forms of merchandising in his territory.

An equitable, uniform sales agreement which provides protection for both parties, in the light of the failings common to each, would be a long step toward a better understanding between the manufacturer and his sales agent.

When we consider the high-grade purchasing agent such as one meets in a very large mail-order house, we see that these men are buying specialists. We would not think of comparing them to the average buyer in the small side-street stores. It is the writer's belief that the future manufacturer's sales representative likewise will be a specialist and, as such, widely removed from the old conception of a sales agent.

IRVIN I. AARON, *President*
Aaron, Siedman, and Co., Inc.
Chicago, Ill.

Two Presidents



Carl B. Boyd, left, president of the Continental Radio Corporation, Fort Wayne, Ind., and Lester E. Jones, president of the Technidyne Corporation, New York, and inventor of the Technidyne circuit being used in Continental's Star-Raider line.

How Important Is This?

"Our field representatives are reporting many instances where propoganda is being directed toward the wholesaler for the purpose of discouraging his interest in the sale of radio parts and accessories. This doctrine is being inspired by certain radio set manufacturers for the express purpose of compelling jobbers to concentrate their entire attention on the sale of sets, batteries and tubes."

We quote from a recent communication contributed by a mid-western manufacturer of radio parts. Referring to the jobbing of parts and accessories, he continues:

"Many manufacturers are suffering from this problem and it is high time that something is done about it. To be sure, the set manufacturer may think that he is going to gain much by getting his jobbers to concentrate strictly on the main line to be sold—sets. This is not a new idea. Others have tried it and to their great sorrow. If you don't believe this, check back in the auto-

Will Radios be Heard but Not Seen?

The radio receiver of the near future will be heard but not seen. If I am correct in this assumption, how will this next trend in the art affect the trade?

Based on recent developments, we soon may expect to have the compact chassis concealed in a small built-in compartment or on a pantry shelf, remotely operated, with nothing but a small control instrument or possibly a speaker visible. The speaker itself quite likely also will be concealed from sight, at least to the extent of not requiring a cabinet in the room. Several installations of this character already have been made.

The neatest and most satisfactory equipment of this kind is afforded by the new condenser reproducers which require no baffle board. These are built in the form of artistic pictures or ornaments to be placed on the wall or in a corner of a room. Others are adaptable to concealment under an occasional table. Even where a cabinet is used the familiar grill work becomes unnecessary. The condenser reproducer is thin, light and flat. It lends itself to decorative effects which harmonize with modern interior decoration effects.

This possible trend toward the installing of radio receiving equipment as a permanent part of a room, will bring important changes in the trade. Present styles of radio cabinets have largely followed the example of the old phonograph industry, which itself has recently undergone extensive changes. The factor of installation cost alone will call for a revision of present practices because concealed installations will require neat wiring. In new buildings this is readily provided in standard outlets. In old buildings, however, the installation charge will probably average a minimum of \$25.

If the public takes to the concealed radio idea, there will be need only for metal cased chassis and for wall, ceiling or corner type speakers. The newer type of reproducers may be installed in an astonishingly inconspicuous manner.

Look for a year of "built-in" radio popularity not later than 1931.

PHILIP E. EDELMAN, E. E.
6802 Jeffrey Ave.,
Chicago, Ill.

What do other radio engineers and executives think about this supposition of Mr. Edelman's? This department will welcome your comments.

mobile industry and see what happened there. "They started off in the same way to establish a straight line standard sales appeal, the effect of which was to freeze out so-called automobile parts and accessory manufacturers. They did, and when they woke up they found that they had gone entirely too far and that the parts and accessory business which they had frozen out was a very necessary adjunct to the industry in the progress and development of improvements. Therefore, why can't the radio industry see the pitfall which is yawning before it—before it is too late.

When This Happens

(Continued from page 49)

destruction of his place of business. However, when he sells on credit or installments (and certainly the great majority do), an ordinary insurance policy taken out on his place of business may, and probably does, fall short of giving him full protection.

This is because ordinary insurance does not cover radio stock, in which the dealer still retains an interest, after it has been removed from his place of business—sets on trial or out on demonstration, or those on which monthly payments are being made, for example. It follows that if an instrument is destroyed in the home of a customer before it is paid for, the loss will fall upon the merchant, so that in the absence of special insurance, a radio merchant's installment business is conducted at his own risk, in respect to losses of this kind.

"FLOATER" POLICIES COVER THESE RISKS

In the light of this, the taking out of additional insurance that will cover instruments placed in the possession of customers on trial or until they are paid for, may prove a good investment. The majority of fire insurance companies, if not all, issue policies of this kind which are usually termed "floater," or "excess floater," policies written for the purpose of giving a merchant protection to the extent of his interest in goods sold after such goods left his store.

Now, such policies are issued in a number of forms so that they may apply to suit the needs of each particular merchant. They may be issued to cover only the merchant's interest in radios, which will decrease at each weekly or monthly payment, or they may be issued so as to cover both the interest of the merchant and of the customer.

Again, policies of this character will cover instruments while they are in various homes on approval. In fact, the idea in issuing insurance of this kind is to protect the merchant for the loss of instruments, *regardless of their location*, so long as they are within the territory named in the policy.

From this point, a merchant may well inquire how the rates upon floater policies can be determined, since he may not have any way of knowing the exact amount of business he will do during a given period. This feature of floater insurance is taken care of in a number of ways. For example, a merchant may take insurance for, let us say, \$10,000, which will be adjusted at certain periods, monthly, quarterly, or even yearly, based upon the amount of business actually done. The merchant will then be called upon to pay additional premiums if his risks have exceeded the estimate, or he may be entitled to a refund if his risks have fallen below the first estimate when the policy was written.

There are other methods of arriving at the premiums due based upon the risk over different periods. But, since this phase of the subject invades the technical side of insurance, a merchant will usually be safe in following his insurance broker's advice.

WHEN TO INSURE

In the light of the foregoing, the question of whether or not a radio merchant should take out this extra insurance is obviously one that can only be answered by the merchant himself. In some cases, where a merchant's installment business is small, and sales are to homes in

which the fire risk is perhaps negligible, floater insurance may not be necessary.

On the other hand, where the volume of business of this kind is large, and the radios sold go to a class of home in which the fire risk, in particular, is large, floater insurance may indeed prove a good investment. The rates upon insurance of this kind are usually low, so that the loss of even one reasonably high priced radio instrument may equal the yearly premium on quite a sizable policy of this kind.

So, viewed from any angle, the subject of floater insurance is worthy of careful consideration by radio merchants doing a credit or installment business of any considerable amount.

Control!

(Continued from page 33)

talk, an open discussion is held; each service man has an opportunity to draw on the experience of every other in servicing problems. Thus in a season all of the leading brands of sets may be covered, and many small details of value are explained. A surprising interest in these classes is shown in cities where the registry system is in use, and a higher grade of efficiency has been promoted.

Sometimes these meetings are given over to merchandising talks. The opportunities presented to the service man for real salesmanship are numerous, and his ability to capitalize them is an asset both to himself and his employer. Thus the service class performs another important function.

THE PROOF OF THE PUDDING

The effects of training and registering service men, which may be judged in some measure from this description of the system, have been found most gratifying in practice.

First of all, the ability of the service man is improved. He is kept abreast of the progress of the radio industry. He gains a wider experience and a more thorough knowledge. Amateurs, "curbstoners"—men and boys with little real knowledge who pose as experts—are prevented from injuring the reputation of the radio industry as a whole. Service men are really *service* men—experts.

For another thing, the public is protected from charlatans, and from thieves and peddlers who use a "radio man" pretext to obtain admission into homes. The standard registration card issued to each man, which cannot be used by anyone else, provides a sure identification.

The dealer, who for long has been troubled by the difficulty of finding real service men, is provided with a dependable source of employees. And the service man, on the other hand, has a means of securing employment with a reputable dealer. The action of the system as an employment agency materially helps both parties.

In general, the National Association of Radio Trades, after thorough investigation, recommends the plan because it standardizes the status of the service man. His efficiency is heightened; his stability insured. A technical committee, composed of manufacturers, retailers, and jobbers, is now being appointed to investigate and endorse schools which provide radio training, so that local organization may be aided in adopting the registry plan.

With every community taking advantage of the association's aid, the benefits of the system will be given a national application. The degree of servicing efficiency which the dealer is enabled to offer his customers is increased, business is stimulated, and profits are enhanced.

For the Love of "Mike"

Let's tell them
what's on the air!

THERE'S been a lot of talk lately in radio circles about the need for better and bigger programs. "Let's get Mussolini on the air." "Let's raise a couple of hundred thousand and stage another big fight." "How about holding a presidential election every year?" These are some of the remedies urged to stimulate set sales.

Agitation of this nature has impelled such agencies as the Radio Manufacturers Association and *Radio Retailing* to investigate, carefully, the truth of the matter.

And what, as a result of a series of conferences with the heads of the big chains, is the finding?

Simply this: That the air already is full of program events of stellar magnitude—but the radio industry is not merchandising them at the point of sale. In other words, the first job for the radio manufacturer, the radio wholesaler and the radio dealer to perform is that of publicising the splendid entertainment material already available.

To illustrate: How many radio manufacturers advertised the Light's Golden Jubilee broadcast? How many radio dealers took fifty per cent of their newspaper space to sell radio, instead of shouting "perfect tone," "lowest price," or other "me too" hackneyed sales arguments? Yet here was the President of the United States, the world's most renowned inventor, and the voice of Einstein—from across the Atlantic—all wrapped up in one package and available for the asking.

The broadcasters have promised us a continuance of sports events of national importance. They have assured us of their desire and of their ability to put on the air



Announcing the first
"Westinghouse Salute."

Coming Programs Worthy of Local Publicity

Just a few of many stirring events scheduled
for December.

EVENT	WHEN & WHERE
The Westinghouse Salute <i>A personnel of 140 people paying tribute, with orchestral, vocal and dramatic effects, to industry.</i>	<i>Every Wednesday at 7:30 P.M. NBC Blue network, with supplementary stations.</i>
Columbia's Farm Network <i>For mid-western ruralities—a remarkable series of timely and instructional programs.</i>	<i>Daily, 12 noon to 1 P.M. WBBM, WCCO, KMOX, KMBC, WFBM, KOIL, WIBW, KFH.</i>
The New Business World <i>Weekly discussions covering present and future economic developments—for the man-of-the-house.</i>	<i>NBC, WEAJ chain. Every Saturday night at 7 o'clock.</i>
Paramount-Publix Hour <i>Sound news—talking plays—screen and musical acts—songs—talking cartoons.</i>	<i>Every Saturday evening, 10-11 P.M. Nation-wide Columbia chain.</i>
Music Appreciation Series <i>The popular Walter Damrosch on NBC's largest chain—51 stations.</i>	<i>Eleven to twelve A.M. every Saturday. Special hook-up, NBC.</i>
Paul Whiteman Orchestra <i>Featured in the popular Old Gold Hour—"The Prince of Jazz" presenting the highest type of modern music.</i>	<i>Every Tuesday, 9-10 P.M., on the Columbia coast-to-coast network.</i>

programs which will surpass anything the listener has yet heard. Now it's up to us to devise definite publicity instruments with which to cash in on the good things soon to come. Page 50 of this issue has a constructive idea along these lines. The broadcasting committee of RMA is hard at work in this same direction and soon, it is hoped, will announce its plans. *Radio Retailing* has featured "high light" broadcasting events for the past five months—and will continue to devote considerable space to this important need.

We suggest again that the dealers select two or three outstanding events during December, and that they devote a goodly portion of their display space—in the store as well as in the newspapers—to selling our real commodity, the program itself. For the love of "mike" let's tell them what's on the air!

(Continued from
page 45)

Through Other Eyes

Hold this page within an inch of your eyes. It becomes a meaningless blur. So it is with many business problems. There is such a thing as being too close to them to obtain the proper perspective.

Viewing the matter of dealer plans for the coming year "through other eyes" and from a different—but proper—perspective, Sutcliffe and Ryan agreed on these four basic principles:

1. *That greater gross, plus a reduction of operating costs, is more essential than "spread."*
2. *That the present customer list offers the least expensive means of increasing volume.*
3. *That this coming year it will pay to push combinations and allied lines.*
4. *That business control is vital. It only can be secured through budgeting expenses and frequently checking stock status.*

semi-public use. Every organization in town is a prospective buyer or renter of a public address system. The possibilities of the electrical pick-up for demonstrations as well as for use in conjunction with phonographs would not be overlooked by me in my research for more business from new lines.

Wiring houses for speaker equipment naturally leads to the next activity—wiring institutions for the same purpose. Here one's experience with power amplifiers will come in very handy.

WOULD INVESTIGATE HOME CONVENIENCES

Had I the room and could so arrange my displays so as not to conflict, I would very carefully study the question of major electrical appliances. Home entertainment and home convenience are very closely allied. Many successful merchants carry both lines. But I would assuredly make certain that both myself and my entire organization were thoroughly drilled in the use and maintenance of this merchandise. By thus diversifying my stock I would increase the number of my customers and of my prospects for dovetailing merchandise, thus helping to take care of seasonal slumps.

Now for point two, *reduction of operating costs*. I would remember that expenses have a curious habit of increasing along with increased sales. In fact, they frequently increase in a greater ratio. Greater gross would be of no value to me, therefore, unless I had a firm grasp upon my expenses.

After all, the object is—*net profit*. I would realize that it is actually harder work to control expense than it is to increase sales unless a systematic budget control is used, just as it is usually harder to save money than it is to earn it. Therefore, I would budget my expenses, so that if I did increase my sales volume (which I would be reasonably sure of doing by following the methods outlined above, because others have) I would be certain that my efforts were going to bring increased profit.

THE SMALL LOSSES KILL NET PROFIT

Looking over the books of a radio dealer recently, covering a period of three years, it was found that his decreasing *percentage* of net profit, on an increasing volume, was due entirely to a number of comparatively small items of expense, \$100 here and \$250 there. By eliminating these, and it was found they could be elim-

inated when they had to be, the net profit percentage would have been seven per cent instead of two per cent. A budget would have *saved* this money before it was *spent*!

Radio Retailing has published several articles on the installation and use of simple budgets. I would secure these articles, study and use them (see page 34). I would *make sure* of a living profit from my business.

Less than 15 per cent of the average clerk's time is used in waiting on customers. Idle clerks keep others idle. Busy clerks are more contented than idle ones. Therefore I would plan to keep all my employees busy all the time—not "drive" them, but keep them engaged in an activity helpful to the business. Then I could afford to pay them more and everyone would be better satisfied. Others do it—the really smart merchants. And, the more my men knew about my business the more valuable they would be both to me and themselves.

STOCK CONTROL

A great deal has been said in *Radio Retailing* about stock control. Merchandise inventories are spelled m-o-n-e-y. If a bank didn't turn its money more often than a merchant does his merchandise, it would go broke. Take tubes for example. They are just like so many \$2 bills hanging around loose, and few dealers decorate their shelves with greenbacks.

Back to a Friendship Basis

(Continued from page 38)

tubes, service or any low-priced item—particularly a bargain proposition. The salesman calls, states his name and connection, and makes the offer. The percentage of results on a timely, low-cost deal is generally high.

The purpose of this second type is to get the salesman into the home to establish a personal contact and to survey the possibilities of selling a major item—the delivery, of course, is made by the salesman.

Once in the home, and with some sort of pleasant contact established, the better men nowadays make immediate effort to *establish the point of resistance to a new installation*.

Outside selling today is nothing like the complicated process it once was, nor does it require anything like the

Phonograph-Record "BEST SELLERS"

Recorded selections that recently have been in greatest demand.

Brunswick

- 4418 Tip-Toe Through the Tulips with Me
Painting the Clouds with Sunshine—*Nick Lucas*
- 4535 Novelty Tap Dance (Ain't Misbehavin')
Novelty Tap Dance (Doin' the New Low Down)—*Bill Robinson*
- 4501 If I Had A Talking Picture of You
Sunnyside Up—*Earl Burnett and Orchestra*
- 4585 You Can't Believe My Eyes
If I Can't Have You—*Herbert Gordon and his Orchestra*
- 4558 I'm Walking With the Moonbeams
Take Everything But You—*Belle Baker*
- 4516 Bottoms Up
Bigger and Better Than Ever—*Ben Bernie and his Orchestra*
- 4507 There's Too Many Eyes
Satisfied—*Ben Bernie and his Orchestra*
- 4375 Singin' In The Rain
Orange Blossom Time—*Earl Burnett and his Orchestra*
- 4445 Am I Blue?
Moanin' Low—*Libby Holman*
- 4500 I May Be Wrong
The New Yorkers—*Red Nichols and his Orchestra*

Columbia

- 1974-D Waiting at the End of the Road
Love Me—*Paul Whiteman and his Orchestra*
- 1957-D Lonely Troubadour
Through!—*Ted Lewis and his Band*
- 1998-D What Wouldn't I Do for That Man
The Right Kind of Man—*Ruth Etting*
- 1958-D Ain't Misbehavin'
At Twilight—*Ruth Etting*
- 1996-D College Medley Fox Trot
(The Big Ten) Parts 1 and 2—*Guy Lombardo and his Royal Canadians*

- 1964-D The Web of Love
I'm in Love with You—*Ben Selvin and his Orchestra*
- 1983-D My Lover
I Wonder What Is Really on His Mind—*Irene Bordoni*
- 1966-D Tip-Toe Through the Tulips with Me
Where Are You, Dream Girl?—*Oscar Grogan*
- 2017-D My Fate Is in Your Hands
A Little Kiss Each Morning—*Guy Lombardo and his Royal Canadians*
- 2010-D I'm a Dreamer, Aren't We All?
If I Had a Talking Picture of You—*Paul Whiteman and his Orchestra*

Victor

- 22113-A Tip-Toe Through the Tulips with Me
B I'm Painting the Clouds with Sunshine—*Johnny Marvin*
- 22027-A Painting the Clouds with Sunshine
B Tip-Toe Through the Tulips with Me—*Goldkette's Orchestra*
- 22136-A You Want Loving
B Lonely Troubadour—*Rudy Vallee and his Connecticut Yankees*
- 22118-A Perhaps
B The Album Of My Dreams—*Rudy Vallee and his Connecticut Yankees*
- 22128-A How Am I to Know?
B Please Come Back To Me—*Gene Austin*
- 22116-A Satisfied
B By The Way—*Busse's Orchestra*
- 22146-A I'm A Dreamer, Aren't We All?
B You've Got Me Pickin' Petals Off of Daisies—*High Hatters*
- 22037-A Piccolo Pete
B Here We Are—*Ted Weems and Orchestra*
- 22088-A Little by Little
B Every Day Away From You—*Bernie Cummins Orchestra*
- 22047-A Moanin' Low
B Ain't Misbehavin'—*Leo Reisman's Orchestra*

same time. Once, when "scientific salesmanship" was the vogue, we were told that it was necessary to lead the prospect through the progressive stages of attention, interest, desire and confidence to a grand climax at which we "impelled" him to sign the order by artfully allowing a pencil to roll across the table into his eager fingers. The system was wonderful—until, as I said before, it encountered a prospect who belonged to the same lodge as a competing salesman.

The modern outside man does nothing of the sort. He starts by painting a complete, but very brief, picture of his product, watching his prospect sharply to determine what *single important reason* deters him from buying immediately. The greater part of his initial effort is directed at discovering this "point of resistance." Having learned it, the salesman concentrates his fire on that single issue, disregarding everything else. Having removed it, he asks for the business; if it is denied him, he determines the new point of resistance and proceeds as before.

A PROCESS OF ELIMINATION

The selling process, in its essence, is not one of impressing a hundred sales points, but of removing one or two obstinate deterrents to buying, which exist in the prospect's mind.

In removing this point of resistance, however, the wisest salesmen apply none of the hectic measures formerly considered essential in the most respectable "high pressure" circles. They gracefully accept a decision not to buy immediately and leave, after endeavoring to create such an impression of friendly good will and service that the prospect will not be inclined to buy elsewhere without giving them another chance to be heard.

"But this is all old stuff," I can hear you say, "It was all used back in the '70s."

True enough—it was. Friendship in selling dates back *before* the '70s. It was friendship that was used by Cleopatra when she sold Marc Antony the idea of not running rough-shod over Egypt with his army.

It's new only in the sense that, after being smothered for many years under a blanket of selling oratory and platitudes, it is coming back with a mighty rush to assume its ages-old position in trade.

Radio dealers and salesmen, embarking on a new sales program, are happily situated in that they do not have to "live down" the past of some of the outside selling seen during the past twenty years; that they can participate, from the outset, in something warmer and finer than the cold-blooded, hammer-and-tongs methods of the all too recent past.

HERALDING



THE NEW LEADER IN REPRODUCTION

Amplifiers by an acknowledged leader in the audio field are indispensable where better quality, greater power output, or both, are required. Thordarson power amplifiers meet these requirements, combining all the features of design gathered by years of research and experience in Thordarson laboratories.

Special Features:

1. **Fidelity**—These amplifiers incorporate the best of Thordarson audio transformers, properly designed to give uniform amplification over the useful audio range.
2. **Output**—Maximum undistorted output 4650 milliwatts.
3. **Amplification**—Voltage amplification of 275.
4. **No Hum**—Hum has been reduced to absolute minimum.
5. **Design**—The work of many months by Thordarson engineers backed by years of experience.
6. **Adaptability**—Ingenious means for applying this amplifier to any problem in sound reproduction.
7. **Simplicity**—Self-contained, no outside terminals.
8. **Safety**—Completely fused and equipped with automatic safety switch.
9. **Workmanship**—In keeping with Thordarson products.
10. **Attractive Appearance**—Finished in gold lacquer.
11. **Guarantee**—Liberal 90-day guarantee.
12. **License**—Licensed by Radio Corporation, Bell Telephone, General Electric, Westinghouse and Thordarson.
13. **Price**—\$89.50.

DISTRIBUTORS

Boston, Mass. Woodrow Radio Co. 166 Prospect Street Cambridge, Mass.	Cleveland, Ohio M & M Co. 500 Prospect Avenue
Chicago, Ill. Newark Electric Co. 226 W. Madison St.	Dayton, Ohio Burns Radio Co. 12-20 Jefferson St.
Chicago, Ill. Chicago Radio Apparatus Co. 415 S. Dearborn St.	New York City, N. Y. Graymore Radio Corporation 142 Liberty St.

THORDARSON

POWER AMPLIFIERS

DISTRIBUTORS

Philadelphia, Pa. M & H Sporting Goods Co. 512 Market St.	Minneapolis, Minn. Jalisco Mfg. Co. 229 E. Hennepin Ave.
Pittsburgh, Pa. Cameradio 430 Wood Street	Seattle, Wash. Wedel Co. 520 2nd Avenue
Minneapolis, Minn. Findley Electric Co. 111 S. 6th St.	St. Louis, Mo. Van Ashe Radio Co. 210 N. 10th St.
	St. Paul, Minn. Pioneer Electric Co. 137 E. Fifth St.

THORDARSON ELECTRIC MFG. CO., Huron, Kingsbury and Larrabee Sts., Chicago, Ill.

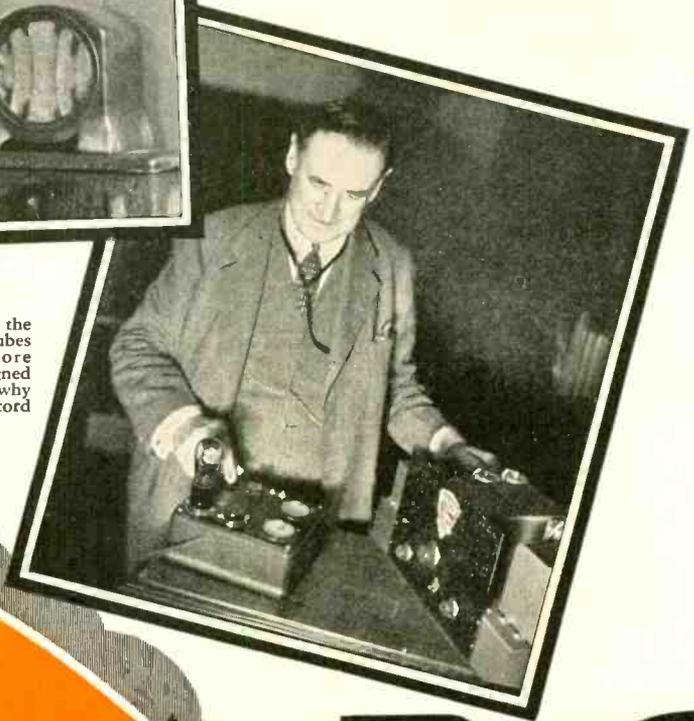


7-SECOND ACTION
 Don't just talk about Arcturus' starting speed . . . let your customer hold the watch.



CLEAR, HUM-LESS TONE
 Nothing you can say about Arcturus' clear tone is as convincing as a two-minute demonstration.

LONG LIFE
 Show your customer, on the meter, that Arcturus Tubes easily withstand 75% more current than they are designed for. Then he will know why they hold the world's record for long life.



**T
 UBE**



*they're
 blue!*

**A R C
 R A D I O**

SALES JUMP"

SAY THOUSANDS OF ARCTURUS
DEALERS WHO SELL TUBES
THIS NEW, CONVINCING WAY

HERE'S one A-C tube that is good enough to sell on *proved performance* instead of sales talk. Its superiority is so evident that you can *show* your customers why it is better.

Just make the three easy tests shown in these photographs. Compare Arcturus performance with other A-C tubes, if you like. No question which tube your customers will buy.

Remember that Arcturus Radio Tubes help your business in many ways. Arcturus quality keeps your customers satisfied... Arcturus dependability holds your service costs down.

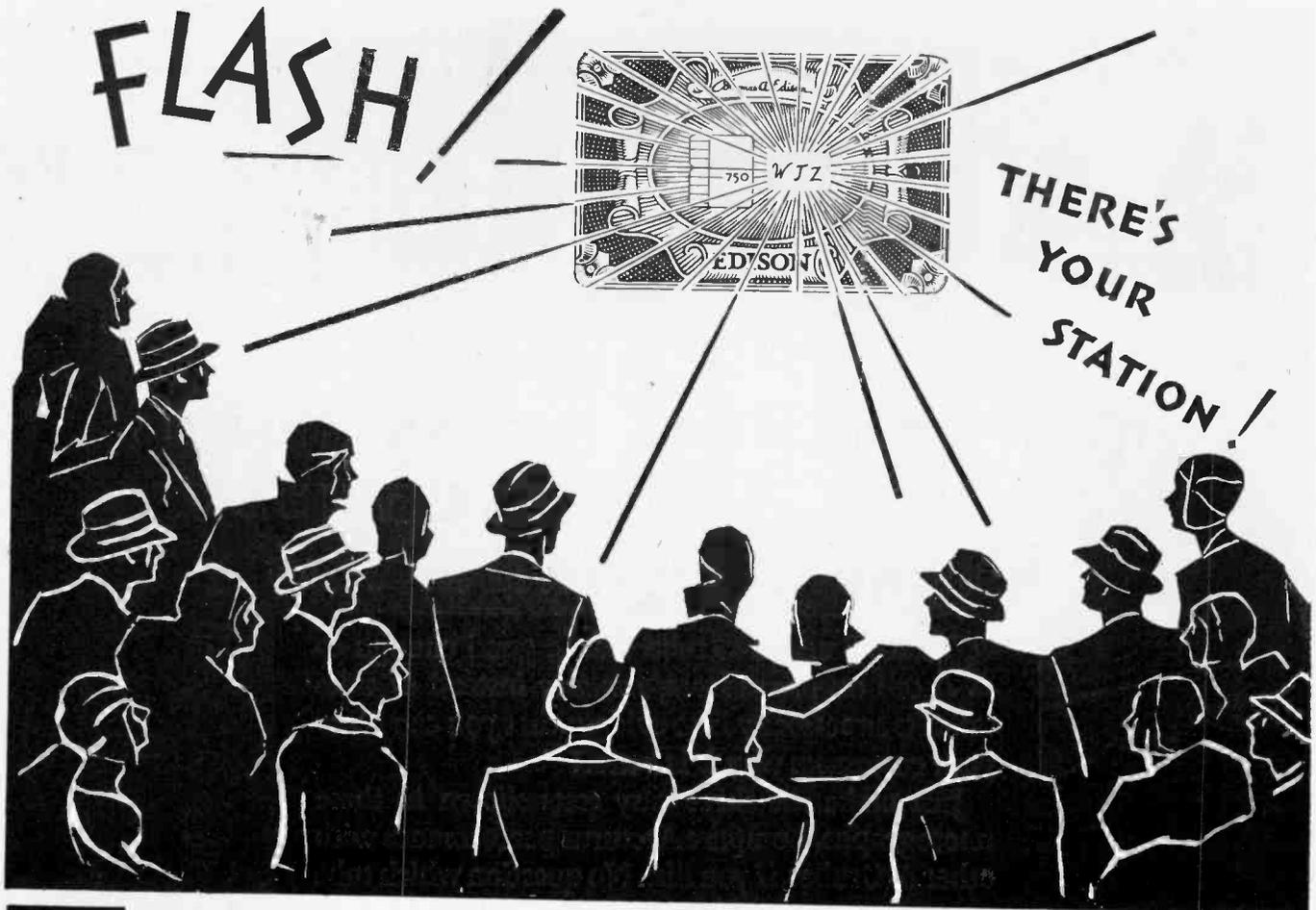
There's profit in the proved performance of Arcturus *Long Life Tubes*. *Demonstrate* their quality...and put your tube and set business on a better basis than before.

ARCTURUS RADIO TUBE COMPANY
Newark, N. J.

TURUS

A-C

TUBES



The new Edison stops the Christmas crowds

During the pre-Christmas shopping rush the number of people passing your windows is materially increased. If you are displaying the new Edison Light-O-Matic Radio, a much larger percentage of the crowd will stop and look—and come in to see and hear. The new Edison is dramatic—it stops the crowds—it increases your sales. The Edison Radio is ready to help you make this your greatest Christmas.

Thomas A Edison

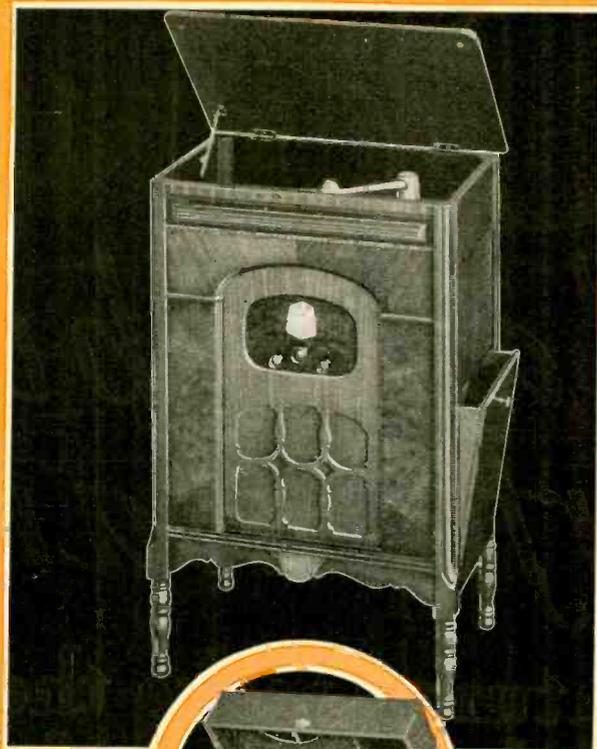
EDISON LIGHT-O-MATIC RADIO

EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . .
 DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave., N. . . . NEW ORLEANS, 128
 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267
 Mission St. . . . SEATTLE, Volker Bldg.
 * * *
 BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622
 Broadway Ave. . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . .
 DUBUQUE, Renier Bros. . . . GRAND RAPIDS, Morley Brothers. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW
 YORK, Blackman Distributing Co 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA,
 Girard Phonograph Broad Co., & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East. . . . SAGINAW, Morley
 Brothers. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . WATERBURY, Sprague Electrical Supply Co.

JOBBERS

DEALERS



*Model 175
Panel will be cut to fit any
standard radio chassis.*



**THE ROTROLA
List \$45 Price**

A money-making extra profit product for radio jobbers and dealers. Plays records through any radio—electrically—with full volume and perfect tone. Equipped completely with Rotor Motor and Webster Pick-Up. Send for sample NOW!

PROFIT...

*in the new market
for popularly priced combinations*

THIS modern combination cabinet opens a new and profitable market for jobbers and dealers. Its high quality and low price exactly fit the present-day buying trend, which demands a combination of perfect performance at a popular price! The attractive Model 175 is complete in every detail. Comes to you equipped with the famous A.C. 60 cycle Rotor Electric Motor, the excellent Webster Pick-Up, and with a built-in record compartment. Just install the radio chassis and speaker you are now selling and you have a splendid combination *at the lowest and most popular prices!* Wire today for samples and full details!

**Allen-Hough
Carryola Co.**

ALLEN-HOUGH CARRYOLA CO.

279 WALKER ST., MILWAUKEE

WORLD'S LARGEST MAKERS OF



PORTABLE MUSICAL INSTRUMENTS

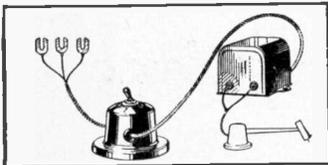
CONVE

Adaptability Performance

these features make the Webster
Electric Pick-up *Increasingly Profitable..*

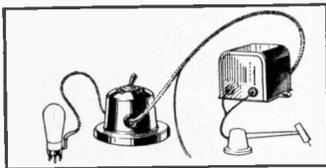
New convenience—new adaptability—new performance! Most important in the list of recent Webster developments is the universal volume-radio-phonograph control. It is a feature your customers want and appreciate—it is a valuable sales argument.

Webster Booster Kits to Satisfy Special Requirements



Pick-up Booster Kit BKR-706 for Use with Radiola Model 66. List Price \$7.00 (Slightly Higher West of Rockies).

These kits are supplied for particular sets where increased volume and quality of tone are desired. The transformer, switch and terminal adapters for the Radiola 66 are shown at the left. It is only necessary to connect the three cord terminals to the corresponding terminals of the set as shown in diagram. To operate pick-up and phonograph, the switch should be thrown to the side marked "Phono". To operate the radio, switch should be thrown to "Radio". Volume can be increased by turning control in pick-up base to the right.



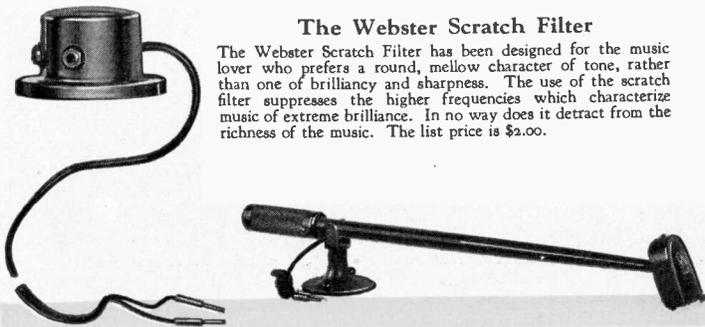
Booster Kit BK-706 for Any Set Using "C" Bias Detection. List Price \$7.00 (Slightly higher West of Rockies).

Booster Kit BK-706 shown at left is for screen-grid sets having only a low gain in their audio system and using "C" bias detection. Plug adapter into detector tube socket and insert detector tube into adapter. The switch operates phonograph and radio.

Where two good stages of audio are used, sufficient volume is secured by connecting adapter in the first audio stage.

The Webster Scratch Filter

The Webster Scratch Filter has been designed for the music lover who prefers a round, mellow character of tone, rather than one of brilliancy and sharpness. The use of the scratch filter suppresses the higher frequencies which characterize music of extreme brilliancy. In no way does it detract from the richness of the music. The list price is \$2.00.



The Webster Volume Control (illustrated on opposite page) permits *instant* switching from phonograph to radio, from radio to phonograph, and the control of phonograph volume, with just a turn of the fingers!

There are no wires to change—nothing to disconnect. No fuss or bother. Once the Webster Electric Pick-up is installed, no further wire-manipulation is necessary for satisfactory pick-up reproduction through the radio or phonograph.

Note the additional new Webster equipment presented on these pages. There's the new-type adapter for particular models of screen-grid radio sets, included with the Pick-up. The Booster Kits and Scratch Filter are offered to satisfy the specific requirements of many music lovers.

Here the Webster Electric Company offers you a well-rounded pick-up line. It affords the market's greatest opportunity for the most complete satisfaction of pick-up demands. It indicates the willingness of Webster Research Engineers to aid the dealer in securing a profit from a wide variety of opportunities.

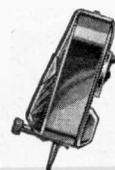
The Webster line is a quality line. It is modern—up-to-date—progressive. It is standardized upon by dealers who wish the greatest measure of cooperation from the manufacturer. The demands of the field are great, but the Webster line offers the most practical solution to a great number of its difficulties.

Stock the Webster line for additional profits—if your jobber is not supplied, write us direct.

WEBSTER ELECTRIC COMPANY Racine, Wisconsin

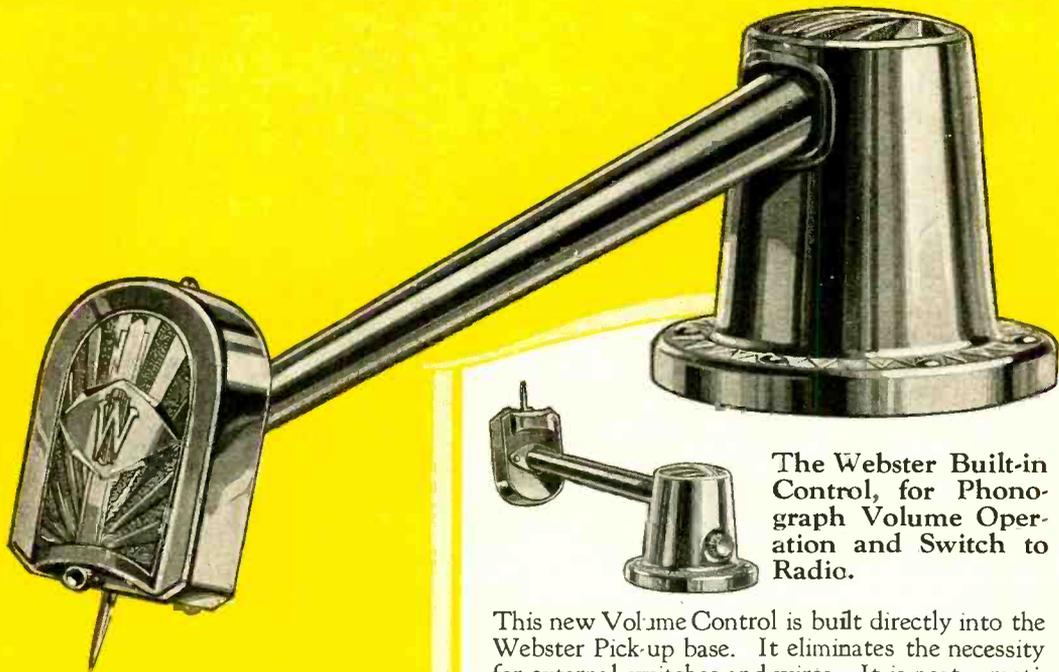
The Webster Theatre Pick-up

Illustrated at the left. For use with 16" records at 33 1/4 R.P.M. Two models—standard and low impedance head. Model 2-D \$25.00. Model 2-D1 \$30.00. Matching Transformers \$6.50.



Pick-up Model 2A includes head, arm, built-in volume control and switch, adapters. List \$17.50. Model 2B includes head with attachment clamp, separate volume control and switch, and adapters. List \$13.00. Victor Radio R-32 model, \$19.50 complete. Special model for tone arm, \$15.00.

NIENCE...



The Webster Built-in Control, for Phonograph Volume Operation and Switch to Radio.

This new Volume Control is built directly into the Webster Pick-up base. It eliminates the necessity for external switches and wires. It is neat, practical, and convenient.

The Webster Volume Control greatly simplifies pick-up operation. To reproduce through the radio, volume control need only be turned off, reverse a quarter turn and you instantly switch on the phonograph connection. For an increase in phonograph volume, the knob can then be turned clockwise until desired results are secured.

This new feature, together with the rich quality of music reproduced by the famous Webster Pick-up, produces a unit that immediately interests and satisfies the buyer

The New-Type Webster Adapter for Screen-Grid Sets

In sets such as the Atwater-Kent 55, 60—Philco 65—and others employing similar circuits, this screen-grid adapter solves the problem of pick-up reproduction.

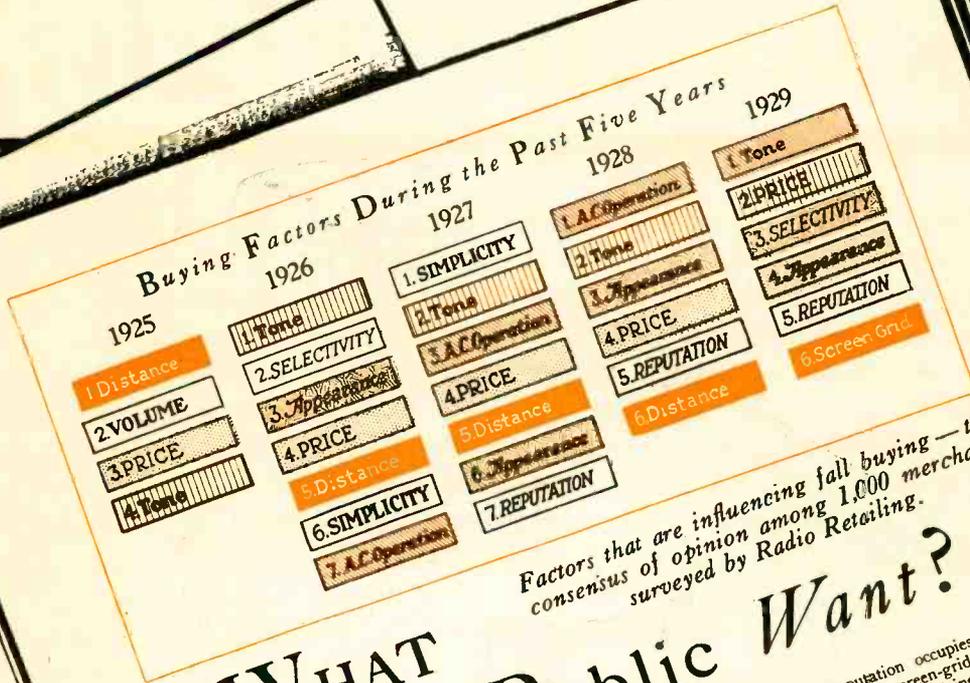
Installation is simple. Remove the detector tube, plug in the Webster Adapter, and replace the tube. No further attention is necessary. This screen-grid adapter, and the standard Adapter, are supplied with the Webster Pick-up at no extra cost. They are products of the Webster Research Laboratories—ample recommendation of their correct design and quality.



Webster

W Electric Pick-up

1000 Radio



Factors that are influencing fall buying — the consensus of opinion among 1,000 merchants surveyed by Radio Retailing.

WHAT Does the Public Want?

NOW that the public has been shown the radio manufacturers' fall offerings and inasmuch as the year's peak selling season will be crowded into the next three months, let us stop to consider for a moment the various factors that are influencing the buying public at this time.

To be sure there are many qualities that must be incorporated in receiving sets before they will find public acceptance. But each year we find there are several very definite qualifications that prospective purchasers are demanding when they enter the radio store to buy a receiver.

It has been the custom of *Radio Retailing*, each year, to ascertain by a direct survey of the trade, just what these public demands are. On this page we have the results of such a survey just completed, which is the consensus of opinion of over 1,000 merchants scattered throughout these United States.

Quality of reproduction or tone, which has always held a place near the top, is, this year, the primary requisite in any normal industry with its concurrent keener competition among manufacturers. As with other products and necessity or utility, the first thought is to operation and then to cost.

Due to technical improvements in receivers resulting in greater sensitivity, selectivity is third choice. This factor has become a necessity in the present-day broadcast set-up with the great number of stations in operation.

Appearance, although in fourth place, is highly important. Furniture design has been vastly improved during the past year in order to meet the critical eye of the housewife, who, more and more, is guiding the purchase of the radio receiver.

The manufacturer's reputation occupies fifth place. Surprising as it may seem, screen-grid comes sixth. Although we see it played up in advertising all around us, and hear it talked about, there is still a good deal of doubt in the public's mind as to just what it consists of. Many do not understand just what this development is, and in most cases the question is asked, "Does it improve the tone and operation of the receiver?" In other words, the public no longer is particularly interested in fancy names for circuits or in technical developments unless the result is made evident to the ear. Very little interest is shown in either remote control or automatic tuning as these developments are so new to the public that they are not as yet particularly concerned with them.

THE a.c. set, for which there was such a rush last year, has become a matter of fact and necessity today. The desire for deep, booming base notes at the sacrifice of the higher frequencies has gradually diminished. Today we find all audible frequencies represented but with balance and equality.

Other factors, such as simplicity of control, volume, and distance-getting ability have dropped out of sight so far as public demand and are found generally incorporated in all receivers.

It is therefore evident that dealers who have a line of receivers embodying good tone quality, an adequate price range and attractive cabinets can rest assured that they are in a position to satisfy Mr. and Mrs. Public whenever they step into the store. And if you believe that your stock has all these requirements, then redouble your efforts and for the next three months sell to the utmost of your ability.

Radio Retailing, October, 1929

Merchants tell us we are right!

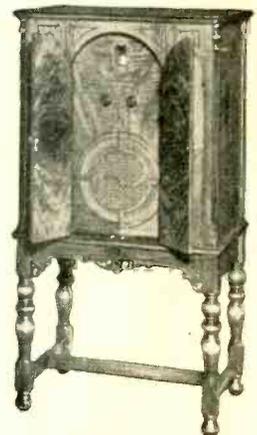
It's always more profitable to sell people what they want to buy. ¶ When you offer the Sterling Concertone Radio to your customers, you are sailing with the wind of popular taste and popular approval. ¶ Every Concertone advertisement features TONE. Every manufacturing process in the Sterling factories is planned to perfect and develop TONE. ¶ And now, through the October issue of Radio Retailing, a thousand representative radio merchants tell us that TONE is what the people want. ¶ Of course, Sterling Concertone has beautiful cabinets, selectivity, distance, volume, screen grid, and every other popular feature, but it is marvelous life-like TONE that puts the Concertone in a class by itself. ¶ If you want bigger sales and increased profits—now—see your nearest Sterling distributor—today.

THE STERLING MANUFACTURING CO., *Cleveland, Ohio*
ELECTRICAL MANUFACTURERS FOR 24 YEARS



The Troubadour
The ideal set for small homes or apartments. 3 screen grid tubes—perfect for long range reception. \$129⁵⁰
Less tubes

Prices slightly higher in far west.



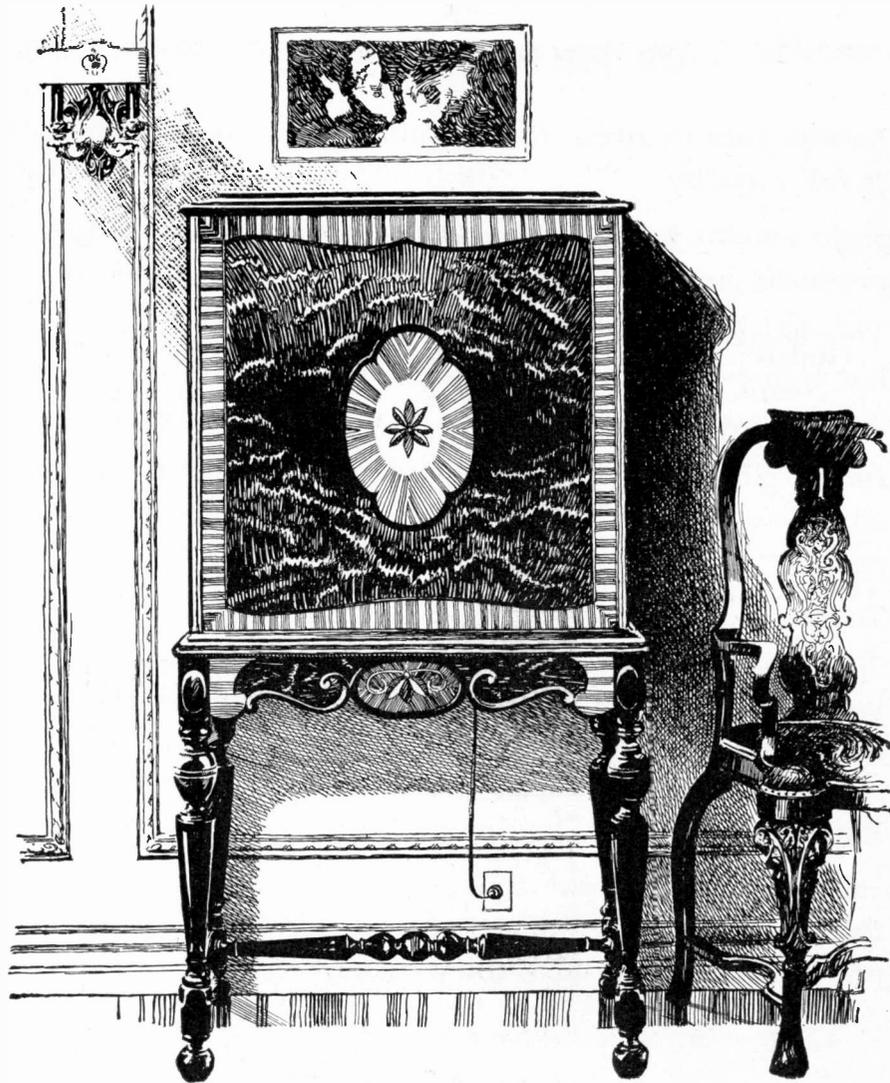
The Imperial
Beautiful walnut high-boy; 3 screen grid tubes with each stage completely shielded. \$187⁵⁰
Less tubes



The Serenader
A handsome, medium sized walnut low-boy; 3 screen grid tubes afford perfect long range tuning. Less \$149⁵⁰
tubes

Also supplied for operation on 25 cycle current, at no increase in price.

COLONIAL FACTORY



THE CAVALIER

A masterpiece of grace and beauty which suggests the golden age of romance. The secret Cameo door disclosing the control panel may be kept closed if desired, while the set is playing.

on CAPACITY SCHEDULE

A STATEMENT BY
DR. FULTON CUTTING

As this goes to press, the Colonial factory is operating at full capacity.

Shipments are being made each day of every Colonial set produced in accordance with this "capacity" program.

This is significant in view of the fact that during the last eighteen months the Colonial factory has been increased five times in size and manufacturing facilities.

At the beginning of the above period, Colonial radio sets were sold only in the New York metropolitan market.

Today, December, 1929, Colonial not only has large distribution in New York City and throughout the state, but is being distributed in quantities in New Jersey and other large population centers such as Chicago, Philadelphia, Baltimore, Washington, Cleveland, Pittsburgh, Boston, Detroit and elsewhere.

Such convincing proof of wide public acceptance means that the Colonial product must be right and that it is priced correctly to meet the popular demand.



Fulton Cutting
President,

COLONIAL RADIO CORPORATION, LONG ISLAND CITY, N. Y.

COLONIAL

Licensed under patents
of Radio Corporation of
America, Westinghouse,
General Electric and
American Telephone and
Telegraph Companies.



Radio

"RADIO'S CLEAREST VOICE"

LEUTZ



Leutz Seven Seas Radio Phonograph Combination

3 Screen Grid Tubes
 12-in. Dynamic Speaker
 Electric Phonograph
 Adjustable Selectivity
 Push Pull 2/250 Tubes
 Single (Split) Dial
 Panel Illumination
 Unit Construction
 all
 LEUTZ QUALITY

WRITE, WIRE OR CABLE TODAY

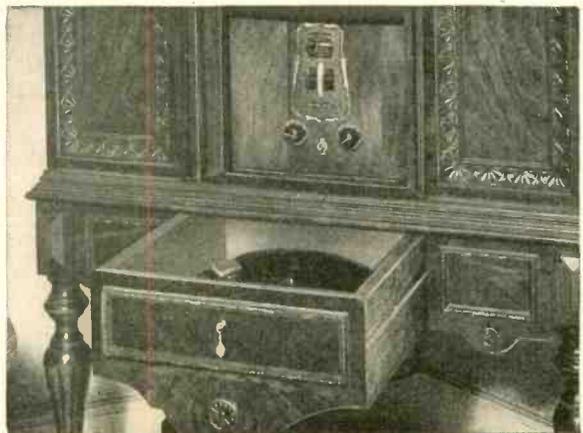
C. R. LEUTZ INC.
 ALTOONA, PA., U. S. A.

Cables Experinfo N. Y.

WEST COAST
 B. J. Howdershell
 Detwiler Bldg.
 412 West Sixth St.,
 Los Angeles,
 California

NEW YORK
 112 West 42nd St.,
 New York
 N. Y.

FRANCE
 Baldwin M. Baldwin
 1 Boulevard Haussman,
 Paris, France
 Cables Experinfo Paris



Close-up of Phonograph

SEVEN SEAS



Symington Precision Manufacture Begins Here

IN THIS modern tool room costly machines, skilled workmen fashion the accurate jigs, tools, dies and fixtures necessary for volume production at low cost. Here begins the precision which distinguishes the Symington product.

This tool room spells quick production on new designs, complete facilities for prompt design changes where a manufacturer's altered specifications so require.

Supporting this tool room is a million dollar plant geared up for large scale production of the Symington Reproducer—a quality speaker at the lowest possible price.

Write for illustrated folder showing this great one-profit plant in detail.

A view of the big Valley Plant. We invite executives and engineers to visit us in Rochester.



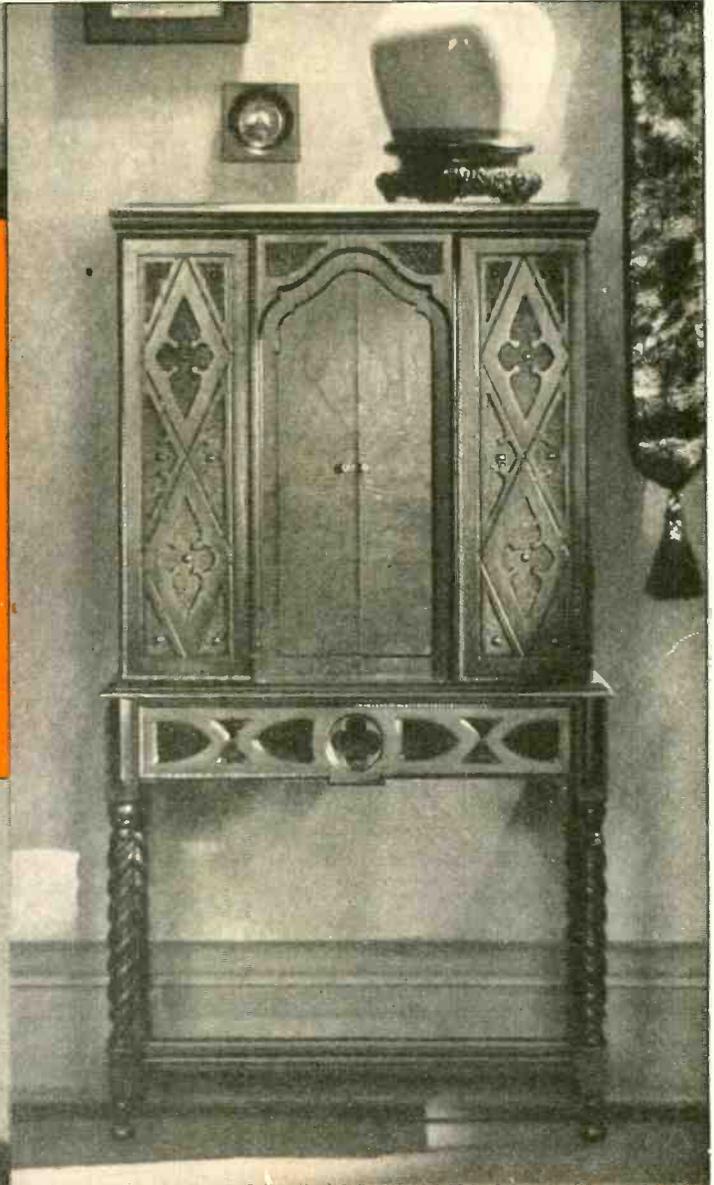
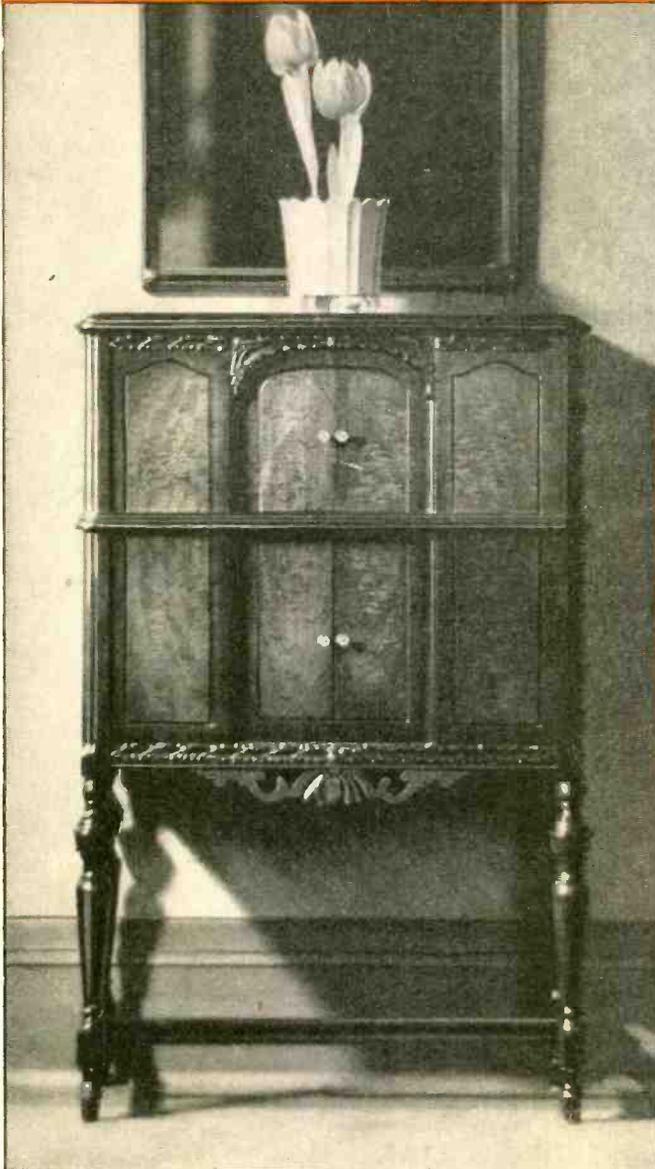
**VALLEY
APPLIANCES, Inc.**

*Manufacturers Symington Electro-
Dynamic Reproducers*
ROCHESTER, NEW YORK

SCREEN-GRID BOSCH RADIO

Below: Bosch Radio Combination Receiver and Electrodynamic Speaker Cabinet. Price, less tubes, \$158.50

To Right: Esch Radio De Luxe Console with built in Electrodynamic Speaker. Price, less tubes, \$240.00



BOSCH Radio dealers are continuing to enjoy a profitable selling season. Their inventories are low. Their merchandise is fresh. It moves in and out of their stores steadily and profitably.

The new consoles provide new consumer values, new dealer profits and timely selling news.

Our dealer franchise is fair and square with price advantages and a flexibility of inventory that will interest you.

Bosch factory to dealer cooperation and Bosch advertising are effective sales help. Write for details.

Bosch Radio licensed under patents and applications of E.C.A., R.F.L. and Lehtoporo.

Prices slightly higher west of Rockies and in Canada.

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD MASSACHUSETTS

Branches: New York Chicago Detroit San Francisco
Canadian Distributors: Radiocraft Corporation, Ltd., Ottawa, Ont.

THIS IS A GOLD SEAL SEASON!

IN THE NEW 1930 SETS

Gold Seal

RADIO TUBES

"The Big 4 in Radio"



increase the tonal values and give radio set owners all they listen for.

The Secret of Big Sales lies in Gold Seal

Get All Price Range and Discount Policy Information. We'll Wire It If You Say So. Send Today.

A TUBE FOR EVERY SET AND EVERY SOCKET
Immediate delivery guaranteed

GOLD SEAL ELECTRICAL CO., Inc., 250 PARK AVENUE, NEW YORK



AT WATER KENT SCREEN-GRID RADIO IN THE

KIEL

GOLDEN VOICED TABLE

PATENTS APPLIED FOR

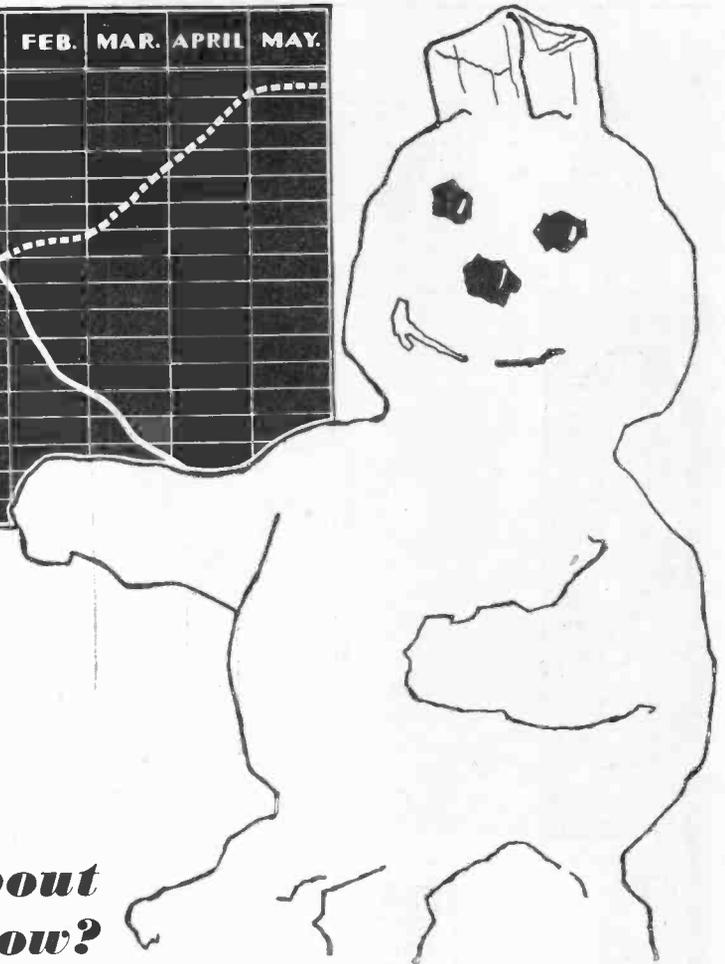
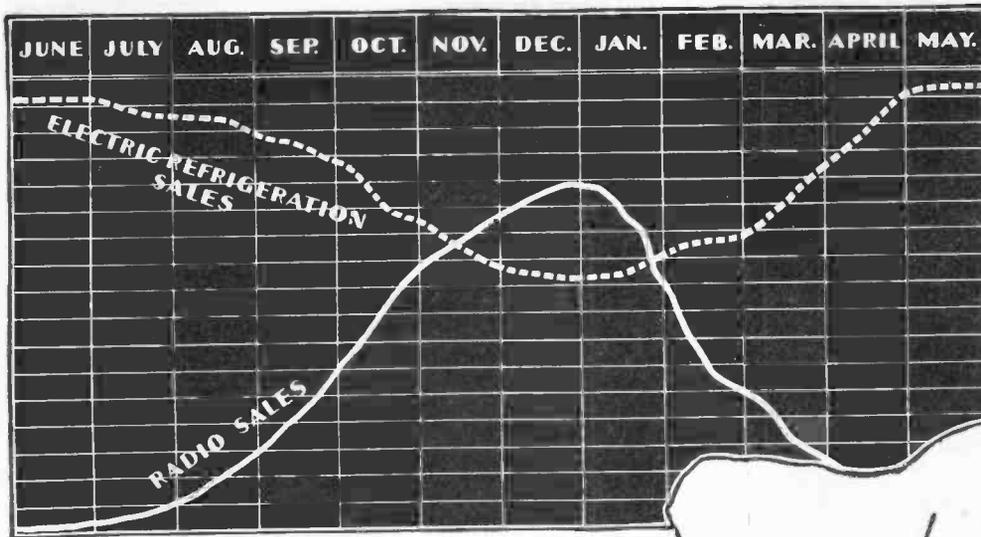
—the only radio that can make money for you before Christmas

To get your share of the Christmas dollar, you must have quick, decisive action . . . The radio business is no bed of roses right now . . . The buying public is suspicious of all radio. People know that thousands of obsolete sets are being unloaded at cut prices. To keep from being caught, they are waiting for the new models, and ruining your Christmas trade . . . With one crushing blow you can smash through the prospect's objections to buying a radio now . . . In one powerful, decisive stroke you can restore the faith of the buying public in one radio. Sell Atwater Kent Screen-Grid Radio in the Kiel Golden Voiced Table . . . Here is modern radio engineering's finest set enclosed in the matchless radio furniture of tomorrow — the closest approach to perfect radio yet developed. Here is the radio that is a whole year ahead of the field! . . . Cheap, poor-toned imitations have already appeared, indicating that next year no radio will be more widely imitated than Atwater Kent in the Kiel Table . . . Here

at last is acoustical perfection. The speaker points *down*. There is no directional effect. Golden music floods the entire room. Month after month Atwater Kent's best radio and acoustics engineers worked with Kiel, nationally known maker of fine tables, to produce in the Kiel Golden Voiced Table a tone entirely free from imperfections. Now it has been done. \$2,000,000 worth of Kiel Radio Tables sold since August first is proof that this is the radio the public wants! . . . Faced by a disastrous Christmas season, you can still smash through to profit if you push and push hard the one radio that makes all others obsolete — Atwater Kent Screen-Grid in the Kiel Golden Voiced Table. Phone or wire your Atwater Kent distributor. Or wire us for complete information. There's not a minute to lose.

We can make immediate deliveries to any point in the United States or Canada from any one of seven factories.

KIEL FURNITURE CO., Milwaukee, Wis.



You are now near the top of the sales curve

... but what about four months from now?

If you're interested in a *well-balanced* business—if you want to insure sales volume all the year 'round—why not take this logical step: *expand your field at once to include Copeland Dependable Electric Refrigeration!*

Such a step will ally you with one of the leaders in a great new industry—a manufacturer of 8 years' experience, who is now making a definite bid for sales representation among the radio trade. Such a step will round out your business, for Copeland's active selling season begins about the time your radio sales are falling off. Moreover, it offers you a running start on the road to additional profits, for the methods of selling, installation and service are the methods you already know.

All your radio customers are Copeland prospects.

And Copeland is THE line to tie to! Not only does the Copeland line thoroughly cover the domestic and commercial fields, but Copeland is also a recognized leader in electric refrigeration, displaying a year-to-year growth which is the envy of the industry!

Give real thought *today* to your sales volume *four months* from now! Your territory may be ripe for intensive Copeland development. Write or send the coupon and let us give you more facts.

Copeland

DEPENDABLE ELECTRIC REFRIGERATION

COPELAND, 332 CASS AVENUE, MT. CLEMENS, MICHIGAN

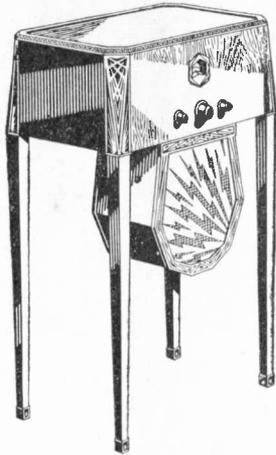
Gentlemen: I am interested in hearing how Copeland will tie in with my radio business.

Name _____

Street _____

City and State _____

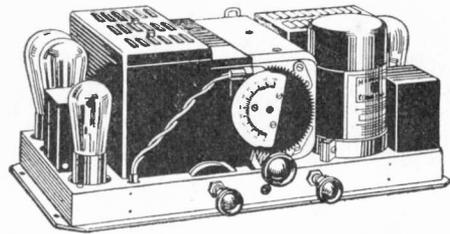
"A KNOCKOUT!"



CROSLY 31-S

\$56⁵⁰ *A clever end-table model containing the Crosley Monotrad, \$56.50 (without tubes, speaker or legs. Legs \$5 extra). Crosley 41-S, similar to the above but incorporating the Crosley Unitrad, \$65.85 (without tubes, speaker or legs. Legs \$5 extra).*

without accessories



CROSLY MONOTRAD

Utilizes TWO 224 Screen Grid tubes in R.F. stages; one 227 tube as power detector; one 227 as first audio tube, resistance coupled; two 245 output tubes, connected push-pull; one 280 rectifier tube—eight in all. In its simplest form (chassis), with front panel, it may be installed in any cabinet, or placed in book shelves, etc. Note, too, that the Monotrad has the patented Neutrodyne circuit, Power Detection, Phonograph Pick-Up connection, and every other modern improvement.

Western prices slightly higher

AT radio shows throughout the country, the sensational new 1930 Crosley line was voted a knockout! And you'll say so, too, when you know more about it.

Its tone quality has been "ear tested" and developed with the aid of America's foremost musicians. A new purity and richness of tone that mechanical tests alone could never attain!

Study the models shown here—then phone your Crosley distributor. Or, if you prefer, write us direct!

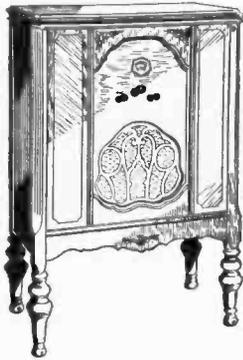
THE CROSLY RADIO CORPORATION

Powel Crosley, Jr., Pres.

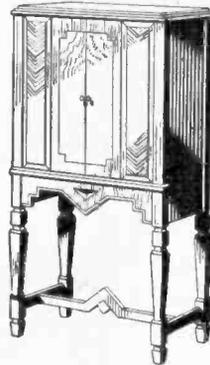
CINCINNATI, OHIO

Home of WLW—"The Nation's Station"

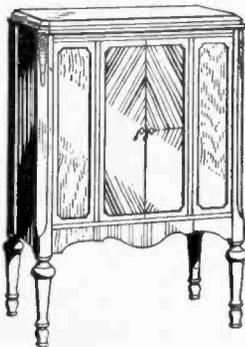
they said



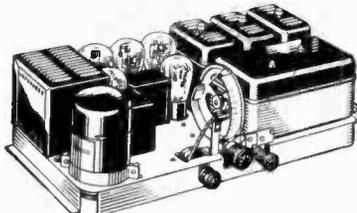
CROSLY 33-S
\$112 This graceful console model incorporating the Crosley Monotrad and the Dynacoil speaker, finished in beautiful walnut veneer, only \$112 (without tubes).



CROSLY 82-S
\$160 This stunning cabinet model with the modernistic touch in its design, incorporates the Crosley Unitrad and the Crosley Dynacoil speaker. \$160 (without tubes).



CROSLY 34-S
\$116 A handsome cabinet model with doors, incorporating the Crosley Monotrad and the Dynacoil speaker, \$116 (without tubes). Crosley 42-S, utilizing the Crosley Unitrad in the same cabinet \$126 (without tubes).



CROSLY UNITRAD
 Utilizes THREE 224 Screen Grid tubes in R.F. stages; one 227 tube as power detector; one 227 as first audio tube, resistance coupled; two 245 output tubes, connected push-pull; one 280 rectifier tube—eight in all. In its simplest form (chassis), with front panel, it may be installed in any cabinet, or placed in book shelves, etc. Has patented Neutrodyne circuit, Power Detection, Phonograph Pick-Up connection, and every other modern improvement.



© U. & U.

You're there with a

CROSLY

BREMER-TULLY

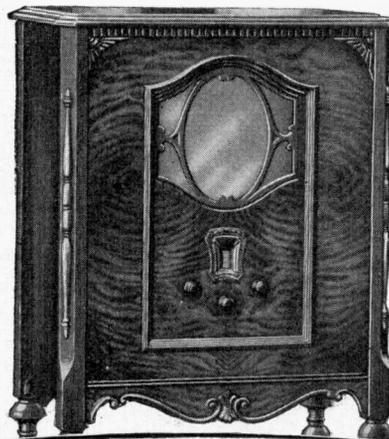
Micro-balanced

RADIO

TUNED RADIO FREQUENCY

Model 81: De Luxe Open Console; 9 tubes—\$124, less tubes.

Model 82: De Luxe French Door Console; Same Chassis—\$149 less tubes.



PERFECTED SCREEN GRID

Model S-81: De Luxe Open Console; 4 Screen Grid Tubes; 9 tubes in all—\$134, less tubes.

Model S-82: De Luxe French-Door Console; Same Chassis—\$159, less tubes.

Wins the "Side-By-Side" Test Every Time

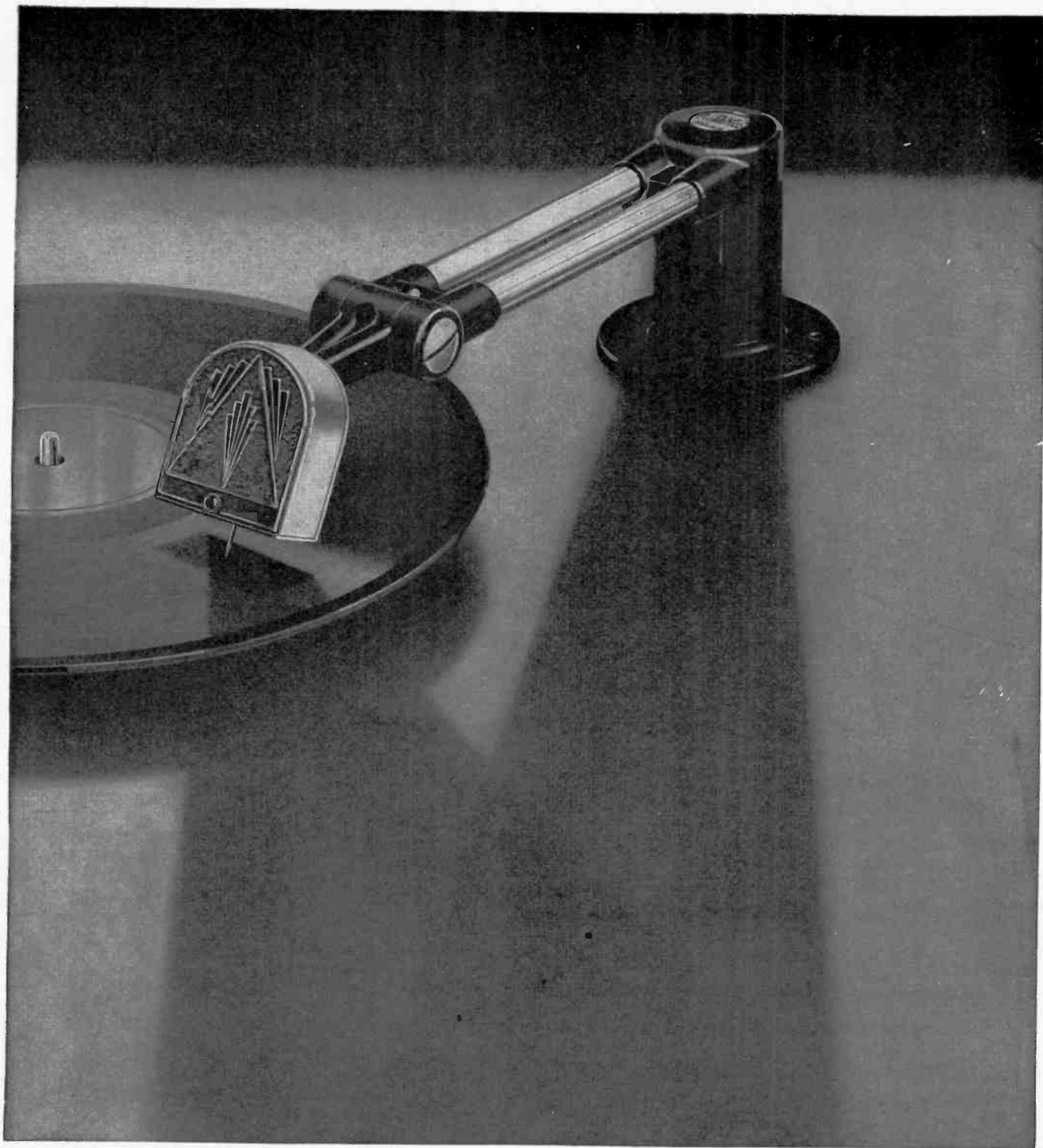
Recently the Fire Department of Virginia, Minnesota, decided to buy a radio. They listened to all the conflicting claims of superiority—then asked for a showdown. All the leading sets were operated side-by-side in a hall. Bremer-Tully won hands down—*unanimously!* Not only was the sale made to the Fire Department, but to three members of the force for their own homes. Hardly a day

goes by that a Bremer-Tully dealer doesn't tell us of similar experience. Victories like these convincingly demonstrate the superiority of the Micro-Balanced chassis. They reveal the immediate sales advantages of painstaking Bremer-Tully craftsmanship. And they show why Bremer-Tully is selling more instruments and franchising more dealers than any other *fine* radio.

TUNE IN!
BREMER-TULLY TIME
10 P. M. Every Friday,
Eastern Standard Time,
Columbia Network Stations

BREMER-TULLY MANUFACTURING COMPANY
656 Washington Boulevard, Chicago

A PERMANENT NAME IN RADIO



The *Electro-Chromatic* PICK-UP

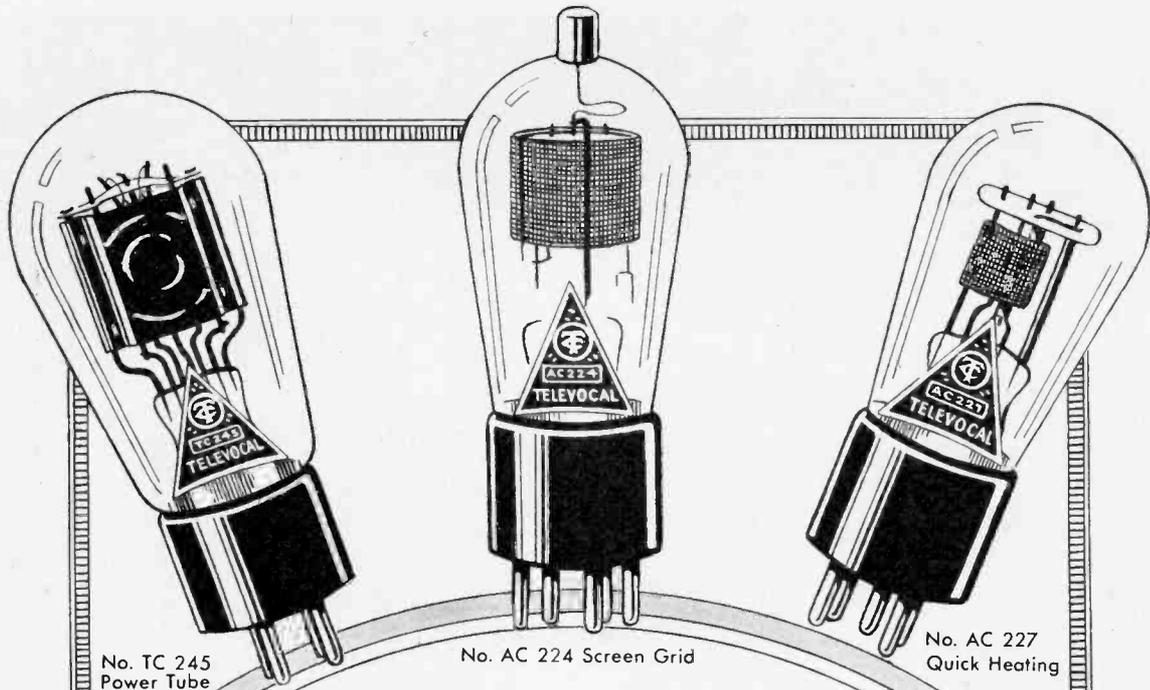
The ELECTRO-CHROMATIC Pick-up stands for absolute tonal supremacy in the conversion from mechanical to electrical frequency. The high traditions of AUDAK Company in the sound reproduction field have been carried forward by this revolutionary instrument, which interprets speech and music NATURALLY. Reproducing each

complex gradation of tone . . . interpreting every whimsical detail of the most intricate composition . . . reporting *everything*, as no pick-up ever did before! Any machine or combination equipped with the ELECTRO-CHROMATIC Pick-up is a better machine or combination therefor. If you have not investigated, do so at once.

The AUDAK COMPANY, 565 Fifth Avenue, New York

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

In Canada—The Canadian National Carbon Co., Ltd., Toronto

No. TC 245
Power Tube

No. AC 224 Screen Grid

No. AC 227
Quick Heating

Televocal

Quality Tubes

Instantaneous — no — but close to it. And the programs come in clear as a bell, and free from all hum, crackle or buzz. Tremendous undistorted volume—more than you need—producing an unequalled fidelity of tone, even under a full load...Incredible sensitivity with hair-line selectivity, giving accurate and natural reproductions of programs from stations never heard before...Sturdy and rugged construction, built to

QUICK HEATING

withstand the shocks and knocks of everyday use... Televocal Tubes are standard equipment with many leading set manufacturers, and progressive dealers have learned that sales are quicker and easier with Televocals in their sets...All Televocals are absolutely uniform. Endless tests and inspections insure their high standard of quality and makes them all twins...Televocal Tubes are made in all standard types.

National Union Radio Corporation
Televocal Division, Dept. B-1
400 Madison Avenue, New York City



**“A Majestic franchise
gives the dealer the most
generous discount, the fairest
kind of a shake on operating
territory—AND the receiver
that sells and STAYS sold.”**

W. M. P. Grunow

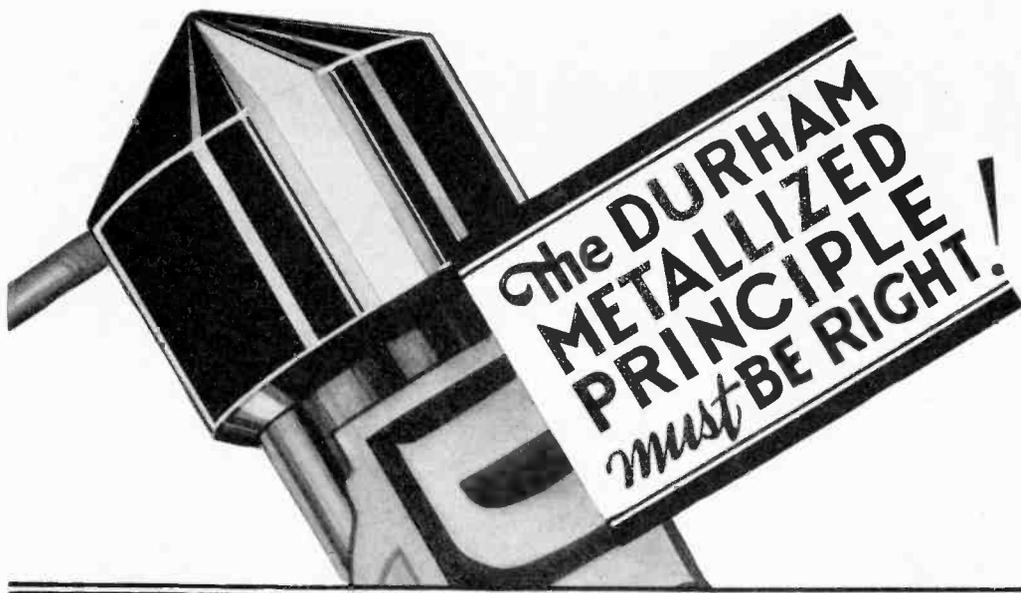
Vice President and Treasurer

GRIGSBY-GRUNOW COMPANY, CHICAGO, U.S.A.
World's Largest Manufacturers of Complete Radio Receivers

Makers of

Majestic
RADIO

Licensed under patents and appli-
cations of R. C. A. and R. F. L.,
also by Lettschors, Louisi & Dun-
more and Hogan License Associates.



A million and a half now used every month in American Radio

Millions of Durham Metallized Resistors are now used annually by America's foremost manufacturers of radio receivers and allied products.

Frankly, it has taken many years for some of these manufacturers to accept the value of the Durham metallized principle and the quality of Durham construction in the face of ordinary types of resistances at slightly lower prices.

In every instance where Durham resistances are now specified as standard equipment this preference has resulted en-

tirely from practical tests over long periods of time. The established leadership of Durham metallized Resistors and Powerohms is the result of Durham accuracy of stated ratings, Durham uniformity in large volume and Durham reliability in actual service—the Durham metallized principle *MUST* be right!

These units are now in standard production in all ratings, all types of tips for all radio work.

We shall be glad to send engineering data at once and samples for testing upon request. Please state ratings in which you are interested.

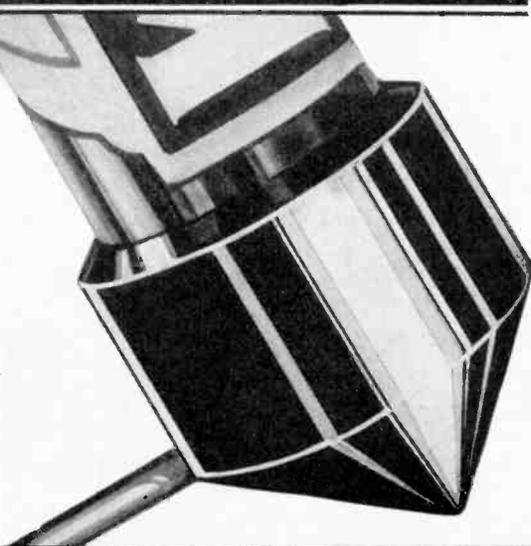
Manufactured by

INTERNATIONAL RESISTANCE COMPANY

2006 Chestnut Street

Philadelphia, Penna.

DURHAM
 METALLIZED
**RESISTORS &
 POWEROHMS**



VIBRA-CONTROL is the New Key to BETTER PROFITS



F. A. D. ANDREA
President of the
F. A. D. Andrea Co., Inc.

"YOUR BUSINESS and MINE"

I am pleased to state that due to the private ownership of F. A. D. Andrea, Inc. uncontrolled by Wall Street, we have not been affected by stock market conditions of the past few weeks. It has not impaired our financial position or affected our merchandising activity.

Anticipating the present condition as far back as three months ago, the FADA laboratories were set to work to improve FADA merchandise so that improved quality of apparatus could be offered at the same price, rather than reduced prices on less efficient merchandise.

Some of the present list prices of distress merchandise dangerously approach a point where retail radio merchants incur a loss with each set sold, due to the fixed cost of putting a retail account on the books.

We urge you to protect your business investment by selling stable radio merchandise that delivers the greatest satisfaction to your customers.

(Signed) *F. A. D. Andrea*

THERE has never been a time when a single radio so completely met the public demand as the new Fada meets the situation that faces retailers today.

For radio buyers, swamped by an avalanche of sets of every type, insist that they must give the public full value for their dollars, and a purity of tone that was formerly considered impossible.

Those two conditions point directly to Fada . . . and particularly to Vibra-Control.

For with the new Fada, a dealer can offer every important radio advance, plus the solution of radio's greatest problem, the secret of tone realism . . . Vibra-Control.

But more than that . . . from chassis to finished cabinet the new Fada radios have been built to standards of quality that obliterate all question of price from the minds of intelligent buyers. No greater care in manufacture is possible, no greater improvements in design or construction.

Fada is value . . . the value that brings satisfied customers to your store, the value that builds profits and prestige for the dealer who considers his time, his investment and his future sufficiently important to stand back of his products and say, "This is the best."

Push Fada— and satisfied customers will be your best sales force— write or wire for franchise information.

FADA ON THE AIR



Hear the Fada Orchestra with David Mendoza conducting, broadcast every Tuesday night at 10 o'clock, Eastern Standard Time, over the Columbia network.

F. A. D. ANDREA, Inc., Long Island City, New York

VIBRA-CONTROL
FADA 35-B
Highboy \$255

3 screen-grid tubes, 245 power tubes in push-pull amplification. Fada full-power dynamic speaker. Equipped for phonograph attachment.



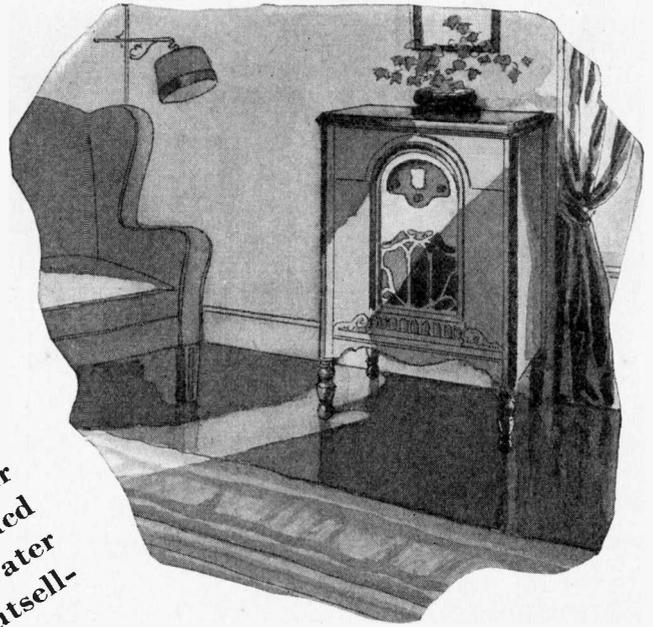
FADA Radio

THE CHOICE OF THE EXPERTS

Beautiful Red Lion Models have proved season's biggest sellers . . .

SIX months ago we predicted great popularity and tremendous sales for Red Lion Cabinets. Actual sales have far surpassed our most optimistic expectations—Red Lion Cabinets for the new Atwater Kent Screen-Grid Radio are outselling all others four to one.

Each cabinet is a master creation whose gracefully balanced design, beautiful finish (which is not affected by boiling water, alcohol or other liquids), sound construction and excellent workmanship are indicative of the finest type of furniture—furniture which harmonizes with any decorative scheme and offers you unlimited sales opportunities.

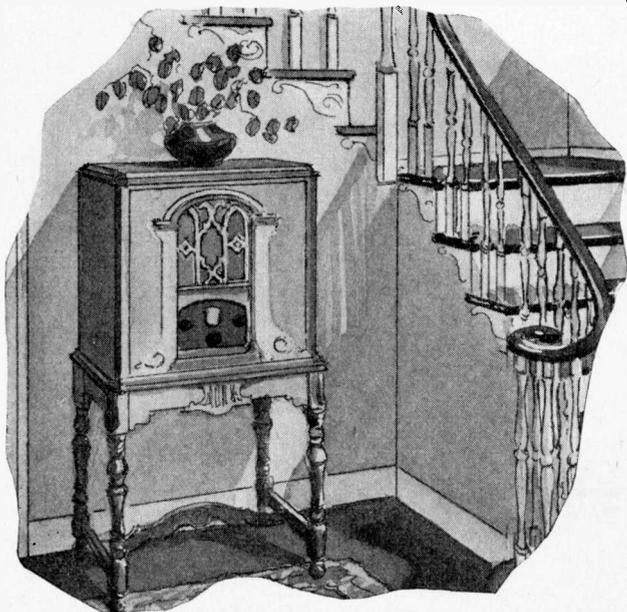


MODEL RL 55-C

Unusually attractive console, finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 16" wide, 48" high.

MODEL RL 5500

Exceptionally good-looking high-boy, finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 15½" wide, 39" high.



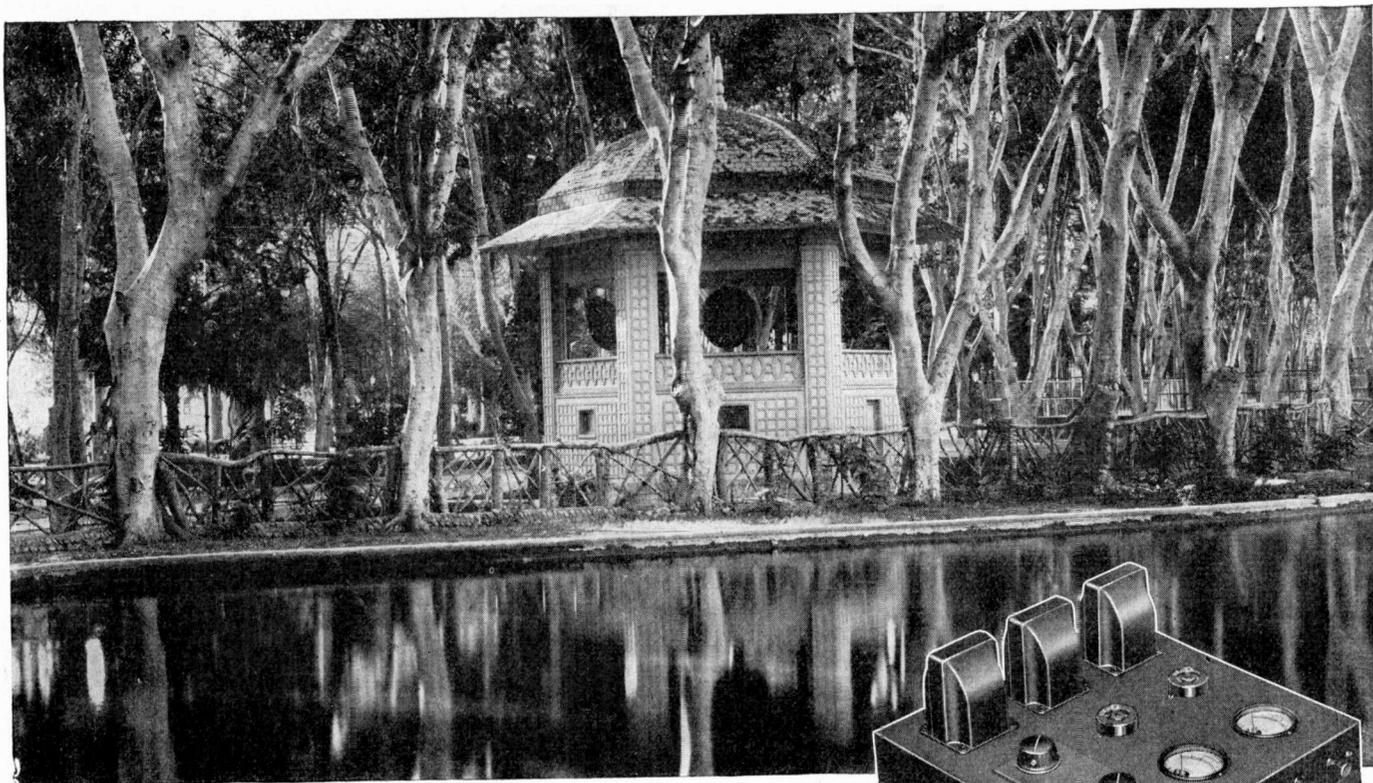
[To meet the increasing demand for Red Lion Cabinets, another complete factory unit—one-quarter mile long by three hundred and fifty feet wide—will be completed by January 1, 1930.]

RED LION CABINET COMPANY
RED LION, PA.
Makers of the Famous Red Lion Furniture

Red Lion CABINETS

FOR ATWATER KENT RADIOS





PAM music in Peruvian park

In the Zoological Gardens at Lima, Peru (pictured above), and all over the world, you will find PAM Amplified entertainment enhancing the beauties of nature.

PAM's crystal clear voice can be suited to blend with forest sounds or increased to be easily heard above the roar of motors at air meets.

All around you are opportunities of a similar nature.

These opportunities are found in hotels, clubs, excursion steamers, schools, hospitals, parks, theatres, auditoriums, dance halls, skating rinks and swimming pools, air ports,

athletic fields, boat races, outdoor services, etc.

To the pioneer dealer who first sees and grasps this opportunity in his locality comes the greater volume and profit.

A new 16-page bulletin giving mechanical and electrical characteristics, representative installations and many new PAM Amplifiers will be sent upon receipt of 10 cents in stamps to cover postage. When writing ask for Bulletin No. RR15.

Samson Electric Co.

MEMBER
RMA

Manufacturers Since 1882

Main Office:
CANTON, MASS.

Factories: CANTON
and WATERTOWN, MASS.



DON'T TAKE CHANCES

● ● ● WHEN YOU ARE BUYING RADIO TUBES

Lady Luck or Old Man Chance have never produced a consistent winner! Nowhere does that truth apply more strongly than in the buying or selling of radio tubes. Too much reliance on false quality claims has inevitably resulted in disappointment for the purchaser—and in actual loss for the dealer. TRIAD Insurance has at last definitely eliminated all guesswork in tube buying. The printed certificate accompany-



ing every TRIAD Tube guarantees a minimum of six months' perfect service. It stands as positive protection for dealer and purchaser alike—an unconditional guarantee that is winning thousands of friends daily. TRIAD MFG. CO., INC., PAWTUCKET, R. I.

Tune in on the Triadors—Friday evenings—
8 to 8:30—Eastern Standard Time—over
WJZ and associated NBC stations.

TRIAD INSURED RADIO TUBES

▽ TRIAD—THE WORLD'S ONLY INSURED RADIO TUBE! ▽

\$16,000.

EVERY time a manufacturer inserts a color page in The American Weekly, it costs him \$16,000.

This advertising just can't help creating sales—thousands or millions of sales—for The American Weekly has a circulation of 6,000,000 copies, the largest on earth. In 185 cities,

it goes into one out of every two homes every Sunday.

Horn in, then, on the advertiser's \$16,000 and the extra sales it can make in your territory.

When he tells you that his advertising will appear in The American Weekly, stock his goods, display them in your windows, and cash in on the results.

What is The American Weekly?

The American Weekly is the magazine distributed through seventeen great Sunday newspapers from seventeen principal American cities. It concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

In each of 185 cities it reaches one out of every two families.

In 132 more cities, it reaches 40 to 50%.

In an additional 102 cities, it reaches 30 to 40%.

In another 117 cities, it reaches 20 to 30%.

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of 6,000,000 families who read The American Weekly.

THE AMERICAN Greatest Circulation in the World A WEEKLY

Main Office: 9 East 40th Street, New York City

Branch Offices: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO . . . 12-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA

T H E M O S T P E O P L E F O R T H E L E A S T M O N E Y

The TOMAN SUPER PICK-UP

In 1930
Better
Combinations
will be
Equipped
with It!

GREATER VOLUME
FINER TONE
ADDED BEAUTY



The enthusiastic acceptance accorded THE WORLD'S FIRST SUPER PICK-UP by the trade, points to one thing—a better product, reasonably priced! Leading manufacturers are adopting it as standard equipment for their combinations.

In Every Sense
a SUPER pick-up . . .
TEST IT!

PERFORMANCE is what counts. And in this day of keen competition the Toman Super Pick-up justifies its existence by superior performance, wonderful volume and tone. Dependability is literally "built-into" all Toman products—a name famed as makers of the world's finest tone arms and reproducers. Manufacturers, Jobbers, Dealers, all are quick to realize the amazing profit-making opportunity offered by this ultra-modern Super Pick-up, entirely new in electric principle. They see in it a chance to step ahead—to build sales, profits, customer-confidence. Send for YOUR sample of the Toman Super Pick-up today. A single test and you too, will recognize its importance! Act now!

PERFECT FOR THEATRICAL USE

TOMAN

REPRODUCERS TONEARMS
PICK-UP ARMS PICK-UPS



E. TOMAN & CO.

2621 W. 21st Pl., Chicago

Cable—SIVAD—Chicago

Established 1914

Bankers-First National Bank of Chicago

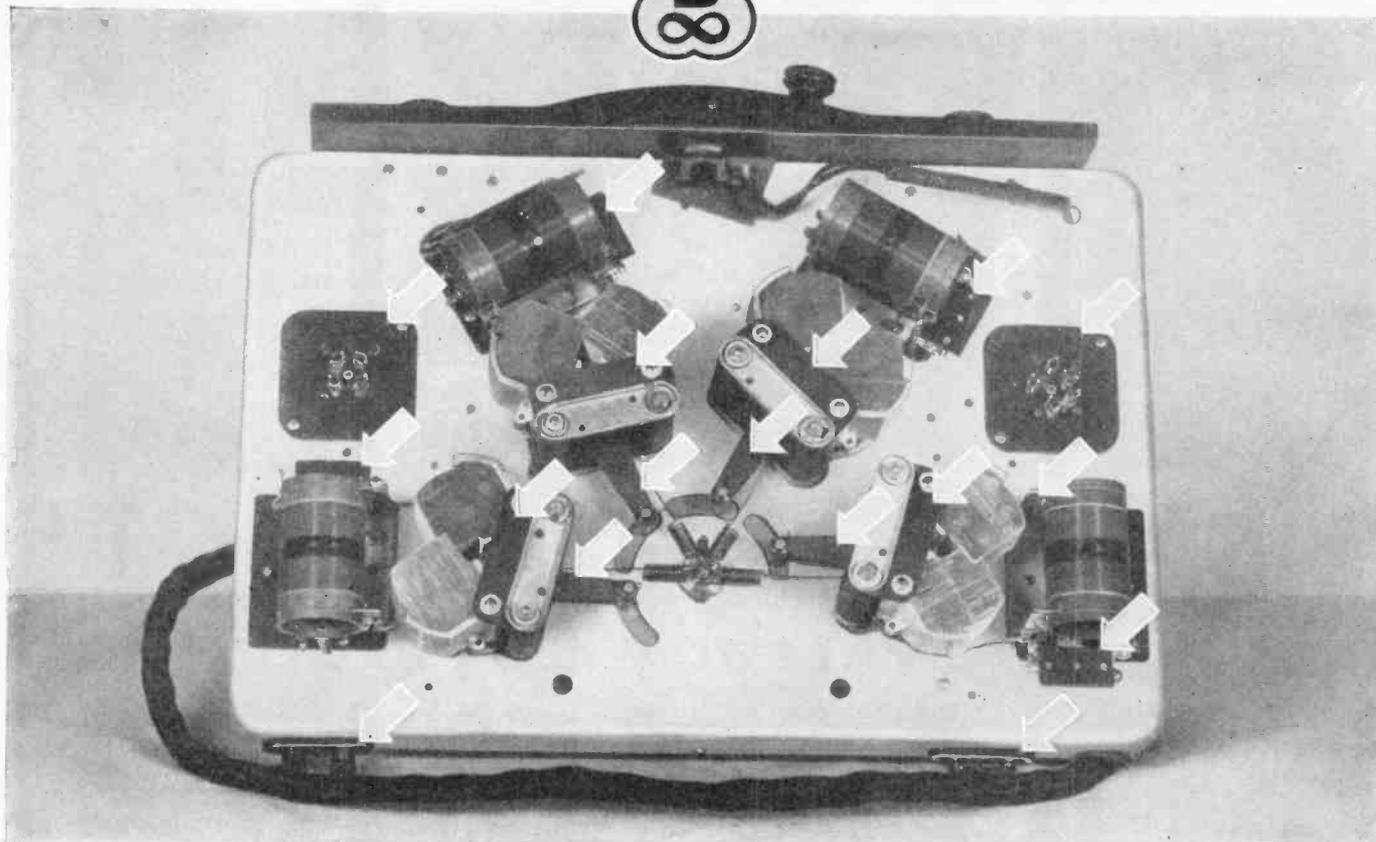
"In view of the many favorable trade comments I've heard about the Super Pick-up I WANT TO TEST IT! You may send a sample today without obligation on my part to buy."

Name

Address

City

Executive



Receiver chassis, showing insulation parts formed of Bakelite Materials.
 Made by Victor Talking Machine Division of Radio-Victor Corp. of America, Camden, N. J.

Radio-Victor Protects a high standard with Bakelite Insulation

RADIO-VICTOR has brought to the market a new standard of radio reception—made possible through Micro-Synchronous balance. To protect the high sensitivity and exceptional selectivity of this receiver, Bakelite Insulation is being used throughout the assembly.

A number of the parts of the Victor-Radio which are insulated with Bakelite Materials are indicated on the above photograph of the chassis. Each part formed of these materials will last—

unimpaired in strength or insulation value—through many years of service.

Radio dealers who seek to maintain their reputation for selling highly dependable products, will find it to their advantage to make sure that each receiver is insulated with Bakelite Materials. Our Booklet No. 39, "Bakelite in Radio," tells the interesting story of the part these materials are playing in the development of fine reception. Write for a copy today.

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office, 635 West 22nd Street
 BAKELITE CORP. OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.

BAKELITE

REGISTERED U. S. PAT. OFF.

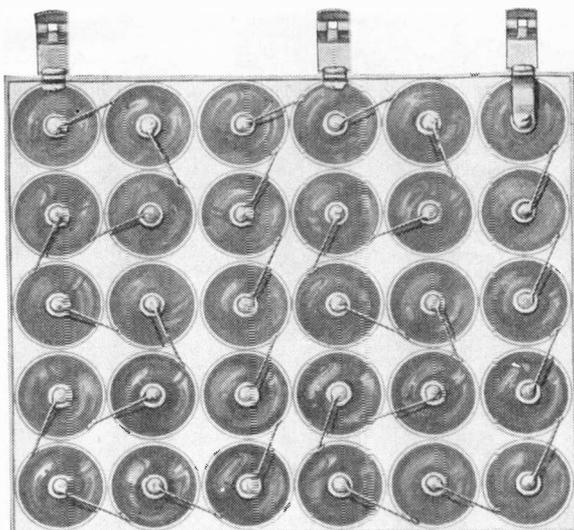


THE MATERIAL OF A THOUSAND USES

The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

CYLINDRICAL CELL CONSTRUCTION

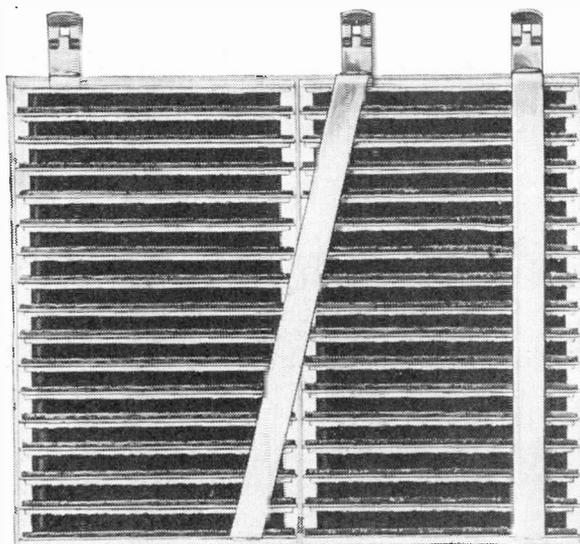
This is a typical cylindrical cell "B" battery. Note the 29 fine wires and 60 solderings—89 chances for trouble! See also the large amount of waste space.



INSIDE you find the **FACTS** that make Eveready Layerbilts sell

EVEREADY LAYERBILT CONSTRUCTION

Here is the exclusive Eveready Layerbilt construction. Only five solderings, and two broad connecting bands, all other connections being made automatically. Waste space minimized. Layerbilt construction is a patented Eveready feature. Only Eveready makes Layerbilt Batteries.



HERE are the two most famous diagrams in radio—contrasting the modern, superior Eveready Layerbilt construction with that of the old-fashioned "B" battery assembled of separate, individual cells.

These diagrams have appeared and are appearing in magazines and newspapers the country over. They tell the *inside facts* about "B" batteries to the public—89 places where trouble can come in the ordinary type of battery; Eveready Layerbilt's greater reliability, economy, satisfaction.

No wonder Eveready Layerbilts are the best selling of all "B" batteries! It will pay you to feature Eveready Layerbilts. Order from your jobber.

Eveready Layerbilt "B" Battery No. 486, the original Layerbilt and the most economical of all Evereadys. List, \$4.25. There is also the Medium Size Eveready Layerbilt No. 485, listing at \$2.95.



NATIONAL CARBON CO., INC.
 General Offices: New York, N. Y.
 Branches: Chicago Kansas City
 New York  San Francisco
 Unit of Union Carbide and Carbon Corporation

IN VITAL SERVICES

Eveready Batteries are being used in automatic train control, aircraft beacon receivers, talking motion pictures, short wave transmission, picture transmission, television, for the protection of life and property and to secure instant, unflinching, noiseless, perfect electrical power.



Dealers Price
\$73¹²

RADIO SET ANALYSIS

OWNER: *Mr. A. B. Smith* DATE: *July 2, 1929*
 ADDRESS: *3000 Madison St. Chicago, Illinois*
 NAME OF SET: *Atwater-Kent, Model 55 A. C.*

TUBE NO. IN ORDER	TYPE OF TUBE	POSITION OF TUBE 1ST RT. DET., ETC.	TUBE OUT			TUBE IN TESTER						
			A VOLTS	B VOLTS	C VOLTS	CATHODE CONTROL VOLTS	HEATER VOLTS	NORMAL PLATE MA	PLATE MA GRID TEST	PLATE CHANGE MA	SCREEN GRID VOLTS	
1	224	1st RF	2.15	152	2.1	140	3	3	2.6	5.6	3	76
2	224	2nd RF	2.15	152	2.1	140	3	3	2.6	5.6	3	76
3	227	Det.	2.15	84	2.1	82	14	14	1	-	-	-
4	227	1st A	2.15	140	2.1	80	3	3	2.1	3	.8	-
5	245	2nd A	2.4	225	2.45	208	58	-	22	26	4	-
6	245	2nd A	2.4	225	2.45	208	58	-	22	26	4	-
7	280	Rect.	4.3	-	4.1	208	38	-	64	-	-	-

LINE VOLTAGE: *126* SET ON: *Set O. A.* VOLUME CONTROL POSITION: *Full on*

SUGGESTIONS OR CHANGES MADE: *Set O. A.*

BY: *Jim Moore*

Report of Receiver Test on Jewell Analysis Chart

Data on Receiver as Shown in Jewell Data Book

ATWATER-KENT — Model 55 A. C.

TUBE NO. IN ORDER	TYPE OF TUBE	POSITION OF TUBE 1ST RT. DET., ETC.	TUBE OUT			TUBE IN TESTER						
			A VOLTS	B VOLTS	C VOLTS	CATHODE CONTROL VOLTS	HEATER VOLTS	NORMAL PLATE MA	PLATE MA GRID TEST	PLATE CHANGE MA	SCREEN GRID VOLTS	
1	224	1st RF	2.15	152	2.1	140	3	3	2.6	5.6	3	76
2	224	2nd RF	2.15	152	2.1	140	3	3	2.6	5.6	3	76
3	227	Det.	2.15	84	2.1	82	14	14	1	-	-	-
4	227	1st A	2.15	140	2.1	80	3	3	2.1	3	.8	-
5	245	2nd A	2.4	225	2.45	208	58	-	22	26	4	-
6	245	2nd A	2.4	225	2.45	208	58	-	22	26	4	-
7	280	Rect.	4.3	-	4.1	-	-	-	64	-	-	-

Radio Servicing at a Profit

The ability to instantly locate radio set troubles is essential in maintaining the confidence of customers in you as well as the line you sell. The quick elimination of set troubles not only reduces service cost but it is the key to satisfied customers that boost your organization.

The Jewell Pattern 199 Set Analyzer plus the Jewell method of set analysis quickly locates set troubles. It provides every essential radio service test (including screen grid receivers.)

Jewell Analysis Charts furnished with Pattern 199's systematize testing — eliminating haphazard methods and putting radio servicing on a thoroughly scientific basis.

Jewell Pattern 199's are the lowest price complete set analyzers on the market, yet workmanship and materials of the entire unit are of the best. The 3 3/4 inch Jewell instruments are built to the highest standards. Furthermore, these instruments are backed by the Jewell Data Service, which includes up-to-the-minute data on the most popular receivers.

Every service man should have a Jewell Pattern 199 Set Analyzer. Sold by leading radio jobbers.

29 YEARS MAKING GOOD INSTRUMENTS

JEWELL

199 Set Analyzer

The new Jewell Instruction and Data Book is FREE to service men.

Mail coupon for your copy today.



Jewell Electrical Instrument Company
 1642-A Walnut Street, Chicago, Illinois

Of course we want to know about the Jewell Method of Set Analysis. Mail booklet, "Instructions for Servicing Radio Receivers," and complete data regarding the Jewell 199 Set Analyzer.

Name: _____

Address: _____

COMMON SENSE

IN THE RADIO

versus

PRICE

WHEN National Carbon Company, Inc., decided to enlist their resources of scientific knowledge to build radio receivers, they decided to build a superb medium of music and entertainment. . . . We believed it possible to build a radio receiver so carefully and so intelligently that it would not only last a long time, but also be a satisfactory expression of the best scientific principles in the field today. . . . National Carbon Company, Inc., has never followed slap-dash production methods to grab off quickly as much of a new market as possible. Such methods do not take manufacturing ideals or the good of an industry into consideration. . . . But we feel that there is a place in the radio industry for a receiver which offers itself to the public on its merits, *as a superb medium of music and entertainment*. This attitude disregards mystifying technical terms, new devices, extra contrivances—all of which are in most radio receivers in one form or another—none of which means much to the public—few of which give all the benefits claimed for them. . . . Having such an attitude toward the

and a **SOUND POSITION**

INDUSTRY

SLASHING

radio industry, National Carbon Company, Inc., fairly priced the new all-electric, screen grid Eveready Radio—the Precision Instrument. It offers a generous radio value to you and, we believe, the greatest radio value to the consumer—the greatest value of any radio receiver on the market today regardless of price. . . . There can be no real reason, therefore, for price cutting on this remarkable instrument. It is built on a common-sense basis, it is sold on a common-sense basis, and it is offered as one of the few radio receivers in the field today which, by its merits and ideals, is contributing toward the advance of the industry.

Established Prices

MODEL 52, \$157.50

MODEL 53, \$195

MODEL 54, \$225

All models priced less tubes. Prices slightly higher on the Pacific Coast

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago New York Kansas City San Francisco

Unit of Union Carbide  and Carbon Corporation

PHILCO

PRICES



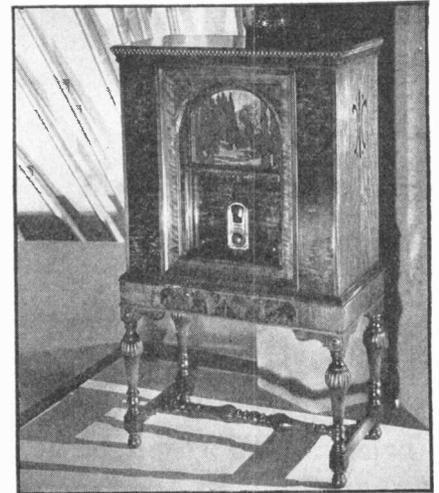
THE FAMOUS PHILCO LOWBOY

With Screen Grid Chassis \$119.50
 With Neutrodyne-Plus Chassis . . \$129.50
 With Screen Grid Plus Chassis . . \$149.50



THE PHILCO HIGHBOY

With Screen Grid Chassis \$139.50
 With Neutrodyne-Plus Chassis . . \$149.50
 With Screen Grid Plus Chassis . . \$169.50



THE PHILCO HIGHBOY DE LUXE

With Screen Grid Chassis \$195.00
 With Neutrodyne-Plus Chassis . . \$205.00
 With Screen Grid Plus Chassis . . \$225.00

A Table Model is also available in either Screen Grid or Screen Grid Plus, with genuine Electro-Dynamic Speaker. Tubes extra, and prices slightly higher in Canada and west of Rocky Mountains.

All Philco Cabinet Models have built-in New Type Electro-Dynamic Speaker and Acoustic Equalizers. The Neutrodyne-Plus Chassis, world famous for its distance-getting ability, has a built-

in aerial. The new Screen Grid Plus, a super-radio for those who want super-performance, has automatic volume control and built-in aerial.

PHILCO, PHILADELPHIA, PA.
 Makers of the famous Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.



stay put

PHILCO has no intention whatever of cutting prices. Naturally not — because Philco prices were right last June, and during this entire season Philco has offered the latest developments in quality radio at prices considerably lower than those of ordinary receivers.

Therefore, during this entire year the large output of the Philco factories has been rapidly absorbed by an eager public. No over-production at any time — no over-stocks.

Last June we told you that “1929 would be a Philco year.” The prophecy has come true, for the trend everywhere is overwhelmingly Philco. It will be our sincere

aim to make each successive year A PHILCO YEAR! . . . The continued excellence of the Philco line, our fair and generous dealings with the trade, a strong and consistent advertising and merchandising campaign, . . . all these renew the prophecy that 1930 WILL ALSO be a Philco year.

Never has Philco business been healthier or more full of promise than it is right now. Never has there been a better time for Philco dealers to make money — and plenty of it. . . . At this time, it is an immense satisfaction for Philco dealers and owners alike to know that they are not faced with the possibility of a price reduction. Philco prices stay put!





WHEN CONTROL IS EVERYTHING

Storm, sleet, fog, darkness . . . the airplane pilot must "carry on."

At such a time Control is everything. Your radio must "carry on" whenever you snap the switch. Your control (volume control) must function smoothly . . . easily . . . consistently—if you would be rewarded with clear-sounding entertainment. Your radio will do just that if it is CENTRALAB equipped.

Write for free booklet "Volume Controls, Voltage Controls, their uses."

Centralab

CENTRAL RADIO LABORATORIES
20 KEELE AVENUE, MILWAUKEE, WIS.

B-L RECTIFIERS



Type A, Replacement Unit

DRY · DURABLE · COMPLETE · COMPACT · NOISELESS

Wherever a rectified current of low voltage is needed, a B-L Rectifier Unit will give dependable, economical, trouble-free service . . . For replacement or new installation.

Complete, detailed literature on request.

The B-L ELECTRIC MFG. CO.
(Formerly Mfg. Division Benwood-Linze Co.)
19th and Washington St. Louis, Mo.

Type C, Screw Base Rectifier Unit



Type B, Manufacturers Unit

**CONSPICUOUS SUPERIORITY
AND OUTSTANDING VALUE**

**HAVE MADE UP
AMERICA'S MIND**

**IT'S A ZENITH
CHRISTMAS**



MODEL 52

... Employs nine tubes, including rectifier. Specially designed Screen-Grid circuit . . . DOUBLE Push-Pull. Genuine Automatic Tuning. Super-size Zenith Syntonic Dynamic Type Speaker. Linear Power Detection. Charming low-boy console of Butt Walnut with overlays of English Satin Oak.

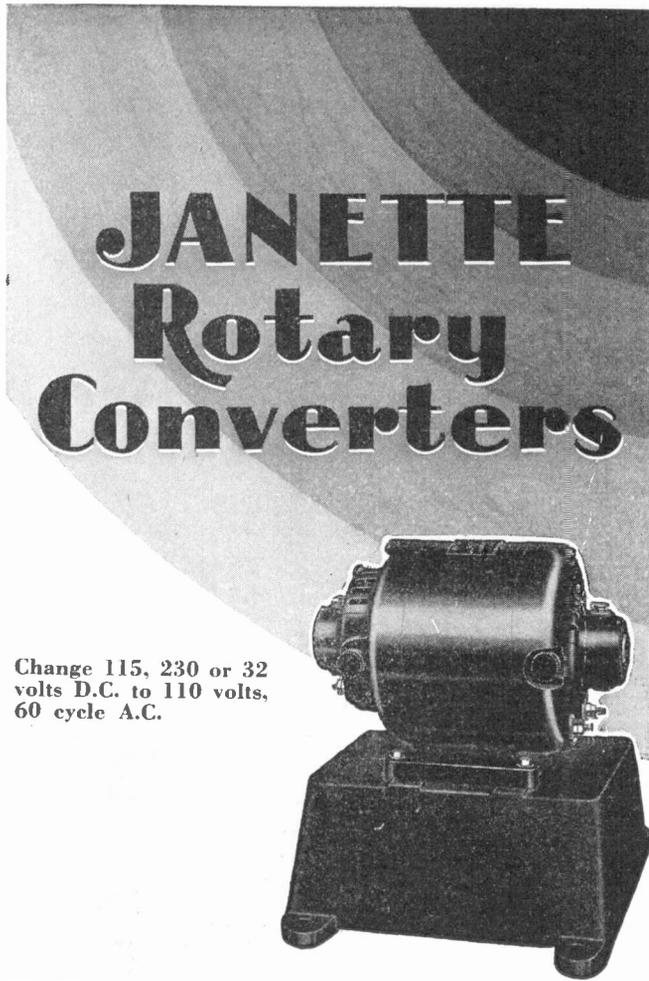
\$175 LESS TUBES

Other models from \$250 to \$700
Western U. S. prices slightly higher



ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Reissue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending. *Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.*



Make Thousands of New A.C. Radio Prospects

Whether your prospective radio buyers have D.C. or A.C. house current makes no difference—they're all prospects for A.C. radios.

Just plug a JANETTE Rotary Converter into a D.C. lighting circuit and connect an A.C. radio to the Converter. Result? A.C. radio reception equally as good as though the current was taken from an A.C. power line.

JANETTE Converters are made for 115 and 230 volts D.C. as well as for 32 volt farm and yacht lighting systems.

Send for Complete Details

JANETTE MFG. CO.

555 W. Monroe St.

Singer Bldg. Chicago Real Estate Trust Bldg. Philadelphia
149 Broadway New York

Farm Paper Advertising

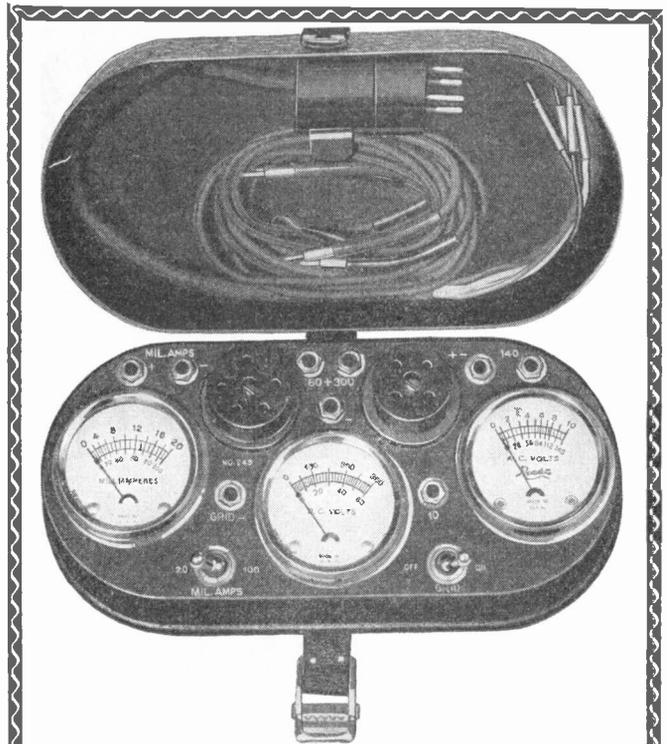
Janette advertising is telling the story of Janette Rotary Converters to thousands of farmers owning their own D.C. lighting plants—and selling them on the superiority of A.C. receivers over battery sets.

Janette Manufacturing Co.
555 W. Monroe Street, Chicago

Gentlemen: Send me prices and complete information on your converters.

Name

Address



\$12 Net

The **New** *Readrite*
Model 245



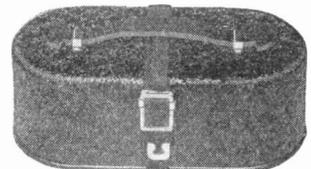
Set Analyzer and Tube Tester

Tests accurately — filament, plate, grid, screen-grid, cathode and line volts. Shows plate current and grid change.

A complete tester for the latest sets using 245 power tubes. Compact. Simple to use. Easy to carry.

Self-contained. The seamless steel cover with leather handle holds in place the cable, cords and plug. Beautiful baked enamel finish. An outstanding value.

At your jobbers. If ordered direct remittance must accompany order.



READRITE METER WORKS

Established 1904

6 College Ave., Bluffton, Ohio

' ' C L E A R A S A B E L L ' '

And now SONORA announces . . .

THE NEW
SONORA RADIO

WITH
**SYNCHRO-TONE MODULATOR
AND 4 SCREEN-GRID TUBES**

SONORA has taken another far-reaching step in Radio refinement—a step that means even better tone quality, greater distance and greatly increased volume with every note "Clear as a Bell"!

This SONORA Radio (the B Models) has four Screen-Grid tubes—three Screen-Grid radio amplifiers; Screen-Grid Detector; and two stages Audio amplification, the last stage of which employs two type 245 tubes in Push-pull system.

Think of it—an instrument of this character at prices within the means of every family!

Now More than ever
SONORA means SALES

The name SONORA reflects to the radio public a quality prestige of long-standing.

To the Radio Dealer it stands for SALES, influenced by a widespread consumer acceptance.

Hence, the SONORA authorized Dealer Franchise has become one of the most-sought-for privileges in the radio field.

You'll find it to your advantage—if you haven't already become a SONORA Authorized Dealer—to know more about the new SONORA Radio and the profit-making Sales Plan behind it. Write or wire, today!

SONORA PHONOGRAPH COMPANY, Inc.

Main Offices: Sonora Building, 50 West 57th Street, New York City
Factories: Buffalo, N. Y., Saginaw, Mich., Toronto, Ont., Canada

Licensed under patents of Radio Corporation of America and Canadian Radio Patents, Ltd.



CABINET BY
SONORA

\$149⁵⁰ less tubes

(Price slightly higher Denver West)

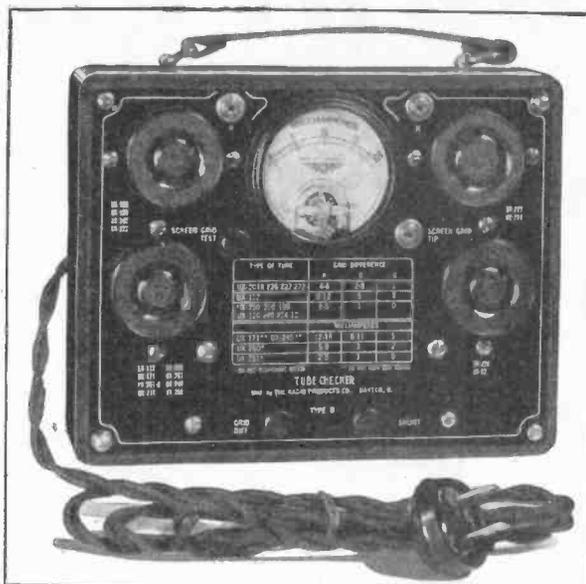
MODEL B-31 Lowboy, highest quality, extra large power dynamic speaker; genuine walnut cabinet with selected veneer trim. New SONORA Screen Grid Chassis employing four Screen Grid Tubes.

Sonora 
CLEAR AS A BELL

A trade-mark of distinction that has been synonymous with fine music for 18 years

The MODEL "B" AC TUBE CHECKER

The most profitable service instrument on the radio market.



Endorsed by leading radio engineers.

Tests all AC and DC receiving and rectifying tubes direct from the light socket. Tests screen grid tubes as well as special heater contact types. The instrument is housed in a genuine bakelite case and is easily portable. Dealers' Net Price \$22.75

THE RADIO PRODUCTS CO., Dayton, Ohio

SELL THEM MORE HOURS of real radio enjoyment—

Hundreds of families in your community will be blessed with new radio sets at Christmas time. But just as many families, if not more, will get along for another year or two with the sets they now have.

When your customers don't buy a new radio, there's one mighty fine way to help them get more hours of real radio enjoyment. Sell them Wirt Voltage Regulator—the radio "rejuvenator."

Besides giving remarkable protection to tubes and delicate parts, the Wirt Regulator cuts down much of the hum and distortion, increases

selectivity, and helps to bring the best of reception. There's an enormous Regulator market right in your own community. The Regulators are guaranteed. They sell quickly and easily. Liberal discounts assure you of good profits.

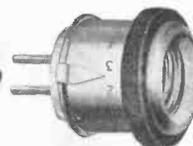
Get ready for those last minute Christmas sales. Stock up now. Order a carton of No. 211's and No. 211-B's. For your convenience we'll ship them direct and bill through any jobber you name.

WIRT COMPANY
5221 Greene St., Philadelphia, Pa.



Wirt Voltage Regulator No. 211-B (List price \$3.25) is for sets having dynamic speaker, using 7 or more tubes, etc. No. 211 (List price \$2.25) is for all other A. C. sets. Order a carton of each today. Liberal discounts.

WIRT Voltage Regulator



Announcement!

a new type of high vacuum detector amplifier ... the CeCo-227

This recent product of the CeCo laboratories has many new features which contribute greater physical strength and higher electrical uniformity.

It embodies the following new features:

1. Two mica spacing members, the upper one much larger than usual.
2. A grid constructed around two supporting bars instead of the single bar usual in this type of tube.
3. A short cathode.
4. A shortened distance from the glass stem to the electrodes.
5. A longer glass stem.

Its extremely rigid construction renders the new CeCo-227 more resistant to damage from shock.

Cooler operation has been achieved, which means longer life.

With the new CeCo-227 in their set, your customers will enjoy clearer, cleaner reception with a knowledge that the tube will *last*.

Without doubt the new CeCo-227 is the best tube of its type on the market today.

Because of the great demand for this new tube, jobbers and dealers are being supplied in limited quantities for their immediate requirements only.

Get your orders in as soon as possible.

Ce Co Manufacturing Co., Inc.

PROVIDENCE, R. I.



Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.

CeCo "keen sense" tubes



*Making
good tubes
better*

SUMMERILL

Seamless Nickel Tubing

Thirty years' experience in the manufacture of Pure Nickel Tubing has prepared us for the exacting job of furnishing radio tube manufacturers with the highest quality seamless Nickel Tubing for quick-heating tubes.

Summerill probably manufactures more PRECISION METAL TUBING than any other organization in the world. The wide acceptance of Summerill pure nickel tubing in the radio tube industry is shown by the fact that this department has quadrupled its output since May.

*Let us tell you who uses it
in this industry.*

The Summerill Tubing Co.

Founded in 1899
Bridgeport, Pa.
(Philadelphia District)



Carton of four Eveready Raytheon B-H Tubes

WHEN TUBE REPLACEMENTS ARE NECESSARY IN "B" ELIMINATORS ... EVEREADY RAYTHEON B-H

MOST "B" power units are designed for the B-H tube . . . the original gaseous rectifying tube. Millions of such units have been sold in the past few years. When tube replacements are necessary, a new Eveready Raytheon B-H Tube will give the greatest satisfaction. Tell your customers what a tremendous improvement in reception a new rectifying tube will make.

Eveready Raytheon B-H Tubes come in handy packages of four tubes each. Always keep at least one full carton on display. The market for these tubes is enormous!

NATIONAL CARBON COMPANY, INC.

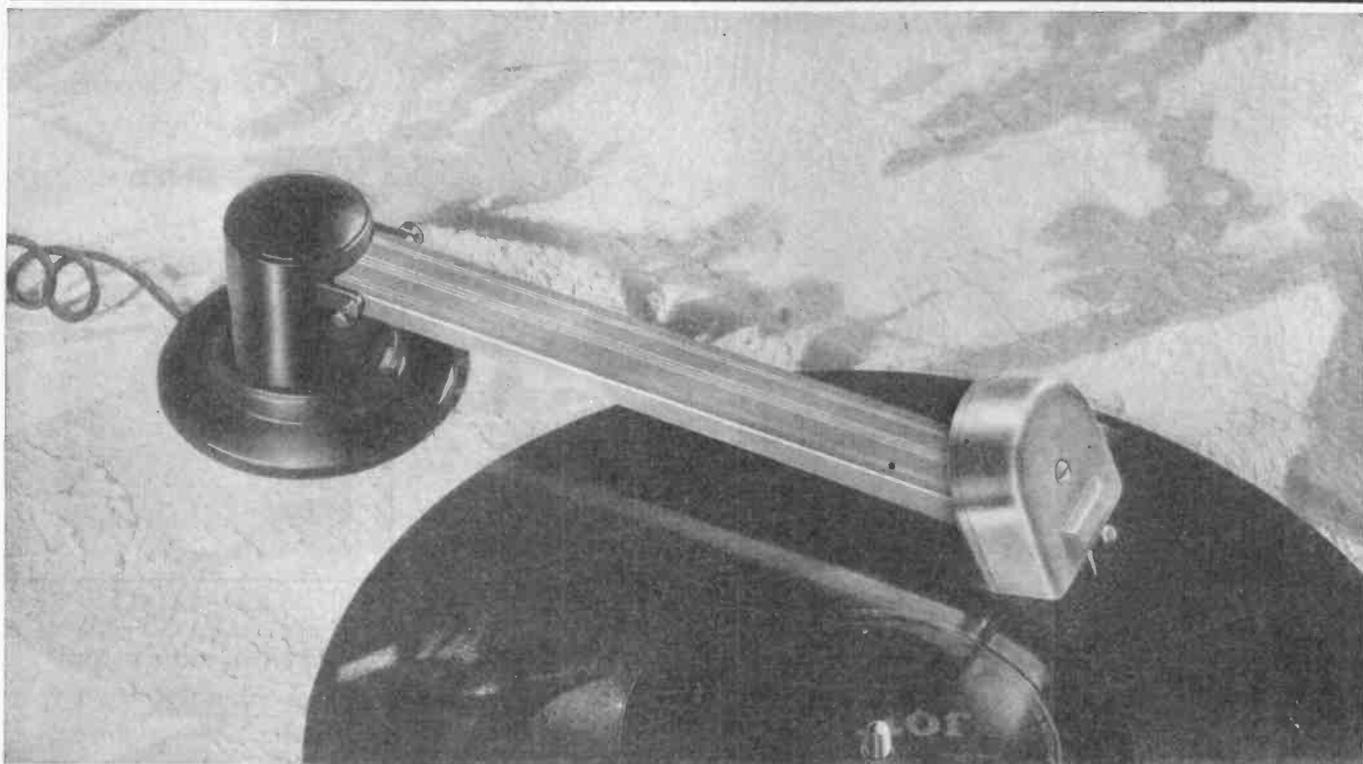
General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide **UCC** *and Carbon Corporation*



Trade-marks



Presto

Electro-magnetic
Pick-up

**Newer -- Better --
Faster Selling!**

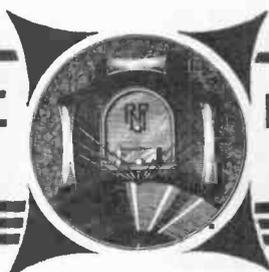
UNSURPASSED brilliance and power in record reproduction has been brought about by the new Presto Electro-magnetic Pick-ups. Attractive—structurally, mechanically and electrically correct—sensitive—a delight to hear—these instruments are creating new standards in the electrical reproduction of records.

Dealers and Jobbers everywhere *will* profit by handling this fast selling line. Get busy—read the exceptional features—stock now for the busy Winter Season ahead. Three Models—Premier, Projectionist and Auditorium. Also Presto Pick-Up Units—Universal and Tone Arm Models.

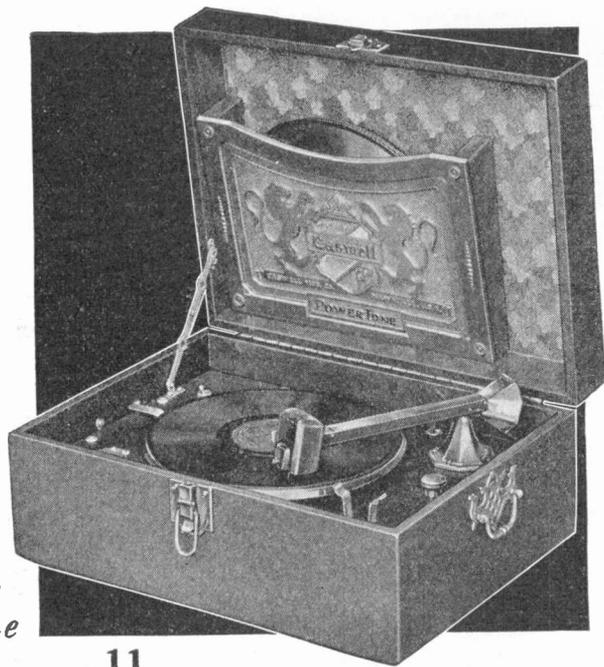
DEFINITE FEATURES OF SUPERIORITY . . .

- 1 Increased output—approaching the theoretical ideal volt generation.
- 2 Extreme sensitivity.
- 3 Vibratory flexibility, increasing volume and minimizing record wear.
- 4 Clarion-like definition established by use of highly specialized materials in magnetic-circuit.
- 5 Elimination of sharp resonance peaks by correct balance of oscillating member; freedom from excessive needle scratch without sacrifice of tone quality.
- 6 Distinctive circuit and construction free from exposed wires and dangling leads.
- 7 Magnetic permanence assured by use of highest grade cobalt magnet.
- 8 All-steel construction in ball-bearing arm base.
- 9 Arm vertical motion controlled by rugged pivotal bearing in closest practical plane to needle point, minimizing record wear and possibility of jumping grooves.
- 10 Straight-line cord construction permitting unimpeded arm movement in all directions and avoidance of insulation breakages.
- 11 Custom-built, highest-grade finish.

PRESTO MACHINE
70 WASHINGTON STREET



PRODUCTS CO., INC.
BROOKLYN, N. Y.



The
**Caswell
POWERTONE** ...

Another Caswell achievement has proved one of the hits of the trade show—the new, all electric Caswell PowerTone. A treasure chest in appearance, it combines those elements of precision, compactness and beauty most desired in a portable pick-up.

\$ 49⁵⁰

[All Electric]

In value, the PowerTone is the wonder of the industry. It is equipped with a General Electric Synchronous type motor—a power plant whose performance and dependability is world famous. It incorporates the Patent Phonovox—a pick-up device of exceptional tone quality, roundness and precision assuring the faithful reproduction of every type of phonograph record. It is fitted with antique brass effect hardware and a built-in, art-crafted record album, making it a thing of beauty for any home. When placed on top of the radio cabinet, the Caswell PowerTone becomes an individual part of the musical equipment—its soft brown coloring blending perfectly with any wood finish.

JOBBERS!

Consider the profit possibilities of this item from all angles—then write us for our jobber's proposition, keeping in mind the fact that Caswell does not compete with you in selling to the trade—but sells only through recognized jobbers.

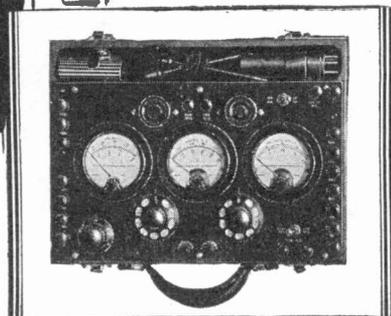
Caswell Manufacturing
Company
St. Paul Avenue at Tenth Street
Milwaukee, Wisconsin

CASWELL



“Madam—let me introduce the
**FACTORY
ENGINEER”**

Take this consulting specialist with you on your radio servicing calls



THINK what it would mean to your business if you were known to employ factory engineers for servicing radio sets—engineers familiar with every constructional feature! You would get every servicing call in your territory, because customers would have confidence that these men would know just what to do in every instance, and could promptly restore the set to perfect order.

That's exactly what the Weston Model 547 Radio Set Tester is in effect. It enables your servicing men to become as experienced and efficient as factory engineers. It helps the manufacturer make good his guarantee of performance; it helps you increase your servicing business with steadily increasing profits, and makes friends for your business and customers for your merchandise.

All told, the Model 547 is an outstanding achievement of the year and no dealer or service organization can afford to be without one. Write for detailed instructions on the scope of this instrument.



WESTON ELECTRICAL INSTRUMENT CORPORATION
581 Frelinghuysen Ave., Newark, N. J.

AN ANNOUNCEMENT OF VITAL INTEREST TO THE ENTIRE RADIO INDUSTRY

This announcement was made on Wednesday, November 13th during the Kolster hour over the nation-wide Columbia Broadcasting System. Similar announcements will be made every week during the same hour.

"Probably no other industry in the history of the world has made such rapid strides as radio. Scientific tests prove that radio receivers manufactured in the year of 1927 and prior to that period, are only 35 percent efficient. This is due to dynamic reproducers, screen-grid tubes, and other scientific developments.

"It is estimated that 45 percent of the sets now in use are 3 or more years old. Thus nearly a half of the radio audience tonight will get less than 50 percent of the full value of this and of other programs.

"Broadcasting stations and sponsors of programs are spending nearly \$75,000,000 a year to furnish entertainment for radio owners. To get the full benefit of this talent, the Kolster Radio Corporation urges every radio owner to have his dealer demonstrate a 1930 set. See the difference. And in selecting a new set give Kolster consideration.

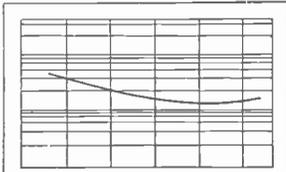
¶ "There are many good sets on the market—Kolster is one of them. We believe it is the best. But whether you buy a Kolster or not, you owe it to yourself to get a good modern radio, and thus take the fullest advantage of the extraordinary entertainment now being broadcast."

TUNE IN EVERY WEDNESDAY EVENING!

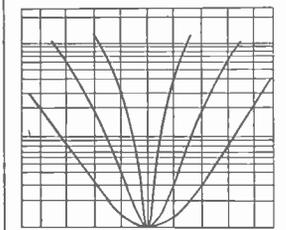
KOLSTER RADIO

AUDIOLA

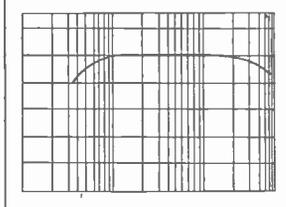
Leads the chassis field
in
SENSITIVITY!



SELECTIVITY!



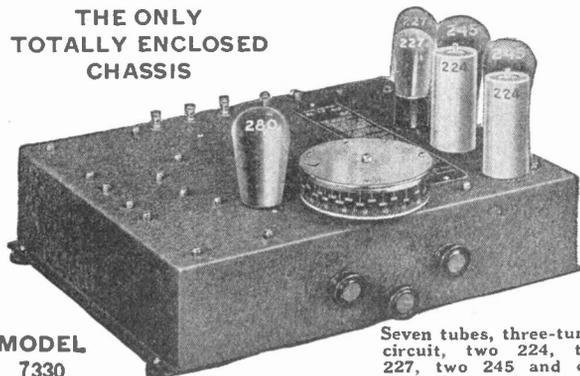
FIDELITY!



Engineering performance curves can tell the laboratory's story. —BUT!—

Curves cannot show Audiola workmanship—reliability—quality of component parts and record of past performance.

**THE ONLY
TOTALLY ENCLOSED
CHASSIS**



**MODEL
7330**

Seven tubes, three-tuned circuit, two 224, two 227, two 245 and one 280 tube.

True Screen Grid
Power Detector—No Hum
D. C. Dynamic
245 Tubes in push pull at full recommended voltage.

AUDIOLA

RADIO COMPANY

430 So. Green St., Chicago, Ill.

TRIMM Speakers for Centrally Controlled Radio Systems

We have unusual facilities for the development of Dynamic and Magnetic Speakers for Manufacturers, Contractors and Radio Service Companies designing or installing centrally controlled radio systems.

Write to-day for full information on chassis and complete assemblies for console, cabinet, table, wall mounting, panel and grille equipment.

TRIMM RADIO MFG. CO.
847 W. Harrison Street
CHICAGO

Dynamics · Magnetics · Headsets

Examine this Radio Coil ... NOW!



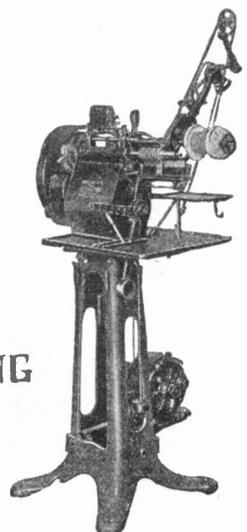
We will mail to any recognized Radio Manufacturer, upon request, a sample radio coil wound on the

**No. 84 UNIVERSAL
COIL WINDING
MACHINE**

with full details regarding the machine to produce it.

Your engineers will be interested in its excellent electrical and mechanical qualities, and low production cost will appeal to your planning department.

This advertisement clipped to your letter head will bring a sample to your desk.



**UNIVERSAL WINDING
COMPANY**
Lescom
BOSTON

What the Public Wants

With the New 1930 Browning-Drake screen-grid Radio you can guarantee these six buying factors 100%.

Buying Factors:

(As shown by the recent survey of Radio Retailing)

1. Tone
2. Price
3. Selectivity
4. Appearance
5. Reputation
6. Screen-grid

(See how Browning-Drake fits in this survey)

IN this set you can offer a screen-grid radio whose tone quality, selectivity and appearance are unsurpassed by sets selling at nearly double the price. Behind it is the Browning-Drake reputation for quality—a sound construction which reduces servicing to a minimum.

Your sales resistance will be nil; your full profit assured.

Read these 12 major selling points:

1. Semi-automatic tuning—both kilocycles and call letters on dial.
2. Five tuned circuits—nine tubes.
3. Tuned antenna.
4. Push-pull audio (245 power tubes).
5. Power detection (plate rectification) optional.
6. Band-pass filter effect 10 KC selectivity.



7. Mershon trouble-proof condenser.
8. Voltage, regulation adjustment (manual).
9. Power unit integral part of chassis.
10. Special electro-dynamic speaker.
11. Selected walnut and American gum wood cabinet.
12. Hand-rubbed satin Duco finish.

Model 54

Small console (33x28x14). Selected walnut and gum-wood, high-lighted Duco finish, inbuilt electro-dynamic speaker, screen-grid, less tubes.

\$142.50

Prices slightly higher west of Rockies.

You owe it to yourself to get the whole story and our unusually attractive franchise. Write for it now.

We also offer the first modern Battery-operated Screen-Grid set—console and table models.

BROWNING-DRAKE CORPORATION

226 Calvary Street, Waltham, Mass.

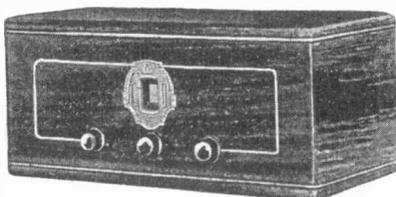
Builders of quality radio for five years.

Model 53

Table model, A-C. Screen-grid, less tubes.

\$102.50

Prices slightly higher west of Rockies.



Browning-Drake

screen-grid RADIO

Over 1,500,000 people listen-in on Browning-Drake Radio Sets

MAYO

FOR

SERVICE MEN

New Development

A new Variable Wire Wound Resistance for use in Power Packs, Eliminators, etc. Has adjustable contacts that can be arranged to give exact B and C voltages. Any resistance from 0 to 15,000 can be obtained. Wound with Nichrome Wire on special refractory tube. Coated with the new elastic covering. List Price \$1.00. Dealer's Price \$0.50.

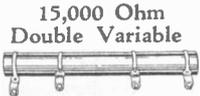
Replace with MAYO.
"They're Guaranteed."



Atwater-Kent No. 37 Block
Type 283

Write for new catalogue sheets

MAYO LABORATORIES, Inc.
281 East 137th St., New York City



CONDENSER BLOCKS FOR		Type	List
Majestic B Eliminator	287		\$7.00
Majestic Super B...	281		7.50
Majestic Set (1928 model)	284		10.00
Atwater Kent Model 37...	283		12.50
Zenith Set (For all sets using 280 rectifier)...	282		9.00
Mohawk A.C. 27 to 28...	280		9.00
Stewart-Warner...	285		9.00
Many Other Blocks. Not Listed			

TRANSFORMERS FOR		Type	List
Majestic B Eliminator (All models)...	T-287		5.00
Zenith Pack	T-282		9.00
Mohawk A.C. 27 to 28 (228 type of power pack)...	T-280		9.00
Stewart-Warner...	T-280		9.00
Many Other Transformers Not Listed			

RESISTANCES
A Complete Line of Wire Wound Resistances



"BETTER because they're precision BUILT" ...

THAT'S the story which is helping dealers increase Dilco tube sales every day!

The makers of Dilco offer this attractive franchise to radio dealers everywhere . . . a fast selling line . . . less service calls . . . and a liberal discount. Your distributor will give you full details!

Desirable Territories are Open to Live-Wire Distributors—Write Today!

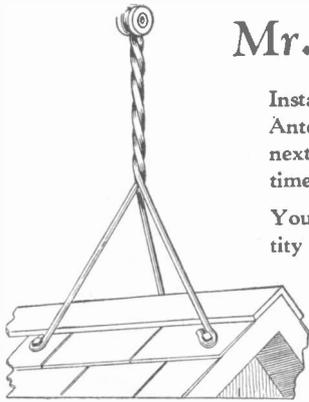


DILCO RADIO CORPORATION
HARRISON, N. J.

Mr. Service Man:

Install one or two Solter's Midget Antenna Masts on the roof of your next difficult Antenna job. The time saved will pay for them.

Your price 60c. Write for quantity prices, and pamphlet.



PATENT PENDING

Manufacturers
SOLTER'S MIDGET ANTENNA MAST CO.
418 Boston Block,
Minneapolis, Minn.

DEALERS! CASH IN ON THIS!

Tested



Proved

A Hot Seller

NEW! PHANTOM AERIAL

CAN BE USED ON ANY SET

Eliminates outside and underground Aerials. No more roofs to climb, no holes to dig. Many users claim exceptional results, getting new distant stations never before heard. Small, compact, efficient. Contained in fancy novelty skull case exactly as illustrated. Movable lower jaw attracts attention anywhere displayed. Size 4x4x2 1/2 inches. List \$3.95. Also made in plain bakelite finish case. List \$2.75. Discounts 50%, any quantity. Terms 20% with order, balance C.O.D. Write or wire your order.

PHANTOM AERIAL CO., 1722 Pallister, Detroit, Mich.

There Are Real Reasons

for *Radio Retailing's* being the only ABC and ABP member in the radio, music, and home entertainment products fields.

Such membership requires a circulation confirmed by disinterested auditors . . . known, proved, and analyzed.

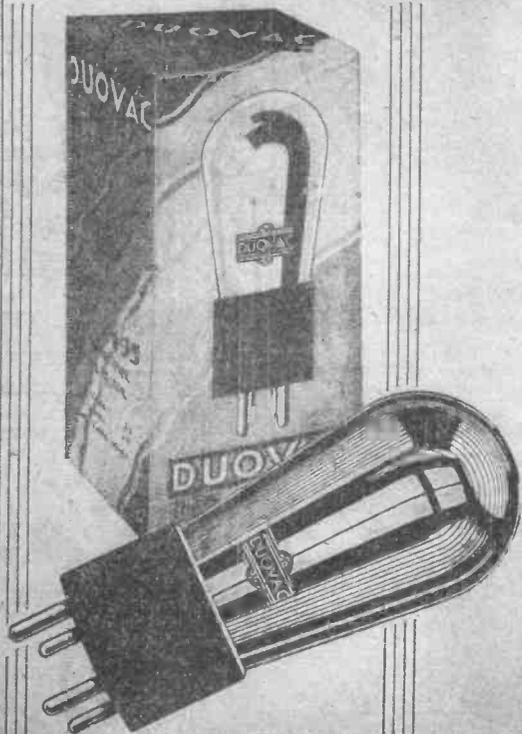
The fact that it has the largest total and paid circulation of any trade publication in these fields is doubly significant when the *character* of that circulation (ABC—ABP) is considered.

Radio Retailing

ABC A McGraw-Hill Publication ABP
Tenth Avenue at 36th Street, New York

2 NEW STORES NOW OPEN: 3018 THIRD AVE. (at 155th Street) BRONX - 336 FULTON ST. (near Court ST.) BROOKLYN

WALTHAL'S experience, gained in selling 2,000,000 Radio Tubes yearly, reveals that there is no better tube than



Walthal's
Genuine

DUOVAC

The *Precision Radio Tube

*PRECISION—The quality of being precise, strictly accurate—identical.—Standard Dictionary

WALTHAL'S, always seeking the best in Radio, has had its engineers make exhaustive tests and comparisons to find which radio tube would live up to the HIGHEST RATING, and assure set owners the best broadcast reception. These tests PROVED that DUOVACS, because they are made by the new Duovac process, have a UNIFORMITY and ACCURACY, never before attained in tube manufactures.

In a Test of 10,000 Duovacs Walthal's proved that the Uniformity of Duovacs are an Assurance of Better Radio Reception, Because—

I. DUOVAC filament
sure uniformity

And NOW

America's Greatest Chain of Radio Stores feature Duovacs as the finest of Radio Tubes and recommend Duovacs as standard equipment in sets.

DUOVACS assure the dealer not only bigger profits in cold cash because of the DUOVAC merchandising policy . . . but also greater profits through savings in time and effort because DUOVACS reduce dealer service problems. Dealers who wish to protect their tube profits and maintain their reputation for quality and service should lose no time in communicating with

DUOVAC RADIO TUBE CORP. 360 FURMAN ST., BROOKLYN, N. Y.

percentage of vacuum and condition of filament.

THE CUSTOMER MUST BE SATISFIED with his purchase from Walthal's regardless of cost.

WALTHAL'S PRICES FOR DUOVACS			
DX201A . . .	1.25	DY227 . . .	2.50
DX199 . . .	2.50	DX280 . . .	3.00
DV199 . . .	2.75	DY225 . . .	4.50
DX120 . . .	3.00	DY224 . . .	4.00
DX112A . . .	2.25	DX245 . . .	3.50
DX171A . . .	2.25	DX210 . . .	9.00
DX226 . . .	1.75	DX281 . . .	7.50
		DX250 . . .	11.00

WALTHAL'S

Division of WEXTARK RADIO STORES

- | | | |
|--|---|---|
| 61 Cortlandt Street
At 7th Avenue Subway | BRONX
Newly Opened
3018 Third Avenue
At 155th Street | 118 Flatbush Avenue
At Riga Street |
| 60 Cortlandt Street
At 7th Avenue Subway | 987 Southern Blvd.
Near 163d Street | 1537 Pitkin Avenue
Near Saratoga Ave. Open Sunday |
| 233 Spring Street
Near Varck Street (Lower E. P. St.) | 50 East Fordham Rd.
Corner Walton Avenue | 1918 Kings Highway
Near Ocean Avenue |
| 135 East 86th Street
Ret. Lexington and 34th Avenue | YONKERS
7 North Broadway
Near Gies's Square | ARTORIA, L. I.
264 Stelway Avenue
Near Broadway |
| 142 East 86th Street
At Lexington Avenue Subway | BROOKLYN STORES
336 Fulton Street
Near Court Street | OPENING SOON NEW STORES!
59 Main St., Flushing, L. I.
5602 Fifth Avenue
Near 86th Street, Brooklyn |
| 2321 Broadway
Corner 91st Street | | |
| 143 West 125th Street
Near 7th Avenue | | |

18 STORES OPEN TILL 10 P. M.

CORWICO VULCAN LIGHTNING ARRESTER

Also Dissipates Accumulated Static Charges

LIST PRICE
\$1.00

\$100 Guarantee
with each arrester



The Corwico Vulcan Lightning Arrester sells and performs. It is big, well made, and packed in an attractive two-color box. Its performance is guaranteed by a \$100 pledge to repair lightning damage to any set equipped with the Corwico Vulcan Lightning Arrester.

A Quick Year-Round Seller

The Corwico Vulcan Lightning Arrester is made in accordance with a new principle that dissipates accumulated static charges. This new feature in a lightning arrester makes the Corwico Vulcan a quick year-round seller.

If your jobber cannot supply you with Corwico Vulcan Lightning Arresters, order a sample carton of 6 direct.



ANTENNA KIT

Consists of Highest Quality Equipment

Now is the time to sell your customers on equipping their sets with new aerials. Show them a Corwico Antenna Kit No. 4. It contains everything required including a Corwico Vulcan Lightning Arrester. The equipment is of the highest quality and the kit is an unequalled value for two dollars and fifty cents.



If your jobber cannot supply you with Corwico Antenna Kits, order a sample carton of 10 direct.

CORNISH WIRE COMPANY
28 CHURCH ST., NEW YORK CITY

MAKERS OF THE FAMOUS



BRAIDITE HOOK-UP WIRE

Eliminate Your Radio Aerial



\$1

Price Reduction
makes new
Greater Market

This great reduction is made possible only by the new factory economies resulting from increased production. The new price is effective immediately and your discounts remain the same.

BUD
ANTENNA
ELIMINATOR
now **\$2.50**
only **25c**

More Sales For You!

BUD RADIO Inc.
CLEVELAND, O.

ANACONDA MAGNET WIRE



Plain Enameled
Cotton Covered
Silk Covered

ANACONDA WIRE & CABLE Co.
Magnet Wire Dept.
MUSKEGON — MICHIGAN.

WASMUTH-GOODRICH COMPANY



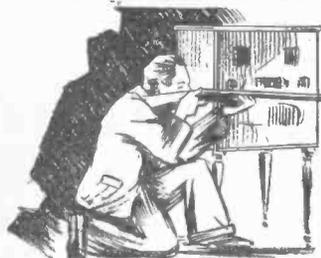
Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

The ROYALTY



OF RADIO



**SNIPING
KILLS
PROFITS!**

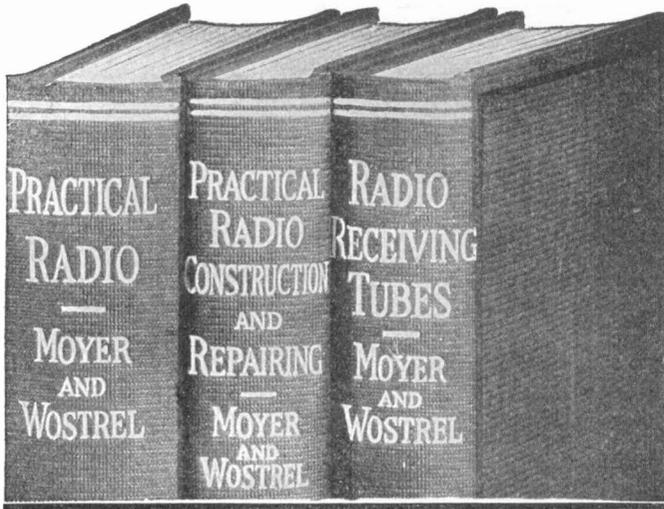


Dealers and Dealer Salesmen make money only when they are busy—in the right direction...

Take the case of a substantial radio dealer in the midwest: He "carried" 4 lines—and sold Kennedy! Before concentrating on Kennedy, he had to make an average of 6 demonstrations for each sale. Now, on Kennedy, his average is 4 sales out of 5 demonstrations... He is making money! Why? Because Kennedy Dealers are not piled one on top the other. There aren't 6 or 8 Kennedy Dealers in the same block. And, therefore, each Kennedy Dealer's prospects are not encouraged to "shop around"—not inclined to play one dealer against another—to ask for "quiet" discounts or "extras"—to demand and get unreasonable trade-in allowances or terms... Franchised Kennedy Dealers and their Salesmen are free from these "sniping" practices. They are enthusiastic about the tremendous advantages of the Kennedy Protective Territorial Plan—about the new Kennedy Power-detection Screen-Grid Receivers—"The Royalty of Radio"—selling at stabilized prices, because they are worth it. Colin B. Kennedy Corporation, South Bend, Indiana.

↔
Royal Model 220 (Screen-Grid Lowboy) \$159
Royal Model 320 (Screen-Grid Highboy) \$189
↔

**KENNEDY
RADIO**



Three Books That Triple Your Opportunities in The Radio Industry—

A modern and practical library that covers the building, repairing and servicing of radio receiving sets—
It serves alike the needs of the amateur and the commercial dealer and serviceman—

Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By **JAMES A. MOYER**, Director of University Extension, Massachusetts Department of Education,
and **JOHN F. WOSTREL**, Instructor in Radio Engineering and Supervising in Charge of Industrial Subjects, Massachusetts Department of Education.

Volume I.—PRACTICAL RADIO: This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training, will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of eight typical sets.

Volume II.—PRACTICAL RADIO CONSTRUCTION and REPAIR: All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio are covered.

Volume III. — RADIO RECEIVING TUBES: In this volume the essential principles underlying the operation of vacuum tubes are explained in a non-technical a manner as is consistent with accuracy. It gives the construction, action, reactivation, testing and use of vacuum tubes and applications for distant control of industrial processes and precision measurements.

10 DAYS' FREE EXAMINATION—SMALL MONTHLY PAYMENTS

Examine these books free for ten days. You will find them invaluable as a home study course and as a reference in the daily radio problems which you meet in your business. Simply fill in the coupon and the books will be sent to you postage prepaid; there is nothing to pay if they do not prove satisfactory. At the end of ten days send us only one dollar and then two dollars a month until the price of seven dollars has been paid. If at the end of the examination period the books are not satisfactory return them to us—No red tape—No agents.

McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Send me the New Radio Construction Library, all charges prepaid, for 10 days' Free Examination. If satisfactory I will send \$1.00 in ten days and \$2.00 a month until \$7.00 has been paid. If not wanted I will return at your expense.

Name

Home Address

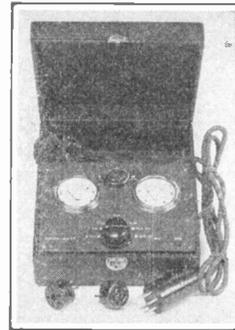
City and State

Name of Company

Occupation R.R. 12-29

—An Improved Beede Combination Tube and Set Tester

No. 250
With Screen Grid Test
List Price \$25.00
Dealer's Price \$15.00



No. 20
Without Screen Grid Test
List Price \$20.00
Dealer's Price \$12.00

It Tests Screen Grid Tubes

The advent of the screen grid set prompted the development of a new and better combination tube and set tester, with special attachment to test screen grid tubes. It makes all ordinary tests on A.C. and D.C. tubes and receiving sets also.

Every service-man, set builder, radio store and radio fan—should have this improved instrument. It has a large market—it offers a profit.

Get one for your own use. Write for details.

Beede Electrical Instrument Co.

Manufacturers of Quality Battery Meters, Meters for Radio Use, Etc.
PENACOOK, NEW HAMPSHIRE

ACME WIRE PRODUCTS

Parvolt Filter and By Pass Condensers
Coils—Magnet Wire Wound
Varnished Insulations

Magnet Wire . . . All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.
Radio Manufacturers' Assn.
American Society for Testing Materials

For 25 years manufacturers and suppliers to the largest and most discriminating users.

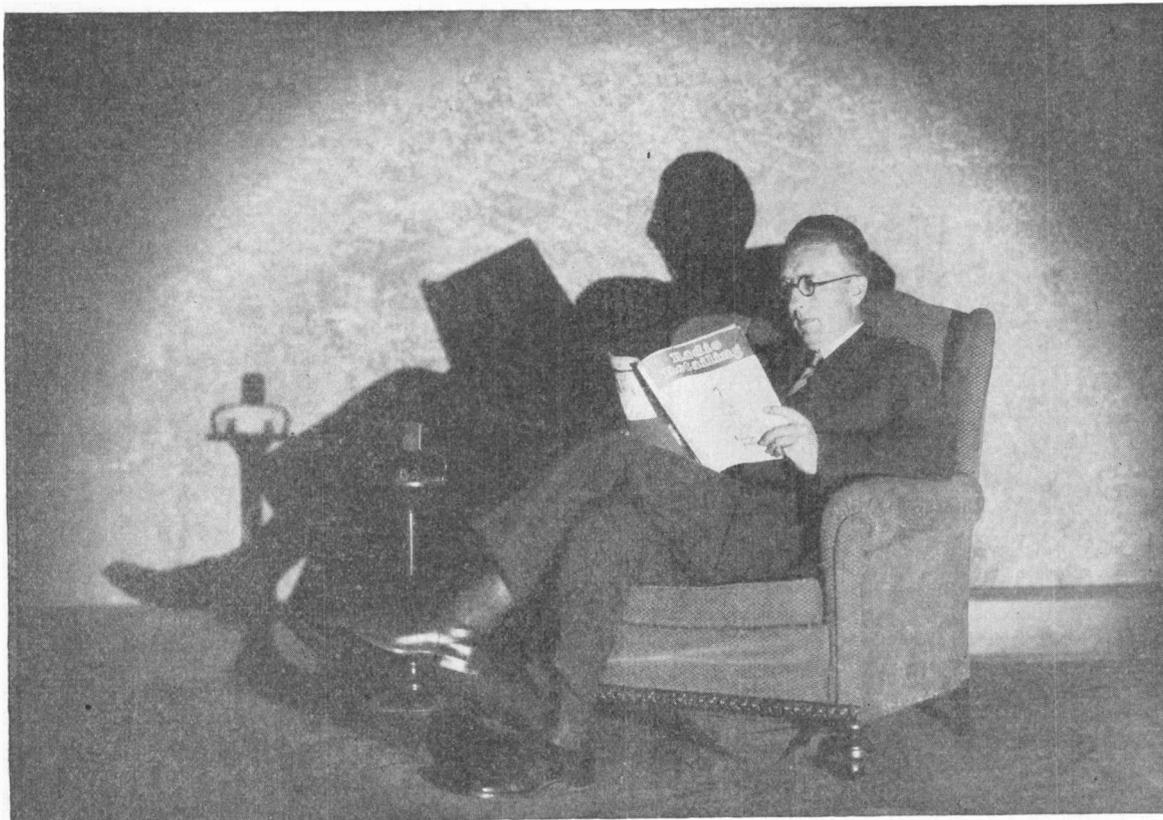
THE ACME WIRE CO.
NEW HAVEN, CONN.

Branch Offices

New York
52 Vanderbilt Ave.

Chicago
842 N. Michigan Ave.

Cleveland
Guardian Bldg.



"Seeks out the real radio merchants wherever they may be and gives them its full attention."

Thoroughly Elected!

RADIO RETAILING is not quite five years old. Its fifth anniversary will be celebrated in January.

Yet two advertising agencies and six radio manufacturers (after holding eight separate elections) report that *Radio Retailing* leads its nearest competitor by seven votes to one, and leads *all 13 competing publications combined* by more than a hundred per cent—in reader popularity.

This popularity must be due to the fact *Radio Retailing* seeks out the real radio merchants, wherever they may be, and gives them its full attention—an editorial content concentrated on the radio trade and industry.

And, as a result, those merchants roll up a 71.81% vote for *Radio Retailing*, as against 9.82% for its nearest competitor,—in *eight different elections*.

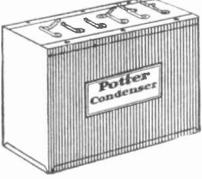
Radio Retailing

A McGraw-Hill Publication

Member A B C and A B P

Tenth Avenue at 36th St., New York

SERVICE MEN Use Potter Replacement Blocks and By-pass Units for Service Work

	Code	Eliminator used with	Price
	4341	Majestic Standard "B"	\$10.00
	4343	Majestic Special Master	11.00
	4347	Majestic Super "B"	12.00
	4359	Majestic Master "B"	11.50
	4360	Brown "B" Super Power (Green Brown)	11.00
22-54	Zenith ABC Power Supply ZE-9		\$12.00
572-S	Mohawk AC (27-28) 226 Type Power Unit		12.00
572-S	Stewart Warner		12.00



The Potter Co.

North Chicago, Illinois
A National Organization at Your Service

Cunningham RADIO TUBES



Ambassadors
of Joy
at Yule-tide

A complete set of Cunningham Radio Tubes in each receiving set you sell will enhance its value and tone quality.

E. T. CUNNINGHAM, INC.

New York Chicago San Francisco Dallas Atlanta

The Dealer is a Human Being . . .

not a robot or a slot machine. He has his prejudices, for and against certain products and people, just like the rest of us. His favorite trade paper, that he pays to read, has his confidence. He relies upon it for news, information and advice concerning his field of business.

And he gets such news, information and advice in *Radio Retailing* . . . evidently more to his satisfaction than anywhere else . . . according to eight separate investigations recently made by six radio manufacturers and two advertising agencies.

Those manufacturers and agencies must know which business paper the dealer reads . . . habitually and from choice . . . because the radio dealer is the purchasing agent for his community. His selective function is the most important factor in the distribution and sale of merchandise.

And the trade publication that the dealer regularly buys and reads has the same place in the manufacturer's advertising campaign that the dealer himself occupies in the sales campaign.

Radio Retailing

A McGraw-Hill Publication

Member ABC — A B P

Tenth Avenue at 36th Street,
New York

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 8 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 12 cents a word, minimum charge \$2.50.
Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch \$7.50
 2 to 3 inches 7.25 an inch
 4 to 7 inches 7.00 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column. 3 columns—30 inches—to a page. Radio Retailing

Over
 25,000
 other
 men
 in the
 Radio
 Industry
 will see
 this page—

Then isn't this the logical place to advertise any business wants you may have of interest to men in the Radio Industry? Employment — Business Opportunities — Surplus Stocks, etc.

Address

SEARCHLIGHT DEPARTMENT
 Tenth Ave. at 36th St., New York City

SPECIAL NOTICE:

To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

New "SEARCHLIGHT" Advertisements

must be received by noon, the 28th of the month to appear in the issue out the following month.

Address copy to the Searchlight Department
 Radio Retailing
 Tenth Ave. at 36th St., New York City

POSITION VACANT

EXPERIENCED and technically trained radio and electrical engineers can reach the entire radio industry by inserting an advertisement in the Searchlight Section of Radio Retailing. For rates and information write to Searchlight Department, Tenth Ave. at 36th St., New York.

POSITIONS WANTED

OFFICE managers and other men fully experienced in Radio; capable of taking charge of sales, service and repair, can readily be obtained through an advertisement in the Searchlight section of Radio Retailing. Send your adv. today to Searchlight Department, Radio Retailing, Tenth Ave. at 36th Street, New York.

SALESMEN AVAILABLE

IF YOU are looking for salesmen to sell Radio or represent your complete line, insert an advertisement in the Searchlight Section of Radio Retailing for quick results. Radio Retailing's circulation is in excess of 25,000. Send your adv. today to Searchlight Department, Radio Retailing, Tenth Ave. at 36th St., New York.

BUSINESS OPPORTUNITY

IF YOU are in need of capital, or if you desire to finance a business in the radio field insert an advertisement to this effect in Radio Retailing. Address Searchlight Dept., Tenth Ave. at 36th St., New York.

Reputable well known jobbing institution in State of Wisconsin is interested in taking on a nationally known well advertised line of radio sets, refrigerators, electrical appliances or washing machines. If you have a proposition that is interesting and have sales possibilities, write immediately.

RA-114, Radio Retailing
 520 No. Michigan Ave., Chicago, Ill.

Convince Your Customers

that your trade-in allowance is right. Turn trade-ins from loss to profit with the "Radio Dealers Blue Book." Used by over 3200 dealers in West. Recommended by eleven Western associations, complemented by Federated Radio trade associations. Eastern edition now ready. Trade-in prices established quarterly by questionnaire to three thousand picked dealers. Loose leaf binder also includes complete description and factory list prices of all current models. Price with year's correction service, \$10.

Published by

Western Music and Radio Trades Journal
 254 W. 31st St. New York City
 501 Commercial Exchange Bldg. Los Angeles, Calif.

Instead of a

XMAS CARD

send each one of your customers the special "Christmas Greeting" number of

RADEX

"The DX Tuning Book"

Teaches them to tune correctly; gives them an understanding of radio; is an incentive to get the most from their set; tells them where to set dials for any station. "The most interesting log book available."

Request on letterhead brings sample and full details. Write TODAY!

THE RADEX PRESS

Dept. R.R., 1367 E. 6th St., Cleveland, O.



LO ALL THOSE with whom we have done business during the past year and all those with whom we shall do business during the coming year we extend our heartiest best wishes for their continued prosperity during the New Year and at the same time point out that we shall be able to offer the same prompt service and good bargains that have always characterized our offerings.

AMERICAN SALES COMPANY

19-21 Warren Street, New York, N. Y.

We carry a complete stock of Replacement Parts for Freed-Eisemann and Freshman Sets.

Ask Us for Prices on Anything You Need

- Scientific Laboratory 3 gang condenser .00035.....\$1.45
- Freed-Eisemann 9.6 mfd. filter condenser for N R 80..... 3.25
- Freshman output transformers.. .25
- Freshman audio transformers... .35
- Freed-Eisemann 4 gang N R 80 condensers..... 1.75
- Freshman TRF coils, set of 3.... .75
- Freshman Model Q Power units. 4.95
- Grid suppressor resistances..... .10

Peerless Speakers

- Peerless Gothic Speaker, Model 7-A, list \$35.00, our price.....\$9.50
- Peerless Dynamic Cabinet Speakers, Model 17 A R 60 7 inch, list \$45.00...17.50
- Peerless Dynamic Cabinet Speakers, Model 19 A R 60 9 inch, list \$50.00...18.50

BALTIMORE RADIO CO.
45 West Broadway, New York City

Surplus Stocks

When you have surplus stocks of radio equipment to sell — coils, tubes, sets, speakers, cabinets, insulators, etc., or when you are in the market to purchase such surplus stocks of other dealers—

Use a "Searchlight" Ad.

GLOBE TUBES

Why pay more when you can buy good tubes manufactured by a Nationally known company at these prices.

UX 226	40c.	UX 171 or UX 171A	45c.
UY 227	45c.	UX 280	65c.
UX 281	95c.	UX 210	95c.

Grid leaks and resistors, all sizes, \$1.50 per 100
Hilco or Dubilier No. 601, all sizes, 2.50 per 100

Guaranteed, Immediate Replacement.

20% with order, balance C.O.D.

RELIABLE RADIO CO.

46 Brattle St., Boston, Mass.

He has . . . Two Big Things in your favor



STICK-TO-IT-IVENESS

The phone rings, "Hello, Bill, how's the boy?" "Oh, hello, Bob, how are you doing?" "What say to some pool, tonight, Bill?" "Sorry, Bob can't make it." "How come, got a date?" "No, just a date with some books and apparatus in my room. I'd sure like to go along, but I can't spare the time." "Oh, 'can' those books. You're always studying. Do you good to get out tonight, Bill." "Can't do it, Bob. Sorry! Give me a ring again Bob."

Whatever you may think of a correspondence course, you must admit that it is a real test of a man's stamina. For six months now, Bill has been plugging away. There are many times, after a hard day's work when Bill doesn't feel like studying. But he studies just the same. He has Sticktoitiveness.

Today Bill and several others like him are ready to talk to employers in the Radio industry. We know these men. They have worked with us, night after night, for months. We know that they are sincere, ambitious, intelligent and above all determined.

If they had nothing more to offer you as an employer than that one big element called Sticktoitiveness—that in itself would be worth considering, wouldn't it? But they offer you another asset, which is vital, too.

TRAINING

The man who completes the National Radio Institute course has behind him a practical education in all branches of Radio. He knows how to put sets together, repair them, install them, service them.

The training we give him covers Elementary Electricity, operating features of Transformers, Tubes, Rheostats, Condensers and other parts, Checking Tubes, fundamental principles of D. C. and A. C. Sets, Power Packs and a great deal more. Nor is his knowledge purely theoretical. With his course, each student is supplied with a complete set of parts. A very important phase of his training is the actual building of circuits.

By the time he has qualified as an N. R. I. graduate, he has a background of knowledge which prepares him for a variety of positions, whether in the manufacturing, selling, operating or servicing ends of the business.

N. R. I. graduates—men like Bill here—making good with Atwater Kent, American Bosch Magneto, Brunswick, Crosley, General Electric, and a long list of others.

N. R. I. graduates are ready to make good for you. Regardless of the type of work you have in mind—regardless of where you are located—we have a man for you who has two big things in your favor . . . Sticktoitiveness and Training.

Consult Us When You Want Trained Men

Trained N. R. I. men are available on short notice in any part of the United States. In most cases their theoretical knowledge has already been tempered by practical experience in the field. They are ready to fill any position, anywhere, at any time you say.

We probably have men right in your own city, certainly near to it, who are ready to work for you. Immediately they will bring you training; and, what is more important in the end, they will bring you interest, energy, and ambition.

As soon as you have an opening, we will welcome a call from you. There will be no charge to you, or to our graduate. Your good will, our graduate's good will, make it worth while. Just tell us the kind of a man you need. We will put you in touch with one or several—quickly.



NATIONAL RADIO INSTITUTE

16th and U Streets N.W.
WASHINGTON, D.C.

HEADQUARTERS FOR
TRAINED RADIO MEN



Outstanding profit-making head

EFFECTIVE WITH

Model K-5

Height42"
Width25½"
Depth19"

FEATURES

1. Electro-Dynamic Reproducer (10¼-in. diameter).
2. 210 Power Amplifier. Fine tone quality.
3. Supplies "B" voltage, if desired.
4. Can be used with any electric or battery set.
5. Complete A.C. Electric operation.
6. Beautiful pencil striped walnut cabinet.



A DESIRE to close out our remaining small stocks of these world-famous **Kolster Reproducers and Receivers** calls for still further drastic price reductions.

Hundreds of radio dealers fully appreciate the remarkable value these products represented before these new prices were decided upon.

Now the old special prices have been reduced more than 25%. Now greater value than ever is offered. Now you can feature two headliners that are sure to bring remarkable profit returns during the seasons ahead.

Every item is **brand new** and in original factory packing, and every one bears the original **KOLSTER** Serial Number and guarantee tag.

K O L S T E R

LIST PRICE

\$175.00

(without tubes)

Clearance
Price

\$24.50

LOTS OF 5
OR MORE

\$21.50 ea.

ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier and "B" Supply Unit

THIS finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained on a steel frame. It weighs 45 pounds without the cabinet. Cabinet itself is of pencil-striped walnut, beautifully designed with Cathedral grille. It is equipped with switch for control of house current to reproducer, power unit and amplifier. A pilot light indicates when the Reproducer is in operation.

If desired the 210 Power Amplifier will also supply 22, 67 and 90 volts "B" current, sufficient for any set using up to 8 tubes. An automatic voltage regulator tube, UX-874, maintains the "B" voltage silent and steady.

Reproducer can be used with any battery or A.C. set, replacing the last audio stage or be used with all tubes of the set. Whenever used, it will bring out every shading and range of tone; every note is reproduced with utmost faithfulness, pure and undistorted. It will modernize any radio receiver.

Following tubes are required for its operation: 2—UX-281 (for full-wave rectification); 1—UX-210 (for super power amplification); 1—UX-874 (for voltage regulation). For use with phonograph pick-up, one additional audio stage is recommended between the pick-up and this Reproducer.

A 20-ft. cable is included with each instrument. Operates direct from 50-60 cycle, 110-120 volt A.C. current.

Licensed Under Patents of the Radio

AMERICAN SALES COMPANY,

liners at special clearance prices!

THIS ISSUE

We are equipped to give your orders extra prompt attention to insure delivery for the coming season.

Don't delay, order now and rest assured that you have come in on one of the best buys ever offered of genuine nationally advertised radio merchandise.

Special "Buy as you sell" Offer

BUY EITHER item as needed at the top price but—if you order a total of 5 or more of one or the other within a period of 30 days from date or your first order, we will allow you the 5-lot price on all purchased and refund the difference in price on sets purchased.



Model 6-H

Height53"
Width27"
Depth18½"

FEATURES

1. Beautiful highboy console of burlled walnut with maple overlay.
2. Kolster K5, Electro-Dynamic Reproducer with built-in 210 Power Amplifier included for fine tone quality (see opposite page).
3. Famous Kolster 6-tube T.R.F. circuit.
4. Hairline selectivity. Distance Reception.
5. Single dial control simple to operate.

K O L S T E R

SIX-TUBE CONSOLE RECEIVER

With Built-in Kolster Electro-Dynamic Reproducer

ENTIRE set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120 volt, by simply adding any "A" supply unit and a small 4½-volt "C" battery. Built-in Electro-Dynamic Power Reproducer furnishes "B" supply current to set. A switch snaps receiver in or out of operation and a pilot light tells instantly when set is in operation. Single dial control makes this the simplest of receivers to operate.

Receiver employs the famous Kolster T.R.F. circuit. It operates on either indoor or outdoor antenna, using three stages of R. F., detector and two stages of A. F. Three point tap switch aerial adjuster operated from panel gives hairline selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver. In addition, the 210 power amplifier built into the model K-5 Dynamic Reproducer achieves remarkable tone quality. In this receiver is embodied everything looked for in modern radio.

This combination Kolster Set and Electro-Dynamic Reproducer is housed in a beautiful console of burlled walnut with maple overlay. Full swinging doors found only in the finest cabinets add to its beauty.

Receiver uses 6—UX-201-A tubes and Electro-Dynamic Reproducer uses 2—UX-281, 1—UX-210, and 1—UX-874 tubes.

LIST PRICE

\$295.00

(without tubes)

Clearance Price

\$39.50

LOTS OF 5
OR MORE

\$35.50 ea.

Corp. of America and Lektophone Corp.

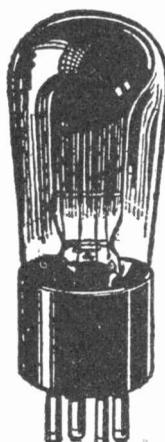
19-21 Warren Street, New York, N. Y.

Dealers: PICK YOUR LEADER

Increase Your Profits on Tube Sales by Selling

GENUINE IMPERIAL TUBES

IMPERIAL TUBES BEAR A REGULAR FACTORY GUARANTEE

	<p>IMPERIAL</p> <p>\$1.25 UX201A Detector-Amplifier</p> <p>4.00 UX200A Super Detector</p> <p>2.25 UX112 ½ Amp. Power Amp.</p> <p>2.25 UX112A ¼ Amp. Power Amp.</p> <p>2.25 UX171 ½ Amp. Power Amp.</p> <p>2.25 UX171A ¼ Amp. Power Amp.</p> <p>2.75 UV199 Dry Cell Det.-Amp.</p> <p>2.25 UV199 Dry Cell Standard Base</p> <p>2.50 UX199 Dry Cell Det.-Amplifier</p> <p>3.00 UX120 Dry Cell Power Tube</p> <p>3.00 UX240 High-Mu.</p>	<p>\$.38</p> <p>.95</p> <p>.68</p> <p>.68</p> <p>.68</p> <p>.68</p> <p>.82</p> <p>.62</p> <p>.75</p> <p>.90</p> <p>.90</p>	<p>\$1.75 UX226 AC Amplifier</p> <p>2.50 UY227 AC Det. & Amplifier</p> <p>4.50 UX222 DC Screen Grid 4 prong</p> <p>6.50 UY222 AC Screen Grid 5 prong</p> <p>4.00 UY224 AC Screen Grid 5 prong</p> <p>3.50 UX245 AC New Type Power Tube</p> <p>3.00 UX280 Full Wave Rectifier</p> <p>7.25 UX281 Half Wave Rectifier</p> <p>9.00 UX210 Heavy Duty Power Amp.</p> <p>11.00 UX250 Heavy Duty Power Amp.</p>	<p>\$.52</p> <p>.81</p> <p>1.35</p> <p>1.75</p> <p>1.35</p> <p>.95</p> <p>.95</p> <p>1.97</p> <p>2.43</p> <p>2.97</p>	IMPERIAL
--	---	--	---	---	-----------------

McCULLOUGH TYPE TUBES

\$5.00 AC 227A 4 prong base 2 prongs on side \$1.35

GENUINE McCULLOUGH TUBES

\$5.00 AC 401A 4 prong base 2 prongs on top \$2.25

No Sample Orders for less than 12 assorted tubes will be filled.

TERMS: — 20% with order, balance C. O. D. 2% discount allowed for full remittance with order only. Add 5% extra for Parcel Post shipment.

R & F SALES CO.
137 LIBERTY ST., New York City

P. O. or Express Money Orders, Bank Checks and Certified Checks will have 24 hour Service.

FOR SALE

2200—400 ohm Choke Coils

Inductance of these chokes is 30 henries at 120 milliamps. Have extra size core made of Armco extra special transformer steel, Trancor finish, equipped with special terminal board.

1600 Power Transformers

which will give ample power for filaments as follows:
5—226 Tubes 2—171A Tubes
1—227 Tube 1—280 Tube
together with necessary plate voltage for the above tubes and extra power to energize the D.C. speaker field.

The above items were made by a manufacturer of quality transformers and represent the best engineering features. All parts made of best material and were tested at 1600 volts for breakdown, etc. Samples will be mailed on request.

FS-115 R.R., 520 No. Michigan Ave., Chicago, Ill.

KEEP POSTED on PRICES Radio and Electrical Merchandise

This coupon will bring our latest listing of Radio and Electrical Bargains. We sell for less.

S. S. Jobbing House
156 W. 26th St.
New York City, N. Y.

Without obligation add my name to your list so that I get your Radio and Electrical Merchandising Bargains regularly.

Name

Street

City State

Important

←

You cannot afford to be without our quotations on our latest Radio and Electrical Bargains.

**MAIL
THIS
NOW**

←

“SEARCHLIGHT”

IS

Opportunity Advertising

—to help you get
what you want.

—to help you sell
what you no
longer need.

Take Advantage Of It
For Every Business Want

“Think SEARCHLIGHT First”

PROFIT THRU OUR EXPERIENCE

Out of an extended trial we have the evidence that
—DUBILIER CONDENSERS are the greatest value
per dollar paid. We announce a new policy—
DUBILIER EXCLUSIVELY!

Dubilier Condensers are designed to give TEN YEARS of service.

Analysis and tests by impartial laboratories and large corporations show DUBILIER to be superior to every other make, and, in one noted test, to have eleven times the life and twice the strength of the nearest competitor.

If you are in business for longer than today, build on dependable merchandise. No one can stand the cost of making initial sales only. You need automatic repeat business—built on confidence. We are in a position to know. And we give you this definite warning—

REPLACE WITH DUBILIERS!

**For Majestic
"A" Eliminators**



Model PL 1778

Net Price **\$5.40 ea.**
Lots of 6, \$30.00

**For Majestic
"B" Eliminators**



Model PL 1223

Net Price **\$4.80 ea.**

Lots of 6, \$24.50

Special Master "B"
Model PL1737—\$6.60.
Lots of 6—\$37.50.



For Majestic Receivers

Year	Tube Used	No.	Net	Lots of 6
1928-29	171	PL 1309	\$6.00	\$35.00
1928-29	250	PL 1765	6.00	35.00
1929	245	PL 1766	7.20	42.50
Mohawk Sets		PL 1761	5.40	30.00

Dubilier Light Socket Aerial

New solid internal design. Increased sensitivity of screen-grid sets. Contributes lower cost to users by making outdoor aerial unnecessary. Dealers are using these DUBILIER LIGHT SOCKET AERIALS as a sales-expedient, pointing out to prospects they make no charge for aerial.



Net Price **90c.** Lots of 10 **\$8.50**

**The New Disturbo-Ducon—Silencer of
Radio Power Line Disturbances**



Developed since 1918, patented—highly successful.

Going big this year.

Net Price **\$9.00**

Lots of 6, **\$50.00**

An improved and compact paper condenser to replace the old "bypass" type of condenser.

Special Prices on Dubilier Condensers

	List	Net
1 mfd.	\$2.00	\$.40
6 mfd.	5.00	1.50

Last Minute Specials

A BIG SCOOP ON "AMPION" TUBES

30,000 of them—all in the original factory cartons at these unheard of prices

X226	35c. each	X210	40c. each
X171A		X245	
Y227	20% deposit with order	X250	20% deposit with order
		X280	20% deposit with order
		X281	

We will make free replacements on any tubes returned to us within three days after you receive them.

In view of the low prices we cannot accept any orders for less than \$15.00. Any orders over \$50.00 deduct an additional 5 per cent. This offer holds good while the quantity lasts. Every radio dealer should take advantage of this wonderful offer—first come, first served.

SPEAKERS

FADA DYNAMIC No. 14 A.C. Dynamic Beautiful Walnut Cabinet. List price \$72. **\$19.00**
STEWART WARNER Magnetic Chassis **3.25**

ELIMINATORS

TIMMONS 180 volt B (with intermediate taps) **\$8.50**
POWERIZER 250 volt (with intermediate taps) **9.50**

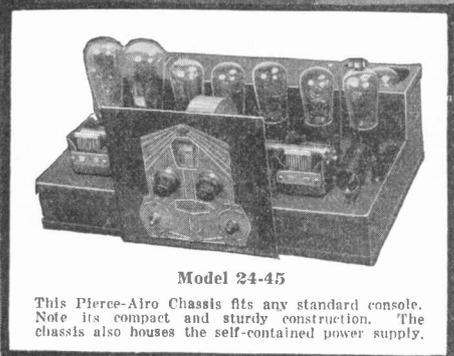
If your name is not on our mailing list you had better send it in now—we have some very hot numbers.

Federated Purchaser

A National Organization Serving Over 10,000 Retail Merchants

16-22 Hudson St., New York, N. Y.

Telephone: Barclay 7583
7584



Model 24-45

This Pierce-Airo Chassis fits any standard console. Note its compact and sturdy construction. The chassis also houses the self-contained power supply.

UNDISPUTED LEADERSHIP!

PIERCE AIRO

The NEW SCREEN-GRID: Model 24-45 is, justly termed the "PERFECT RADIO" Chassis. Jobbers and dealers—well informed in Radio, have chosen this new job in preference to all others: *Truly an Undisputed Leader*, surpassing all others for—construction, performance, price.

The Modern Way to Sell Radios

More and more radio dealers realize that the Pierce-Airo way is the logical way to sell radios today. With a super-performing chassis like the Pierce-Airo, and a variety of consoles for the prospect to choose from, sales are not only more easily made but they are more profitable because you can set your own selling price and make your own profit. Sell the Pierce-Airo way. Make the Pierce-Airo your leader. It will make you more customers and boost your profits.

Write for our new low revised price list and full particulars

PIERCE-AIRO, INC., 113R Fourth Ave. New York City

Pierce-Airo Chassis Features

1. Employing the new 224 Shield Grid Tube.
2. Uses the new 245 tube, insuring increased volume without the consequent distortion.
3. Provision is made for regulation of line voltages in various localities, insuring longer life of tubes.
4. With a Pierce-Airo Chassis either an A.C. or D.C. dynamic speaker can be used.
5. Has automatic phonograph pick-up.

	Page
Acme Wire Co.	128
Allen Hough-Carryola	79
American Bosch Magneto Co.	88
American Weekly	103
Anaconda Wire & Cable Co.	126
Andrea, F. A. D.	99
Arcturus Radio Co.	76-77
Associated Factory Distributors	21
Audak Co.	95
Audiola Radio Co.	122
Bakelite Corp.	105
B-L Elec. Mfg. Co.	112
Beede Elec. Instrument Co.	128
Bohn Aluminum Corp.	13
Bremer Tully Mfg. Co.	94
Browning-Drake Corp.	123
Brunswick-Balke-Collender Co. Inside Front Cover	
Bud Radio, Inc.	126
Cable Radio Tube Corp.	14
Caswell Mfg. Co.	120
Ce Co Mfg. Co.	117
Central Radio Lab.	112
Champion Radio Works, Inc.	Front Cover
Colonial Radio Corp.	84-85
Copeland	91
Cornish Wire Co.	126
Crosley Radio Corp.	92-93
Cunningham Inc., E. T.	130
DeForest Radio Co.	4
Dilco Radio Corp.	134
Duovac Radio Tube Corp.	125
Edison Co., Inc., Thos. A.	78
Gold Seal Elec. Co., Inc.	89
Grebe & Co., Inc., A. H.	5
Grishy-Grunow Co.	97
Gulbrandsen Co.	24
Holcomb & Hoke Mfg. Co.	25
Hygrade Lamp Co.	12

ALPHABETICAL INDEX TO ADVERTISEMENTS

	Page
International Resistance Co.	98
Janette Mfg. Co.	114
Jewell Elec. Instrument Co.	107
Kennedy, Inc., Colin B.	127
Ken-Rad Corp., Inc.	8
Kiel Furniture Co.	90
Kolster Radio Corp.	121
Leutz, Inc., C. R.	86
Mayo Lab's	124
McGraw-Hill Book Co.	128
Mills Novelty Co.	15
National Carbon Co.	106-108-109
National Carbon Co., Raytheon Div.	17-18-118
National Union Radio Corp., Sonatron Div.	6-7
National Union Radio Corp., Televoical Div.	96
Pacnet Elec. Co.	16
Perryman Elec. Co.	22
Phantom Aerial Co.	124
Philadelphia Storage Bat. Co.	110-111
Pierce Airo, Inc.	138
Potter Co.	130
Presto Machine Prod. Co.	119
Premax Prod. Inc.	158
Radio Corp. of America	56-57 Back Cover
Radio Dealers Ass'n of America	19
Radio Master Corp.	10
Radio Prod. Co.	116
Readrite Meter Works	114
Red Lion Cabinet Co.	100
Samson Electric Co.	101
Silver-Marsall, Inc.	11
Solter's Midget Antenna Mast Co.	124
Sonora Phono Co., Inc.	115
Sonatron Tubes	6-7

	Page	
Sparks-Withington Co.	9	
Steinite Radio Co.	Inside Back Cover	
Sterling Mfg. Co.	82-83	
Stromberg-Carlson Tel. Mfg. Co.	2	
Summerill Tubing Co.	118	
Sylvania Prod. Co.	26	
Televoical Corp.	96	
Thordarson Elec. Mfg. Co.	74	
Toman & Co., E.	104	
Transformer Corp.	23	
Triad Mfg. Co.	102	
Trimm Radio Manufacturing Co.	122	
Universal Winding Co.	122	
Utah Radio Prod. Co.	3	
Valley Appliances	87	
Victoreen Prod. Co.	20	
Wasmuth-Goodrich Co.	126	
Webster Elec. Co.	80-81	
Weston Elec. Instrument Co.	120	
Wirt Co.	116	
Zenith Radio Corp.	113	
SEARCHLIGHT SECTION		
Classified Advertising		
BOOKS		
Radex Press	131	
Western Music & Radio Trade Journal	131	
BUSINESS OPPORTUNITIES		131
EDUCATIONAL		
National Radio Institute	133	
EMPLOYMENT		131
RADIO STOCKS		
American Sales Co.	132-134-135	
Baltimore Radio Co.	132	
Federated Purchaser	137	
R. & F. Sales Co.	136	
Reliable Radio Co.	132	
S. S. Jobbing House	136	

FRIDAY SEPT., 15, 1929

PRICES OF OTHER SETS
MAY COME TUMBLING DOWN
TO COMPETE WITH THIS ONE

But They Cannot Offer More
Real Radio Value Than **Steinite**
At Any Price

IT was Steinite which set the pace years ago with
the first low-priced electric set. Today it is
high is setting the pace with its SUPER

\$118

A Prediction that has Come True!

[The above advertisement was first published on September 15, 1929]

but Steinite still leads because:

1. Steinite Offers 3 Screen Grid Tubes.
2. Steinite Comes Complete in Consoles—
not assembled.
3. Steinite offers True Electro Dynamic
Speakers.

The price cuts of the last few weeks have merely indicated the extent to which Steinite has outdistanced all competition. Other price cuts may come—but they will only serve to emphasize Steinite's leadership. Steinite's amazing price still stands as a challenge to the radio industry and Steinite continues to be the fastest seller in radio today! Steinite has no overstock to dump—no obsolete merchandise—and the Steinite was priced right from the start.



SEE—HEAR—THE SENSATIONAL STEINITE TODAY!

Steinite

ELECTRIC RADIO

This advertisement in newspapers throughout the country is bringing home to the American public the story of Steinite's greater value. The Steinite franchise is of greater importance today than it ever was. Write for details to the

STEINITE RADIO CO.
FORT WAYNE, INDIANA
STEINITE RADIO OF CANADA LTD.
Toronto, Ontario, Canada

A Radiotron
for every purpose

- RADIOTRON UX-201-A
Detector Amplifier
- RADIOTRON UV-199
Detector Amplifier
- RADIOTRON UX-199
Detector Amplifier
- RADIOTRON WD-11
Detector Amplifier
- RADIOTRON WX-12
Detector Amplifier
- RADIOTRON UX-200-A
Detector Only
- RADIOTRON UX-120
Power Amplifier
- RADIOTRON UX-222
Screen Grid Radio Frequency Amplifier
- RADIOTRON UX-112-A
Power Amplifier
- RADIOTRON UX-171-A
Power Amplifier
- RADIOTRON UX-210
Power Amplifier Oscillator
- RADIOTRON UY-224
Screen Grid Radio Frequency Amplifier (A. C. Heater)
- RADIOTRON UX-240
Detector Amplifier for Resistance-coupled Amplification
- RADIOTRON UX-245
Power Amplifier
- RADIOTRON UX-250
Power Amplifier
- RADIOTRON UX-226
Amplifier (A. C. Filament)
- RADIOTRON UY-227
Detector Amplifier (A. C. Heater)
- RADIOTRON UX-280
Full-Wave Rectifier
- RADIOTRON UX-281
Half-Wave Rectifier
- RADIOTRON UX-874
Voltage Regulator Tube
- RADIOTRON UV-876
Ballast Tube
- RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated



S. W. GILFILLAN
President • GILFILLAN BROS., Inc. 1929



"Our advice to all our dealers is to recommend RCA Radiotrons for initial equipment and for replacement in all of our radio instruments. We do this because we use them for experiments and tests in the Gilfillan Bros., Inc. laboratories and find that they have no superior."

S. W. Gilfillan

Expert radio engineers advise that all tubes in your radio will be replaced at the same time—once a year at least. Old tubes left in unadequate performance of the others. By installing a complete new set of RCA Radiotrons you are assured of balanced performance.

RCA RADIOTRON

RAD. DIVISION
RADIO-VICTOR CORPORATION OF AMERICA

The national magazine advertisement reproduced at the left is one of the 1929 Radiotron series each of which carries the signature of a leading radio manufacturer.

Don't sacrifice your customers' good-will for a few pennies extra profit . . . don't make their radio sets experimental stations for temperamental vacuum tubes—tubes that hum, howl, squeal and burn out power units. Guard your reputation for dependable radio merchandise by making your store the headquarters for RCA Radiotrons—the highest quality and most uniform vacuum tubes known in the radio art—the only vacuum tubes endorsed by every manufacturer of fine radio instruments . . . the only vacuum tubes whose unflinching day-in-and-day-out performance has been demonstrated millions of times.

Years of continuous advertising have made RCA Radiotrons the preferred choice of millions . . . hence, the easiest to sell. Always carry a full line . . . customers hate to hear "out of stock"!



RADIOTRON DIVISION
RADIO-VICTOR CORPORATION OF AMERICA

RCA RADIOTRON

RADIOTRONS ARE THE HEART OF YOUR RADIO SET