

# Radio Retailing

*The Business Magazine of the Radio Industry*

A McGraw-Hill Publication

APRIL, 1930

## 27 million reasons why

During the 25 years that Stewart-Warner has engaged in fine, precision manufacture, its products have grown in use until today it boasts 27 Million Users—27 Million reasons why this name is known the world over. Add to this another fact—its 50 Million Dollars in resources—and you get a substantial picture of the solidity of Stewart-Warner in the manufacturing field.

FOR STEWART-WARNER IS IN THE RADIO BUSINESS TO STAY!

You will find it good business always to sell the line of firmly grounded manufacturers. As such, Stewart-Warner has a very definite place in your radio business.

As a Stewart-Warner dealer you can operate on the fairest franchise in the industry—and build toward stable, increasing profits. Begin NOW with the finest line of models we have ever developed.

Learn the WHOLE STORY—TODAY!

STEWART-WARNER CORPORATION, CHICAGO, U. S. A.

# STEWART-WARNER RADIO

A GREAT RADIO BACKED BY A GREAT NAME

**Praise  
that Spans  
the Country**

**and Comes  
from Dealer  
and User  
Alike**

Photographs  
Covers  
Records  
Spare Parts  
Service  
Information  
Literature

100 Corn & Franklin Street of Newark, New Jersey

**SHERMAN THOMPSON Music House**

35317 F STREET  
PHOENIX 193

Fairfax, Cal. February 15th 1930

Brunswick Phonograph Company  
San Francisco  
California

Gentlemen:

Please ship us immediately one Model No. S-21 Brunswick Radio containing the "screen-grid" tubes

It is certainly a great satisfaction to us to hear our customers say, "If I couldn't get another Brunswick Radio, I wouldn't take a thousand dollars for the one I bought from you."

So far, we have not been called on once to service one of the screen-grid radios.

*Ed Thompson*

St. Louis Mo.  
Feb. 14, 1930.

Brunswick-Balke-Collender Co.  
St. Louis Mo

Gentlemen:

On January 11th you delivered to me a Brunswick radio No. S14, which I purchased through the F W Kelm Company of Marietta, Illinois.

I thought you might like to know what service it is giving. In one month, from January 11th to February 11th, I have entered one hundred and four (104) different stations in my radio log. This may not be any record or near record, but if anyone thinks that is not a lot of stations, I suggest they try logging as many. I might add that I did not keep extra late hours doing it as I seldom remained up as late as midnight.

Selectivity is fine. volume is great and tone is wonderful.

Very truly yours,  
*W. N. Hacker*  
4604a Virginia Ave

**Brunswick's 1930  
Models have won im-  
mediate, enthusiastic acclaim  
from the trade and the public.**

- A Pacific Coast dealer adds this comment to a rush order:  
"We have not been called to service one of the screen grid radios."
- A middlewesterner praises his new Model S14 in these gratifying words:  
"Selectivity is fine. Volume is great. Tone is wonderful. I have logged 104 stations in one month."
- A Brunswick owner who lives in Des Moines, Iowa, sends in this imposing DX list—and his set is scarcely four months old!
- |  |  |   |
|--|--|---|
| Enid, Okla.  | Montreal, Canada<br>(Stations CKAC, CHYC<br>and CNRM)          | Beverly Hills, Calif.                         |
| San Juan, Porto Rico                                 | Calgary, Canada  | Pasadena, Calif.                              |
| Spokane, Wash. (Stations<br>KGA and KHQ)             | Vancouver,<br>(Seal Island)                                    | Hollywood, Calif.                             |
| Seattle, Wash. (Stations<br>KJR and KOMO)            | Havana, Cuba (Stations<br>CMC and CMK)                         | Santa Monica, Calif.                          |
| Tacoma, Wash.  | San Francisco, Calif.<br>(Stations KFWI, KYA,<br>KPO and KFRC) | Culver City, Calif.                           |
| Winnipeg, Canada                                     | Oakland, Calif.  | San Diego, Calif.                             |
| Toronto, Canada<br>(Stations CFRB, CKNC<br>and CKGW) |  | Los Angeles, Calif.<br>(Stations KFI and KHJ) |
| Ottawa, Canada                                       |  | St. Petersburg, Fla.                          |
|  |  | Clearwater, Fla.                              |
|  |  | Mexico City, Mexico<br>(Stations XFG and XEN) |

**Brunswick**

RADIO . . . PANATROPE WITH RADIO . . . RECORDS



THE BRUNSWICK-BALKE-COLLENDER COMPANY, Chicago, New York, Toronto—Branches in All Principal Cities

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# Adios and GREETINGS

Radio Retailing announces the following changes in the personnel of its editorial staff:

HENRY BAUKAT  
*Leaves*



With sincere regret we bid adios to Henry W. Baukat, our staff technical editor since 1925. "Hank," as he is widely known to his host of radio friends, left the first of March to assume the duties of Director of Public Relations with the RCA Radiotron Company. He may be reached at 215 South Fifth St., Harrison, N. J.



W. W. MACDONALD  
*Again On the Job*

W. W. MacDonald returns to *Radio Retailing* after an absence of a year in Colombia, South America. "Mac" will replace Mr. Baukat and has been assigned the responsibility of enlarging the service section of this magazine. He will spend much of his time contacting, at first hand, service men in the field and reporting practical service ideas and developments. MacDonald holds a "brass pounder's" license and also has serviced sets. He is exceptionally qualified, technically, for his job.

TOM BLACKBURN  
*for Chicago*



Tom Blackburn, who replaces at Chicago the present managing editor of this magazine, was born in Kansas. From country newspaper days when, like the Toonerville Trolley he "met all trains," our new Western editor has progressed through farm paper, daily newspaper and advertising writing to the position of a recognized authority on sales subjects. Mr. Blackburn is a graduate of the School of Journalism of the University of Missouri.

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

RAY V. SUTLIFF, Managing Editor  
W. W. MACDONALD, Technical Editor  
S. J. RYAN, Merchandising Counsellor  
M. E. HERRING, Publishing Director

April  
1930

VOL. 11—No. 4

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

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Listen Monday Evenings to the Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra over the National Broadcasting Company's Blue Network and Associated Stations.

No. 642 Stromberg-Carlson. High Console. Triple Screen Grid in radio frequency. Extra-size Electro-Dynamic Speaker. Price, less tubes, East of Rockies \$259



The Stromberg-Carlson Guarantee not to reduce its list prices has been in effect since March, 1925, and continues without limitation.

No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Triple Screen Grid. Price, less tubes, East of Rockies \$369

# Receivers worthy of fine broadcasting

PEOPLE are demanding radio receivers equal to the task of reproducing programs from the air, as fine as any ever heard within the world's greatest auditoriums.

One proof of this is the way they are turning to the Stromberg-Carlson. Many of our authorized dealers sold three times as many Stromberg-Carlsons in January 1930 as in January 1929, our greatest sales year.

1930 is a *good* radio year, if you are selling Stromberg-Carlsons. Because—as has frequently happened before at the end of a "sellers' market", mediocre products are going begging while products of established quality are selling better than ever.

There is no doubt in people's minds as to the ability, tone quality, fineness or durability of a Stromberg-Carlson. Nor—as to the permanence of the company whose name it bears.

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

*"There is Nothing  
Finer Than a  
Stromberg-Carlson"*

# Stromberg-Carlson

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



# LEADERS AGAIN

*We Announce*

# UTAH

# ELECTRIC PICK-UP

New, advanced in principle and Supreme in tone quality, Utah Electric Pick-up is startling in its reproduction qualities. Try IT!  
 . . . Utah Electric Pick-up offers a new profit possibility to those who have learned to depend on the quality of Utah products.  
 Information on request.

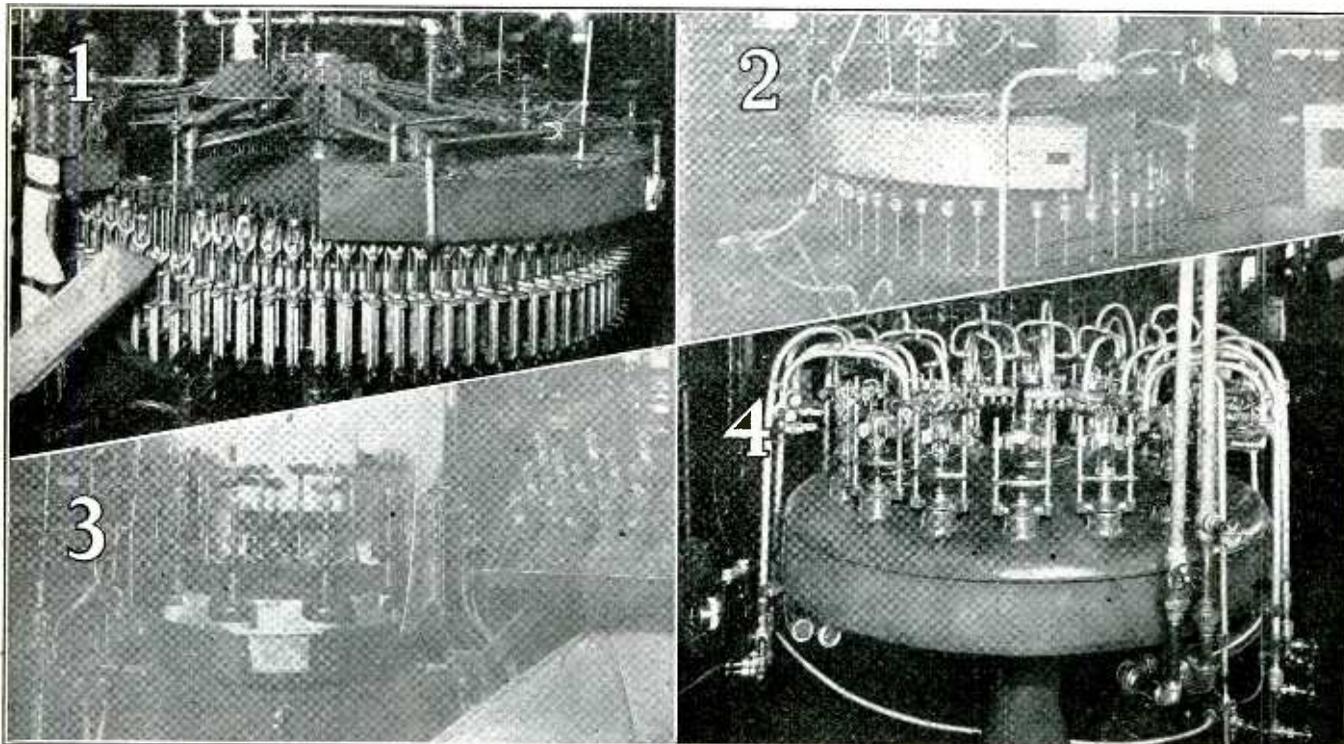
**UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago**

SALT LAKE CITY

NEW YORK

TORONTO, CANADA





1. New basing machine—capacity 2,000 tubes an hour  
 2. Old basing machine—capacity 300 tubes an hour

3. Old sealing machine—capacity 300 tubes an hour  
 4. New sealing machine—capacity 2,000 tubes an hour

# *New inventions* reduce prices ON *de Forest* AUDIONS

The above illustrations show only two of the several new automatic high-speed machines developed and patented by the De Forest Radio Company.

In 1906 Dr. Lee De Forest invented the radio vacuum tube and made broadcasting possible. Today De Forest engineers again lead the way with an entirely new conception of radio tube equipment which maintains quality and makes it possible for the radio public to purchase the famous De Forest high vacuum, long life Audions at greatly reduced prices.

Your customers will appreciate this saving and when they equip their set completely with the De Forest perfected Audions, they will note the difference right from the start.

TYPE	PURPOSE	OLD PRICE	NEW PRICE
410	Power Amplifier	\$ 9.00	\$ 8.00
422	D. C. Screen Grid Amp.	4.50	4.00
424	A. C. Screen Grid Amp.	4.00	3.00
427	A. C. Detector Amplifier	2.50	2.00
445	A. C. Power Amplifier	3.50	2.50
480	Full-Wave Rectifier	3.00	2.50
481	Half-Wave Rectifier	7.25	6.50
450	Power Amplifier	11.00	10.00

## *de Forest* AUDIONS

**DE FOREST RADIO CO., PASSAIC, N. J.**  
*Branch Offices Located in*  
 Boston, Philadelphia, Atlanta, Pittsburgh, Chicago, Minneapolis, St. Louis,  
 Kansas City, Denver, Los Angeles, Seattle, Detroit, Dallas, Cleveland

## The judgment of his ear *confirmed*



**B**EFORE he buys, this man wants to look inside the set that is newer than screen grid. He has already decided on the Grebe; a demonstration has made him alert to its broadened scope of entertainment. Convinced by its performance, he wants also to satisfy his curiosity about its construction. And he is quick to grasp the scientific importance of the principles that place it *a year ahead of the field*.

In the old days, when parts were big business, he used to build his own. He has tinkered his way through the years that have seen modern radio evolved—would still be tinkering if the family had not rebelled. So, when he turns the talk into technical channels, it is partly from force of habit—partly for his wife's benefit: his final gesture of authority before he capitulates.

Play along—let him assert himself—then confirm the judgment of his ear.

Tell him about the *exclusive* equalized band pass filter which controls the power of the screen grid tubes in the new Grebe. Tell him about the single audio stage which eliminates power hum and microphonic noises—about the original large diameter speaker—about the automatic phonograph circuit with its specially wound transformer.

To his wife, the scientific significance of these features may be steeped in mystery, but she understands what they mean in terms of *radio enjoyment*. She knows that guests will admire her taste in furniture, when they see

the model she has selected from the four created by Grebe to fit every home. Therefore: perfect harmony in the family when he gives you the check that seals the sale.



Alfred H. Grebe—"Even when this set is silent, it gives its owner pleasure, for we did not stop when we had perfected its musical qualities. In keeping with the growing interest in home decoration, we made each model an artistically distinguished piece of furniture. Eye appeal is another reason why our franchise holders steadily earn substantial profits."

# Grebe radio

SUPER-SYNCHROPHASE



A. H. GREBE & COMPANY, Inc., Richmond Hill, New York  
Western Branch, 443 So. San Pedro Street, Los Angeles, California

# ESTABLISHED DISTRIBUTORS

## Join in SENTINEL'S SUCCESS!



**\$99.50**  
LESS TUBES

Model 666 — A remarkably selective, sensitive screen grid chassis incorporating 3 screen grid tubes and 245 power tubes in push-pull. Cabinet beautifully finished in two-toned walnut. Full Dynamic Speaker. Marvelous tone!

**\$149.50**  
LESS TUBES

Model 666-C — A splendid radio-phonograph combination containing an 8 tube screen grid chassis with 3 screen grid tubes, full Dynamic Speaker, and United motor and Pickup, standard on many leading electrical reproducing instruments. Beautiful cabinet finished in two-toned walnut. At a price at which you usually sell a radio alone!



**S**ENTINEL Radio—now selling exclusively through Jobbers—offers a tremendous profit-making opportunity to established radio distributors.

Sentinel offers distributors a line of screen grid models that bring *new perfection* in radio. Their full, rich tone, beautiful cabinets, and popular prices assure *volume sales*. And the line includes a radio-phonograph combination at a price at which you usually sell a radio alone!

Sentinel offers distributors the support of one of the *oldest, most experienced* manufacturers in the radio-musical field.

Sentinel offers wide *Dealer acceptance*—based on Sentinel's known quality, national advertising, and

real selling appeal of quality radio at a popular price. Sentinel offers *public prestige*, created by its campaign of Saturday Evening Post advertising.

### National Newspaper Advertising

Besides all these selling advantages, Sentinel offers each distributor a strong schedule of newspaper advertising, concentrated in his district, to assure him of large volume. To each dealer, Sentinel gives a generous allowance for cooperative advertising, to pull customers to his store.

Established distributors interested in building a profitable, permanent business with a successful line of radio—priced for *volume sales*—and supported by a manufacturing policy that guarantees *stability of price and value*—are urged to write us Today!

United Air Cleaner Corporation, 9705 Cottage Grove Avenue, Chicago, Illinois

# SENTINEL

“Your Engineers Have Perfected



A  
RADIO TUBE  
MIRACLE

... we want these  
tubes for our set!”

*That's what the U. S. Radio and Television Corporation said, when they selected the New National Union Radio Tube as the exclusive matched tube equipment for the New APEX Unified Radio*

Long and exhaustive tests in the research laboratories of the United States Radio and Television Corporation singled out the New National Union Radio Tube as a worthy companion to the set. Closely matched to the operation of the receiver, these tubes will make possible a new, thrilling clarity of tone, and a new sense of power.

The striking uniformity of characteristics, the superb design and construction which the United States Radio has found in National Union tubes, brought forth the strongest of praise. United States Radio engineers did not hesitate to call the New National Union tube a radio tube miracle. In its rigid adherence to the highest quality standards in the industry, it is just that. Interested manufacturers are invited to write. Dealers and jobbers are urged to ask for the New National Union 1930 Proposition.



THE United States Radio and Television Corporation have created a new standard of radio value in the NEW APEX UNIFIED RADIO.

This new radio presents a highly developed co-ordination of set and tubes. Through our close co-operation, it has been made possible to offer this screen-grid receiver, complete with dynamic speaker, in a beautiful console at the unchallenged price of \$101, with tubes!



NATIONAL UNION RADIO CORPORATION  
400 Madison Avenue  
New York City

The  
NEW  
NATIONAL  
UNION  
RADIO TUBE

“**I** MEAN IT!

*... when I say this new Sparton offers  
combined distance and selectivity  
beyond any radio I have ever seen”*



The NEW SPARTON  
10-TUBE Model 589

*W. D. Parks*

President—General Mgr.  
The Sparks-Withington Co.

**I** HAVE never seen any radio at any price cut through local broadcasting like the New Sparton Model 589. I have never seen greater distance-getting power in any production set at any price. We want you, yourself, to check these statements and prove their truth to your own satisfaction.

We have placed the New Sparton Model 589 on the market at the lowest price ever asked for a Sparton Console. When we say that it establishes a new standard of radio value, we mean just that. It is a Sparton throughout, with every fine musical quality you naturally expect from a manufacturer 30 years wise. Consider the sales possibility of Sparton in your locality.

THE SPARKS-WITHINGTON COMPANY

(Established 1900)

JACKSON, MICHIGAN, U. S. A.

*Pioneers of Electric Radio without batteries of any kind*



THE *New* SPARTON  
“Radio’s Richest Voice”

# REVOLUTIONARY! «

## IN CONSTRUCTION AND PERFORMANCE

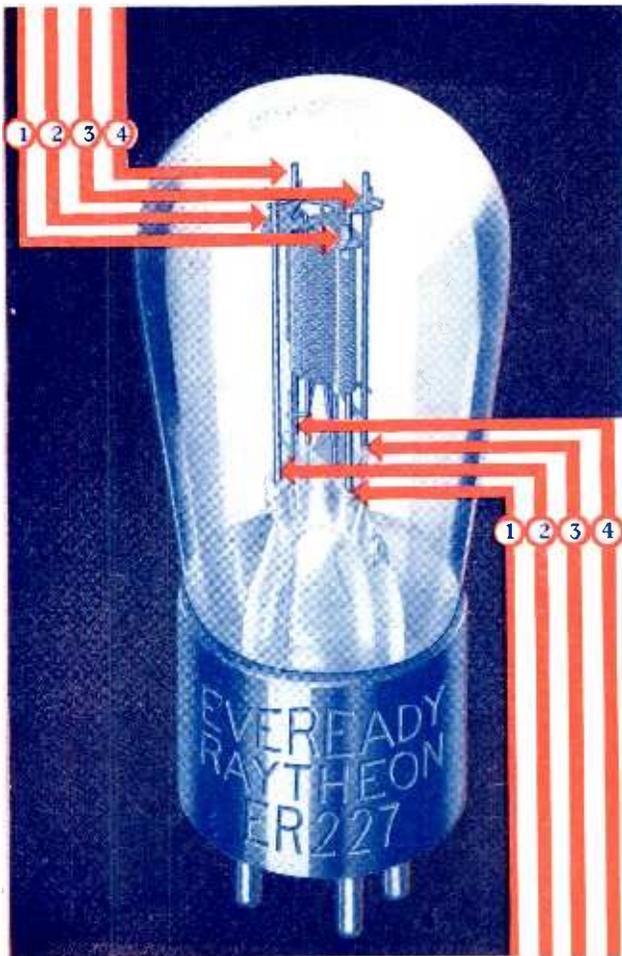
### EVEREADY RAYTHEON

### 4-PILLAR TUBES

HOW you can sell your customers something really new . . . Eveready Raytheon Tubes! Let them hear the rich, full-voiced tone, the breath-taking realism of Eveready Raytheon reception. Demonstrate it, in their own radio sets . . . then tell them reception will *always* be better if they put a new Eveready Raytheon in each socket *whenever the tone begins to sound fuzzy*.

You can HEAR the difference and SEE the reason

Look at the illustration on this page, showing Eveready Raytheon's 4-Pillar construction . . . a *sound* improvement. See the solid, four-cornered glass stem, with the four rigid pillars imbedded in it, anchoring the elements. No other tube is permitted to use this construction, for it is patented and exclusive with Eveready



Raytheon.

Before the day of dynamic speakers and screen grid circuits, the old, flimsy, "gas-mantle" construction may have been satisfactory. But present-day radios need tubes with 4-pillar rigidity.

No legal entanglements!

Eveready Raytheons are licensed tubes. They come in all types, and fit the sockets in every standard A.C. and battery-operated receiver now in use. Ask your jobber, or write us now for the names of jobbers near you.

★ ★ ★

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAJ over a nation-wide N. B. C. network of 30 stations.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade-marks

*Nathaniel*  
**BALDWIN**

*Everybody*  
**KNOWS THIS  
FAMOUS NAME**

*Nathaniel*  
**BALDWIN**

Enters the Complete  
Receiver Field with a  
Product that Justifies  
His Commanding  
Position in Radio.

Naturally you Want  
to Be Identified with  
the Startling Success  
of this Unparalleled  
Line of Complete  
Receivers.

With Selling Features  
a Year Ahead, Built to  
the Uncompromising  
Nathaniel Baldwin  
Standard, make this  
Franchise Your Most  
Valuable Asset.

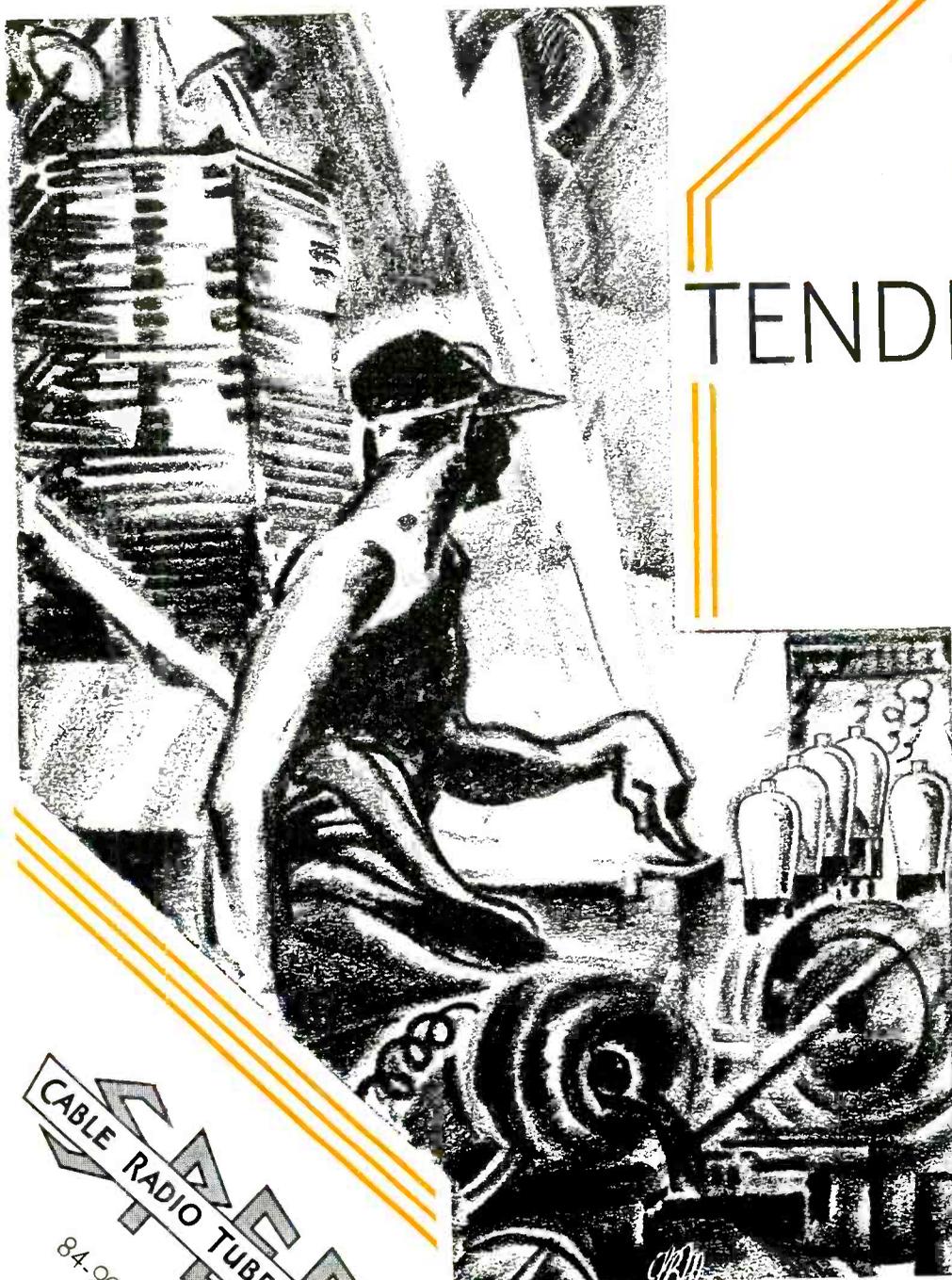
*Wire or Write now—  
don't wait for the  
announcement.*

**NATHANIEL BALDWIN INCORPORATED**

1601 SOUTH MICHIGAN BOULEVARD  
CHICAGO----ILLINOIS

**COMING**

*To Be Announced in April ...With 1931 Refinements*



# NO TENDERFEET HERE!

The technique of radio tube production is no schoolboy's exercise, to be learned in a day, a week, or a year. ☐ It takes the knowledge so painstakingly learned over a period of years from the incandescent lamp, properly attuned to the newer concepts of physics, chemistry and radioscience. ☐ To this must be added the most modern equipment, the finest obtainable materials, the organization necessary to combine all smoothly. Satisfy all these requirements and you have the "SPEED" Radio Tube. ☐ "SPEED" dealers have the best proposition in

the field. The reason—☐ They have implicit confidence in the complete line of "SPEED" tubes—tests for volume, clarity, long-life, quicker-heating, bear them out. ☐ They have implicit confidence in the "SPEED" organization—J. J. Steinharter, J. J. Grossman, Fred Guinther,—all pioneers from lamp days and making radio tubes since 1924. ☐ And, when the product is right, the sales and resales are right and the profits take care of themselves. ☐ Think it over. Write us—it will pay you.

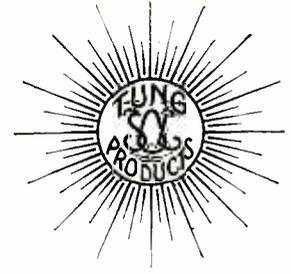
**CABLE RADIO TUBE CORPORATION**  
84-90 North Ninth Street  
Brooklyn, N. Y.



224 A. C.  
Developed by Cable  
in 1928



MAKERS OF RADIO TUBES SINCE 1924



## TUNG-SOL Radio Tubes

—a companion line to the nationally known high quality automobile bulb, accepted for years as a standard in the automotive industry.

Born of exhaustive experimental laboratory research and development which has always characterized TUNG-SOL products—TUNG-SOL Radio Tubes have achieved a remarkable uniformity of excellence in tone reproduction, fidelity, clarity and performance.

TUNG-SOL Radio Tubes are readily distinguished by the familiar TUNG-SOL colors. The public will recognize them by the blue box with the orange stripes.

# TUNG-SOL

## RADIO TUBES

Licensed under patents of R. C. A.

- *District Sales Divisions in Principal Cities throughout the United States.*



Main Office and Factory  
NEWARK, N. J.

**MADE WITH CARE FOR THOSE WHO CARE FOR QUALITY**



. . . not an isolated section of the country



. . . but the whole world comes in with amazing clarity on

THE NEW **LEUTZ**  
SHORT WAVE RECEIVER

*Engineered and built only for short waves . . . .  
not an adapted set*

Now there is no need for your customers to wait for foreign programs to be rebroadcast. Let them hear the program direct, via short waves!

This new set is built *only* for short wave work. It is so selective and so sensitive that it sets an entirely new standard in distant reception. New and original features are included which overcome the early

difficulties encountered in such work. It is reliable and easy to operate.

Get a running start on this fascinating new field with the standard short-wave set—

LEUTZ

Descriptive literature gives the complete details of this amazing set. Write now for information.

**C. R. LEUTZ, INCORPORATED**

ALTOONA, PA., U. S. A.

Cables: Experinfo, N. Y.

NEW YORK

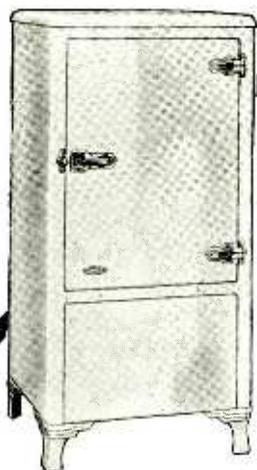
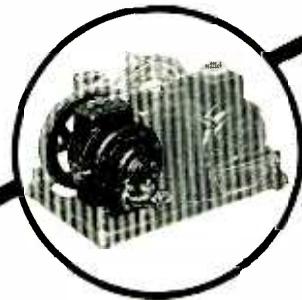
112 West 42nd St., New York, N. Y.

WEST COAST  
B. J. Howdershell  
Detwiler Bldg., 412 West Sixth St.,  
Los Angeles, California

FRANCE  
Baldwin M. Baldwin  
Boulevard Haussman, Paris, France  
Cables: Experinfo, Paris

# SENSATIONAL ANNOUNCEMENT BY NORGE CORPORATION

PACKAGE MERCHANDISE  
OF SENSATIONAL QUALITY—  
AT SENSATIONAL PRICES



Norge cabinets are masterly conceptions of artistic beauty which add attractiveness to any kitchen. All modern features—some exclusive to Norge—including Cold Accelerator with five freezing speeds—ice cube compartment protected from food odors by self-closing door—high grade insulation—porcelain lining—unusual abundance of ice cubes—chromium plated hardware of exclusive design—defrosting switch—concealed tubing.

**T**HIS announcement is revolutionary. Possible to Norge only because of the radical simplicity of the Norge Rollator or compressor. Cabinets of the best grade, with all the worthwhile convenience features known at high price levels, plus exclusive Norge features—all made possible by the manufacturing economies designed into the mechanical heart of the system.

Still more! Rollator simplicity means reliability, quiet, long life. It means a tremendous reduction in service work. It means the dealer can sell Norge off the floor like package merchandise. He needs no trained service man.

Norge refrigerators are shipped complete ready for installation. Just uncrate and plug in. The entire Norge refrigeration system can be quickly removed and replaced by one man with one simple tool without moving the cabinet.

Norge, in fact, is the electric refrigeration which retailers of every size have waited long to find—the great surprise—a challenge to the industry—and a boon to the public.

Retail outlets will be limited in number—and first class in character. If you feel that you can handle Norge to your and our advantage, write us for further information.

## NORGE

CORPORATION, DETROIT

*Division of*

BORG-WARNER

*Norge is Proved by 7 Years World-  
wide Use. Backed By The  
\$50,000,000 Borg-Warner Corporation*



# For Replacement Tube Profits—

## KELLOGG A-C TUBES



● Tube replacement business is most profitable. Get your full share of it by stocking and displaying Kellogg A-C Tubes.

Thousands of excellent A-C receivers now in use were designed for and equipped with these tubes. Here are the model numbers of a few.

**Kellogg** 510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521

**Sparton** 62, 63, A-C 7

**Day Fan** 5143, 5144, 5145, 5148, 5158

**Marti** TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console

**Cleartone** 110

**McMillan** 26, 26PT

**Mohawk**

*And many others*

Owners of these receivers in your community are your logical customers. They are anxious to maintain the good performance of their sets by replacing worn out tubes with the original Kellogg tubes. Make it easy for them to buy. They know that long life and good performance are characteristic of the Kellogg tube. You are protected, in giving them the satisfaction they expect, by the Kellogg adjustment policy.

Every Kellogg A-C Tube is guaranteed for one year against mechanical defects and for six months against electrical defects.

Order Kellogg tubes from your jobber for prominent display on your tube shelves. Write for the name and address of your nearest Kellogg tube jobber.

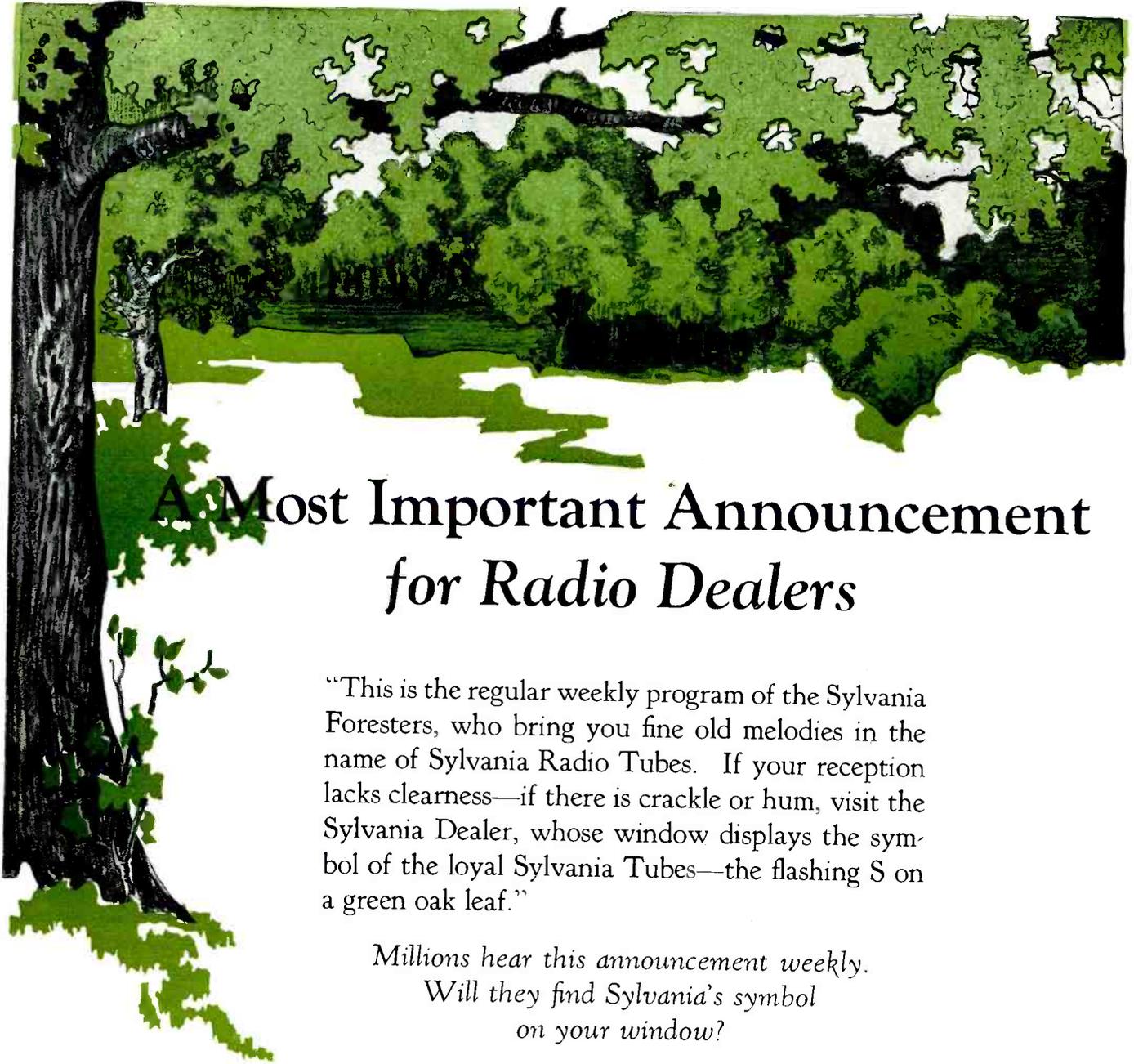
Please address Dept. 40.

# KELLOGG SWITCHBOARD AND SUPPLY COMPANY

1020-70 WEST ADAMS ST.

CHICAGO





## A Most Important Announcement for Radio Dealers

“This is the regular weekly program of the Sylvania Foresters, who bring you fine old melodies in the name of Sylvania Radio Tubes. If your reception lacks clearness—if there is crackle or hum, visit the Sylvania Dealer, whose window displays the symbol of the loyal Sylvania Tubes—the flashing S on a green oak leaf.”

*Millions hear this announcement weekly.  
Will they find Sylvania's symbol  
on your window?*

**SYLVANIA PRODUCTS COMPANY**  
Emporium Pennsylvania

*The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WJW, WREN, KFAB, WGY.*

# Sylvania

## RADIO TUBES

*Licensed Under RCA Patents*



APRIL, 1930

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,  
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925



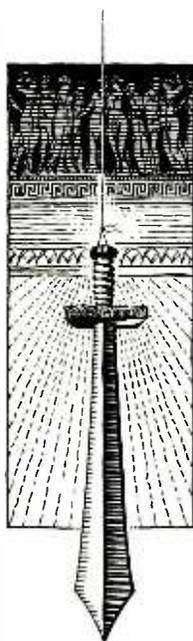
## *The Dealer* Must Be Protected

**W**EIGHTY words are out of place in this editorial—whose simple purpose is to register a fundamental, common sense principle of good merchandising.

Since radio stepped out of its swaddling clothes radio dealers have been faced with the problem of keeping customers satisfied and of making a profit in the face of kaleidoscopic changes in prices, methods and policies on the part of their suppliers. During the latter part of 1929 this condition became so acute as to become of vital importance.

It may truly be stated that the practice of far too large a majority of radio manufacturers in leaving the dealer out on the end of a limb is wrong in theory and disastrous in practice and that manufacturers who change methods, prices, distribution and franchising policies over night, and without providing their accredited dealers ample opportunity and facilities for getting out from under, are guilty of one of the greatest crimes against the business health of the radio industry.

It is high time that a halt were called to these



practices. The Damoclean sword must be taken down.

That fundamental policy of good merchandising, therefore, is this: *the dealer must be protected.*

Rebates to compensate him financially for price changes will not suffice. The dealer's losses due to changes in the manufacturer's policy go further than this. The dealer—and the jobber—should receive at least a 60-day confidential advance warning stating in detail changes in policy which will be put into effect. He should be given ample time to dispose of his present merchandise and to readjust his own selling

policies in accordance with the new policy which will be forced upon him.

Not until such time as the individual and local circumstances of the man on the firing line are carefully considered over the directors' table at the "home office"—and provided for when a change in production policies is under contemplation—will the manufacturer be fulfilling his unmistakable obligations to those who are actually accountable for his prosperity.

# “Menace, *B A H!* *I'll Profit* from the *Lessons of the*

*Here's opportunity knocking at your door—Beat these fellows at their own game—Organize and cash in on the “dumping” situation*

By S. J. Ryan



A BROADCASTER down in Louisiana talks vigorously over the radio about the “menace” of chain stores; in Ohio the “Merchants Minute Men” is actively opposing them; in Nebraska the “Federation of Nebraska Retailers” is combating chain systems; it is reported that “minute men” merchants have been organized in practically all of the southern and mid-western states; the Governor of Kentucky contended before the January joint session of the Legislature that the independent retailer must be protected against chain encroachment; Texas is apparently trying to tax chains out of existence; Virginia is levying a \$50 tax on all units over one; in Wisconsin the chain store is a major political factor; there are already in existence at least two anti-chain weeklies.

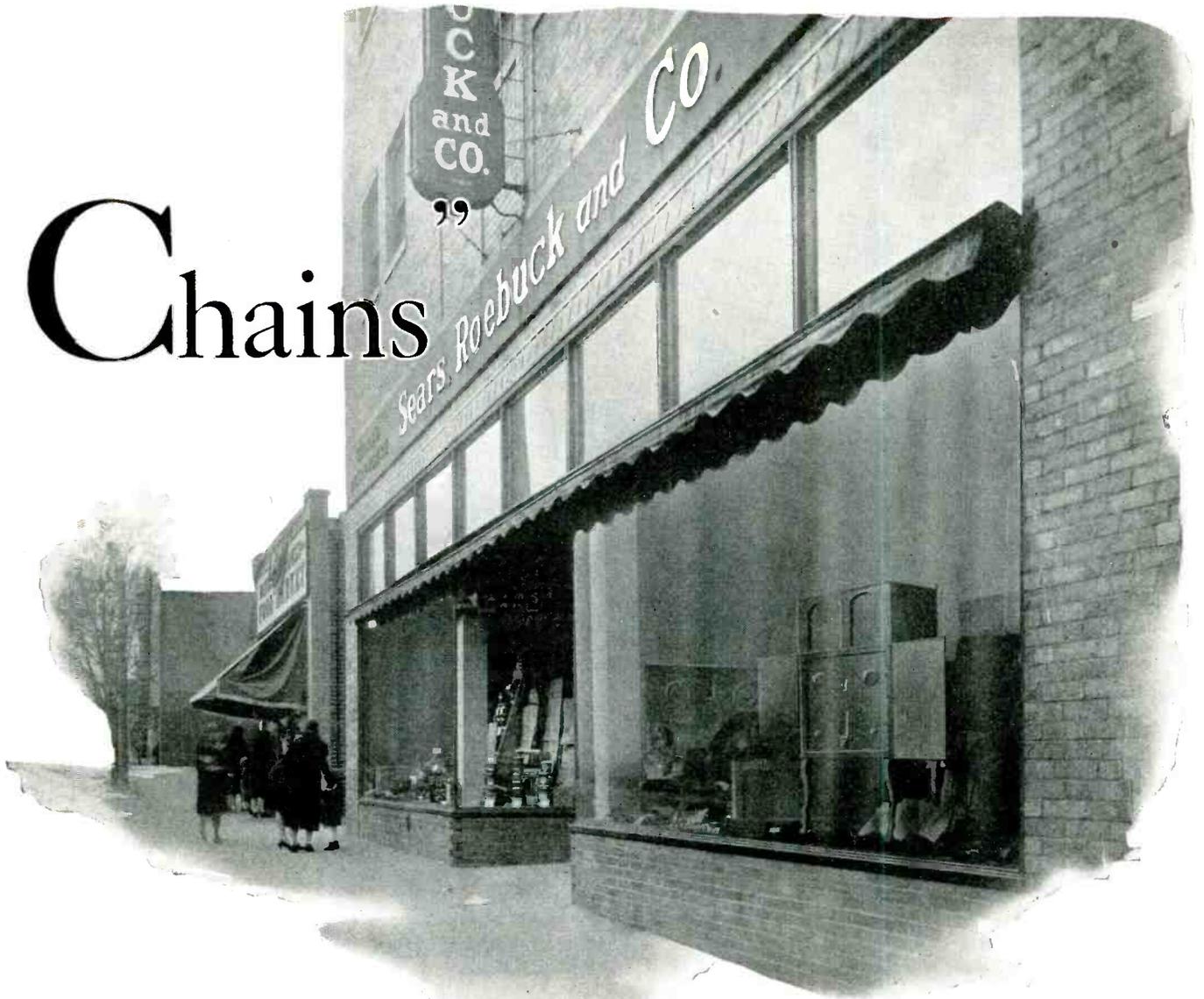
The competition of the chain store is formidable—very—but not insurmountable. Their methods are neither secretive nor destructive, and seldom vindictive. They are really pioneering the way in logical, public-responsive, *modern* methods of merchandising without service. To assail them, to disparage them, to revile them is silly—and futile.

*Study* them and learn from them: There always is and always will be plenty of room for independents and chains. No one questions we will always have with us the independent merchant whose genius, personality and energy will assure him of success. But what of the majority of retailers, distributors and manufacturers; the thousands and thousands who comprise the gigantic machinery of retail distribution? Fewer retailers means fewer jobbers and fewer manufacturers. We are all concerned.

### *Chain Idea Not Infallible*

I have written about chains in the past in this publication, but never about their being an insurmountable “menace.” That is business nonsense. The chains are performing an economic function, probably more inevitable than sound, but it is in the public interest just the

# Chains



same. My reference to chains has always been to *study*, not *criticize*, their operations—to *adopt*, not *combat*, their methods when practicable.

The chain idea is not a cure-all for any retailer's ills—not even those of the chain itself. They have plenty of pains of their own, and they are not all *growing pains* either. The chains have not prospered so much because of super-intelligence as through the simple system of skimming the cream off the milk of merchandising.

I mean by that, carrying only short and incomplete lines of merchandise, confining themselves to the fastest selling numbers and eliminating even the most ordinary conceptions of retail service, such as delivery, sales-people, selling for cash, etc. Their methods savor more of *opportune* than intelligent merchandising.

The process of skimming this cream, however, can be repeated, and I believe is *bound* to be repeated, so that eventually (but not in 1930) the present cream will be skimmed again and it may well be that the profitable chain of today may become the rather ridiculous merchandising operation of tomorrow. Slot machines could distribute an untold amount of the most profitable chain merchandise and at a fraction of chain cost. The service would be just about as good, too.

There are all sorts of chains, of course, and most of them did not do so well in 1929. Their future problem

is one of *more profitable operation* without doubt. For many years we have all read annual reports of chains showing vastly increased sales year by year, but we have never been informed how much of such increases were due to new units and how much to increased volume in existing stores. No doubt a goodly percentage of the existing stores produced increased volumes because the chain is essentially a high-pressure operation. The *real* measure of progress, however, is in the *profits*. These, too, have been quite gratifying for some time, but the trend now seems to be the other way.

For example, it is a matter of public record that Sears-Roebuck did a volume of \$403,472,057 in 1929 as against \$319,773,787 in 1928, with net profits of 7.4 per cent on sales as against 8.4 per cent; that Montgomery Ward did \$267,325,503 in 1929 as against \$214,350,446 in 1928, with net profits of 5 per cent as against 8.3 per cent. In the department store field a similar condition was revealed for the year insofar as decreased profits were concerned, by those firms whose public financing required published statements of operation. In the majority of cases here, however, little or no increased volume was obtained.

Even a cursory study of chain and department store operation will reveal startling fluctuations in volumes and profits. This definitely places the ability of the *individ-*

ual above that of the system. The keystone to the whole structure of independent, chain or department store operation is *individual efficiency!* The strength of a chain is its weakest link—and that link is the *local manager!*

The independent dealer must forget all about the vastness of the chain as a whole and concentrate his attack upon this local link. In most cases he will find this individual to be inferior to himself in knowledge of merchandise and store operation; a creature of a system rather than the product of individual initiative.

It is true the individual dealer definitely lacks such advantages of the chain store as highly-trained, high-pressure management; ample financial resources; superior locations; big quantity buying power with consequent low cost prices; ultra-modern stock control systems assuring rapid turnover of inventories and lesser losses on out-dated merchandise. That is, the individual dealer lacks these advantages in varying degrees, varying exactly in proportion to his energy, intelligence and determination to *adopt and use* them! There is practically nothing which the chain is doing well today that cannot be done by the independent with the *co-operation of jobbers and manufacturers*—but not without them. Those parties should be as vitally interested in the success of the independent as he himself is. They should consistently “follow through.”

### A Cure for the “Dumps”

As an example of what could be accomplished through such co-operation, I cite a method of eradicating one of radio's greatest problems: the persistent, destructive “dumping” of distressed merchandise. This has been an annual problem since the inception of broadcasting and, in my opinion, will occur again in 1930. I have never seen the time, except for the two years of the post-war boom, when we have not been able to buy all we wanted of manufacturers' mistakes at attractive prices. In this respect radio is no different than other merchandise. We must recognize the fact that every year there will be distressed radio merchandise in sizeable volume to be disposed of.

The favorite outlet for such merchandise is through the department store. Why? Because we\* can absorb huge quantities, will pay cash and it is one clean, quick transaction for the distressed manufacturer, instead of a slow, expensive peddling of his over-production through numerous outlets.

It is stupid to blame the manufacturer or the department store for this practice—also it is useless. The fault lies entirely with the large group of jobbers, distributors and independent dealers who are absolutely unorganized and *continue to remain unorganized* to handle what is in reality an annual occurrence.

What would *you* do if you had a huge quantity of goods on hand and no way of disposing of them through regular channels and you had to have cash—and someone

came along and offered you the cash you needed? Preach a sermon on the “ethics” of radio merchandising? Yes, you would NOT! You'd do what they all do in such a position, take the cash or go broke. Again, what would you do if you were appointed a receiver for a bankrupt radio manufacturer and your job was to turn the merchandise into cash as quickly and as profitably as you could? Assuming that we all acknowledge there is such a condition to be contended with annually, what

are we going to do about it? In the absence of authoritative information upon the subject (and by-the-way, why shouldn't *Radio Retailing* secure it?) I am of the opinion that about 80 per cent of regular radio merchandise is disposed of through radio dealers and about 80 per cent of distressed radio merchandise through department stores. *Do you grasp the significance of this picture?* Is it not a severe indictment of the *forethought* of distributors and retailers of radio?

Would it not be a simple thing for a distributor or jobber of any line of radio when making his seasonal commitments in advance, as he has to do, to arrange with the manufacturer that, in the event of a surplus stock at the end of the season, he will have the refusal of this merchandise before it is offered elsewhere? Why do not distributors and jobbers exercise such fore-

thought and organize their retail outlets so as to handle such almost inevitable situations? Do you consider it smart to load up the radio retailer to such an extent that he is not in a position at the end of the season to absorb any surplus—and let we department store fellows have it? We'll take it. We always have and will continue to do so, but I have never been able to comprehend why you permit us to do so, year after year.

Supposing there are a thousand sets of distressed radios to be disposed of in a certain territory, why cannot the distributor and the dealers have the machinery ready to dispose of them? Otherwise some department store will buy them, run a big ad. and sell them. Why cannot you dealers do the same thing? A big ad. with the story and all your names and addresses, plus direct mail advertising to your *older* customers will, I am sure, sell the goods. But you do nothing about it. You just sit by and allow us department store men to grab off these quick, profitable, prestige-building events. **WAKE UP!**

In conclusion, I again urge that you, the independent radio retailer, study the methods of the chain and the department store, adopting those features of their operation—and they are many—that are useful to your own businesses but never relinquish your greatest asset, *your individuality and prestige with your personal customers.*

Secondly, re-emphasizing my corollary theme: Get together with your distributor—yes, and with your two national trade organizations—and arrange to guard yourself against any “dumping” backwash in 1930-31. Get organized and *you'll* be the one that profits.

\*Mr. Ryan is connected with a large department store.

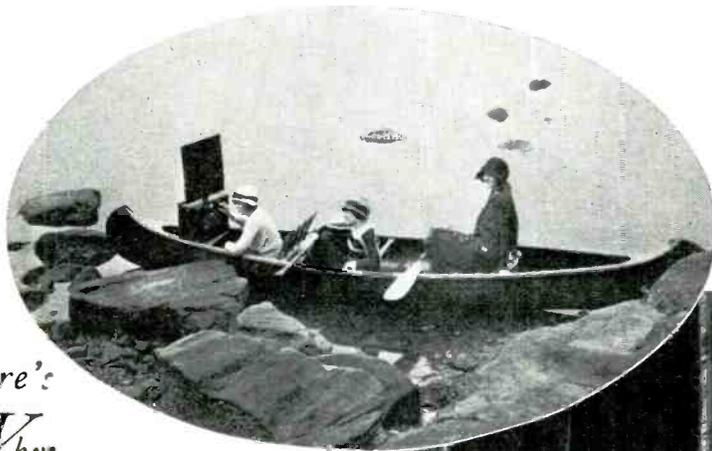
### The City Slicker



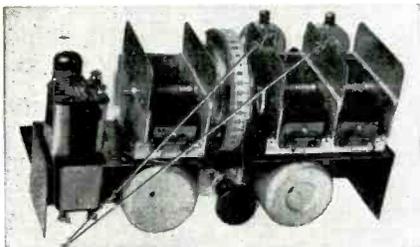
As “Business Week” depicts the situation

# Call 'em "Double-Duty" Sets

*In addition to its outdoor appeal the 1936 portable performs well enough to serve double-duty in the home.*



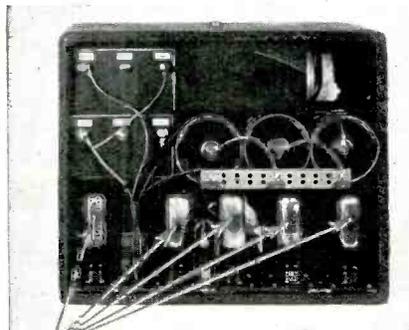
*Here's  
Why:*



**1** Screen-Grid  
Sensitivity



**2** Cone Speaker  
Quality



**3** Multi-Tube  
Selectivity



**4** Auxiliary A.C. Plug Convenience



Photo courtesy  
Metro-Goldwyn-Mayer

“Go to it, BIG BOY—

# IT'LL All be on the

“Don't open it up—it's packed full of dynamite,” our friends told us. “You'll antagonize the dealers.” “You'll rile the manufacturers,” they continued.

“It's a vital industry issue and therefore cannot be ignored,” we replied.

So we hired the best authority we could find to analyze the opinions of a host of dealers and of practically all of radio's advertising managers and advertising agency account executives who replied to our letter asking for their thoughts on this matter of granting the dealer, or the jobber, a special advertising allowance. We found an immense amount of interest in this subject. Three and four page letters from these busy persons were the rule, not the exception.

But let Mr. Cole tell the story:

But should he? Three divergent  
tations of advertising allowances  
frank summation—By

Roland Cole

**T**EXAS GUINAN, night club hostess to the nation, has a choice *bon mot* for unruly customers, “All right, Big Boy! Go to it—it'll all be on the check.”

An overdrawn parallel perhaps, when applied to the advertising allowance situation, but not without merit. Regardless of the exact nature of the agreement, it is the dealer's money that ultimately pays for both the national and local advertising “checks.”

From the dealer's standpoint, as well as from that of the producer, isn't the real consideration, therefore,

that of securing the greatest return per advertising dollar rather than that of getting as much of an advertising allowance from the manufacturer as possible?

Without doubt some of the implications in this article will displease certain dealers and wholesalers—but if these readers will consider the matter from the preceding angles, if they will think in terms of efficiency, rather than those of immediate gain, they must admit that there is some justice in the conclusions that follow.

*Radio Retailing's* survey, and my own experience, dictates three distinct viewpoints on this matter of publicity relationship between supplier and seller.

The letters from the former, while significantly non-committal as to specific policies, show unmistakably that all is not as it should be—that some kind of a “tightening up” policy should be instituted.

## “WE WONDER?”

### *Say the Manufacturers*

Briefly, here is the case of the advertising managers:

a. In many instances the practice of granting a 50-50 or a five per cent advertising allowance has degenerated into a bargain for the biggest publicity bonus rather than an honest consideration of the merits of the product—this is especially true with larger retail outlets and in large trading centers.

b. In multiple-dealer towns the advertising allowance is manhandled. One dealer fights another, uses the extra allowance toward special price concessions—and the manufacturer's name publicity is lost in the shuffle.

c. In small towns (yes, and large ones, too) the dealer has his little “on the side” arrangements with his friend the local publisher. “We pay the top figure bill and he”—well, why be more specific?

d. “Again, our money is not spent to best advantage.

# Check”

*viewpoints on the mooted question and control. An unbiased,*

*Formerly, Editorial Staff  
Printers' Ink*

We must match dollar-for-dollar, frequently all out of proportion to actual sales from the territories in question,” say the manufacturers.

e. “Another thing: The character of the copy inserted is often far from the standards of our advertising experts. It is either non-effective, 100 per cent dealer, not in accord with our policies, does not do justice to the merchandise or it is positively ridiculous.

f. “And, lastly, isn't it part of the dealers' sales responsibility to foot the entire bill for his local publicity

—the same as for his rent or his salesmen's commissions?

“On the other hand we appreciate the pulling-power of local copy and the need for the *right* kind of a dealer-manufacturer tie-up.”

Such is the frank attitude—and the predicament—of the manufacturer. Granted that these claims are but half true, dealers will admit a measure of justice in them.

## “YES”

### *Say the Dealers*

The dealers' attitude, from the letters received was delightfully explicit (in contrast to that of the perplexed manufacturers). “We should receive a 50-50 allowance or better,” they declared—but they were equally as *naïve* when it came to rendering constructive ideas as to how this allowance should be spent to the *best advantage*.

“And remember,” claim the dealers, “how we fought the manufacturers' battles on the local field of honor in the early days. Surely this entitles us to some consideration.”

What the dealers, in their letters, had in mind, was this:

In the early days the manufacturer was not organized for efficient advertising and merchandising effort. It was logical, therefore, that he should look to the dealer to supply those efforts which manufacturers ordinarily make but which the radio makers were not equipped to handle at that time.

Moreover, the manufacturer saw certain economic advantages in the dealer handling the advertising directed at the consumer. Such a policy meant a reduction of the manufacturer's personnel and the release of funds for ever-pressing production requirements. It meant, the maker reasoned, a reduction in space rates from the national rates he was compelled to pay to the local rates which the dealer could demand. It meant, he figured, the publication of a type of copy more suitable to each locality than any general advertising which he might supply, and therefore more productive.

The dealer felt that he was being given a rough deal compared to that received by merchants in other than radio selling. The dealer aids supplied to him for local use were far between and mediocre in quality. His relations with the manufacturer were largely confined to ordering and paying for essential merchandise.

In brief, the dealer was strictly on his muscle and lung power and, after surveying the several situations of his neighboring dealer brethren, he turned to his sources and asked with both fervor and justice, “How come, brother, how come?”

And “brother,” seeing both the justice of his dealer's claim and the personal advantages to be derived from the dealer performing an essential merchandising function then beyond the maker's scope, readily agreed that it would be good policy to divert to the dealer body, for local advertising, an amount of cash equivalent to what would ordinarily be spent on a national advertising campaign of proper scope.

Theoretically, this was sound business. Theoretically, it represented nothing more than a transfer of function, with no attendant increase in cost. Both manufacturer and dealer were happy—theoretically.

In brief, the dealer concedes that the manufacturer makes a fine advertising man—until he starts to make a hog of himself. At that point, the dealer contends, the

advertising is better taken care of locally. This plaint is not new to the radio trade and it must be admitted that the dealer has many grounds upon which to base it.

As for connivance on rates, the dealer justly points out that it is as much against his interests as against those of the manufacturer for him to indulge in such shady practices. He pertinently objects that the game is too small to sit in on and he maintains that the cases of actual transgression must be so few and far between that they can have no appreciable effects on distribution costs.

The dealer agrees heart and soul with the manufacturer who condemns the iniquity of the situation that arises when another dealer uses advertising allowance to finance a campaign of price-cutting or long trading—but he points out, with much acumen, that such a situation is no one's fault but the manufacturer's own!

The dealer contends, with a breath of vision for which the average manufacturer may not be willing to give him credit, that if the maker followed up a suspected dealer and made him account, in actual advertising lineage, for each dollar of advertising allowance given him, the trade would be minus much of the cut-throat competition which all too frequently brings disaster and disgrace upon it. That contention is not to be scorned.

## “No”

### *Say the Outsiders*

Here, then, are the friendly, but opposing viewpoints to date.

Remember that the manufacturer stands just as ready during 1930 as ever he did to advertise extensively and in a manner to profit the dealer most. He so stated in the letters received. *But*, he feels that the time has come to call a halt on the inefficient distribution of his good money and he wants a greater voice in the nature of the copy that will be run and in the selection of the mediums used. The bill will be the same, but the customer will have more fun from his money.

And, as an outsider, I can say that your manufacturer friend is not unreasonable in this desire. I grant that locally written copy, with a local touch—if properly done and placed—has much to commend it. There's nothing like clever “home town” stuff, as *Radio Retailing* many times has pointed out. But remember these two other factors: part of the money you're playing with belongs to somebody else, and, point two, that somebody else employs experienced advertising men to write his ads.

The consensus among unbiased advertising experts is that advertising allowances are economically unsound and an abortive element in any legitimate merchandising program, whether it be that of a manufacturer or of a dealer. As between the two latter trade factors, they consider allowances more harmful to the dealer than to the manufacturer.

The economist points out that, if the manufacturer keeps cost records—as he certainly does—the dealer not only pays him for the advertising allowance, but pays him a profit on it; because, according to all modern cost-finding systems, all charges—including the item of advertising allowances—are totaled before the manufacturer's profit is added and the price set for the retailer.

If, as some cost systems require, additional amounts are added for overhead and interest, the ultimate cost to the dealer is still further increased. Inasmuch as overhead, interest and profit are invariably figured in terms of percentage, the greater the allowance the greater must be the sums added to it, until a point is inevitably reached when these subsidies become a very expensive acquisition to the merchant.

Moreover, advertising allowance or no advertising allowance, the dealer's spread remains the same. If he cuts into his advertising allowance for trading or price-cutting purposes he is robbing his surest means for securing increased turnover with its attendant enhanced profits.

The economic ramifications into which such practices may lead are innumerable and might be traced indefinitely—always to the ultimate loss of the merchant. It is not the purposes of this article to go into any elaborate discussion of business economics; not beyond the point of doubly emphasizing that foremost experts regard the advertising allowance as wholly opposed to sound business economics and, being so opposed, doomed to failure.

Briefly, these experts say that there is no more justification for a manufacturer contributing to a dealer's advertising than there is for him chipping in on the merchant's coal bill or stenographer's salary—and that the aftermath would inevitably be as disadvantageous to the dealer in either case.

It is on this point of disadvantage and loss to the dealer that the economists persistently hammer. Overdone paternalism, in other words.

As a final clincher to their argument that advertising allowances are not justified in sound business, the merchandising experts emphasize the fact that there is no substantial line of business where they are held in esteem by either manufacturers or dealers.

From all of this, the dealer should be able to derive a fairly adequate idea of what his attitude should be toward advertising allowances.

He is, perforce, compelled not merely to accept them but to fight for the last cent that he can get at the present moment. When one is in Rome, one must do as the Romans do.

But the retail trade would, in the opinion of the best minds that have been directed on the subject, be acting in its own best interests if it energetically agitated for the elimination of all allowances other than those discounts for quantity purchases to which the very large buyer is undoubtedly entitled.

In practically all other industries, a manufacturer's products are sold to dealers at their cost of manufacture and wholesale distribution, plus a fair profit for the maker; i.e., minus the financial frills and furbelows so characteristic of the radio industry.

It is the opinion of experts, who have nothing at stake, that if the retail trade worked definitely toward this end and, in working toward it, was quick to espy and resent any deviation from sound manufacturing and wholesale selling practice as being animated by selfishness and expediency, the trade would more quickly recover from the severe growing pains to which it is now subject.

It is up to the great body of retailers, therefore, to work for the day when sets will be sold like any other fine product—on a fair cost-plus basis, without fear or favor.

# The PENTODE WILL be Introduced Properly

*Gist of decision of tube and set engineers who met at Hotel Astor, New York*

THE development and introduction of the pentode tube will be conservatively handled so as to cause no upset in the orderly progress of tube and set developments. To date there does not appear to be sufficient outstanding merit in the characteristics of this five element tube to warrant its immediate adoption by the set manufacturers or to justify the release of publicity propaganda to the consumer.

This, in brief, was the substance of the overwhelming opinion of a large and representative group of tube and set engineers, who gathered as one body—and for the first time—at the Hotel Astor, New York City, on March 7, to discuss frankly the problem of the pentode. A resolution to this effect was adopted.

In thus following the suggestion advanced by *Radio Retailing* in its February issue, that “the manufacturing members of the radio industry should discuss together the proper handling of this new problem,” the Radio Manufacturers Association established a new standard of constructive co-operation.

In open meeting, and in the presence of a host of invited radio writers, responsible heads of many of the leading set concerns in the country stated that, apart from an existing doubt as to the present worth of these new tubes, it would be physically impossible, and uneconomic, to redesign and retool so as to produce pentode receivers earlier than this fall. “Our new models, for the June Trade Show, will use the screen grid. They are already in process,” they stated.

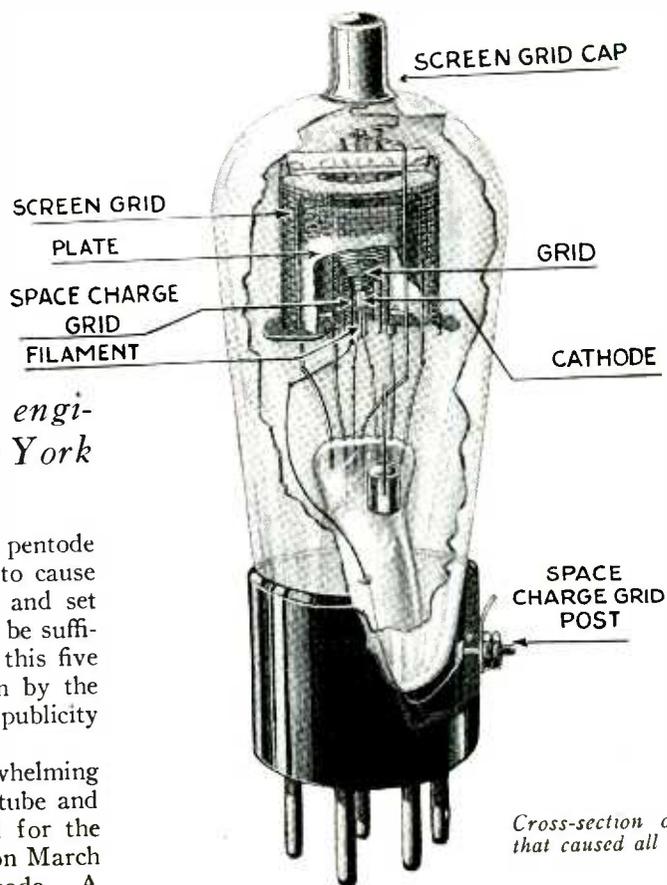
The preceding should not be construed, however, as casting aspersions on the ultimate worth of the pentode—with its interesting applications as a power tube in audio circuits and as an amplifier in r. f. design.

“It may have possibilities—and now has for battery sets and condenser speakers—but its value in a. c. receivers still remains to be proven,” these gentlemen agreed.

Meanwhile at least two tube manufacturers will continue with their plans for developing immediate outlets for the pentode type of tube—and most of the other tube concerns and set makers will continue their laboratory studies. Furthermore, a special sub-committee of five set and five tube engineers will further delve into this subject and report its findings as early as possible.

### **President Richmond a Progressive**

Always recognized as a fearless leader, H. B. Richmond, president of RMA, in his recent and unbiased utterances, did much to give new courage to its members and to clarify the industry’s thinking. An example of this kind of originality was contained in his opening



*Cross-section of the tube that caused all the rumpus.*

address at this Hotel Astor meeting. Referring to the matter of introducing improvements in the art Mr. Richmond said, in part:

“The primary purpose of our association is to enable the membership to sell more radio, and at a profit. It is always necessary to see, therefore, that whatever steps are taken, while they may perhaps increase the sale of radio immediately, do not tend to decrease radio sales over a longer period of time. We must always retain the confidence of the buying public.

“If we deliberately withhold advance information, so that the public feel that we are making definite plans to make their current purchases obsolete, they will lose this confidence. If, also, we make statements which lead the public to believe a new revolutionary development is just around the corner, and the public find that this development is only one of nominal improvement, again they will lose confidence. We must always maintain an even balance. *There is nothing we can do that is simpler and more effective in maintaining this balance than to tell the truth.*”

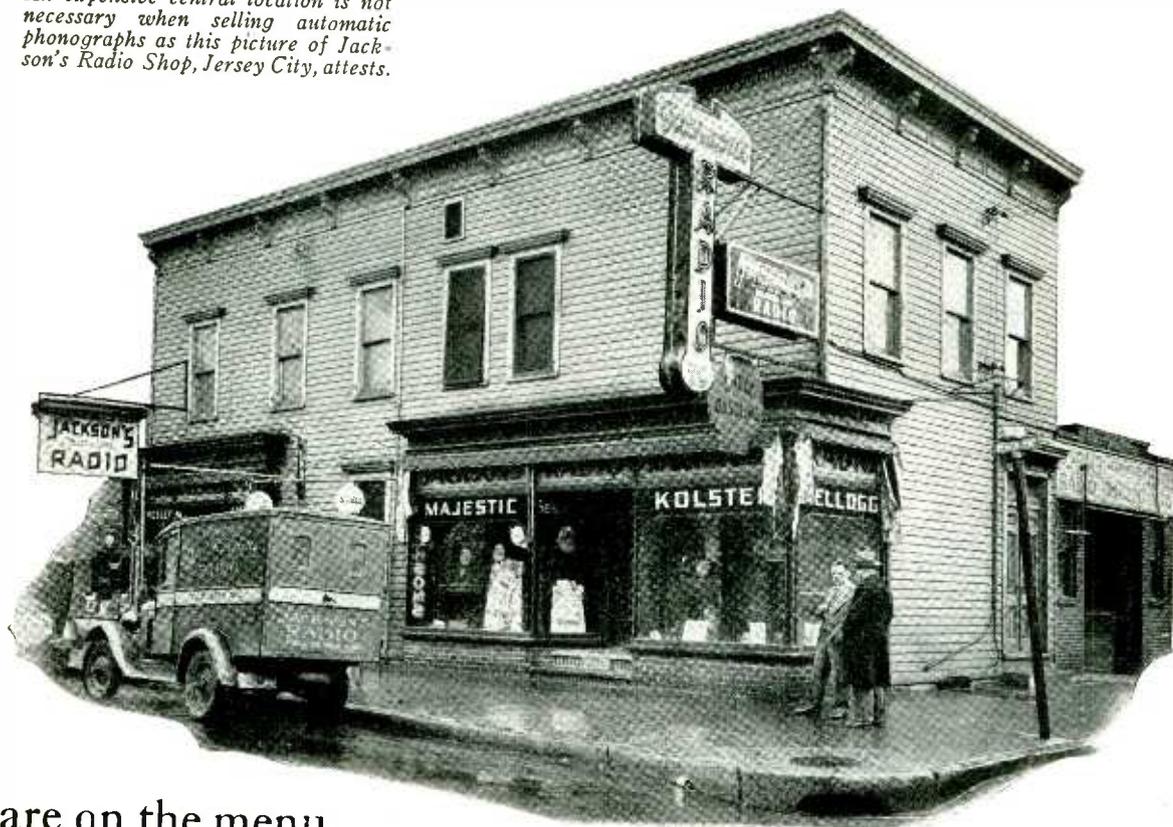
“In the automotive industry, we read continually of developments. The public has become accustomed to them. They do not look for them on any one particular make of car. There is no lock-stepping into line with every new device a few months after that device is announced. Let us build just that same confidence in the radio industry. When one company announces a new device, there is no reason that every set manufacturer should incorporate such a device into his product, unless he feels that it is sufficiently advantageous to make a sudden change.

“Our first problem, then, seems to be one of getting the component suppliers to announce their new devices and improvements as soon as they are ready, but first to the set manufacturer, then to the consumer. Our second problem is to get the set manufacturer to feel that it is not necessary for the whole industry to stay in line in lock-step fashion, but that each manufacturer can make his product individualistic, incorporating in it those advances in the art which he feels are desirable and sufficiently reliable to pass on to the public.

“Never let there be any withholding of technical information. Neither let there be any premature consumer announcements of a nature tending ultimately to destroy consumer confidence.”

Because of the delightfully frank discussion at the Astor, *Radio Retailing* will not, at this time, report the opinions of leaders in the industry received as a result of its survey. Suffice it to say that these opinions, in the main, paralleled those expressed at New York.

*An expensive central location is not necessary when selling automatic phonographs as this picture of Jackson's Radio Shop, Jersey City, attests.*



Tunes are on the menu in Main Street's shops—and money in the pockets of those who sell—

# Music On

**P**AUL WHITEMAN'S shadowy counterpart, beating time to recreated music in a talking movie theater, is a pronounced box office drawing card. The theater has proved that sound can be sold, and that it is listened to with pleasure by thousands.

If the lovesick wail of a Rudy Vallee is marketable, why can't Mr. Oppenheimer drench the Sugar Bowl Confectionery with his tunes, and also net a profit from the transaction?

That is just what radio retailers are wondering. The automatic phonograph is here. Main Street with its restaurants, hotels, lodges, schools and drug stores offers a likely lot of prospects. Even the White House Department Store, crowded with customers, could use a special hook-up that would page mothers of lost children all over the store, or warn shoppers up in the aluminum section that there was a special on hosiery, at \$1.35, that positively must not be missed. Doc White, out on hole 9 at the country club, could be called on one of those hurry-up baby cases, if that organization was equipped with a combination set—with loud speaker attachment. Yes, indeed, there are possibilities!

## *An Escape from Competition*

In slack times, an instrument that can earn money has an appeal all its own. At worst, a dealer can always operate his automatic phonographs himself on a percentage basis. The prospective buyers have a far better credit

standing than most home owners. The gross margin on the average sale is \$500. This attractive sum permits considerable sales effort. Furthermore, in the automatic music field, there is little likelihood of keen competition.

"What made the decision for me," says John Kubicek of Yonkers, N. Y., a music dealer of 25 years' experience, "was the pressure of chain stores. As a radio dealer I understood how to handle the instrument, and with it selling for around \$1,000, I figured the chains would never be interested."

## *A Logical Proposition*

The year 1929 shows the biggest development in the automatic phonograph industry, with sales running close to 15,000 instruments. There were about 50,000 in use, as of January, 1930, and the country has a potential market for between 250,000 and 300,000 units. Obviously, the market is far from its saturation point.

"The radio retailer is the logical man to sell and service this machine," says P. A. Miner of the Mills Novelty Company in New York. "He has the local contacts with prospects and is in an ideal position to get and handle the business."

Puzzling to the retailer is the question of approach in the matter of selling other firms. Simple as this may seem, it is the biggest stumbling block in the pathway of automatic music today.

"Sam, about 600 people a day enter your store," says



*The automatic phonograph is a high rate profit producer. This characteristic makes it an especially attractive merchandising proposition.*

*Don't share the demonstration "take." Use it to make the prospect nickel hungry*

*By*  
**Tom F. Blackburn**

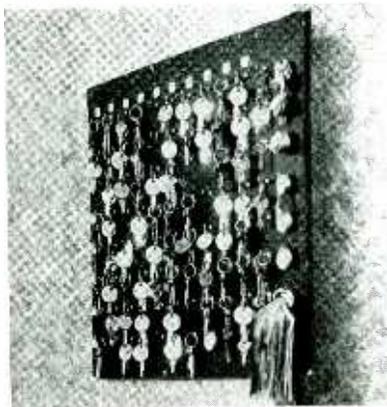
# T A P



one salesman, explaining his successful methods. "If one out of eight will drop a nickel in the slot to hear some music, that's \$3.75 gross profit per day that you're now missing.

"Now this music gives you a lot more profit than a carton of cigarettes or candy. Out of every dollar you take in, 87 cents is net profit. That's \$97.87 a month, or \$1,174.44 a year picked right out of the air and into your jeans!

"Another thing—your rent is based on the number of people who pass your place of business. I understand that 6,000 people go by here daily. If music will attract 16 new customers each day—and why not, look at the talking movies—and their average purchase is 50 cents, that means \$8 a day increase in gross business, \$240 a month, or \$2,880 a year attracted by music alone. If



*Keeping the keys to the various automatic phonographs on a control board facilitates the clerical work.*

## **The Automatic Music Instrument**

*Can be successfully merchandised in towns of 15,000 and up.*

*Is an excellent summer line.*

*Is a forerunner of interesting things to come—the automatic phonograph-radio cabinet for the home, for example.*

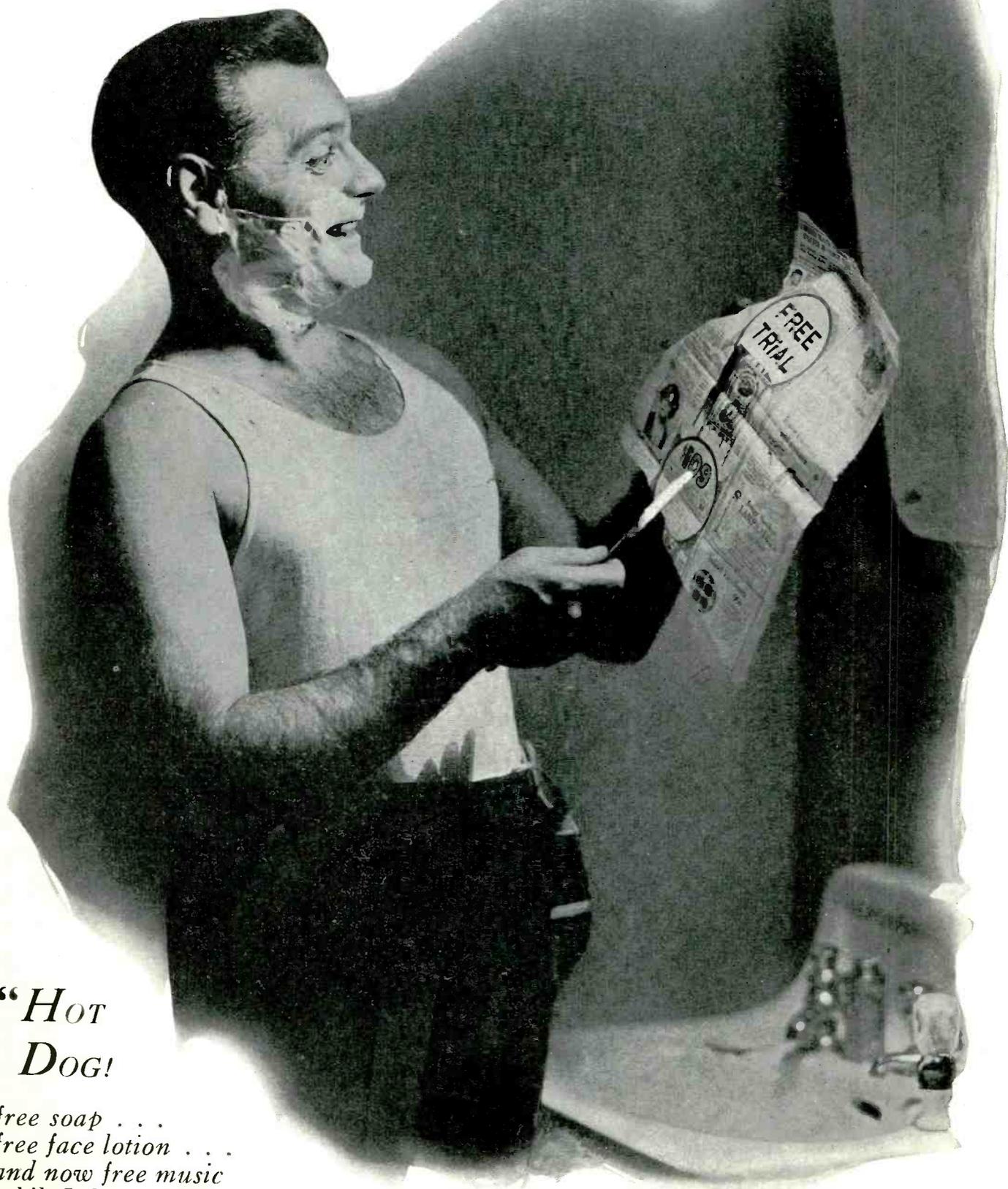
*Its field is unsaturated.*

you net only 10 per cent profit on this, that's \$288 clear profit on merchandise alone—to say nothing of the \$1,174.44 the machine has already earned.

The idea of serving his patrons music is a new one to the customer. Soda fountains were new ideas 25 years ago and grapefruit has been on the menu only 20 years. The dealer knows he pays rent on each foot of floor space, and if the earnings from an automatic phonograph exceed that of a seldom occupied table, move out the table! For the automatic phonograph is able to prove,

*(Please turn to page 53)*

# *Why Encourage* **The FREE**



**“HOT  
DOG!**

*free soap . . .  
free face lotion . . .  
and now free music  
while I shave. It's easy—just ask'em.”*

# TRIAL Artist



*"The large chain stores are just as much against the profitless practice of providing music for radio joyriders as are the independents," says Claude C. Levin of Walthal's, New York City*

THE man who keeps himself in free shaving soap by clipping coupons for samples will soon be able to enjoy a singing shave accompanied by a free radio—on trial—if the practice of giving home demonstrations is not limited quickly, says Claude C. Levin, general manager of the Walthal Electric Company, a large chain store operating in New York City.

Mr. Levin confirms the amazing cost of a home demonstration as published in our last issue—\$13.43. "Our firm figured it at \$12," he added.

The question as to how a stop can be put to the practice is as interesting to chain store managers as any one else, according to Mr. Levin. The "After You, My Dear Gaston" policy is not getting us anywhere, he contends. The root of the evil must be cut out.

"If both the chain store and the independent executive could come with me to the Middle West, where the policy of giving home demonstrations has reached its maximum abuse, they would be aghast," said Mr. Levin.

"Here's the situation in these cities of 50,000 to 150,000: Mr. Prospect has only to express a whim for radio music, and out to his house fly as many as five radio dealers, one after another or two at a time. One dealer has been known even to follow the delivery truck of another firm, and induce the prospect to try his radio set too, even the same make.

"When the home demonstration is completed and the prospect is ready to buy, what is the situation? Well, sir, the prospect has the dealer neatly across a barrel. With a couple of sets in his home and each firm demonstrating in the red to the amount of \$13.43, it's no wonder that a barrage of counter propositions begins ending with everybody whittling down his profit.

"We have found that it takes five home demon-

strations to make a sale, on the average. That's a cost of \$67.15 per sale. Thus the retailer, chain and independent alike, breaks his back to get distribution.

"Now where does this kick back on the manufacturer? He thinks he is doing a big business. Didn't so-and-so, a retailer, take 100 sets? Yes, but only 20 were sold; the rest came back. The retailer is caught with a badly overloaded inventory. Let credit get tight, and bang go a lot of retailers. The whole industry is imperiled by their shaky standing."

Mr. Levin is an advocate of the practice of putting a radio through its paces in the store. "How many automobile houses will let a prospect take a motor car for a two week's tryout? This custom grew up through weak kneed salesmanship. Customers were told that the steel building where the store was located interfered with the reception. This might be true, sometimes. But that's no excuse. Remedy the defect. The customer is entitled to the finest demonstration possible with the set, and stores should be equipped to give it. It's silly to tell a customer that the expert before him cannot make the set do its best, but that he, an amateur, can hope wonderful results in his own home. The hope that he will keep it if he gets it home, is not sound selling.

"I'll gladly tell you what I think to be the cause and remedy for the situation—too many outlets. I hold that towns up to 100,000 should not have more than three outlets for any make of radio—a chain, an independent, and possibly a department store, to give it tone. One town in Illinois of 100,000 population had 19 dealers for one make of radio. Later the number was increased to 24.

"Most distributors are merely commission men. Others have a stock on-

(Please turn to page 53)

## IN OUR MAY ISSUE

*We will answer the yearning expressed in this article by Mr. Levin. "Stern measures should be taken," he says, "to combat the tactics of the joy-rider."*

*Fortunately this problem can be, and has been, solved. Watch for our May issue. It will cite two entirely different methods of conquering this situation—one by charging for demonstrations, the other by an aggressive but controlled, bid for them.*

# QUOTAS—

**W**HY HAS the radio industry, with its wonderful potentialities, produced so many failures?

This question can be answered in one word: QUOTAS!

Quotas in most industries can be divided into two classes, flexible and inflexible. And the manner in which each type is used constitutes an accurate reflection of each manufacturer's production and sales set-up. It also provides a fair forecast as to what degree of success may be expected. The inflexible type is that iron-clad, non-cancellable quota; announced by the manufacturer as the "basic law" under which all other phases of his production, sales and distribution plans and policies are subjugated.

To this inflexible type of quota policy may well be charged most of the troubles of the radio industry. Fallacious quotas have brought disaster alike to manufacturers, distributors and dealers.

Obviously, the cycle of delusion starts with the manufacturer. At the beginning of the year he decides on his production quota. Due to the fact that the industry is still quite young and has grown so rapidly, there are as yet but few dependable basic statistics available for him to use. Also to most of the manufacturers it seems either unnecessary or too much trouble to attempt to determine in advance the true import of all the factors that will definitely influence ultimate results. So, as a rule, quotas are founded on guess work and ambition. The number of sets he starts out to build represents a hope and a desire rather than the result of factual knowledge.

Of course the manufacturer who has been producing in quantities for some years has the advantage of being able to use his own sales records as a guide for the determination of future quotas. But, when it comes to deciding quotas on the basis of commonly known factors, and relating those to their own sales records, even old established makers of radio sets seem to be almost completely at sea.

## *The Hazards of Inflexibility*

To cite briefly two illustrations:

I know a large manufacturer with seven years business experience behind him who only recently realized that quotas based strictly on last year's sales are not dependable. Yet even this manufacturer, while admitting that his present method of quota fixing is based on practically a guessing contest, still feels that any new formula would be too costly and require too much effort.

Another manufacturer decided originally to make 25,000 sets. A newly acquired sales manager persuaded the directors to treble this original quota. Every move was based, thereafter, on this arbitrary quota—including

mathematical allotments of sub-quotas to jobbers and dealers. "How many sets will you take?" not "How many sets can you sell?" was the battle cry.

Somewhere it is written that those who live by the sword shall perish by the sword, and if we just substitute the word "quota" for "sword" we have, in this old adage, the answer to what actually happened to this particular manufacturer. He built his entire structure around unjustifiable quotas and perished under the load.

Too few manufacturers remember that in the final analysis the public who buys the radio sets holds the whip hand and is no respecter of persons or quotas. Therefore, production or sales quotas should not be arbitrarily established like a king's edict from the throne but only after the degree to which the public is ready to accept the product is known with considerable accuracy.

Just what happens when this simple requirement is disregarded is effectively illustrated by a few cases that actually have occurred:

Manufacturer A started on a small scale. While producing a small quantity of sets that were rigidly inspected before shipment and sold in a small territory adjacent to the factory, the sets gave excellent satisfaction. Demand came from other territories. He decided to expand. From an annual production of less than 2,000 sets he jumped his quota to ten times that number. A sales manager was engaged and he "sold" quotas to distributors—all that the traffic would bear.

The sets turned out by that factory in quantities did not perform like their older brothers. Quota or no quota, shipments were refused. Finished products "backed up" into the manufacturer's warehouse. With the factory still turning out sets to conform to production quotas and with money constantly going out and little coming in, his financial resources were soon exhausted. Within less than a year after King Quota took command the manufacturer passed into the hands of his creditors.

Manufacturer B entered the arena under the most auspicious circumstances. However, as has generally been the case, this large concern, with the vast resources at its command, seemingly made no attempt to apply some practical fundamentals when planning its production quota. For reasons that still remain undiscovered a fixed quota of . . . sets was decided on—and manufactured. Before the year ended over half this number were unceremoniously "dumped" at a heartbreaking figure. Think what a vast sum this company contributed for the privilege of falling victim to the lure of inflexible quotas.

Manufacturer C, with vast and varied interests in other industries, saw, in radio, a practical method for employing available equipment to maintain maximum capacity and fill in a dip in the sales curve. Yet the apparently

# Fixed or Flexible?

By O. FRED ROST

modest quota of 50,000 sets, bearing a name nationally known, proved almost 50 per cent incorrect.

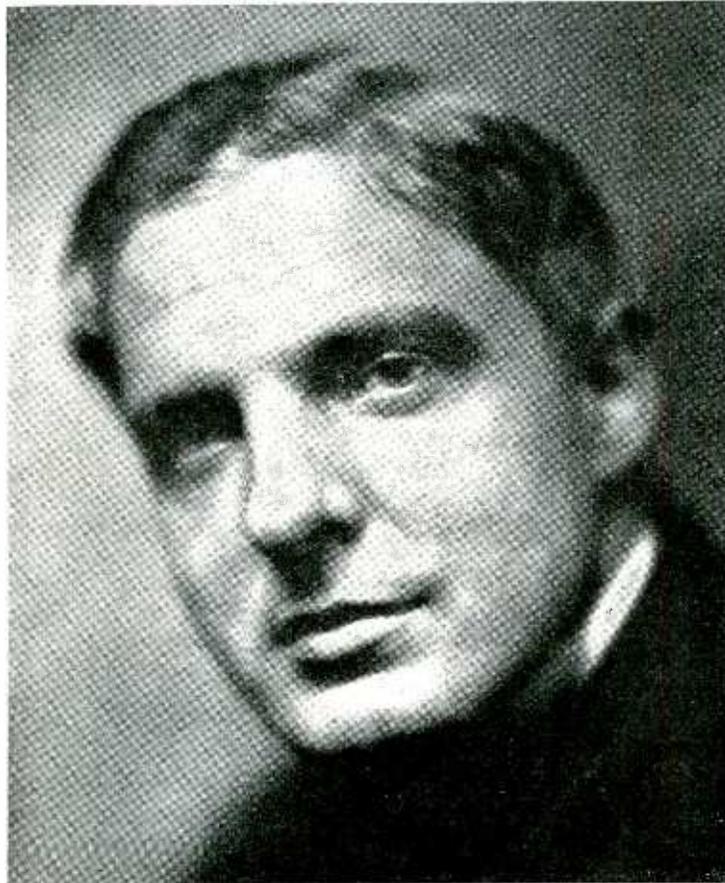
These illustrations show that failure to apply reason to quota-making will bring disaster to the manufacturer, large or small.

The distributor and dealer suffer to an even greater degree because when they assume definite quota obligations they frequently do so with unknown factors on either hand. They seldom have definite assurance that the manufacturer is and will remain financially responsible and suitably equipped to carry out his part of the agreement. Furthermore, they do not always know whether the product is going to "go over" with the public.

Therefore, with few exceptions, the distributor and the dealer are courting trouble whenever they make a contract on the basis of inflexible quotas.

Now let us see just how the other type of quota works.

The flexible quota should first be based on a reasonable estimate of the output that can be financed with safety and manufactured and inspected so that the ultimate customer will be satisfied. Production should be planned to provide the greatest possible elasticity in the quantity of output. The manufacturer should set up his relationship with distributors and dealers on a similarly flexible basis. Quotas, if mentioned at all, ought merely to represent the best obtainable estimate of the amount a distributor or dealer should sell in a given



This outstanding jobber of electrical products devoted fifteen years to the study of distribution and of merchandising by the deliberate process of spending one to two years in many different fields of wholesale and retail businesses.

Early last year Mr. Rost joined the McGraw-Hill Publishing Company to devote himself to the further study of the joint problems of manufacturing and selling. He formerly was president of the Newark Electrical Supply Company, operating wholesale houses in Newark, Trenton and Jersey City, all in New Jersey.

territory; the worth of distributors and dealers to be measured by the kind of an all around "job" they can do rather than by sales volume alone.

Examples of successful operation under the flexible quota system are more difficult to find because it is as yet employed by too few—but the practice is growing.

Perhaps the strongest argument in favor of flexibility is the fact that one of radio's largest manufacturers has operated on this basis for many years and achieved outstanding success. This manufacturer produces his sets on schedules that are kept in a definite balance with the movement of receiving sets out of his distributors' and dealers' merchandise stocks.

He has never had to dump any merchandise due to over-production or obsolescence. He co-operates so closely with his distributors to maintain flexibility that one of his largest distributors had, on Christmas eve, 1929,

less than 25 sets undelivered. Yet every dealer received all the sets he wanted right up to closing time. In other words, the manufacturer and distributor co-operated so completely that they were able to gauge dealer demand during the height of the selling season with great accuracy.

There is another large manufacturer of popular priced sets who has changed to flexible quotas and found the results very satisfactory. He has worked out a flexible manufacturing schedule based upon balance between

orders on hand and potential sales. He is constantly improving his methods to permit rapid increase or decrease of production so as to provide ample material when needed and yet guard against over-production.

His sales quotas, too, are flexible. If the distributor fails to meet the reasonable quotas previously established, the manufacturer starts an investigation rather than threatening execution. Continued authorization of dealer or distributorship is based upon the type and effectiveness of marketing activities, not upon quota promises. This manufacturer also is among those who have been outstandingly successful when others were floundering.

Is it not apparent, therefore, that flexibility of quotas is absolutely essential to successful operation as a manufacturer, a distributor or a dealer?

### *Methods of Flexibility*

What method should be pursued in achieving that desirable flexibility in quotas? Again the manufacturer carries the bulk of responsibility because the degree of earnestness with which he strives for flexibility will be the degree to which he will achieve this desideratum.

First of all, the manufacturer must be willing to submit to having his tangible and intangible assets X-rayed. In utter cold-bloodedness he must determine what his available brain power, man power, financial capacity, manufacturing facilities amount to when interpreted into radio sets. He should figure on normal twelve-month production and plan on making proper provision for financing the accumulation of finished products that will take place toward the beginning of the season.

A factory that is operating steadily at a normal rate of output turns out a better product for less money than one that is shut down, more or less, six months of the year, and working overtime for three months.

Such an X-ray process, if conducted with the thought in mind that it is a means to self-preservation, will eventually developed a quota basis that will provide fair insurance against disaster.

We will now take it for granted that a manufacturer, via that suggested process of self-appraisal, has arrived at a figure for his production quota that is sound and practical and that he can reasonably expect to turn out that quota of satisfactory sets. How is he to arrive at sales quotas that are reasonable for his distributor and can be kept flexible to provide for unexpected emergencies? It is this question of sales quotas that is the most difficult one to answer. The larger the manufacturer's output and the greater the territory, the more dangerous is the prevailing practice of basing those sales quotas on ambition first and on known factors only so far as they fit in with the figure that ambition has dictated.

### *Limit Territory to Output*

One tendency that has brought grief to many manufacturers is the quite excusable but economically unsound desire to cover the continent and have distributors in all the far-flung corners of the United States. For instance, why should a manufacturer located in Chicago, who has found that he can safely undertake the production of 20,000 sets, attempt to have distributors all over the country? In spite of the rapid means of communication and transportation that we today take as a matter of

course, it is still true that with products such as radio sets, every mile added to the distance between producer and consumer increases the expenses and troubles of the maker.

Would it not, therefore, be wiser for that manufacturer to concentrate his sales effort and develop distribution of his product as near the factory as possible?

That manufacturer would represent approximately one-half of one per cent of the total number of sets produced in 1929. He has in eight nearby states 26 per cent of the country's population. Surely if those eight states can buy about 30 per cent of the total output of the nation's motor cars, a manufacturer making 20,000 sets should have little trouble to dispose of them in that area. The economies effected by such concentration of effort are obvious. Furthermore, sales quotas intelligently applied to an area that can be closely watched are more likely to come near the mark, and the resulting closer relationship between manufacturer and distributor and dealer will prove infinitely more satisfactory and profitable to all concerned, especially on a long pull basis.

The example just cited is that of what would be considered a comparatively small manufacturer. Naturally, the territory and the problem of sales quotas grow apace with the manufacturer's capacity for volume. However, there is a general rule for determining sales quotas for any given territory.

Records gathered by *Radio Retailing* from reliable sources give the total number of radio sets sold in 1929 as 4,200,000. Statistics of automobile sales recently published show that in 1929 there were 4,012,000 new passenger cars sold in this country. Almost one car for every radio set.

In 1928 there were 21,379,125 passenger cars registered in the 48 states. After making allowance for pleasure cars converted to commercial use, cars wrecked or scrapped, the number of pleasure cars increased in 1929, 17.4 per cent over 1928. That increase ratio is closely approached by the radio industry in that sales of radio sets in 1929 were 16 per cent ahead of 1928.

In other words there exists a definite and close relationship between the sales of automobiles and those of radio sets. The manufacturer who has established his safe and sane production quota can by an intelligent use of readily available statistics on the automobile industry arrive at a safe, sane and flexible quota basis for his distributors and dealers.

### *Sustaining Programs in Majority*

THAT those who decry the commercialism of broadcasters are inaccurate in their basic facts is indicated by the recent report of the Federal Radio Commission which shows that 51 per cent of the total amount of broadcasting time consists of sustaining programs, contributed by the stations themselves for the promotion of public good will toward radio.

The total broadcasting time for the entire United States is placed at 1,252,802 hours. Of this total, 410,426 hours, or 33 per cent, represents the time sold for other than chain programs while but 156,581 hours, or 13 per cent, represents the time occupied by the chain hook-ups.



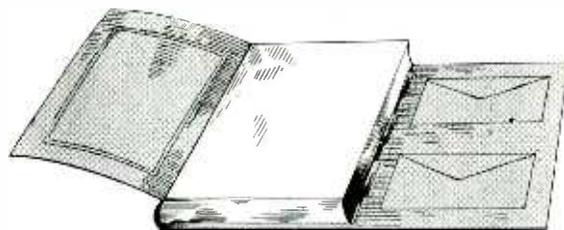
# WHAT Shall the Salesman SAY?

BECAUSE he wished to give his salesmen something to talk about during a home demonstration, Floyd A. Bittaker, manager of the radio department of the Southern California Music Company, San Diego, Cal., has designed a notebook which is a virtual library of useful information.

The notebook is letter size, with a limp leather cover which folds over a third time like a bill fold and fastens with a snap. This contains pockets of convenient dimensions for holding contract forms, service tickets and other useful literature. Within, the pages are divided into sub-divisions according to the make of radio handled.

Should the prospect be interested in an "X-Y-Z" set, for instance, the salesman lays the book open at that division. Here he has complete information in regard to this line. Pictures, descriptions and prices of all recent models are at hand so that in case the prospect is interested in some other price range or type than the one being demonstrated, pictures are at hand. Sales arguments, particularly applicable to the "X-Y-Z" radio are listed on several pages and their basis explained. Another section deals with the "X-Y-Z" factory and all the details in regard to the firm. This data will convince the customer that he or she is dealing with a well-established company. Then follows a number of letters from "X-Y-Z" users, telling of the satisfaction they have obtained with their instrument. These are bonafide letters from owners whose sets were purchased from the Southern California Music Company. Next comes a list of owners of this make of machine in San Diego, among which is sure to be a neighbor of the prospect or someone who is a friend.

The book also carries useful data on programs, not only what is coming or is on the air this week, but a record of some of the important musical, historic and athletic events which have been broadcast within the past year. Thus the salesman may turn to this page



*Something to tie to. That's the purpose of this salesman's "reminder" manual*

and mention "here are some of the things which you missed by not having a radio this past year. President Hoover's inauguration, broadcast of the 'Big Game,' grand opera stars, symphony concerts—these are a few suggestions.

"Just look over this list. Of course, it is not possible to predict just what important event may arise during the coming year, but you may rest assured, Mrs. Clark, that there will be just as many epoch making programs which you will miss if you do not have a radio instrument during the next twelve months," says Mr. Salesman.

There is no information which a salesman might want when talking to a prospect which is not in this book. Indeed, if some salesman thinks of auxiliary data which he would like to have included, it will probably be added to all the notebooks by the next week—for Mr. Bittaker is always on the lookout for ideas, and the chief virtue of the loose leaf form of this record is that it can be and is, kept completely up-to-date.

Instead of sitting and watching the customer enjoy the music, now and then remarking on the beauty of the program or the ease of operation of the set, the salesman, with this book, has a real job of selling to be done and the ammunition with which to do it. The proof of its value is the fact that since its use the percentage of sales from home demonstrations has increased.

## "Radio Research Bureau" Nets 200 Sales in 3 Weeks

THE simplicity and inexpensiveness of the scheme employed by the Ross P. Curtice Company, of Lincoln, Neb., were entirely out of proportion to the splendid results obtained. Two hundred sales were made, and twice that number of live prospects secured, from a telephoning campaign which lasted only three weeks.

A "Radio Research Bureau," no more bureaucratic than the simple combination of a young woman and a registered telephone can be, was the idea of Willard Brewster, manager of the radio department for the Curtice store.

A telephone installed in the Curtice building was listed under this important-sounding name, and a young woman was hired as the entire personnel of the "bureau." From a selected list of 15,000 names, representing the better class of home owners in Lincoln, this girl made from 75 to 100 calls a day. Prepared to give upon request her name and the name of the "bureau" as

her employer, she secured such information as whether the person called had a radio set; if so its age and its make, and the degree of satisfaction it was giving. She found out about impending tube or battery replacements, and the possibilities of making a sale at the home.

From the form cards upon which this information was recorded Mr. Brewster selected the prospects which the remarks indicated were the liveliest. Sufficiently later so that no connection between the "Radio Research Bureau" and the Curtice Company was suggested, he called them, and tried to secure a demonstration, either in the store or at the prospects home.

Out of 1,000 live prospects from the original list of 15,000 names, about 750 actual demonstrations were made. And because the leads were triple hand-picked—once in selecting the list, again by the girl, and a third time by the second call from the store itself, sales were closed at the rate of 2.5 in every 10 demonstrations.

# STOP Wasting Time Talking



## DISCOUNTS FAVORS DETAILS CONSIGNMENTS *and*

*Time is our most precious gift.  
Are you frittering it away on  
non-essentials or making it  
produce orders?*

**T**OO few are the retailers who have found this answer to the problem of present-day retailing: stop spending your time haggling and start selling!

How much time have *you* devoted to selling these past few months? How much thought have you given to the problem of helping your employees sell? What plans have you conceived and executed? Frankly, now haven't you neglected this phase of your work?

In the past four months this writer has interviewed about 26 radio dealers each week—412 altogether. They were large and small; chain store and independent. And less than 20 of these dealers were really devoting themselves to the selling problem.

What were the others doing with their time?

Curiously enough, they were spending most of their precious hours bargaining—talking discounts, terms, payments, consignment plans; arguing about this manufacturer's policies and that distributor's service. Talking franchises. Chiseling for advertising allowances. Chiseling for broadcasting co-operation. Considerably more than half of every business day was spent in talk.

**M**EANWHILE out in front was a service man, or a clerk, talking to the woman who dropped in to inquire the price of a set, and getting the fine result of a promise to come in again some time. No wonder the funnel of retailing clogged up—so much was being poured into it in the way of better discount lines, consignment models, try-it-out numbers—and then the little business end of the funnel left in the hands of a second rate employee!

All coming in and nothing going out! Models taken in and put on the floor on the say-so of a salesman who promised a terrific advertising campaign and made the business of radio retailing seem like a slot machine—"just put the stuff in and some one will come along with the money that will drop it out." And suddenly the radio retailer woke up to the fact that the radio retailing business wasn't like that—there he was with 12 different lines represented in his inventory and two sales represented in his sales books! There he was with a veritable museum of radio—on his floor—and no business!

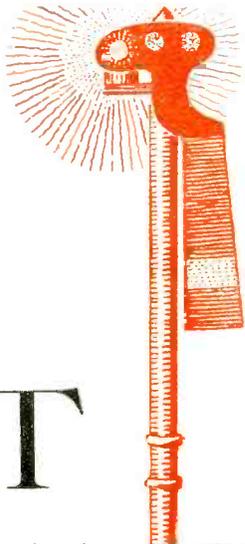
No gentlemen, the solution of the radio retailing problem is *sales*. And the answer to sales is *selling effort*. Your problem is no longer one of getting the merchandise in—it's getting the merchandise *out* that counts.

What do I mean by selling effort?

The physical appearance of your store and your windows, and the merchandise in both, is the first step. If they are all they should be, fine! If not, get busy on this basic step in selling effort.

Bringing the customers into the store. Some advertise, some send letters, some follow up old customers. Every effort that is practical and economical should now be extended.

Salesmanship. There's the rock on which many a good ship of state has floundered. While you were trying to sell that distributor's salesman the idea that he should get you an extra five per cent discount on sets, wouldn't it have been better to have sold the set to the woman out front who promised to come back that night with her husband? Forty off a set you sell is a lot better than 40 and five off a set in your inventory. Retail salesmanship demands supervision by the boss himself—and the employee who makes every effort to get a sale that you yourself would make is so rare that, like the



By  
Edgar V. M. Gilbert  
*Former Manager of Radio Stores,  
Landay Bros., New York*

# START

# Selling

diplodocus, he ought to be stuffed and placed on a pedestal in a museum.

How many of these people who promised to come back did show up? Of the hundreds who left never to return, how many names and addresses did the salesman get for you to follow up to remind them of their promise? Every one who came in was a prospect—many who didn't return actually meant to when they said they would. What did you do to remind them of their own intentions?

How many calls outside the store did your salesman make in an endeavor to follow up the prospect who did come into the store? How many home demonstrations—not trials—did you make? Do you know that out of every three home demonstrations one sale is almost certain? How many names and addresses were scribbled on the backs of business cards, which dirtied themselves into illegibility in the pockets of careless employees?

Salesmanship—how was your merchandise sold? Did you get your interest charges? Did you get the requisite down payments? Did you believe the stories of what other stores were offering—and meet the competition which the thinking customer built up for the unthinking retailer this past season? Why, if this other store made such alluring offers, did the customer bother to come to you—why didn't he close the sale there on the spot? Ever stop to think of that?

This bogey man competition—a Frankenstein created by hard buying customers—certainly crimped the profits of many a retailer this past season. Let me take you to a street in Brooklyn where a chain store is reputed to sell merchandise practically at the independent dealer's cost price. There you'll see retailers who are meeting (?) this so-called competition—three of them you can't see, because they have put themselves out of business. You'll find that the chain store in question does nothing that the customers claim he does—for he is just as anxious to make the profit as any independent dealer. And this chain store, in turn, asserts that his customers tell him that the independent dealers have made such astounding offers!

*(Please turn to page 53)*



# These IDEAS

# Clicked

## Sells Theatre Set, Gets Ad Free

AMOS 'n Andy, it seems, are becoming so popular that at the witching hour, 7 p.m., nothing short of a cataclysm of nature can pry their "fans" away from the radio—or at least so a theater in eastern Pennsylvania figured it out when attendance began to taper off at the early shows.

So the manager had N. Coleman and Company of Allentown rig up a chassis in the projection booth, where it may be seen perched atop its packing-case stand, and via the "talkie" apparatus Andy and his cautious partner are "broadcast" in the theater every evening before the show starts. Coleman not only sold the set but gets his name thrown on the screen along with the theater's rider advertising the added attraction.

A double-throw switching arrangement (shown in detail in this month's Service Department—see page 43) permits the radio to be cut in and out of the theater's sound projection system.

- SAY: N. Coleman, *Allentown, Pa.*  
 Landay's, *Jamaica, N. Y.*  
 A. E. Smith, *Palmyra, Wis.*  
 Campbell-Parker, *Erie, Pa.*  
 Winter Piano Co., *Erie, Pa.*  
 Harris-Goar, *Wichita, Kan.*  
 Mart Electric, *New York City*,  
 R. Handcock, *Pasadena, Calif.*  
 Walker Elec. Co., *Wollaston, Mass.*  
 Lightning Delivery Co., *Phoenix, Ariz.*

"I've re-gusted," says Andy to Amos, while the whole world listens



## Cuts Cost in Half

THE Lightning Delivery, Phoenix, Ariz., cut its advertising cost in half by sharing, with the local ice company, space on a small cardboard disc, to be attached to the telephone book. For a nominal cost the telephone company delivered its directories with the tag attached. Radio dealers can easily use his same idea sharing the card with some non-competitive merchant, preferably, a dealer in a staple line, so the housewife will refer to it constantly.

Another effective way to advertise is on the back of the ice card which the housewife puts in her window as your ad will then be facing her a good part of the time.

A scheme to keep your name and service before the eyes of the master of the house, is to supply a laundry in your town with the cardboards which are slipped into the men's shirts. On these cardboards place your name, address and telephone number, giving prominent space to your service. In this way your name is brought to his attention repeatedly.

## Cashing In On Baseball

"WHAM! Over the fence and out, looks like O'Rourke has Smith's radio clinched, but . . ."

"Oh, don't be so sure. Jacobs has his eye on it too." Conjectures such as these became the subject of conversation in the barber shops and around the soft drink counters of Palmyra, Wis., as every baseball fan has his favorite to win the set which Alvin E. Smith of that town offered last season to the local baseball player with the highest batting average, or to the two highest in event of a tie.

This is the basis on which Mr. Smith worked out his scheme. A hit counted 25 points; two base hits, 50; three base hits 75; home run, 100; base on balls, 15; runs, 25; and each strike out took off 50 points. In order to further capitalize on the idea, he had score cards made with the rules printed on them. The most advantageous space he kept for himself, selling the balance in small allotments to cover the cost. These were passed out at every game.

Whenever a player would strike out, invariably one of the fans would remark "There goes that radio set!" This advertising continued wherever the team played, and the store soon became headquarters for the score when the team was out of town.

## Attracts 'Em for Blocks

IF YOU have sets for rent; specialize in servicing a particular brand or brands of radio; cater to the embryo set engineer or render any one of a dozen different services which the average radio listener may not be aware of, why not call it to their attention with a sidewalk sign, similar to that used by the Mart Electric Service, 145 Second Ave., New York City? To be effective it should carry but few words, each in large size, so the hurrying motorist as well as the lingering passerby will be attracted to it.



## Peps Up Record Sales

**I**N R. HANDCOCK'S store, Pasadena, Calif., you will find no regulation phonographs and straight back chairs in the demonstration booths, which line one side of his shop. Rather, low coffee tables, into which have been built the disc for playing the records and the motor, so that the customer can sit back comfortably in a davenport and play to his heart's content without having to get up to change the record. These coffee tables were converted into phonographs by one of his service men. The table is placed directly in front of the divan, and cigarettes and a selection of the latest popular records are conveniently and temptingly laid on one corner. The speaker is hidden behind a desk across the room. This gives a softer tone.

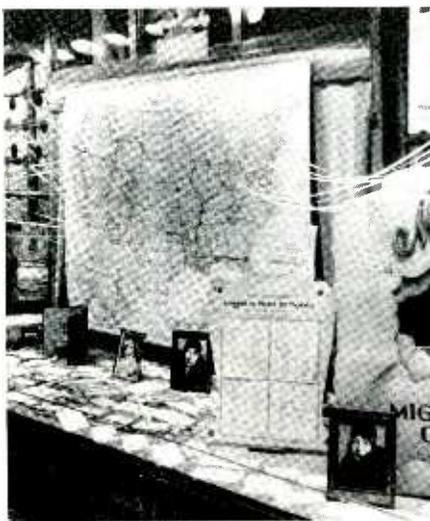


*Comfortable, convenient record selection.*

## This Ad "Pulls"

**B**Y MEANS of a co-operative arrangement between two radio dealers of Erie, Pa. (Campbell & Parker, and the Winter Piano Company), who jointly bear one-half the cost, and a radio distributor (Briggs-Hagenlocher), who pays the other half, every bowling alley is kept supplied with score sheets bearing the names of the dealers and the line they carry. These score cards are used extensively and it is estimated that several thousand people see them weekly, including non-participants.

## D.X. Contest Sells Sets



*A young woman won this town's D.X. contest. Log made a peach of a window display.*

**H**AVE you a Billie Burt in your town? Of course! Then the thing for you to do is to find her and turn the results of her nocturnal meanderings on the ether into a really convincing window display. That's what the Harris-Goar Co. did and the townsfolk of Wichita, Kan., stopped to look and admire to the tune of 262 people an hour.

Miss Burt, of that city, logged 196 stations and received 64 verifications, so Harris-Goar decided to let the world know about it. A large map of the United States with a ribbon leading from each point from which a station was heard to a sticker on the window, together with a generous number of photos of Miss Burt, a list of the stations received, the verifications and the envelopes in which these were received, and a judicious amount of advertising matter were turned into a display which is still being talked about. The cost was small and the psychological effect on the ever-changing crowd resulted in a number of sales.

## Cheap Display Moves Trade-Ins

**L**ANDAY'S store in Jamaica, N. Y., moves its table model trade-ins by the simple expedient of placing them, tubes and all, where they may be freely handled by window shoppers.

The store has a double recessed window of the type designed to pull window shoppers almost into the store. On two low benches, about 1 foot high, placed in the recessed entrance close to the base of each window, cheap trade-ins are displayed, prices being plainly marked in chalk on the cover of each set.

Inasmuch as the sets are seconds and go cheaply, handling by shoppers, which really sells them, is not particularly damaging.

## Radio Plays While Walker Stays

**H**ERE'S an idea that the Walker Electric Company of Wollaston, Mass., has found very satisfactory in boosting radio sales.

Mr. Walker realized that on many service calls his sedan remained parked for some length of time. To utilize this time for advertising purposes he installed a battery set in the rear of the car. A baffle board was constructed on each of the side windows and dynamic speakers attached. Miniature posters were used to cover the speaker and protect it from the weather.

When calling on a customer the set would be turned on. In almost every instance a good-sized crowd soon collected to listen to the program. Walker has made many sales during the past two months directly traceable to this method of advertising.

## Record that Idea!

*Good sales stunts deserve preservation. Sit down and write us a letter about the best you have used, for publication in this section.*

*If we think the trade will be interested our check for \$5 to partially compensate for your time, plus the cost of any photographs taken for us, will go forward.*

*Get it in print!*

# Where Lakes and Rivers

*There, also, will live radio dealers find a logical market for summer side lines*



## Camp Is Like Home With a Phonograph

*Portable phonographs will be used at many camps this summer. And each water resort has many such camps in which the radio dealer will find prospects for this summer side-line. With a portable radio in one hand, a portable phonograph in the other, any good house-to-house, or rather "camp-to-camp" salesman should be able to knock over enough business to turn "summer slump" into summer jump.*



## Can Handle Outboards with Limited Capital

*This radio dealer rents part of his floor space, during the summer months, for an outboard motor display. He also receives a commission on all engine sales.*



## The E-gger They Are the Easier They Fall

*To the Hardy Music Company of Bay City, Mich., goes the credit for the sale of the radio and phonograph combination installed on this magnificent yacht. Extra loud speaker attachments permit the crew and those in the staterooms to tune in if they wish.*

## Flashing Sunlight, Silver Spray!

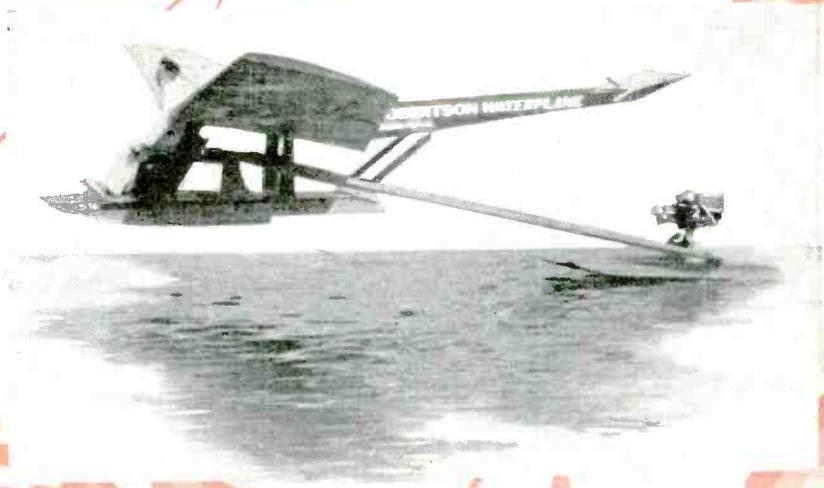
*Consider the outboard motor. What better summer side-line? Wherever there is water, outboard racing is becoming mighty popular. The reasonable price of such motors has placed high-speed boating within the reach of the outdoor enthusiast (and who is not in the spring!). The motor is easily displayed in a limited space and already the established warm weather line of many successful radio dealers.*

# CALL

Soon your winter prospects will feel the urge of the tang of the salt seas and the lure of lake and stream.

Live dealers will prepare now to supply the demand for outing equipment which will surely follow. Pictured on this page are suggestions for summer side lines which are admirably suited to the facilities and the experience of the dealer in radio.

Outboard motors, radio and phonograph equipment for boats, the portable motion picture cameras; these are some of the lines that lend themselves admirably to a bolstering up of the summer sales curve.



## Not Yet but Soon

*It isn't a boat. It isn't an airplane. But it combines the thrill of both.*

*Just an illustration of one of the many developments which are constantly offering merchandising possibilities for up-to-the-minute radio dealers to handle as "feeders" for the radio business.*



## The Fish That Didn't Get Away

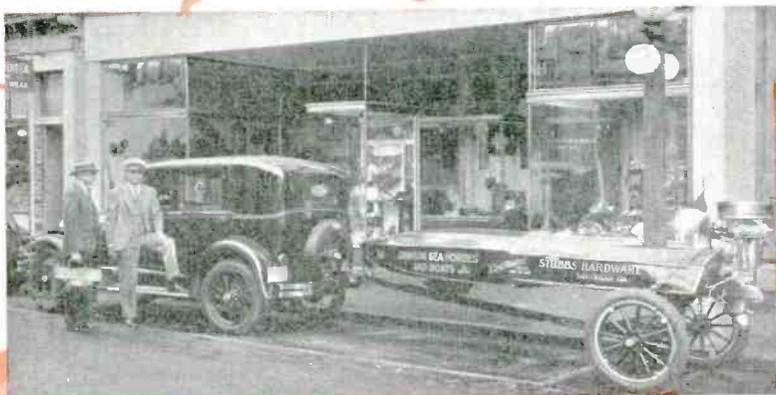
*The camera cannot tell a lie, especially if it happens to be one of the portable motion picture variety.*

*Motion picture apparatus for private use has an especially strong appeal to the outdoorsman.*



## Life Afloat and Music Are Inseparable

*So why not specialize in equipping motor boats with combination radio and phonograph sets along the line indicated by the above photo?*



## Outboards Easily Handled

*Radio prospects and outboard motor boat prospects are often one and the same. This enterprising hardware-radio-outboard dealer of Savannah, Ga., finds it easy, with the aid of a light trailer, to take his demonstration boat with him as he rides.*

## NEXT MONTH

*Radio Retailing will discuss, with word and picture, the possibilities of electric refrigerators and other electric devices as auxiliary sale builders for the radio dealer*

# “STATISTICS

## Give Me A

said the

HE was a radio dealer in a suburban community. We were gossiping about the radio business—how nice it would be if all the gyms went back to the pants business, what a swell time everybody would have if the industry learned the lesson of supply and demand, and weren't jobbers a ritzy lot? Chatting about sales, I quoted some figures to show what a big market lay ahead of the radio industry.

“Statistics—and you statisticians with your slide rules and decimal points—give me a grand pain in the neck,” he said. “What good does it do to tell me that 4,497,682 radio sets were sold last year when I'm trying to sell \$25,000 worth of radio here in this town? It's the bunk!”

My friend hit the nail on the head. Big gobs of raw undigested statistics, particularly those with six ciphers behind them, give any dealer a pain in the head, if not the neck. But do dealers and jobbers realize that radio statistics can easily be translated into *helpful* figures to guide and control their own individual businesses?

### Applying Radio Retailing's Figures

The radio sales statistics gathered each year by *Radio Retailing* can be put to good use by radio dealers, distributors and manufacturers in gaging the progress of their own business. In the accompanying table are shown the percentage of increase or decrease in 1929 sales of radio sets, combinations, tubes, reproducers and other accessories and parts as compared with 1928 sales. Take your own records and jot down your own percentages of sales increase or decrease. The results will no doubt demonstrate that statistics, far from being a bore and a nuisance, when properly interpreted, may prove valuable aids and indicators in running your business.

Here's another example: The Department of Commerce, under the direction of Marshall T. Jones, chief of the Electrical Equipment Division, with the cooperation of the National Electric Manufacturers' Association, Radio Division, has been collecting from radio dealers since October 1, 1927, quarterly data on the stocks of radio sets and certain accessories on hand in their stores and their sales of radio. What makes it valuable is that it is available in detail by

“On the contrary,” *we replied*, applied, they'll cure many business tells how individuals should

states, city groups and sales areas. Dealers and jobbers will find it profitable to secure from Washington the statistics relating to their own localities.

Let's suppose you're a radio dealer in Portland, Me. What could you find out from Uncle Sam's figures dated October 1, 1929? You could determine at least nineteen things about the average dealer in your town. This average dealer had in stock: two battery sets and 11 a.c. sets, with two a.c. sets on order. He further had on hand four magnetic speakers, nine dynamic reproducers, two storage batteries, 32 B-batteries and 13 C-batteries. He was entirely out of socket power units, had one separate cabinet on his floor and 21 power tubes, 94 a.c. tubes, 11 dry battery tubes, seven storage battery tubes and five rectifier tubes on his shelves. A conservative inventory, it must be admitted.

During the months of July, August and September he sold 17 receivers, doing a business of \$4,200.

Suppose your own stock of battery sets exceeded the average. It would be just cause for investigation, wouldn't it? Suppose your stock of magnetic speakers was larger than the average. Another red flag.

If you are a radio dealer in Syracuse, Bayonne or Pocatello, or any one of a hundred other communities, you can secure similar valuable data about radio selling operations in your locality every quarter from the government statistics to check your own stocks and sales

### Check Your Business against these national totals

Item	% of Increase 1929 Over 1928 (Dollars Volume)	My Sales Increased
Sets .....	50	.....
Combinations .....	76	.....
Tubes .....	56	.....
Speakers .....	76*	.....
Dry batteries .....	39*	.....
Socket power units, storage batteries and chargers .....	18*	.....
Other accessories .....	79*	.....
Parts (to consumers) .....	37*	.....
<b>Totals:</b>		
Sets and combinations .....	52	.....
Parts .....	37*	.....
Accessories .....	16*	.....
<b>Grand total increase.....</b>	<b>22</b>	.....
*Decrease.		

By  
Arthur P. Hirose

# PAIN

## Dealer

“properly interpreted and ailments.” This article use the national figures



In a few days figures will be released by the government covering radio sales and radio stocks for the last quarter of 1929. These statistics, studied with the figures for the other quarters of 1929 and prior years, will indicate to dealers and jobbers how much business was done in their own localities and whether they are leading or falling behind the procession.

### Was Your Business Under \$13,000?

Many other usable statistics on radio sales have been collected and released by the government. Figures have been compiled to show the average business done by radio dealers. In 1929, Mr. Jones of the Department of Commerce reports, the average dealer's sales mounted to \$13,000, a 20 per cent increase over 1928. How does this yearly sales figure and percentage of increase compare with those of your own business?

Other figures show that the average price at which radio sets were sold in the past three years have been as follows: 1927, \$197; 1928, \$158.50; 1929, \$151.

The radio dealers reporting their sales to the Department of Commerce show that the number of radio sets sold by the average dealer has steadily increased. In 1927, the number sold was 47, in 1928 it was 68, while in 1929 the number of sets sold by the average dealer had increased to 86. Do your own sales show proportionate increases?

The government has also tabulated the percentage of total radio business done by each class of store, as shown in the following table. While these reports do not cover all the dealers in the nation, they come from enough to be indicative of general conditions. There are many reasons for the degree of success which each type of dealer has as a retailer of radio—his standing in the community, display facilities, sales aggressiveness, installation and servicing ability, size of stock to select from, store traffic, etc. Take all these factors into consideration and you have the reason why four people

buy a radio from an exclusive radio dealer to every one person who buys from a furniture store and why eight people buy their radio receivers from department stores to each man or woman who buys a radio from a jewelry shop.

### Sales by Types of Outlets

Type of Store	Percentage of Total Radio Sales Done
Primary or exclusive radio dealers . . . . .	40
Electrical dealers and contractor-dealers . . . . .	10
Music and phonograph dealers . . . . .	10
Furniture stores . . . . .	10
Department stores . . . . .	8
At motive supply dealers . . . . .	8
Hardware stores . . . . .	6
Jewelry stores . . . . .	1
Drug stores . . . . .	1
General stores . . . . .	1
Miscellaneous and unclassified . . . . .	5

Study these figures—find out how your store stacks up with other stores in town in the radio business it gets. Did you and the other electrical dealers in your city get 10 per cent of the radio business last year? Analyze why that hardware store on Main Street is selling one out of every ten radio receivers sold. What have they in stock, in merchandising, in advertising, in other methods, that you lack?

Along with its statistics the government gives us supplementary charts. Now that the year 1929 is over the evils of over-production and over-purchasing of radio sets are evident to everyone in the industry. But think how much of this evil could have been avoided had manufacturers, jobbers and dealers kept charts visualizing the progress of their own sales and stocks of sets during 1930. Charts help you watch the stable door before the horse is kidnapped.



"At 10:30 we loaded up the truck and started out." (Note the protective blanket for the set.)

"The Set Analyzer performed yeoman service." Jack gets to work while "Radio Retailing's" editor looks on.



By  
W. W. MacDonald

*We Spend*

# A DAY With a Service Man

**WHAT** sort of trouble does a service man encounter in an average day? How does he locate the cause and make repairs?

By following up 10 typical SOS calls from customers with Electra Radio's expert, and liberally plying him with questions concerning past servicing experiences while riding on the truck between calls, we secured the following cross-section:

LEONIE  
Walworth Street

## 10:00 a.m. "Dial Inoperative."

Found the stranded cable, operating the drum dial through a system of friction loops and pulley take-ups broken. Spent a nasty hour threading in a new one and taking up the slack. Cautioned customer against snapping the dial over hard.

Tying the dial over hard against the chassis with a length of cord held the system rigid while one end of the cable was carefully wound on the take-up worm. A small, wheel-topped, "Starrett" screw-driver got down into one of the tight places to fasten a small set-screw holding the remaining cable end.

En route to the next call we asked if mechanical breaks of this kind were common and were told that this is the first mechanical trouble noted in Electra's records for several months.

DUBE  
Lorimer Street

## 11:10 a.m. "Set Won't Play."

There was an excellent reason why this

*Dynamic distortion, line voltage overload, d.c. set hum, r.f. failure, corrected in the field*

two month old push-pull, dynamic outfit didn't "play." The needle of our analyzer, voltmeter, checking and a.c. line, nearly hit the stop at 128 volts. The dial light had departed this life and one of the 45's was as blue as a channel swimmer.

Jack, Electra's man, sold Mrs. Dube an adjustable line voltage control, jamming it into the high resistance, while we

rounded up the tools and replaced the '45 and pilot—then trekked to the next SOS.

PALERMO  
Tompkins Avenue

## 11:50 a.m. "Weak Signals."

This was an electrified Neutrodyne using '01-A's, a single '71 and an '80 in an A,B,C power-pack. Signals tuned nicely, but as reported, minus wallop.

The analyzer unearthed three low-emission '01-A's and a partially shot '80, again the result of operation on an excessively high line.

We estimate that about 60 per cent of Electra's service calls are caused by the continued operation of sets on excessively high lines or by periodic surges. This high percentage persuades us that other dealers are having the same general experience and we suggest that service men not only install line control resistors where necessary at the time of initial installations but also that these control resistances be adjusted so that tube filaments receive less than the normal rated voltage.

It has been our experience that a.c. tubes, when used in modern, highly sensitive receivers, may be operated considerably below rated filament voltage without materially affecting the operation of the circuits and thus providing a safety margin which will readily absorb surges.

ROCHE  
Metropolitan Avenue

## 2:10 p.m. "Poor Volume."

By disconnecting the antenna lead from

### A Rolling Interview

To obtain first hand information on what "grief" the average service man encounters daily we persuaded Moe Weidhorn of Electra Radio, Brooklyn, N. Y., to let us ride the delivery truck with his service man.

So the "questions and answers" contained in this article materialized while your editor juggled consoles in and out of six-story apartment houses, pounded a folded horse-blanket between calls or generally marred the city's skyline with aerials.

this set and noting no reduction in volume (after testing tubes, voltages and speaker) we discovered the first shorted lightning arrester (this writer has seen since the burning of Rome).

Tuning was broad on the few locals which could be brought in; volume poor with tubes and voltages known to be o.k. ... symptoms which usually indicate r.f. circuit trouble.

When our "rolling interview" was again resumed, Jack mentioned that he had received recently a similar call in which poor volume was reported and with which he

detector output are also used by many "old-timers" to determine whether trouble is in r.f., detector, or audio circuits.)

HANFF  
Madison Avenue

### 2:50 p.m. "D.C. Set Trouble."

This set was operating perfectly when we arrived. Probably someone had reversed the socket plug-in cleaning in and around the set and had later accidentally polarized it as originally installed.

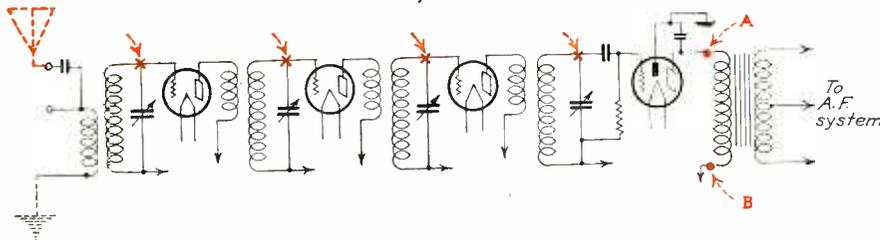
Electra has installed a number of d.c.

## How It Was Done

On page 36, we describe as a sales idea that "clicked" the installation of a receiver and switch arrangement in a theatre which permits pick-up of radio programs in the projection room and re-transmission to the stage over the "talkie" amplifying equipment.

The accompanying diagram and photo explains how this was done.

## A Tricky R.F. Test



When one of the r.f. stages is suspected of being "Democratic" touching the antenna lead to the successive grids (the most convenient contact is usually at the exposed tuning condensers) quickly isolates the faulty stage. Phones or speaker at A-B further isolate grief by splitting the detector from the a.f.

had considerable trouble. The set in question was a multi-stage r.f. rig. The analyzer was worked overtime testing tubes, verifying voltages. Antenna and ground connections were inspected. Finally, as a last resort, a complete circuit continuity test was made with no results.

The "bug" was finally located as a shorted grid tuning condenser in the third r.f. stage, by disconnecting the antenna from the first stage input and touching it momentarily to the grid of the 2nd stage, then to the 3rd stage and finally to the detector. Good signal strength was obtained only with the antenna clipped directly to the detector circuit input. (This is a good stunt which isolates trouble when meter tests fail. Phones clipped across the

electrified sets in metropolitan New York and we understand that the trouble most often encountered in connection with these is a pronounced line hum. This apparently occurs when these sets, which usually have a positive internal ground, are used on the branch of a three-wire (Edison) supply system neither leg of which is at true ground potential.

This hum is usually eliminated by the insertion of a .006 mfd. condenser in the ground lead to the set.

Trouble has frequently been caused by the removal of tubes from these d.c. sets while current was applied (being in series parallel, the remaining tube filaments "blew" when the resistance of one tube filament was removed from the circuit).

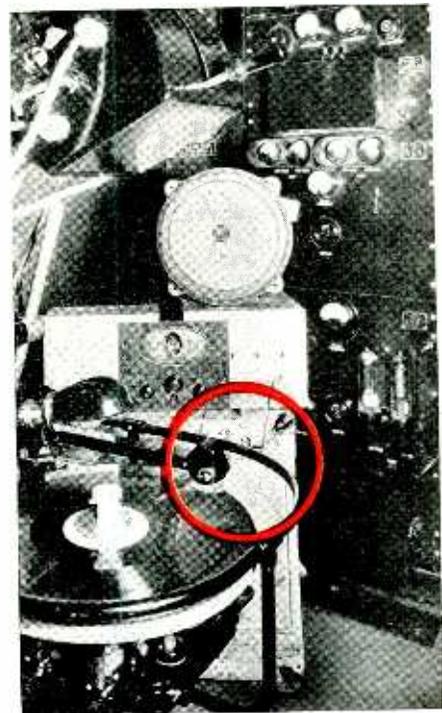
Discussing d.c. troubles further, Jack tells us that in servicing one receiver using '27 type tubes in a band pass filter circuit, service men themselves have caused trouble. This particular set is equipped with tubes by the manufacturer, when sold. These tubes are standard in every respect except with regard to filament resistance. Thus, many service men have replaced tubes as required with other '27 types, reducing the resistance in the series-parallel filaments each time and eventually blowing the works.

FEELEY  
Valentine Avenue.

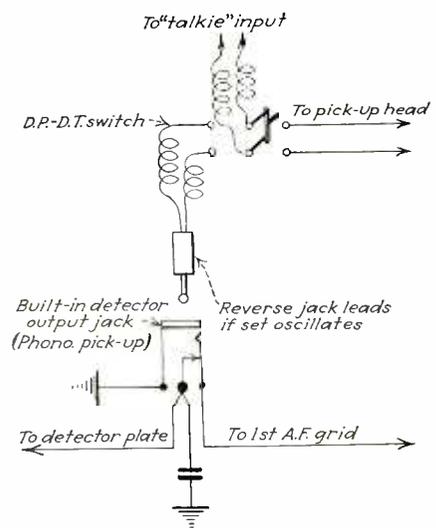
### 3:30 p.m. "Set Distorts."

In use about four months, this set employing two '45s in push-pull and a dynamic, distorted and "cracked" badly on strong signals. The amplifier circuit, voltages and tubes checked up perfectly, and distortion was finally corrected by re-centering the voice coil, a mighty ticklish job in which a slip of the screwdriver means a speaker which squawks like an animated ad for "Rem." Cones damaged in this way can often be repaired by cementing a small piece of fabric from another damaged unit over the tear with Duco household cement. The patch should be as small as possible and should be placed on the outside of the cone.

En route to Call 7 we gleaned the follow-  
(Please turn to page 44)

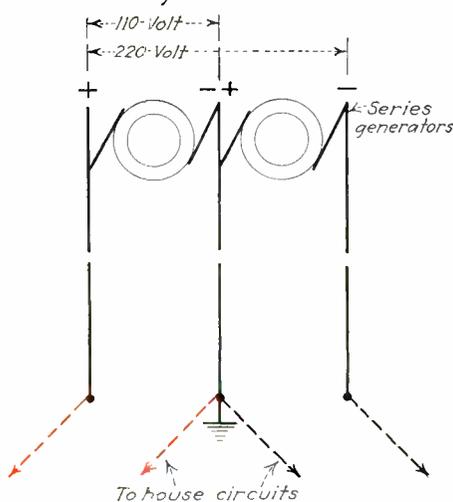


Detector rather than a.f. output is utilized, volume being obtained by keeping the "talkie" system fader control at maximum. This minimizes noise pick-up. The cone speaker is used for preliminary tuning.



As may be seen in the photo the set is temporarily in use atop a packing-case. (See switching arrangement in the red circle.) Coleman's service man points out that if the leads from the set to the "talkie" pick-up are reversed the receiver sometimes oscillates. Other dealers employing this sales idea will find it necessary to cut and try in order to determine the best operating polarity.

## Why Some D.C. Hums



In a three-wire (Edison) d.c. system, house current may be fed from the neutral center and either outside wire. If the grounded neutral is the negative all is well. If the other side is used the line is still perfect for coffee percolators but not so perfect for the d.c. set with filaments positively grounded. When hum occurs due to this cause a .006 condenser in the set ground lead usually remedies the trouble.

ing bits of information concerning Electra's practical servicing experience with dynamic speakers: Before condemning a unit, Electra invariably double-checks the set output. This is done by disconnecting the voice coil leads from the set, touching the output posts lightly with the fingers and tuning for a strong local signal. Variations in amplifier plate voltage produce sharp high-frequency voltage variations if the set is performing. Next, field-coil supply voltages are checked with a meter. And finally, trouble still not isolated, a check is made through the voice coil, using a meter or click test. In making a voice-coil continuity test it is well to remember that though the impedance is quite high at certain frequencies, the d.c. resistance is low, permitting practically full scale deflection on ordinary voltmeters.

Reception, with an open voice-coil (except in a few dynamics using very high impedance voice-coils which sometimes operate weakly when open due to inter-turn capacity) is usually nil.

An open field-coil usually permits the speaker to operate weakly, with a pronounced "chatter" or "choked" sound. This coil, of course has considerable d.c. resistance and will materially reduce meter scale deflection.

5:10 p.m. MALONEY  
Palmetto Street.

### "Temporary Demonstrator Installation."

This set was installed temporarily, pending a single-day trial. Used a good ground connected directly to the set antenna post as the sole pick-up source, with excellent result on locals. In large broadcasting

## A Service Thought for the Month

*When installing an a.c. set take the time necessary to check line voltage. If it is high, correct it before leaving the house.*

*Continued operation of a.c. sets on excessively high line voltages is the cause of fully 60 per cent of Electra's trouble calls.*

centers, where many high-powered stations are on the air, this method of installing sets temporarily for demonstration or trial purposes works out particularly well, saving the service man's time and providing excellent quality with a minimum of interference pick-up on locals. Naturally the idea is "nix" if the prospect is a dx. fan.

6:20 p.m. KERN  
Fresh Pond Road.

### "Noisy."

For the second time in one day the old reliable method of isolating trouble quickly, namely looking first for it everywhere but in the set, proved its value. For when the antenna was removed, Jack's first step, the set was as silent as the tomb.

The lady upstairs had just bought a new receiver and her nice shiny wire was sea-sawing over Mrs. Kern's.

Comparatively few really noisy sets are found on Electra's calls, we find. Several instances have been found, however, such

as: loose nuts on a power-pack cable plate, loose disc in a rectifier supplying the field of a dynamic, discharging filter condensers etc. Mechanical resonance at certain frequencies with ornamental objects in the room, power-pack case tops, loose baffle boards, rattling bits of solder in a metal chassis covers practically the entire list.

Tubes which produce set noise are quite common. Several '27s have been found, for instance, which hiss intermittently when used in a.f. stages, operating satisfactorily when switched to the r.f. An occasional '22 or '24 is found with the control-grid lead loose inside the metal cap. The elements of '45s are frequently found shorted. (When using a meter to check plate mils. tap the tube if the reading appears to be abnormally high. Grid-plate shorts cause such a high reading.)

Hum is sometimes encountered when there is more than a 15 mil. output difference between the plates of an '80. In certain receivers bunching the antenna or supply line leads in the cabinet near the r.f. units causes a similar hum.

7:45 p.m. POTTS  
Avenue N.

### "Automatic Charger Not Working."

This last call proved to be nothing but a dry-rectifier, trickle-charge outfit being operated on the low charge tap when heavy drain required its use on high. It was just a question of throwing the switch, explaining to a very nice old lady why we had done it and piling back into the bus for the trip back to the store.

At 9 p.m. our day with a serviceman was over.

## A Good All-Purpose Test Panel

IN RESPONSE to numerous requests we are publishing a description, with drawings showing circuit and panel arrangement of instruments, of a typical all-purpose test panel which excellently meets all the requirements of the average dealer who wishes to perfect and speed up his testing and service work.

Such a panel can be constructed by any capable service man and costs about \$180. The following paragraphs tell what it does and how various tests are made.

### RECTIFIER AND SCREEN CURRENT

To measure the plate current of a full-wave rectifier tube use the 150 range of the rectifier current meter for one plate and the plate milliammeter, 150 range, for the other.

To measure the screen current of a screen grid tube use the 1.5 range of the screen current meter.

(Note: In all screen grid tests connect a short lead between binding post "To tip of S. G. tube" and cap on tube. Another lead should be connected between binding post "To clip in set" and grid clip in radio set).

### GRID VOLTAGE MEASUREMENTS

Use the 150 positive range of the grid voltmeter to measure the screen voltage of a screen grid amplifier tube. If the tube is being used as a space charge amplifier, use the 150 negative range.

In testing the regular three element or heater type tubes the above meter indicates the grid bias.

(Caution: Cut this meter from circuit

by means of the OFF position of switch before inserting plug in any rectifier tube socket.)

### CONTROL GRID VOLTAGE

Use the 15 volt negative range of the control grid voltmeter for the top or control grid of S.G. tubes. When tube being tested is used as a space charge amplifier, change this range to 150 volts positive.

Cut meter from circuit by means of the OFF position of switch when it is not actually being used.

### PLATE CURRENT

The plate milliammeter is in the circuit

at all times and has both ranges, 15-150 M.A. brought out to binding posts.

### A. C. FILAMENT VOLTAGE

The a. c. filament voltmeter ranges of 4, 8 and 16 volts are obtained by means of the a.c. selector switch. 150-750 volt ranges are available at binding posts only.

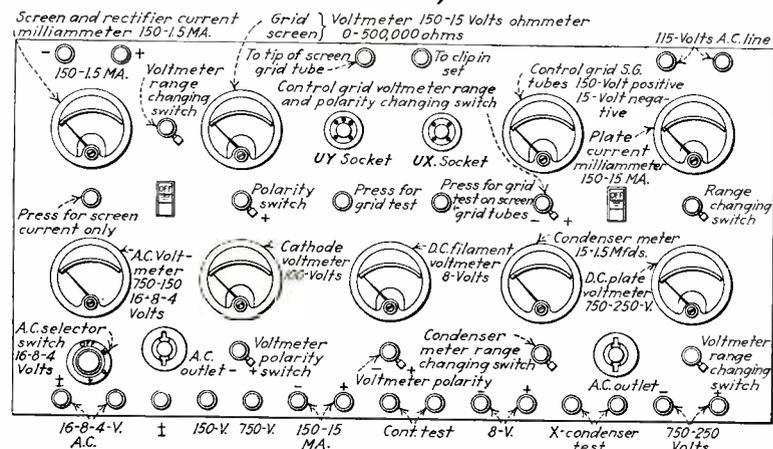
### CATHODE VOLTAGE

The cathode voltage of a three element tube is read directly from the cathode voltmeter, the polarity switch being set to give an upscale deflection.

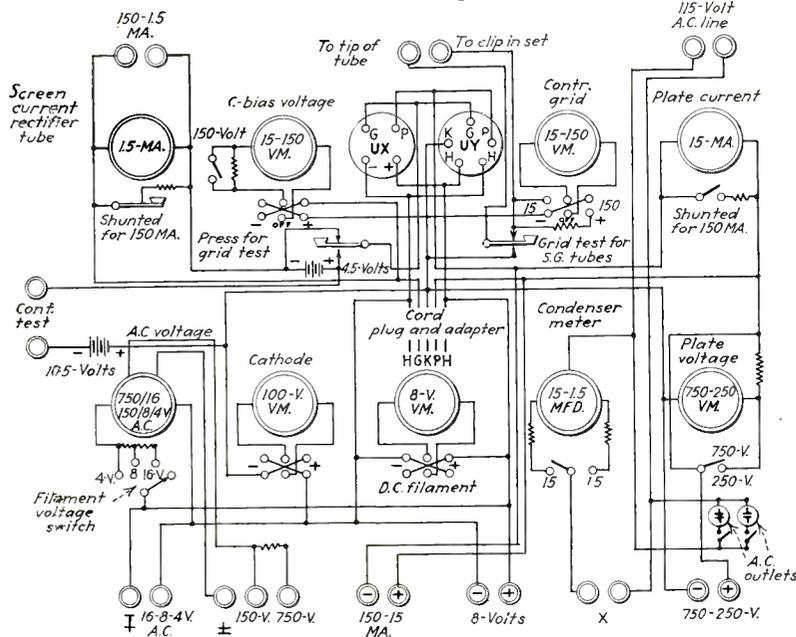
### D. C. FILAMENT VOLTAGE

Read direct on d.c. filament voltmeter.

### The Panel Layout—



## The Circuit Diagram—



### CONDENSER MEASUREMENT

Connect the condenser across the "condenser" binding posts and set range switch to the desired range. Read direct on the condenser meter.

### D. C. PLATE VOLTAGE

Set range changing switch to the desired range (750 or 250 volts) and read on d.c. plate voltmeter.

### CONTINUITY TEST AND RESISTANCE MEASUREMENT

Connect the circuit to be tested or measured across "Cont. Test" binding posts. Read resistance value directly in ohms from the grid-screen voltmeter (15 volt range). If the circuit is open, no deflection will be obtained.

(Edit. Note: We have seen one of these super-power gadgets in full blast and service men can take our word for it—the thing can be made to do everything but put out the cat and wind the clock—if you know how!)

## Modernizing Old Tube Testers

So many letters have been received requesting information concerning methods of changing over old counter tube testing units for the accommodation of screen-grid tubes that we publish the following self-explanatory letters:

Editor, Radio Retailing,  
Dear Sir:

In reply to your letter of March 8th, it is extremely difficult for the average service man to do any work on our testing outfits to accommodate the new screen-grid tubes. Even adapters do not give perfect results, since to test screen-grid tubes properly one must pretty nearly re-tap the transformer for new voltages.

We, therefore, believe that your policy of advising people to get in touch with us is the proper one.

As a matter of fact, it is almost necessary to get new equipment to properly test the newer tubes, and accordingly, we hardly feel it advisable in any way to even attempt to tell men how their equipment can be reconstructed.

Yours very truly,  
JEWELL ELECTRICAL INSTRUMENT CO.

Editor, Radio Retailing,  
Dear Sir:

We have your letter of March 10th and

have given it considerable thought. We can supply an adapter for testing screen-grid tubes with our older types of tube testing and analyzing equipment but the question of testing the screen-grid circuits with these old type analyzers is quite a complicated one. The change-over in the construction is considerable. We have not advertised a change-over on these old type instruments because it would run into considerable money and it would pay a dealer to buy new test equipment.

As you can readily realize the most complicated part of radio test equipment is the wiring and switching. When such a change was made as the addition of the screen-grid circuit to the present radio set with a positive voltage bias on the screen where there used to be a negative bias on the control grid, quite a change is needed in wiring. A number of new units are necessary to bring such equipment up to date.

We felt that we ought to make some arrangement to take care of owners of our equipment and wished to bring it up to date but frankly have come to the conclusion that the expense of doing this work would not be attractive to the dealer. After making a payment of \$20 or \$25 for modernizing equipment, it would still be old type equipment.

Very truly yours,  
HOYT ELECTRICAL INSTRUMENT WORKS.

## A Motor Generator Noise Filter

Electrical noises at radio frequency set up by generators and fed into the power line can be eliminated with the proper filter, says F. X. Rettenmeyer, chief engineer of Fada.

In some makes of small motor generator sets, there is a conductive connection be-

tween the armature winding of motor and generator. In any case, it is advisable to test for ground before grounding any conductor. Thus a small motor generator set operating from the d.c. mains and supplying a.c. for receivers may show that one side of the a.c. line is a few volts from ground due to electrical inter-connection of the armatures and the fact one side of the d.c. line is grounded. If such is not the case, one side of the a.c. line should be grounded.

The sketch shows a common type of motor generator filter. As a general rule, the condensers are all that is necessary and in some cases some of the condensers may be omitted. It is necessary that it be of low resistance and that the wire in the coil be large enough to carry the current drawn by the motor. The choke leads should be carefully insulated and the circuit fused as indicated. The air core chokes used in the a.c. line should be about 50 turns of No. 14 or No. 18 wire wound on a non-metallic form two inches to three inches in diameter. The size of wire depends upon the load.

## Short-Circuits

The wise man pulls the base-plug before fooling with the power pack.—An arm makes a poor filter.

\* \* \*

We are reminded by a thoughtful contributor that it is a good idea to carry a couple of house fuses in the kit.—Sadder and wiser, eh?

\* \* \*

A mid-westerner wants to know if baking his power transformer in a slow oven for 24 hours will stop lamination hum.  
Ans.—Yes sir. But be dead sure to remove it from the set.

\* \* \*

The 'ole battery and 'phone "click" method of testing circuit continuity had one advantage.—One couldn't blow the 'phones.

\* \* \*

We used to tell the missus of the family that her new set would work better near the window.—Less lead-in, less work.

\* \* \*

From an old timer: "These new-fangled a.c. outfits sure have one big advantage.—Remember lugging storage batteries to 4 out of 5 'way back when?'"

\* \* \*

Someone asks: "Why discharge power-pack condensers with a screw-driver before checking the circuit?"—Ans. Ever kiss a spark-plug with the motor running?

\* \* \*

This pungent paragraph is contributed: "Don't knock that competitive line.—The boss may be selling it next month."

## Eliminates Motor Generator Racket

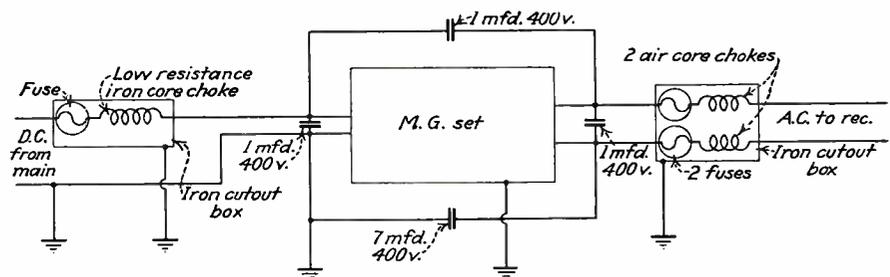
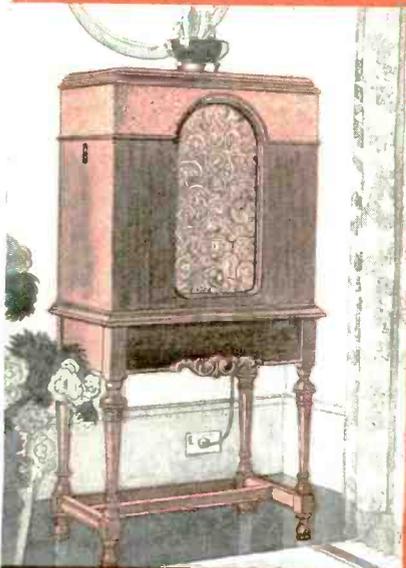


Diagram shows a type of motor generator noise filter that has been used successfully in certain demonstrations and tests in the field.

# “Go to your ..... is the BIG SHOT



**RCA Radiola 46**

Cabinet Radiola with the new Screen-Grid Radiotrons. Built-in RCA Electro-Dynamic Reproducer. A powerful, efficient receiver of most modern design. \$130 (less Radiotrons)



**RCA Radiola 47**

The newest RCA "all-electric" development in Screen-Grid radio combined with the phonograph. Radio and phonograph utilize the same improved built-in Electro-Dynamic Reproducer "Music from the air or record." \$195 (less Radiotrons)



**RCA Radiola 66**

A new, improved RCA Super-Heterodyne with RCA Electro-Dynamic Reproducer. Built with master craftsmanship throughout. The finest Super-Heterodyne ever offered at this price. \$175 (less Radiotrons)

Display the famous RCA trade-mark



RADIOLA DIVISION  
RCA VICTOR COMPANY, INC.

# RCA RADIOLA

# Radiola dealer”

## in all RADIOLA ADVERTISING in 1930



**RCA Radiola 60**

Beautifully designed table model of the Radiola Super-Heterodyne, the most selective circuit known in the radio art. \$98 (less Radiotrons)

The biggest, most intensive business-building campaign in the history of the Radiola is now under way . . . a workable, profitable campaign that is arousing the enthusiasm of Radiola dealers throughout the country . . . a plan worthy of Radiola leadership and prestige . . . a plan that is definitely and purposely built around the Radiola dealer!

“Go to your Radiola dealer” is the keynote of the Radiola Broadcast Hour. “Go to your Radiola dealer” is the keynote of every advertisement running in magazines, farm papers, class journals and newspapers.

To be a Radiola dealer and to sell Radiolas, in this—the dawn of a new era in Radiola marketing, will make any dealer prosperous. The truth of this statement will become more apparent to Radiola dealers as the year rolls onward.

The 1930 Radiola business-building campaign is proving a phenomenal success. Put the campaign to work for you. Link your reputation with the finest reputation in radio . . . the reputation of the Radiola. The Radiola dealership is a good paying business today . . . it will bring more and more profits as the months go on. You can depend upon it.

# RCA RADIOLA

### Regarding Editorial Policies

The opinions in this issue relative to radio's vital problems should not be construed as necessarily representing the editorial policies of this magazine. *Radio Retailing* presents these discussions, by recognized and unbiased authorities, as contributions to the thinking of our industry.

Likewise, dealer experience articles should be interpreted as individual cases, applicable to a greater or lesser degree by others, according to local circumstances. For example: *Radio Retailing* does not hold that home demonstrations should not be given—despite the fact that individual dealers and local trade associations have found ways to increase net profit without them.

On the contrary the editors of this publication urge that intensive "out and at them" methods more and more must be employed if our sales curve is to be sustained. Great caution and judgment must be exercised, however, to keep outside selling costs from eating up operating margins.

Next month *Radio Retailing* will feature an article supporting, in vigorous fashion, the contention that the home demonstration and field selling plan is feasible, necessary and profitable. This timely contribution comes from H. U. Mann, Director of Retail Sales, D. W. May Company, Newark, N. J.

### For the Stabilization of Values

ALTHOUGH the Kelly-Capper Bill, as amended, is not as effective an instrument for the maintenance of resale prices as in its original form, nevertheless it makes legal signed agreements between the manufacturer, the jobber and the dealer to the effect that specified trade-marked commodities are to be offered for resale (with certain exceptions) at prices established by the producer. This bill, in other words, removes the menace of the Sherman Act whereby any contracts covering the maintenance of resale prices were unlawful.

The type of competition developed by the suicidal price cutting methods of certain retailers hurt the manufacturer, hamstringed the ethical dealers and was of no lasting benefit to the small portion of the public affected.

Under the provisions of the modified Kelly-Capper Bill, fair competition between manufacturers, as well as between dealers, and fair prices to the public will result. Any manufacturer who can produce a better article at a lower price is at liberty to do so.

For the benefit of those who are not familiar with the main provisions of the amended bill, designated "House Calendar No. 99, H. R. 11, Report No. 536,"

# Kelly-Capper

the following timely provision is here reproduced:

A BILL: To protect trade-mark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trade-mark, brand, or name.

Be it enacted by the Senate and the House of Representatives of the United States of America in Congress assembled, that no contract relating to the sale of a commodity which bears (or the label or container of which bears) the trade-mark, brand, or trade-name of the producer of such commodity, and which is in fair and open competition with commodities of the same general class produced by others, shall be deemed to be unlawful, as against the public policy of the United States or in restraint of interstate or foreign commerce or in violation of any statute of the United States, by reason of any agreement contained in such contract—

That the vendee will not resell such commodity except at the price stipulated by the vendor.

Section two of the bill relates to the exceptions under the foregoing provisions. These exceptions are so broad in their character as to negate any objections from those who might claim that this bill limits the right of free trade.

### Two-Set Homes

TWO radio sets in the home are becoming increasingly popular as an accepted means of answering the diverse entertainment demands of the different members of the household. There is a wide market in which such a two-set plan will be greeted with approval.

While broadcasting is meeting the wide range of entertainment requirements by presenting programs appealing to every taste, individual satisfaction is still limited by the time element. But with two sets in the home and unlimited programs from which to choose, every member of the household may be suited.

Differences in taste which arise from discrepancies in age or temperament; differences in purpose, where one person would experiment, and another listen only; difficulties arising from the need for different sets in different rooms—all these conflicts are solved by the acquisition of a second set.

Dealers have here a selling point with great potentialities. It is their job to point out the logic and the advantages of the second set idea; for it is they who will reap the reward in increased sales.

### Give Us Built-In Line Voltage Control

AT LEAST half of the average dealer's service calls on a.c. sets, latest models included, are caused by fluctuating or "surge" line voltages.

The cost to the dealer of handling these complaints is tremendous. Its effect, moreover, is felt throughout the trade.

Here's something for the set designer and laboratory worker to shoot at. Tap the power transformer, include a variable line resistor in the chassis or develop and build-in some automatic device which will effectively stop this "grief."

Give us real, built-in voltage control.

# Bill before CONGRESS

## *A Poor Policy*

LATELY it has come to the attention of your editors that some radio dealers are buying tubes of questionable make, and placing these in the new sets they sell. The reason is that they get a longer discount from the manufacturer of said tubes than from the makers of tubes of national repute. Of course, the tubes blow out after a few months and this is good for the replacement business, so it would seem. But what are these dealers really doing in order to gain a slight dribble of a discount? They are sending a good radio set out to operate in the customer's home, where it is most important that the set be operated at its best, with an inferior set of tubes. Naturally, it does not function 100 per cent. Perhaps the set's lack of "pep" causes the customer to become dissatisfied, which dissatisfaction is intensified when the tubes wear out sooner than they should. Good will cannot be obtained under such circumstances. And so we find many dealers who have become penny wise and pound foolish. When will they wake up?

## *Radio and the Central Stations*

"WHAT is the thinking of the lighting companies with respect in merchandizing radio? What are their policies?"

A survey, recently completed by the Merchandise Sales Bureau of the National Electric Light Association, reveals these interesting and pertinent facts:

Ninety-six per cent of those replying purchased their sets through distributors and 80 per cent stated that the discount received was sufficient. Half of this type of outlet hold annual clearance sales, but a large majority of these announce no special reduction in prices at such times.

Turnover approximates seven times per annum—based on an average yearly movement of 340 receivers per company (45 replied to this question).

It is of interest that an overwhelming preponderance of radio sales by central stations are made by outside men and that 77 per cent of the 36 executives reporting do not accept trade-ins. The number replying to this question, however, is not sufficiently representative to constitute an accurate index as to the national policy in this matter.

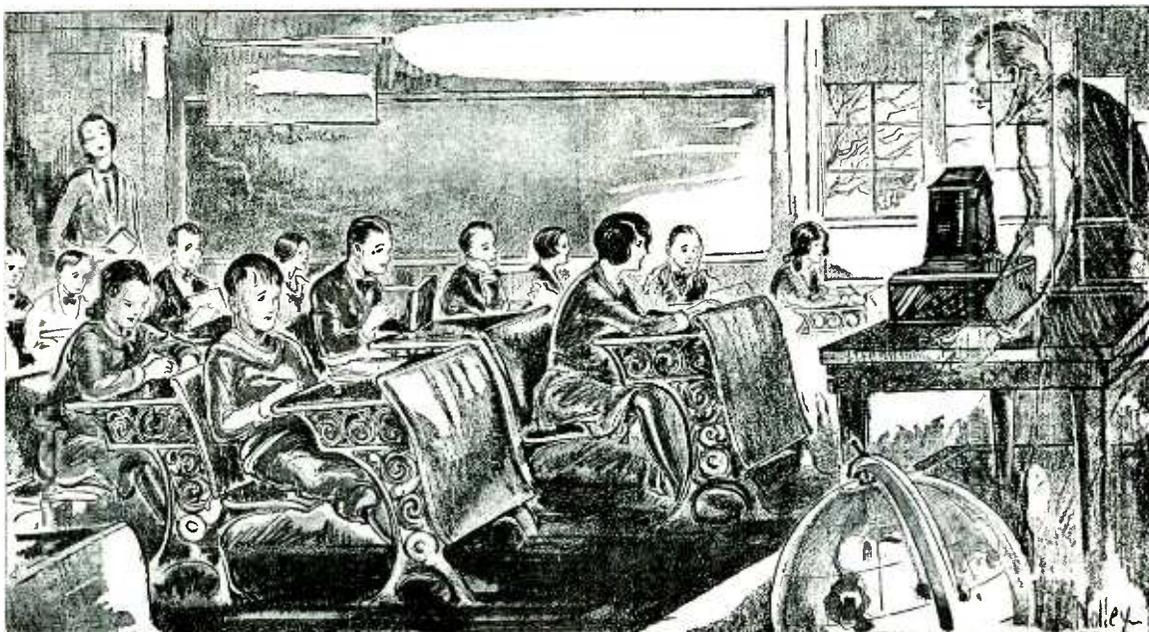
Down payments average 15 per cent and the time to complete the balance from 10 to 12 months. Ninety days was the popular limit for free service.

## *Make Them Into Unit Assemblies*

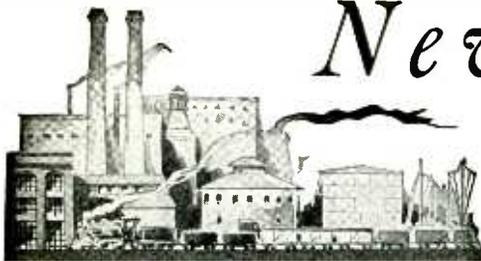
MANY metropolitan dealers are making a determined effort to clear out battery operated sets. These may be seen in store windows marked down to unbelievably low prices.

These stores probably have A, B and C-power packs of about the same vintage to sell. Why not combine the packs and sets in inexpensive cabinets—offering these for electrified receivers to the low-price trade?

## *Radio, the Great Educator, Enters the Classroom*



*Courtesy of New York Herald Tribune*



# New Products for

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



"Comrade"

## Crosley "Companionship" Series

UNDER the name of the "Companionship" series, seven sets have been brought out by the Crosley Radio Corp., Cincinnati, Ohio.

The "Buddy" comes in a cabinet of metal under which is placed an improved Dynacone electro-magnetic power speaker. The radio set uses two screen grid tubes, one 227, two 171-A's in push-pull, and a 280 rectifier. It is equipped with built-in power supply unit incorporating the Mershon condenser. The dimensions are 24 in. high x 17 1/2



"Buddy"

in. long x 10 1/2 in. deep. The intended retail price is \$55, including speaker.

The battery operated "Buddy", using three 222 screen-grid tubes, two 201 A's and a 171A, is \$68, less accessories.

The "Chum" is a low table model constructed of 3 and 5-ply walnut veneer. It incorporates the same radio set and speaker as used in the a.c. "Buddy." The speaker is concealed in the cabinet. It measures 28 1/2 in. high x 26 1/2 in. long x 14 in. deep. The price is \$75.

The "Playmate" two tone walnut cabinet has swinging doors. This set has a seven-tube Monotrad chassis, using two screen grid tube, two 227's, two 245's and one 280 rectifier. The latest type "M" Dynacoil moving coil power speaker is concealed in the cabinet. The dimensions are 29 1/2 in. high x 28 in. long x 15 1/2 in. deep. Price, \$90.

The "Comrade" is inclosed in the same cabinet as the "Playmate" but has the Unitrad eight-tube chassis. This set retails at \$105.

The "Crony," an open-face

lowboy, has the same chassis as the battery operated "Buddy" with a type "C" Dynacone built in, and lists at \$88.50. For a.c. the price is \$112.

The "Partner," also using the same chassis and inclosed in a cabinet with double doors of diamond matched panels, is \$91.50. For a.c., \$118.—*Radio Retailing*, April, 1930.



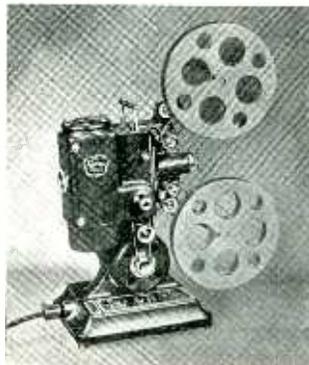
"Chum"

## Ampro Projectors

AN OPTICAL system designed to minimize loss of light between the light source (the lamp) and the ultimate picture on the screen is used in the "Ampro" precision projector just placed on the market by the Ampro Corporation, 2839 North Western Avenue, Chicago, Ill., the newly formed subsidiary of the Universal Stamping and Manufacturing Co., Chicago.

The motor is of the Universal 110-volt type. A 200-watt standard, pre-focused lamp, without resistance of any kind, lengthening its life, is employed, and the film feed is of the dual claw type. Still pictures can be instantly shown by a quarter turn of a "still control". An automatically operated shutter of heat resisting glass makes blistering or burning of film impossible. It is finished in black and aluminum, with heavily nickel-plated trimming. The carrying case is lined with velveteen and provision is made to carry extra films, lenses, etc. The illustrated projector has an intended retail price of \$165.

The "Superlite" model, using a 250-watt lamp in conjunction with a special transformer, which is mounted in a sub-base, and operating only on 110 volts, 60 cycles, a.c., retails at \$195.—*Radio Retailing*, April, 1930.



## Stromberg D.C. Model 645

THE new Stromberg Carlson Model 645 d.c. receiver incorporates two extra precautions for the elimination of noise as d.c. districts are usually in the heart of the city where man-made static noises are prevalent. These are 75 ft. of shielded lead-in wire and a special line noise filter.

The set has screen grid tubes in three t.r.f. circuits, a grid-bias detector, two resistance-coupled audio stages and a final push-pull power audio stage. The built-in dynamic speaker is equipped with a large size cone and has a special non-resonant baffle.

The cabinet is the same as is used with a.c. model 642, and is illustrated above. The list price of the 645 is \$272.50.—*Radio Retailing*, April, 1930.

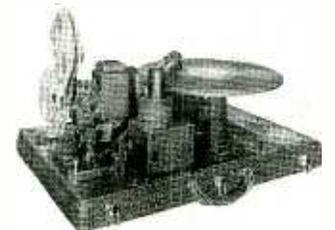
'01A and two '12A tubes are required. If dry-cell operated, a '22A and three 499 Audions are necessary. Some 5 microfarads of by-passing condensers are incorporated in the set.—*Radio Retailing*, April, 1930.

## QRS-DeVry Portable "Cinetone"

QRS-DEVRY CORP., 333 N. Michigan Ave., Chicago, Ill., has just released its new 16 mm. "Cinetone" portable talking picture equipment.

The Cinetone is one integral unit, comprising a 16 mm. projector and a 16 in. 33 1/2 r.p.m. phonograph record turntable. A synchronous motor operates both projector and turntable simultaneously. The amplifier employs one 224, one 250 amplifier, and one 281 tube.

Brilliant illumination is accomplished through the use of a 20-volt, 250-watt prefocus projector lamp 110 a.c. A self-contained transformer is used to convert 110 a.c. to 20 volt. A

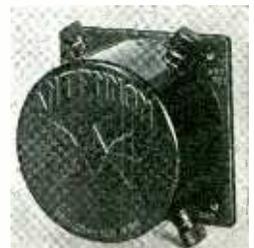


volume control is located at the base. The lens used is the new powerful "Big Bertha" Graf 2-in. Anastigmat. One 16-in. record will operate throughout the entire showing of one full reel of film.

The Cinetone is especially adapted for use as an aid to sales advertising and publicity. It retails at \$500, less tubes.—*Radio Retailing*, April, 1930.

## "Antennon" Aerial Eliminator

"ANTENNON," an aerial eliminator, is the product of the Antennon Radio Co., 2648 Main St., Buffalo, N. Y. Only three connections are necessary to install and it can be mounted inside the radio cabinet. It comes in a bakelite case, 4 in. square. The retail price is \$6.50.—*Radio Retailing*, April, 1930.



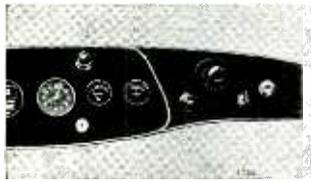
## DeForest Short-Wave Set

A SINGLE-DIAL short-wave receiver has just appeared on the market under the trademark of the DeForest Radio Company, Passaic, N. J. This set has four tubes and is inclosed in an aluminum case, 5 in. x 6 in. x 8 in. It was designed primarily for aircraft, police car, and motor-boat use, but is now available to the public. Through the use of four plug-in coils, the receiver has a tuning range of from 20 to 200 meters.

The receiver, known as type HM-1, may be either battery or dry-cell operated. If used with a storage battery, one '22, one

# Dealers to SELL

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



Showing the tuning dial, volume control and key switch at right

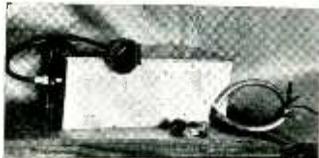
## Delco Auto-Radio

GENERAL Motors has just announced a radio receiving set for automobiles. The set is called the "Delco" automotive radio and is manufactured by the Delco Radio Corporation at Dayton, Ohio.

The "Delco" receiver is a five tube set, using three screen-grid tubes and can be installed without a single change in the car. Two t.r.f. stages are used with 224 tubes connected in series. For a.f. a 227 tube is used in the first stage and a 112-A in the second, with a 224 as detector. A voltage regulator tube is also employed.

Current is supplied by the car's storage battery and by four vertical type 45-volt B-batteries and one 22½ volt C-battery. The B-batteries are carried in a metal box under the floor boards. The location of the C-battery depends upon the type of car.

Only three devices are to be



Delco Chassis

found on the instrument panel—the tuning dial, the volume control and the key switch. The tuning dial is connected to the set by a flexible cable and operates three variometers, all mounted on a single shaft.

Interference from passing objects is offset by an automatic volume control to increase the amount of current when the car passes steel buildings or overhead wires. Electrical interference from the ignition system has been guarded against by the use of specially designed spark resistors on each plug and on the coil, and by by-pass condensers across the generator contacts and on the starting motor. These spark resistors have no effect on the running of the motor. The intended retail price is \$175, installed. *Radio Retailing*, April, 1930.

## Pierce-Airo Chassis

PIERCE - AIRO, Inc., 113 Fourth Ave., New York City, announces a new screen-grid chassis for the 1930-31 season. It is known as the Model 724 and is a 7-tube set using three screen grid tubes. The chassis

is constructed of heavy gauge drawn and welded steel and the self-contained power supply is an integral part of the chassis. An automatic phonograph attachment is included for use with phonograph pickup.—*Radio Retailing*, April, 1930.

## Coin Attachment

A coin device to convert any radio set into a coin-operated machine is being manufactured by Frank Pierman, Ottawa, Ohio. It is called the "Slusser"



coin-radio attachment and is installed by plugging the radio cord into the device and then placing a cord from the device into the light socket. For five cents, six minutes of radio music may be enjoyed. One or more nickels may be inserted at once, giving continuous operation. Slugs, pennies, etc., are rejected and returned through a branch opening in the front. The intended retail price is \$40.—*Radio Retailing*, April, 1930.

## Sentinel Time Switch

A N AUTOMATIC time switch which turns off the light as well as the radio set—due to the design which has provided for a socket for the reading lamp as well as the receiver—is being produced by the X-L Radio Laboratories, 1224 Belmont Ave., Chicago, Ill.

It requires no winding and is entirely automatic. The "Sentinel" also has many other uses such as turning out night lights, small window displays and signs, etc. It comes in a silver finished box with brown bakelite trim, and is made to operate on all voltages from 4 to 250, both d.c. and a.c. regardless of cycle. It will carry 5 amps. at 110 volts and 3 amps. at 220 volts. The intended retail price is \$6.75.—*Radio Retailing*, April, 1930.



The "Treasure Chest" can be used as a projection table.



## Table to House Projector and Camera

THE "Treasure Chest," which is presented by the Bell & Howell Company, 1801 Larchmont Ave., Chicago, Ill., serves as a piece of living room furniture, housing the Filmo Projector, camera and accessories, as well as a table upon which to set the projector when ready to show the pictures. It will retail at \$65.

A letter titler outfit, consisting of 182 small block letters and 17 numerals, 2½ inches high, cut in outline as with a scroll saw from wood one-half inch thick, is also available. These blocks will stand without support and lend themselves advantageously to many novel and artistic arrangements.—*Radio Retailing*, April, 1930.

## "Electrotrim" Wiring

UNKEMPT and slovenly wiring, which every home keeper objects to so strenuously, can now be overcome with "Electrotrim." It may be had to match any type or finish of wood, but comes in three standard shades; white, mahogany red, and spanish tan. Two, three or four flexible stranded copper wires, insulated and separated, individually colored to indicate polarity, are used. It is also made in wire sizes 18, 16 and 14. A flexible center bead falls back over the tacks covering them completely, as shown just below.



## Jenkins "Radiovisor"

A IMING to provide the average radio experimenter with a device affording immediate results in radio television reception, yet permitting of subsequent alterations and additions, the Jenkins Television Corp., Jersey City, N. J., has announced its Model 100 "Radiovisor." This device includes scanning disc, motor, lamp and magnifying lens for the reception of standard 48-line, 20 pictures per second radiovision signals. Attachments available in the future will permit of receiving other standard signals.

The motor is of the Faraday eddy current type, comprising six electromagnets operating in conjunction with a toothed rotor and a copper disc, and operates as a synchronous motor, for automatic synchronism when used on the same power system as the radiovision transmitting station. It may be employed in combination with a suitable short-wave receiver and amplifier.—*Radio Retailing*, April, 1930.



An adapter designed for use when necessary to take off a connection, is also offered. This adapter can be used for either parallel or end connections.

The Backstay Welt Co., Union City, Ind., is the manufacturer and both products may be obtained from the Consolidated Case Corp., Indianapolis, Ind.—*Radio Retailing*, April, 1930.





### Western Coin-Operated Automatic Phonograph

THIRTY selections can be played with the new automatic coin-operated phonograph placed on the market by the Western Electric Piano Co., 850 Blackhawk St., Chicago, Ill. Fifteen records or thirty selections is the capacity but it is possible to load anywhere from 1 to 15 records. It is entirely automatic in operation. It measures 49 in. high x 35 in. wide x 23 in. deep and weighs only 240 lb. The list price is \$850, less tubes.—*Radio Retailing*, April, 1930.

### Manufacturers' Type Super Tonatrol

ELECTRAD, INC., 1730 Varick St., New York City, presents the Model "B" Super Tonatrol, which is particularly adapted for manufacturers' use on account of its compact size and arrangement whereby, if desired, two completely isolated circuits may be controlled by one shaft. Single control units also are supplied.

Both the Model "A" and Model "B" Super Tonatrol have the same general construction and operating characteristics.

An advantage offered by the dual or tandem type Super Tonatrol is that a tapered resistance can be used in the antenna circuit, while a uniform resistance, operated for the same shaft can control the grid circuits. Model "B" has a molded Bakelite cover and dissipates three watts. Either single or dual units are supplied and it is available in all usual resistance ratings or tapered curves.—*Radio Retailing*, April, 1930.

"Clarostat" has a positive pressure contact-making member which eliminates the usual sliding contact, lessening wear and tear. This device may be had in any standard resistance range, and in potentiometer or rheostat style.

The line ballast Clarostat compensates for fluctuating line voltages. It comes in handy cartridge form.

The super-power Clarostat is a heavy duty adjustable resistor. It comes in three ranges: 4-10 ohms; 25-500 ohms and 100-100,000 ohms.—*Radio Retailing*, April, 1930.



### Sylvania Decorative Lamps

NILCO Lamp Works, Inc., Emporium, Pa., with which the Sylvania Products Company is associated, recently announced the production of three new Sylvania decorative lamps. They come in the candle, Gothic and modernistic styles.

The candle type is in plain ivory. The Gothic type lamp has been designed for the more severe architecture, fixtures and brackets, and may be had in plain ivory, black on ivory and gold on rose. The modernistic type is furnished in the same colors and tints.

Each is of the 25 watt medium screw base, 110, 115 and 120-volt variety.—*Radio Retailing*, April, 1930.

### "Pilotron" Tubes

A LINE of radio tubes bearing the trade name of "Pilotron," has been brought out by the Pilot Radio & Tube Corp., 323 Berry St., Brooklyn, N. Y. The series is comprised of a 224, 226, 227, 245, 280, 171A and a 201A.—*Radio Retailing*, April, 1930.

### Hook-Up Wire

CORNISH Wire Co., 30 Church St., New York City announces a new hook-up wire known as "Corwico Super-Braidite." It is made with a solid or stranded core in 15 different color combinations.—*Radio Retailing*, April, 1930.

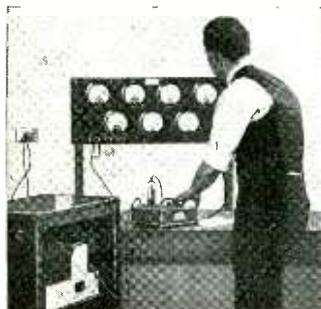
### Volume Control

Three new "Clarostats" have been developed by the Clarostat Manufacturing Company, 285 N. Sixth Street, Brooklyn, N. Y. The wire-wound volume control

## Of Special Interest to the Service Man

### Test Panel With Remote Control

PATTERN 579 remote control analyzer panel made by the Jewell Electrical Instrument Co., 1650 Walnut St., Chicago,



Ill., has seven instruments, all large flush type Jewell meters, each approximately 5 in. in diameter. The remote control



box is separate and attached to the panel by a long flexible cable so that it may be placed in the most convenient position. A unique feature is that the designating letters on the instruments are colored to correspond with the push buttons on

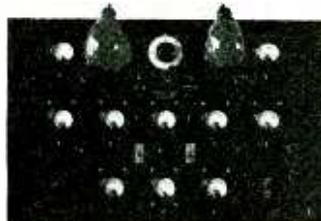
the control, facilitating operation. Each button can be locked down by rotating it slightly when pressed. The test panel is the popular 581 panel re-designed and improved. Net price to dealers, \$223.12.—*Radio Retailing*, April, 1930.

### Resistance Meter with Self-Contained Battery

A NEW resistance meter with self-contained battery and adjustment for variations in the potential may be obtained from the Jewell Electrical Instrument Company, 1650 Walnut St., Chicago, Ill.

It is known as Pattern 41 Ohmmeter and consists of a d.c. instrument with a sub-base carrying a three cell battery. The current drawn from the battery is less than 15 mils when the instrument reads 5,000 ohms, and still lower in higher resistance instruments.

To insure accuracy, the binding posts are short circuited before using, the test button pressed, and the pointer adjusted to the top of the scale over a red line. This corrects the instrument to the exact battery voltage available. The intended retail price is \$35.—*Radio Retailing*, April, 1930.



### Test Panel

MODEL TX-600 test panel brought out by Norden-Hauck, Inc., Marine Bldg., Philadelphia, Pa., has 10 Weston meters, including an a.c. and five d.c. voltmeters, two d.c. milliameters, one condenser meter, and one thermo-galvanometer with calibrated shunt. Simultaneous reading of filament volts (a.c. or d.c.), cathode volts, grid volts, screen grid volts, plate volts, screen-grid current and plate current is possible. It has self-contained power supply. Two switchboard-type lights illuminate the board and table without glare. No adapters or extra wires are needed for all standard tests. The price is \$470, f.o.b. factory.—*Radio Retailing*, April, 1930.

### Replacement Condenser Blocks

DUBILIER Condenser Corporation, 342 Madison Ave., New York City, announces a comprehensive line of replacement condenser blocks. They are now available for Kodak, Kuprox, and Greene-Brown A-power packs, Willard, Exide and Freed-Bisemann B-power packs, RCA 104 speaker, and Garod, Freshman, Sentinel, Crosley, Zenith and Majestic radio sets.—*Radio Retailing*, April, 1930.

### Direct Reading Resistance Meter

A DIRECT reading resistance meter which gives direct reading of resistance values in ohms when used in connection with a dry battery, is announced by the Jewell Electrical Instrument Company, 1650 Walnut St., Chicago, Ill.

The Pattern 135 Ohmmeter, as it is called, has a combination voltage and resistance scale. In the lower values of the resistance scale a division is provided every 10 ohms. This instrument is furnished with a flange for mounting in a box or on a panel and is available in a number of ranges for use with both 3 and 4½ volt dry batteries. The intended retail price varies from \$7 to \$10, according to resistance range.—*Radio Retailing*, April, 1930.



### Shielded Lead-in Wire

SHIELDED lead-in wire designed to reduce, and frequently eliminate, man-made interference is announced by the Belden Manufacturing Co., 4657 W. Van Buren St., Chicago, Ill. The wire consists of 7 strands of tinned copper with rubber insulation. The over-all sheath of finely woven tinned copper, which acts as a shield, is easily grounded and the whole cable is very flexible.—*Radio Retailing*, April, 1930.

## Music On Tap *(Continued from page 27)*

in most instances, its ability to pay its own way.

"Tell the dealer in question that you are willing to place a \$1,200 machine on his floor for a week. He can see with his own eyes what the machine takes in. It is vitally important, at this point, *not* to offer the dealer any share of this trial week's earnings," says R. C. Vaughan of the Capelhart Corporation, "if you want to make the sale. Tell him that if he purchases, he will be credited. But avoid any talk of sharing the demonstration earnings, or he will get the commission idea."

Proof of what the instrument will take in may be judged by the statements of the following:

Kubicek Radio Co., Yonkers, N. Y.—\$52 in two weeks on one machine; \$30 in 12 days on another.

Hirlinger's Confectionery, Boonville, Mo.—\$7.65 a day average; business increase, \$6.25 a day average.

Albert Napoli, Bellefontaine, Ohio—\$103.15 in 1 month.

Classic Confectionery, Williamson, W. Va.—averages \$45 daily.

In closing the sale, point out that it will pay for itself and boost the sales of the entire store. State also that artists like Paul Whiteman, Al Jolson, Ruth Etting will give daily concerts, and if their music means anything at the theater in drawing power, it certainly will act to bring in trade by filling the place with music of highest quality. If the owner is foreign born, he can have music of his home land. Payments are spaced to take advantage of the earning power of the instrument.

### Operation Drawbacks

The juicy profits of operating automatic phonographs are tempting to the radio retailer, yet this policy is frowned on by one of the leading manufacturers as leading to tied up capital, and not to be compared with the clean cut profit of sales.

The J. V. Jackson Radio Service Company, of 20 Bergen Ave., Jersey City, N. J., has been a pioneer in the sale of automatic phonographs. This firm operates 80 machines and has sold 10. It pays the small stands \$10 a week and splits on a 75-25 basis with the other locations, averaging in gross take about \$18 a week, per machine. The salesman gets the first \$10 for spotting a location, eliminating further commission.

Jackson's first 20 machines, when automatic music was a novelty to the patrons, returned a profit, during the initial four months' period, of about 60 per cent on his investment. It should be remembered, however, that these instruments were placed in some of the best locations in New Jersey. "With the placing of more machines my average return per operation has fallen materially. I don't recommend operation to radio dealers, as it ties up capital, prevents sales, and tends to force a man into another field of business," declares Mr. Jackson.

The policy of the Jackson company is to sell one machine and operate three. Salesmen are paid a straight 15 per cent commission.

It is the belief of the Haynes-Griffin Radio Company, in New York City, that operation lies outside the radio dealer's scope, and that the most satisfactory profit is made from selling chains, hotels, country homes, and the

better restaurants, on a basis of fine music. "There is no firm which employs an orchestra to work all the time," says F. W. Biden, manager of this division. "Automatic music fills in and can be used to create a pleasing, happy atmosphere so conducive to high grade selling. Its introduction in fine yachts owned by the country's wealthy men is proof of its excellence."

In fact Mr. Biden recommends that it be sold for the benefit of the music, alone, and without the coin box control.

The freedom from the necessity of changing records is rapidly bringing the vogue of the automatic phonograph into the home. Already models adapted for home use are appearing and the time is not far distant when dinner music or dance numbers will float on the air as spontaneously as if an orchestra had been engaged. This trend deserves the watchful eye of radio retailers and will be reported in a forthcoming number of this magazine.

## Free Trial Artist *(Continued from page 29)*

signed to them. With no money invested, nothing to throw away but their time, it is no wonder that they will do anything to get their sets placed. The remedy lies in limited radio franchises. I feel that it is the manufacturer's business to keep his distributorships attractive. Limit the number of appointees to firms that are responsible, and the evil of home demonstration will disappear. There will be no need to say, 'After you, my dear Gaston.'

Mr. Levin takes an optimistic view, however. "We are where the automobile was in 1910," he concluded. "Chicago, with 800,000 homes is a market for 600,000 sets. Fully 90 per cent of the population will ultimately buy some form of radio. Power pack sets have a much longer life than battery radios. They, therefore, offer attractive trading possibilities with the lower strata when they begin coming back on the market. The combination radio and phonograph offers a growing appeal in the future. There's good business for everybody ahead—only, let's don't throw away all the profit in getting it."

## Start Selling *(Continued from page 35)*

In the heart of this district is one store where every set is sold on the basis that radio sets should be sold on—full list price, plus a carrying charge for time payment. One retailer, who didn't pay any attention to the hard buying customer, didn't have any "salesmen" to bring him the wild stories, for he sells the merchandise himself—he and three sons. They know how to sell and they know that they need a profit; they did as much business as any other competition-meeting retailer did; and they made money where the others lost.

An ounce of prevention is worth a pound of cure. And an ounce of salesmanship is worth five or ten dollars on the selling price. Never forget that the cut price is the first resort of a poor salesman. Salesmanship is therefore a definite dollars and cents commodity in your business. You'll never make money in radio retailing without it. You'll hear stories of cut prices still. But instead of meeting the cut price stories with cut prices, meet them with salesmanship—and what a difference your net profit figures will show.

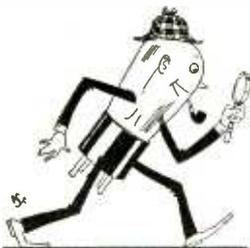
# Auto-Radio Laws

## Live News Predigested

APRIL, 1930

**General Motors Radio Corp. and Industry Organizations  
Are Fighting Ill-Conceived Legislation — Trade  
Show Plans Crystallizing—Transformer Corp.  
in the Set Game—Tully Heads Steinite**

By **Detector**



**B**ECAUSE the coming demand for radio equipment for automobiles will offer interesting profit-making opportunities for radio dealers, the recent efforts of certain individual manufacturers, and of the RMA and the NFRA, to combat in state legislative halls proposed measures against the installation of radio sets on motor vehicles

will be of major interest.

Detector welcomes this opportunity to mention especially the prompt action of a newcomer into the radio industry, the General Motors Radio Corporation, of Dayton, Ohio. At considerable expense, we understand, this concern is rendering a constructive aid to the radio industry in general by having its legal representatives at all hearings in the various states where hastily conceived laws, inimical to automobile-radio, have been or are being advocated.

But General Motors Radio is not standing alone in this fight. Indicative of the strength and initiative of our two leading radio trade associations is the action taken by the directors of the Radio Manufacturers Association at a meeting in Buffalo March 21, when plans were approved to promote radio installations in motor cars and to properly inform the public and also the motor vehicle commissioners, police and other officials as to the actual "hazard" in driving involved if such equipment be present. Morris Metcalf was designated chairman of a special committee on automotive radio. He will act in conjunction with C. C. Colby, Canton, Mass., chairman of the legislative committee.

The executives of the National Federation of Radio Associations are also getting in line. They will watch legislation covering radio receiving sets in automobiles. Incidentally, to date no cases have been cited where the use of automobile-radio equipment has been detrimental to safe driving. It has, on the contrary, been shown by many automobile owners that the playing of radio in the car does not distract the attention of the driver.

From C. Russell Feldmann, president of "Transitone," comes a letter to Detector which reads, in part, as follows:

"It will be of interest to you to know that the writer was present at the hearing recently held in the State House in Boston regarding the proposed ordinance which Registrar Parker of Massachusetts tried to put through. There were a great many people who attended this hearing and a vote was taken, with the result that only three people were opposed to radios in automobiles.

"Registrar Parker realized then that he made too hasty a decision due to his lack of knowledge when he asked for this ordinance. The committee then decided that they would render no decision at this time owing to the fact that there are so few cars in the state of Massachusetts with radios and that they would wait until such a time as they can give a fair decision."

### Trade Show Plans Well Under Way

With the appointment of Ben G. Erskine, of Emporium, Pa., as chairman of the convention committee of the Radio Manufacturers Association, rapid progress is being made on plans for the annual convention and trade show at Atlantic City this June. The trade show arrangements are being pressed by Jess B. Hawley and G. Clayton Irwin, Jr., trade show managers, while Mr. Erskine has charge of the convention and also of the banquet.

From radio jobbers and dealers come reports and assurances of an attendance at Atlantic City which will equal, if not surpass, the great throngs which attended the last three gatherings at Chicago.

Applications for space and hotel rooms at Atlantic City during the week of

June 2 are being received so rapidly that accommodations are already at a premium. Every portion of the 45,000 sq. ft. of exhibition space in the mammoth \$15,000,000 municipal auditorium on the Boardwalk will be filled.

In addition to the business meetings of the RMA, the National Federation of Radio Associations and the Institute of

### Prominent Personalities



L. G. BALDWIN  
*With  
Transitone*

JOHN TULLY  
*President of  
Steinite*



C. W. HUNTER  
*Pacific  
Coast  
Manager*

T. J. HICKLIN  
*G. S. Mgr.  
Capehart*



EDWARD FISKE  
*Gold Seal  
Executive*

# Meet Opposition

## for Dealers' Consumption

NEW YORK, N. Y.

Radio Engineers will hold forth in all of their rapidly growing strength.

The annual RMA banquet, Chairman Erskine tells Detector, promises to be the largest ever held in the United States for a similar gathering. Tentative plans to hold the banquet Wednesday evening, June 4, have been made. It, and the extensive entertainment program, will be

staged in the great ballroom of the Atlantic City Auditorium. The broadcast facilities of Station WPG, on the nationwide chain of the National Broadcasting Company, are available.

Officials of the RMA have received word that thousands of those in the radio industry will combine business with pleasure because of the location and entertainment facilities available at Atlantic City—the nation's playground.

### Transformer Corporation Will Enter Set Field

#### Dykestra Appoints Many District Sales Managers

Starting a few years ago to manufacture transformers in a small way, the Transformer Corporation of America last year did a business aggregating several millions of dollars.

Guiding the future sales' destinies of this concern will be E. J. Dykestra, well known to the radio job trade. Mr. Dykestra and the president, Ross Siragusa, are preparing to announce two new lines of T.C.A. radio sets. This organization is operating under an RCA license.

The new "T.C.A." sets (welcome to our industry) will have three screen grid tubes employed as radio frequency amplifiers in cascade, power detection and 245 tubes in push-pull operating an electrodynamic speaker of advanced design.

Indicative of the initial activity of this corporation is the announcement of the following appointments of district sales managers: On the Pacific Coast, James P. Hermans, with headquarters in San Francisco, and for the Los Angeles area, D. W. Griff.

For the Chicago area, with offices at the factory, Walter J. Thimm—formerly in the same capacity with Kolster, Zenith and Temple.

The Northwestern territory will be represented by Frank Guppy, with headquarters at Minneapolis. The important New York City assignment goes to M. E. Schechter, formerly with Utah and Sonora.

Roy Knibb will cover Pittsburgh and Philadelphia with offices in the Keenan Building, Pittsburgh. The district sales manager for Omaha will be Leonard Kohn, while Pat Haggerty and Bede Berger will maintain headquarters at Detroit. The last territory so far assigned goes to C. H. Dolfuss, Jr., who can be reached in the Film Exchange Building, Cleveland, Ohio.

#### Charles Gilbert Joins Pilot

Charles Gilbert, the well-known radio executive, has joined the Pilot Radio & Tube Corporation, Brooklyn, N. Y., in capacity of vice-president in charge of merchandising. Mr. Gilbert may justly claim to be a pioneer, his connection with the radio industry dating back to the early days of the DeForest Radio Telephone and Telegraph Company. He is also a recognized authority on radio patents.

Mr. Gilbert already has announced the establishment of branch offices and warehouses in Chicago, Detroit and San Francisco to accommodate the increasing dealer demand for Pilot products.

### From Our Family Album



**DR. FULTON CUTTING**  
*Chairman of the Board Colonial*

**W. S. SYMINGTON**  
*President Colonial Radio Corp.*



**J. MILTON DELCAMP**  
*Master Musician*



**FRED MARCCEV**  
*Now G. S. M. for Baldwin*



**FRED WIEBE**  
*President St. Louis RTA*



### Pacific Coast Will Also Have Trade Show

A radio trade show and convention will also be held, this year, on the Pacific Coast. The new William Taylor Hotel, San Francisco, will house this gathering on June 25-27. The Pacific Radio Trade Association is the sponsor, under the direction of H. R. Curtiss, chairman of the show committee.

Whether the decision to do away with the public show and to substitute instead a Pacific Coast show was predicated on the fact that the national trade show is this year being held in the East, Detector is not able to state. This western show will run concurrently with the convention of the Western Music and Radio Trades Association (embracing music and radio men from the 11 western states) and follows the National Electric Light Association Convention, and the National Electric Ry. Convention, both of which will be held in San Francisco from June 16-26.

According to Ernest Ingold, president of the WM & RTA, Wednesday and Thursday morning sessions of the dealers and jobbers are planned during the week of the "Radio Preview," as the trade show will be called.

### Baldwin Now Sales Director for Transitone

Announcement has been made by C. Russell Feldmann, president of the Automobile Radio Corporation, manufacturer of Transitone, that L. G. Baldwin, for the past 13 years with the Willard Storage Battery Company of Cleveland, has been appointed sales director.

Mr. Baldwin assumes charge of sales of the automobile-radio group following the recent merchandising arrangement with the net-work of 42,000 Willard service stations in the United States, whereby Transitone radios for motor cars will be sold, installed and serviced by this vast distributing organization. His offices will be in the headquarters of the Automobile Radio Corporation, 4616 Prospect Avenue, Cleveland. Nation-wide sales will be handled from this office.

## Steinite Elects New Top Executives

John C. Tully and Arthur T. Haugh Take Charge of Ft. Wayne Concern

John C. Tully, Chicago, has just been elected president and chairman of the executive committee of the Steinite Radio Company and its five subsidiaries, the Steinite Manufacturing Company, Steinite Laboratories and Steinite Development Company, Ft. Wayne, Ind.; Aviation Radio Corporation, Atchison, Kan. and the Leslie F. Muter Company, Chicago.

The board of directors named Arthur T. Haugh, Rochester, N. Y., vice president of the Steinite Manufacturing Company around which center the major activities of the Steinite group. He was also designated general manager of the holding company as well as the subsidiaries.

The appointment of these two well known radio executives places the entire management and responsibility for Steinite's success in their hands. Their election came with the adoption of a new plan of uniform operation.

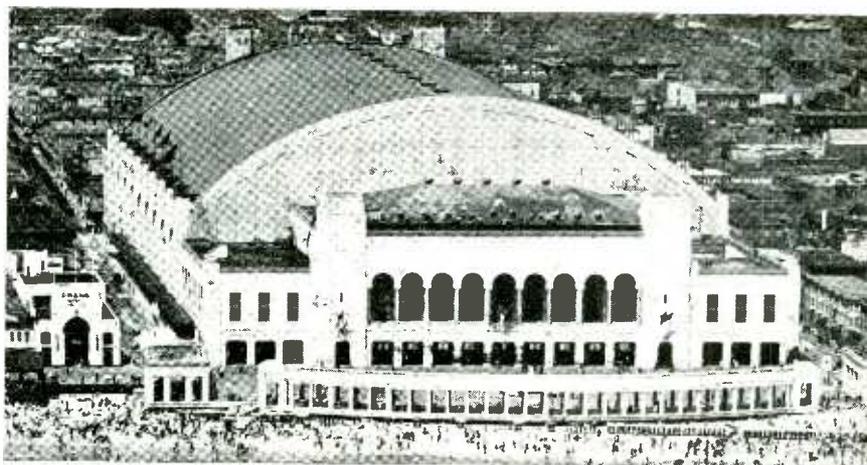
Both Mr. Tully and Mr. Haugh are among the best known radio executives in the industry, and have long been identified with the activities of the Radio Manufacturers Association. In 1925 and 1926 Mr. Haugh served as the association's president.

Mr. Tully is a pioneer Chicago radio manufacturer and, with Mr. Haugh, is one of the founders of the Radio Manufacturers Association. He was president and treasurer of the Bremer-Tully Manufacturing Company for seven years, until the close of 1928, when he disposed of the company to Brunswick.

## The Broadcasting Studio Comes to Times Square

Detector, and wife—all dressed up in their "soup and fish"—were recently guests of the National Broadcasting Company. We witnessed the experiment of providing a theatre auditorium for broadcast studio fans and of using the stage as the studio proper.

Seated before a 6-ton glass curtain, which screened off the studio stage from the audience, 600 "first nighters" saw and



## Where the Trade Show Will Be Held

Airplane view of the new \$15,000,000 auditorium on the Atlantic City Boardwalk which will house radio's fourth mammoth trade show and convention, June 2-7.

heard (the latter through loud speakers) "Collier's Hour."

Frankly, the idea, to Detector's way of thinking, did not quite strike fire. It was neither fish nor fowl, lacking much of the thrill of broadcasting reception as such and without the action of the dramatic stage. However, the idea is commendable as it will do much to popularize broadcasting. Strangers to the big city can take the elevator to the New Amsterdam Roof and get a first hand view of how the big broadcasting programs are run.

## Radio Has "Director of Music"

And now comes a new title to add to the list: Grigsby-Grunow has pinned the appellation of "director of music" onto J. Milton Delcamp.

Mr. Delcamp, formerly vice-president of the Mason & Hamlin Piano Company and of the Ampico Corporation, will supervise all musical activities and broadcast programs of Majestic—including Bill Grunow's singing.

Mr. Delcamp is an outstanding recording pianist and an authority on classical music. His will be the task of developing a greater appreciation of music through the radio industry and for the public.

## Nathaniel Baldwin, Inc., To Announce Line Soon

Fred Marchev to Be General Sales Manager

Nathaniel Baldwin, Inc., Chicago, will distribute its radio products through regular jobber-dealer channels, announcing its complete line in the very near future.

Fred Marchev, formerly president of the Temple Corp., has joined Nathaniel Baldwin, Inc., in the capacity of general sales manager—with headquarters at 1601 South Michigan Ave., Chicago.

C. H. (Click) Callies will serve as advertising director. Previous to this connection "Click" also was associated with Temple in a similar capacity.

Messrs. Marchev and Callies promise some startling advances in new models and in a "new dynamic pick-up in the parts field."

Factories will be maintained in Salt Lake City, Chicago and Los Angeles.

## De Forest Reduces Tube Prices

The De Forest Radio Company, Passaic, N. J., has announced material reductions on the price of its tubes, ranging as high as 35 per cent. The perfection of automatic, high speed, production machinery is the chief reason given for this move. "Radically new sealing, exhausting, basing and testing equipment increase our capacity approximately seven times," Detector was informed.

## Tobey New Dubilier S.M.

The Dubilier Condenser Corporation has a new sales manager in the person of N. S. Tobey. Mr. Tobey, an Annapolis graduate, served in the U. S. Navy for several years and more recently was eastern sales manager for the Marion (Ohio) Steam Shovel Company.

## Hicklin Capehart Sales Manager

At the opening of the second annual national sales convention of the Capehart Corporation on Feb. 24, H. E. Capehart, president, announced the appointment of T. J. Hicklin as general sales manager, succeeding J. E. Broyles who has been promoted to the position of secretary with this maker of automatic phonographs.

## Free Cabriolet to Capehart Convention



Accompanied by the strains of "automatic" music this unique vehicle, which "met all trains," transported dealers, distributors and salesmen to the second annual national sales convention of the Capehart Corporation held at Fort Wayne, Ind., recently.

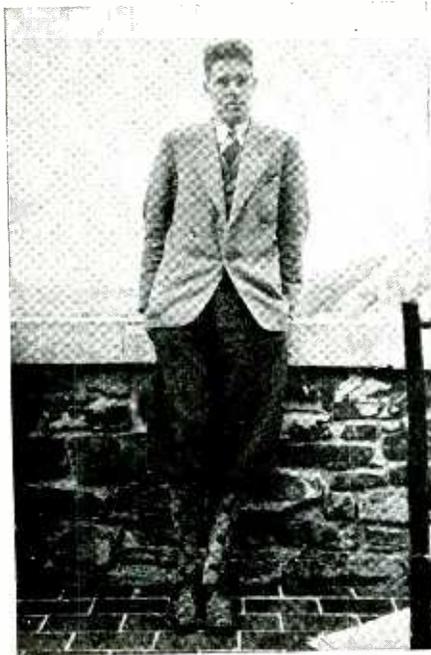
The convention was a howling success—made the more so by the announcement of a new, compact and popularly priced automatic phonograph for the home, christened the "Amperion."

## Traffic Handbook Nearly Ready

Following its success in securing railroad rate reductions aggregating over \$1,500,000 this year, the Radio Manufacturers Association is preparing publication of an RMA traffic handbook. This will contain tables of railroad shipping rates, bill of lading conditions, information regarding claims for loss and damage, breakage and overcharges. There will also be information regarding procedure before the Interstate Commerce Commission and other regulatory bodies. Another chapter will deal with packing and containers for radio products, to be illustrated with photographs and cuts showing various successful methods of packing various articles.

Publication of the traffic handbook within the next 60 days, before the Atlantic City convention and trade show, is planned.

## Radio's All-Round Sportsman



In addition to being one of the best radio technicians and carrying the title of president of the concern with which he is associated, McMurdo Silver aspires to the title of "sportsman at large."

He is a successful boxer, bowler, polo player, golfer and pistol shot. Automobile racing also has claimed the attention of this impetuous head of the Silver-Marshall Company, Chicago—until a serious crash some months ago laid him low. Glad to report, however, that McMurdo has fully recovered.

## Richard Smiley Ken-Rad Sales Manager

Richard E. Smiley has been appointed sales manager for the Ken-Rad Corporation, manufacturer of Ken-Rad radio tubes, at Owensboro, Ky. Mr. Smiley was, until recently, vice-president in charge of sales for the Bremer-Tully Manufacturing Company and for seven years previous to that was with the Atwater Kent Manufacturing Company. He was one of the first radio amateurs in the country and 17 years ago was a wireless operator with the Marconi Company.

*Radio Retailing, April, 1930*

## Radio Exports Increase 91 Per Cent

United States exports of radio equipment set a new high in 1929 when they reached a total of \$23,122,147, which is a 91 per cent increase over the 1928 export total of \$12,061,410.

According to these figures, released by the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, U. S. Government, Canada was our best customer, buying over \$10,000,000 worth of equipment last year. Other countries that took over a million dollars worth of America's radio products during 1929 were Italy, Mexico, Argentina and Australia.

## Dr. Myers Joins National Union

Ralph E. Myers, East Orange, N. J., has become chief engineer of the National Union Radio Corporation, New York City. Dr. Myers formerly was in charge of research and development on radio tubes for the Westinghouse Lamp Company, Bloomfield, N. J.

This well-known scientist joins National Union's board of directors as vice-president, as well as chief engineer, according to E. A. Tracey, of this corporation.

Five of his staff of assistants accompanied Dr. Myers from Westinghouse to the National Union Radio Corporation. Dr. Myers will take charge of the entire tube production and research of the four National Union plants.

## 50-Story Skyscraper for RCA

Within the next year the Radio Corporation of America will move its many offices from the Woolworth Building, downtown New York, to a new, 50-story skyscraper which will be erected at the corner of Lexington Ave. and 51st St., New York City. This new office structure will be known as the RCA-Victor Building. It will follow the Gothic style of architecture and will rise to a height of 650 feet from the ground.

## Three New NFRA Members

The executive committee of the National Federation of Radio Associations has formally accepted and approved application of the following three groups for membership: Radio Service Managers Association of New York, Louisville Radio Trades Association and the Atlanta Radio Dealers Association.



## Sarnoff Guest of Stromberg

Friendly rivals gather in front of the Stromberg-Carlson plant, Rochester, N. Y., to face the camera. The man with the cane, David Sarnoff, president of the Radio Corporation of America, is flanked by G. A. Scoville, sales manager for Stromberg, and W. R. McCanne, its president. Vice-president E. Hanover and chief engineer R. H. Manson—also with Stromberg—are the gentlemen with the light overcoats.

## Other Appointments

G. J. HALLAM has been appointed general sales manager of the DeForest Radio Company, Jersey City, N. J. Mr. Hallam has resigned as radio merchandise manager of the Associated Merchandising Corporation of New York City.

S. M. DOAK, who became western district manager for Sonora at the time of that company's merger with Federal Radio, is now general sales manager of United Reproducers Corporation.

MARK P. CAMPBELL, president of the Brambach Piano Company, and president of the Music Industries Chamber of Commerce, has been appointed to the advisory committee to the National Business Survey Conference.

D. R. MCKINNON has been made field sales manager for the Colin B. Kennedy Corporation.

## Lindsay With Johnsonburg

The appointment of J. D. Lindsay, of Buffalo, N. Y., to succeed Burton E. Ebert, as sales manager of the Johnsonburg Radio Corporation, Johnsonburg, Pa., is announced.

## "Merrily They Roll Along"



Taking a leaf from the experience notebook of nearby Michigan automobile factories, who deliver long fleets of cars overland, the Sparks-Withington Company, of Jackson, is now winding long cavalcades of trucks across the landscape. The practice enables a driver to make his watch his time table and to deliver with a minimum of rehandling. That an astonishing tonnage can be handled is proved by the size of this shipment.

# General Motors Radio Corporation Announces Aggressive Plans

**Direct to Dealer Distribution for Its Sets—25 Zone  
Offices to Cover Country—Other Unusual Policies,  
States Vice-President Grimm**

LAST MINUTE RELEASE—Radio Retailing is now in a position to give its readers the following authoritative facts with regard to the distribution and merchandising plans of the General Motors Radio Corporation, Dayton, Ohio:

Radio receivers for domestic use will be distributed direct from the factory to exclusively franchised dealers—who must agree to handle no other make of radio. Such dealers will receive complete protection. The machinery to handle this operation will consist of 25 "zone" offices located at strategic commercial centers.

Numerous warehouses, completely stocked, will be established in order to relieve dealers of heavy inventory burdens. Authorized service stations, tied in with major service headquarters, will be another part of this picture.

Dealer and purchaser financing will be handled through the General Motors Acceptance Corporation.

A reserve will be established which will be proportioned each 90 days to dealers, based on the volume of business handled during that period, for the specific purpose of alleviating the trade-in problem. Note: A plan similar to that employed in the automobile field. A standardized accounting system will be instituted for its dealers.

And, lastly, a factory-controlled plan has been worked for local dealer newspaper advertising on a basis "that will make it unnecessary for the average dealer to have any additional advertising expense."

The field organization of General Motors will center in the 25 zone offices. Each group of field representatives will be in charge of a zone manager.

A further indication of the degree of factory co-operation contemplated is the fact that this concern's service stations will handle the major servicing jobs for G.M.R.C. dealers, and in many instances will be equipped to take care of minor retail service requirements.

## UNITED MOTORS, SERVICE, INC., A FACTOR

The nation-wide organization of United Motors Service, Inc., another division of General Motors, also figures in the picture. This organization will be responsible for the distribution of service parts for the sets through its 27 branches. United Motors is the official field service organization for a large number of automobile parts including Delco-Remy equipment, Lovejoy shock absorbers and Jaxon rims.

United Motors Service, Inc., will also have the responsibility for the distribution of the automobile-radio type of sets for cars.

The automobile radio receiver will be known as the Delco and will be merchandised through the Delco Radio Corporation, a selling organization of General Motors Radio Corporation, to United Motors Service and direct to car manufacturers for their original equipment.

"The exclusive dealership and protected territory policy constitutes an important feature of our new merchandising plan," states vice-president John E. Grimm, Jr., director of sales for the parent company.

"Dealers will be financed in their wholesale purchases and will be able to extend the benefits of time payments to their

customers on the principle used in buying automobiles and in conjunction with the General Contract Purchase Corporation," continues Mr. Grimm.

Another innovation is seen in the arrangement whereby the dealer branch of this set-up will have a voice in formulating the policies of the manufacturer. This is to be made possible through the establishment of a nationally organized "Business Bureau"—actually a committee of dealers, company officers and zone executives. The arrangement provides that a different group of dealers and zone officers will meet at Dayton for a 2-day conference each month. Each dealer will receive a report of these deliberations.

## THE FIVE TOP EXECUTIVES

Following are the names and backgrounds of the five executives who will largely be responsible for the success of radio's most recent large scale manufacturing and merchandising operation:

R. J. Emmert, president and general

manager, formerly held the same titles with the Delco Products Corporation. Mr. Emmert began his career with the Westinghouse Electric & Manufacturing Company as a graduate student engineer. He also was with the General Motors Company as a member of the engineering department of the Remy Electric Company.

John E. Grimm, Jr., brings to the position of vice-president in charge of sales, an extensive experience in merchandising gained with the Delco-Light Company and with the Chevrolet Motor Company.

E. B. Newill, vice-president in charge of



R. J. EMMERT  
Pres. and  
Gen. Mgr.



JOHN E. GRIMM, JR.  
Vice-Pres.  
in Charge of Sales

engineering, is also a product of the Westinghouse Electric & Manufacturing Company's training school. He is a graduate of the Georgia School of Technology.

General sales manager C. T. Lawson was vice-president in charge of sales for the Day-Fan Electric Company when it was taken over by General Motors last year. He is a graduate of the Virginia Polytechnic Institute and also is Westinghouse trained.

R. H. White, manager of advertising and sales promotion, formerly was assistant advertising manager of the Chevrolet Motor Company. He was also advertising manager of the Delco-Light Company, at Dayton, Ohio.

## Federated's Atlantic City Program

One general meeting for all radio tradesmen in attendance at the trade show, Atlantic City in June, is contemplated by the National Federation of Radio Associations and the Radio Wholesalers Association. There also will be a number of group meetings for more intimate forum discussion of the individual problems of the dealers and jobbers.

## Hunter Joins Silver-Marshall

California's famous sun will continue to shine on C. W. Hunter, who has been appointed Pacific Coast manager for Silver-Marshall, Inc., Chicago. Mr. Hunter's headquarters will be in Los Angeles. He is well known throughout the entire western region.

## Opens Chicago Office

Van Horne Tube Company announces the opening of a Chicago office and warehouse for the purpose of supplying the Chicago and surrounding territory with its tubes. The new office is located at 108 W. Lake St. The Van Horne factory is at Franklin, Ohio.

WALTER E. DAW, Newburgh, N. Y., is now New York state representative for the Pacent Electric Company.

## Radio Shows and Conventions

**April 1-5:** Columbus Radio Show, Memorial Hall, Columbus, Ohio.

**June 2-8:** RMA Trade Show and Convention, Atlantic City, N. J.

**June 24-26:** Indianapolis Radio Trade Show, Claypool Hotel, Indianapolis, Ind. First two days, dealers only; third day, open to public.

**September 15-20:** Sixth Annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

**September 15-22:** Sixth Annual Southwest National Radio Exposition, St. Louis, Mo.

**September 22-27:** Radio World's Fair, New Madison Square Garden, New York City.

**September 22-28:** Wisconsin Radio Exposition, Milwaukee Auditorium, Milwaukee, Wis.

**September 28 - October 4:** Pittsburgh Radio Show, Duquesne Garden, Pittsburgh, Pa.

**September 29 - October 4:** Ninth Annual Northwest Radio and Electrical Show, Minneapolis Municipal Auditorium, Minneapolis, Minn.

**September 29 - October 4:** Tenth Annual Boston Radio Exposition, Boston, Mass.

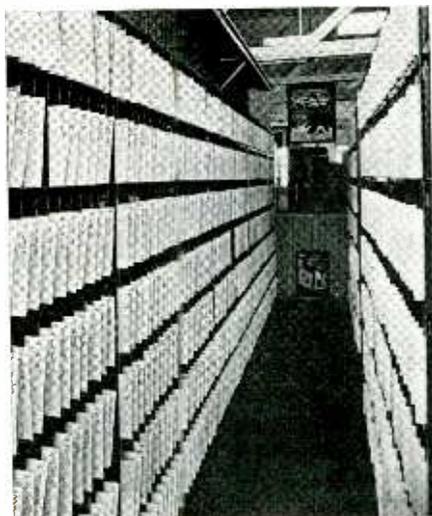
**October 20-26:** Chicago Radio Show, Coliseum, Chicago, Ill.

# What the Wholesalers are Doing

## RWA Audit Group for Chicago

Members of the Radio Wholesalers Association in Chicago have started an Audit Bureau in co-operation with the Electric Credit Association. The bureau, which is under the supervision of a joint committee of both groups, has employed a firm of accountants to install a uniform accounting system in the stores of retail members requesting this service. This firm will make an initial charge for such installations while the Association will proportionately bear the cost of the accounting systems themselves.

## A Record for Records



**Stubbs Electric Co., Portland, Ore.**  
Accessibility, due to steel shelving and plainly marked numbers, is the keynote of the stock record system used by this Brunswick distributor.

## RWA Sales Survey Starts

The Radio Wholesalers' Association has inaugurated a service for its members, in the form of a monthly survey handled from the association's executive offices, to periodically determine the extent of sales, inventory, etc. The results of the first surveys, for the months of January and February, have already been compiled and are in the hands of members. Questionnaires go forward each month to keep this information up to date.

The purpose of the survey is two-fold. First, it provides radio wholesalers with reliable national figures which permit them to better judge future commitments. Second, it will be of value to the Radio Manufacturers Association as showing potential market conditions.

## Illinois Distributors Merge

The Conron Distributing Corporation of Peoria and the Williams Hardware Company Radio Division of Streator have merged and will distribute Philco exclusively. T. W. Conron becomes

president of the new corporation, while N. B. Williams becomes vice-president in charge of sales.

## A Youngster In Our Midst

A newcomer in the general merchandising field is in our midst, Associated Industries, Inc., Chicago, with offices, warehouse and salesrooms at 1222 S. Michigan Avenue. This new wholesaler will distribute radio, house furnishings, electrical appliances, refrigerators, washers, sporting goods, tires, automobile fabrics, ranges and silverware.

## New Jobbers Appointed

**Brunswick:**—New distributorship appointments of the Brunswick-Balke-Collender Company are as follows: Western Radio, Inc., Los Angeles, Foster Auto Supply Co., Denver, Kelvinator-Georgia, Inc., Atlanta, Northern Distributing Co. Inc., Newark, Sanford Radio Corp., New York, Montana Hardware Dept., of Anaconda Copper, Butte, Straus-Bodenheimer Co., San Antonio and Houston, House of Crane, Indianapolis, M & W Radio Co., Columbus, Harbison & Gathright, Inc., Louisville, Beck & Corbitt Co., St. Louis; the Schoellkopf Co., Dallas and D. H. Holmes Co. Ltd., New Orleans.

\* \* \*

**Kennedy:**—Ten new distributors have been selected by the Colin B. Kennedy Corporation. They are: Decatur & Hopkins Co., Boston, First National Radio Corp., New York, H. C. Schultz, Inc., Detroit, Ayers-Lyon Corp., (factory representatives) Standard Tire Co., Mt. Vernon, Ill., H. C. Schultz, Inc., Clawson & Wilson, Buffalo and Rochester, Standard Radio Supply Co., Sioux City and Fort Dodge, Iowa, Universal Cabinet Co., St. Louis, N. H. Bragg & Sons, Bangor, Me., Binder Electric Co., Trenton, N. J., Chas. Begg



## More Laurels

Ernest Ingold, who has just been appointed president of the San Francisco Electrical Development League. He is also president of the Western Music and Radio Trades Association and one of the most prominent radio men on the West Coast.

& Co., Dunedin, New Zealand and Alejandro Villegas, Cuba.

\* \* \*

**Crosley:**—The Crosley Radio Corporation's latest additions are: Harper, Magee, Inc., Seattle, Lampton, Crane and Ramey Co., Louisville, The Syracuse Motor Marine Corp., Syracuse, N. Y., Beck and Gregg Hardware Co., Atlanta.

\* \* \*

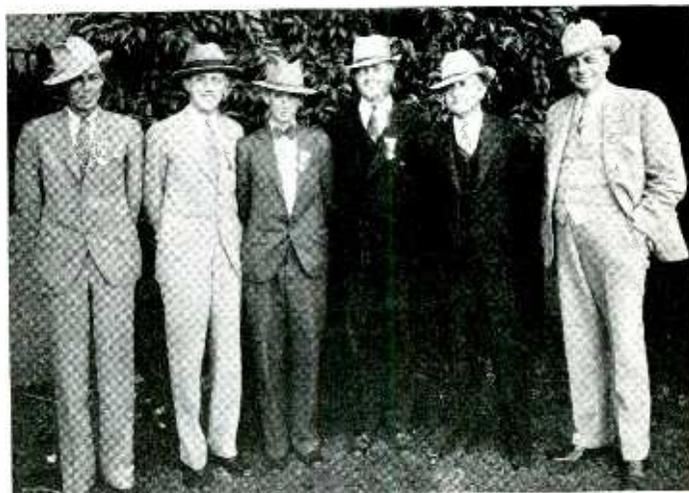
**Zenith:**—The Isaac Walker Hardware Co., of Peoria, Ill., will distribute the products of the Zenith Radio Corporation in forty-two local counties.

Whoop-e-e!

Lookut

Them

Hats



These six gentlemen with the six quart skimmers (the chap second from the left must be a tenderfoot) are known as the Edison Texas Rangers. Left to right are: E. P. Miles, South Texas representative for Thomas A. Edison, Inc., George H. Rhodine, assistant manager Dallas Edison Distributing, W. Riley (Daniel) Boone, East Texas representative, E. L. Woodruff, North Texas and Oklahoma panhandle representative, T. M. Merrick, West Texas and Al. E. Emrick, manager, Dallas Edison Distributing.

# Meadows

model  
"Y"

**\$129<sup>50</sup>**

**WITH BRIGGS & STRATTON  
4 CYCLE GASOLINE MOTOR**

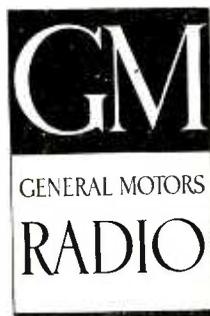
**\$99<sup>50</sup>**

**WITH ELECTRIC  
MOTOR**



Vitreous enamel tub, 4-vane aluminum underwater agitator. 5-position swinging wringer. Drive enclosed in oil bath. Send for details. (Prices higher west of the Rockies.)

**THE MEADOWS MANUFACTURING CO.  
BLOOMINGTON, ILL.**



*An Announcement*  
by the  
**GENERAL MOTORS RADIO  
CORPORATION**

In preparation for the marketing of a complete line of new radios and radio-phonographs, the General Motors Radio Corporation has instituted a direct factory-to-dealer method of distribution through a nationwide system of zone offices and factory-stocked warehouses. General Motors Radio dealers will receive the closest possible co-operation from these zone offices, both in business counsel and in maintaining inventories in a practical, profitable manner.

The service plan is on a similar national basis. Service will be handled through an organization of major service stations located at strategic centers throughout the country to serve dealers efficiently in major repair work and the distribution of parts—and, wherever practical and advisable, to take care of dealers' retail service as well.

General Motors Radio dealers will be exclusive dealers—that is, they will not handle any other make of radio, but they may have an additional line of business, particularly when located in small towns.

General Motors Radio dealers will operate in protected territories—in sales areas determined, by practical analysis, to be adequate for both a present and a future retail radio business of prosperous proportions.

Every General Motors Radio dealer will benefit by the many advantages that accrue from identification with General Motors. He will sell a product of outstanding merit and convincing value—he will be supported by extensive factory-controlled magazine and newspaper advertising campaigns—he will have aid in business supervision through a standardized simplified accounting system—he will receive compensation for his unsalable trade-ins—he will have at his disposal the well-known financing facilities of the General Motors Acceptance Corporation—and, as a member of the Nationally Organized Monthly Business Bureau, he will play an active, personal part in the determination of merchandising policies and procedure.

The fundamental principles of the distribution plan of the General Motors Radio Corporation have been established for one basic purpose—to protect the business of the dealer and to provide maximum profit possibilities for the capital invested.

Complete information on the exclusive General Motors Radio dealer's franchise will be sent to prospective dealers on request.

GENERAL MOTORS RADIO CORPORATION  
DAYTON, OHIO

S T A N D A R D O F Q U A L I T Y

# S T A B

Now . . . the Wide Resources of  
Stand Back of Colonial Radio



DR. FULTON CUTTING  
Chairman of the Board



FRED G.  
CARSON  
Vice-President

JOSEPH GERL  
General Sales Mgr.



The COLONIAL RADIO PLANT . . . Long Island City

## *A New Factor in the Stabilization of the Radio Industry*

THE engineering, production and financial resources of the Colonial Radio Corporation, of Long Island City, and Valley Appliances, Inc., of Rochester, N. Y., have been combined.

This far-reaching organization move establishes the Colonial Radio Corporation high among the leaders in the radio industry . . . in design, manufacture, merchandising and service.

From the production of basic parts to the complete assembly of Colonial sets . . . from the marketing of products to their ultimate service . . . all operations will now be controlled by the officials pictured in this announcement.

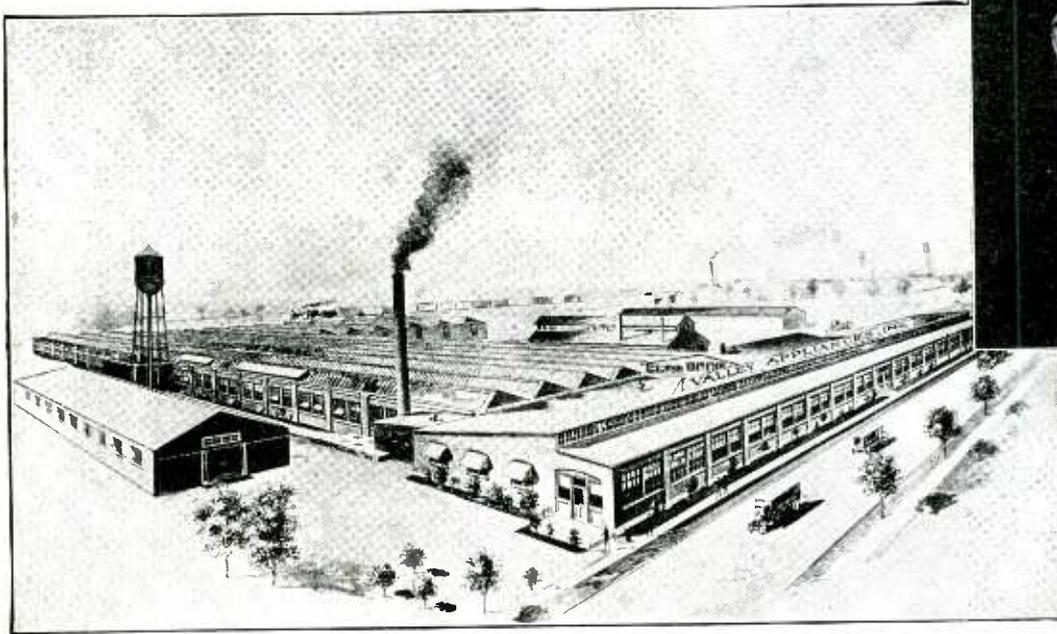
Valley Appliances, Inc., will continue to manufacture speakers in the Rochester plant.

# COLONIAL RADIO

*"Radio's Clearest Voice"*

# ILLI TY

## Two Strong Manufacturers Distributors, Dealers... Public



The VALLEY APPLIANCES PLANT . . . Rochester, N. Y.



W. S. SYMINGTON  
President



I. G. MALOFF  
Chief Engineer



C. C. HARVEY  
Production Manager

### *New Opportunities for Colonial Radio Distributors and Dealers*

**A**DVANCED engineering . . . conservative development plans . . . ample financial resources . . . modern merchandising and advertising . . . intelligent business policies . . . all of these constructive factors provide unusual distributor and dealer opportunities for the future.

Colonial's operations in big eastern markets are gradually extending to other sections of the country.

New products . . . new ideas . . . new values . . . new co-operation all along the line . . . will make Colonial Radio franchises more desirable than ever before.

We invite correspondence from distributors in a few open territories. To those who qualify we will offer a proposition which will warrant the most intense concentration on the Colonial line.

# C O R P O R A T I O N

*Long Island City, N. Y.*

# The World's *first* Super Pick-Up

## *leads the way to* NEW BEAUTY *of* TONE *!!!*



Model 10 — a sensational Super Pick-Up for 1930, with new volume and richness of tone. Developed by Toman — Supplier to the industry of electric pick-ups, tonearms, reproducers!

**T**HIS new model of the world's first Super Pick-Up is one of the most important musical developments of the new year! It brings much greater volume and new beauty of tone to phonographs and radio-phonograph combinations! It brings an outstanding new profit opportunity to the trade!

All the experience and skill of the Toman laboratories—for years known to you as leaders in the development of reproducers, tonearms, pick-ups—have been used in perfecting this new model. It is the greatest advance in the Pick-Up field since the first Super Pick-Up itself! *Yet its price is right!*

Manufacturers who have seen this new model are adopting it as standard equipment for their combinations. Jobbers and dealers believe it will set new records for Pick-Up sales! Let us send you a sample. The coupon below will bring it without delay.

### E. TOMAN & COMPANY

2621 West 21st Place  
Cable — SIVAD — Chicago

Established 1914

Chicago, U. S. A.

Bankers: First National Bank of Chicago

**TOMAN**  
REPRODUCERS TONEARMS  
PICK-UP ARMS PICK-UPS

Hear the full rich tone — See the sales possibilities—of this new Super Pick-Up!

E. TOMAN & COMPANY, 2621 W. 21st Place, Chicago.

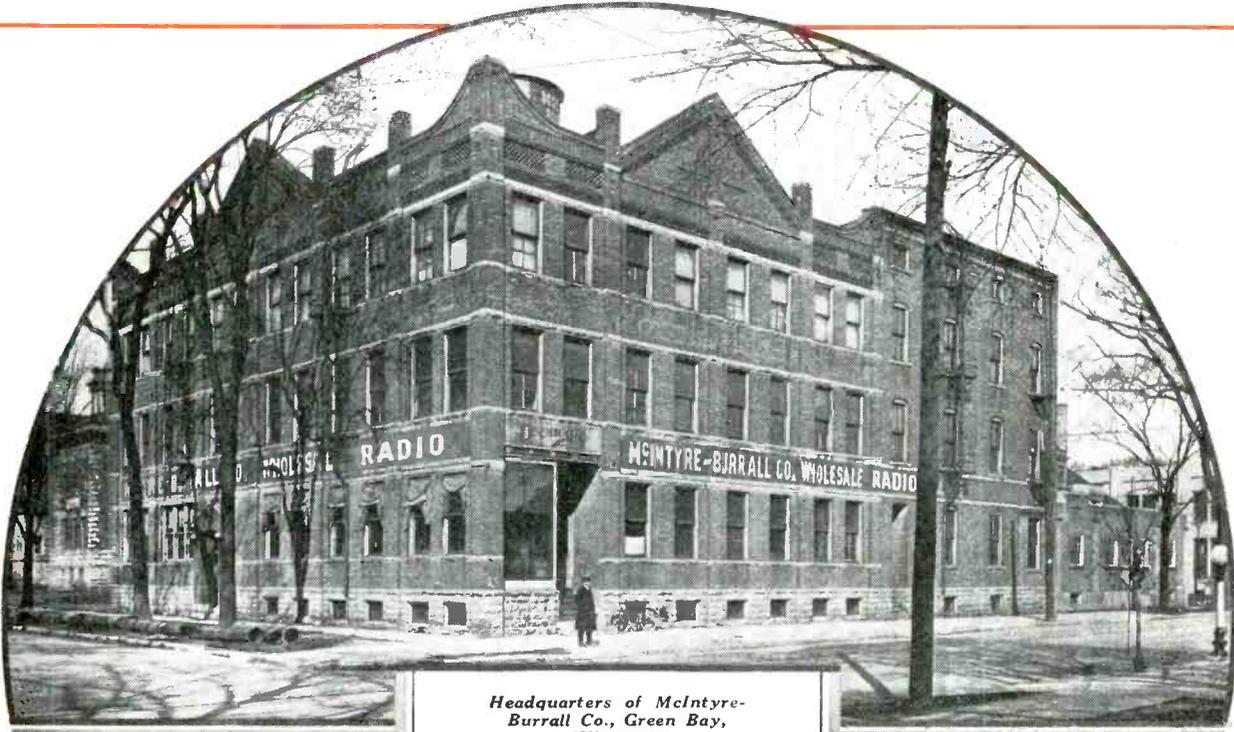
Gentlemen: You may send me a sample of the 1930 Toman Super Pick-Up—for tone tests and inspection—without obligation on my part to buy.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Executive \_\_\_\_\_



Headquarters of McIntyre-Burrall Co., Green Bay, Wisconsin

McIntyre-Burrall have built up a mighty substantial volume on Perryman Tubes in a sparsely settled territory with widely separated trade centers in face of the keen competition of Milwaukee and Chicago jobbers.

McIntyre-Burrall estimate their sales of Perryman Tubes for 1930 will run into six figures. This is based on their Perryman business of 1929.

In October, 1929, alone their purchases were within \$3,000 of their entire year's purchases of Perryman Tubes for 1928.

In 1928 McIntyre-Burrall's total volume of Perryman Tubes was \$20,000 over 1927.

In seven months of 1928 McIntyre-Burrall's monthly purchases of Perryman Tubes were in excess of their total year's purchases of Perryman Tubes in 1927.

## MCINTYRE-BURRALL START THEIR FIFTH CONSECUTIVE YEAR AS PERRYMAN JOBBERS



Fred Burrall, President of McIntyre-Burrall Co., a staunch believer in the Perryman policy and product.

No jobber continues to merchandise any brand for five consecutive years unless both the product and the policy are thoroughly satisfactory.

McIntyre-Burrall's success with Perryman Tubes does not represent any average figure, nor is it exceptional. Perryman has many jobbers who have merchandised Perryman Tubes almost since the inception of its business whose success is equally outstanding.

Perryman offers you a quality product; a policy of selective distribution; no intra-brand competition; price protection against decline; a sympathetic understanding of your problems and our active cooperation to their solution.

Radio tubes are one of the largest replacement items open to industry and they offer an enormous potential source of profit as a repeat item.

Write today for details.

**PERRYMAN ELECTRIC CO., INC.**  
4901 HUDSON BLVD., NORTH BERGEN, N. J.

# PERRYMAN

RADIO  TUBES

# COMING SOON

CUSTOMER SATISFACTION  
JOBBER SATISFACTION  
DEALER SATISFACTION

*Past Performance Guarantees It!*

## T.C.A. RADIO

*An Investment In Excellence*

Licensed by  
Radio  
Corporation  
of America  
and  
Associated  
Companies



For years Transformer Corporation of America has built first-quality radio equipment and established an enviable reputation for "Delivering the goods."

What is more natural than that our wide knowledge of radio merchandise and production economies, our efficient organization and financial resources, should find expression in a complete receiver—T.C.A. Radio?

Every part is fabricated in our own plants, resulting in a new standard of radio value.

Write or wire for details.

TRANSFORMER CORPORATION of AMERICA  
2301-2319 Keeler Avenue  
Chicago, U. S. A.

*“The quality and life of CeCo Tubes compare with any that are manufactured today”*

*R. C. HINER, May, Stern & Co., Pittsburgh, Pa.*

“Give me any radio dealer. Let him spend two hours alone in our 3½ acre plant ...seeing for himself why million dollar equipment and 42 engineers are needed to make CeCo a decidedly better tube. When he learns of CeCo’s fair policy and generous discounts ...there’s another dealer headed to bigger business.”

**DO YOU KNOW?**

1. Over 10,000,000 CeCo Tubes are in use today. The U. S. Government, ocean steamships, and countless commercial organizations are daily users of CeCo Tubes.

2. In the last five years CeCo has outgrown two sizable factories and now has the largest plant devoted exclusively to the manufacturing of radio tubes.

*Ernest Bauer*  
**PRESIDENT  
CECO MANUFACTURING CO., INC.  
PROVIDENCE, R. I.**



**CeCo**

**1930**

**Radio Tubes**

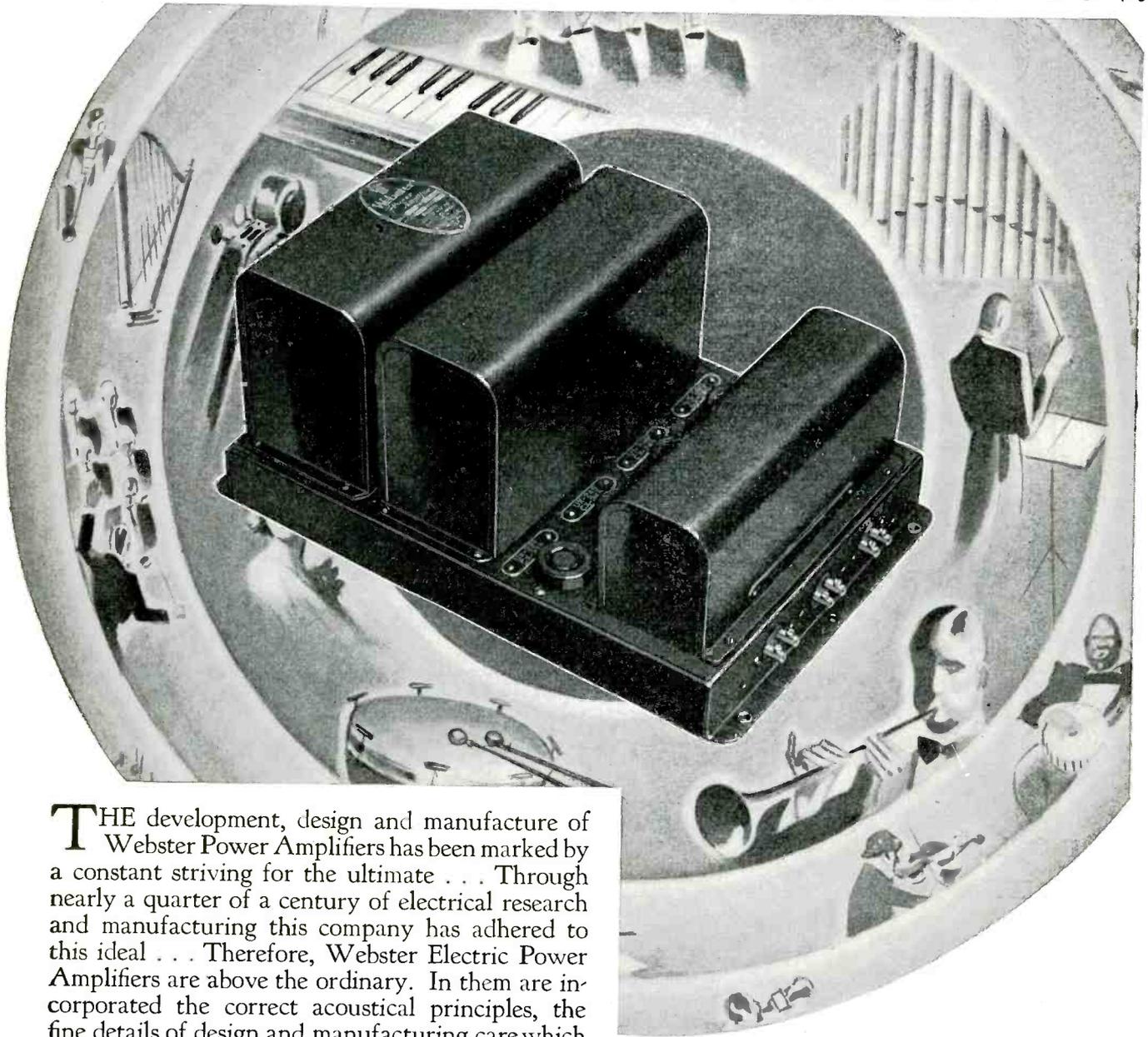


The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern S. T. over the Columbia Chain from 22 stations. This program is rated as one of the most popular periods on the air. Listen in next Monday.



All CeCo Tubes are licensed under the patents and applications of the Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company, and Associated Companies.

# NEW STANDARDS OF PERFECTION!



THE development, design and manufacture of Webster Power Amplifiers has been marked by a constant striving for the ultimate . . . Through nearly a quarter of a century of electrical research and manufacturing this company has adhered to this ideal . . . Therefore, Webster Electric Power Amplifiers are above the ordinary. In them are incorporated the correct acoustical principles, the fine details of design and manufacturing care which make for superior performance . . . To hear, to test, to compare the performance of Webster Electric Power Amplifiers with others is to come to the realization that here is superlative performance . . . Full details as to prices, discounts and samples will be furnished upon request.



The Webster Electric Pick-up is another Webster product which has made a unique name for itself by the brilliant character of its performance. It is available in two models. Almost every phonograph or radio jobber carries it in stock.

W E B S T E R  
Established 1909

E L E C T R I C C O M P A N Y  
R A C I N E , W I S C O N S I N

The Webster Electric line of power amplifiers is complete in every detail. There is a full range of models from the small size suitable for the home to the mammoth power models for use in the largest auditorium.

**Webster Electric**  
**Power Amplifiers**

# Two Factors that guarantee

# REAL PROFITS

for you this summer and fall



1931

\* **First:**

a set that is up-to-date in every way, performs well, looks well and is so soundly built that it will require little or no servicing.

‡ **Second:**

a manufacturer who, through careful financing, management ability and conservative production, has established a foundation of stability on which you can build a profitable business.

A careful examination of the new 1931 Browning-Drake set will prove the absolute truth of both these factors. We invite the most searching test.

**BROWNING-DRAKE CORPORATION**

226 Calvary Street

Waltham, Mass.

\* *Some high-spot selling factors of the 1931 Browning-Drake—*

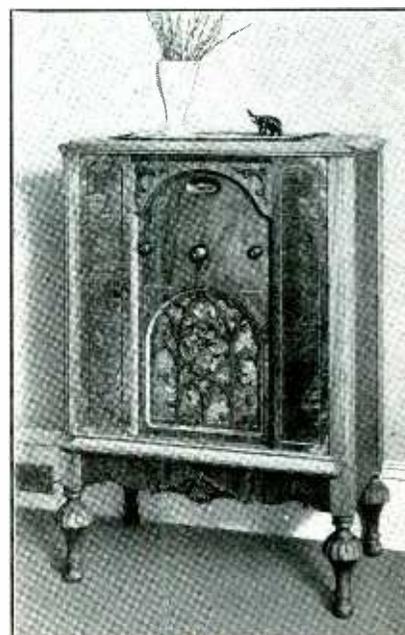
1. Call-Letter Tuning —88 stations.
2. Remote Control.
3. Automatic Volume Control.
4. Equalized Band-pass Filter.
5. Antenna-less Reception.
6. 4 Screen-grid Tubes.
7. Power Detector.

‡ *and— further Guaranty of Protection— for you—*

1. Prices will be maintained throughout the year.
2. Protected discounts.
3. Conservative production—no dumping.
4. No changes in models.
5. Advertising concentrated in your local territory.

Model 70 (illustrated)  
list price, less tubes,  
\$159.50

Model 70-R, with  
Remote Control, list  
price, less tubes,  
\$229.50



the new 1931

**BROWNING-DRAKE** SCREEN-GRID RADIO

Over 1,500,000 people listen-in on Browning-Drake sets

→  
FIRST MINUTE

Let your customer hold a watch on any set equipped with Arcturus Tubes. Snap the switch and check the starting time...the program is there in 7 seconds!

# THIS 3-MINUTE DEMONSTRATION

PROVES ARCTURUS SUPERIORITY TO ANY TUBE BUYER



←  
SECOND MINUTE

Let your customer listen to the clear, pure tone that is characteristic of Arcturus Tubes. There's no annoying hum, no trace of outside noises, to mar the beauty of any program.

**T**HE self-evident superiority of Arcturus Blue Tubes means increased sales and extra profits. If you have not checked Arcturus quality yourself, ask your jobber for a demonstration. *Proved performance, not sales talk*, has made Arcturus the fastest growing tube in the radio industry today.

ARCTURUS RADIO TUBE COMPANY  
Newark, N. J.



→  
THIRD MINUTE

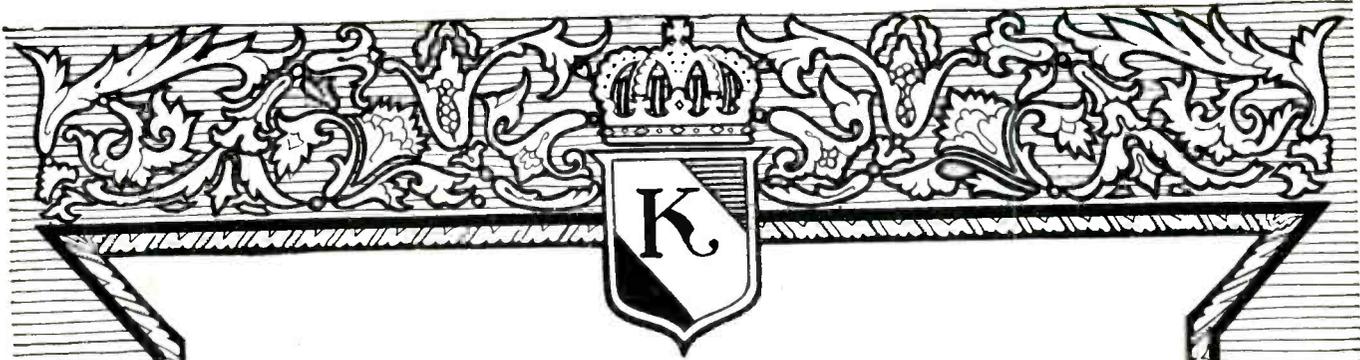
Show your customer, on the meter, that Arcturus Tubes easily withstand exceptional overloads. This unusual stamina explains Arcturus' long life.

they're  
ARCTURUS  
blue!

# ARCTURUS

Quick Acting  
RADIO TUBES





# Powerful! Permanent! Profitable!

..... for nearly twenty years, the name of Colin B. Kennedy has been written in mile high letters across the pages of radio history.

..... for a like number of years, Col. Geo. M. Studebaker and his associates have been equally prominent in industry and finance.

..... welding the forces of Colin B. Kennedy and Col. Geo. M. Studebaker has resulted in one of the most powerful organizations in the radio industry.

..... ample financial resources, unexcelled engineering skill, modern production facilities and a receiving set of exceptional quality, guarantees the permanent stability of this mighty combination.

..... and their Gibraltar-like strength is backed by a distinctly original program of aggressive selling and merchandising to make KENNEDY, "The Royalty of Radio," profitable to good distributors and dealers. Colin B. Kennedy Corporation, South Bend, Indiana.

*We invite investigation of the profit-building possibilities of the KENNEDY line.*

# KENNEDY

*The Royalty of Radio*

1911



1930



# Heavy going!

**P**ROPER power control is necessary to propel your automobile through the winter drifts.

The music from your radio receiver, wallowing through the sleets of static and the storms of internal self-inflicted noises, needs ample power **PROPERLY CONTROLLED.**

That's where the scientifically calibrated **CENTRALAB** volume control plays a major part in the proper performance of your radio.

For smooth, quiet operation insist that your radio be **CENTRALAB** equipped.



THIS shows the exclusive rocking disc construction of Centralab volume control. "R" is the resistance. Contact disc "D" has only a rocking action on the resistance. Pressure arm "P" together with shaft and bushing is fully insulated.



This is the action of the usual wire wound control after it has been in use for some time . . . like dragging a stick over a cobblestone pavement.



The tailor uses the same principle as Centralab. He does not want to ruin the garment by placing the iron on it so he places a cloth in between. Centralab controls cannot ruin the resistance because the rocking disc is in between the pressure arm and the resistance.

**SERVICE MEN!**

First come, first served. Send 25c. for the New Centralab-Volume Control Guide *exclusive* for Service Men. Send your Letterhead or Business card.

Write Dept. 140-D for Free Booklet, "Volume Control, Voltage Control and their uses."

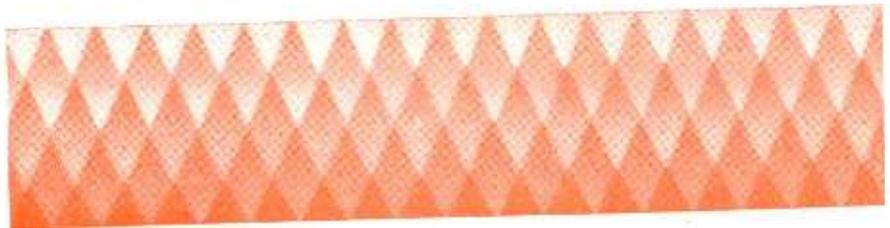
# Centralab

CENTRAL RADIO LABORATORIES

Dept. 140-D, 20 Keefe Ave., Milwaukee, Wis.

# KEN-RAD

KNOWS HOW » » AND DOES  
MAKE BETTER RADIO TUBES »



**K**EN-RAD has the long experience, the complete equipment, ample resources, and the *will* to make radio tubes of the finest quality. And that is what Ken-Rad is doing.

Every Ken-Rad tube is skilfully made and carefully tested before it leaves the factory. And Ken-Rad is licensed under patents owned and controlled by Radio Corporation, General Electric Co., and Westinghouse Co.—further assurance of standard quality.

The success of Ken-Rad Licensed Tubes—their wide acceptance and approval among dealers, service men and radio set owners—is due entirely to their quality. It is impossible to make, sell or buy a better tube than Ken-Rad.

Ken-Rad tubes are sold under a plan that is exceptionally attractive both to jobber and to dealer. We will welcome the opportunity to send you complete information about Ken-Rad Licensed Tubes and Ken-Rad merchandising.

**THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY**

*Division of KEN-RAD TUBE & LAMP CORPORATION*

STANDARD  
QUALITY  ALWAYS

# KEN-RAD

RADIO TUBES

The light  
may be

OK

and the  
Service

NG!

**M**ONTHS after a tube has gone into service in the home of your customer — that's the time to judge its quality! It isn't enough if a tube still lights up — it has got to maintain its tone quality practically without change through its whole long life.

This tone quality depends upon just one thing—the way the tube maintains its emission characteristics. If that sounds too technical, you might call it resistance to getting tired.

Gold Seal quality is not expressed in long life alone — it's a long life and a happy one for your customer — and therefore a happy one for you.

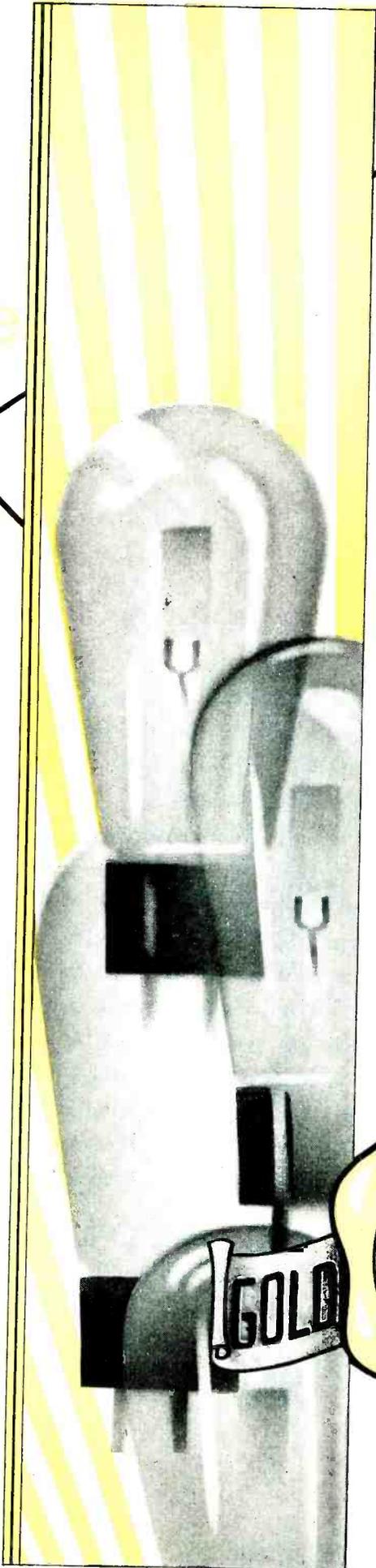
Watch your step when you install any tubes that get tired easily. Find out about territories and terms right now. Mail the coupon.

# GOLD SEAL ANTI-DEPRECIATION TUBES

Some Exclusive Territories  
Still Open. Send the Coupon.

Gold Seal Electrical Co., Inc.  
250 Park Ave., New York

*A Tube For Every Set  
And Every Socket*



GOLD SEAL ELECTRICAL CO., Inc.  
Dept. 3 A, 250 Park Ave., New York

I'm ready to be shown, if you can help me make money in the tube business. Send me your  dealer  jobber proposition.

Name.....

Address.....

# ATWATER KENT RADIO

## 4872 HOURS...

*and still going strong!*

A MAN in Long Beach, Calif., has had an Atwater Kent Screen-Grid Radio in continuous operation since last August—24 hours a day.

He wanted to make a personal test of the famed dependability of an Atwater Kent Screen-Grid Set.

At last report his radio had functioned steadily for 4872 hours and was still going strong, without even the change of a tube.

"It has continued to give first-class service and the most natural tone of any radio I ever heard," he writes. "It has proved the superiority and surpassing quality of Atwater Kent Radio."

Probably your customers will not want to run their radio 24 hours a day. But what a comfort it is to them and to you that an Atwater Kent is built for long, long service. Let them look inside an Atwater Kent and see the workmanship that makes this possible.

Please your customers, cut your service costs, raise your profits, by concentrating on Atwater Kent—the radio that combines the precision of a fine watch with the ruggedness of a battleship.

ON THE AIR—Atwater Kent Radio Hour—Sunday Evenings, 9:15 (Eastern Time), WEAf network of N. B. C. Atwater Kent Mid-Week Program—Thursday Evenings, 10:00 (Eastern Time), WJZ network of N. B. C.

ATWATER KENT MANUFACTURING COMPANY

*A. Atwater Kent, President*

4733 WISSAHICKON AVENUE, PHILADELPHIA, PA.



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, adaptable to any room in any home. Model **\$109**  
1060—\$121, less tubes. LESS TUBES

*Prices slightly higher west of the Rockies and in Canada*



## One price and one price only on Hygrade--Tubes You Can Trust

The Hygrade Lamp Company maintains an ironclad policy of one price and one price only on Hygrade Radio Tubes.

Every jobber can be sure that he is selling Hygrade Radio Tubes under exactly the same price conditions as every other jobber. There are no special discounts on the Tubes You Can Trust.

Hygrade Radio Tubes are made by lamp craftsmen with a special knowledge of vacuum products. They give sweeter, cleaner reception for an extended period of time.

# HYGRADE Radio Tubes

Made by  
HYGRADE LAMP CO., Salem, Mass.

Lamps You Can Depend Upon — Tubes You Can Trust

Hygrade Radio Tubes are licensed under Radio Tube Patents of the Radio Corp. of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company.



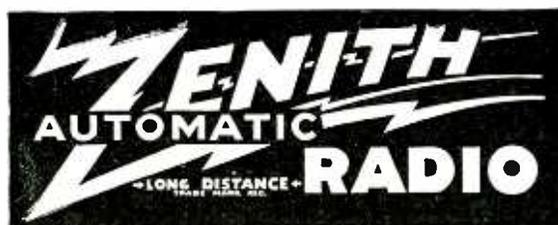


New Super Zenith Model 61—9 tubes, including rectifier. Advanced Screen-Grid circuit. *Double Push-Pull* audio amplification. Linear Power Detection. Super size Zenith Syntonic-Dynamic type Speaker. Charming low-boy console of Butt Walnut in a distinctive Gothic design.

**\$155** LESS TUBES  
*Western U. S. prices slightly higher.*

There's no stopping the demand for the New Super Zenith 61... proving that Quality is not only always sought, but...combined with a fair price...is always bought  
*...and profitably retailed!*

ZENITH RADIO CORPORATION, CHICAGO, ILL.



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents — Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great 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.*

# New

## Screen Grid Neutrodyne Power Speaker Radio In the Popular Newly Designed Low Utility Consoles!

Look at the pictures of the new Crosley "Companionship" Series shown in this advertisement—read the descriptions of chassis and cabinets, note the low prices—then determine for yourself whether or not they represent the most amazing radio values ever offered. These "Companionship" Series models, with their unusual features and unexcelled performance, will readily become true companions in millions of homes!

With the presentation of the new Crosley "Companionship" Series there is ushered in a new era in the development of radio receiving sets for the home. It is now possible to obtain radio sets—complete in beautiful low console utility models—with improved power speakers built in—using Screen Grid tubes, with Neutrodyne circuits, operating from electric light sockets—at prices so low that everyone can afford to own one! Get in touch with your Crosley distributor today—get your share of the profitable business being created by this amazing new Crosley "Companionship" Series.



### The CHUM

This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply incorporating

genuine trouble-free Mershon condenser. Dimensions: 28 1/2" high x 27" long x 14 3/4" deep. Amazingly low priced at only **\$75** Less Tubes

### The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined Crosley Type "M" Dynacoll power speaker is concealed in the cabinet. Dimensions: 29 1/2" high x 28 3/4" long x 16 1/2" deep. No radio value ever approached this model at only



**\$90** Less Tubes



### The COMRADE

This set is enclosed in the same cabinet as the "Playmate" but incorporates the refined Crosley Untrad eight-tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only **\$105** Less Tubes

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

### The CRONY

An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined Crosley eight-tube Untrad chassis and improved Crosley Type "M" Dynacoll power speaker the same as in the "Comrade". Dimensions: 42" high x 27" wide x 14 1/4" deep. No such value in radio has ever been offered at the sensationally low price of **\$112** Less Tubes



### The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley "Partner" incorporates the refined Crosley eight-tube Untrad chassis and the improved Crosley Type "M" Dynacoll power speaker the same as in the "Comrade" and "Crony". Dimensions: 40" high x 28 3/4" long x 16 1/4" deep. An astonishing radio value for only **\$118** Less Tubes



### The BUDDY

**\$55.00** LESS TUBES

This handsome "Buddy" model has a metal case with panels in beautiful burl walnut effect. The trim is silver and ebony inlay finish. The legs as shown are standard equipment. An improved Crosley Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes—two screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser. Only 24 1/4" high, 17 3/4" long, 11 1/4" deep.

*Western prices slightly higher*

## THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President  
CINCINNATI, OHIO

HOME OF WLW — "The Nation's Station"

You're *THERE* with a Crosley

# CROSLEY RADIO



**Model 106-B**  
**\$15.00**  
 (Illustrated)  
 Supplied with new  
 Phontrol Adapter,  
 especially designed for  
 Atwater Kent, Crosley,  
 and other screen grid  
 sets.



*Prices slightly higher West of Rockies and in Canada.*

**Every note... high or low, whether instrument or voice... is reproduced with startling realism by the Super Phonovox. Its lifelike tone is its own best salesman... that is why dealers find it so profitable to feature. This fine pick-up has the extreme sensitivity that only English 36% Cobalt Magnets can give. It is entirely free from troublesome rubber bearings. And Super Phonovox demonstrations lead to sales.**

# PACENT

## PACENT ELECTRIC COMPANY

91 Seventh Avenue - - New York, 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.

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# THE BIG EVENT OF

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## THE

## Big Event of

the Radio Year will be held this year *for the first time in Atlantic City!*

That means a full attendance from all the Eastern States. And as the Western States are never satisfied to be outdone, we may be sure they'll be there, too, in greater strength than ever.

The Annual Convention of the Radio Manufacturers' Association and the Annual Radio Trade Show will be held at the famous Atlantic City Auditorium . . . newly erected last year and the world's last word in size and convenient arrangement . . . June 2-6.

You all know of the many innovations now being developed for Radio use; the great increase in new and replacement business forecast in the March Issue of *Radio Retailing*; advances in tube, set, and accessory design and construction . . . events that promise to make 1930 the most interesting year that Radio has ever witnessed.

New models will be shown, new relationships entered into, old ones renewed, prices and policies announced . . . at the Atlantic City Convention.

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## ANNUAL RADIO TRADE SHOW

*Atlantic City, June 2-6*

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# T H E R A D I O Y E A R

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## The first week in June

will be *Radio Show Time*. Everyone of the 27,000 radio manufacturers, jobbers, and dealers, who read *Radio Retailing's* ANNUAL TRADE SHOW NUMBER, will be vitally interested in everything that issue contains. The advertising pages will be thoroughly scrutinized.

Exhibitors are offered space in the special advertising section at no extra cost except for color, with special coated paper, and the number of their exhibit space at the top of each page. Their advertisements in this section will double the interest in their exhibits, and will keep fresh the memory of those exhibits long after the Show is over.

Non-exhibitors have in the Annual Trade Show Number of *Radio Retailing* their *sole opportunity* to cash in fully on the concentration of interest and enthusiasm at Show Time. They are offered the same quality of paper stock, and extra colors, used by the exhibitors.

REMEMBER: The 27,000 men who are actually doing the radio business of the country will read this issue at the very height of their interest in products, services and materials . . . men who have proved their reader interest in *every* issue of *Radio Retailing* by a vote of more than *seven to one* in favor of that publication over its nearest competitor in *eight separate investigations*.

# RADIO RETAILING

*A McGraw-Hill Publication*

TENTH AVENUE AT 36TH STREET, NEW YORK

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## ANNUAL TRADE SHOW NUMBER

*of Radio Retailing. Forms Close May 15th*

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for 1930

**MORE BUSINESS . . .**

**• • FEWER TO SHARE IT**

*And the Best Seller Again **Majestic***

**H**APPY days ahead for the Majestic dealer. For 1930, more sales—fewer lines competing for them. More profits in radio—fewer lines to share them.

In 1929, you saw Majestic dealers get nearly one-third of all the electric radio sales in the country. You saw Majestic dealers average 25 sales every time the 54 competing lines averaged one sale each. In 1930 you will see even more amazing things as you watch Majestic.

*You Need No Other Line for 1930!*

This year Majestic dealers have four "firsts" to assure them the biggest year in radio history.

First place in public preference—proved by 1929 sales. First with a complete line covering every fast-moving price class. First with the super-accurate, super-sensitive Coltura Speaker. And first with a brand new profit leader to be announced soon.

For 1930, be on the inside watching the other fellows struggle. Sell the big leader, Majestic, and you need no other line. Sign up now—exclusively Majestic. Join the dealers who get nearly one-third of all the electric radio business in the country. Forget the grief of orphan lines—gyp prices—and red ink. Get set now for your biggest year. Phone or wire your Majestic distributor for information on the Majestic franchise.

GRIGSBY - GRUNOW COMPANY, CHICAGO, U. S. A.

*Majestic*  
Licensed under patents and applications of R. C. A. and R. F. L., also by Leetiphone, Lozell & Dunmore and Hogan License Associates.  
**RADIO**

M I G H T Y M O N A R C H O F T H E A I R

# Capehart Sweeps Away Price Resistance in the Automatic Phonograph Field!



"Give us an automatic phonograph to sell at an attractive price and we'll sweep the field," said music dealers. Here it is, at last—the Amperion by Capehart, a companion line to the Orchestrope at **NEW LOW PRICES!** And models for the home as well as business—radio in combination if desired.

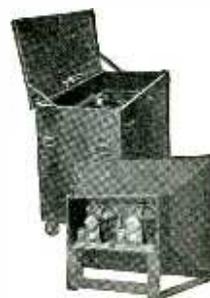
## BIGGER PROFITS THAN EVER

Capehart music is now easier than ever to sell. A big money maker for business—a new source of joy in the home. Capehart dealers have previously made \$2,000 to \$11,000 a month. Now the market is increased many fold! Price resistance has been swept away. A complete line for every purse and purpose. Big national advertising and direct mail campaigns to create new prospects everywhere.

**PLAYS RECORDS CONTINUOUSLY**  
On Both Sides Without Attention



*Orchestrope Auditorium Model for Large Halls*



*Orchestrope Park Model and Double Unit Speaker for outdoor use*



*Orchestrope Commercial Model*



*Orchestrope for the Home—a triumph of cabinet work*

## Send Coupon or Wire!

Capehart has *always* sold exclusively through dealers. New dealers wanted now to serve a greatly increased market. Investigate—send coupon or wire for the Capehart dealer's portfolio telling full details of the valuable Capehart Franchise and the opportunities for really big profits.

# Capehart

**AMPERION—ORCHESTROPE**  
THE CAPEHART CORPORATION, FORT WAYNE, INDIANA

The Capehart Corporation,  
Dept. 4854 Fort Wayne, Indiana

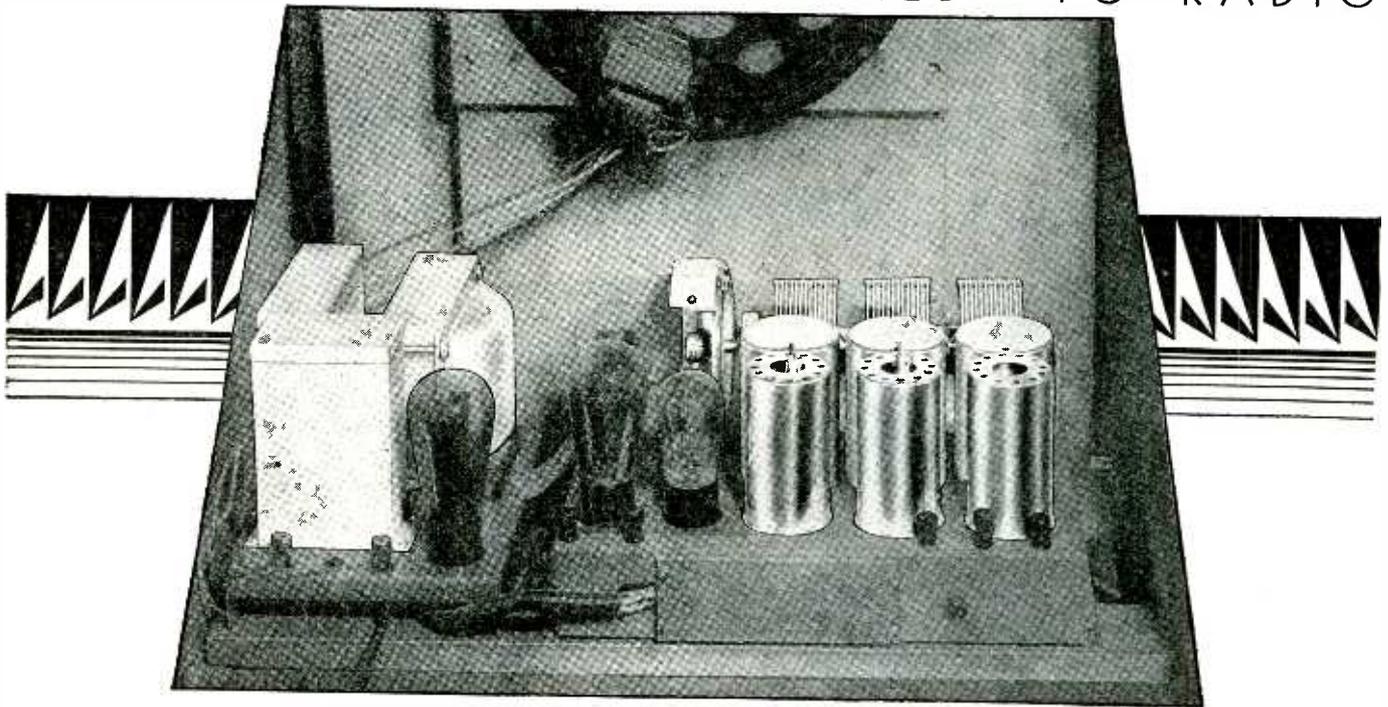
Please send, without obligation, your portfolio describing all models of the Capehart line—Orchestrope and the New Amperion—and details of the Capehart Dealer's Franchise.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## THE METAL THAT IS "TUNED" TO RADIO



# Aluminum shielding—a real talking point to speed sales ✓ ✓ ✓ ✓

Show a prospect the inside of a radio and the first thing that catches his eye is the shielding.

If Alcoa Aluminum is used for shields, this metal, with its bright and silvery appearance, will speak volumes for the quality of the material used throughout. Alcoa Aluminum has the look of quality.

Tell your customers that Alcoa Aluminum Shielding is necessary because of the tremendous amplifying power of the screen grid tube—the latest development in band pass circuits. Without Alcoa Aluminum Shielding 1930 sets would give much poorer results.

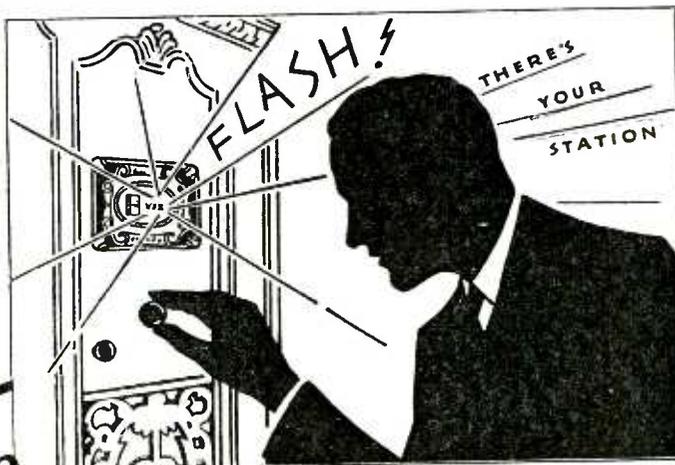
In addition to shields, Alcoa Aluminum

increases efficiency when used for variable condenser blades, foil condensers and wire. Weight for weight, Alcoa Aluminum has the highest electrical conductivity of any metal used in set construction. It resists corrosion and stays bright. It is light in weight, reducing strain on supports during shipment, thus lessening the possibility of distortion in reception. Many manufacturers also take advantage of its extreme light weight by using it for structural parts of both sets and speakers.

Let Alcoa Aluminum help you speed your sales. Tell your customers where it is used in the sets you sell. ALUMINUM COMPANY of AMERICA; 2462 Oliver Building, PITTSBURGH, PENNSYLVANIA.



# ALCOA ALUMINUM



# Thomas A Edison

**THE NAME THE PUBLIC TRUSTS**  
**.....**  
**The name that profits dealers ●**

**T**HE trend to the Edison is far more significant than mere popularity. It is definite recognition that a new day in radio has come . . . that Thomas A. Edison's name on a radio is a guarantee not only of lasting pleasure in the radio itself . . . but lasting value in the radio investment, too ● If you are already an Edison dealer, capitalize to the fullest extent the strong position you hold in the radio field. If you are not an Edison dealer, write for franchise information today!

# EDISON LIGHT-O-MATIC RADIO

DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A Edison*, INC., ORANGE, N. J.

**EDISON DISTRIBUTORS:**

- EDISON DISTRIBUTING CORP. AT THE FOLLOWING ADDRESSES: ATLANTA, 199 Forsyth St., S. W. BOSTON, Statler Bldg. . . .  
 CHICAGO, 3130 So. Michigan Ave. DALLAS, Santa Fé Bldg. DENVER, 1636 Lawrence St. KANSAS CITY, 2107 Grand Ave. . . .  
 MINNEAPOLIS, 608 First Ave. N. 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  
 CLEVELAND, B. W. Smith, Inc., 6545 Carnegie 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. MEMPHIS, Russell-Heckle Co. NEW ORLEANS,  
 Southern Radio Distributors, 128 Chartres St. NEW YORK, Blackman Distributing Co., 28 W. 23rd St. OGDEN, Proudfit Sporting Goods  
 Co. PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. ROCHESTER, Alliance Motor Corp. 727 Main St., East. . . .  
 SAGINAW, Morley Brothers. ST. LOUIS, The Clentone Co., 2342 Olive St. SYRACUSE, Alliance Motor Corp. TAMPA, Tampa Radio  
 Corp. WATERBURY, Sprague Electrical Supply Co.

# TWICE *as much* *help for* YOU!

The American Weekly has over 6,000,000 circulation—twice as much as any other publication on earth. With twice the circulation, chances are it reaches twice as many of your customers as any other magazine. When a manufacturer tells you he intends to advertise in The American Weekly, display his goods and benefit by the advertising. Remember “twice as much” circulation means twice as much help for you.

### *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.

Would you like to receive a copy?  
Write to The American Weekly,  
9 East 40th St., New York City.



# TRIAD TUBES ■ ■ ■ ■

■ ■ ■ ■ AS PERFECT AS  
HUMAN HANDS AND ENGINEERING  
SKILL CAN MAKE THEM ■ ■ ■ ■

Rigid and relentless testing throughout the entire manufacturing process; infinite care in production; constant engineering research conducted in the TRIAD Laboratories—these features bring to the design of Triad Tubes every improvement known to modern radio science ■ They have won for TRIAD quality—a nationwide popularity—a popularity that is expressed in a continually growing demand with every passing day!

## New, Improved Construction Triad Tubes, T-24, T-27 and T-45

Another achievement of Triad engineers—new construction renders them far more rigid, protects them against burn-outs and eliminates microphonics ■

TRIAD MANUFACTURING CO., Inc.  
Pawtucket, R. I.

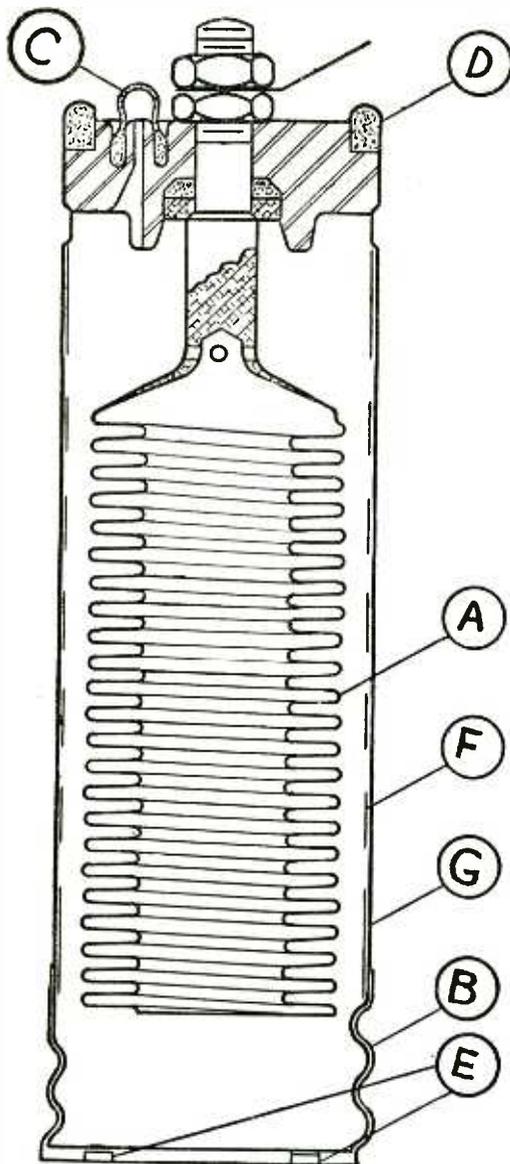


TRIAD tubes are now fully licensed under all R. C. A. General Electric and Westinghouse Electric Mfg. Co. Patents

# TRIAD RADIO TUBES

## Mr. Executive:

Compare the Sprague Electrolytic with any other condenser. Use it—test it—and judge for yourself its amazing performance. And here are just a few of the reasons why Sprague Electrolytic Condensers can give you better service.



- A One piece anode made entirely of pure aluminum; no welded or riveted joints either above or below the electrolyte.
- B Screw type socket mounting making for maximum flexibility in receiver design.
- C Protected vent, vulcanized in hard rubber top, forming one piece unit.
- D Pressure seal, with no possibility of cutting gasket.
- E Locking lugs in socket to prevent condenser shaking loose during shipment.
- F Shield, precluding possibility of internal short circuit.
- G Individual container allowing space to be utilized with maximum flexibility.

Individual cathodes eliminate all leakage between anodes and allow maximum flexibility in circuit design. Increased life, less leakage and much better shelf characteristics due to anode with edge effect of less than 10% of spiral type. Leakage current guaranteed not to exceed .2 milliamperes per MFD at 400 volts after 5 minutes or .065 milliamperes per MFD at 350 volts after 5 minutes.

*And there are the well known paper condensers made by Sprague—made with the same precise skill as the Sprague electrolytic. Types and sizes to fit your every condenser need.*

**SPRAGUE SPECIALTIES COMPANY**  
QUINCY, MASSACHUSETTS

SPRAGUE ELECTROLYTIC AND PAPER CONDENSERS  
WILL SOLVE YOUR CONDENSER PROBLEMS



# 14 POINTS OF SUPERIORITY FEATURE THE NEW GENERAL ELECTRIC DE LUXE CLEANER



- 1 Extraordinary suction—more than enough for any task.
- 2 No oiling—its General Electric motor has ball bearings packed in lubricant.
- 3 Light weight—body of cleaner, motor base and cap are made of aluminum.
- 4 Has high fan efficiency—seven-blade all-steel fan in which threads, string, hair will not tangle.
- 5 Chromium plated handle with rubber grip—switch located within easy reach of fingers. Rubber grip prevents marring of finished surfaces.
- 6 Hand Lock—handle can be locked in five different positions making cleaner available for easy cleaning of stairways and under furniture.

- 7 Adjustments on rear caster permit nozzle to be set at proper height for thorough cleaning of any length nap rug or bare floors.
- 8 Easy-to-empty bag—has extra large opening at top.
- 9 Aluminum spring type non-rusting bag clamp seals bag perfectly.
- 10 Special cloth trap in throat of bag prevents dirt from spilling when bag is removed from cleaner.
- 11 Special casters—cannot mar floors and are quiet.
- 12 Exceptionally low price for such a high quality, powerful cleaner.
- 13 Rubber covered cord is highly flexible. Equipped with moulded all-rubber plug, which is unbreakable.
- 14 Guaranteed by General Electric.

HANDY CLEANER

**\$13.50**

STANDARD MODEL

**\$35.00**

JUNIOR MODEL

**\$24.50**

DE LUXE  
MODEL

**\$42.50**

The whole line-up of General Electric Cleaners offers you an exceptional spring sales opportunity. Current magazines announce the De Luxe Model. Dominant newspaper smashes carry the full General Electric Cleaner story to prospects in your own community. See your General Electric Merchandise Distributor about them.

You can feature the new De Luxe Model and sell the entire line . . . And stack up real cleaner profits by cashing in on the tremendous prestige of the General Electric name.

**SEND THIS COUPON  
FOR PLAN BOOK**



General Electric Company,  
Bridgeport, Conn.  
Merchandise Dept., Section V-604,  
Send me "In Step with the Times," which contains  
complete information about General Electric  
Cleaners and how to sell them.

Name .....

Address .....

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

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

BRIDGEPORT, CONNECTICUT

GENERAL  ELECTRIC 

MERCHANDISE PRODUCTS

PAMS ARE MADE ONLY BY SAMSON

# PAM

REG. U.S. PAT. OFF.  
SOUND AMPLIFIER

*PAM Equipped, F. A. Day, Junior High School—Newtonville, Mass.*

## PAM, the new faculty member

With a PAM school amplifying system important lectures, talks, educational radio programs or phonograph records can be reproduced for the pupils in any or all rooms simultaneously.

This system is one which has been designed from information as to educational needs supplied us in a national survey by school boards, superintendents, principals and teachers. It is not a system adapted from other systems to partially fill the wants of the school.

The lecturer can be in the principal's office, the school auditorium or at any point properly connected with the amplifier system, and his voice is instantly brought to the pupils and teachers.

The distribution of reproduction in the PAM system is at the finger tips of the operator. Volume of the program is both visual and aural, assuring the correct level in each room. Whether one loud speaker or all are in service, no variation in volume is experienced.

The PAM system is also a group address equipment for the auditorium, allowing the weaker-voiced to be heard distinctly. It may serve as an accompaniment to motion pictures or entertainments.

The PAM school amplifying system also distributes

music for setting-up exercises, luncheon, dancing, gymnastic instructions, and the school's social functions.

The finest recordings on phonograph records of music, drama, elocution and language are made available for any or all classes by a PAM school amplifier system.

PAM equipment operates from the electric light socket, entirely eliminating batteries and their attendant care. It is made in accordance with Underwriters' requirements.

The PAM amplifier system is made by the manufacturer of Samson fire alarm and telegraph systems, which have been used in schools for the last thirty-five or forty years.

Our 36-page bulletin, RR19, "PAM, The New Voice in Education," describes the position of radio programs in schools' curricula and other uses of PAM school equipment and installations. This bulletin should be of great value to the electrical contractor or radio dealer interested in the sale and installation of this type of equipment. Write on your letterhead, enclosing 25c. in stamps, and we will send it promptly.

Main Office  
Canton, Mass.

**Samson Electric Co.**  
MANUFACTURED SINCE 1892  
MEMBER  
**RMA**

Factories: Canton and  
Watertown, Mass.

Tune in on the Graybar hour, 10 to 10:30 P. M., Eastern Daylight Saving Time, every Tuesday . . . . . Columbia Broadcasting System.

## RUNNING A STORE OR A STOREROOM?

Some dealers run a store. Other dealers, a storeroom—full of all kinds and varieties of merchandise stocks.



Some of the costs of running the storeroom end of the business belong to the distributor.



Graybar, the largest electrical distributor, carries the big part of this burden for all Graybar dealers.



Those dealers earn profits that other dealers lose in excess merchandise.



Graybar has a plan that will make money for the dealer who will let Graybar carry part of the stock load. This plan can be suited to your needs. Ask us.

# GraybaR

OFFICES IN 76 PRINCIPAL CITIES—EXECUTIVE OFFICES: GRAYBAR BUILDING, NEW YORK, N. Y.

# SERVICE COMPANIONS

No Service department can operate so successfully, so rapidly or at such low cost as those who own

## DAYRAD Radio Service Equipment

As an example of engineering skill, and simplicity in operation, we introduce to you this wholly new and economical instrument, the

### DAYRAD RADIO SET ANALYZER



- 4 D.C. Ranges, 20—100—200—600 volts.
- 2 M.A. Ranges, 20—10 MILLIAMPERES.
- 4 A.C. Ranges, 4—8—160—800 volts.
- Choice of Weston or Jewell Meters.

#### TESTS ALL SETS

Both 280 Plates—Self-Contained Continuity Test—Resistance and Capacity Tests—No Panel Adapters—Solid Bakelite Case.

### THE DAYRAD TYPE B TUBE CHECKER OVER 14,000 SOLD TO DATE

**NO** Adapters—  
Rheostats—

Tests all Tubes; Amplifiers, Screen Grid, Rectifiers—Both 280 Plates Separately—Reliable—Accurate—Choice of Weston or Jewell Meters.



**DEALERS  
NET PRICE**

**\$22.75**

**COMPLETE**

*You Can't Afford To Be Without These Service Instruments  
Send for Complete Catalog Now.*

## RADIO PRODUCTS CO.

Fifth & Norwood (Dept. R) Dayton, Ohio

**WHAT YOU  
SPECIFY**

in a cabinet is doubtless  
what you want.

And ADLER-ROYAL will  
give it to you—precisely  
executed, safely crated, on  
time and at the right price.

## ADLER-ROYAL

can do this because of a  
combination of efficient  
production methods and a  
staff of workmen long im-  
bued with the highest ideals  
of craftsmanship.

Of course an inquiry will  
not obligate you.

ADLER MFG. CO., Incorporated  
LOUISVILLE, KY.

**DEPENDABLE  
CABINETS  
NEED COST  
NO MORE**



## FINE APPEARANCE BUILDS SALES —fine performance, REPUTATION

Beautiful cabinet work may be, and frequently is, a deciding factor in the purchase of a radio receiver, but it is continuously fine performance of a set that keeps it sold—and builds up a dealer's reputation.

Quality reception is dependent upon the permanent insulation of all electrical parts. Any impairment of insulation values affects receiver performance. Since the earliest days of radio broadcast reception manufac-

turers of radio equipment have relied upon Bakelite Materials to provide dependable insulation under all operating conditions.

At least 95 percent of all radio receivers are insulated with Bakelite Materials. Probably all of those in your store are so insulated, but it would be a wise precaution to make certain. You would be interested in Booklet 39, "Bakelite In Radio"—ask us to mail you a copy.

BAKELITE CORPORATION, 247 Park Ave., New York. CHICAGO OFFICE, 635 W. 22nd St.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin St., Toronto, Ont.

# BAKELITE



The registered Trade Mark and Symbol shown may be used only on products made from materials manufactured by Bakelite Corporation. Under the copy

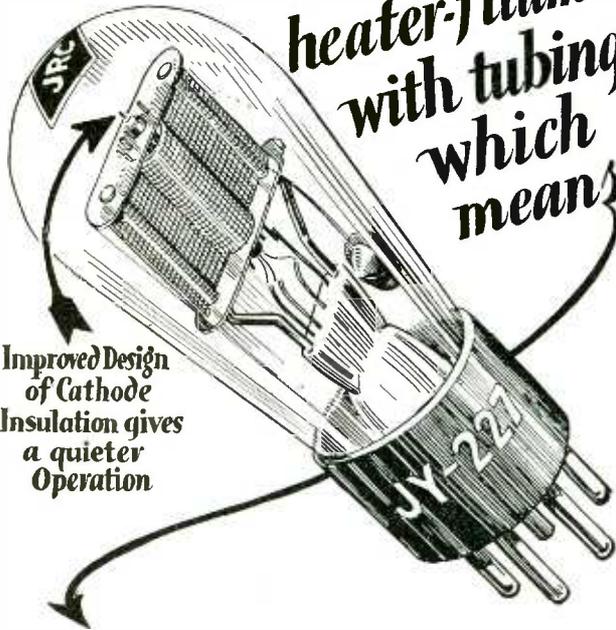
tol "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

## THE MATERIAL OF A THOUSAND USES

**The Heater is the Heart of the Tube**



*is first to completely insulate its heater-filament with tubing which means*



Improved Design of Cathode Insulation gives a quieter Operation

- 1.—Quick reception with absence of hum
- 2.—Quieter operation
- 3.—Greater uniformity
- 4.—Longer life

**T**HIS outstanding achievement of JRC Research Laboratories means tubes that will sell—tubes that will give unusual clarity and richness—tubes that reduce servicing to a minimum.

**GREATER STRENGTH**

*is obtained by double plate and double grid support and mica discs both top and bottom.*

**JRC** **JOHNSONBURG RADIO CORPORATION**  
JOHNSONBURG, PENNA.

To Think of

**Transformers**

is to Think of

**THORDARSON**

TRANSFORMER SPECIALISTS  
..... Since 1895 .....

- Microphone Transformers . . . . .
- Line to Tube, Tube to Line, Line to Line
- Mixing Transformers • Coupling Trans  
formers • Filter Chokes . . . . .
- Audio Transformers • Impedance  
Matching Transformers • Power  
Compacts . . . . .
- Speaker Coupling Transformers
- Complete Amplifiers . . . . .

**Thordarson Electric Manufacturing Co.**

Huron, Kingsbury and Larrabee Sts.  
Chicago, Illinois, U. S. A. . . . .

# THERE'S A NEW KIND OF JOBBER . . . AND A NEW KIND OF DEALER WAITING FOR THIS NEW KIND OF DEAL! . . . *does this mean you?*

**N**INETEEN THIRTY will find a new kind of jobber and a new kind of dealer in the radio field.

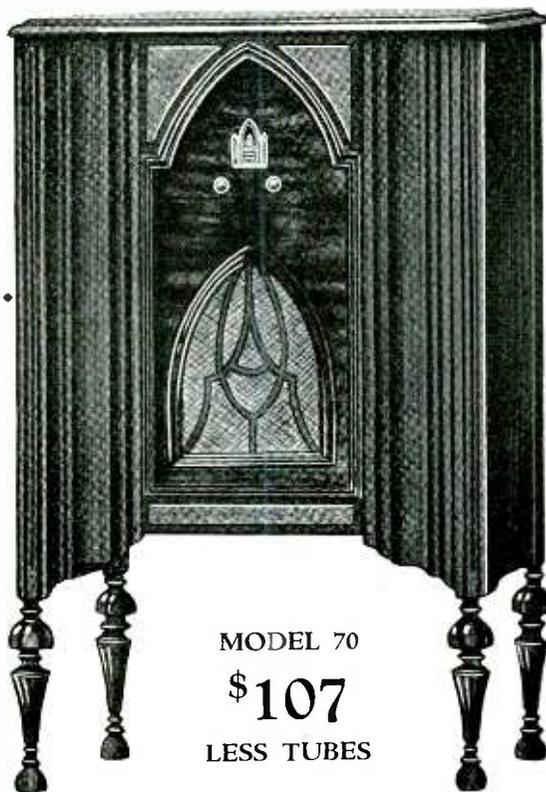
They will be men who have observed the coming and going of "flash-in-the-pan" radio man-

ufacturers; who have seen inflated advertising campaigns blow up like soap-bubbles, and who have taken the losses imposed upon them by inferior merchandise, engineered with hope rather than with knowledge.

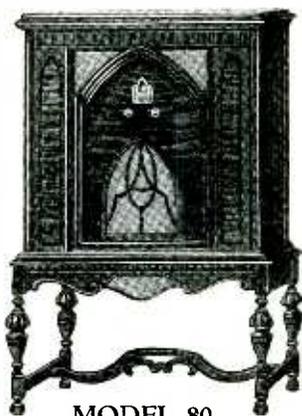
Today these men are looking for a new kind of deal. They are studying records—weighing personnel, demanding a real product, sanely and sensibly advertised. They are determined to make profits that will stay on their books.

Audiola—with 8 successful years in building radio behind it, offers just that kind of a deal. Those jobbers and dealers who are seeking an opportunity to sell fine radio at a price that will appeal to the greatest mass of buyers, will find true quality and overwhelming value in the Audiola. Sound, original engineering; careful, painstaking manufacture, and cabinets that are really different, will make Audiola a solid, substantial factor in 1930 radio sales.

Interested jobbers will find that the Audiola proposition has attracted the finest representatives in the field, who are waiting to present an interesting story.



MODEL 70  
**\$107**  
 LESS TUBES



MODEL 80  
**\$119** LESS TUBES

*Write for Complete Details of  
 1930's Most Sensible Propo-  
 sition to the*

AUDIOLA RADIO CO.  
 430 So. Green St., Chicago, Ill.

## . . . GET THESE FACTS!

- |   |  |
|---|--|
| 1. NEW four tuned circuit—triple screen grid              | 4. Deep, rich tone, clear speech           |
| 2. Full-size electro-dynamic speaker, carefully baffled   | 5. New modernized Gothic design cabinets   |
| 3. Highly selective, very sensitive and absolutely no hum | 6. <b>SOLD TO ESTABLISHED JOBBERS ONLY</b> |

"KNOWN FOR ITS TONE"

# AUDIOLA

8 SUCCESSFUL YEARS OF BUILDING FINE RADIOS

# STEADY AS A GYRO-COMPASS

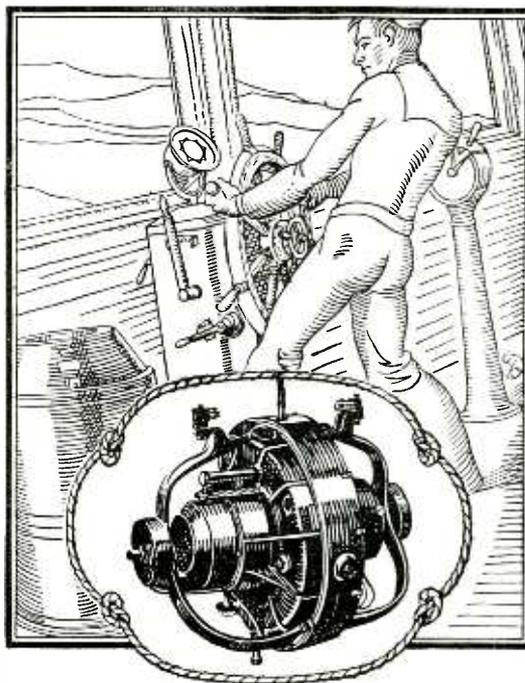
Your Business Paper  
Marks a True Course



HIGH up in the wheelhouse of a ship there spins a gyroscopic compass, pointing ever at True North. With automatic precision it warns the navigator of the slightest deviation from his course. By its aid he steers his ship unerringly across the waste of waters to its destined port.

Just so the printing press, revolving steadily in its great frame, is symbolic of the guiding function of the business paper in keeping business headed straight. Is industry threatened by stormy times? The business paper points the way across an area of uncertainty to the smooth waters of stability. Does an industry veer from its course to follow misleading lights? The business press sounds a warning. Is the ship of business blown off its track by a sudden shift in public demand, or swerved aside by an unexpected change in production or sales technique? The business press points out the course to safety and prosperity.

It is this function of the industrial and merchandising press, no less than its service



as a source of news and data, which makes it a power to be reckoned with in business affairs. For the modern business paper is an essential factor in every progressive industry. By its competence in the gathering and presentation of information, it has made itself indispensable. For its independence in the editorial interpretation of that information

it has become respected. It is a strong organization, efficiently staffed and capably administered. It commands a sound, paid, audited circulation. Its news and editorial pages are unbiased and unbuyable.

And for these reasons its advertising pages are bought by businesses with a story to tell to its readers.



THIS SYMBOL identifies an *ABP* paper . . . It stands for honest, known, paid circulation; straightforward business methods and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.

## THE ASSOCIATED BUSINESS PAPERS, INC.

FIFTY-TWO VANDERBILT AVENUE · NEW YORK CITY



*This publication is a member of the Associated Business Papers, Inc. . . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.*

# Radio dealers...

## Is this your problem...



*Are you making  
6 months' radio sales carry  
12 months' overhead?*

*With the seasonal slow-up of radio sales many dealers are wisely seeking a way to maintain sales volume and increase profits.*

The purpose of this announcement is to bring you directly in contact with one of America's large manufacturers, producing a nationally advertised staple home convenience.

This manufacturer has been broadcasting over national networks for the past two years. The product is known to millions of homes.

*It offers you these advantages*

- no style element is involved; no losses incurred from obsolete stocks
- one model meets all trade demands
- small investment with rapid turnover
- a good year 'round seller—a profit every month
- practically no service attention required; not one service call for mechanical reasons has been requested on the first 20,000 of new models delivered
- already a favorite profit maker with many of America's largest and most successful retailers
- value is outstanding; price is popular; meeting all competition

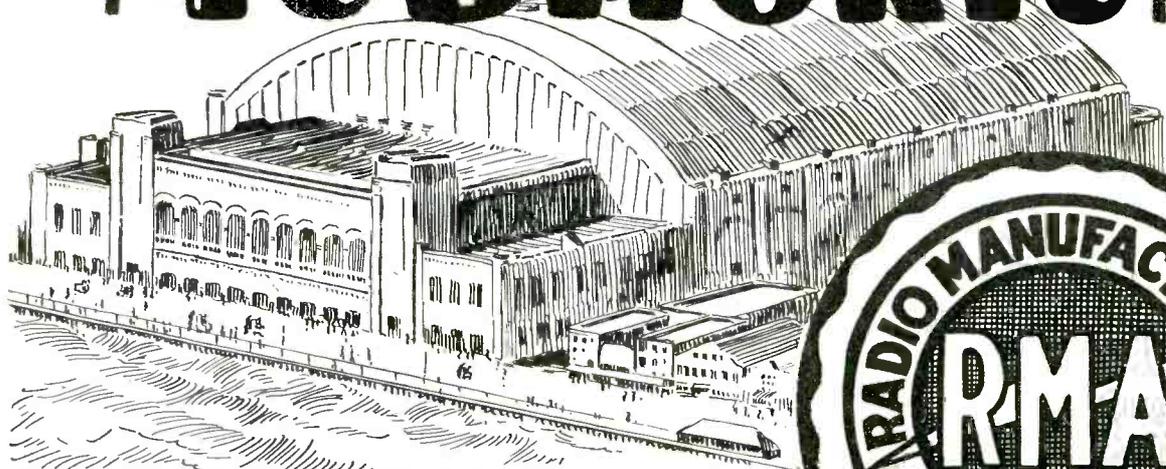
*This message, directed to the radio trade, has been inspired by the many inquiries already received from radio dealers.*

Address your inquiries to R. & S., care *Radio Retailing*,  
Tenth Ave. & 36th St., New York, N. Y.

# 4th RMA Trade Show

## ATLANTIC CITY

### AUDITORIUM



**JUNE 2 to 6th**



**EVERYBODY WILL BE THERE**

Every branch of the radio industry will be represented in Atlantic City during the week of June 2nd to 6th. It will be the largest gathering of radio men in the history of the industry for during the same week as the Trade Show, the Sixth Annual R.M.A. Convention, the National Federation of Radio Associations, the Radio Wholesalers Association, and the Institute of Radio Engineers will convene in Atlantic City.

Many important subjects of vital interest to everyone in the industry, particularly dealers and jobbers, will be discussed in the light of the industry's present condition and future prospects.

The latest receiving set models and accessories will be

displayed and demonstrated under one roof, making it easy for the trade to see what the manufacturers offer for the coming season.

Atlantic City abounds in first class hotels. Visitors to the Trade Show can be assured that an average of \$10.00 per day will cover living expenses. All railroads are offering special fare and one-half rates for the round trip to Atlantic City.

Make your hotel reservations through the Atlantic City Convention Bureau, Atlantic City, N. J. Invitation credentials for the Trade Show will be mailed to the trade about May 1st.

**RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW**

Times Bldg.

Room 1904

New York

Under Direction of U. J. Hermann and G. Clayton Irwin, Jr.



The **New**  
**Readrite**  
Model 245

Tests  
Screen  
Grid

**\$12**  
NET

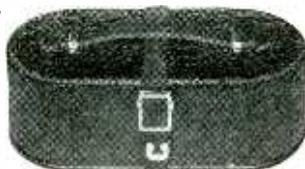
## Set Analyzer and Tube Tester

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**

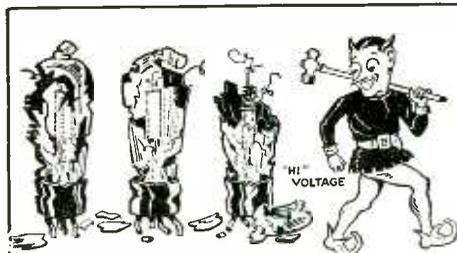
Established 1904  
6 College Ave., Bluffton, Ohio

# Harmful "Hi!"

You know what happens when high ("Hi") voltage hits radio sets and tubes. Everybody knows.

To end these troubles, we make the Wirt Voltage Regulator—a variable voltage control that is attached between the convenience outlet and the radio set. It effectively controls constantly high voltages to a safe maximum.

The Wirt Voltage Regulator is a profitable item to handle. Hundreds of thousands in use. Fully guaranteed. Two sizes—now read the advertisement that appears in Collier's Weekly, April 12th, to tell 2,220,000 people how they can get more satisfaction from their AC radio sets:

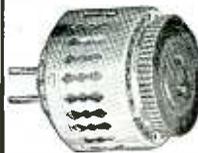


## "Hi" Voltage ruins radio tubes

HIGH voltage, prevalent everywhere, burns out your radio tubes long before they would normally be used up. There is one safe remedy, recommended by a number of the best set manufacturers and radio dealers everywhere—

### Wirt Voltage Regulator

Easily, instantly installed in any socket or base receptacle. Holds line voltages down to safe maximum. Tends to eliminate line noises. Improves local and DX reception. Fully guaranteed. Hundreds of thousands now in use.



Two sizes—211-B (\$3.25) for sets with dynamic speaker and sets with seven or more tubes; 211 (\$2.25) for sets with less than seven tubes and sets without dynamic speaker. See your radio dealer now.

**WIRT COMPANY**  
PHILADELPHIA PENNSYLVANIA

THIS PUBLICITY WILL INCREASE YOUR PROFITS.  
ORDER THROUGH YOUR JOBBER

**WIRT COMPANY**  
PHILADELPHIA PENNSYLVANIA

# 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.

**NOW IS THE TIME  
TO SELL THIS  
ITEM. STOCK IT.**

## An Exclusive Selling Feature

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 the best selling Lightning Arrester on the market.

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.



LISTS PRICE  
**\$2.50**

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

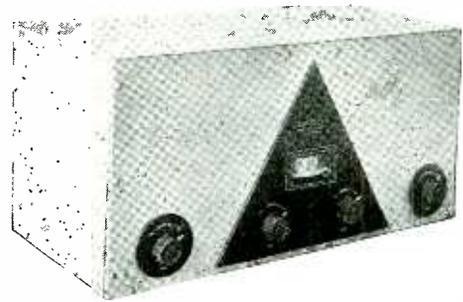
# WORLD WIDE RECEPTION

WITH THE NEW

# NORDEN-HAUCK

SHORT WAVE

# SUPER DX-5



Size: 9x19x10 inches

Weight: 30 lbs.

**ENTIRELY NEW**

**ADVANCED DESIGN**

**NEW PENTODE TUBE**

**SENSATIONAL DISTANCE**

**14-190 METERS RANGE**

**RELIABLE PERFORMANCE**

**AC AND DC MODELS**

Adaptable for Long Waves



*Write, Telephone or Telegraph Today for  
Complete Information*



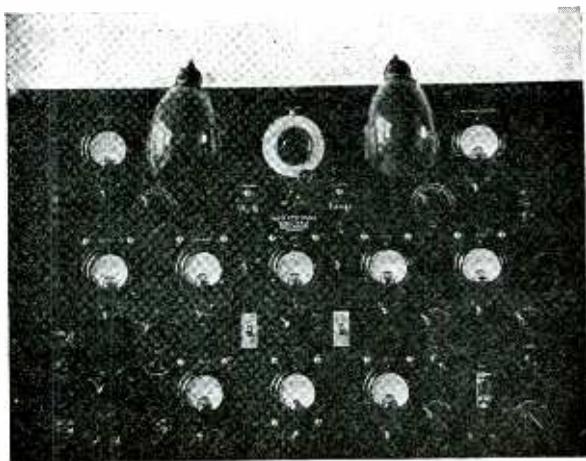
# NORDEN-HAUCK, Inc.

ENGINEERS

N. W. Corner Delaware Ave. and South St.  
PHILADELPHIA, PA., U. S. A.

# NEW TESTING EQUIPMENT

For Complete Receiver Service Work  
and in the Laboratory



Size: 24 in.x38 in. Weston Equipped

## PANEL TX-600

Every possible Receiver and Tube\* test is made instantly on this new Tester with direct readings.

The time loss and bother in assembly of meters and various parts for different operations, as with small portable equipment, is all eliminated by the TX-600 Panel.

It is the fastest complete Tester made, and is in fact the only instrument of its kind on the market.

No progressive Service Organization can really afford to be without this up-to-date equipment and its big time-saving factor.

\*Including Pentodes.

*Quick — Accurate — Direct Reading — Complete — All Electric*  
DESCRIPTIVE LITERATURE ON REQUEST.

**NORDEN-HAUCK, Inc., Engineers**

Delaware Avenue & South Street  
Philadelphia, Pa., U. S. A.

*The Important Issue  
of the Year*

## JUNE RADIO RETAILING

The Jobber at the Trade Show—

The Jobber at home—

The Dealer at the Trade Show—

The Dealer at home—

For them all

*Radio Retailing* is the  
1930 buying guide

Forms close

# May 15

*Standard the  
World Over . . . . .*

## JANETTE Rotary Converters

Argentina, Mexico, Uruguay, Australia, England, Belgium, New Zealand—everywhere—you'll find JANETTE Rotary Converters in the same leading position which they occupy in the U. S. A.

Wherever there's D.C. to be changed into A.C. for the operation of radio sets and fonographs you can be sure that somewhere around is a JANETTE Converter—doing its job faithfully without ripple, hum or noise.

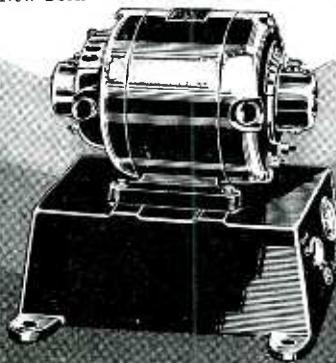
Standard units for 32, 115 or 230 volts D.C. input 110 volt, 60 cycle A.C. output.

*Write for Bulletin 1229-C.*

**JANETTE MANUFACTURING CO.**  
555 West Monroe St., Chicago

Singer Bldg.,  
149 Broadway,  
New York

Real Estate  
Trust Bldg.,  
Philadelphia



**POWEROHM**

**Your Business Is Service**  
...ours is to help you give it!

This replacement of faulty resistance is an important part of your business. You must be certain of the dependability of the units you install.

That's where we can help. Not alone do we manufacture resistances of all types and all ranges for every conceivable radio use, but we also make precision resistances with such care and precision that they will always justify your faith in them. Follow the lead of leading set manufacturers—**STANDARDIZE ON DURHAM!** Write for interesting data pertaining to correct types to use with standard radio receivers.

**RESISTOR**  
PRECISION WIRE WOUND  
10000 OHMS  
RANGES 500 TO 500,000 OHMS.

**DURHAM**  
METALLIZED

**RESISTORS & POWEROHMS**  
INTERNATIONAL RESISTANCE CO.  
2006 Chestnut Street, Philadelphia, Pa.

Three Books that will 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 Supervisor 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 as 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.

**Quick Profits from A New Market—**



[WRITE TODAY TO DEPT. R]

The Kato Konverter changes 32 volt D. C. current to power for A.C. all-electric Radios. Now the great farm market is open and eager to buy equipment that brings the best in radio service and entertainment. The Kato Konverter is reasonable in first cost, thoroughly dependable and economical in operation; is guaranteed for one year. Thousands are in use. Thousands more will be sold in 1930. Get your share of profits. Also (220 volt D.C., 110 volt D.C.) to 110 volt A. C.

[Kato "A" & "B" Battery Eliminators to operate from 32 volt light plants will also extend your field for profits.]

**KATO ENGINEERING CO.**  
Mankato, Minnesota



A vital factor in quick heating tubes—

**SUMMERILL SEAMLESS NICKEL TUBING**

Radio tube manufacturers can use Summerill Seamless Nickel Tubing in the manufacture of quick heating tubes with the assurance that it is the best obtainable and is backed by an experience extending over thirty years.

**THE SUMMERILL TUBING CO.**  
Founded in 1899  
BRIDGEPORT, PA. (Philadelphia District)

**MC GRAW-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 \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

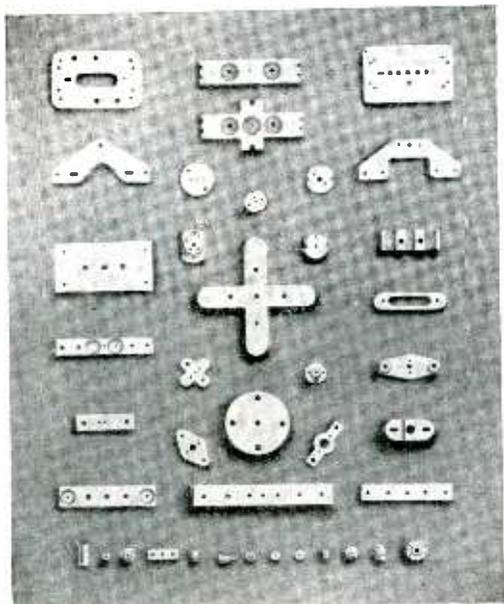
Name .....

Home Address .....

City and State .....

Name of Company .....

Occupation ..... R.R. 4-30



## LAVA INSULATORS

Each part made to special design.  
We invite correspondence.

AMERICAN LAVA CORPORATION  
1421 William St., Chattanooga, Tenn.

# 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.

15,000 Ohm  
Double Variable



Replace with MAYO.  
"They're Guaranteed."



Atwater-Kent No. 37 Block  
Type 283

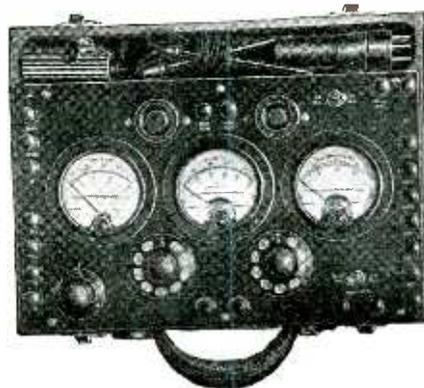
Write for new catalogue sheets

**MAYO LABORATORIES, Inc.**  
281 East 137th St., New York City

CONDENSER	BLOCKS	Type	List
Majestic B	Eliminator	287	\$7.00
Majestic	Super B	281	7.50
Majestic Set	(1928 m. d. b)	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	Eliminators (All models)	T-287 5.00
Zenith Pack		T-282 9.00
Mohawk A.C.	27 to 28 (226 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



## Valuable Data Service with WESTON Model 547

IF YOU are an owner of the Model 547 and have failed to send in your registration card you are overlooking a valuable and perpetual data service, which Weston renders gratis to all purchasers of this radio set tester.

The Model 547 when supplemented by the use of these instructions enables the service man to check receivers in accordance with set manufacturers operating standards. It makes radio servicing simple, scientific, speedy and profitable.

Thousands of the Model 547 are now in use, aiding manufacturers and dealers to maintain the highest standards of set performance. Write for complete descriptive information.

FOR RADIO SERVICE EQUIPMENT  
VISIT OUR BOOTH AT THE  
R.M.A. CONVENTION, JUNE 2-6  
ATLANTIC CITY, NEW JERSEY

WESTON ELECTRICAL INSTRUMENT CORP.  
581 Frelinghuysen Avenue, Newark, N. J.



What YOU Have Needed!

# DYNAMOTONE NEEDLES

Specially Designed for Electrical Reproduction

Entirely different from the old type of phonograph needle... different from the inside outward... from the formula up... the first needle purposely designed to cope with RADIO'S problems. To you who make, job or retail radio products... to manufacturers and technicians

interested in the electro-magnetic pick-up from any angle... to exhibitors and business men concerned with sound-on-record. DYNAMOTONE NEEDLES mean Better Results through More Lifelike Reproduction of Voice and Music.

Samples and Information on Request

**BRILLIANTONE Steel Needle Company of America, Inc.**  
 Pennsylvania Terminal Building, 7th Ave., at 30th St., New York City

## POTTER GROUND CLAMP VISE GRIP CONTACT—EASY TO INSTALL, RUST PROOF—PERMANENT—MODERN



Standard Pkg. 25

Electrical devices such as the radio, electric ice machine and oil burner require grounding. Every telephone and electric service installation also requires a ground. The ground wire for each should be attached to a water pipe or ground rod with a Potter Ground Clamp for best results. The standard clamp fits 1/2 inch and 3/4 inch pipe. Installation is as easy on pipe close to wall as in open space.

Price 20c

**The Potter Co.**  
 North Chicago, Illinois

A National Organization at Your Service

## WASMUTH-GOODRICH COMPANY



Fine Radio Cabinets  
 fashioned by  
 Master Craftsmen

103 Park Ave., New York  
 Peru, Indiana

## 4th ANNUAL TRADE SHOW NUMBER

of Radio Retailing

Advertising Forms Close May 15!

To help the executive get full cooperation from his employees, associates and superiors—

## The Technique of Executive Control

By ERWIN HASKELL SCHELL  
 Professor of Business Management, Massachusetts Institute of Technology.

New Third Edition

171 pages, 5 1/2 x 8 inches  
 \$2.00 postpaid



THIS book offers a concrete analysis of the problems that confront the executive in his relations with his subordinates, associates and superiors.

It points out the rational and truly effective methods of approaching everyday problems and suggests the elements of fundamental importance in the final solutions.

### Methods of "Getting Things Done"

Practically every factor which is at all likely to affect "getting the work done" is given a clear discussion—and, in each instance, the most valuable kind of suggestions are made for the turning of that factor to the very best advantage.

In relation with subordinates, the executive finds in this book basic discussions of executive tools for stimulating, stabilizing, restraining, advancing, improving, dismissing and guiding employees.

In relation with associates and superiors, the executive is given the most practical kind of counsel for the handling of specific types of difficult situations. Disagreement with orders—delays in required action—opposition to his own methods—and countless other items—are all given a thorough and understandable treatment.

### Section Headings

I. Introductory. II. Executive Tools. III. Executive Control. IV. Executive Stimulation. V. Executive Duties. VI.-VII. Difficulties with Subordinates. VIII. Difficulties with Superiors and Associates.

See this book for 10 days FREE  
 Simply mail the coupon.

## MC GRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York.

Send me a copy of Schell's THE TECHNIQUE OF EXECUTIVE CONTROL, \$2.00 postpaid, for 10 days' free examination. I agree to remit for the book, or return it postpaid within 10 days of receipt.

Signed .....

Address .....

City and State .....

Official Position .....

Name of Company .....

(Books sent on approval to retail purchasers in the U. S. and Canada only.)

R. R. 4-30

# 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

## There is a Searchlight Section

in each McGraw-Hill paper:

- American Machinist (American Edition)
- Aviation
- Bus Transportation
- Chemical and Metallurgical Engineering
- Coal Age
- Construction Methods
- Electric Railway Journal
- Electrical Merchandising
- Electrical World
- Engineering News-Record
- Engineering and Mining Journal
- Engineering and Mining World
- Factory and Industrial Management
- Food Industries
- Industrial Engineering
- Metal and Mineral Markets
- Product Engineering
- Power
- Radio Retailing
- Textile World

For advertising rates and other information on any or all of these publications, address

SEARCHLIGHT DEPT.  
Tenth Ave. at 36th St., New York

**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.

### We Carry a Complete Stock of

#### REPLACEMENT PARTS FOR

FREED-EISEMANN,  
FRESHMAN, EARL  
AND FREED SETS

Send for special service parts bulletin.

We will answer all questions relating to above sets.

Freed Radio Sales Service  
16 Hudson St., New York City, N. Y.

### TUBES .25

CARTON OF 50

Nationally known, all types.  
Write for 300 other "bargains".  
RADIO SCHIER COMPANY  
135 Liberty Street, New York City  
"Selling Radio Since 1919"

## Take Our Word For It!

Your customers will get twice the pleasure from their radio with

### RADEX

"The Tuning Book"

"There are two things we appreciate very much in our home—our radio and your RADEX — one is no good without the other."

A. W. Griffith, 1101 E. 16th St., Okla. City.

"I cannot see having a radio set without your RADEX—it's like a tube missing."  
A. de Tcherniadieff, Havana, Cuba.

Your customers will come back each month for them.

Send \$2.00 for one dozen.

THE RADEX PRESS  
1300 E. 6th St., Cleveland, Ohio

**REPRESENTATIVE WANTED**

**Sales Representatives Wanted**  
Sell a quality Chassis from manufacturer direct to dealers, chain stores, department stores. Factory representative or jobber salesman experience and familiarity with accounts in your territory necessary. Attractive commission basis. Write (1) experience (2) outline territory you know. RW-120, Radio Retailing, Tenth Ave. at 36th St., New York.

**REPRESENTATIVE AVAILABLE**

**Local Representative**  
Covering entire metropolitan territory including New Jersey is open to take on from reliable manufacturers radio or allied lines. Give full details. Henry I. Schwartzman, 1726 Union St., Brooklyn, N. Y.

**BUSINESS OPPORTUNITY**

RETAIL business established thirty years in New Jersey doing \$100,000 yearly. Electrical, hardware, radio, etc. Other interests. Will sacrifice. Long lease. BO-122, Radio Retailing, Tenth Ave. at 36th St., New York.

### MANUFACTURER'S REPRESENTATIVES

"Screen Grid" Chassis—A.C. and D.C.—of unsurpassed quality and operating efficiency which are sold mostly under "private brand" label, is the product. If your following buy chassis and demand quality first (most of them will this coming season) and you are open for a chassis line, write us stating territory covered. Advertiser is responsible manufacturer of long standing and demand responsibility in their representatives. Address

Chassis Division

PREMIER ELECTRIC COMPANY  
Grace & Ravenswood, Chicago

## Manufacturers

What results are you obtaining from the most coveted market of the world?

Are you rightfully represented in New York and Metropolitan district?

Are you looking for a steady market for your product? If so, get in touch with us at once.

RA-121, Radio Retailing  
Tenth Ave. at 36th St., New York City

### KEEP POSTED ON PRICES

#### S. S. Jobbing House

156 W. 26th Street  
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 .....

**WE SPECIALIZE IN REPLACEMENT PARTS**  
**RCA—Victor—Freed—Edison—Etc.**

**R.C.A. Replacement Condenser**



**BLOCK FOR**  
**RCA**

Nos. 17, 18, 33 Sets

**Special**  
**\$1.50**  
each

**PART No. 8333**  
LIST \$7.40



**RCA** By-Pass Condenser

Part No. 5996

Comprising one 1/2 and three .1 mfd. condensers.

LIST \$3.00

Our Price **35c**



**RCA**  
**CHOKE COILS**

15 HENRYS—35 MILLS  
Impregnated in Rosin. Ideal  
choke for B Eliminators  
and A.C. Sets. D.C. Resistance  
500 OHMS.

Special, **30c.**



**RCA**

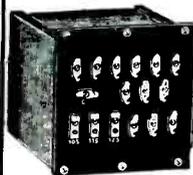
Filter Condenser

(Unmounted)  
450 D.C. Working Voltage

1 Mfd. 35c  
1/2 Mfd. 25c



**VICTOR**



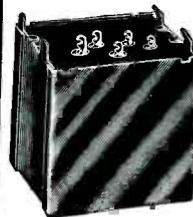
**ABC**  
**POWER**  
**TRANSFORMERS**

Supplies Voltages for  
6—226 tubes.  
1—227 tube.  
1—280 tube.  
2—245 tubes.

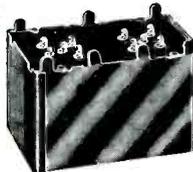
Can be used in  
Loffin-White Circuit.

Price, **\$2.75**

As used in  
Victor Sets



Audio  
Transformer  
Our Price,  
**95c**



Push Pull  
Transformers  
Our Price,  
**\$2.50** Per pair



**ATWATER KENT**  
REPLACEMENT TRANSFORMER  
FOR ALL  
BATTERY SETS AND  
EARLY MODEL ELECTRIC SETS

\$1.50 each  
3 for \$4.25

**Pacent Phonovox**  
Quality—Tone



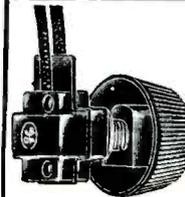
**MODEL 124 DE LUXE**  
List Price \$13.50

OUR PRICE **\$4.95** Complete

with tone arm, volume control and adapters.



Grid Suppressors  
750 OHM  
\$1.00 Per Doz.



**General Electric**  
Filament Switch

For Battery or  
Electrical Sets

**20c** Without Knob  
**25c** with Knob



**Polymet**

BY-PASS TUBULAR  
CONDENSER  
1 MFD  
200 VOLTS

**\$1.00** Per Doz.

Can be used across Choke Terminals in Victor  
Sets to reduce hum



**Polymet**

HI-VOLT  
1 MFD. FILTER  
CONDENSER  
300 VOLTS D. C.

**35c** Each  
\$3.60 Per Doz.



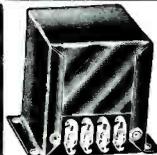
**The "BAL-RAD"**

Uncased Surge-Proof Condensers

For General Repair and Power-Pack Work

1/2 mfd. 300 V 25c.  
1 mfd. 600 V 30c.  
2 mfd. 600 V 40c.  
4 mfd. 600 V 60c.

This "Bal-Rad" Condenser is the result of many suggestions from service men throughout the country. It is small and compact, impregnated in pitch with long flexible leads to facilitate quick connections. Can be placed outside of Pack. We guarantee these Condensers for 100% Free Replacement. Repair men should carry a few dozen in stock.



**Edison Audio**  
Transformer  
Special, **85c**

Fixed Pigtail Resistors



20000 } OHM  
10000 }  
**\$1.00** Per Doz.



**Sonora**

Soundbox for replacement in all types of phonographs. Very sensitive, brand new.

Our Price  
**75c** Each



**Bal-Rad Unit**  
Tungsten Steel Magnet  
Direct Drive  
Will stand 600 Volts  
Same used by Sonora and  
Freshman

List Price \$6.50  
OUR PRICE **\$1.00**

**SPECIALS**

Sonora Speaker Chassis.....\$2.25  
RCA Audio Trans......75  
C. A. Earl Replacement Blocks.. 1.50  
Freed-Eisemann N. R. 80 Blocks.. 1.50  
A K 37 Replacement Block..... 4.95  
Majestic Replacement Block.... 2.95  
Freed-Eisemann and Fada  
Ornamental Wood Knobs 1/4-in.  
shaft.....Doz. 60c.  
Freshman (Jefferson) Audio Trans. 45c.  
Freshman output Trans..... 30c.

We carry a complete stock of audio and power transformers for almost all makes of sets. Ask us for prices on anything you need.

SEND FOR OUR LATEST CATALOGUE—NO OBLIGATION, OF COURSE

MAIL ORDERS  
TO:

**BALTIMORE RADIO CO.**  
47A MURRAY ST., NEW YORK CITY

TERMS:—20% with order,  
balance C. O. D. 2% discount allowed for full remittance with order only.

# CLOSING OUT REMAINING STOCK!

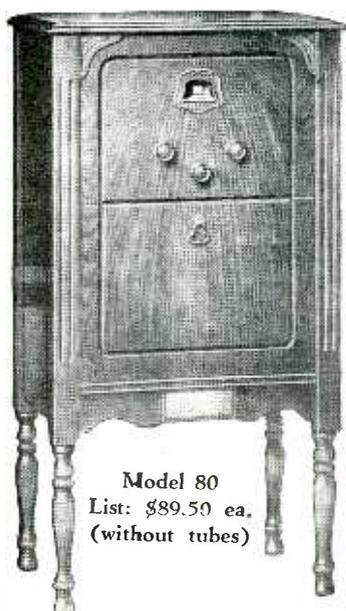
## BREMER-TULLY SIX TUBE CONSOLE RECEIVER

ONE DIAL, ILLUMINATED CONTROL,  
COMPLETELY SHIELDED  
(FOR BATTERY OPERATION)

*This new Model "80" Chassis includes these newest improvements:*



1. Precision connections, perfectly insulated, eliminate current leakage and battery drain, providing minimum operating cost.
2. Complete shielding of all radio frequency units.
3. Friction driven selector dial brings in each station surely and accurately, and always at the same point.
4. Pilot light illuminating panel and Selector Dial.
5. Only one station selector for easy operation, but with the added advantage of fine tuning control for sharper, clearer distance tuning.



Model 80  
List: \$89.50 ea.  
(without tubes)

An entirely new Bremer-Tully 6 tube model with all the newest improvements. Latest type shielded circuit, perfectly tuned and neutralized. It incorporates three stages of Radio frequency amplification, Detector and two stages of Audio amplification using a power tube 112-A or 171-A. The four tuned stages are operated by a single control illuminated with the added advantage of the special Bremer-Tully antenna trimmer for fine tuning.

In selectivity, distance, reception and tone we believe that this Model 80 Bremer-Tully Receiver is the best battery operated receiver obtainable. Incorporates all the latest developments in radio engineering and design. Model 80 is a handsome piece of furniture, substantially and well built. Beautiful grained walnut finish console cabinet. Stands 39½-in. high, bringing tuning panel to eye level when sitting.

Battery compartment provides ample room for both A and B batteries and is accessible from the front.

Uses 4-UX-201-A, one UX-200-A or 201-A as Detector and one UX-112-A or 171-A tubes.

**SPECIAL**  
**\$21.50**

**Lots of 3 or more \$18.50 ea.**

### R.C.A. DEALERS and DISTRIBUTORS

New, Genuine R.C.A. Replacement Parts for Radiola No. 33, 18, 17, 51 at big savings to you.\*

R.C.A. Part No.	Item	List	Our Special Price	Lots of 10 or More
8335	Power Transformer, 110 v. 60 c.	\$12.90	\$3.25 ea.	\$2.85 ea.
5667	2 Stage Audio Transformer Pack	6.75	1.70	1.50
8336	Double Filter Choke Coil	10.05	1.70	1.45
5996	Tapped Condenser	3.00	.35	\$4.00 per doz.
8333	Output Choke and Condensers	7.40	1.50	—
2518	Rotary Switch	1.10	.20	.17
8463	R. F. Coil Assembly	5.40	1.50	1.35

\*These parts can also be used for general radio and experimental purposes.

[ All units offered in this advertisement are BRAND NEW, packed in original factory sealed carton and fully guaranteed! ]  
[ TERMS: 20% cash with order, balance C. O. D. f.o.b., New York. (2% Discount for Full Remittance with Order) ]

## AMERICAN SALES CO., 19-21 WARREN ST. NEW YORK CITY

# The 1931 Power Plus Pierce-Airo Chassis Has Eye and Ear Value and Appeal



MODEL 724

THE NEW 1931  
TRIPLE SCREEN GRID



Is a Superior Receiver Because of these Superior Features

1. Specially designed selected control tuning.
2. Highly efficient push pull amplification.
3. Triple screen grid tubes.
4. Humless filter circuit.
5. Novel non-glare metal drum dial.
6. Completely shielded R. F. Assembly.
7. Special bridge circuit compensated antenna, which provides for any length of aerial from 35 feet upwards.
8. Minimum number of tubes to give maximum efficiency for the entire broadcast wave band.
9. Excellent tonal quality.

*Also Available for Direct Current and Battery Operation*  
*Write or Wire Us Today for Our Most Attractive Proposition*

**PIERCE-AIRO, Inc., 113R Fourth Ave., New York City**

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# GULBRANSEN'S

Quarter of a Century

## EXPERIENCE

—helping dealers make money

—will be Gulbransen's contribution towards making 1930 the greatest radio season of all time.

Seasoned radio distributors and dealers from every State in the Union are looking to Gulbransen to supply them with the "unusual" in merchandise and merchandising plans for 1930.

In response, Gulbransen has developed a most outstanding program, backed by

**OVER FIVE MILLION DOLLARS**

—of resources, and is devoting a great share of its—

**500,000 SQUARE FEET OF FLOOR SPACE**

—to the manufacture of complete radio receivers for 1930

**A FEW GOOD JOBBING TERRITORIES  
NOW OPEN**

### A FILTER CONDENSER RECORD!

That Means "Extra  
Profits"

A record of all Gulbransen radio receivers sold from July 1, 1929, to March 1, 1930, reveals the startling fact that our filter condensers, "the heart of any radio receiver," proved 99.99954% perfect!

We hereby certify we have checked the above figures and found them correct.

E. R. BURT & CO., Auditors,  
by G. J. O'MALEY, Res. Mgr.

*Gulbransen Receivers are  
licensed under R.C.A.  
and Hazeltine patents.*

There are available a few good jobbing territories. Jobbers are invited to write for details, which will prove to be exceptionally interesting. If the details of our 1930 program could be revealed in this advertisement, you'd wire rather than depend upon a letter.

## GULBRANSEN COMPANY

Chicago, Kedzie, Sawyer, and Spaulding Avenues  
Chicago, Illinois

EDW C RIPPEL  
1522 EAST ST  
HONESDALE PA



# GOOD NEWS

HERE'S the GOOD NEWS that brings a greater day of increased profits to every RCA Radiotron Dealer.

Here's the practical help you need to enable you to make more money . . . Expert merchandising counsel . . . the very backbone of this new RCA Radiotron program of sales promotion . . . That's the way every RCA Radiotron dealer is helped along the road of bigger profits!

GOOD NEWS, the RCA Radiotron dealer publication, brings to you each month expert merchandising counsel from acknowledged leaders in the field. Its pages are packed with text and pictures showing you how the most successful dealers are now running their business. The latest achievements in engineering, research and manufacturing, as well as easily understood technical information for the service man will be only a few of the many invaluable features that you cannot afford to miss.

GOOD NEWS is the very first of a great program of sure-fire sales aids which RCA Radiotron dealers will receive. These sales aids are proved profit producers. They will help you to speed up your sales . . . increase your profits and cash-in on the great magazine, newspaper and broadcast advertising program which is keeping the famous name RCA Radiotron before your customers.

Henry W. Baukat, formerly Associate Editor of Radio Retailing, has been secured to edit GOOD NEWS. Mr. Baukat is thoroughly familiar with all phases of the industry.

RCA RADIOTRON COMPANY, INC.  
Harrison, N. J.



Display the red and black carton and the famous RCA trade-mark

# RCA Radiotron

THE HEART OF YOUR RADIO SET