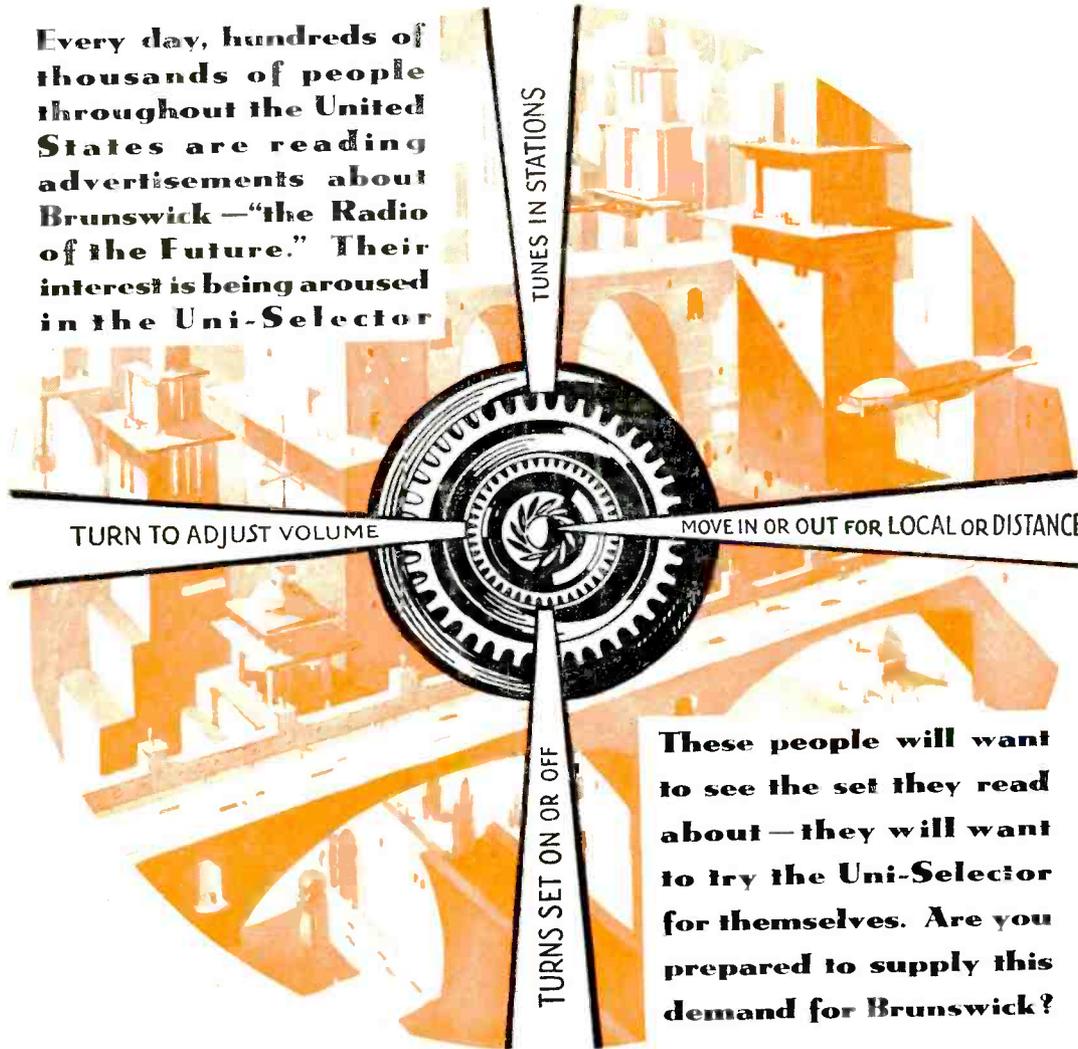


RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

The Radio of the Future

Every day, hundreds of thousands of people throughout the United States are reading advertisements about Brunswick — "the Radio of the Future." Their interest is being aroused in the Uni-Selector



These people will want to see the set they read about — they will want to try the Uni-Selector for themselves. Are you prepared to supply this demand for Brunswick?

BRUNSWICK RADIO

1906

1931



Sell Tubes --- not tube troubles!

YOU can handle radio tubes with handsome profit, quick turnover, and sound investment in future good will. Or you can sell tube troubles with loss of immediate profits and impaired good will. Your choice determines the issue.

So why not handle good tubes—not tube troubles? As a dealer, you cannot afford to jeopardize your trade by selling uncertain radio tubes. As a service organization, taking care of the radio entertainment of your clientele, you cannot afford to jeopardize your reputation by using uncertain radio tubes. Tube troubles are costly at any price.

Fortunately, tubes are no longer a gamble. You can be sure of 1930 tubes. You can be sure of tubes produced during the past month or two, and not a year or two ago. You can be sure of tubes that incorporate the latest improvements and refinements known to the vacuum tube art.

Play safe! Handle DeForest Audions—the oldest tubes on the basis of history and prestige, the newest and latest on the basis of improvements and refinements.

DeForest Audions are standard equipment in Crosley and Brunswick sets.

Let us tell you more about 1930 radio tubes and what they mean in terms of 1930 radio set sales and service. Better still, let us prove to you that DeForest Audions can make and save more money for you.

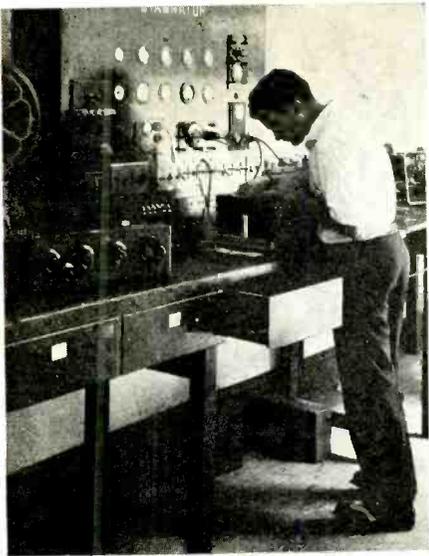
Remember, there is no substitute for twenty-five years' experience

de Forest
(AUDIONS)
RADIO TUBES

DE FOREST RADIO COMPANY
PASSAIC, NEW JERSEY

Branch Offices Located in

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



A typical shop—
Epstein and Son,
Stelton, N. J.

Service Instrument Survey

IS YOUR service department as well equipped as the average? Or are your testing instruments antiquated by comparison with your competitor's? Check up in the December issue of *Radio Retailing*. We are conducting a nationwide survey and dealers in every state will describe their shop instruments for us.



OUR service instrument survey report will show what testing equipment—shop panels, portable analyzers, oscillators, meters, etc.—are used by the most progressive dealers, how much these dealers have invested in their equipment and how the cost of portable kits is split between store and servicemen.



NO DEALER or service manager can afford to miss next month's Service Section.



RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

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Vol. 12

No. 5

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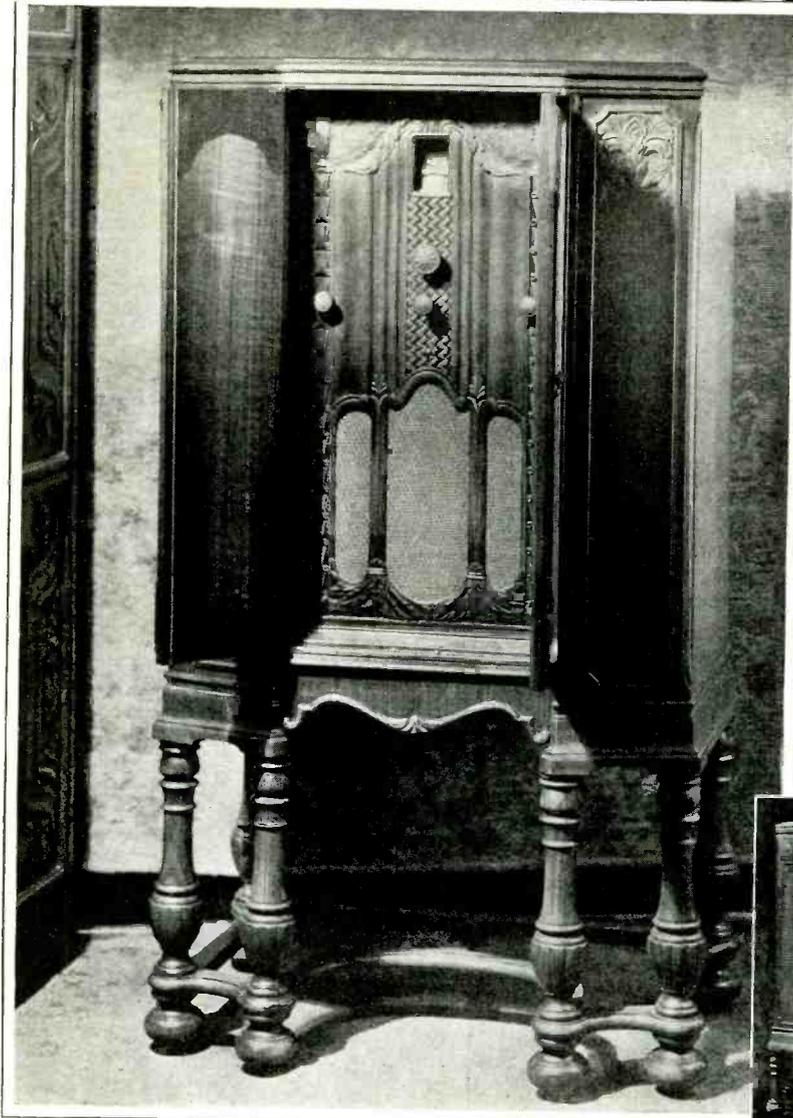
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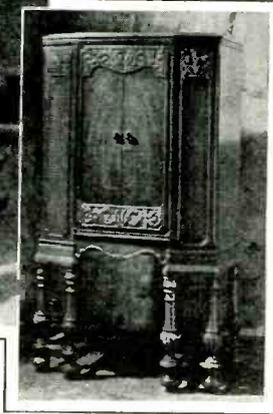
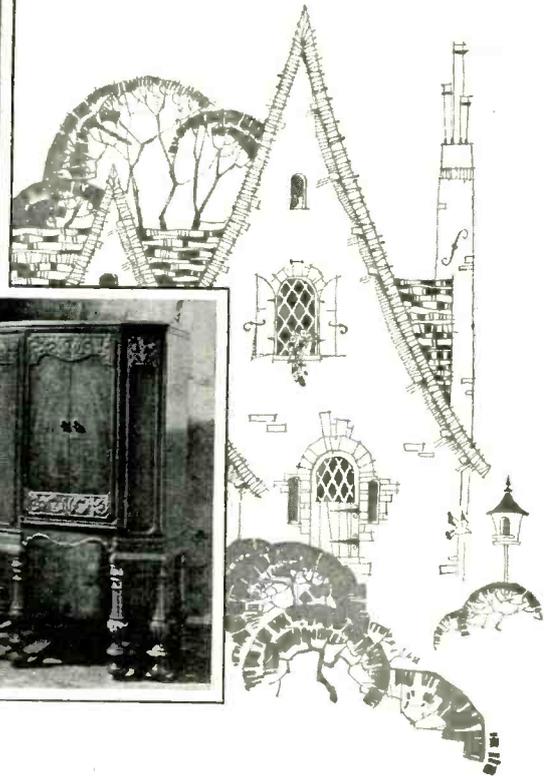
Printed in U.S.A.

For Your MOST DESIRABLE MARKET



MARKET

*Stromberg-Carlson Dealers' Jubilee
November 15th to 22nd, celebrating
the seventh year of advancing sales.*



The No. 12 Grand Console is a fine illustration of what the telephone background means in radio. Ten tubes. Semi-octagonal genuine walnut cabinet with low relief carved effects. Price, less tubes, East of Rockies \$355.00

IN America's better homes, anything less than a Stromberg-Carlson would seem out of place. Fine furnishings and interior decorations must be matched by a cabinet of outstanding charm Cultural musical tastes must be appeased by tone that is truly exceptional!

Typical of Stromberg-Carlson's ability to meet these exacting requirements, is the No. 12 Grand Con-

sole, illustrated above. Its very presence on your floor indicates to this desirable market, that you sell radio of superior style—of unusual quality.

Such patronage is most profitable. First, because it insures increased profits from higher sale units. Second, because it attracts not only that discerning clientele, but, also, a larger public who follow the lead of those who know and buy the best.

Stromberg-Carlson unsurpassed quality Receivers range in price from \$155 to \$369. The Multi-Record Radio, \$645. (Prices, less tubes, East of the Rockies).

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



1894

Stromberg-Carlson

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



1930

The Ideal Speaker for Automobile
or Mantle Type Sets

UTAH

**NEW
JUNIOR**

ELECTRO-DYNAMIC SPEAKER



Answering the demand for a sturdy compact quality speaker Utah presents the New Junior. Extremely sensitive—Marvelous clarity and volume—

No distortion

Model	List
506 —110 Volts D.C. Single Output Type.....	\$10.00
511 —110 Volts D.C. Push Pull Type.....	10.00
510 — 6 Volt Battery Type Unit.....	10.00
510B— 6 Volt Battery Type Unit in Baffle Box.....	12.00

Overall Diameter of head, 8½ inches.

Manufacturers are urged to **Wire or phone for Complete Specifications, Prices and Samples**

New Carter Catalog—20 pages, picturing and describing the new Carter Channel Selector switch and many other items.
New Utah Catalog—showing New Electrofarad Hi Capacity Condenser, Wavemaster Antenna, Phonograph Pick-up, etc.
Your copies await your request. Simply address

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

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

Ken·Rad

Fine Radio Tubes



THE TOP OF THE BASKET



A common practice resorted to occasionally by some dealers selling fruits and other produce, is to place the finest fruit on top—and down beneath put the less choice and inferior fruit. *What has that to do with radio tubes?*

Only this—when we send you samples of KEN-RAD Fine Radio Tubes for test, you get

them right from stock. No special grading, no unusual laboratory tests. What you see on the top of the basket you will find clear to the bottom . . . You

will find our regular run of tubes the same as the ones you test. Just another KEN-RAD policy that has given us our reputation for fair and honest dealing.

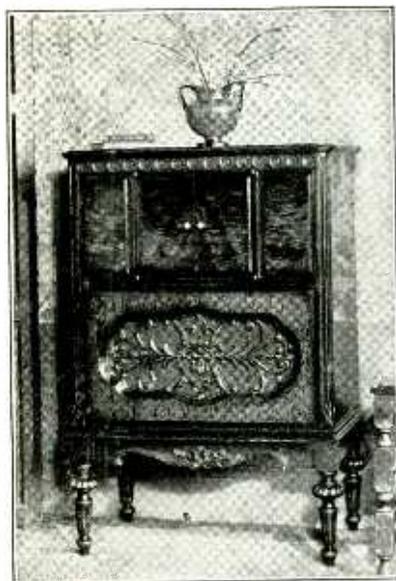
THE KEN-RAD CORPORATION

Incorporated

OWENSBORO, KENTUCKY

A Division of Ken-Rad Tube and Lamp Corporation

“The set stays in the home— the profit stays with me”



Grebe 265 SK4 chassis, walnut lowboy with decorative tamo panel; price without tubes, \$265.

PROFIT: that is the Grebe dealer's language. He knows that volume sales mean little if sets drift back via the repossession route—he handles the entire Grebe line exclusively because it is manufactured and merchandised to safeguard his earnings. And he speaks from experience when he says, “The set stays in the home—the profit stays with me.”

In the past—last year and every other year—he has not been called upon to repossess even one Grebe receiver: a happy situation generally prevalent among Grebe franchise holders. This year, with a new market opened to him by the AH1, moderate-priced companion line to the SK4, he is selling

many more sets than ever before. And again, they are *staying sold*—again his profit remains intact.

There are three basic reasons for this. First, the performance of the Grebe insures its *lasting* welcome in the home. Its owner derives so much pleasure from it that he is unwilling to part with it.

Second, the price range of the Grebe—\$160 to \$285 without tubes—makes the initial payment a substantial equity in the set.

And third, Grebe has never made it profitable for the consumer to sacrifice this equity—has never flooded the market with distress merchandise. The dealer keeps his Grebe profits because Grebe keeps faith with the dealer.

Grebe radio

SUPER-SYNCHROPHASE

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

now ..ZENITH DEALERS

SUPER DE LUXE
MODEL 71



\$185 LESS TUBES

Five other Super de Luxe models employing the new 70 chassis with super screen-grid circuit... from \$210 to \$2500. † All prices slightly higher west of Rockies.

FIND IT TWICE AS EASY TO TURN "SHOPPERS" INTO BUYERS

Whatever they ask for in a radio set... and MORE... can be found in the new Super Zeniths. Whatever they want in a radio cabinet... lowboys, semi-highboys, highboys, ornate, severe, authentic period design... is fulfilled by this super complete line. And where in the quality field can they find anything to approach the value of these Super Zeniths at anything near these Super Zenith prices?

SUPER ZENITH
MODEL 11



\$155 LESS TUBES

Two other Super Zenith models employing the new Zenith super-eight, screen-grid chassis... at \$155 and \$175, less tubes. † All prices slightly higher West of Rockies.

ZENITH RADIO

ZENITH RADIO CORPORATION

CHICAGO, ILL.

Troubadour Dealers do **Repeat!**

75% of our Business is **REPEAT BUSINESS**

It's a sure thing Dealers must make money with the Mills Troubadour — for 75% of our business is repeat business — a rain of wires, letters, phone calls from enthusiastic buyers.

Dealers in all parts of the country have proved that Mills Troubadour sells quickly to restaurants, hotels, clubs, stores, homes. Now, with its new multiple coin slot feature, and greatly increased earning power, it will sell even faster to a wider list of prospects. Take advantage of this commercial field—it is one of the most profitable open to Dealers today!

Consider your community! Note the large number of live prospects for the most profitable of all coin-operated musical instruments. Step right in and show each one how he can make real money, and increase his business as well— with the Troubadour. Our special Dealer Plan shows you the way.

Today in its 41st year, Mills business is bigger and better than ever before!



Mills Troubadour Automatic Electric Phonograph

The new, patented multiple coin slot accepts nickels, dimes, and quarters. This exclusive feature greatly increases the earning power of this already profitable instrument. Other attractive features are:

1. Plays continuous or selective program, as desired.
2. Superb tonal quality; life-like reproduction.
3. Requires little space — fits easily in 2 x 4 feet of floor space.
4. Makes a profit for your customers of more than \$85.00 out of each \$100.00 taken in.
5. Plays more than 20 records an hour. Takes in more than \$1.00 an hour.

MILLS NOVELTY COMPANY

4100 Fullerton Avenue
Chicago, Ill.

MAIL THIS NOW!

MILLS NOVELTY CO. — Dept. A-N
4100 Fullerton Ave., Chicago

Without any obligation on my part, send me your profitable Dealer Plan on the Mills Troubadour, complete details of its success among Dealers, and FREE catalog in colors!

Name.....
Address.....
City..... State.....



Westinghouse Radio **\$10,000**

Idea Contest is the biggest sensation of the year! It's **HOT!** 4,000 entries came in two days after the first Saturday Evening Post spread appeared.



Dealers wiring in for extra supplies of Entry Blanks! Stores crowded with visitors *and* every visitor a prospect

for a **Westinghouse Radio**



THE PIONEER OF
RADIO IN THE HOME

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Radio Department 150 Broadway, New York City

One! Two! Three!



A Full-Sized Set in a Beautiful Portable Cabinet

The Sentinel Portrola consists of a complete, standard Sentinel 8-tube screen grid super-heterodyne chassis and power speaker, placed in a small, easily moved cabinet of distinguished design. This indeed is real remote control. It can be moved about the house—placed by the davenport, the bridge table, wherever the listener wishes it—without effort. Its tone is as rich and clear as that of the finest conventional radio. The sensation of the New York and Chicago Shows.



Real Remote Control — The Finest Musical Instrument Ever Made!

The new Sentinel Duotrola combines PRACTICAL REMOTE CONTROL with all the finest features of radio and phonograph. It is sure to have tremendously wide sale.

The Duotrola consists of TWO units—a cabinet containing power amplifier, speaker, and phonograph mechanism,—and a SMALL movable cabinet containing tuning and first audio stages. These two units are connected by a patented flat cord.

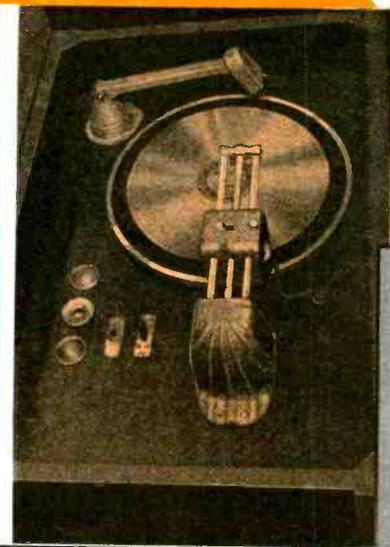
The small cabinet is easily moved about to suit the listener's convenience—placed by his easy chair—by the davenport—giving him instant, easy control of tuning and volume.

Both cabinets are beautifully finished in two-toned walnut. The small, movable cabinet is attractively ornamented and carved on all four sides. Chromatron Recorder optional. The sensational screen grid super-heterodyne circuit, the ultimate in the art of radio, assures sensitivity, selectivity and tone.

The Chromatron Recorder Combining Recorder—Radio—Phonograph

The Sentinel Chromatron Recorder permanently RECORDS radio programs, the voices of friends or dear ones, lectures, recitals, or business addresses, in addition to its exquisite beauty as a fine radio-phonograph combination.

For recording, the Chromatron uses a special aluminum record, inexpensive and everlasting. Optional equipment on Model 12 and Duotrola.



A Child Can Do It!

Recording on the Chromatron is so easy a child can do it. Simply place the recorder-arm on the patented Chromatron record, turn the switch, and the recording begins. Then you may play the record as often as you wish.

SENTINEL

Manufactured under Sentinel patents and patents pending.

Licensed by R.C.A. and associated companies.

absolutely **NEW PRODUCTS** *to swell your Season's Sales*

Completely new — yet made for a known immediate market—these three sensational new products will bring a flood of profits to the radio trade. They have the strongest sales appeal of any new products in the history of radio! Many of their most desirable features are protected by patents. They are exclusive offerings — real additions to the fast-selling popularly priced Sentinel line, and backed by national newspaper advertising in principal cities.

Study each carefully! Alert Dealers will instantly recognize their popular sales appeal to the general market. Write today for the name of your Distributor.

Wire today for further information and name of your Distributor.

UNITED AIR CLEANER CORP., 9705 Cottage Grove Ave., CHICAGO, ILLINOIS

MODEL 11

Model 11—Tone Control—seven tube screen grid chassis—three screen grid tubes. Electro Dynamic Speaker. Beautiful cabinet of burl and butt walnut.

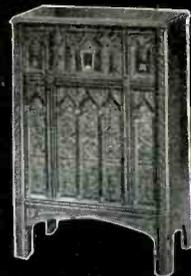
\$130 Less Tubes



MODEL 15

Model 15 has tone control—a seven tube screen grid chassis with 3 screen grid tubes—two in two stages of tuned radio frequency amplification and one a power detector. One 227 tube, resistance coupled, two 245's in push-pull, and one 180 rectifier. Electro Dynamic Speaker. Antique walnut cabinet in distinctive Gothic design, superbly ornamented.

\$137.50 Less Tubes

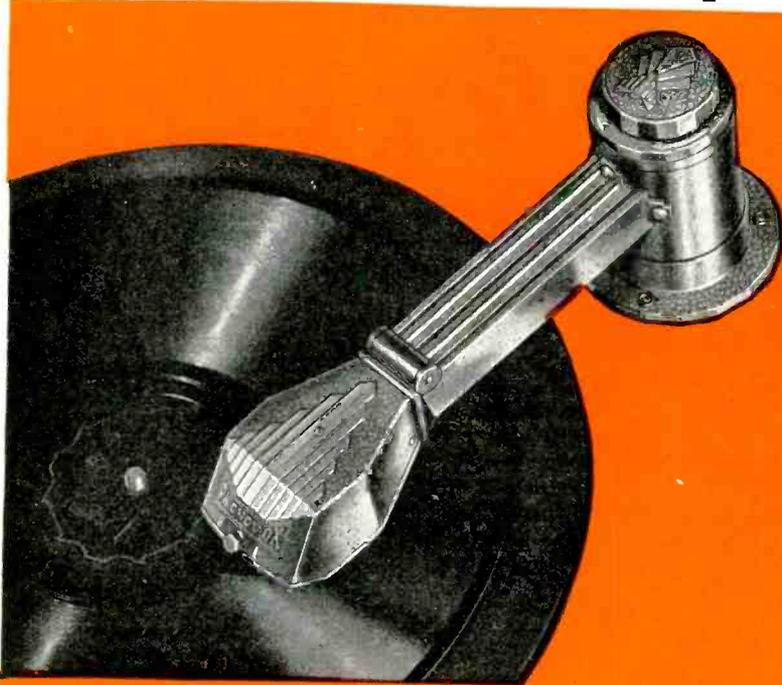


SENTINEL



When you sell a Radio— Don't make half a sale!

*A majority of the popular sets are now equipped
with jacks to use with phonograph pick-ups*



**CATALOG NO. 107
THE NEW MASTER PHONOVOX**

(Illustrated above)

Contains 12 features that make it the greatest value in pick-ups today. **List price, \$15.00**

**CATALOG NO. 107 SPECIAL
SPECIAL HI-OUTPUT
MASTER PHONOVOX**

Gives the highest output of any electric pick-up on the market, thus providing greatly increased volume and extraordinary quality on phonograph records. **List price, \$20.00**

**PACENT ELECTRIC PICK-UP BOOSTER
CATALOG NO. 43**



A compact, inexpensive unit for use with radio sets having a power detector and one stage of audio, giving a tremendous boost to pick-up without distortion.

No. 43—\$10.00 less tube. Especially recommended for BOSCH · SPARTON · PHILCO · MAJESTIC



CATALOG NO. 108B

THE NEW OIL-DAMPED PHONOVOX

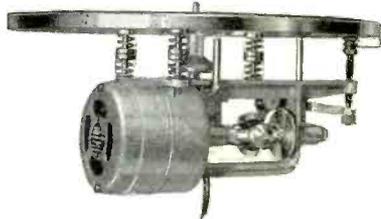
The 108B Oil-Damped Phonovox was designed to be the finest instrument that could be made for talking movies and broadcasting station work. It required the most careful engineering and the best materials available.

The 108B Oil-Damped Phonovox provides the finest reproduction available.

Adjustable needle pressure. Absolutely no rubber. Freezing is impossible. **List price, \$25.00**

PACENT ELECTRIC PHONOGRAPH MOTOR

CATALOG NO. 140



Rugged, sturdy, quiet, extremely economical in operation, the Pacent Electric Phonograph Motor meets every requirement of radio-phonograph use.

Designed for 100 volt, 50 or 60 cycle operation. Power consumption only 25 watts. Operates ten hours for 1½¢. **\$25.00**

All prices slightly higher West of the Rockies and in Canada

PACENT ELECTRIC CO., INC., 91 SEVENTH AVENUE, NEW YORK, N. Y.

Pioneers in Radio and Electric Reproduction for over 20 Years. Licensee for Canada: White Radio, Ltd., Hamilton, Ont.

PACENT

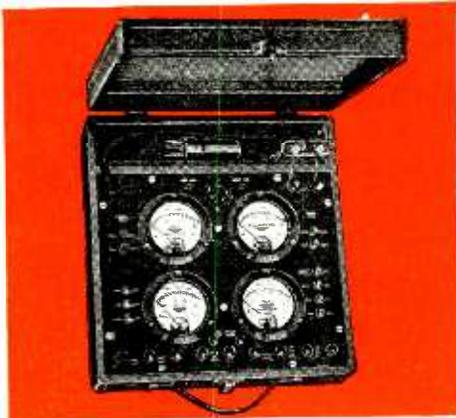
LET YOUR SERVICE INSTRUMENTS PAY FOR THEMSELVES



Pattern 210 Tube Checker
Gives direct reading on all tubes from UX199
to 250. List Price \$65.00.
Dealer Price \$48.75



Pattern 199 Set Analyzer
Makes every essential test. List Price \$97.50.
Dealer Price \$73.12.



Pattern 409 Set Analyzer
Gives plate current, and plate, filament, and
grid voltages. List Price \$122.50.
Dealer Price \$91.88.

Investigate the



Easy Payment Plan

THE well-equipped radio serviceman gets the business!

Don't delay equipping yourself for efficient and profitable radio service until you can pay cash for needed testing instruments. Take advantage of the Jewell Easy Payment Plan now extended to servicemen who are alive to the profit-making possibilities of Jewell Service Instruments.

Make a good impression upon your radio clients by coming to

their homes with many snappy looking Jewell Instruments.

Convince your customers that you know your business. Jewell Radio Service Instruments are a badge of intelligent service. They are made in several forms to meet your needs, and are provided with data books containing over 200 set circuits with complete instrument readings for every set. This data service takes the grief out of your radio service.

TO RADIO JOBBERS:

All sales of Jewell Radio Instruments are handled through recognized jobbers. Write for complete Jewell Easy Payment Plan which assures immediate return to jobber without cash investment or endorsement of notes. Get the facts, today!

30 YEARS MAKING GOOD INSTRUMENTS JEWELL SET ANALYZERS

Mail this coupon for complete information regarding the Jewell Easy Payment Plan. Do it now!

Act Now
for Bigger
Service
Profits

Jewell Electrical Instrument Company,
1612-A Walnut Street, Chicago, Ill.

Please send information on Jewell
Easy Payment Plan for instruments
checked below:

Pattern 210 Tube Checker
 Pattern 199 Set Analyzer
 Pattern 409 Set Analyzer

Name

Address

When it comes to creating
nothing
succeeds

Use the G-E Radio

CERTIFIED INSPECTION PLAN

The national acceptance of products bearing the name General Electric has been built on two things—first class merchandise and customer satisfaction.

In the Radio bearing the G-E Monogram General Electric has provided the first essential.

In the Certified Inspection Plan

General Electric ensures the second essential—customer satisfaction.

As a result the G-E Radio guarantee takes on added importance as a sales argument and as a builder of customer goodwill.

The Certified Inspection Plan brings you proof that you have

GENERAL  ELECTRIC

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT

Customer Goodwill

like



service!

gained the active goodwill of your customer.

It encourages your satisfied customers to recommend you and General Electric Radio to their friends.

Get full details of the Certified Inspection Plan—study it—and use it as a final and decisive sales argument.

SEND THIS COUPON NOW

Section R-6011,
General Electric Company,
Merchandise Department,
Bridgeport, Connecticut.

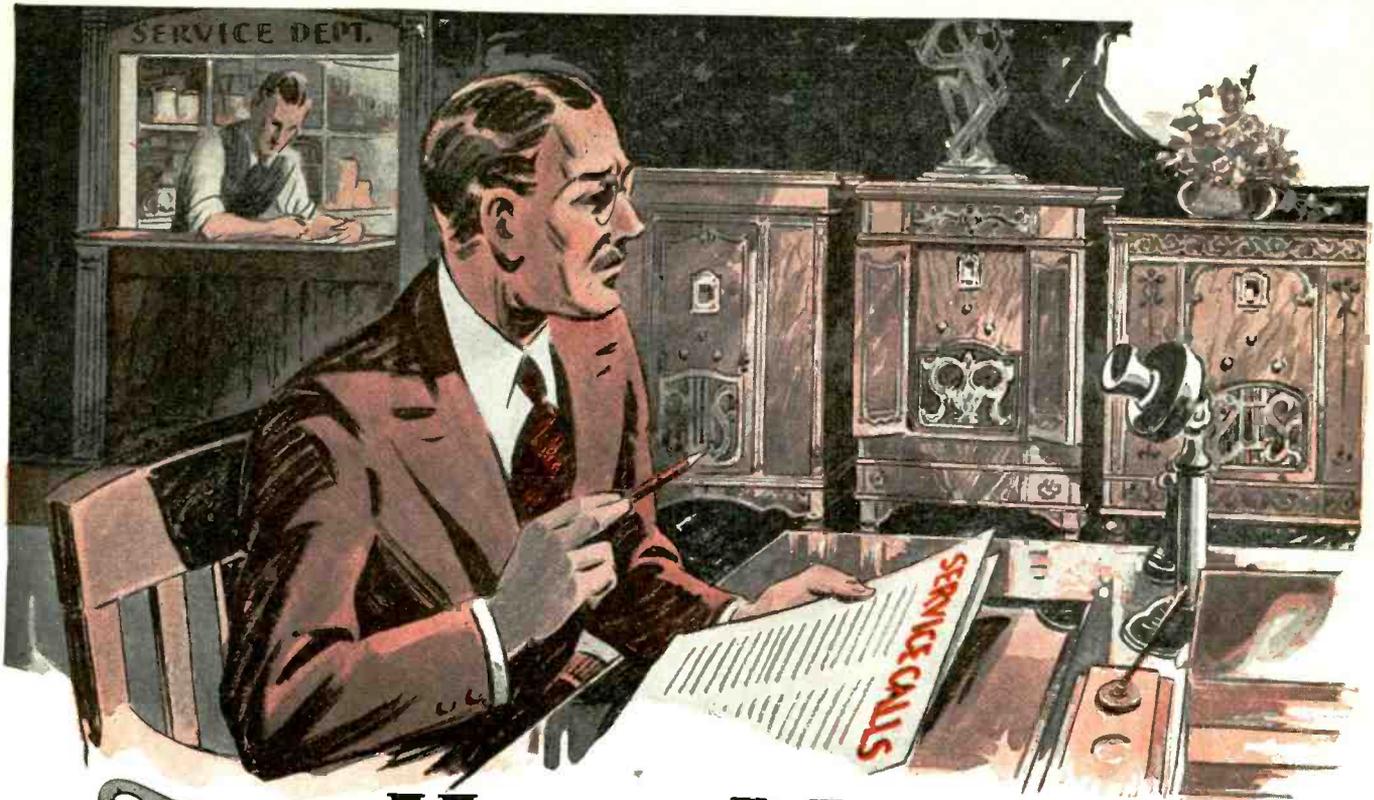
Please tell me all about the G-E Certified Inspection Plan.

Name

Address

FULL RANGE RADIO

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT



How Many "Wasted Hours" To-Day?

PROFITS are made on sales—and particularly those sales that do not require frequent servicing to keep the customer satisfied. Precious hours wasted on service calls represent a real loss—and now is the time to do something about it.

One of the greatest causes of trouble in radio performance is faulty connections—caused by nuts and screws working loose. The leading manufacturers of the industry have found that Shakeproof Lock Washers and Shakeproof Locking Terminals positively overcome this condition. Exhaustive tests have shown that the multiple locking principle of Shakeproof holds the nut absolutely tight and only applied pressure can release the hold of its twisted teeth.

Act now to eliminate some of those "Wasted Hours"—demand Shakeproof Lock Washers and Shakeproof Locking Terminals on the sets you sell and be sure to use Shakeproof on all your service jobs. If you have never tested Shakeproof, free samples will be gladly sent on request—be sure to write for a supply today!



"It's the Twisted Teeth that LOCK"

Type 20
Locking Terminals
For Radio and Electrical Work

Type 12. Internal
For S. A. E. and Standard
Machine Screws

Type 11. External
For Standard Bolts
and Nuts

Type 13. Countersunk
For all Countersunk
Screws

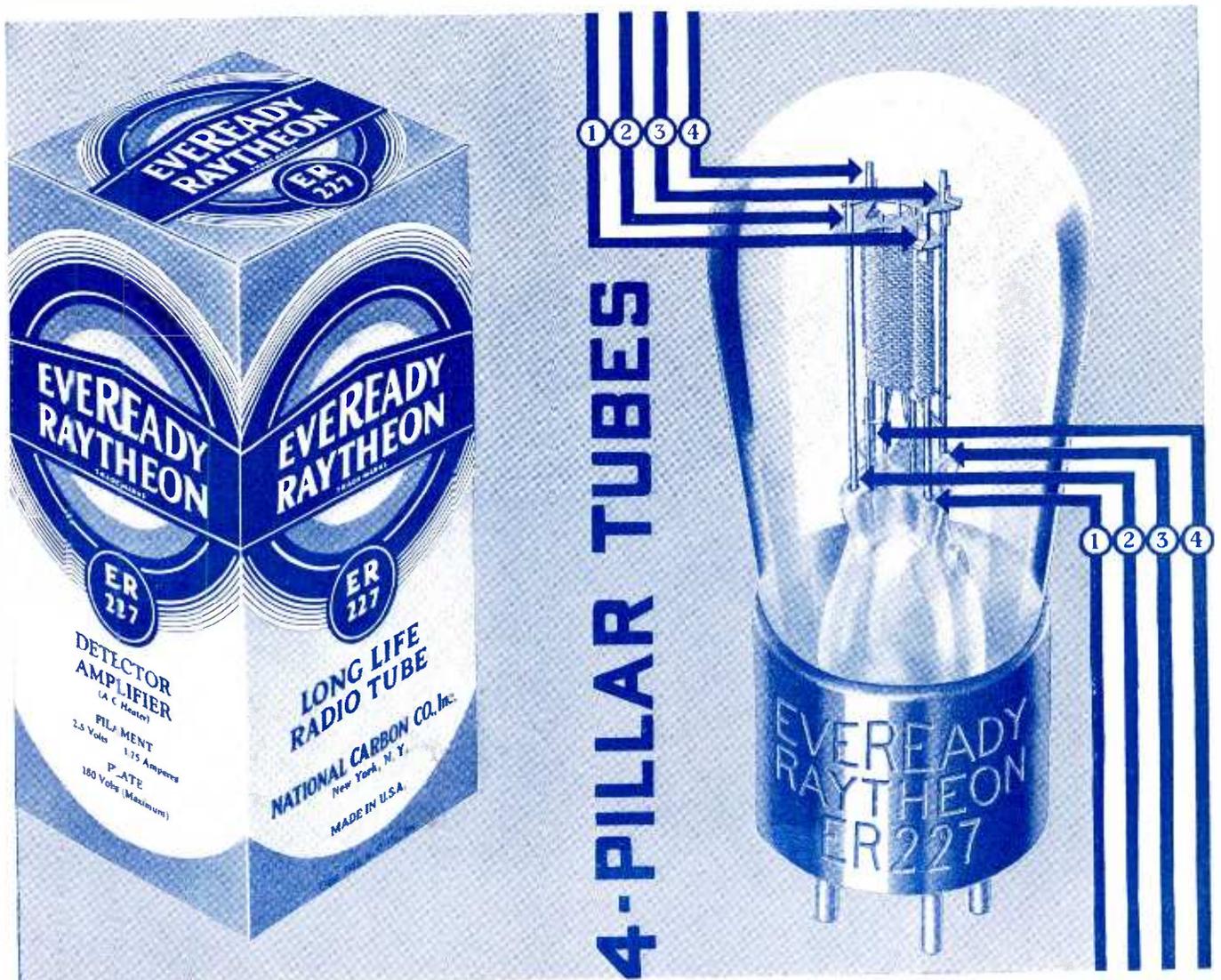
U. S. Patents:
1,419,564
1,604,122
1,697,954
Other patents
pending.
Foreign
patents.

SHAKEPROOF Lock Washer Company

{Division of Illinois Tool Works}

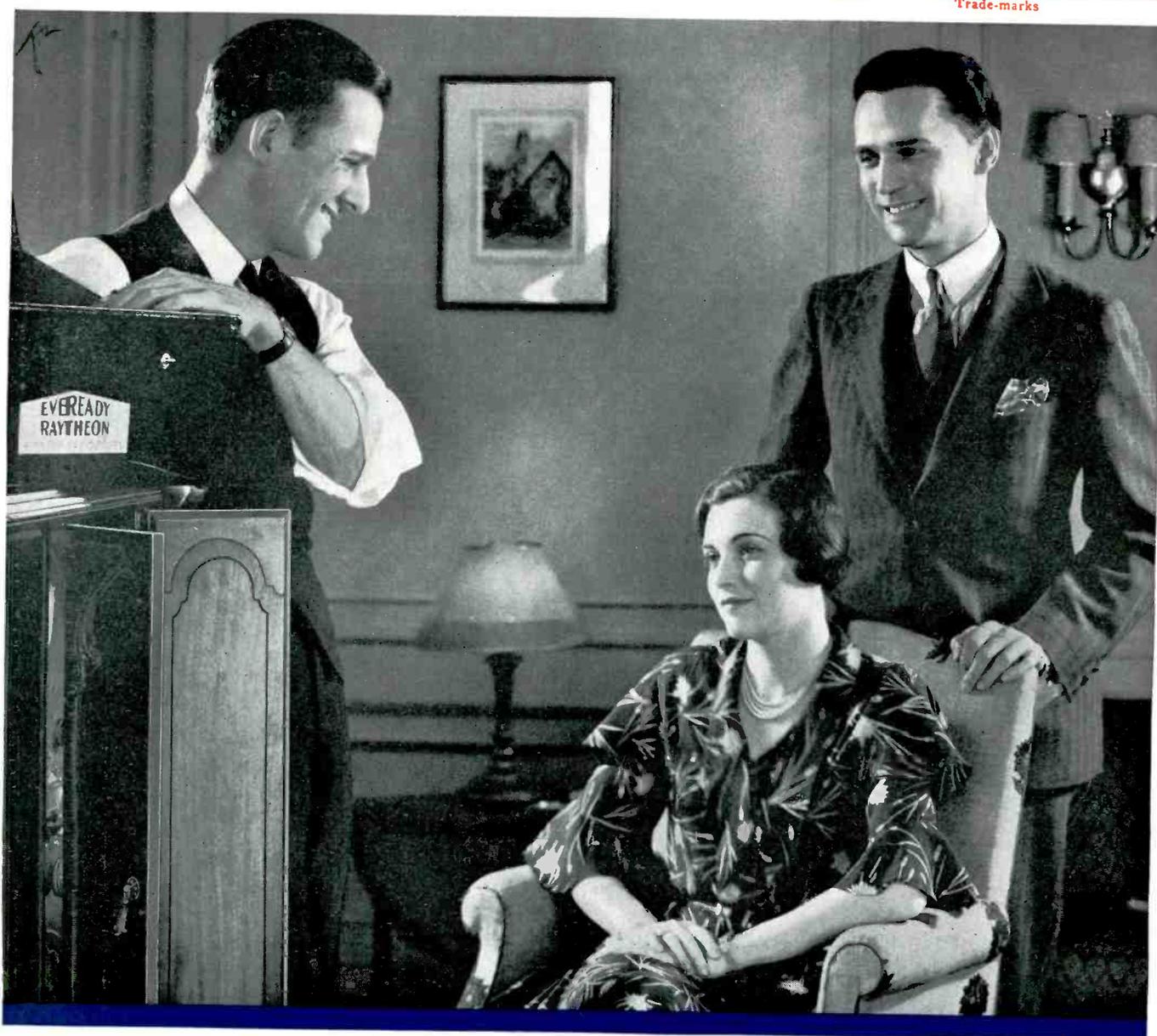
2531 N. Keeler Avenue - - - Chicago, Illinois

W H E N T H E Y H E A R
T H E D I F F E R E N C E
A N D S E E T H E R E A S O N
Y O U ' V E S O L D A S E T O F
T U B E S



TO SELL TUBES IN **COMPLETE SETS**,
DEMONSTRATE EVEREADY RAYTHEONS
TO YOUR CUSTOMERS, IN THEIR OWN
RADIO, AT HOME

4-PILLAR TUBES are renowned for their matchless performance and beauty of tone . . . set-owners everywhere welcome a chance to try them.



YOU CAN **HEAR** THE DIFFERENCE AND **SEE** THE REASON

SHOW YOUR CUSTOMERS THAT EVEREADY RAYTHEONS MAKE ANY RADIO A BETTER SET

CUSTOMERS aren't always convinced by a meter-test of their tubes. But Eveready Raytheon Tubes invite a more conclusive and *profitable* test . . . the test of better reception. With Eveready Raytheons, the improvement is startling . . . customers can always *hear* the difference.

For many customers, hearing is believing. But others want to know *why* these tubes make new radios out of old. That's another Eveready Raytheon advantage, because you can *see* the reason . . . in their patented *4-Pillar construction*, which safeguards the fragile tube-elements and maintains their perfect alignment.

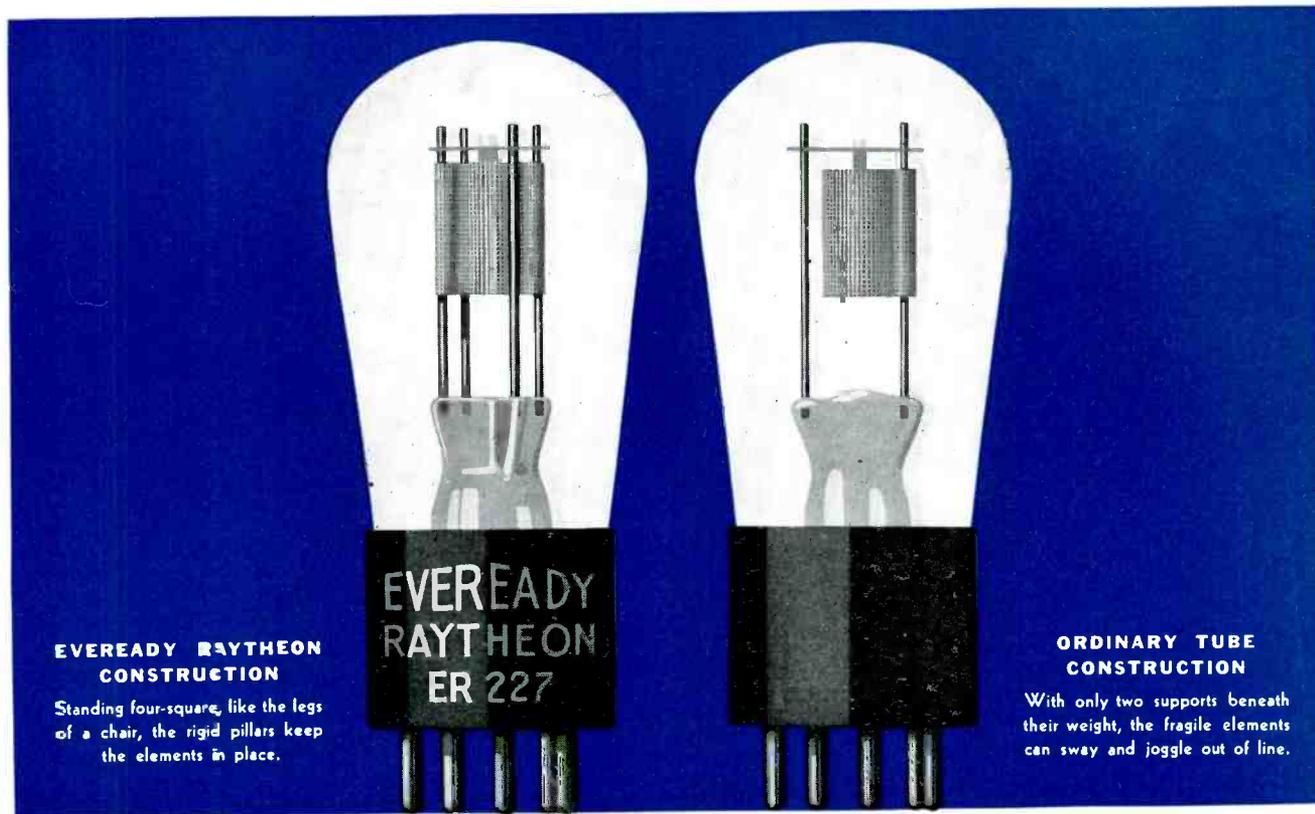
Thousands of new dealers, from coast to coast, are stocking full lines of 4-Pillar tubes. Servicemen are engaged in a nation-wide house-to-house canvass of prospective tube customers. With Eveready Raytheons, they have found that home demonstrations *sell tubes*.

Customers are asking for Eveready Raytheon demonstrations . . . and buying these tubes in complete sets, instead of just one or two at a time.

Eveready Raytheons come in all types, and fit the sockets of every standard A. C. and battery-operated receiver in present use.



Trade-marks



EVEREADY RAYTHEON CONSTRUCTION

Standing four-square, like the legs
of a chair, the rigid pillars keep
the elements in place.

EVEREADY
RAYTHEON
ER 227

ORDINARY TUBE CONSTRUCTION

With only two supports beneath
their weight, the fragile elements
can sway and joggle out of line.

YOU CAN **HEAR** THE DIFFERENCE AND **SEE** THE REASON

FREE

HANDSOME, ALL-METAL TUBE-VENDING CABINET, GIVEN YOU WITH THE K-11 50-TUBE ASSORTMENT OF EVEREADY RAYTHEONS

YOU can buy Eveready Raytheon 4-Pillar Tubes on a special introductory sales-plan, applying to purchases of 25, 45, and 200 tubes respectively. And with the K-11 assortment of 50 tubes, you get the valuable tube-vending cabinet, shown on this page, *free*. There are window and counter-displays . . . a host of other sales-helps you'll appreciate. Ask your jobber, or write us now for names of jobbers near you.



SERVICE-MEN!

WRITE FOR THIS MATERIAL

Information and sales-helps, designed especially for service-men's use, will gladly be sent free. Among them is a blue-print giving important engineering data on Eveready Raytheon Tubes. Thousands of service-men are using these to advantage. Write our nearest branch.

* * *

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (Eastern standard time) from WEAJ over a nation-wide N. B. C. network of 27 stations.

NATIONAL CARBON CO., Inc.

General Offices:

New York, N. Y.

Branches: Chicago Kansas City

New York San Francisco

Unit of **UCC** and Carbon Corporation



Trade-marks

Capehart

Pioneers and Leaders
in Automatic
Record Changing Devices

The PROFIT LINE

Initial Profit on the Instrument

Capehart dealers can afford to put real selling effort behind the Capehart line. Because every Capehart sale gives them not only a liberal discount but also an ample dollar margin. There's room to pay for aggressive sales work and leave a handsome profit besides.

Repeat Profit on Record Sales

Every Capehart instrument which a dealer puts into service creates a perpetual demand for records—not merely single records but records in groups or sets! Thus a steady source of repeat profit is established with each Capehart sale.

*The Capehart plays groups of records—
continuously and automatically without attention*

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA

START THESE STARS TWINKLING In Your Store!

Stars of the air . . . screen and stage! All of them ready to sparkle for you every day of the year!

There's real human interest working for you in these "Stars-of-the-Month" posters—everybody likes to look at pictures of popular entertainers.

You get a new and different poster series each month—beautifully printed in color and gold finish frames to set them off—absolutely FREE!

National Union is anxious to add your name to the list! Eager to help you attract people to your store. Waiting to help you increase sales and profits on *all* the radio merchandise you handle.

Thus National Union radio tubes bring to your store a precision product approved by leading set manufacturers backed by selling assistance that has proven its pulling power.

Send in coupon today for sample poster series FREE!

**NATIONAL UNION RADIO CORPORATION
400 MADISON AVENUE, NEW YORK CITY**

NATIONAL UNION RADIO CORPORATION
New York City

400 Madison Ave.

Send me a sample poster series FREE!

I want to test their pulling power in my store.

Name

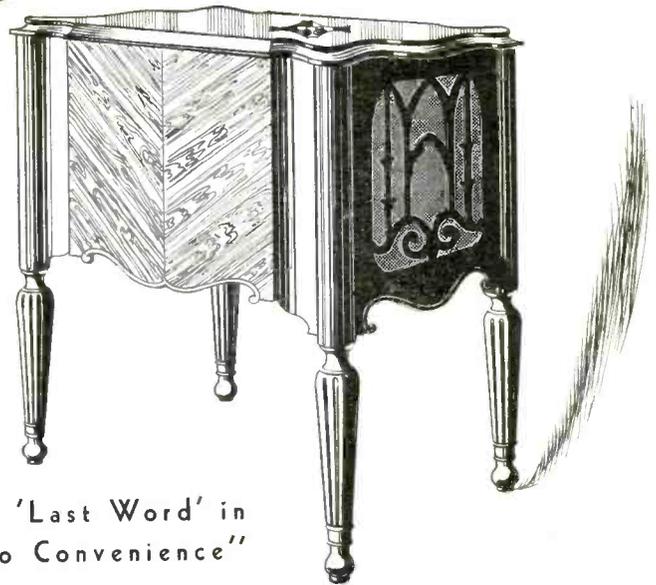
Street

City

R.R. 11-30

Announcing The New GULBRANSEN MINUET

\$81⁷⁵



"The 'Last Word' in Radio Convenience"

Radio's Newest Innovation

HERE is something entirely new in radio — a small compact radio with the same tone, selectivity and sensitivity as the Gulbransen Champion Junior console model because it has the same chassis and speaker. It's a big radio set in compact form.

The Minuet is the "last word" in radio convenience. It may be used alongside of the dinner or card table, in the bedroom or in Dad's den. It may also be used as an end-table in the living room. It may be easily and conveniently moved from one room to another or taken out to the summer home for week-end holidays or vacations.

The Gulbransen Minuet is the lowest priced small compact radio which combines performance, tone, eye-appeal and convenience. It is 23" in height, 14" in width and 22½" in depth. It uses 3 No. 224

screen-grid, 1 No. 227 detector and amplifier, 2 No. 245 power and 1 No. 280 rectifying tubes.

It is unnecessary to install separate aerial and ground wires whenever the Minuet is moved because both wires are enclosed in a ten-foot cable which also contains the A-C power or current wire. Then when the cable is plugged into the floor or wall socket the set is ready to operate. Provision has also been made to allow a better ground connection and longer aerial to be used when desired.

Let us send further details about the new Minuet — and — if you are not a Gulbransen dealer we'll also send full information about our dealer franchise and the complete Gulbransen line. Just mail the coupon and we will do the rest.

Other Gulbransen Models

Champion

With this Gulbransen radio receiver you may offer your customers an exceptional value. It has 3—224 screen-grid, 2—227 detector and amplifier, 2—245 power and 1—280 rectifier tubes.

DIMENSIONS

Height 48 inches, width 28 inches, depth 15 inches.

List price \$130.00 less tubes.

Champion Junior

This receiver was designed for those who demand the utmost in radio at a minimum cost. It has 3—224 screen-grid, 1—227 detector and amplifier, 1—245 power and 1—280 rectifier tubes.

DIMENSIONS

Height 40 inches, width 24½ inches, depth 14½ inches.

List price \$94.50 less tubes.

Western prices slightly higher

GULBRANSEN COMPANY,
3232 West Chicago Ave., Chicago, Ill.

Tell us more about the new "Minuet".

Give us full details about the Gulbransen franchise and the complete line.

Name.....

Address.....

City & State..... By.....

GULBRANSEN COMPANY
3232 W. Chicago Ave. -:- Chicago, Ill.

Popular
Over
Night

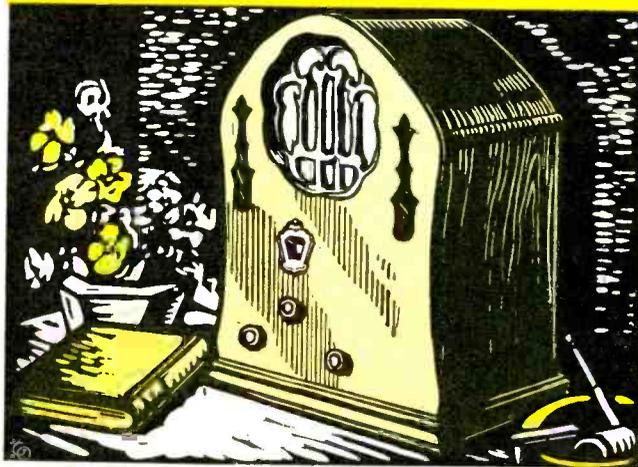
\$63.30

**COMPLETE
WITH TUBES**

Other CLARION Models
priced from \$109 to \$199
LESS TUBES

**Every "Big-Radio"
Feature**

Tone Control • Non-Oscillating
Screen-Grid Circuit • Push-
Pull 245's • Heavy Duty Electro-
Dynamic Speaker • Cadmium
Plated All-Steel Chassis •
Illuminated Dial



The
Greatest
Radio
Value
at
Any
Price



Clarion Jr. Pictured above is CLARION JUNIOR (all-electric Model 60) leading the modern trend toward small radios

Overnight popularity is the American public's highest tribute to any product . . . and CLARION JUNIOR has been so honored. The instant acceptance of this new CLARION is proof that it's a mighty good radio . . . not only a fine performer, but a "good buy", an investment in enduring radio satisfaction.

CLARION dealers are selling CLARION RADIOS and making money. Write, wire or phone *Today*—and quit writing up your statement of Profit and Loss in red ink « « « « « «

TRANSFORMER CORPORATION OF AMERICA
Keeler and Ogden Avenues Chicago, U. S. A.

Clarion Radio
THE LITTLE GIANT OF RADIO



Practically every wholesale distributor and an impressively high percentage of radio retailers who took on the Perryman line in 1925 are in the Perryman organization today. This continuous loyalty over a period of five years is due not alone to the technical merit of the tubes but equally to the square and generous Perryman policy of giving dealers practical help in the important matter of turning over stock.

If you've never yet seen an advertising program that put the dealers' interests *first* and everything else *second*, ask a Perryman representative to show you—or send us the coupon.

PERRYMAN



RADIO TUBES

PERRYMAN ELECTRIC CO., INC. NORTH BERGEN. N. J.

Gentlemen:

What are you going to do to help me get business this year?

GENERAL ELECTRIC CLOCKS



^ ^ ^ ^ ^ ^

**give you profit
that Grows**

^ ^ ^ ^

A Variety
of Models
both chime
and silent

*Tiny bedside
timepieces with
softly lighted
faces to stately
grandfather
clocks with beau-
tiful chimes.*

List Prices
\$9.75 to \$375.

**TELECHRON
MOTORED
—Every One**

More than 10 years ago the marvelous little Telechron motor began revolutionizing time-keeping. Today at its highest point of development General Electric offers it in the General Electric Clock.

Its speed is controlled with hair-line precision by current pulsations kept constant at the power station with master clocks checked regularly with radio time signals from the U.S. Naval Observatory.

... A General Electric Clock is a gift that's always welcome

WHEN you sell a General Electric Clock for home or business it stays sold... and performs so dependably that no costly service problems rob you of your profit.

Instead, each General Electric Clock becomes your salesman. A living-room tambour serves a family so well that it brings its owner back to you for a cheerful kitchen model, a bedside Electrolarm, a grandfather clock for the hall.

Start selling General Electric Clocks and there's no end to the business. The idea of merely plugging a clock into an electric outlet to get time from the stars, checked by radio at the power station, with no winding, oiling or regulating, is tremendously popular.

Every home and office needs time that everybody knows is right. So, nearly every customer who enters your store is a prospect for a General Electric Clock.

The name "General Electric" sells clocks for you. The world knows it stands for utmost dependability in everything electrical. General Electric backs you further with powerful clock advertising. Unique telephone time service that brings you business. Effective trade promotional and display material of a high order.

Find out about the selling plan at once. One of the best selling seasons of the year—the pre-Christmas period—is just opening.

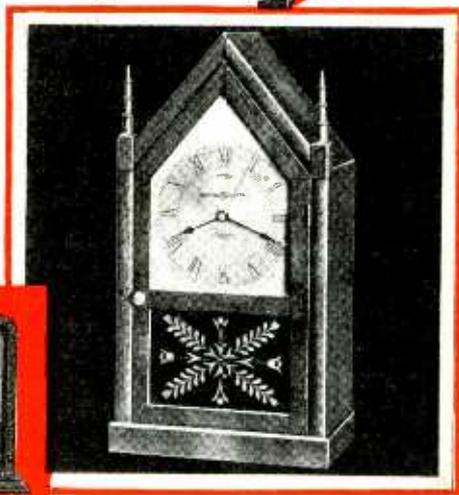
Here's a coupon that can open a new opportunity for you.

Section T-6011, Merchandise Department
General Electric Co., Bridgeport, Conn.

Please rush me dealer data on the General Electric Clock.

Name.....

Address.....



GENERAL ELECTRIC CLOCK

Regulated by comparison with Naval Observatory Radio Time Signals.

PRESENTING NEW SPARTONS

INCLUDING A 12-RECORD, FULLY AUTOMATIC COMBINATION AT \$280.

WITHOUT TUBES



The Jewel

The Ensemble

The Junior

The ENSEMBLE . . . Model 235. A new Sparton in a new price field, with a 10-tube chassis and a 12-record (10 or 12 inch) fully automatic phonograph that changes records in 4 seconds. The cabinet is of handsome walnut with genuine wood-carving. One of the finest Spartons and finest values ever built, priced at only **\$280⁰⁰** Less Tubes

The JEWEL . . . Model 420. A console model that is just what the name implies . . . a little jewel. Has 2 screen-grid type 224 tubes, one type 427 tube and 2 type 183 tubes for push-pull amplification. Dynamic speaker and all the fine features for which Sparton is noted. Price **\$96⁵⁰** Less Tubes

The JUNIOR . . . Model 410. This is *not* a midget, but an outstanding example of how a *real* radio can be built into a small cabinet. It is Sparton, through and through, with a chassis, dynamic speaker and beautiful cabinet on which we are proud to place our name. Price **\$56⁰⁰** Less Tubes

We believe that these new models make the Sparton line by far the most attractive and complete, from the standpoint of dealers, that the industry affords.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN, U. S. A.
SPARTON OF CANADA, LIMITED, LONDON, ONTARIO
Pioneers of Electric Radio without batteries of any kind

Western and Canadian prices slightly higher.

(547)

“The high reputation of CeCo Radio Tubes is a powerful argument. It greatly increases our sales.”

Maurice L. Strauss, Pres., The Pep Boys, Manny, Moe, & Jack, Philadelphia, Pa.

Philadelphia claims the honor for October's most striking CeCo window display. The Pep Boys' organization of 25 retail stores features the CeCo line because... 1 Public recognition of CeCo's higher quality... 2 CeCo's liberal discounts... 3 Proven effectiveness of the 'Better or You Don't Pay' idea.”

Ernest Kauer

PRESIDENT
CECO MANUFACTURING CO., INC.
PROVIDENCE, R. I.

No. 2 of a series of unsolicited CeCo window displays

DO YOU KNOW?

1. The CeCo Engineering Laboratory operates station WIXAC for testing and developing power tubes.
2. The U. S. Government is a daily user of CeCo Radio Tubes.
3. CeCo Radio Tubes are licensed under patents and applications of the Radio Corporation of America and affiliated companies.

CECO

Radio Tubes

*They're Better
or You Don't Pay!*



- Complete stocks of CeCo Tubes are maintained at New York, Chicago, Boston, Philadelphia, Pittsburgh, Providence, Toledo, Cincinnati, San Francisco, Los Angeles, Dallas, Springfield, Mass.

Why Superheterodyne ?



THE ANSWER BY SILVER-MARSHALL

YEARS ago the important element in radio reception was sensitivity. Everyone wanted distance and lots of it. Then came the "tone period", when tone quality was all important. And now we are in the midst of the "selectivity era". But it has always been necessary to sacrifice something to attain the fad of the day. No receiver ever gave selectivity, sensitivity and tone quality, equally—until now. The new Silver-Marshall Superheterodyne sacrifices nothing! Hair-line selectivity, with 50,000 watt locals occupying no more than 10 kilocycles on the dial. Rich, natural tone. And the fact that Silver-Marshall Radios, manufactured during the night shifts in the Chicago factory, are tested on California stations, will give you an idea as to their extreme sensitivity. Nothing is sacrificed because the Silver-Marshall superheterodyne system subordinates nothing • The receiver boasts ten tuned circuits, five screen-grid tubes, two screen-grid detectors, and needs no aerial—all EXCLUSIVE with Silver-Marshall Superheterodyne Radio • And the dealers who sell them are backed by 99-Year Franchises!

SM

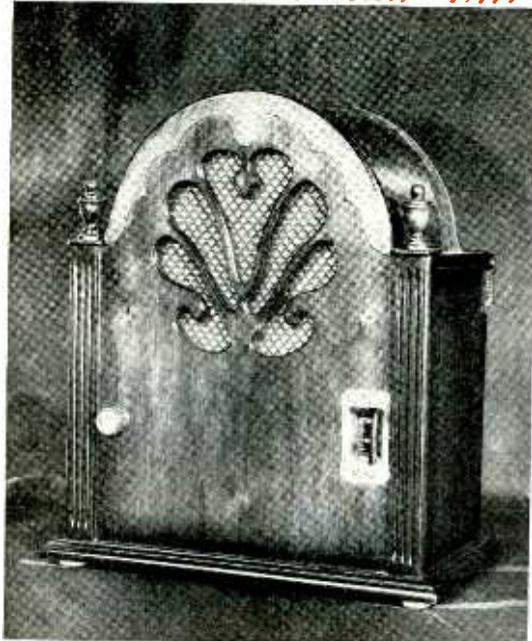


SILVER-MARSHALL

RADIO



The **WARE**
BANTAM



“sales talks”
are not necessary

to sell the WARE “BANTAM.” Just turn the switch and state the price! There is no competition, because dollar for dollar there is no radio value like it. It speaks for itself in a full, rich tone that is better than the best radio salesman’s most polished approach! It is the greatest boon to turn-over since the introduction of the all-electric set. The Bantam “stands by” distributor and dealer at a time when it is needed.

Smart with a trimness that sets it apart like a polo pony in a field of dray horses. “Class” that distinguishes it from hay-wire merchandise like a Tiffany gem on a counter of bargains. Never such faithful tone from such a snug, swagger little cabinet! Well may you exploit it as *the perfect radio in miniature!*

The WARE “BANTAM” has been engineered by Paul Ware, M. E., “from the ground up.” It incorporates all the features of the modern electric radio receiver, including screen grid tubes, power detection, individual and selective shielding, intermediate audio frequency stage, power out-put tube, true one dial tuning, local distance switch and a genuine electrodynamic speaker.

... a value that is upsetting other values as David upset Goliath!

distributors

You’ll have to get up early to catch the “Bantam” in your territory! Smart distributors are quick to grasp the opportunity of selling smart merchandise. Territories for the Ware “Bantam” are being acted on with the utmost dispatch, and in the order received.

WARE MANUFACTURING
CORPORATION, TRENTON, N.J.

Address inquiries to New York Office,
480 Lexington Ave., New York City

WARE
Electric
REG. U. S. PAT. OFF.

asks little in the way of space
concedes nothing in the way of performance

Licensed only for Radio Amateur, Experimental and Broadcast Reception.
The manufacture and/or sale of this apparatus does not imply any license under any patent relating to the structure or manufacture of radio tubes.

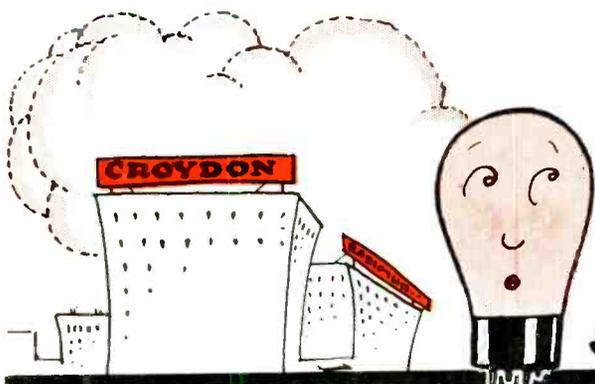


of the series
of national news-
paper advertising
featuring

CROYDON Radio Tubes in your own back-yard

You can sell
CROYDON
Radio Tubes
safely, because:

*OUR QUALITY AND DISCOUNT
RESTORES THE JOBBERS' ABIL-
ITY TO MEET ALL COMPETITION*



Smooth performance
in radio needn't take your
time. Right around the
corner are

CROYDON Radio Tubes

with golden tone
to pay you for being a
wise picker. *These Dealers
have 'em.*



*"The only American
made Tube passed
by the
Croydon test"*

CROYDON DIVISION

GOLD SEAL ELECTRICAL co.

250 PARK AVE

NEW YORK

THE THOROUGHBRED TUBE



—ready to prove by performance



*A Thoroughbred
makes no claims...
his admirers do that!*

EPINARD

One of the greatest thoroughbreds that ever sprung into being in France was "Epinard" and his game performances both in Europe and America won him a great host of friends. In this country though running under the severe handicap of an ailing hoof he displayed the courage of the real thoroughbred. His own appearance here and the careers of the colts he sired, are destined to leave a lasting mark in the history of the American turf. His owner, Pierre Wertheimer, celebrated sportsman and millionaire perfumer of France, may well have been proud of him.

*The only way to prove a
radio tube is to test it in a set*

DEALERS who are fed up by claims and promises will welcome a radio tube that asks only the opportunity to get into action to show what it can do.

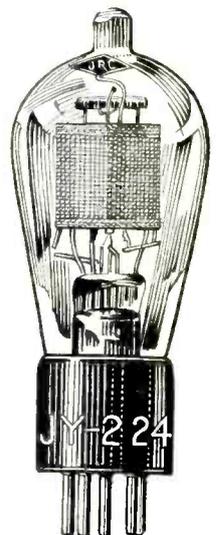
Put JRC Tubes in a set in your shop and let your customers sit in the judge's stand. There is no doubt about the result.

They always give your customers a good run for their money and give you the profit you have a right to expect.

*Write for name of nearest JRC Distributor
and details of dealer cooperation*

JOHNSONBURG RADIO CORP.
JOHNSONBURG, PA.

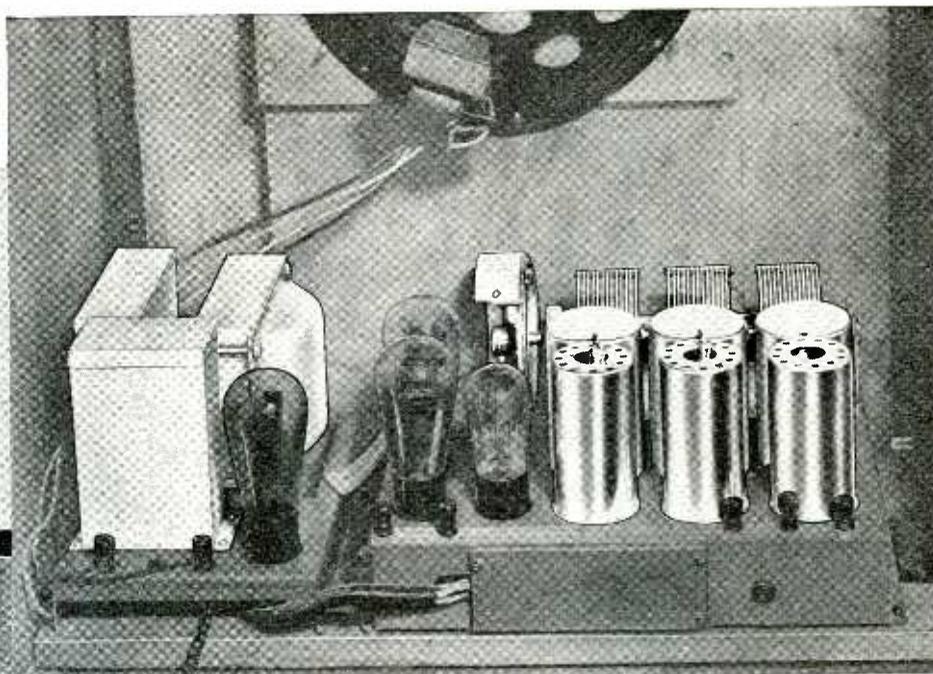
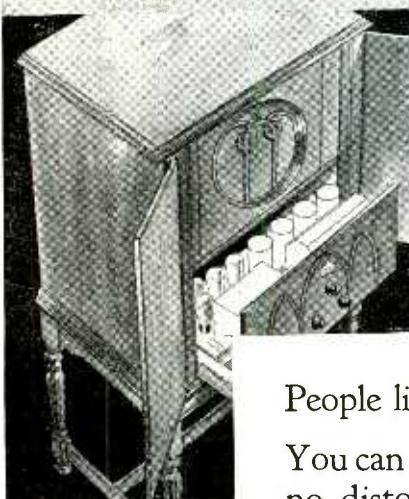
New York City: 55 W. 42nd Street Chicago: 28 E. Jackson Blvd.



SEALED IN
DUPONT
CELLOPHANE
FOR YOUR PROTECTION

Tell your customers that every JRC tube is Sealed in Cellophane at the factory for their protection.

Point to
the Alcoa
Aluminum
Shielding



when you talk "clear tone,
absence of distortion"

People like to be shown. They like to have reasons for buying.

You can explain to a customer why a radio set has clear, life-like tone with no distortion. That is, you can, if your sets have Alcoa Aluminum shielding around tubes, coils and condensers.

About the first thing a customer will notice inside a radio set is the Alcoa Aluminum shielding. And, you know how important shielding has become since the advent of the screen grid tube and the latest developments in band pass circuits. When you point this out you have told the customer why the set will give clear tone without distortion, because Alcoa Aluminum construction checks vibratory disturbance and hence eliminates microphonic and other resonance effects. Also, it has the highest electrical efficiency, weight for weight, of any metal used in set building.

You can also point out the other Alcoa Aluminum parts in your sets. This metal is extensively advertised. It is known as a high quality material that is light in weight, will not rust, and is an excellent conductor of electricity.



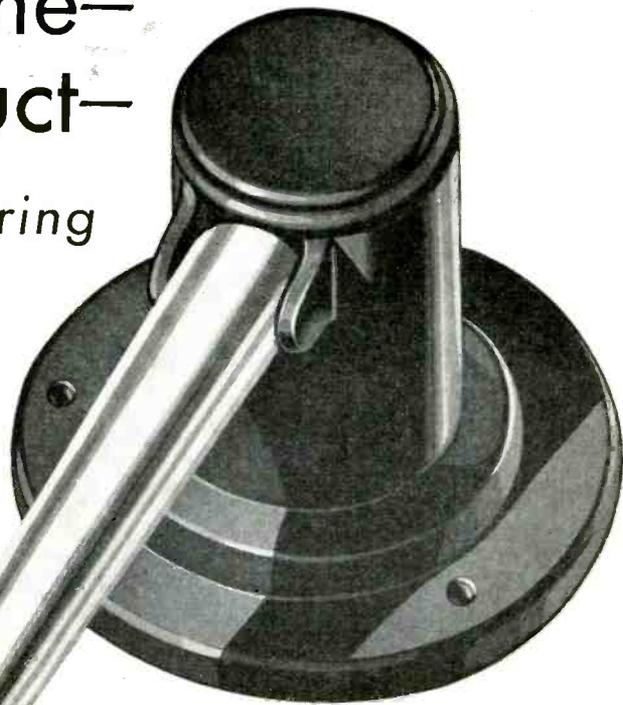
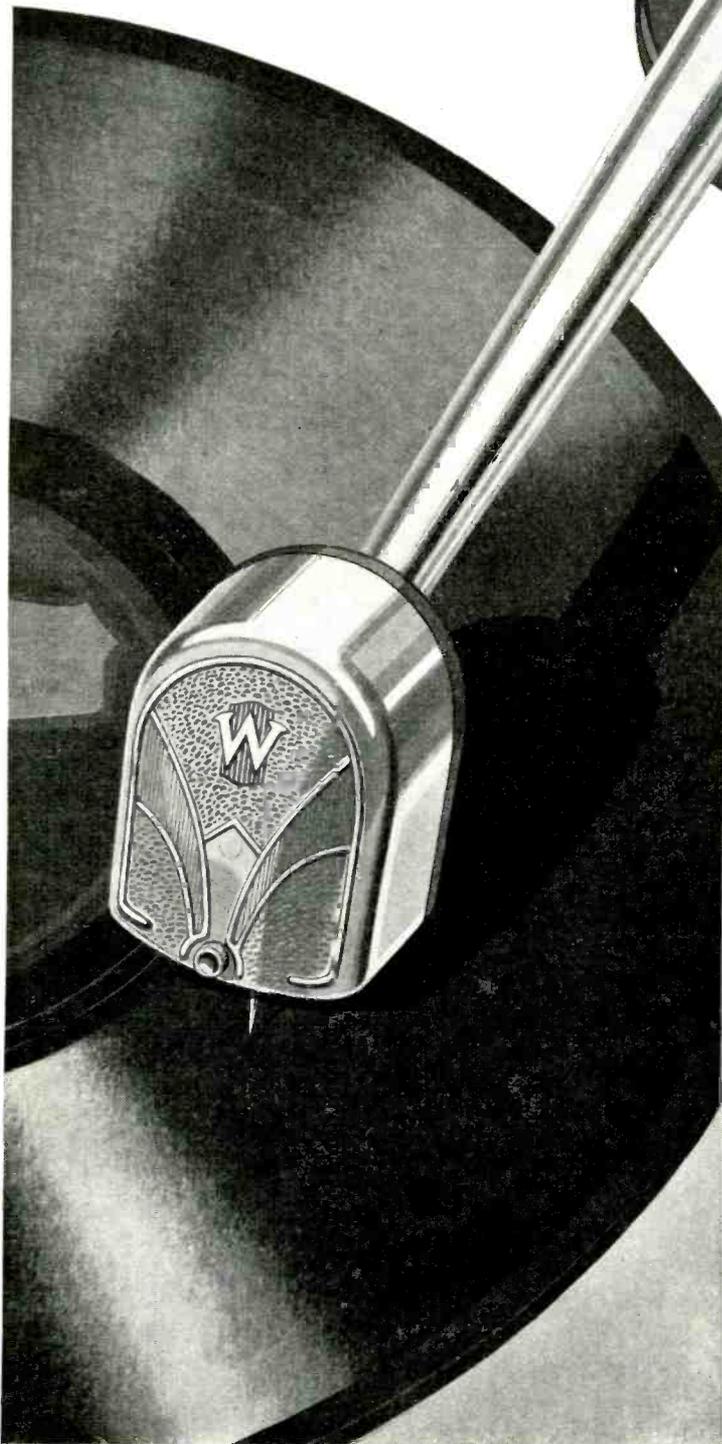
THE METAL
THAT IS TUNED
TO RADIO

The finest sets have Alcoa Aluminum shielding, foil condensers, or electrolytic condensers with Alcoa Aluminum electrodes, Alcoa Aluminum variable condenser blades, wire, chassis and panel parts. Let the Alcoa Aluminum parts in your sets help to build sales. ALUMINUM COMPANY of AMERICA; 2462 Oliver Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM

A Famous Name— A Famous Product—

Your Assurance of Securing
the Utmost in Electric
Pick-up Profits . . .



THIS year more than ever, you will need to rely upon quality merchandise backed by a well-known, responsible house.

It will be "good business" to do business with Webster, famous for twenty-five years in the manufacture of delicate and precise electrical apparatus. Webster Products have proved themselves highly salable. They have won dealer acceptance and user preference through sheer merit.

For profit and performance, Webster fills the bill with two models that meet all demands. The large illustration shows Model 4A . . . beautiful in a burnished gold and black, thrillingly life-like and perfect in reproduction, offering many exclusive Webster features . . . selling at a list of \$21.00.

Ensure dependable profits for yourself during this new season — write for details.

WEBSTER ELECTRIC COMPANY

RACINE

Established 1909

WISCONSIN



MODEL 3A . . . includes pick-up head, supporting arm, built-in volume control and adapters.
List \$14.00.

MODEL 3B . . . includes pick-up head, separate volume control, and adapters. List \$12.00.



Webster

W Electric Pick-up

Every Community Needs an Organization To Sell, Install, and Service

... Modern Sound Distribution Systems

THE sales, installation and servicing of Sound Distribution Systems offer a very profitable opportunity for men or organizations who know how. The field is already well established as indicated by the increasing demand in every community for such systems. The following list is typical of the sources of such demand:

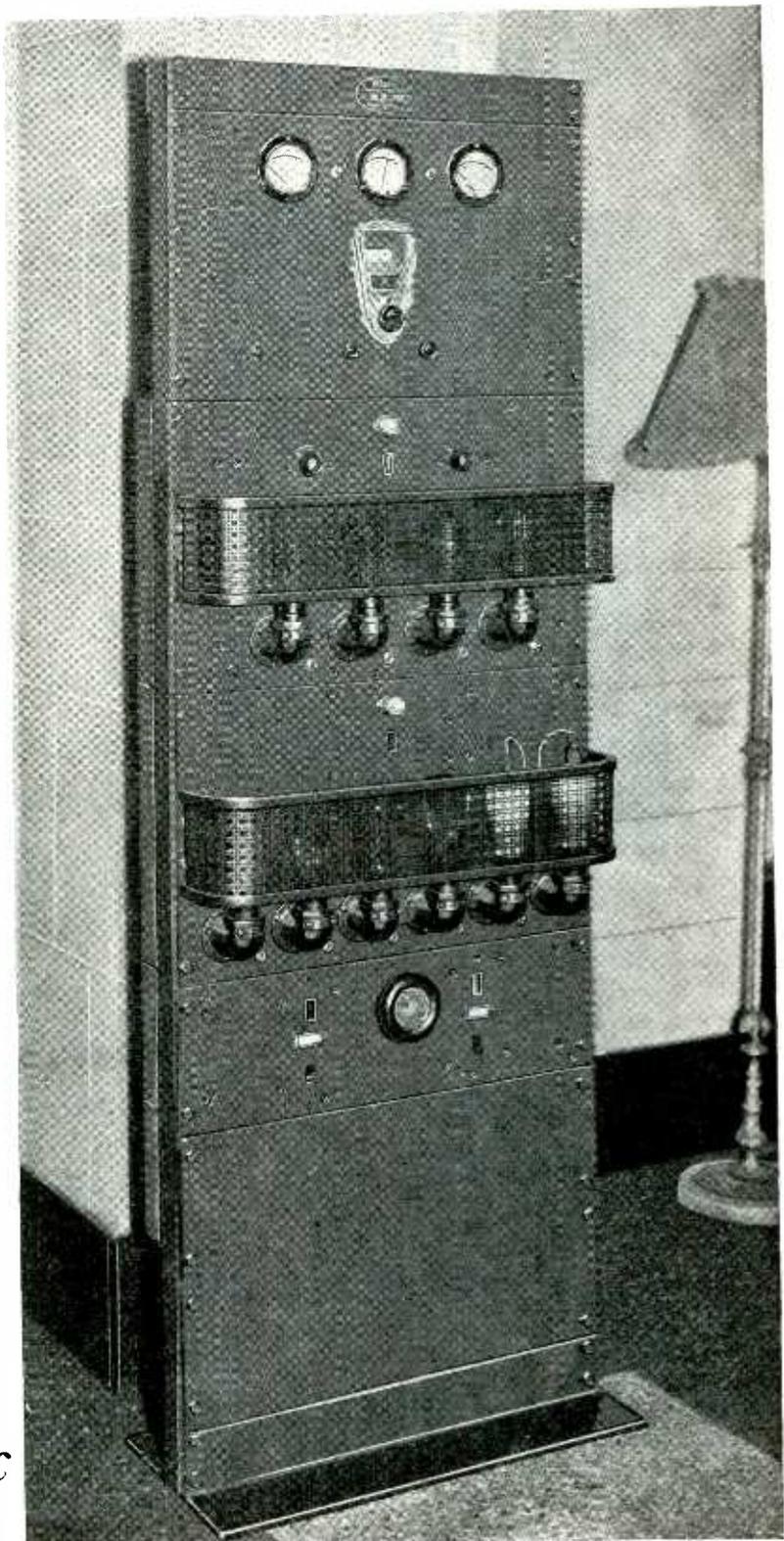
Apartment Buildings	Playgrounds
Amusement Parks	Public Parks
Airports	Race Tracks
Base Ball Parks	Railroad Depots
Camps	Restaurants
Churches	Riding Academies
Circuses	Sanitariums
Civic Centers	Skating Rinks
Convention Halls	Schools
Dance Halls	Sporting Arenas
Factories	Stadiums
Gymnasiums	Swimming Pools
Hospitals	Yacht Clubs
Hotels	

These installations require amplifiers . . . Webster Amplifiers, the product of an institution specializing in the manufacture of delicate and precise electrical apparatus for nearly a quarter of a century.

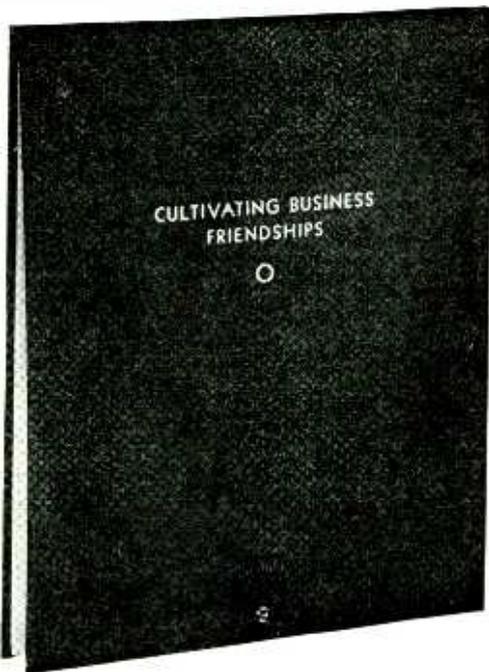
Someone in your community will profitably engage in this activity. You or your organization can be that "someone". Webster Amplifiers, soundly designed and soundly built, are the product which provide the opportunity to well established organizations with sales ability and engineering facilities. We solicit inquiries from such organizations.

WEBSTER ELECTRIC COMPANY
RACINE Established 1909 WISCONSIN

Webster Electric
Power Amplifiers



NEVER BEFORE Has the Radio Dealer Had Help Like *This!*



To a limited number of progressive dealers, Sylvania offers a new Merchandising Plan worth thousands of dollars in extra sales. A modern business idea that upsets all previous traditions about tube selling.

Tube replacement volume is multiplied. Sales of radio and electrical equipment go up. And the people in your neighborhood are brought into closer contact with your store than ever before.

For the first time in radio history here is a sound, flexible and intensive sales Plan for you.

**SIGN—and Send for
the Details**



SYLVANIA
PRODUCTS
CO.

REG. U. S.
PAT. OFF.

RR. 11-30

Emporium, Pennsylvania

I'd like to know more about your new
Merchandising Plan.

Name

Address

City State

It's the tube that makes the radio

Sylvania

RADIO TUBES

Licensed Under RCA Patents

NOVEMBER, 1930

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

Meet This Situation *with* *Merchandising* COURAGE

RADIO no longer is "in its infancy" and with its attainment of manhood has come a corresponding maturing of the experience of those who have grown up with it. You've reached voting age, Mr. Dealer—the period when it is up to you to make the decisions, to decide what you will buy and how you will sell. It is, therefore, to the thinking type of merchant that this editorial is addressed.

And well it is that you're 21, for never has the industry been confronted with greater problems. Specifically, let us consider the significance of the rapid growth in the popularity of the midget receiver—and let us frankly analyze, from the dealer's viewpoint, its bearing upon net profits.

SMALL sets selling for less than \$80, have great possibilities for evil as well as for good. What do we mean by this? This question is best answered by the following illustration: There are two ways of merchandising midgets. They can be enthusiastically featured without thought of selling costs; of greater volume; of dollars net profit from the possible selling in many instances of a larger unit or they can be used as a splendid supplementary selling tool. *Radio Retailing* advocates the latter course. The legitimate field for the mantel set is so broad and the economic folly of unbridled, haphazard pushing of this set is so apparent, that this editorial word of caution should suffice.



Sell the midget as a second set; sell it to those who cannot afford to pay more; sell it to the small apartment dweller and to the bachelor with his "room and bath." Use the midget, also, as an entering wedge for the purpose of establishing a contact leading ultimately to the sale of a console. But keep your eye on the relation of overhead to net profit per individual transaction.

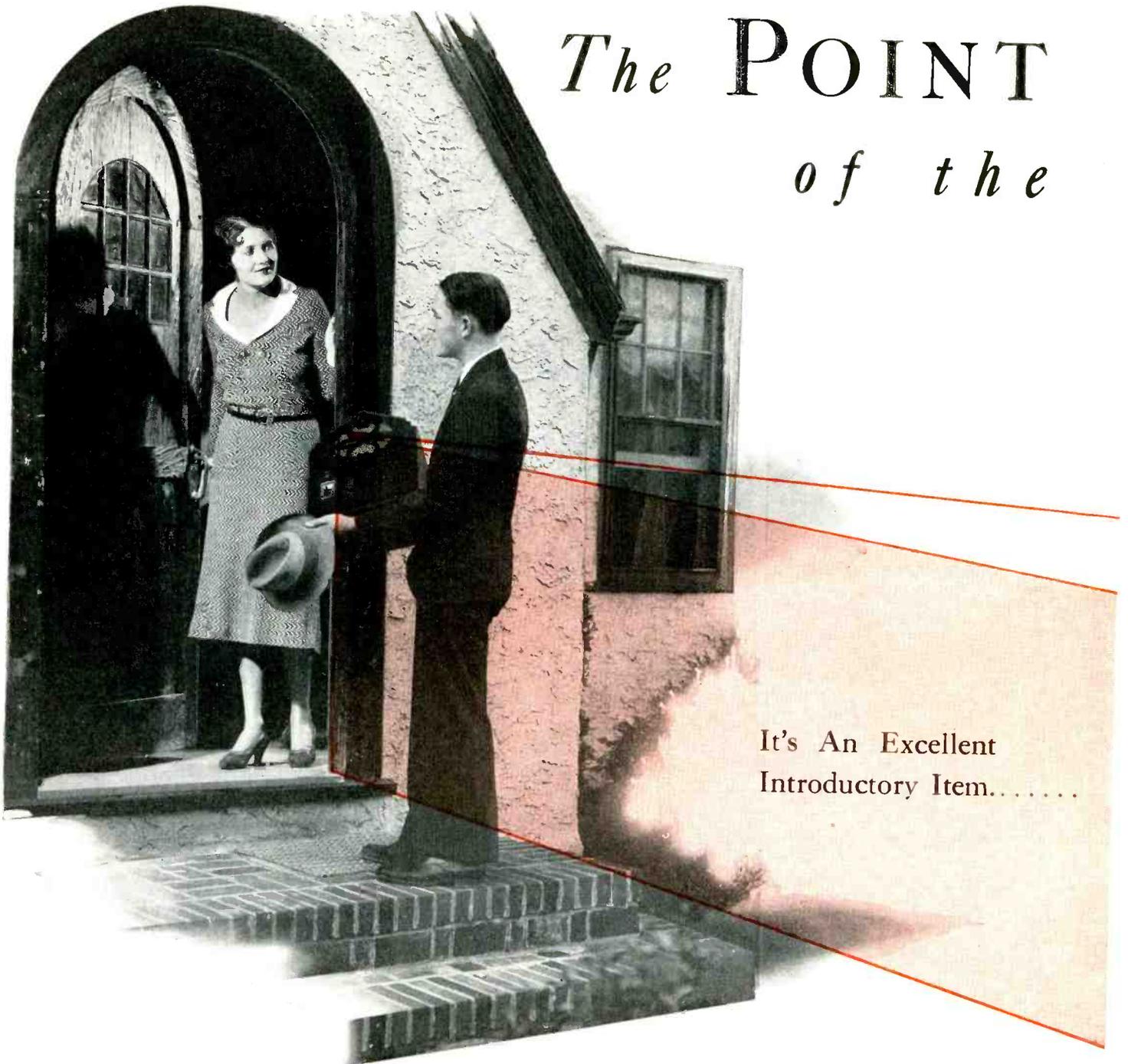
THIS timely and temerarious warning is issued because radio is rapidly entering the domain of those articles which must be sold, if volume is to be attained, through outside men—and "forced" selling is expensive. The experience of the washing machine industry shows conclusively that there is not sufficient spread for the specialty dealer in an appliance listing for less than \$100. Certain it is, then, that the radio dealer who drifts into a situation where a large percentage of his sales average less than \$75—and who grants time terms and home demonstrations—will shortly awake to the unpleasant fact that his business has the appearance of greater activity without the financial substance therefrom.

Temper your enthusiasm with judgment. Push the midget, yes, by all means! But sell it in its legitimate field. Study this problem, develop a new sales technique to fit the sales situation and, above all, have the courage to avoid the path of least resistance. The hardest road will lead to the bank balance.

Ray V. Sutcliffe

MANAGING EDITOR

The POINT of the



It's An Excellent
Introductory Item.....

REVERSE ENGLISH," giving the ball a backward spin so that it hits its first objective and then returns to complete the billiard, well illustrates a new merchandising application of the midget set. Not only is the small receiver an excellent second sale but dealers are using it, also figuratively speaking, as the entering point of the sales wedge—to lead the person, formerly without radio reception facilities, to the ultimate purchase of a console. With prospects who need and can afford a better set this constructive plan should be carefully considered.

Let's see, therefore, how they do it—how alert dealers use the midget as it should be used:

Hecklers' Radio Shop, Ogden Ave., New York City, has been mailing letters and circulars in which it urges a new list of prospects to come to its store and hear the midget demonstrated. Well over 60 per cent of those who called were sold a larger set.

A few blocks away, Greenberg & Shaneck, Inc., fea-

tures the midget in its window displays—but not prominently in the store. When the prospect enters the store he is exposed to the medium priced console. Here again over 50 per cent of the sales are in the \$130 class.

A large majority of the enterprising dealers in New England are using the midget as an attention-getter.

As the Initial Home Demonstration

A further step in this selling philosophy is illustrated by the policy of a well known radio company in New Haven, Conn. This concern sends salesmen to the homes of people who have no radio whatsoever *and who do not want one*. This information is obtained by using the well-known telephone canvass. Those who reply that they have no radio and are not interested are put down as *prime prospects*.

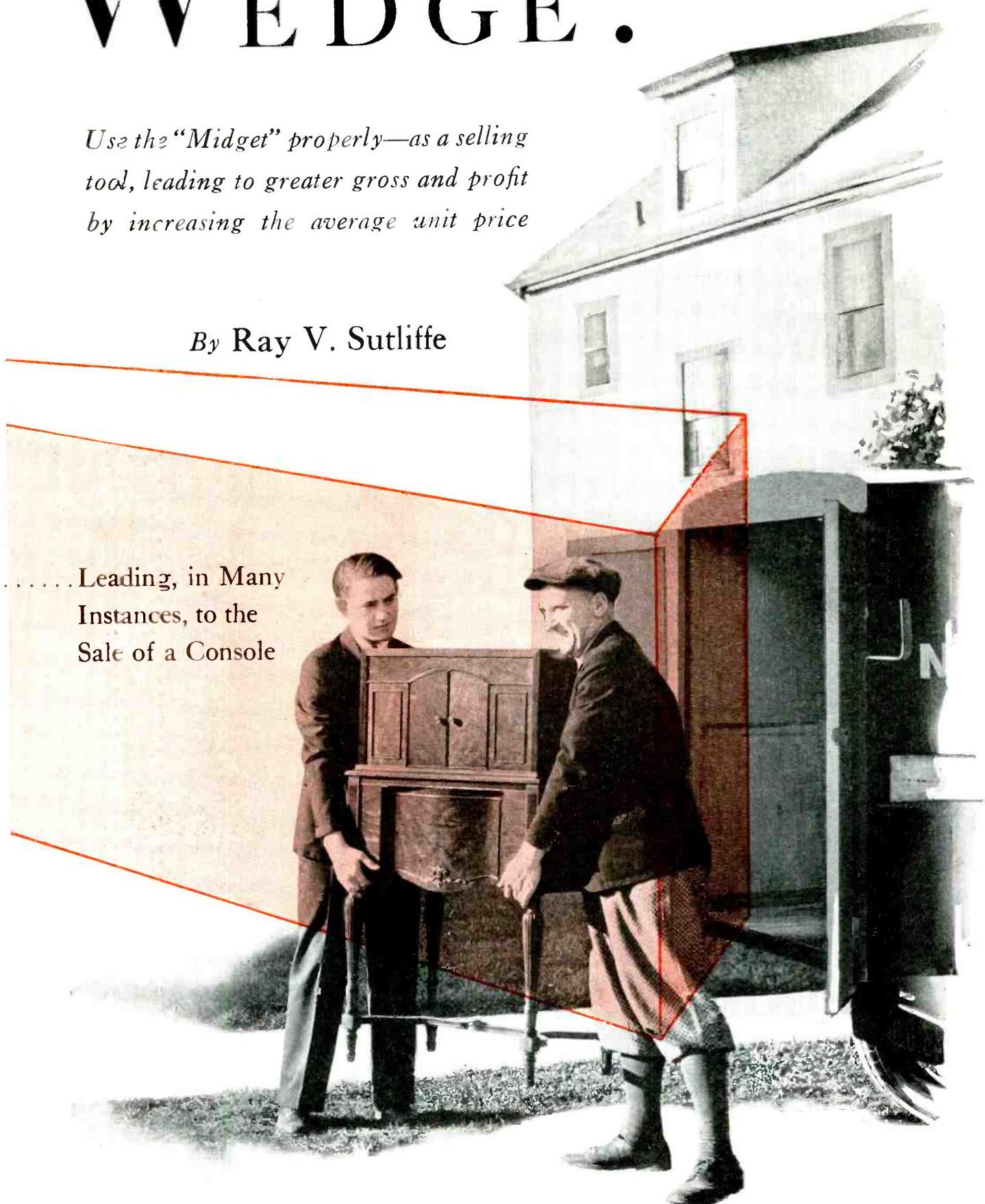
When the housewife comes to the door and sees the radio salesman with the midget under his arm she cannot resist its intriguing look and appeal. Every third call

WEDGE!

Use the "Midget" properly—as a selling tool, leading to greater gross and profit by increasing the average unit price

By Ray V. Sutcliffe

..... Leading, in Many Instances, to the Sale of a Console



of this nature results in permission to, "Place the set on the table and I'll try it for a week." The salesmen are well posted on the most attractive programs and those received best in the New Haven territory. A schedule of suggestions as to when, what and how to tune in is left in care of the customer.

The midget is so inexpensive that the housewife does not fear undue criticism that evening from her husband. The little set operates surprisingly well and starts a desire to hear radio programs.

When the salesman returns he finds, as a rule, that the prospect "Isn't sure whether or not she wants a radio." This is his cue to suggest that the final decision can better be made after she hears a larger set. If this strategy succeeds, and it works 30 per cent of the time, the larger outfit is as good as sold.

This dealer finds that these conservative people, although the hardest to sell, are nevertheless, the most profitable to deal with since many pay cash or can be trusted to live up to the terms of their agreement covering the monthly time payments.

Here's another mighty workable scheme for using the midget as an entering wedge: A New Hampshire dealer, after patient effort, obtained a promise from the school board to place a midget set in each class room in the high school. What is more—and this is the nub of the sales plan—he volunteered to call at the home of each pupil in an endeavor to collect not over \$1 per family to apply towards the purchase of this set for the class room. Armed with all the names of the scholars' parents, and with a gilt-edged reason for calling he not only secured a sufficient number of small contributions to

pay for every set installed in the high school but better still, he got the exact picture of the radio situation in each home and sold a dozen small sets and as many more of the popularly-priced, four-legged affairs.

We almost forgot to mention that the newspaper publicity and other incidental advertising which this dealer received sold many other sets for him in homes that did not have a young person interested in high school affairs.

And here's a suggestion of particular value to the electrical-radio dealer. Every time M. Morrin, City Electric Company, the Bronx, N. Y., sends out a man on an electrical contracting job, said man takes along a miniature receiver. While the bell is being fixed or the extra lighting fixture installed sweet music fills the air. Demonstration costs are pared to the bone and the electrical worker adds to his financial contentment by selling two or three midgets a week.

Do not infer from the above that the small set should not

be energetically merchandised on its own merits. Go after that vast sub-market to which the midget has opened the door—but in doing so revamp your selling policies so that this new product will return a proper profit. Long terms and small down payments will be disastrous. Likewise, guard against doing yourself out of a larger sale. And lastly, use the midget for a promotional tool.

There is every indication that midgets will be one of the biggest little things in the radio business this year. Properly promoted they will help us balance our activities and keep on top of the heap.

Promote the Midget

- 1 As a second set.
- 2 To those who cannot afford to pay more.
- 3 Where conditions necessitate this action.
- 4 To get people into the place of business.
- 5 For cold turkey demonstrations in the home.
- 6 As a leader to bigger sales.

Listener Interest at High Level

THE May issue of *Radio Retailing* inquired of its readers concerning the status of listener interest. The best reply came from the pen of G. I. Morgan, president of The Radio Home, Sioux Falls, S. D. In addition to being a radio merchant, Mr. Morgan conducts the radio department of the local newspaper and is in a position, therefore, to obtain an unusually accurate impression of the set owner's interest in broadcasting.

Mr. Morgan declares that the public is keener than ever for radio entertainment. Here is his letter.

To the Editors of *Radio Retailing*:

As a battling radio dealer with eight year's experience and as a hard-boiled newspaper writer I can definitely assert that the public today is as keenly interested in radio programs as ever. Interest is not weakening. To cite examples from my own experience:

Some program is on the air, put on by one of the two broadcasting systems, prior knowledge of which we have not received. Many hear it. They call up and ask why it was not in the column. Then again we often

find that some big sporting event is to take place. Immediately preceding the event we are called, mostly by the fair sex, and asked why the event is not mentioned in the column—where and when it can be heard, etc. On being told that it is not available through stations that we can hear on the average evening, "that's too bad" is the comment.

This reader-listener interest is also shown in the fact that we are "called" as soon as any error appears in the column; or some program has been omitted; or, as was recently the case, because of a change of time due to daylight saving. This shows us that many listeners are following their favorite programs week after week. When these programs are taken off, due to change in time, a keen note of regret is heard.

Yes, listener interest is just as high, if not higher, than ever before. As long as programs that suit the taste of the radio owner are available nothing is heard from them, but let something come to disturb the set-up and immediately yours truly has much explaining to do.

Signed: G. I. MORGAN

9 Superhet Licenses to Date

The Radio Corporation of America, on Oct. 27, released the following list of tuned radio frequency licensees whose applications for a supplementary license granting permission to manufacture receivers under RCA patents covering the superheterodyne circuit have been approved:

WHAT is the strength of the trend toward the superheterodyne receiver? Will 1931 be a superheterodyne year? Telegrams were dispatched to the accompanying list of superheterodyne licensees and a representative number of t.r.f. licensees were also interviewed.

Analysis of the replies from the first group clearly indicates that most of them will have at least one superheterodyne item in their 1931 line. Furthermore, it would seem that these concerns expect that at least 50 per cent of their 1931 sales effort will be placed behind the superhet model.

One large manufacturer, who is well known as a producer of higher priced consoles, will announce a quality superheterodyne not later than January. It intends to feature this new member of its family, although it expects that it will be priced lower than the items in its present line. This company is not alone in this policy. Majestic is another example where the superhet occupies the lower price position in its line.

And the majority of RCA licensees who do not yet enjoy the privilege of the supplementary superhet contract are giving it serious consideration. This is no surprise in the light of the fact that there will be no surtax for the privilege of building supers. The same t.r.f. royalty fee of 7½ per cent will, it is understood, apply to the superheterodyne set output; but with the one important provision that the life of both contracts is to be extended to embrace a total time of approximately ten years.

"In view of the fact that your financial obligations will not be increased if you apply for a superheterodyne license, why are you holding off?" a member of the non-super group was asked. His reply was typical:

"We will undoubtedly apply in the near future but we believe it wisdom not to be rushed into this matter primarily because bringing out a superhet model will involve new engineering experience, considerable expenditure in tooling up and a certain sacrifice of our present stock—but we will undoubtedly follow in line as soon as it is practical to do so."

- *Atwater Kent Mfg. Co.
- *Audiola Radio Co.
- Balkeit Radio Co.
- Gilfillan Bros., Inc.
- *Grigsby-Grunow Co.
- Howard Radio Co.
- *Silver-Marshall, Inc.
- Stromberg-Carlson Tel. Mfg. Co.
- *United Air Cleaner Corp.

**Already in production.*

THERE is a strong likelihood that the superheterodyne circuit will be employed by many licensees who are making midget receivers. According to one prominent manufacturer, himself a radio engineer, production costs will be no higher on the superhet than on a t.r.f. midget once the mechanical difficulties embodied in the changeover of equipment are eliminated. There is even a possible chance that production costs will be less on the superhet midget than for similar t.r.f. designs. The superhet circuit is particularly adapted to midgets, according to many authorities, as it remains selective in compactly assembled form.

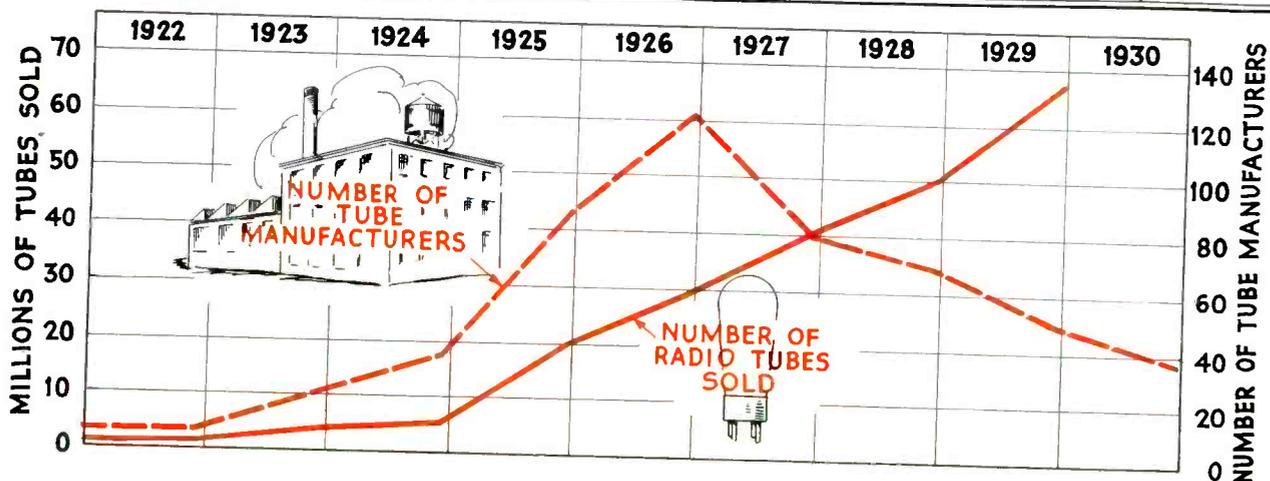
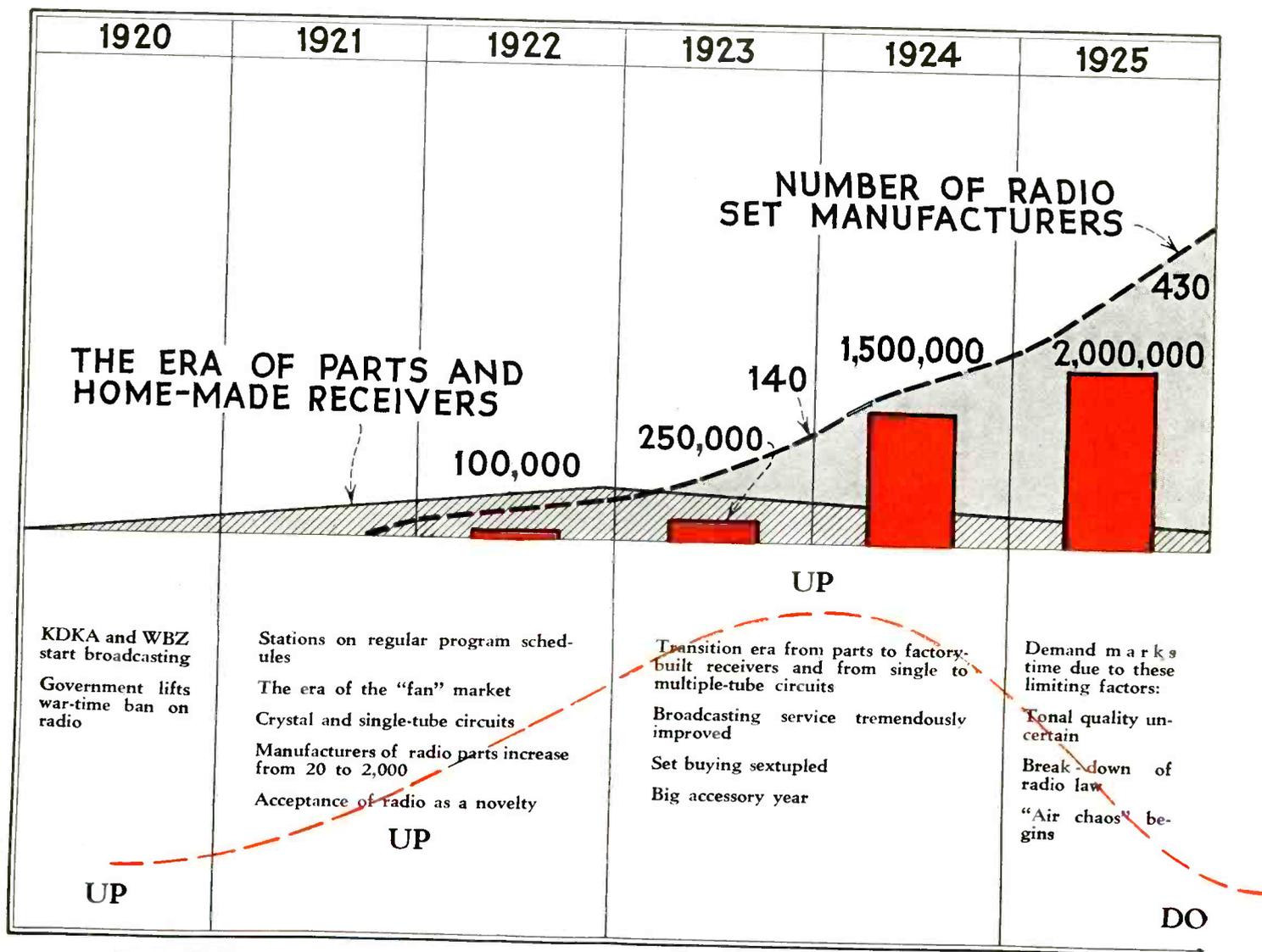
The unexpectedness of RCA's patent release has created quite a manufacturing problem for those manufacturers who decided to take advantage of the corporation's offer. Caught between the devil and the deep blue sea, as it were, some companies decided to push their engineering staffs on super design in order to make the fall market with a set of this character while others decided to bide their time and hold back a super until after the first of the year. One nationally known manufacturer, whose name is withheld by request, tells us that his factory has been in production on supers for the past three weeks and despite this work only fifteen sets a day have been turned out due to preliminary manufacturing difficulties. These are not serious, however, and will most certainly be cleared up in the near future.

Will 1931 Be A Superheterodyne Year?

Our Business Moves

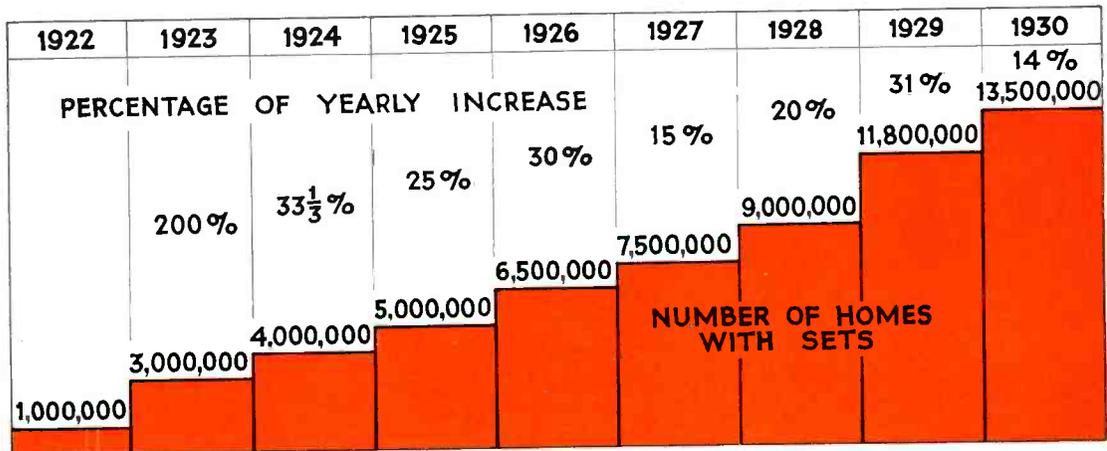
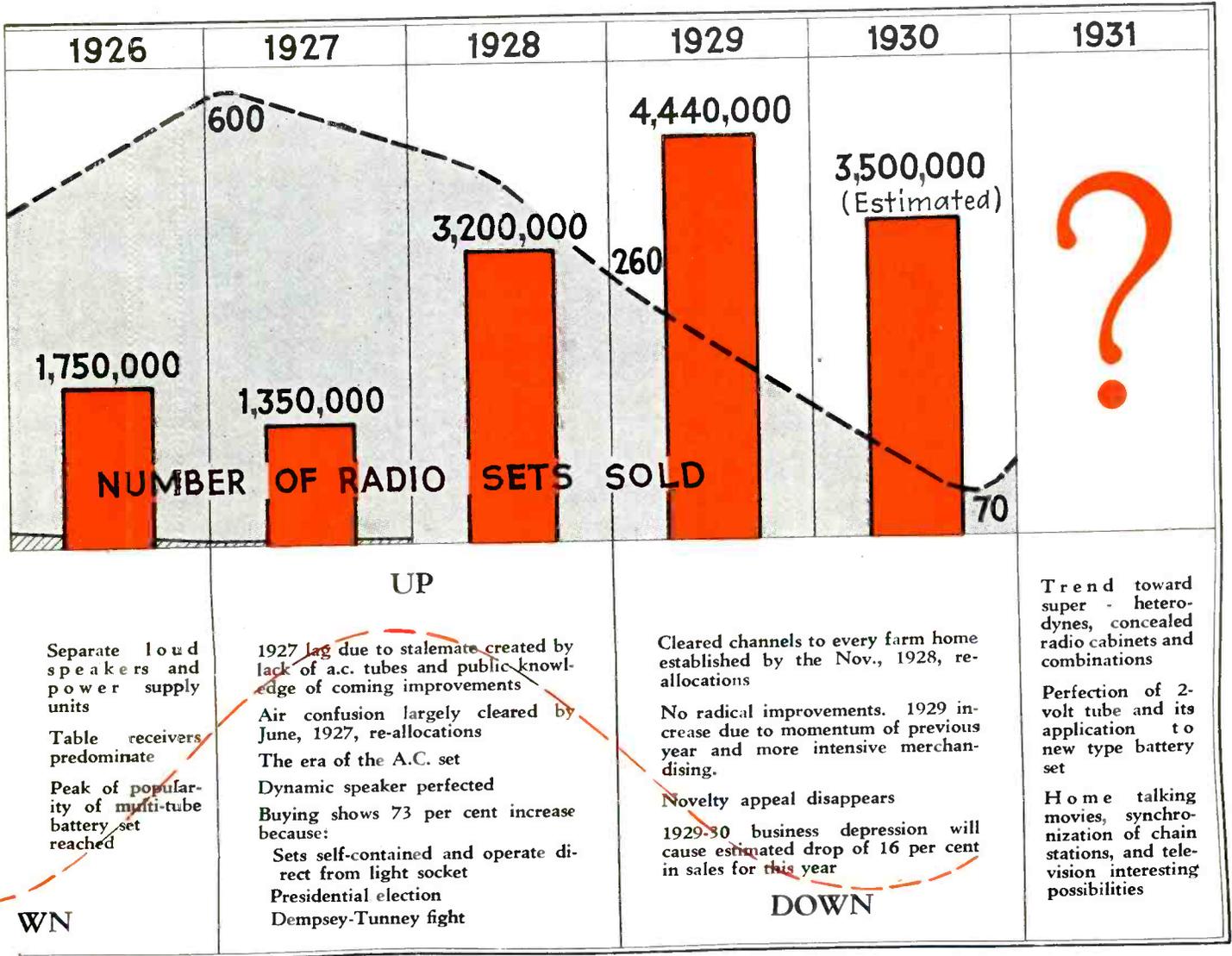
in Cycles of CAUSE

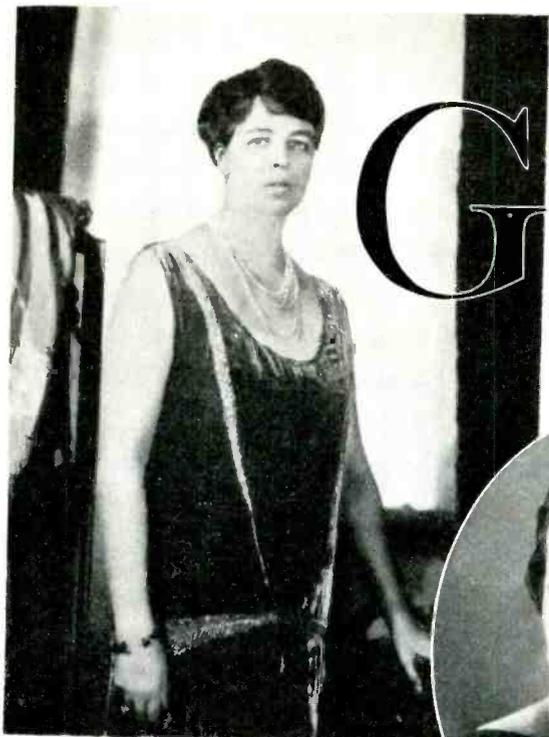
Showing the Two-year Relationships of Technical, Economic



and EFFECT

and Social Developments to the Progress of Radio





MRS. FRANKLIN D. ROOSEVELT
Wife of the Governor of New York

From the Governor's Lady To Rosie



LILLIAN LAUFERTY
Formerly "Beatrice Fairfax"



BESSIE B. STEELE
Stern Bros.,
N. Y. C.



CLARA H. ZILLESEN
Advertising Mgr.,
Philadelphia Elec. Co.



MARY HOPE NORRIS
Formerly
"Prudence Penny"



MRS. HARRY PHILLIPS
Housewife,
New Rochelle, N. Y.

CLOTILDE GRUNSKY
Bus. and Prof.
Women's Club of
San Francisco



Helen Kouns

Director,
Good Housekeeping Studio of Furnishings and Decorations.

Radio Retailing, November, 1930

STYLES in radio cabinets, like styles in houses or automobiles, change to meet new requirements and to suit new tastes. Large, rambling houses have been displaced by small homes and apartments; the high, open car has stepped aside for the low, closed model.

And, so in radio, the bulky highboy is gradually giving way to the small lowboy of simple lines. The midget set, the chassis concealed in desk or table and the chairside or studio model, among other designs, have completely changed the complexion of radio furniture. Harmony in line and convenience are today's keynotes!

In this advanced age, women are having their say about the family car, house or radio. They no longer are content to allow Friend Husband to bring home a set because it has all the latest gadgets. Granted this has a great influence on the feminine mind also but the deciding factor is: How will it harmonize with the living room furniture.

To find what women all over the country are demanding of a cabinet, the opinions of nationally known writers, professional and business women, and housewives were sought. These women were interviewed both in person and by letter. Here is what they say:

I DO NOT mind at all having my radio look like a radio but I like it to take up as little room as possible and I like it in a case of extremely simple lines. A lowboy is more convenient from my point of view because it takes up less room and provides a surface for books or magazines.

Mauna Fordwell

I PREFER a lowboy of simple lines and favor good lines in recognized pieces of furniture. A radio concealed appeals to me for the following reasons: The average house or apartment

today is small and as desks, tables and cabinets may serve other purposes as well as holding the radio, I think well of their use.

To my mind, there is a great need of better designing in radio cabinets and for every radio manufacturer to realize that they can get good designs suitable for their instruments at a low price.

What They Think of Today's Radio Furniture

Interviewed by

Thelma Purinton

O'Grady



MARGUERITE B. BENSON
Managing Dir., Home Making Center, N. Y. C.



ADA BESSIE SWANN
N. J. Public Service



MRS. H. M. OLIVER
Housewife and Business Woman, N. Y. C.

MRS. BURT N. PIERCE
Housewife,
Greenwich, Conn.

MRS. RICHARD GAUNT
Housewife,
New Orleans, La.



MRS. ERNEST SCHIRMER, JR. (Left)
Housewife,
Boston, Mass.

THE modern woman demands beauty and utility in her household furnishings. Her radio must satisfy eye as well as ear.

A graceful lowboy, with simple cabinet of rich-toned, mellow wood houses the radio with dignity as well as charm and is my ideal. It is decorative as well as harmonious in appearance and it seems natural for music to flow from it.

The radio in disguise has no charm for me. I resent the thought of the radio lurking hidden in book-case or desk; this belittles both instruments. Hiding the radio as if it were a skeleton in the closet would, if carried to its logical conclusion, produce musical instruments masquerading as sewing machines or dish-washers.

The first and final requisite for the appearance of an instrument from which harmony flows is—harmony. It must produce no jarring note, it must be simple in line and compact in size.

Lillian Cooper

Authoress and Formerly "Beatrice Fairfax."

THE selection of a highboy or a lowboy type of cabinet depends upon the balancing of the other furniture in a given room. The trend of good taste today is decidedly away from the ornate. Plain lines of beautifully grained wood with a dull finish always attract the discerning buyer.

In a period room a discordant note would mar its perfection. By all means carry out the period idea in lines, wood and finish.

The midget set is a boon to all. "Pick up thy bed and walk" in the language of 1930 would be: "Pick up thy radio as thou moveth from porch to living room or bedroom. lest thou walk in darkness of current events."

Mary Hope Norris

Formerly "Prudence Penny."

I BELIEVE there is a marked interest in small consoles and radios built in period pieces. Up to now, the radio buying public has had to be content with the regulation stock cabinet which was not more than a clumsy inclosure for the batteries, speaker, wires, etc.—formerly laid on the floor or table. But

now that the concealed set has been introduced and had such a favorable reception, radios are becoming a truly decorative addition to the home.

Take my own case, for instance—a well-known set was given to me last Christmas but it simply did not fit in with my furnishings. I had the legs cut off, book shelves built up on either side and the whole painted a pale green to match my walls. If the set had been enclosed in a table or chest in character with the rest of the room, I would not have had to conceal my radio.

Marguerite B. Benson

Business Manager, The Home Making Center, New York City.

THERE seems to be a definite trend toward the lowboy of simple design rather than the highboy, as our experience indicates that about eight sets out of every ten sold are lowboy models.

Small sets are apparently very popular, particularly because

of the appeal of low price, the fine performance and tone quality of the small sets, and, of course, the advantage of their portability.

Hoeglensen

Advertising Manager, Philadelphia Electric Co.

I LIKE a radio as small and inconspicuous as it can be. The furniture of the average home is not strictly period and I think it is very difficult to purchase a large radio and have it harmonize pleasingly with the rest of the room.

The midget set appeals to me as most every room has space for one and it will readily adapt itself to the furnishings regardless of the decorative scheme. It could even be tucked away in a corner behind a large chair if necessary. Nothing could prevail upon me to include a radio concealed in a desk or console table.

Houma Free

Manager, Home Economics Bureau,
Brooklyn Edison Company, Inc., Brooklyn, N. Y.

MY personal opinion is that people are a little tired of just cabinets; they are tired of the cheap, squeaking affair that they have always had to contend with in order to get a piece of furniture, and now look for better music. I feel they do like small cabinets that take up little room but that only applies to the customer who has limited space.

Our larger period models have sold but they have only gone to large spacious homes. We have had fewer calls this year for instruments in desks and feature cabinets. In my opinion, as I mentioned, people seem to want good music more than a piece of furniture.

Bessie Steele

Buyer, Radio and Record Department,
Stern Brothers Department Store, New York City.

I FAVOR the lowboy type of radio of simple lines, although a little ornamentation well done is not objectionable.

The midget type of radio does not appeal to me and among the women attending our classes and with whom I talk over styles, equipment and furniture, I find that the too small radio has no appeal.

I prefer to have the radio look like a substantial, well-built, good-looking piece of furniture made to produce music. I find there is a definite desire for an instrument with the combined facility of reproducing records as well as programs.

Ada Bessie Swann

Director, Home Economics Dept.,
N. J. Public Service, Newark, N. J.

BEAUTIFUL cabinet-making in the modern radio sets is much appreciated, but the tendency toward the over-ornate is to be deplored. In spite of the common sense appeal of the table model type which can be installed say, on a book shelf, the preference on the Pacific Coast seems to be for the console type, both the highboy and the even more attractive lowboy, or for the midget set where portability or conservation of space is a consideration. Appropriate period designs are sought in cabinets, particularly those which fit in to the more or less prevailing Spanish architecture, but the concealed set which looks like something else does not as a rule appeal to the lover of good furniture. The first canon of good taste is that the article shall be what it appears to be and the second that it be simple.

Clotilde Grunsky

Past-President,
Business and Professional Women's Club of San Francisco

I THINK a small set would be desirable as the music could then be distributed over the whole house instead of being restricted to a certain portion as is now the case.

I feel quite sure I should not want a radio concealed in a piece of period furniture, such as a French provincial chest or Heppelwhite table, as, in general, I prefer everything to look what it is intended to be.

Louise Stanley

Chief, Bureau of Home Economics,
U. S. Dept. of Agriculture, Washington, D. C.

A SMALL set is ideal for a business woman like myself, who has to fit her things into a small apartment. There are so many pieces of furniture that must be full grown to be of any real use, that the person who designed the indispensable radio to fit into a corner or beside an arm chair without sacrificing tone or volume, deserves a word of praise. A radio in a console table would be splendid as it can serve two purposes without detracting from either.

Louella F. Still

The Century Company, Formerly with Smart Set Magazine.

MY PREFERENCE in cabinet design is the lowboy or what is sometimes called the "Studio" model. This type can be transferred from room to room and not change the character or effect of the decorative scheme. The low console may also be utilized for purposes aside from just radio reception, as it makes a handy place for books, magazines or flowers.

Mrs. G. C. Schurmer

Housewife, Boston, Mass.

NOT long ago the subject was brought up among our club members as to the style radio cabinet they would prefer in their homes. Many preferred the new "Midget" type due to its compactness, portability and ease of operation. I recall seeing one on a shelf in the kitchen of a friend's home and thought it a splendid idea as it lightened her kitchen duties and kept her posted on all new recipes given in the daily talks.

A majority at our meeting leaned toward the small lowboy. Sets as an integral part of a chest, table, desk, etc., seemed to be exceedingly popular not only because they fit in less conspicuously with the rest of the furnishings but also mean a great saving of space.

Mrs. Burt Y. Pierce

Housewife, Greenwich, Conn.

FOR my apartment the highboy of simple but graceful lines is the most suitable. But I find that the popular choice among my friends is the lowboy as it fits in so nicely with the average home. With a vase or lamp, it makes a really attractive addition.

The tendency toward period pieces is, to my mind, the greatest step forward and away from the stereotyped radio cabinet that has ever been taken. There are so many styles to choose from, ranging from the informal Colonial chest to the sophisticated Queen Anne secretary, that the housewife should have no trouble selecting a radio in a period piece that will carry out her decorative scheme.

Mrs. Harry Phillips

Housewife, New Rochelle, N. Y.

TWENTIETH century apartments reflect the precision and speed of life today. Furnishings with only one purpose are mundane. Why not a radio tucked away in a secretary, desk or table? They are enchanting and prove the satisfaction that

(Please turn to Page 73)

Radio Retailing, November, 1930

The Coliseum, where the festivities took place



CHICAGO

NOT even newsboys surging against the gates with papers extolling a fresh machine gun murder could divert the crowd's attention at the ninth Chicago Radio Show, October 20 to 25, from invisible ray wonders that played hopscotch when one said "boo!" Witches' hats waved, cars started and stopped, and even the crowd of 195,400 was counted by means uncanny.

A smaller, smarter and faster moving show you might epitomize it. The list of exhibits dropped from 141 to 102 and attendance went from 220,000 to 195,400. But all was not play under the chrysanthemums, judging by the \$12,875,000 worth of wholesale radio said to have been sold for immediate shipment.

These were the high points:

1. Higher priced radio appears to hold its price level by adding exclusive features, such as record cutting facilities and automatic record playing devices.



One of the novelty features of the show, the Marathon Talking Contest, attracted the crowds. The men out-talked the women

Holds its SHOW

2. As expected, midgets were present in full host, some with clocks and modernistic cabinets.

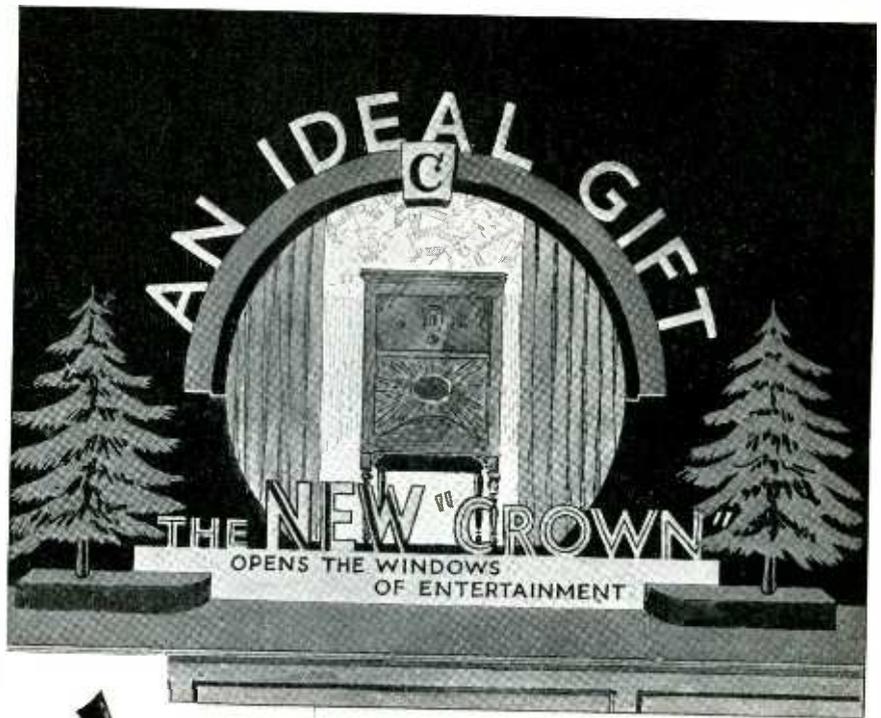
3. Two exhibitors of 2-volt tubes and one dry battery showman represented the trend toward low-drain battery receivers for the farm. Brunswick and Philco reported such sets ready but not on the floor.

Never before were so many automatic record players on deck. Howard offered a new one at \$350, playing ten records. Stewart Warner had a twenty-four record model at \$425; Sparton a twelve-record ensemble at \$308.50 complete. Capehart offered an automatic chassis. Zenith's new aluminum record cutting model was priced between \$325 and \$350. Edison, Graybar and Howard displayed hitherto unshown combinations at \$343.50, \$308.50 and \$325.

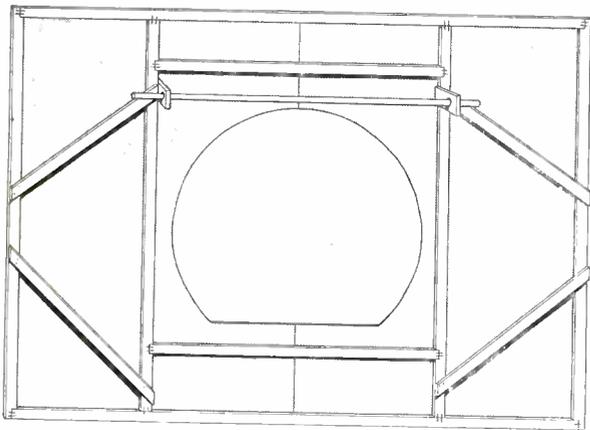
The Austin A. Howard Corporation introduced an \$89.50 (less tubes) midget that we have not seen before, featuring a built-in electric clock and with the speaker pointing skyward. High Frequency Laboratories of Chicago displayed a 10-tube, screen-grid superheterodyne incorporating tone control and automatic volume control, called the "Little Giant Mastertone." Balkeit had a new midget with tone control at \$54.50, less tubes. Readrite boosted a \$12 counter tube tester capable of handling screen-grid and pentode tubes, if any. The Sola Corporation, also of Chicago, showed a voltage compensator of the auto-transformer type designed for sale as an accessory at \$8.

Among supplemental lines were the Servel refrigerator, with models at \$195, \$180 and \$165. The King Kold made its bow, offering boxes at \$149.50, \$159.50, \$172.50 and \$189.50.

STOP
the
 Holiday
 Crowds



with ACTION



Rear of foreground framework with beaver board attached. Frame is made of 3/4 in. strips. Projecting inward cleats are for pulleys and curtain pole

By I. L. Cochrane

fied setting of bright red and gold, silver and green. Two small Christmas trees or large red candles flank either side of the stage. Smart lettering and a flood of lighting effects will further enhance this sparkling scene.

Colored paper (gold, silver, red, green and black), red velvet, silver cloth, beaver board, paint pots and a motor with reduction gear, are the main essentials.

Now for the details:

The first thing is to plot sizes. Eight feet long by seven feet high is a good proportion for the front panel which is painted black. Additional space at the ends should be filled with black drapes. A circular opening approximately 5 ft. in diameter is sawed out of the center of this foreground panel. The two pieces of beaver board—each 4x7 ft.—are, of course, reinforced in the rear with wooden strips (see accompanying drawing).

The three-wing background, behind the console, also is made of beaver board and is decorated with paper and paint to represent three windows through which may be seen Christmas trees, done in the free or modernistic manner.

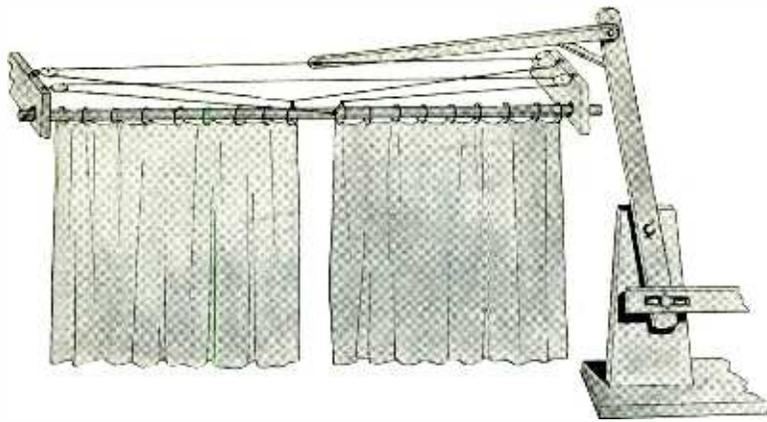
The arch is made in two sections of beaver board. Cut the front sections out about 4 in. wide, then nail to 4x3 in. pieces of board in order to make the arch 3 in. deep. Then bend 3 in. beaver or cardboard strips to form top and bottom of arch. Eight-inch, cut-out letters over the arch are glued to the inside of the front, passing through slots in the top surface of the arch. The arch with lettering is nailed to the framework; the joint is hidden by the keystone. The arch is in bright red and

RESOLVE this Christmas that you will distinguish your place of business by a window so striking, so superlatively fine, that it will be the focal point of all eyes and the talk of the town.

The idea here suggested, like all good things, calls for the expenditure of a little extra effort, time and money. But the result will prove well worth while as the trim possesses unusual attention value, life and selling power. And the "props" may be used again and again.

Right now is none too soon to start thinking and preparing for this important matter of gala holiday attire for store and window.

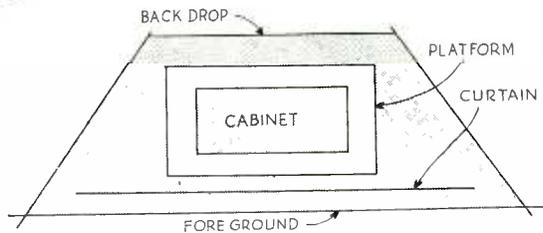
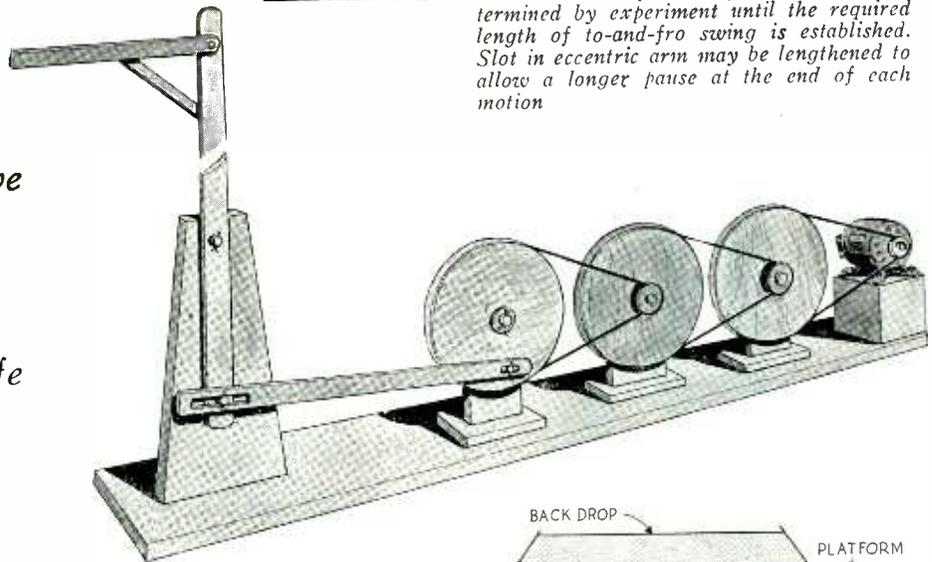
Viewed from the front, this particular window discloses, behind bright silvery curtains which slowly part and close, your most attractive console staged in a glori-



This is the standard two-curtain cord pull arrangement, except that both ends are fastened to the end of a swinging arm, which is actuated by a motor through a reduction gear

On a plank, nailed to the floor, is placed a motor and set of pulleys. First and last pulleys are 12 in. in diameter, with one-inch pinions. Blocks holding pulley to plank have bolt hole slots in each end in order to take up slack. Length of upright arm and its correct fulcrum point must be determined by experiment until the required length of to-and-fro swing is established. Slot in eccentric arm may be lengthened to allow a longer pause at the end of each motion

*This Superlative
CHRISTMAS
WINDOW
has Beauty, Life
and Color*



Floor plan showing black foreground and layout of stage with a radio set on platform and silver three-wing backdrop

the keystone in silver, the letter "C" (or whatever initial is used) in black, the other letters in silver.

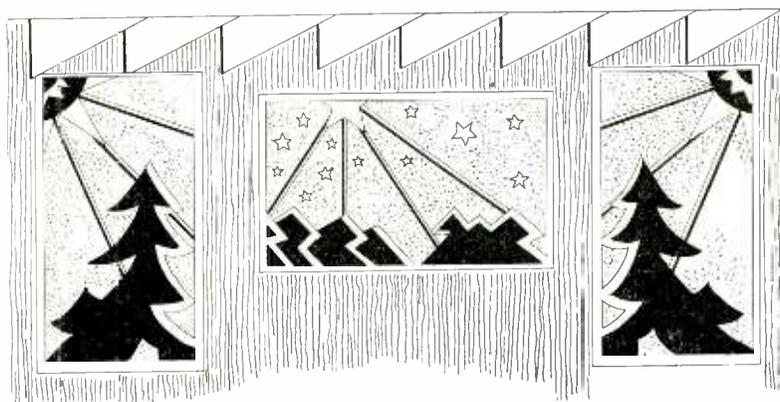
The wording at the bottom is composed of a cut-out strip of beaver board, on which is painted the slogan, "Opens the Windows of Entertainment." However, the words, "The New Crown," are cut out; they are part of the same piece as the strip—strip and letters form a single unit. The dealer will, of course, substitute the name of the set he is displaying for the name, "Crown," which is used here.

The side platforms are painted silver on the front edge and red on top. Finish the bottom strip and cut-out letters in bright green. Now hang the silver-cloth curtains (this is one of the pieces of decorative material that may be used many times throughout the year), fasten

them to curtain rings—preferably those with wheels—and hang on pole right behind the opening cut in the black foreground. Arrange cords and pulleys similar to the method employed by drapers wherein both curtains open when one cord is pulled—see drawing. The arm on the reduction and oscillating mechanism is now fastened, at the proper place, to the curtain cord.

The size of the reduction wheels should be so proportioned that the curtains will open and close approximately once a minute. By cutting a short slit in the eccentric arm, as illustrated, the curtains will remain apart or closed for a brief interval.

If it is not practical to make the action part of this display—which, however, is highly recommended—tie-backs of red or gold cord may be substituted and the curtains gracefully draped. While the loss of motion will take much away from the attraction value of this trim, nevertheless the window will still retain outstanding merit.



Side and back drop panel design. Make silver paper stars and use silver for borders and edgings. Dennison has this material



Representative Kelly EXPLAINS *the Free Trade Bill*

“To restore traditional Americanism in business,” says co-author of the Capper-Kelly measure in a special interview—NFRA Endorses Bill.

The much discussed Capper-Kelly Bill is scheduled for prompt consideration when Congress resumes next month. This measure was officially endorsed by the National Federation of Radio Associations and by the Radio Wholesalers Association at their 1930 conventions.

Radio dealers and wholesalers should acquaint themselves with the major provisions of this bill. If they favor it they personally should contact their Congressmen, who will vote on this measure in December.

To facilitate the thinking of the radio industry on this important measure Representative Clyde Kelly, a co-sponsor of this bill, was interviewed by the managing editor of Radio Retailing. Here is his special message:

THE Capper-Kelly Fair Trade Bill simply restores the traditional American right that the maker of identified, trade-marked goods may agree with his own distributors as to the prices at which such goods are sold.

This right was never seriously questioned until 1911, when the Supreme Court of the United States handed down what Louis Brandeis, now a distinguished associate justice of that court, termed an inadvertent decision.

The present chaotic condition demands clarifying legislation. Some states by statute permit the practice which the Supreme Court declares invalid. Any manufacturer who establishes his own resale agencies or uses the consignment system can legally do that which is forbidden to the independent manufacturer who wishes to use the regular wholesalers and retailers in his distribution. The Federal Trade Commission states that the federal courts reach opposite conclusions on the same state of facts.

The Capper-Kelly Fair Trade Bill is short, concise and

effective. It permits agreements as to resale price between the maker of a branded product and his distributors. It is not mandatory but permissive. It will prevent price pirates from destroying the name and goodwill of those manufacturers who desire to protect themselves, their distributors and the public from fake practices.

It is an anti-monopoly measure in that no possessor of a monopoly in any class of products is given the right to make such agreements. Also by safeguarding fair competition in retailing it will hinder the progress of monopolization of merchandising.

No manufacturer using this method of marketing his goods will discriminate between dealers and communities as to resale price. Such action would violate the purpose of the bill, which is to permit goodwill co-operation between manufacturer and dealers for the public benefit.

Equal opportunity is the fundamental American principle. If we permit jungle-competition to rule in business equal opportunity is destroyed for the strongest and the most ruthless will inevitably destroy the weak, even though they have the ability to serve their communities more efficiently than great combinations.

The principle of this bill is traditional Americanism operating in the business world. It should have the support of every believer in a square deal policy.

President Blackman's VIEWPOINT

THE Federation, and also the Radio Wholesalers' Association has endorsed the Capper-Kelly Bill, soon to be brought before Congress, because they recognize in it probably the best opportunity for the independent retail dealer to enjoy the advantages of legitimate co-operation with the manufacturer. Without this enabling legislation both the manufacturers and dealers are classed as law breakers if they attempt any agreement with respect to resale prices—although a factory-owned chain store is legally granted this selfsame privilege.”

*J. Newcomb Blackman, President,
National Federation of Radio Associations*

Reviewed by
Compton Pakenham



The
RECORDS
of the **MONTH**

WITH the arrival of cold weather, interest in music at home revives. To meet this there are larger lists from the various companies, lists of items which should require little introduction to the average owner. Here are outstanding numbers which cover the field of music effectively:

TOSCA. (Puccini) Complete Opera in Three Acts. Sung in Italian by Famous Artists, Chorus and Orchestra of La Scala, Milan, under the direction of Carlo Sabajno. (Victor Masterpieces No. 84.)

Like Victor's last complete opera, the new recording from Italy is of a work which, once it gets started, runs rapidly through a series of highly dramatic situations set to music by a showman who knew exactly what was wanted in matching a score to a libretto. Sardou's play was a sensation in its day and the exciting theme has since been kept alive by the regular repetition of Puccini's work. The cast is well balanced. Granforte, who scored so well in "Pagliacci," sings the villain, Scarpia—a part made famous here by Scotti. The more familiar arias should be used for demonstration—Cavaradossi's two solos (records 2 and 24) and Tosca's first and second act arias (records 4 and 19).

MOZART'S QUARTET IN G (K387). By the Lener Quartet. (Columbia Masterworks No. 144.)

This is not only one of the most perfect string quartets ever composed but in this case there is the additional advantage of having it played by the quartet which is making its annual visit to the United States for concert work. The Leners are well on the way towards taking the place left open by the disbandment of the Flonzaleys. They are well known among concert goers. For demonstration the first record (Parts 1 and 2) should be sufficient to convince anyone. A feature of the set is that each of the three movements in on a record to itself.

SYMPHONY NO. II in C. (Schumann.) By the Berlin State Opera Orchestra. (Brunswick.)

Brunswick also choose Schumann for their feature, and use one of the best known German recording conductors for the work. Schumann's symphonies do not figure so frequently as they might on programmes so that a recorded set such as this is certain to appeal to those who want more. For purposes of demonstration the first side of the last movement should convince the most carping critic that both the handling of the orchestra and the recording are well up to the high average of present-day disks.

CARNAVAL. (Schumann.) Piano solo by Leopold Godowski. (Columbia Masterworks No. 145).

The most popular of all Schumann's many piano compositions by a soloist who records far better than most of his fellows. "Carnaval" consists of a series of short pieces each descriptive of a character or incident at a masked ball. Full of melody and opportunities for the soloist, it presents one miniature picture after another.



About the Popular Records

INDIAN LOVE CALL (Rose Marie) and HUGUETTE WALTZ (Vagabond King). Played by Friml himself. His piano recordings were a feature of the album of his music recently released so successfully by Victor. (Vic. 22540).

'AFRICAN SERENADE and I'LL BE BLUE, JUST THINKING OF YOU. Fox Trots. By Nat Shilkret and Victor Orchestra. The first represents a selection based upon African rhythms heard in the picture "Africa Speaks" and the other is a sentimental number in which some clever instrumental twists and turns are noticeable. (Vic. 22529).

BODY AND SOUL and SOMETHING TO REMEMBER YOU BY. Foxtrots. By Paul Whiteman and his Orchestra. Two selections in the approved Whiteman manner from the picture "Three's A Crowd". Outstanding as a dance number. (Col. 2297-D).

OLD FASHIONED GIRL and NEVER SWAT A FLY. Two Foxtrots from the United Artists picture "Just Imagine" played by Earl Burtnett and his Los Angeles Biltmore Hotel Orchestra. The picture is on the rounds and Burtnett is doing as good work as any of the many recording orchestras on the lists now. (Brun. 4924).

Three 2-inch newspaper ads brought 52 inquiries, sold 27 controls and two sets.
 Serviceman moved 18 more—
 Total, 45 in a month

HE Sells Tone Control

SALABLE accessories are needed in the radio business today as never before. For with the narrowing of the dealer's stock to two main items, sets and tubes, he finds it increasingly difficult to secure the repeat business which is so essential if selling costs are to be kept within bounds. S. A. Dickler, of Reading, Penna., has partially solved this problem by taking on tone control accessories with which he can approach his old customers and fill in the gaps between set and tube sales.

Early in September he placed a trial order for three tone controls with the H. Coleman Company, Allentown distributor. During the month he ran three 2-in., single-column advertisements in a local newspaper, worded simply:

"Modernize your radio. Buy our \$3.85 tone control accessory. Installed free at your home."

Fifty-two inquiries were received in response to the advertisement and twenty-seven of these resulted in sales. Eighteen more accessories were moved by a serviceman on his regular repair route and what is most important, two of the people who inquired about tone control were sold complete new sets with this feature built in and six others are regarded as good set prospects. Thus the accessories were sold not only at a satisfactory profit, considering the low list price, but also pro-



S. A. Dickler, Reading, Pa., who finds it profitable to push accessory devices, sells Silver-Marshall, Fada and Atwater Kent radios and Woodrow washers

A display card placed in the window also aided sales



as An Accessory

duced profitable set business for this Pennsylvania dealer.

Tone control as an accessory has every qualification as a business builder if properly used, according to Dickler, who points out that it is the one recent refinement in receivers which has been so widely advertised as to attract universal public interest. Because tone control is new and novel and because the great majority of people do not yet know that it may be purchased as an inexpensive accessory, the device is an excellent "ice-breaker" for the outside salesman or for the serviceman who wishes to increase his earnings through part-time selling.

Three classes of set-owners are encountered in the field when an outside man works from house to house:

1. Those who have just purchased new sets.
2. Owners of 1929 receivers.
3. People who have two or three year old models.

The first group cannot be sold new receivers but many of them can be sold the accessory as not all new sets include tone control. Thus a call on a new set owner is not necessarily wasted. The second group provides an excellent field for the accessory sale as very few of the 1929 sets employed tone control and with the addition of this

feature the sets may be said to be "modernized." The people forming the third group, located by canvassing tone control, are excellent prospects, most of them, for complete new receivers and where they do not care to spend the money for a new job are almost invariably tone control accessory buyers. The value of the device is particularly noticeable when it is applied to the amplifier of one of the older sets.

The accessory can be used to help move last year's models out of stock as tone control often represents the principal difference between receivers manufactured last year and those which have been marketed this year. Dickler recommends the addition of the tone control accessory to semi-obsolete stock

and even to the better class of trade-ins to reduce sales resistance on these models. Dickler also points out that the accessory is valuable in keeping sets sold where the buyer is critical as to tone or background noise. "The device has helped tremendously to satisfy the chronic kicker," he says, "and we use it to pacify the men who complain bitterly about noisy reception everytime the dog coughs and the super-critical customer who is 'bugs' about lifelike reproduction."

Radio's Latest "GADGET"

Provides a new approach for outside men

Aids new set sales

Reduces sales resistance on obsolete stock

Is easily sold to old customers

Pays the canvasser's way

Gives servicemen something to sell

INSTALLMENT FINANCE FUND										
PAGE 4		CASH BOOK JOURNAL AND LEDGER YEAR ENDING <i>December 31 1931</i>								
Date	Explanation	Bank Account		Contracts		Expense & Income		Capital, Reserves And Liabilities		
		Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	
1930 Jan 2	Balances Brought Forward	112.75		5672.25						5171.81
2	Deferred Income									3131.8
3	Interest Accrued									300.00
4 Jan 2	Payment deposited	468.00			468.00					
5 " 2	Discount No 25		472.00	500.00				28.00		
6 " 2	Thomas Brown settles contract	42.50			45.00	2.50				
7										
8										
9										

RECORDING those Time Payment Dollars

INSTALLMENT CONTRACT ACCOUNT

Name Thomas Brown No. 22

Address 141 Main Street
Glen Rock, N. J.

Date of Contract 7/12/30 Date of Discount 7/25/30

Contract Value \$100.00 Discount Value \$90.00

Customer Payments		Fund Payments	
8/12	25.00	25.00	25.00
9/10	25.00	25.00	25.00
10/11	25.00	25.00	25.00
11/12	25.00	25.00	25.00
12/13	25.00	25.00	25.00
1/14	25.00	25.00	25.00
2/15	25.00	25.00	25.00
3/16	25.00	25.00	25.00
4/17	25.00	25.00	25.00
5/18	25.00	25.00	25.00
6/19	25.00	25.00	25.00
7/20	25.00	25.00	25.00
8/21	25.00	25.00	25.00
9/22	25.00	25.00	25.00
10/23	25.00	25.00	25.00
11/24	25.00	25.00	25.00
12/25	25.00	25.00	25.00
1/26	25.00	25.00	25.00
2/27	25.00	25.00	25.00
3/28	25.00	25.00	25.00
4/29	25.00	25.00	25.00
5/30	25.00	25.00	25.00
6/31	25.00	25.00	25.00
Total	500.00	500.00	500.00
Refund	2.50		2.50
Cash	497.50		497.50
	100.00		100.00

Figure 1.

The above form illustrates how the details of each individual account are kept. The identification number, 9-2, signifies that this particular record is the second contract on discount schedule No. 9.

Note that, in this instance, Mr. Brown closed out the balance of his contract after making five monthly payments. He received, therefore, a pro rata interest refund, \$2.50. This credit and the balance received are put through the general books and posted.

While self-financing is a practical proposition it should never be undertaken unless the dealer, or his clerical assistant, is competent to maintain an accurate accounting of the progressive history of every dollar involved in each transaction; using records similar to the above.

By Russell B. Rich

Accountant for Radio Service Shop,
Glen Rock, N. J.

IN THE October issue of *Radio Retailing* we discussed in general the development and operation of a fund for internally financing installment contracts, the advantages and profits that result and the great economy in capital that may be effected by the handling of our own customer paper.

In the future, this activity that has prevailed only among very large enterprises is going to find its way into the business of the smaller retailer. But it is highly important, whether the case be large or small, that proper accounting methods be applied to this activity. Easily kept records must be maintained. They should be simple enough to be readily comprehensible by the average business man and still sufficiently complete to be of value in guiding the destiny of the business. A system having these characteristics is outlined here.

In a very few exceptional cases, conditions may warrant the carrying of such a special time paper financing fund on the general books of the business. Generally, it is a better plan to treat the operation as a completely subsidiary function, separate from all other activities. The accounting theory behind this is that the cash is

ule was prepared, a check was drawn for \$2,975 (the discount value, \$3,150 less the finance charge of \$175) and deposited in the store's general account. The book entries were:

Dr. Contracts—Discount value of paper \$3,150
 Cr. Cash —Amount withdrawn \$2,975
 Cr. Income—Finance charge 175

On Feb. 1 our first payment became due and was deposited to the credit of the fund. Reflecting the increase in cash this account is debited. The credit to "Contracts" records the reduction in these outstanding receivables.

In this manner an accurate and complete control of the fund is maintained. A trial balance may be taken whenever and as often as desirable and statements may be taken off rapidly.

AT LEAST once each year the book should be closed, an audit made, and statements prepared. In Fig. 1 the lower portion of the page shows the manner in which this would be done on Dec. 31, 1930, applying the figures of our table. All columns have been footed and a trial balance taken as follows:

	Dr.	Cr.
Cash	\$13,457.75	\$13,345.00
Contracts	14,130.00	8,457.75
Expense and Income		785.00
Capital, etc.		5,000.00
Total	\$27,587.75	\$27,587.75

Knowing that our book is in balance we can rule off and bring down our totals in ink. Our next step is to adjust some of these figures by bringing in certain unrecorded facts to accurately arrive at our net profit for the year.

We have already seen that our income of \$785 has not all been earned inasmuch as next year will be burdened with a portion of this year's accommodation and that the amount of \$313.19 must be deferred to profits of 1931. The procedure by which this was determined is described in the previous article. Treated as a decrease in income it is charged to our Expense and Income account and credited as a reserve.

We are indebted to our financier for interest on the capital furnished at 6 per cent for one year, in amount \$300. As this is an expense of operating the fund the charge is made to our Profit and Loss account and our liability recorded by crediting the last column.

Our Expense and Income account now has a credit balance of \$171.81 representing the net profit for the year. This is brought down and credited to Capital as earned surplus. Balances are entered, the books re-footed and ruled off. Our figures are ready to set up in statement form and our balances are carried over to the opening of the next page at Jan. 2, 1931 as shown here.

OCCASIONALLY a customer will settle the balance of his contract in one payment sometime before its maturity, and is justly entitled to a refund of a portion of the finance charge. The fund is affected in the same way. The remaining balance of the contract should be immediately paid in to cancel the paper but is subject to a deduction for the refunded finance charge. For example, Thomas Brown's contract of \$100 was taken on July 12 and discounted July 15 for \$90. Beginning with Aug. 15, ten payments of \$4.50 each have been made to the fund up to and including Jan. 2. On Jan. 3,

Mr. Brown pays the remaining balance of \$50, 90 per cent or \$45 of which is due the fund. But a ten months contract upon which a 5 per cent finance charge was made has been settled in five months, and a refund of 2½ per cent or \$2.50 is justified. This may be made clearer by the comparative schedule below.

<i>Brown with Dealer</i>		<i>Dealer with Fund</i>	
Original contract	\$100.00	Discounted for	\$90.00
5 payments of		10 payments of	
\$10 each	50.00	\$4.50 each	45.00
<hr/>		<hr/>	
Balance due Jan. 3, 1931	\$ 50.00	Balance payable Jan. 3, 1931	\$45.00
Refund to Brown of one half of finance charge	2.50	Refund to dealer—deduction from income of fund	2.50
<hr/>		<hr/>	
Amount received in settlement	\$ 47.50	Amount payable to fund	\$42.50

The entry in the fund book will be a debit to cash of \$42.50 for the amount received, a debit to Expense and Income of \$2.50 to record the decrease in income and a credit of \$45 to Contracts to write off the cancelled paper.

IN ADDITION to our main book described above it is essential that we have a record supporting our one controlling account, "Contracts." We must know constantly what is happening behind our control totals and balances, the details on each individual contract. A way must be provided to easily and rapidly compute on each payment date the amount due to the fund. This is taken care of by a subsidiary record, an installment contract ledger. It should be understood that the form is unlike the usual ledger. For convenience we have developed a card that exactly fits our needs, carrying all the required information for collection and disbursement. These card accounts are arranged according to number in a box file and for reference an index is kept by customers' names. Figure 1 illustrates this form.

It is desirable to have all of the information pertaining to the contract on one form. Our account therefore keeps two records. The left side of the card deals with the customer's indebtedness to the merchant and the right side carries the dealer's debt to the fund.

In the heading on the left, the actual date of the contract and the face amount is recorded. As payments are received from the customer they are entered in the general cashbook and posted to the left side of the contract account.

At the right or fund side, the date on which the contract is taken into the fund and the discount value is recorded. As each payment falls due the individual amounts are posted to the cards and computed to determine the exact amount payable.

It follows that the total unpaid balances shown on the cards will at all times exactly equal the balance of the controlling account in our main book. We have, therefore, a complete record of our contracts closely knitted to our controlling set up.

As to the necessary equipment for our main book an 11x14 post binder can be had for about \$2.50 and the pages are De Luxe form No. 30-8 at about \$1.50 per hundred. The complete Installment Contract Account card outfit, however, should not run higher than \$20, a very small percentage of the profits and advantages that are sure to accrue.

"On the Air"



The air's our natural element— and we're using it in more ways than one. Some examples of how the airplane speeds business

(Above) Bob Sprague, president of the Sprague Specialties Company, Quincy, Mass., uses his Stinson-Detroiter to commute in as well as for business emergencies



Grigsby - Grunow's huge Sikorsky plane, besides rooming the country as a publicity medium, was used recently on an errand of mercy

(Top picture) Speed!—that rivals the pace of the radio messages which it sends from its aerial station KH¹⁰LO, is the characteristic of Powell Crossley's 200-mile-an-hour Lockheed-Vega monoplane.



It's a beauty, this Travel-Air four-place cabin monoplane owned by distributor H. C. Noll, Omaha, Neb., shown here with his wife, who is a licensed flier



The Cable Radio Tube Corporation finds that an airplane makes excellent background for personality photographs.

In this instance, here's some old friends (left to right): H. E. Capehart, president, Capehart Corp.; A. D. Strathy, sales manager, Cable Radio Tube Corp.; C. C. Cullison, vice-president, Capehart Corp.; Barney Williams, district manager, Cable Radio Tube Corp.

A Shielded Lead-in Antenna

System installed by serviceman for Steelman, Inc., permits disturbance-free demonstration of sets on 5th floor of noisy 12-story industrial building

By
W. W.
MacDonald

This particular "sky-wire" happens to be exceptionally high and clear. An antenna 15 feet or more above the roof at all points is usually satisfactory



IT IS A curious fact that radio reception is usually at its worst in the store, where it should be at its best, for most sales rooms are situated in the business districts where electrical disturbance is at a high level. This condition is unfortunate for nowhere in the entire sales field is the "first impression" more important than in the radio business. The prospect who hears a set crackle and buzz in a store is not easily convinced that it will be as silent as the tomb when installed at home.

The average dealer need not be content with mediocre store reception. For it is quite possible to eliminate pickup of interference radiated by electrical apparatus in most poor locations by the simple expedient of erecting a shielded lead-in antenna. Even in the very troublesome areas reception can be appreciably improved. The system has been used by scattered dealers for years and is neither complicated nor expensive to install. In fact, installation is so simple and cheap, when the value of quiet store reception is considered, that it is a mystery why the shielded lead-in antenna has not been more generally adopted as standard store equipment.

New electrical devices radiate radio-frequency interference for more than 25 to 30 feet, though such noise is often conducted to much greater distances by the power lines feeding the equipment or by telephone and other wires which come within the power line field. It is not very difficult, therefore, to erect an antenna well outside of a disturbance area. Trouble

is encountered rather with the lead-in, which to all intents and purposes is part of the collector in an ordinary unshielded system. For while an antenna may usually be erected in the clear it is a more difficult matter to keep the lead-in a satisfactory distance from all electrical equipment and associated conductors from the roof to the demonstration room, particularly where the store is located on the ground floor of a multi-story industrial building.

INTERFERENCE is obviously induced in the vertical lead-in of the antenna system as readily as in the "sky-wire" and in addition to pick-up due to proximity of the lead-in to offending conductors there is another troublesome characteristic of the unshielded lead-in to be considered. The effective length of the antenna system is actually the distance from the most distant insulator to the antenna binding post of the set. So where the lead-in is a long one the overall length of the antenna is usually far too great to insure a satisfactory signal to noise ratio. In general, as an antenna is lengthened beyond the overall length recommended by set manufacturers its sensitivity to noise increases out of all proportion to the increase in induced broadcast signal voltage.

One solution is to erect an antenna as far from interference sources as physical conditions permit and to shield the lead-in thoroughly all the way from the roof to the set so that it actually functions as a lead-in only and not as a collector. Shielding the lead-in not only prevents it from picking up interference from nearby electrical apparatus and conductors but also limits the effective length of the collector system to the exposed wire which may be located advantageously at some remote point.

Let us examine a typical shielded lead-in antenna system. The demonstration room of Steelman, Inc., New York distributor, is located on the 5th floor of a 12 story building at 235 4th Ave. The antenna



By snapping switches mounted in a small control box in the showroom corresponding relays are closed and the antenna is instantly connected to any set. The shielded lead-in system can naturally be used without the demonstration switching arrangement

proper is suspended between the top of a 55 ft. flagpole and an adjacent water tower, with a spread of approximately 150 ft. from insulator to insulator. It is not ordinarily necessary to erect such a high mast, though height always increases sensitivity, and Steelman uses this one only because it was already in place. Fifteen foot poles usually suffice unless radiating appliances are in use on the upper floor of the building, just beneath the roof and directly under the antenna.

It is important that surroundings be studied carefully before the antenna location is selected. The wire should be suspended as far away from possible sources of interference as is practicable. Obviously, it would be a waste of time to shield the lead-in system if the antenna itself picked up the bulk of the disturbance. In this particular instance the elevator towers of the building were avoided as it was found that the large d.c. motors operating the lifts radiated into the antenna if it was permitted to approach closer than 30 ft.

Power lines, telephone wires, ventilating blowers and similar trouble sources commonly encountered on roofs should be avoided. If a trolley line passes the store the antenna usually functions best crowded to the back of the building. Very often it pays to test for a good location before deciding upon antenna position. This may be done by fastening one end of the antenna wire permanently to a mast and then swinging the free end in an arc over the roof with a set in operation. This test for antenna position should be made after the shielded lead-in is completed and is best made by two servicemen, one on the roof and the other at the receiver.

NUMBER 14 lead-covered, single conductor wire (600 volt test insulation) was used as the lead-in on this job and runs all the way to the top of the mast. The lead sheathing is cut back two inches from the joint between the antenna and

Can You Demonstrate In Your Store?

Several dealers who have always been handicapped by noisy store reception have also solved their demonstration problem by erecting antennas of the type described in this article for less than \$25, including the cost of relays and switches which facilitate comparison of sets

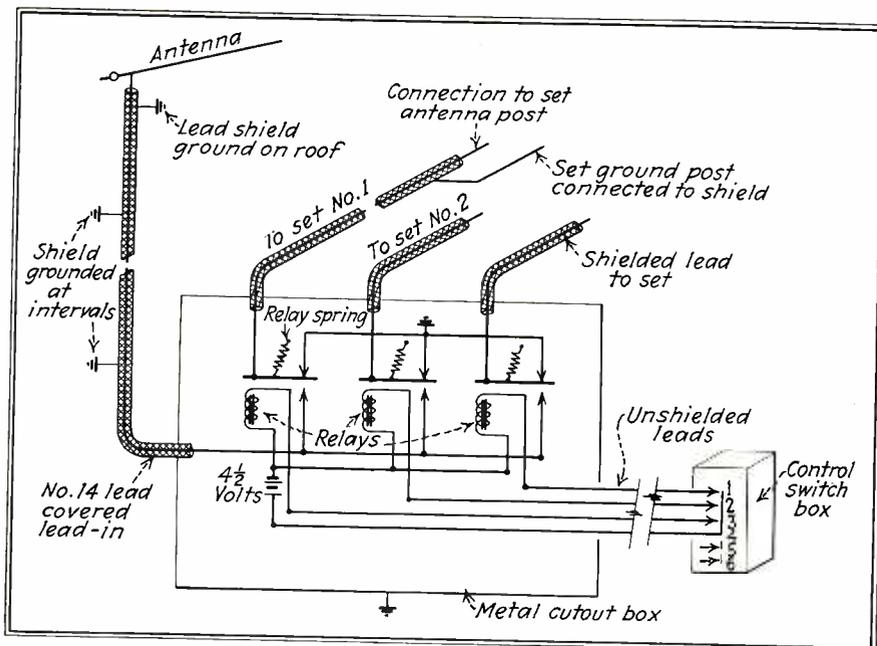


the lead-in wire to guard against possible short-circuit and the sheathing is grounded to the metal flashing of the roof at the foot of the mast. Sheathing may be grounded to metal standpipes or other conductors if the roof is not metal but care should be taken that the metal object selected for this purpose is actually grounded and not insulated in some way from the ground. "Free floating" metallic objects are apt to be radiators of interference rather than neutral. The lead sheathing should be grounded at intervals of 35 ft. or less along its entire length from the roof to the demonstration room if such connections can be made conven-

(Please turn to next page)



Number 14 lead covered lead-in wire runs to the top of the pole with the shield cut back only two inches from the actual joint. The sheath is grounded to the metal roof flashing at the foot of the mast. (Above) Burglar alarm relays, one for each set to be demonstrated, are mounted in a metal cutout box placed where the lead-in enters the building. Other individually shielded leads run to each of the receivers in an adjacent demonstration room



Care should be taken that all lead sheathings are carefully soldered to the grounded cutout box where they enter. Loose connections will defeat the purpose of the system by introducing noises of their own

iently. Grounding the shield at one point only does not necessarily have the desired shielding effect as there will be a potential difference between a grounded point and another point on the lead sheathing some distance removed from the ground. It is particularly important that the sheathing be carefully grounded as closely as possible to where the lead-in joins the antenna, at the set and also at one intermediate point between the two extremities. Other intermediate grounds should be installed if possible but the system will function without them. Lead cable of the type used by Steelman may be purchased at about two cents a foot and several manufacturers make other types of shielded conductors which are suitable, some having braided copper sheathing.

When the antenna has been installed and the lead-in is in place, properly grounded, the system should be tested by connecting a set in the usual way and checking reception. Steelman's lead-in runs down the side of the building from the 12th to the 5th floor, past the windows of the seven upper floors. Shielded, it picked up absolutely no interference enroute despite the fact that many concerns occupying the building manufacture clothing and use electrically driven machinery. An unshielded lead-in in this building picked up so much noise from cloth cutting machinery that it was impossible even to operate a set satisfactorily.

IF THE antenna is to be used to demonstrate one set only it is ready for operation when the work described above has been completed. Steelman, however, has installed a switching system so that the one antenna may be instantly transferred to any one of six receivers, for comparison, without intruding appreciable losses.

The lead-in described was carried into a metal cutout box where it entered the building on the 5th floor and connected to the terminals of six burglar alarm relays (Yaxley Type C) operated from the demonstration room by means of ordinary snap switches mounted in a convenient wooden case, bell-wire control leads and three dry primary cells.

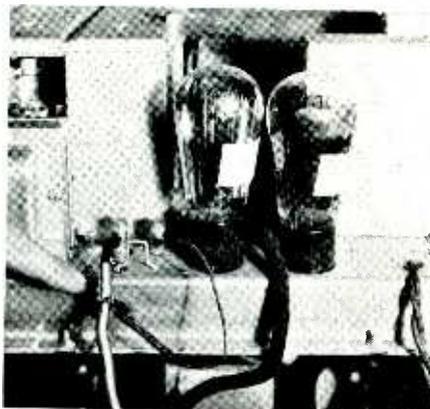
The lead-in was carefully soldered to the cutout box where it entered the box and

the box itself grounded. Individually shielded leads were run from each relay to a set on display in the demonstration room and these leads were also carefully grounded where they entered the box. As a result it is possible to make instant comparisons between any of the sets on the floor. The demonstrator first turns on the 110, allows all tubes to heat and tunes all sets to one station at approximately the same volume. The antenna is then switched from one to the other by snapping the relay control switches. A pilot light is mounted in the control box to guard against unnecessary relay battery drain, which is very low, ordinarily, as the relays used are 500 ohm types and draw only two milliamperes at 4 1/2 volts.

The total cost of the Steelman installation is itemized below:

150 ft. lead covered lead-in	\$3.00
6 burglar alarm relays	15.60
Cutout box	.85
Antenna wire and insulators	1.10
Lead-in cleats and ground clamps	1.20
Control switches, engraved case	4.00
3 dry cells	1.00
	<hr/>
	\$26.75

The shielded lead-in system can be in-



Inasmuch as the sheath of the lead-in is grounded it may be used as a set ground merely by installing a short "Jumper."

stalled without the switching system for the price of the lead-covered wire and the necessary fastening cleats alone.

WHEN such antennas are installed some difficulty with the reception of low-wave stations may be encountered due to the loading effect of the shielding system. This will depend largely upon the length of the lead-in and the type of antenna coupling employed in the particular set connected in the circuit. If such difficulty is encountered and the low-wave stations are received weakly, a .00025 mfd. fixed condenser inserted in series with the antenna at the set binding post will usually correct the trouble.

The lead sheathing may be used as a set ground to simplify display room wiring. The serviceman making the installation merely solders a "jumper" to the shield and connects this lead to the ground binding post of the set. The sheathing should always be cut back from the antenna binding post about two inches to guard against accidental grounding of the conductor but this stripping process should not expose more than two inches of insulated wire as a greater exposed length may possibly pick up interference circulating in the building wiring and defeat the purpose of the shielded lead-in.

SHIELDED lead-ins, if the job is properly handled and sufficient intermediate grounds are installed, may be carried a considerable distance without materially affecting reception. For this reason it is usually advisable to locate the antenna at a distance if this is necessary to keep it in the clear and to use a longer lead-in. If practicable, however, the antenna should be about three times the length of the lead-in for best results as this ratio of antenna to shielded lead-in has been found to be the most effective. This is not a hard and fast rule by any means but merely an ideal formula.

The serviceman should note that it is not advisable to run the lead-in close to power lines or telephone wires despite the fact that the wire is shielded. Just because a kid wears hip-boots is no reason to wade through unnecessary puddles.

It is also well to note, at this point, that many a.c. power-packs pick up electrical interference through the light lines, transferring this disturbance to the radio-frequency amplifiers via the connective wiring. Such interference can only be cured by eliminating it at its source or by installing inductive and capacitive filters between the set and the supply lines. This is another story. A good, sensitive antenna will, however, usually produce such strong signals, especially if the antenna system itself is quiet, that the noise which filters through the power-pack is usually negligible by comparison with the signal.

SHIELDED lead-in antennas are particularly recommended for store use, for it is here that they are most needed, and the dealer who is troubled with electrical interference is usually willing to spend the money for such an installation, which has a beneficial effect on his business.

While we are on the subject, however, why can't shielded lead-ins be sold? Many a set owner is troubled with noise which is not the fault of his receiver but is due rather to the proximity of power lines. Certainly such people would be willing to pay for lead-covered wire and labor if their reception could be improved 100 per cent thereby.

We leave this with the reader as our service thought for the month.

Blow into
Flame
that Spark
of the
ARTISTIC

By **Delbert L. Loomis**
*Executive Secretary, National Association
of Music Merchants*



THE spark of the artistic, concealed though it may be in some cases, lies in the heart of every human being. The possibility of awakening the artistic impulse in the prospective purchaser of any musical instrument is always at hand for the live, alert salesman. Furthermore, there would probably be considerable difficulty in finding any person who is not likely to be flattered at the suggestion that he is, at heart, artistic.

The successful salesmen of radio sets, which by every token belong in the field of musical instruments, will be those who will take seriously to heart the statements so ably set forth in an article in the August issue of *Radio Retailing*, by Ray V. Sutcliffe, "I Challenge."

It takes all kinds of musical programs to interest all sorts of people. This is fully apparent in the widely diversified character of the music broadcast daily by stations throughout the country. The tendency is constantly in the direction, however, of music of a higher class. With music making up 90 per cent of all broadcasting, it is obvious that the radio prospect has a very decided interest in obtaining an opportunity to listen to music. Any discussion of radio's wonderful programs will go far toward making the prospect desirous of owning a set and of showing him that the salesman is aware of the artistic impulse in his make-up.

AN INTIMATE knowledge, not only of musical programs but of the artists who appear on these programs, is an invaluable asset for the retail salesman. The intense interest taken by the layman in musical artists was brought strikingly to the attention of the

writer recently. I was one of a dinner party of about twelve persons, only one of whom was in any way connected with the musical field. The conversation turning on music, the writer mentioned casually one or two anecdotes connected with his former work which brought him in close association with leading musical artists. Before he realized it he had an audience which plied him with all sorts of questions regarding singers and instrumentalists. The public wants to know all there is to know about the great artists. There is not the slightest question on that point.

I recently "shopped" two stores in a city near New York. One was a strictly radio establishment and the other a music shop where all kinds of musical instruments were sold. The radio store salesman stressed only one point touching the artistic and that was tone. He was a mighty good salesman as far as that point was concerned but he missed what the salesman at the music store made one of his biggest selling arguments—the wonderful musical storehouse now open to the set owner. That particular music store man was the better equipped to merchandise his product.

Talks with other salesmen in many cities indicate to the writer that there is ample opportunity in both radio and music stores for the proprietors to give special attention to the more careful instruction of salesmen. Many of them need enthusiasm for the artistic. And it isn't always so much what you say as what you think which counts in selling. A salesman should know in his own mind that he is doing the customer a real service, and not "putting one over" when he makes a sale.

Let's make An EXTRA

Few dealers can afford to sit idly by its natural course. Nothing but the good enough. How live merchan-

this instance many retailers combined forces and made an *extra effort* to bring Christmas business into the store.

Billboard Santa Talks

NOT so very far away, in San Francisco, a filling station proprietor did his little bit to stimulate holiday trade by erecting a unique advertising billboard of the deep, recessed type. The display, constructed by a local sign company and a radio-electric dealer, contained toys that moved, obtaining their motive power from concealed electric motors, and a mammoth figure of Santa Claus, also animated. Santa actually talked to the passerby as the sign designer had mounted a speaker in the head of the figure and installed a radio-phonograph combination behind the scenes. The receiver was so connected that either recorded speech or radio programs could be broadcast and in addition a microphone connection permitted the filling station proprietor to make special announcements whenever a large crowd gathered before the sign.

Sell Home Xmas Displays

COMMUNITY Christmas displays of this nature are becoming rather common on the West Coast and in Portland, Ore., the idea has reached such proportions that home owners compete with each other in the design and



Los Angeles Boosts Radio

LAST November, when the Los Angeles city fathers got together to plan Christmas decorations for the downtown shopping district, a radio dealer horned in on their party to suggest that Christmas carols be broadcast to holiday shoppers via speakers mounted atop decorated street lighting standards and operated from a centrally located receiver and power amplifier. The idea appealed to the festival committee and so, in addition to the customary holiday decorations, miniature castles containing concealed dynamic speakers were erected at main intersections while less pretentious units were wired into the amplifier circuit at other corners.

The festival committee then contracted with a local broadcaster to transmit Christmas carols for four hours each day during the pre-holiday shopping season. Radio thus provided a novelty for the city's holiday demonstration and it is believed that this added attraction brought many people to the business district to shop, look and listen. Radio stimulated all buying but was of especial value to radio dealers as it constantly reminded last minute purchasers of radio equipment.

Shopping district decoration is an annual affair in Los Angeles and downtown merchants contributed approximately \$125,000 in 1929 to a common Christmas program fund. The idea could naturally be applied by other cities and towns and the cost adjusted to meet requirements. In

NOW'S THE TIME FOR RUMMAGE SALES

Cardozo of St. Paul ran a rummage sale of slightly obsolete models and trade-ins last year. The rummage sale is a guaranteed store traffic builder during the pre-holiday shopping days as people like to "just look around"



EFFORT *this* Christmas

this year while holiday buying takes very best that can be done will be disers can squeeze for extra volume



MAKE 'EM THINK FIRST OF RADIO

One of the windows of the new Philadelphia Fidelity Bank Building, Quaker City's largest edifice, was secured last Christmas for a radio display. An idea. Rent, beg or borrow all available display space in November. Get radio before the public before they start spending money and keep it there

and erection of spectacular decorations. Radio amplifiers play an important part in many such holiday displays. Mr. and Mrs. Wilbur Reed of 1355 Stark Street, won the city prize last year for the excellence of their presentation. The winning display was a panorama of the city which occupied the entire front of the house. Miniature houses were lighted in the evening, a clever electrician installed lighting equipment which simulated the setting sun and rising moon, and from a five foot replica of a church in the foreground, Christmas music issued continuously. The music was provided by a concealed radio-phonograph combination.

Movies in the Store

AT CHRISTMAS, when the holiday spirit is felt by everyone, people who are making their shopping rounds will attend all sorts of special exhibits which might not ordinarily attract them. More than 1,200 people visited



MASS DISPLAY SELLS TUBES

Even department stores profit when radio is given special attention. L. S. Donaldson's department in Minneapolis sold 400 tubes in 3 days by planting a mass display counter squarely in the path of all store customers

Waye's Radio & Sport Shop, Whiting, Ind., to view a sound moving picture of a trip through the "Clarion" radio factory. Similar films are available from many sources and can be used to advantage during the holiday season. The crowds are in the shopping districts and often wander from store to store out of curiosity after they have actually completed their purchases.

Portal Moves Trade-ins

E. A. PORTAL of San Francisco has found that one good avenue for the disposal of trade-ins in the fall is the service departments of other lines of industry. When a number of used sets have accumulated, service managers of local automobile sales companies are circularized and Portal asks permission to place a notice on their workroom bulletin boards concerning used radio



"buys." The company finds that most mechanics are good prospects for sets which may be purchased cheaply. By selling trade-ins to this class of prospects "as is," overhauling is eliminated. And most mechanics make their own minor repairs if trouble develops, reducing the dealer's service costs.

"I Believe

in the Future

By opening five stores to sell this item exclusively, Mr. Wellington backs his judgment with action



Tubes tested and matched free and the lure of value appeal to the passerby. But actual sales of established brands far outnumber those of the "waifs."

THE busiest crossroads in the world!—Broad and Market Streets, Newark, New Jersey. And it is at this location—where space rents for \$1,700 a front foot—that Alexander Wellington added his latest link, to date, of a chain of five stores to deal in radio tubes exclusively.

"Why," we asked the general manager of the Harvard Radio Tube Stations, "did you spend \$60,000 to start these unique establishments?"

Mr. Wellington leaned forward in his chair, into his eyes came the sparkle of the faith of the pioneer. "Because," he at once replied, "because *I believe in the future of the tube business.* Any one who has followed the buying trends in the radio industry," he continued, "knows that more and more the sale of tubes is growing in comparative volume and in profit possibilities. Why, even today, according to your own printed estimates, aggressive dealers are ringing up 35 cents in the tube

business on the old N.C.R. for every dollar which comes from the sale of receivers. And from now on this proportion will grow rapidly."

The first store, typifying the "Harvard" idea, was opened in Brooklyn, N. Y., this April—to be quickly followed by other branches in Jamaica, Long Island; Camden, N. J.; Philadelphia and Newark. And more, it is expected, will follow. Mr. Wellington was frank in declaring that to date these stores are not showing a profit. "It would be a remarkable thing if they did," he explained. "But we are rapidly approaching the break-even point and I have every reason to believe, from the way in which the consumer is responding, that most of these stores will be in the black by December."

AS WILL be seen from the accompanying illustrations, the entrance and doorway of the Harvard establishments bear the general outlines of a tube. The two long rows of flanking shelves on the interior display nothing but tube stocks. Practically all of the well-known brands are carried. An even more distinguishing feature—and one that brings in the business—is the large tube-testing panel in the rear. The meters are not less than five inches in diameter. The circuits were especially designed so that the customer could see and judge for himself the exact status of each tube being tested.

Indicative of the spirit behind this enterprise was the next statement from Mr. Wellington: "We prefer that the prospect's tubes test satisfactorily the first time they are brought in. If the clerk can say, 'Your tubes are still in good condition,' confidence is immediately established. We'll get the business ultimately."

What, then, of the methods for creating a volume of tube business sufficient to maintain a tube specialty store?

Publicity is attained mainly from two sources: local newspaper advertising and from the unusual appearance and prominent location of the stores themselves.

In reporting this operation, *Radio Retailing* real-

38-1. NEW YORK AMERICAN—A Paper for People Who Think—SUNDAY

GET YOUR TUBES AT A HARVARD TUBE STORE

HARVARD IS THE ONLY CHAIN OF EXCLUSIVE RADIO TUBE STORES IN THE UNITED STATES

of the TUBE Business

—Alexander Wellington

Cunningham RADIO TUBES

Since the inception of radio!

See Them At the Radio Show



Room No. 7 Section E

Radio tubes are judged by how close they come to Cunningham in quality. The name Cunningham is synonymous with Radio since the earliest stages of broadcasting and wireless transmission. It has received praise and recognition as a quality from the country's foremost tube experts. Have your Cunningham tubes matched for your particular set at a Harvard Tube Testing Station today.

CeCo

They are better or you don't pay!

See Them At the Radio Show



Room No. 12-13 Section 11B

Don't blame your set for faulted tubes and lack of delivery. It is not uniformly in a radio as possible when your tubes are good. Take out your old tubes and test them with a set of CeCo tubes. If they are not better, we will give you money. CeCo tubes are so good, we wouldn't sell them if we had your set of CeCo tubes.

METERS & HARVARD

HARVARD has had built especially for its stores, tube testing meters that are among the best in the country. These meters were constructed after the exact specifications designated by leading tube engineers. When you come to our stores you can have your tubes tested free of charge by our tube testing meters and be furnished in determining bad or weak tubes. DEFECTIVE TUBES means DEFECTIVE RECEPTION. DON'T DELAY! COME EARLY!

HARVARD TUBE TESTING



Room No. 3-7 Section 1

DEMON ELECTRICITY

AY MERO!



Life like reproduction in the reception circuit—made with the Accutrons is a best exceptional standard. The I. C. A. Accutrons are automatic voltage regulators that prevent your tubes from being blown out. They make the difference between a good set and a bad one.

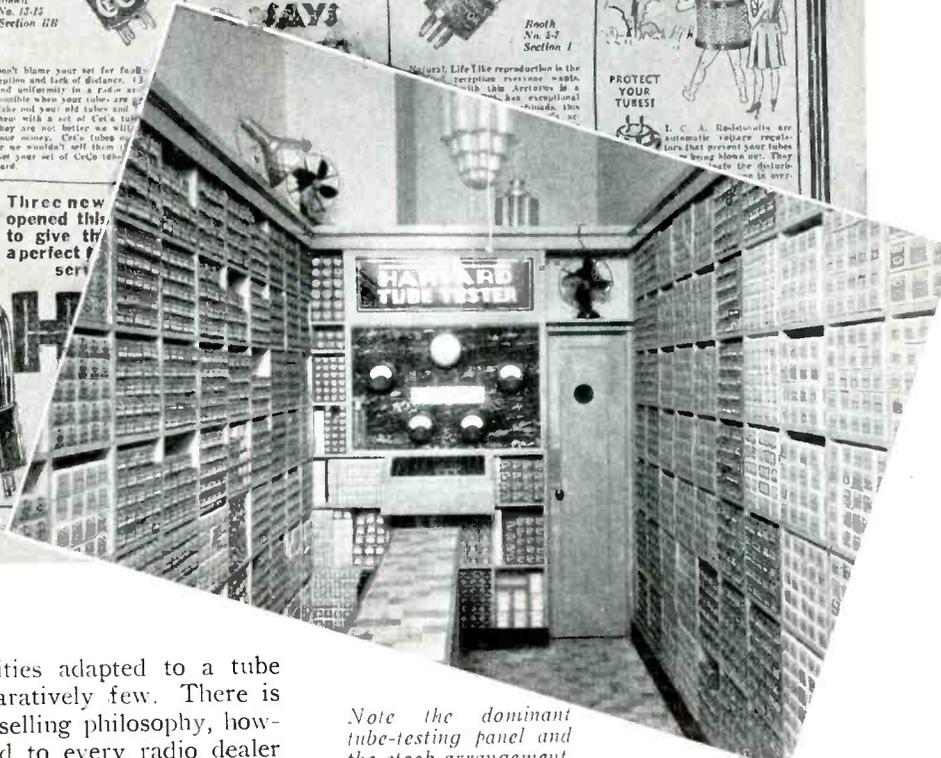
HARVARD IS A RADIO TUBE SPECIALTY SHOP

Harvard, believing that this is the best use of specialization, has created a chain of tube testing stations. These stores were opened to give you a real service.

FREE TESTING AND MATCH



Three new opened this to give the perfect service



Note the dominant tube-testing panel and the stock arrangement.

izes that the dealers and localities adapted to a tube specialty business will be comparatively few. There is much in Mr. Wellington's tube selling philosophy, however, that can readily be applied to every radio dealer in the land.

For example, note his attitude toward the 49-cent "leader." "We have these brands on hand but they are not featured. If a prospect is interested in extremely low prices we show the cheap tubes, test them and will sell them—but without guarantee and with a frank statement that they may or may not prove satisfactory."

Here's another interesting slant. If a complete, new set of replacement tubes is purchased better reception is guaranteed. If one, two or three tubes only are wrapped up it is explained how one old tube will impair the performance of the new ones.

Service experts are connected with each store. They will journey to the home of a set owner if the symptoms

appear to be due to tube trouble. No charge is made for this service.

Harvard tube clerks are instructed to affix a gummed label to each tube brought in to be tested and to each new tube sold. In the former instance a white label is used which carries a place for rubber-stamping the date that the tube was tested and found to be okeh. The new tubes carry a green also dated and reading, "This tube tested and guaranteed by the Harvard Tube Testing Stations, Inc."

"With so many brands to choose from (almost two dozen are carried) which do you recommend to the

(Please turn to page 73)

The new

4



*Unless it bears this famous
mark, it is not a Radiola*

\$112.50, less Radiotrons

What a worthy companion to the highly successful Super-Heterodyne! Despite its low price, the new 48 is the finest tuned radio frequency instrument in Radiola history! It's a full-size set in a trim, compact cabinet less than 3 feet high . . . ideal for apartments and modest sized homes where space is particularly valuable . . . a charming design! It has "trigger-touch" sensitivity . . . gorgeous tone . . . screen-grid, 4 circuits, 7 tubes . . . electrically "shielded" to cut out bothersome noises . . . a truly sensational value at \$112.50, less Radiotrons!

8_ thousands are waiting for it *_the greatest buy in Radiola history!*

One name—one line—one policy!

Now you can advertise the one name Radiola, and have an instrument to suit every prospect!

The new 48 was specially designed to meet the need for a new type of set that fits small spaces . . . and small purses! No longer need limited space mean limited radio enjoyment.

Radiola 48 is compact, trim, ingeniously planned . . . yet brimful of man-size, screen-grid radio . . .

the smallest BIG SIZE instrument and console ever produced!

At \$112.50, what a value! Only the world's greatest radio organization . . . only America's most up-to-date radio factory . . . only the largest production in the industry could have made such a quality set available at such a low price!

The new 48 has a "come-on-in" appeal that will also help you sell the Radiola Super-Heterodyne models.

Get the full facts from your Radiola distributor today!

NEW RCA RADIOLA

MODEL 48—TUNED RADIO FREQUENCY

◆ Editorial Comment on

The Better 'ole

ALL retail sales are off by comparison with last year. The radio dealer, in common with other merchants, naturally mourns his inability to equal the volume of a season ago but in the face of the present general depression his attitude may be likened to that of the old campaigner in Bruce Bairnsfeather's war play, who, confined to a muck-filled shell hole by enemy machine gun fire, remarks to a bitterly complaining buddy:

"If you know a better 'ole let's find it!"

The American consumer is obviously not reduced to the purchase of only the barest necessities. He will have some money to spend for utility devices which add to his comfort and happiness. And in this specialty field what competitor has the radio dealer? Automobiles? Furniture? Oil Burners? Pianos? Electric Refrigerators? Washers? Against this array of utility appliances radio should hold its own.

The automobile, perhaps the strongest bidder for the consumer's dollar, is handicapped when money is tight by its high unit cost. In addition car sales naturally decline as we enter the winter season while radio acceptability increases. Furniture also represents too great an expenditure to afford overkeen competition except where it is an original purchase. And in such cases radio is more often than not included in the sale as part of the new home's furnishings. The Oil Burner is in the "investment" class. Pianos have not been a serious factor for several years.

Electrical appliances, particularly refrigerators, no doubt represent radio's chief competition. And we believe with many retailers that radio will draw first blood wherever the consumer's financial position permits the purchase of only one \$200 appliance at a time. Why? Because in addition to its appeal as a utility device radio has entertainment and furniture value as well. The average buyer with a few hundred dollars to spend will buy his radio first and save for other appliances.

We can't all sell necessities in this period of depression. The grocery business and the clothing business and the coal business are overcrowded as it is. Some of us must sell specialties. And in this specialty field, come what may, we contend that ours is the "better 'ole."

Home Recording Brings Fresh Opportunities

THE latest and one of the most intriguing radio attachments or devices to be offered the trade is that of "home recording."

Briefly, this consists of a special electric pick-up, a hand microphone and a soft surfaced phonograph disc. By means of these accessories, incoming radio programs may be permanently recorded on the special disc of a combination instrument so equipped. Of even more interesting possibilities is the use of the hand microphone for the purpose of recording the more intimate messages of the home itself.

Little imagination is required to visualize a perma-

nent recording of baby's first prattles, of sister's piano accomplishments, of brother's trilling tenor or of father's business memos. Many other practical or amusing applications of this facility for recording broadcasting programs or local "auditions" will readily suggest themselves.

In popularity and sales possibilities this device is not unlike the home motion picture outfit—and it should prove even more salable by radio dealers.

The Broadcasters Are Happy

RELATIVELY few complaints from broadcasting stations—and none from the chains—have been heard during the business depression. The reason is simply that the broadcasting business has been good—better in this tenth year of American broadcasting than ever before in radio history.

Current hearings before the Federal Radio Commission, when financial statements of individual stations are read into the record; the prevailing optimism among station owners, and the various deals being consummated support the conviction that the program side of radio has found a definite economic niche.

In other words, Senator C. C. Dill appears to be right in his declaration that "radio by the American plan," which means radio programs furnished to the American audience by private enterprises and without a tax on receiving sets, is a success. Certainly it appears to be a business success, for the United States Chamber of Commerce currently reports that expenditures for radio advertising during the first eight months of 1930 were 32 per cent over such expenditures in the same months of 1929. And this on such nebulous factors as listener preferences and an uncounted audience.

Service, Not "Mileage"

SERVICEMEN, particularly those in big cities, often complain that their employers insist on so many service calls per day that it is impossible to take time for a good repair job in many homes. The trouble-shooter has the alternative of giving faulty sets a "lick and a promise" or working far into the evening without recompense. The result is "mileage" but not service. Costly repeat calls are inevitable. Furthermore, some customers who have had one or two unsatisfactory experiences become so antagonistic that they are a constant thorn in the dealer's side.

"Mileage" is not always the dealer's fault. Sometimes the serviceman is responsible. He may strike a snag on a job and rather than admit to the boss that he is unable to locate the trouble, turns in an okeh report at the store. Irrespective of cause, such slurring of jobs is poor economy. It might produce the illusion of speed at first but eventually the dealer pays double.

Recent Developments

Synchronization Will Mean More Programs for Listeners



GREAT credit attaches to the engineers and officials of the National Broadcasting Company for their experiments which have made "synchronization" between large broadcast stations now a practical thing, and for their recent candor in reporting these successful experiments to the federal authorities.

They have definitely demonstrated that 50-kw. stations like WEAF, KDKA and WGY can be operated on the same wavelength by maintaining on each station the exact same frequency of carrier oscillation, controlled over telephone wires.

This means that a nation-wide broadcasting chain can now be operated on *one or two* of our precious wave lengths—instead of the present profligate use of 15 to 25 wave lengths, all carrying the same program.

How the new "synchronization" plan is to be commercially developed remains to be seen. Undoubtedly some large broadcasters will willingly transfer to the chain wavelength for regular operation and thus become mere chain outlets. Other owners will insist on keeping their stations' own identity, making it necessary for the chain management to build its own high power transmitters to cover such regions. (For it will be uneconomic for any station to operate part time on its own and part time on the chain wave.)

Either way, new independent broadcasting will be opened up. The wavelengths will be enriched with *more and diversified programs* and served with *greater strength of signal*, giving the public even further enhancement of the present wealth of entertainment and instruction that is poured so freely forth on every owner of a radio set.

You Write This Editorial

THE recent practice of two well-known automobile manufacturers of broadcasting programs on records, through a nation-wide schedule of stations, brings to the fore the increasing use of "electrical transcriptions." Will this hurt or speed interest in broadcasting?

M. E. Foster, the Foster Company, Minneapolis, Minn., is very much against it. He sees it as "a growing menace to the radio industry." He contends that it will kill the enjoyment of radio reception by substituting artificiality for the real thing.

On the other hand there are many arguments in favor of the phonograph records—if used with discretion. The small station, for example, is able to treat its rural audience to the same high-class character of programs heretofore available only from the big chains. There are flexibilities of schedule hours and a releasing of wavelength channels which also have worthwhile possibilities.

Your editors feel that it is yet too early to draw deductions or formulate a policy on this matter. We want to receive the opinions not only of our dealers but we desire also to learn what are the reactions of the listeners. Won't you help us formulate the next editorial on this subject, therefore, by advising *Radio Retailing* as to your thoughts and findings on this matter?

Make Your Own Collections

"MAKE your own collections," declares W. Lee White, prominent in the affairs of the Bankers Commercial Security Company—reputed to handle more radio installment paper than any other financing house in the world.

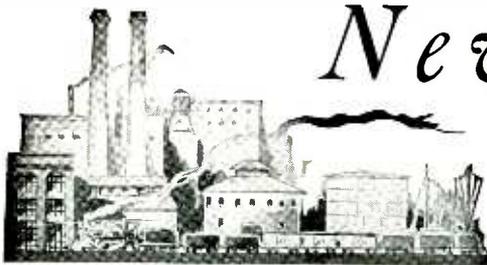
"The plan whereby the finance corporation tends to the monthly collections is economically justified only when the sales price of the article sold and the monthly payments are so large that the expense of collection represents but a small percentage of the amount collected. This is far from being the case with today's radio sets," Mr. White explains.

Mr. White advances eight other reasons why the radio dealer should operate his own collection department. Coming from such a high authority it would appear that the wisdom of this policy is well founded.



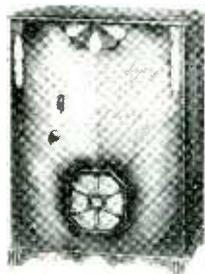
"When the goose went on laying eggs of gold the farmer killed it."

Courtesy Brunswick Dealer News



New Products for

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



Gloritone Model 27P

Chair-Side Sets

OF unusual design are the two chair-side radio sets offered by the U. S. Radio & Television Corp., Marion, Ind.

Model 27S is enclosed in a spinnet type cabinet of American walnut. The chassis, which is common to both sets, uses two 224's, a 227, a 245 and a 280. This model is 29½ in. high by 14½ in. wide, and can be conveniently placed alongside an easy chair. \$75, complete.

Model 27P is a radio-phonograph combination, also of the chair-side type, being 28½ in. high by 19½ in. wide. The cabinet in this model is modernistic in trend. \$99.50, complete.—*Radio Retailing*, November, 1930.



Gloritone Model 27S

Fada Set With 2 Volt Tubes and Air-Cell Battery

THE use of 2 volt tubes and the new Air-Cell A-battery, which does not require recharging, are two innovations introduced in the battery operated console receiver brought out by F. A. D. Andrea, Inc., Long Island City, N. Y. With normal usage, it is said that this battery should last one year without recharging or replacement. Three screen-grid tubes are used as r.f. amplifiers and push-pull amplification in the last audio stage employs two of the new type power tubes. This set comes in the Model 42 console, and will be known as Model 122. \$120, less tubes and batteries.—*Radio Retailing*, November, 1930.

New Kiel Table and Radio

A COMPLETE radio unit in a Duncan Phyfe drum-top table is offered by the Kiel Furniture Co., Milwaukee, Wis. The top is hand-matched figured butt walnut, with base of selected hardwood and antique brass feet. It is 27 in. long, 25 in. wide and 30 in. high. As in the previous table, the top of the table lifts up so the chassis can be easily reached.

Model K-100 comes complete with a chassis made for Kiel by the Electrical Research Laboratories, Chicago, and uses three 224's, two 227's, a 245 and a 280. A phonograph pick-up is provided. The suggested retail price is \$99.50.—*Radio Retailing*, November, 1930.

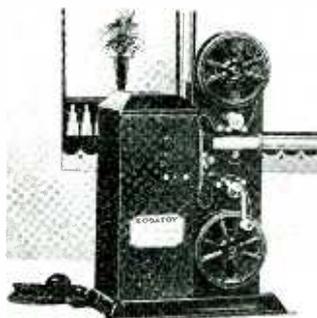


Radio Concealed in a Coffee Table

AMONG the distinctive radio sets recently announced is a Spanish-style, tiled-top coffee table with radio set concealed. It is made of black walnut, and the tile top is leak-proof. It is decorated with a picture of two Spanish dancers on the top. This model lists at \$89.50, complete.

A clock or mantel model, 17 in. high by 16 in. wide, of burl matched butt walnut, and listing at \$69.50, complete, is also made by this company.

The chassis in both these sets, which are made by the Davison Haynes Mfg. Co., 1012 W. Washington Blvd., Los Angeles, Calif., uses three 224 tuned r.f. stages, a 227 power detector with a 245 in a resistance coupled output stage.—*Radio Retailing*, November, 1930.



Eastman "Kodatoy"

"KODATOY" is a dependable movie projector that a youngster can run; made by the Eastman Kodak Co., Rochester, N. Y. It throws a brilliant image, sharp and clear, and is made on the same principle as the larger models. The "Kodatoy" comes complete with its own special theater so that it is possible to have daylight showings. The optical system has a pull-down and three blade shutter and 34 mm. lens are used. This machine takes 100 ft. of 16 mm. film.

Short movies, carefully selected for juvenile spectators, and providing a full range of suitable subjects, such as comedies, drama, animated cartoons, etc., are available. They are known as "Kodaplays" and retail at 30c., 60c. and 90c., according to the length.

The "Kodatoy," which measures 12½x9½x5½ in., lists at \$12, complete with two 100 ft. metal spools and the theater.—*Radio Retailing*, November, 1930.



"Sling-About" Cover for Midgets

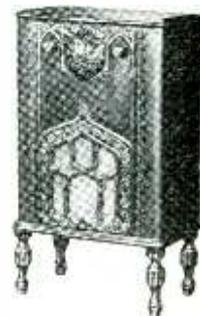
A "SLING-ABOUT" covering for the new midget receivers is announced by Chas. J. Webb & Co., 118 Chestnut St., Philadelphia, Pa., which also makes covers for regular receivers.

This new covering is made of the same padded material as the larger models, and is equipped with carrying straps.—*Radio Retailing*, November, 1930.

Radiola Easy Chair Model

STANDING less than 3 ft. high, for convenient arm-chair operation and for apartments where space is scarce, the new set just announced by the Radiola Division of the RCA-Victor Co., Camden, N. J., fills a definite need.

Radiola 48 is, of course, a screen grid set with an electrodynamic speaker. The dial is horizontal for easy tuning and the new "compound" volume control consists of two controls operated by the knob. The intended retail price is \$112.50.—*Radio Retailing*, November, 1930.



Kennedy "Coronet" Midget

THE latest addition to the line of the Colin B. Kennedy Corp., South Bend, Ind., is a midget 17 in. high by 16½ in. wide, known as the "Coronet." This set takes four 224's, a 245 and a 280. The audio system is entirely resistance coupled, no audio transformers being used. Three tuned circuits are employed in the r.f.-detector stages. Power is supplied by a full sized transformer, provision being made for the substitution of a transformer for 25 to 30 cycle power. An electrodynamic speaker is used.

Provision has been made to enable the use of a Utah, Jensen or Magnavox speaker of the 8½ in. size if desired. The field resistance is 2,250 ohms and the standard large size speaker used with the other Kennedy models may be operated from the Coronet with but a few changes in connections. This set also has a tone control. Price, \$69.50, complete.—*Radio Retailing*, November, 1930.



Dealers to SELL

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



Victor Small Console

THE new line of Victor radios has been expanded to include a smaller and lower priced model, to be known as Model R-15.

This set, made by the Victor Division of the RCA-Victor Co., Camden, N. J., employs four 224's (r.f. amplifiers and power detector), two 245's and a 280. Unlike the larger models, the four condensers are mounted vertically, thus making it possible to operate them on a single shaft. The tuning dial is circular, instead of straight line, and the speaker is a super-dynamic corrugated cone.

The cabinet, which is designed after the Early English manner, with a decorated front panel and tapestry-covered grille, is 34½ in. high by 20½ in. wide by 13 in. deep. The intended retail price is \$112.50.—*Radio Retailing*, November, 1930.



Air Cell A-Battery

A CONSTANT voltage "breathing battery," designed by the National Carbon Co., 30 E. 42nd St., New York City, is now on the market. This battery, named the "Eveready Air Cell," is made for use in conjunction with the new 2 volt tubes only. It is said to operate a 7 tube, 2 volt set for over 1,000 hours, or for a year on the basis of three hours a day.

An important characteristic of this new battery is its practically constant voltage. It remains virtually at full initial strength throughout its entire life without recharging. This is due to a special carbon electrode, by means of which depolarizing oxygen is drawn into the battery as required, directly from the air. Hence the name, "Air-Cell."

The rated capacity is 600

ampere hours; the nominal voltage, 2.5 volts. It is necessary to cut the 2.5 volts of the battery down to 2 volts, with a fixed resistance. Due to the constant voltage of the cell a variable resistance is unnecessary. The battery is shipped dry and the purchaser merely adds six quarts of ordinary drinking water. Distilled water is not necessary. It should not be used to operate 201A or 199 type tubes.

The weight is 25 lb. dry and 37 lb. when filled with water, and it measures 13½ in. long by 6½ in. wide by 10 in. high over terminals. It is said the retail price will be between \$8.50 and \$9.—*Radio Retailing*, November, 1930.



McMillan Midget Console

AN ELECTRIC clock is built in the front of a midget console of the McMillan Radio Corp., 1421 S. Michigan Ave., Chicago, Ill. This cabinet is 40 in. high and 14 in. deep by 15 in. wide, and the front panel of tinted rosewood is trimmed with gold cloisonné hardware.

The receiver is a 7-tube job, using two 224's, two 171 A's, two 227's and a 280.—*Radio Retailing*, November, 1930.

Tone-O-Graph Jr., Home Talkie Equipment

A HOME talkie 16 mm. portable projector and reproducer which can be attached to any radio set for amplification, is being made by Tone-O-Graph, Inc., 729 Seventh Ave., New York City. With this apparatus it is possible to show home-made movies with a musical accompaniment. "Tone-O-Graph, Jr." is enclosed in a green leatherette case 16x17 in. square, and 7½ in. high, weighing 37 lb. It may be had for either alternating or direct current. Where a radio set is not installed, a special speaker and amplifier, built in a green leatherette case to match, can be used. The intended list price is \$175 for the Junior equipment, and \$150 for the special amplifier and speaker.—*Radio Retailing*, November, 1930.



Sparton "Junior"

Sparton Line

SPARKS - WITHINGTON CO., Jackson, Mich., has just announced three new sets: a highboy, a midget and an automatic combination.

Ensemble, No. 235, as this automatic record changing instrument is called, comes in a cabinet of carved walnut standing 44½ in. high x 28 in. wide. It has a capacity of 12 records, either 10 or 12 in. and record changes are made in four seconds, it is said. The radio consists of a 10-tube standard Sparton chassis and individual volume control for radio and phonograph is provided. Price, \$308.50, complete.

"Jewel," Model 420, which lists at \$96.50, less tubes, employs two 224's, one 280 and a 427, and two 183's for push-pull amplification. The cabinet is of the highboy type.

"Junior" is the midget receiver of the line in a cabinet of unusual lines. It is priced at \$56, less tubes.—*Radio Retailing*, November, 1930.



Sparton "Ensemble"

Electric Clocks

WALL, mantel and floor models are offered in the line of "Eleclok" electric clocks of the Harvard Company, 307 North Michigan Avenue, Chicago, Ill. These clocks are of the synchronous type, in strike and non-strike models.

The "Eleclok" motor is a slow speed motor, 400 r.p.m., manually started. Prices range from \$8.50 to \$67.50. A solid walnut tambour clock retails at \$15.—*Radio Retailing*, November, 1930.

Electra Automatic Combination

TWENTY-FOUR records can be played on both sides continuously with the "Electra" automatic phonograph and radio combination made by the Electra Corp., 1500 N. Kostner Ave., Chicago, Ill., and sold through Stewart-Warner dealers. The cabinet is walnut, with hand-carved front, and the intended retail price is \$428, equipped with latest model Stewart-Warner receiver.—*Radio Retailing*, November, 1930.



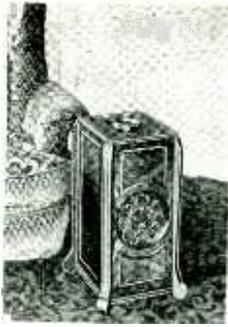
USL B-Battery for Auto Radios

USL Battery Corp., Niagara Falls, N. Y., has expanded its manufacturing field to include a B-battery for motorcar radio sets. This battery has been designed to withstand road shock and vibrations, and to prevent broken connections between cells or cracking of the sealing compound.—*Radio Retailing*, November, 1930.

Clarostat Tone Control

IN the form of a neat case with felt bottom, for use on a table or on top of the set cabinet, the Clarostat Mfg. Co., Inc., 285 N. 6th St., Brooklyn, N. Y., has brought out a tone-control. It is connected by slipping the disc connectors around the prongs of both power tubes or around the prong of the power tube of sets with only one such tube, connecting the other leads with the ground binding post.—*Radio Retailing*, November, 1930.





Sentinel "Portrola" and "Duotrola"

ILLUSTRATED are the new models just brought out by the United Air Cleaner Co., Sentinel Division, 9705 Cottage Grove Ave., Chicago, Ill., which were described in the October issue, but photographs of which were not available at the time.

The "Portrola," first known as the "Monotrola," is an 8-tube, screen grid, super-heterodyne receiver, enclosed in a smoking cabinet which can be moved at will. All four sides are finished so it can be placed in any position.

The "Duotrola" is a two-unit radio-phonograph combination, with the tuning elements in one small cabinet and the power audio stage, speaker and phonograph in another. The tuning unit may be moved at will. This model may be had with the new "Chromatrola" recorder.—*Radio Retailing*, November, 1930.



Tone Control

"OROTROL" is the name of the tone control made by the Oro-Tone Co., 1010 George St., Chicago, Ill. This device may be had for use with sets using either one or two power tubes. It is small in size, and attractively finished to harmonize with the radio cabinet.

Models 414 and 415, for sets with one and two 245's respectively, are \$2.95.

For those who wish to put the tone control in the panel of the cabinet, Model 416 has been developed. \$2.75.—*Radio Retailing*, November, 1930.



Miles Microphones

MILES REPRODUCER CO., 45 W. 17th St., New York City, maker of sound amplifying equipment, announces a line of microphones of various types and sizes, to meet almost any requirement.—*Radio Retailing*, November, 1930.

Automatic Record-Changing Unit

AN AUTOMATIC record-changing unit has been developed by the White Research Laboratories, Inc., 33rd & Arch Sts., Philadelphia, Pa. With this unit the records are stacked in a pile on the turn-table, the tone arm resting on the top record, and another arm clamping the records, which prevents the top record from slipping when in operation. Up to 12 records of any standard make, either 10 or 12 in. size, can be mixed in the pile. Any record can be repeated as many times as desired, and a record can be stopped and removed or changed at any time.

Production models for the jobbing trade are made in a Queen Anne wall table, which contains the automatic record unit, without an amplifier, equipped to be plugged into the radio set. There will also be a portable unit for installation in sound equipment, and a standard chassis for radio manufacturers.—*Radio Retailing*, November, 1930.



"Radiette" Midget

A NEW "Radiette" midget set, the product of Keller-Fuller Mfg. Co., Ltd., 1573 W. Jefferson Blvd., Los Angeles, Calif., is on the market. It is radically different from the former model in cabinet design, following the Gothic period. This new set has an electro-dynamic speaker and uses four 224's, a 245 and a 280. It has four tuned circuits, a band pass filter, automatic tone adjustment and unified control. The two-toned walnut cabinet is 16 in. high by 8½ in. deep by 12½ in. wide. It is listed as Model 14 and is priced at \$59.50, complete.—*Radio Retailing*, November, 1930.

Auto-Radio Battery

OF the same construction as other Burgess batteries, with seamless zinc cans, chrome, improved mix, paraffined containers, shock-proof and waterproof, is the new No. 2308 Radio B-Battery especially adapted for automobile radio reception. It may be obtained from the Burgess Battery Co., Harris Trust Building, Chicago, Ill.—*Radio Retailing*, November, 1930.

Electric Pick-Up with Tone Control

A NEW polyphase electric pick-up with the tone control as an integral part of the unit, is now a part of the line of the Audak Co., 565 Fifth Ave., New York City. Control is accomplished by building up the register desired at its source of energy, and the other registers retain their full value.—*Radio Retailing*, November, 1930.



D.C. to A.C. Converter

FOR changing direct current into 60 cycle, a.c., the Radio Power Equipment Co., 1447 E. Anaheim St., Wilmington, Calif., is making the "Doyle" radio motor generator. It is available in 32, 115 and 220 volts at 125, 175 and 250 watt capacities. This generator is portable and furnishes noiseless reception, the manufacturer claims.—*Radio Retailing*, November, 1930.

Amoroso Tone Control

DESIGNED to accentuate low notes to any desired degree is the tone control just put on the market by the Amoroso Mfg. Co., 60 India St., Boston, Mass. It can be used on sets of either 1 or 2 power tubes, and is finished in glossy walnut brown. The intended retail price is \$3.—*Radio Retailing*, November, 1930.

Premax Ground Rod

A COPPERED steel ground rod, ½ in. in diameter with the end pointed for easy driving, may be obtained in either 4- or 6-ft. lengths from the Premax Products, Inc., Niagara Falls, N. Y. The list price of the 4-ft. length is 45c., of the 6-ft. length, 65c.—*Radio Retailing*, November, 1930.



Jenkins Radiovisor Model 300

ENDEAVORING to provide equipment for the lay operator, the Jenkins Television Corp., Jersey City, N. J., has developed the Model 300 "Radiovisor" in an attractive cabinet. A method of synchronizing, based on the signals themselves, and the development of a simple, non-regenerative receiver, especially designed for radiovision work and operating on the usual a.c. supply, are now included.

The front of the cabinet carries a large and especially corrected magnifying lens, which, in combination with another lens inside the deep shadowbox, permits the showing of the pictures to several persons at one time. Instead of a large plate lamp, the new Radiovisor employs a

lamp with a small plate, which permits of considerable enlargement of images without loss of brilliancy.

The radiovision receiver is an a.c. set entirely self-contained, with a power amplifier and power pack. The tuning range is from 95 to 180 meters. Three stages of tuned screen-grid radio-frequency amplification replace the usual regenerative circuit. This is followed by a non-regenerative linear power detector which feeds into a two-stage resistance-coupled audio amplifier employing 424 type screen-grid tubes. The final or power stage is of the type 450.—*Radio Retailing*, November, 1930.



Ellis Demountable Microphones

THE latest development by the Ellis Electrical Laboratory, 337 W. Madison St., Chicago, Ill., is a series of demountable microphones, designed for safety from theft and from exposure to the elements. All connections and fixtures remain intact when the demountable unit is removed or replaced.

Models 29D and 30D, list at \$85, including rim fittings.

Any standard models 29N or 30N Ellis microphone can be converted into a demountable model.—*Radio Retailing*, November, 1930.

Premier "Auto-Pal" and "Home-Pal" Sets

THREE 224's and a 112-A are used in the "Auto-Pal" radio set made by the Premier Electric Co., 1800 Grace St., Chicago, Ill. It is very compact and fits under the dash. The Auto-Pal has an illuminated dial and single control switch and is encased in a black crackle finish case. The intended retail price is \$65, complete with loud speaker, aerial, tubes and batteries.

"Home-Pal" is a midget, 15 in. x 18 in. x 9 in. with dynamic speaker. The cabinet is walnut, Duco finish. The tube equipment consists of three 224's, and 227, one 245 and a 280. \$69.50, complete.—*Radio Retailing*, November, 1930.



From the Governor's Lady to Rosie O'Grady

(Continued from Page 46)

comes with the realization of scientific space conservation. The models of these tucked-in radios run the whole gamut of woman's personal decorating taste—for myself I prefer the plainer cabinets. A handsome, beautifully polished wood speaks for itself and needs no further decoration, I think. Fortunately for our sense of artistic appreciation we need no longer harbor unsightly loud speakers and queer boxes.

Louise Buchanan Oliver

Housewife and Business Woman.

"I AM very much in favor of the new "period" radios brought out recently by so many manufacturers and it indicates that women are at last being considered when it comes to cabinet design. The lowboy harmonizes best as a rule and if of simple design will conform to most interiors.

The midget and the "arm chair" sets are an excellent departure, for so many modern apartments and small homes do not have room for larger sets.

Mrs. Richard Gaunt

Housewife, New Orleans, La.

I Believe in the Tube Business

(Continued from Page 65)

customer who expresses no preference?" we asked the manager of one of these stores.

"In such cases," he replied, "we ascertain which of the makes of tubes he is using or brings in to be tested burns the longest and gives the greatest satisfaction. Other things being equal this is the brand we sell him."

Indicative of the effort made to sell a complete replacement outfit is the record of the Jamaica store where, it is estimated, from seven to twelve complete sets are wrapped up daily. This store is the smallest of the five.

Naturally these stores receive many inquiries concerning the purchase of new sets. Co-operation with neighborhood radio dealers is established by referring such prospects to a set merchandiser.

In addition to directing the operation of this chain of exclusive stores, Alexander Wellington—who has demonstrated that he has the courage to carry out his convictions—heads the American Radio and Television Stores Corporation, an organization operating retail outlets, dealing in both radio sets and tubes, in eleven eastern cities.

Another Trade-In Solution

LACHMAN Bros., San Francisco, hold trade-in allowances to a minimum by frankly informing a customer that it is the intention of the store to recondition and resell the old set. In other words, they state that the allowance is not simply in the nature of a bribe. Being a business transaction, therefore, the allowance price can only be based on the actual resale value of the old set, less reconditioning expenses.

This policy justifies the limited allowances which Lachman Bros. grant.

Radio Retailing, November, 1930

The Fate of

Rufus McGoofus

By J. H. Reed

Rufus McGoofus knew radios by heart;
He could put them together—
or take them apart.

A handy mechanic was he to have 'round,
For he knew his profession right
the

up from



Now Rufus McGoofus was one of those guys
Who were always infernally radio-wise.
He would look at a set and remark:

"You poor boob,
You ain't got no trouble.

you need a new



The worst of it was that Rufus was good.
He tamed the wild radios that no one else could.
He'd tinker around in a manner erratic
And when he got through there
would be no more



Oh, Rufus was clever—
and Rufus was shrewd,
But as the years sped he got more
and more rude.

It meant not a thing to his business existence
That he couldn't abide
the least bit of



So Rufus McGoofus got sure and then surer;
His place as an expert secure and securer.
If possession of knowledge made
greater men meeker,
It just made McGoofus

turn up his loud



One day Rufus McGoofus, in very good form,
Was repairing a set in the midst of a storm.
He was right at his best when fate—the grim
jester—
Caught him squarely without
any lightning



Yes, Rufus McGoofus knew 'radios so well
He got to believe he was smarter than hell!
So now on the blistering roof of Gehenna
He is fixing the devil's

own radio



Happenings

NOVEMBER, 1930

Condensed

SYNCHRONIZATION HERE—MAJESTIC, FRIGIDAIRE AND G M CHANGE SALES SETUP—SYLVANIA'S NEW PLAN

By Detector



The outstanding news developments of the month have been, in the main, of a constructive nature. Even better broadcasting than we now enjoy seems assured by statements of technical engineers and station executives to the effect that chain synchronization is practically assured and soon will be put into effect.

Grigsby-Grunow is further extending its policy of factory-controlled distribution branches in the leading centers of the East and Middle West.

Frigidaire and General Motors are smoothing the path for radio and refrigerator dealers to handle complementary lines of radio and electric refrigerators respectively.

The mantel model is acquiring sales momentum daily. One well-known eastern manufacturer is weeks behind in his orders for midgets. The business angle of this latest trend, from the dealer's viewpoint is treated in the leading editorial in this issue (page 37) as well as on pages 38, 39 and 40.

That the tube manufacturers are keenly aware that the replacement market must be cultivated is evidenced in the announcement made elsewhere in these pages that Sylvania is out with a promotional plan designed to apply direct pressure behind the dealer and the field salesman. Furthermore, the tube manufacturers are hard at work evolving a mutual plan for handling returns and the difficult guarantee problem on a new basis.

The local show season is rapidly drawing to a close. Reports from the many centers where local trade associations have held expositions indicate that the public interest in radio is as keen as ever. Large attendance and genuine buying interest has been the rule.

Supplementary Lines for Jobbers

From the headquarters of the Radio Wholesalers' Association, Chicago, comes a last minute release to the effect that the organized jobbers of the country are set up to systematically investigate the distribution of allied lines to supplement their radio business. The executive office is prepared to secure definite information for members of RWA pertaining to any company or line concerning which inquiry may have been filed. Robert Himmel, of the Hudson-Ross Company, Chicago, has been appointed chairman of the Special Supplementary Line Committee. A special form has been provided to facilitate these investigations.

Two new and influential wholesalers have recently joined RWA: E. A. Nicholas, formerly an important executive with the

Radio Corporation of America and now distributing Radiola products through his own organization in the Chicago area, and E. J. Edmonds Company, one of the largest and oldest distributors of Atwater Kent radio in New York City, are the two firms which have been accepted.

In the realm of broadcasting Detector notes that the first program of the new Pacific Coast chain, United Broadcasting Company, Ltd., went on the air Nov. 1.

Frigidaire and G. M. Radio Corp. Form Sales Alliance

Provision for the granting of mutual sales franchises has been made by the General Motors Radio Corporation and by the Frigidaire Corporation; both subsidiaries of General Motors.

Radio receivers and electric refrigerators are complementary lines in the opinion of the presidents of both of

Many Favorable Factors Beneath the Surface

Though, as the decline in our index this week from 87.1 per cent of normal to 84.7 per cent suggests, the general measures of gradual improvement are wavering and confused, many favorable factors are to be seen beneath the surface . . . Commodity prices are holding up against the deflation process still under way in securities. . . . As these fundamental forces become more apparent, business is beginning to reconcile itself to the fading hope of any decisive large-scale action toward recovery from above, and is realizing the necessity of aggressive individual action from the bottom.

The Business Week



And "Radio" Is His Name

What else could Walter M. Fagan, president of Pacific Wholesale, Ltd., name his favorite mount except "Radio"?

"Full of static at times, but generally as sweet as a June Morning," is the way Mr. Fagan describes this beautiful horse.

these concerns. Because they are purchased by the same type of prospects and have many other points in common it has been deemed advisable, wherever territorial conditions make this plan practicable, to make available Frigidaire sales franchises to General Motors Radio dealers and vice versa. Additional dealers capable of handling both lines will be granted a joint franchise whenever possible, it is further announced.

It is anticipated that within a few years the majority of dealers for GMRC and for Frigidaire will be handling both lines.

A further word of explanation: "This does not mean that all General Motors Radio dealers will at this time have an opportunity to sell Frigidaires nor does it mean that all Frigidaire dealers will be permitted to sell GM radio sets," states R. J. Emmert, president of the latter concern. "The plan, however, does contemplate that the same dealers will receive franchises for both commodities where such an arrangement can be made consistent with the policies of both organizations."

New Interference Booklet

The annoyance of man-made radio interference is a serious factor in retarding sales. The executive offices of the National Federation of Radio Associations have authorized the publication of a small pamphlet dealing exclusively with the organization of interference departments in different localities to solve this difficulty. The experience and work of such groups as the Pacific Radio Trade Association, San Francisco, is being drawn upon.

of the Month

for Busy Men

New York, N. Y.

Radio's Tenth Anniversary Signally Celebrated By Recent Programs of Outstanding Significance

ON THE evening of Nov. 2, 1920, KDKA went on the air as the first permanent station in the world.

Indicative of the remarkable growth of broadcasting over its present span of ten short years—and of its possibilities for humanitarian usages—were these recent “anniversary” programs:

Colonel Arthur Woods, director of unemployment, appealed to the nation over an extensive hookup for a co-ordination of activities to provide work for the needy . . . Oct. 26, 1930.

Radio was the outstanding publicity medium for the dissemination of politi-

cal propaganda and for the guidance of the citizenry at the Nov. 4 elections.

The heads of three great nations, from their respective capitals in Japan, the United States and Great Britain, hailed the deposition of the navy pact as the world listened . . . Oct. 27, 1930.

Music, art, literature, drama, education—all the good things of life—are now at the command of the lowly toiler or the remotely located family. No longer need circumstances bar the people from participation in the pleasures and the worthwhile things which modern civilization affords.

Sparton Distributors Hold Convention

One of the most outstanding of the many successful distributor conventions held by the Sparks-Withington Company took place the middle of last month at Jackson, Mich. Although the affable Capt. Sparks was, at the time, in Milan, Italy, the inspiration of his voice and personality was carried to each person present via transatlantic telephone hook-up and individual headphone sets.

One of the major discussions of the morning session centered about the practical application of the Sparton Foundation plan whereby high school students function as junior salesmen.

Three new models were introduced and received with loud acclaim, particularly a combination instrument with twelve record repeater capacity, listing at \$280, and the Sparton Junior, at \$56.

Northwest Elects Officers

At its annual meeting held during the week of the Northwest Radio Show the members of the Northwest Radio Trade Association, Minneapolis, elected P. J. Brady as president of this progressive organization. George Johnston will be first vice-president for the coming year and H. H. Cory will continue as executive secretary.

The ninth annual Minneapolis Radio and Electrical Show, at Minneapolis, was highly successful and very heavily patronized. One hundred forty-eight exhibitors displayed their wares.

N. S. Tobey, formerly sales manager, was recently elected to the office of executive vice-president of the Dubilier Condenser Corporation. M. Caldwell becomes general sales manager.

Harold J. Heindel is in charge of the new acoustical research division of the Fada Radio Company. Mr. Heindel was formerly connected with the Bell Telephone Laboratories.

Sylvania Pushing “Direct Pressure” Tube Sales Plan

A flexible, but intensive plan for factory-to-dealer-to-user cultivation of added tube replacement business has been put in operation by the Sylvania Products Company, Emporium, Pa.

The plan provides that the subscribing dealer will furnish Sylvania with a comprehensive list of prospects for radio tubes. The manufacturer will then make daily mailings direct to the customer of a promotional letter. Synchronized with this introductory step is a series of reports whereby a specially appointed salesman is obligated to follow, daily, these letters by personal calls on the prospects themselves.

The plan provides, further, for additional direct mailings, for advertising co-operation—including the monthly mailing of a house magazine entitled, “Better Radio Reception”—and for the purchase of a suitable amount of tube merchandise to take care of the business accruing.

Sylvania reports that its dealers are greeting this plan enthusiastically. Tube replacement sales, in many instances, being double those of former months.

GRIGSBY EXTENDS DIRECT CONTROL

Albany and Chicago Areas
to Be Factory Operated

Harry Alter Company Out

Radical changes in the sales and distribution policies of the Grigsby-Grunow Company, Chicago, and its affiliate, the Majestic Household Utilities Corporation, were announced the latter part of October.

Following the resignation of the Harry Alter Co., 340 N. Dearborn St., as Chicago area distributor for Majestic radio receivers and household refrigerators, just prior to the holding of the Chicago radio show, G. G. dealers were notified by telegram that distribution to them of these products would be handled directly by the Grigsby-Grunow Company operating through its own Chicago sales office. The telegram further stated that a complete sales force would shortly be placed in the field and that the factory production of Majestic refrigerators is now exceeding that of any other manufacturer in a similar field.

G. G. also announced that the Albany, N. Y., territory, formerly served by Majestic Products, Inc., will henceforth come under the jurisdiction of Grigsby-Grunow's branch office maintained in New York City. This factory-controlled outlet operates under the name of Majestic Distributors, Inc., and is in charge of C. R. Wagner. This change adds approximately 200 dealers who will come under the direct contact of the Majestic organization.

Officials of this Chicago manufacturer state that the underlying reason for these changes is that similar practice in New York, Cleveland, Cincinnati and Boston has resulted in increased sales and better co-operation.

We Couldn't Turn Down Such a Prominent Citizen

“Dear sir,” writes O. C. Langfield, radio dealer and all around dignitary of Brookings, Ore., “I would like a little write-up. I've been in this town seven years, 1,400 population. I have held the position as Chief Marshall, Mayor, Fire Chief, look after the town in general. I furnish the lights in winter from water power, in summer its gas or kerosene lamps. The town has the best climate on the Coast all year around. I also furnish guides for hunters, in fact anybody that wants anything comes to me. I'm also chief electrician, plumber and radio operator. From my sets I have 5,200 feet of wire that I operate from 8 to 20 speakers all over town at the rate of \$3 per month. My shop's the most novel and up-to-date place on the Coast—and too many more things to mention.

Yours, O. C. LANGFIELD.”



These Have Earned Their Niche in the Hall of Achievement



SID SCHWARTZ
promotional
mainspring
Brunswick

ERNEST VOGEL
Sales Mgr.
Radiola Div.
(below)



**FRED
CARSON**
Colonial
(left)



**JOSEPH
GERL**
Colonial



**GEORGE
RUSSELL
Erla**
Sales Mgr.



**ARTHUR
POOLE**
invents
electric clock
(above)

RADIOLA HAS NEW SALES MGR.

Ernest H. Vogel's Advancement Announced by J. L. Ray of RCA Victor Company

The appointment of Ernest H. Vogel as sales and advertising manager of the Radiola division was announced Nov. 1 by J. L. Ray, vice-president of the RCA Victor Company. Mr. Vogel was formerly advertising and sales promotion manager of the Radiola Division.

Mr. Vogel brings to his new position twenty years of merchandising and selling experience, twelve of which were spent in the musical merchandise field. Prior to joining the Radiola Division, early in 1930, he was in charge of advertising and merchandising for a chain of twelve retail stores operated by the American Piano Company.

During the eight months in which Mr. Vogel has directed Radiola advertising and sales promotion his energetic direction and industry have won him the confidence and respect of RCA dealers and distributors.

Mr. Vogel is 39 years old, is married and has two children. He recently moved his home from Larchmont, N. Y., to Merion, Pa., to be near Camden where the activities of the Radiola Division have been centered.

Wisconsin Show Scores Hit

An auditorium crowded nightly, 800 dealers and employees at lunch and a fast running show marked the Wisconsin Radio Trade Association exhibit at Milwaukee, Oct. 7-13. Showmanship, under the eighth annual tutelage of Michael Ert, kept events moving rapidly.

Triples Production

Starting the first week in October the Capehart Corporation, manufacturer of automatic record playing instruments, tripled its production facilities.

Three new members of the Radio Wholesalers Association have been announced: Howard Distributing Co., Chicago; Gross-Brennan, Inc., New York City, and J. R. Hunt Co., Baltimore, Md.

Compton Now General Manager of Grigsby-Grunow

Don M. Compton has been appointed assistant to the president and general manager of the Grigsby-Grunow Company, it was announced on Oct. 8. This position was created some time ago by the directors but until now had not been filled.

Mr. Compton will relieve William Grunow of much of the responsibility in connection with the management of the radio division of the Majestic enterprises. The latter is devoting much of his energies to the production of the new G-G electric refrigerators which the Majestic Household Utilities Corporation is now producing at the rate of 500 units per day.

Mr. Compton was formerly associated with the United States Radio & Television Company in a similar position and was generally credited with having untangled that company's affairs during 1929.

A Refrigerator by Servel

There is a well confirmed rumor to the effect that Servel Sales, Inc., manufacturer of the gas flame operated refrigerator Electrolux, will shortly market an electric refrigerator specially suited for the radio type of retail outlet. Extreme simplicity and working parts hermetically sealed are some of the outstanding claims.



The Winning Team

When the sales people of the Rudolph Wurlitzer Company, Chicago, distinguish themselves it is the signal for a costume photograph; note the snappy flannel trousers and double-breasted coats—with one exception.

This sales crew has the recent honor of selling more Lyric receivers than any other retail outlet in the country.

TUBE TRADE-IN PLAN ANNOUNCED

On Friday, Oct. 17, the Cable Radio Tube Corporation, Brooklyn, N. Y., announced a new merchandising plan on radio tubes unique and radical in concept. A definite and liberal cash value has been placed upon each type of used tube, regardless of age, condition or brand, providing the same is turned into the dealer to apply on the purchase of the new Speed product.

This plan, according to A. D. Strathy, director of sales for Cable, has met with rapid and enthusiastic acceptance by small dealers as well as by the department stores and furniture houses.

Plymouth on 93 Stations

Another automobile manufacturer to enter, in a large way, the ranks of broadcasters who will use a vast number of "spot" stations for the transmission of "electrical transcribed" programs is the Plymouth Motor Corporation of Detroit, Mich.



**BE YOUR OWN
Santa Claus**

A unique feature of the Plymouth program is that its programs will originate abroad. A "Plymouth World Tour" party has sailed on the S.S. Bremen with six tons of technical equipment, to embark on what is said to be the most

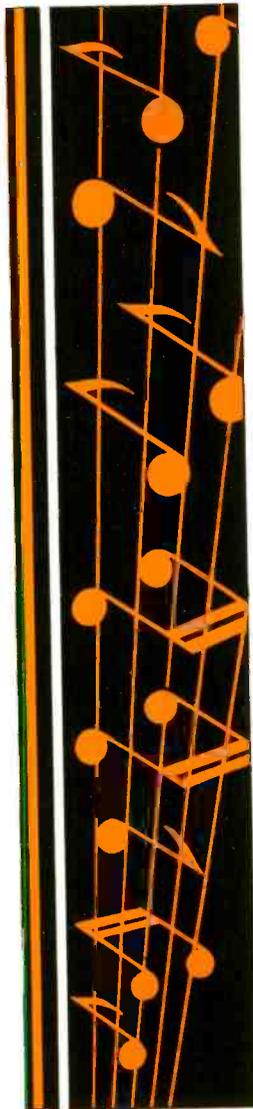
unusual expedition in history. For three months it will tour Europe, visiting every metropolis of note. Back to America will be relayed the greetings of rulers of Europe, messages from European men of note, the music of famous orchestras, choirs and military bands and folk songs.

Trust Suit Postponed

The Government's anti-trust suit against the Radio Corporation of America has been postponed until the December term of the U. S. Court at Wilmington at the request of counsel for the defendants who desire more time to take depositions of witnesses.



TODAY'S
DEMAND *in* **RADIO...**



LIFE-LIKE
PHONE

**READ HOW SUCCESSFUL RADIO DEALERS
MAKE LIFE-LIKE RECEPTION A CERTAINTY..**

Prominent Radio



Postal Telegraph
NEWARK, N.J.

4 30 DL= BIRMINGHAM ALA OCT 15 916=
J E GEARTNER
ADV MGR=
ARCTURUS RADIO TUBE CO= NEWARK NJ=
SINCE SERIES ADVERTISEMENT EMPHASIZING LIFE LIKE TONE HAVE BEEN
SALES HAVE INCREASED VERY MATERIALLY STOP KEEP UP THE GOOD WORK
AND ARCTURUS WILL SOON BE LEADING THE FIELD IN
RICE SALES CO INC

WESTERN UNION
BY DIRECT WIRE FROM
WESTERN UNION
MILWAUKEE WIS OCT 15 200P
ARCTURUS RADIO TUBE CO=
720 FRELINGHUYSEN AVE=
CONGRATULATIONS ON LIFE LIKE TONE THEME STOP DEALERS REPORT
LIFE LIKE TONE INCREASING THEIR SALES STOP NINETY PERCENT
OUR DEALER TUBE ORDERS SPECIFY ARCTURUS BLUE TUBES=
A E DUFEINHORST COM-LL

Postal Telegraph
NEWARK, N.J.

NK 3 44 NL= B NEWYORK NY OCT 12-2P
ARCTURUS RADIO TUBE CO =
NEWARK NJ=
EFFECTIVE AT ONCE UNTIL FURTHER NOTICE DOUBLE OUR WEEKLY ARCTURUS
SHIPMENT STOP DEALERS OUR TERRITORY REPORT GREATLY INCREASED
SALES STOP LIFE LIKE TONE CAMPAIGN DEFINITELY MOVING ARCTURUS
TUBES INTO CONSUMERS HANDS STOP KEEP UP GOOD WORK STOP
PROMISED YESTERDAY NOT RECEIVED KINDLY TRACE= 9124#
DALE COMPANIE

WESTERN UNION
BY DIRECT WIRE FROM
WESTERN UNION
MILWAUKEE WIS OCT 15 200P
ARCTURUS RADIO TUBE CO=
720 FRELINGHUYSEN AVE=
URGENTLY REQUEST SHIPMENT OF ALL BACK ORDERS STOP LIFE LIKE
TONE ARCTURUS TUBES RECEIVING REMARKABLE DEALER ACCEPTANCE
IN THIS TERRITORY=
STEWART DOWNEY INC BOSTON MASS 931A OCT 4.

Postal Telegraph
NEWARK, N.J.

NK 3 39 DL= BHILA PA
ARCTURUS RADIO TUBE CO=
NEWARK NJ=
ARCTURUS TUBE SALES HAVE RECEIVED ADDED IMPETUS SINCE ADVENT OF
LIFE LIKE TONE ADVERTISING CAMPAIGN STOP QUALITY OF NEW ONE
TWENTY SEVEN AND ONE FORTY FIVE TUBES PROVING MORE THAN EVER LIFE
LIKE TONE FEATURES ACCORDING TO DEALERS COMMENT=
J H MCCULLOUGH AND SON= 407P



ARCTURUS



Retailers and Jobbers

ACCLAIM THE

LIFE-LIKE TONE

OF ARCTURUS BLUE TUBES

Just two months ago we emphasized a distinctive Arcturus feature—*Life-like Tone*.

Radio dealers everywhere were interested. They knew that every set owner wanted life-like reception; tests showed them that Arcturus Blue Tubes provided life-like reproduction of any program.

They were convinced that *Life-like Tone* would create a new demand for Arcturus Tubes.

Newspaper advertising on *Life-like Tone* first appeared on September 4th. Public response was immediate. Arcturus sales increased; dealers and jobbers ordered again and again. The telegrams on this page show what the radio trade thinks of Arcturus *Life-like Tone*. You, too, can benefit by this Arcturus feature. The quick 7-second action of Arcturus Tubes and their Life-like Tone are bringing better business and increased profits to radio dealers from coast to coast.

A powerful national advertising campaign in *The Saturday Evening Post* and *Collier's Weekly* helps you sell Arcturus Tubes, "The Tubes with the Life-like Tone." Read about it on the next page—then ask your jobber for all the facts about Arcturus Blue Tubes.



THE BLUE TUBE

WITH THE LIFE-LIKE TONE

ARCTURUS
National Advertising
helps you profit from
LIFE-LIKE TONE

These

INTERESTING

ADVERTISEMENTS

tell your customers
how to get

LIFE-LIKE TONE

Radio set owners are demanding *Life-like* reproduction. The question is, How to Get It?

We are answering that timely question in full-page advertisements in two of America's leading magazines—*The Saturday Evening Post* and *Collier's Weekly*.

In addition, leading metropolitan newspapers from coast to coast carry the story of Arcturus *Life-like Tone* every week.

Those attention-getting, sales-building advertisements reach your customers, no matter where you are located. Prepare now to get the benefit of Arcturus *Life-like Tone* and the increased sales it is bringing. Your Arcturus jobber has some interesting facts about Arcturus Tubes for you. Get in touch with him today.

ARCTURUS RADIO TUBE COMPANY, Newark, N. J.

Stock and Sell

ARCTURUS

Blue Tubes

TUBE

WITH THE LIFE-LIKE TONE



THE PURPOSE OF DAYRAD

The purpose of Radio Service Instruments is to locate the causes of trouble in radio sets and enable the service man to effect repairs correctly and quickly.

It is, therefore, highly essential that every dealer should own a Tube Checker. It places him in a position to obtain his share of the tube replacement business.

No Service Department can properly function without a Radio Set Analyzer. The Radio Set Analyzer is the accepted instrument for localizing troubles in the various receiving set circuits. The DayRad Set Analyzer, Type HR, meets these needs fully. It is a high grade, compact and easily operated instrument at a price within easy reach of every dealer.

Super Heterodyne Receiving Sets are here to stay. The frequent announcements of new models of Super Heterodyne types should suggest to you the need for aligning the intermediate radio Frequency Stages.

To meet this need we have perfected the DayRad, Type 180, Test Oscillator, equipped with an Output Meter for visualizing adjustments. This type 180 is necessary, not only for these alignments, but it is also a Broadcast Frequency Oscillator—an universal instrument for aligning, ganging, neutralizing and other functions.

The accuracy of this instrument is within $\frac{1}{2}$ of 1 per cent; it is shielded to prevent radiation of signals; it has a variable signal output control. Through the action of this Oscillator you secure the greatest sensitivity and selectivity. The Service department of the progressive dealer is incomplete until this instrument is a part of the equipment.

Your service department troubles are individual problems. We invite your inquiries regarding the application of any or all of the DayRad Service Instruments to your special work.

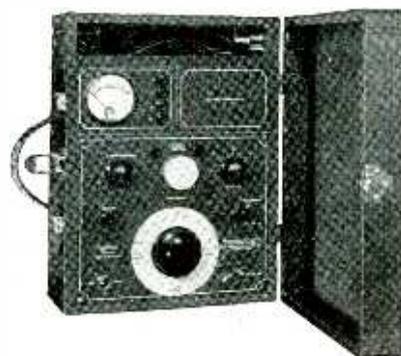
Send for new Catalog R.



**DAYRAD
TYPE B TUBE CHECKER**
For portable or counter work. Rapid, simple, compact.
Net Price To Dealer **\$19.60**



**DAYRAD
TYPE HR TEST ANALYZER**
For analysis and service work on all types of household sets. Efficient, easy to operate.
Net Price To Dealers **\$58.50**



**DAYRAD
TYPE 180 TEST OSCILLATOR**
Designed for speedy and effective work on Super Heterodyne sets. Accurate to $\frac{1}{2}$ of 1 per cent.
Net Price To Dealers **\$57.50**

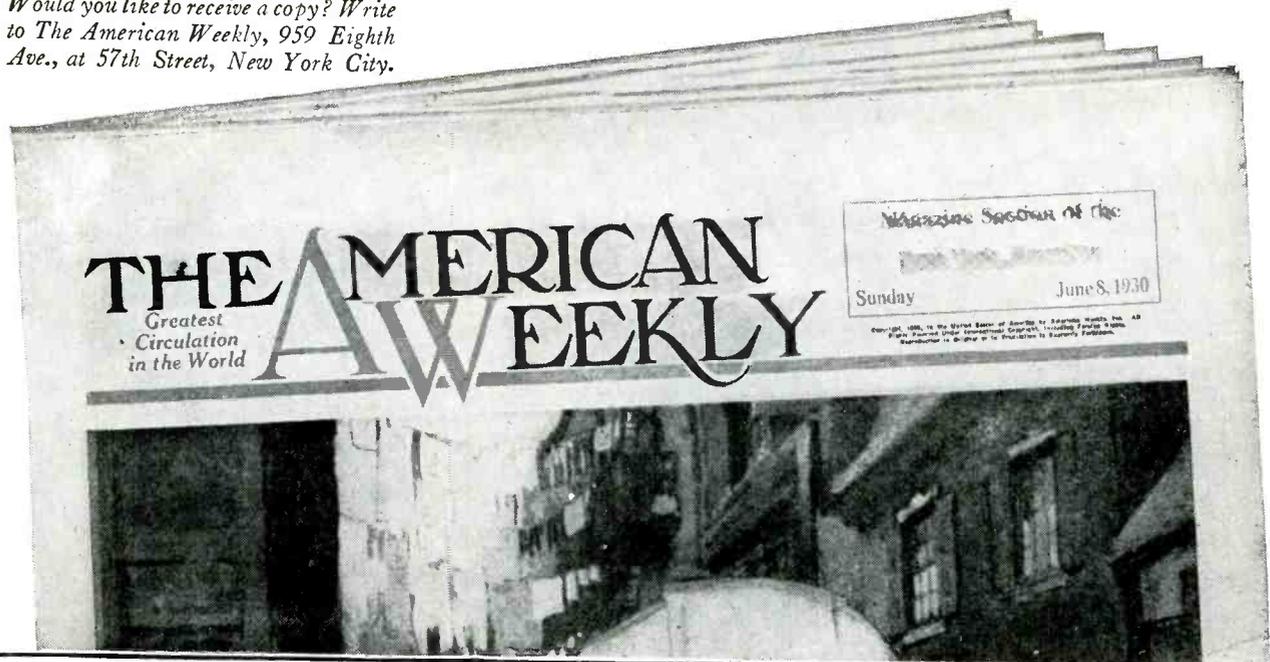
THE RADIO PRODUCTS COMPANY

Dept. R

5TH AND NORWOOD

DAYTON, OHIO

Would you like to receive a copy? Write to The American Weekly, 959 Eighth Ave., at 57th Street, New York City.



Nearly 6,000,000 families, one out of every four families in the entire United States, read The American Weekly regularly. Watch its advertising pages. They spell sales opportunity 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 nearly 6,000,000 families who read The American Weekly.

The Fashionable Working Girl A Series of Modern Social Cartoons by Henry Clive —No. 6—The Social Service Worker



THIS

Profitable

KELLOGG A. C. Tube Market

includes *all* your customers operating any of these sets:

[**KELLOGG** Sets—510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. **McMILLAN** Sets—26, 26PT. **MOHAWK** Sets. **SPARTON** Sets—62, 63, A-C 7. **DAY FAN** Sets—5143, 5144, 5145, 5148, 5158. **MARTI** Sets—TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console. **CLEARSTONE** Sets—110. And the first A.C. models of the following: **Bell, Walbert, Wurlitzer, Pathe, Shamrock, Bush & Lane, Minerva, Crusader, Liberty, Metro, Supervox, and Case.**]

THESSE sets are designed and originally equipped with the Kellogg 401 A.C. tube and it is the *only* tube that you can sell for replacement in them. For this reason, two and one-half million dollars in Kellogg tube sales pour into the cash registers of tube dealers every year! By replacing with Kellogg tubes, your customers maintain the good performance of their sets.

Here is a market that is already established for you—sales are a matter of fact. Stock and display Kellogg tubes—it is a profitable business. Write to Department 45 for additional information and the name and address of your nearest Kellogg tube jobber.

KELLOGG *Switchboard & Supply Company*

1020-1070 WEST ADAMS ST., CHICAGO



No. 3 in the SERIES of REASONS WHY you should SELL TUNG-SOL TUBES

LET'S GIVE THE RETAILER A NEW DEAL



...Let's wipe the old debts from the table...Tear up the cards and start over again

AND that's just what Tung-Sol has done... new tubes... a revolutionary new sales plan... and new and greater profits to the retailers who "sit in."

☞ Consider the tubes first: 4 features, not one, built to a standard of performance rarely demanded by any set... 6 second heating, non-microphonic, absolutely humless... minutely matched, to deliver, and do it everytime... tube failure is practically eliminated.

☞ Now the plan: preferential dealers, hand-picked from each community: preferential profits from an advertising campaign that really sells the dealer, his store and his service. Everybody can't sell Tung-Sol Tubes; but those who can, *certainly will!*

☞ And then the profits: not only from selective merchandising, but from insured satisfaction with every set sold... no service charges here, for tube failure... every Tung-Sol must deliver before it can leave our factory. What this saves you in service costs only you can figure. What Tung-Sol can bring you from satisfied customers only you will realize.

☞ The deal is on: your only stake is your desire and ability to play with us, all the way. It's a new deal, and a profitable one for the dealer.

☞ Come on, and bid your hand.



DEALERS have spent thousands of dollars in unnecessary service calls for supposed set failures, when one or two weak tubes were solely to blame. These costs are now impossible, wiped out by the scientific testing and matching of every Tung-Sol Tube before it reaches the dealer.

TUNG-SOL RADIO TUBES

LICENSED UNDER PATENTS OF THE
RADIO CORPORATION OF AMERICA

Mfd. by TUNG-SOL RADIO TUBES, INC., NEWARK, N. J.
with district sales divisions in principal cities

ONLY PERFECT TUBES GIVE YOU FAULTLESS RECEPTION

The KENNEDY Coronet

List Price
\$69⁵⁰
 Complete



HERE is a miniature set that will operate in any locality where larger receivers will operate. The *Kennedy Coronet* is exceptionally sensitive and even in cities with a number of powerful broadcasting stations, it will pick up the station quickly and clearly without overlapping. It is equipped with a *Selec-tone Control* to tone reception to suit the individual preference.

Encased in a beautiful cabinet of butt walnut, the *Kennedy Coronet* has a strong "eye appeal" and its selectivity, power and tone quality will win the instant admiration of any of your customers desiring a miniature set.

Your request for information will be answered promptly and in detail.

SPECIFICATIONS

Height, 17 inches. Base width, 16½ inches. Depth, 10 inches. Weight (less shipping case) 31 pounds. Tubes, four No. 224 screen grid; one No. 245; one No. 280. Full size transformer. Electro-dynamic speaker. *Selec-tone Control*.

Send coupon today for complete information about the *Kennedy Co-operative plan*.

KENNEDY

A STUDEBAKER FAMILY PRODUCT



The Royalty of Radio

Since 1911

COLIN B. KENNEDY CORPORATION
 South Bend, Indiana

RR 11-30

Date

Please send full information about your co-operative plan for dealers.

Firm Name

Individual

Address

City State

ATWATER KENT RADIO

with the GOLDEN VOICE

Every single thing your customers could ask for is in this radio!



MODEL 70 LOWBOY

Finished in American walnut, with rubbed top. Matched butt walnut front panels and apron. \$119.00, less tubes.

Prices slightly higher west of Rockies and in Canada



MODEL 74 TABLE

Finished in American walnut, with matched butt walnut front panels, top and back. All four sides are finished. It may thus be placed anywhere in room. \$125.00, less tubes.

Golden Voice—tone quality that satisfies the very soul, expressed in a phrase that everybody understands.

Perfected Tone Control—choice of four shadings of the Golden Voice.

Quick-Vision Dial—greatest aid to fast, sure, easy operation in all the history of radio. All station markings evenly separated. Remarkable selectivity.

Enormous reserve power for getting far-off stations. More than a year ahead with Screen-Grid.

Dual volume control, acting upon both intake and amplification to give the best results on either near or distant programs.

Multitude of refinements, all tested and perfected, each contributing to flawless performance.

New harmonious beauty in cabinet design. Rich—but simple—acclaimed by foremost designers and decorators as a long step forward in home-like quality and good taste.

Lowest price for highest quality. Extra value made possible only by enormous Atwater Kent resources.

PLUS famous Atwater Kent dependability. Workmanship that protects your customer against trouble and you against service costs.



NEW QUICK-VISION DIAL

—an exclusive Atwater Kent feature—

Entire dial in full view all the time. Uniform kilocycle graduations from end to end—made possible by wonderful compensating mechanism, developed in the Atwater Kent Laboratory.



MODEL 76 HIGHBOY

Finished in American walnut with rubbed top. Matched butt walnut front panels and doors. Doors muffled with felt for silence. \$145.00, less tubes.



MODEL 75 RADIO-PHONOGRAPH COMBINATION

Finished in American walnut. Ample and accessible record compartment. \$195.00, less tubes.

SPRAGUE *Electrolytic* CONDENSER

NOW—You Sell Condensers
In Standard Units
At Standard Prices

SPRAGUE has taken the electrolytic condenser business out of the "hit-or-miss" merchandising field—and made it one of the most staple, standardized, profitable lines you can sell.

No messing around with a bunch of assorted capacities. No engineering a lot of special containers to fit each type of job. The Sprague Condenser is a standardized unit of 8 MFD capacity, occupying a space of only 1½ in. diameter x 4 11/16 in. high overall. With a rating of 430 volts D.C.—an individual screw socket mounting that makes it dependable for use in any receiver—and an exclusive construction that makes the vital anode absolutely free from soldered, riveted or welded joints.

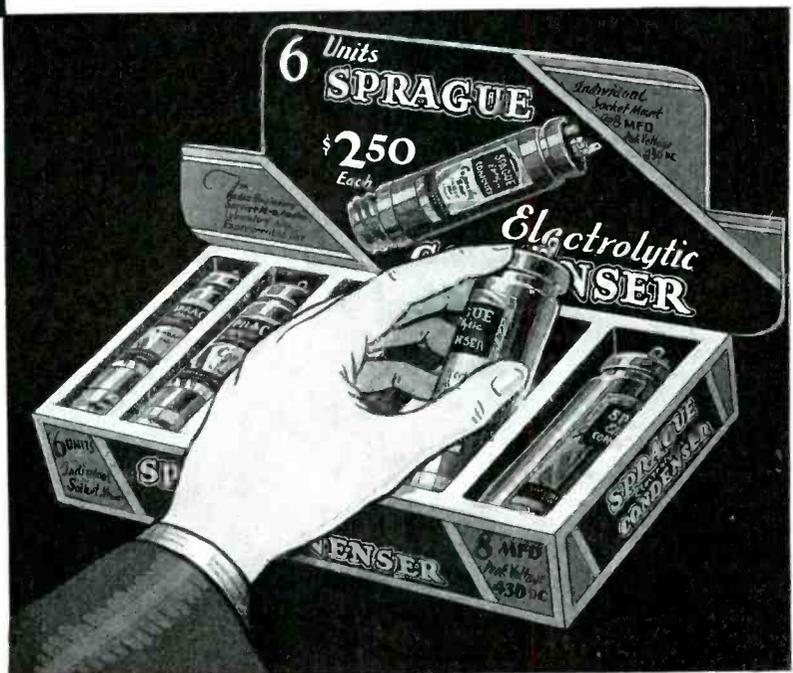
It's revolutionary in theory, but tremendously practical in performance. And profitable for jobbers and dealers—because it's the ideal condenser for manufacturers, service men and hams. Order a standard distributor's package of twenty-four six-unit cartons—and get the real profits of the condenser trade.

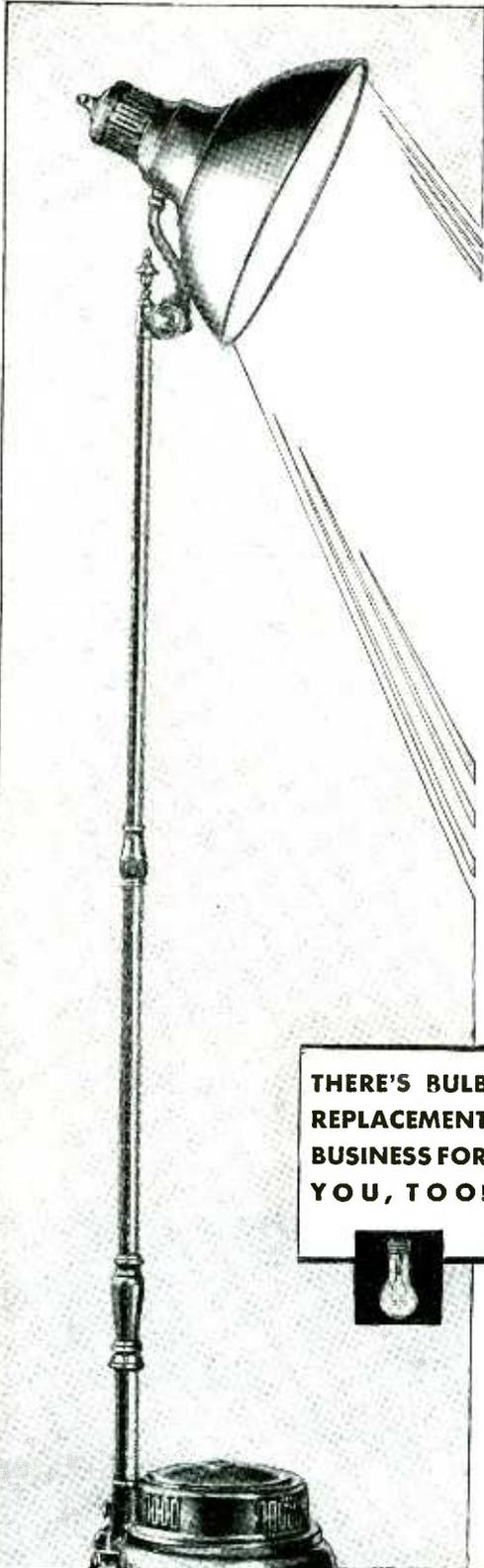
SPRAGUE SPECIALTIES COMPANY
NORTH ADAMS, MASS.

Manufacturers also of the famous
SPRAGUE PAPER CONDENSERS



This three-color card and the Sprague six-unit display box are selling condensers at a profit for wise jobbers and dealers today.





A fine Leader for Fall

There's Business...

plenty of it—waiting for you with General Electric Sunlamps. Especially during the murky days of Autumn and Winter.

There's Profit...

a wide margin—for those dealers who push sales of General Electric Sunlamps at the right time and energetically.

There's Nothing Easier to Sell...

than G-E Sunlamps—because of the growing interest on the part of the buying public, and the universal acceptance of products bearing the well-known G-E monogram.

There's Plenty of Selling Co-operation...

available to you — powerful national advertising in magazines and newspapers, mailing pieces, folders... tried-and-tested sales plans free for the asking. General Electric has prepared an entirely new line-up of aids-to-sales for dealers this Fall. New—striking—effective!

There'll be a Radio Broadcast on Sunlamps...

in November—and another in December, over a nationwide N.B.C. Network—coast-to-coast hook-up. You'll want to take advantage of the popular demand created by these radio programs.

**THERE'S BULB
REPLACEMENT
BUSINESS FOR
YOU, TOO!**



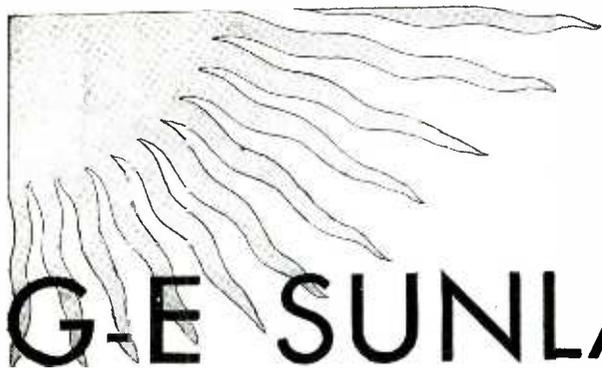
Section V-6011, Merchandising Department,
General Electric Co., Bridgeport, Conn.

Please send me full particulars of your G-E
 Sunlamp Cleaner dealer's proposition.

Name.....

Address.....

**"SAFE AS THE SUN
... AND
HEALTHFUL"**



G-E SUNLAMP

SELLS READILY

because ~ ~ ~ ~

- It's a General Electric product.
- Its beam is like summer sunshine on tap anywhere, anytime.
- It helps stimulate children's health and growth—improves adults' well-being.
- Its cord connects at any ordinary A.C. lighting outlet.
- Its initial cost is low—within the reach of everybody.
- It is inexpensive to operate.
- It is easy to move about.
- It is handsome—in ivory or bronze finish.
- It is equipped with a G-E Type S-1 Bulb.

FOUR SUNLAMPS FOR YOU TO SELL

Floor models—Model A, ivory finish, list \$69.50; Model B (illustrated), ivory or bronze finish, list \$69.50.

Ceiling model, bronze finish, list \$75. Wall bracket model, ivory finish, list \$69.50.

WHAT A MARKET FOR YOU!

At least 3,500,000 families with children . . . 500,000 unmarried women seeking the beauty of health . . . 500,000 convalescents . . . clubs, gymnasiums—They'll buy sunlamps.

NEW STANDARD MODEL

\$35



CLEAN PROFIT FOR YOU HERE, TOO!

G-E Cleaners sell all the year 'round. Everybody knows they're reliable, powerful, low in price. Strong advertising—and good performance—has put them over. Are you capitalizing on this?

DE LUXE \$42.50

JUNIOR \$24.50

HANDY \$13.50

(with deodorizer set) \$14.50

GENERAL ELECTRIC

SUN LAMP



National Advertising is selling the RAY-O-VAC line for you

THE Saturday Evening Post, Liberty, Collier's, The Literary Digest, The Country Gentleman—over 10½ million buyers reading the Ray-O-Vac story each week, buying Ray-O-Vac Flashlights,

Batteries, Tubes! Keep your Ray-O-Vac products well displayed and cash in on this tremendous nation-wide campaign! Your jobber will supply you—without delay—with what you need to keep your stock up.

FRENCH BATTERY COMPANY

Madison, Wisconsin

General Sales Office: 20 North Wacker Drive, Chicago, Ill.

RAY-O-VAC

"A", "B", and "C" Radio Batteries; Aircraft and Autoradio Batteries; Telephone, Ignition, and Flashlight Batteries; Rotomatic and Standard Flashlights; Licensed Radio Tubes.



We have created a new
STANDARD OF QUALITY *in radio*

We do not say this boastfully. We sincerely believe that the resources and experience and talent of General Motors have established a new criterion of value in radio—that they have enabled us to build into our product the margin of greater worth which the world has come to identify with General Motors products in other fields. ¶ The radio buyer will recognize the new General Motors Radio as an exceptional product—distinctive both in the appearance of its fine period cabinets and in the general excellence of its performance. Distinctive, too, in its new mastery of tone—for the Visual Tone Selector adds to splendid tone quality the ability to emphasize bass or treble at will. ¶ The organization behind the new General Motors Radio is as unusual as the product itself. All General Motors Radio dealers are exclusive dealers, appointed for their integrity, capability and responsibility. They are the type of business men whose policies and principles merit consumer confidence and respect. ¶ And we have established a national service organization—expertly trained, thoroughly equipped and readily available wherever General Motors Radios are sold. ¶ We have created a new Standard of Quality in radio—in the value exemplified by our product, in the character of our dealers, in the security afforded by our service. Judge this for yourself by wiring or writing for complete details of the General Motors Radio dealer franchise plan.

GENERAL MOTORS RADIO CORPORATION, DAYTON, OHIO



IT TAKES PERFORMANCE LIKE FADA'S

**to pry a Buyer
from his bankroll
... TODAY**

THE careful buyer, looking for more than his money's worth—that sums up the situation we face right now, whether it's radio, real estate or a Broadway show.

What a break that is for the Fada dealer, with the radio of the protected performance! The radio of the fourteen smooth-working features, found in no other single receiver! The radio of the startling demonstration, that no rival can match, no matter what his claims!

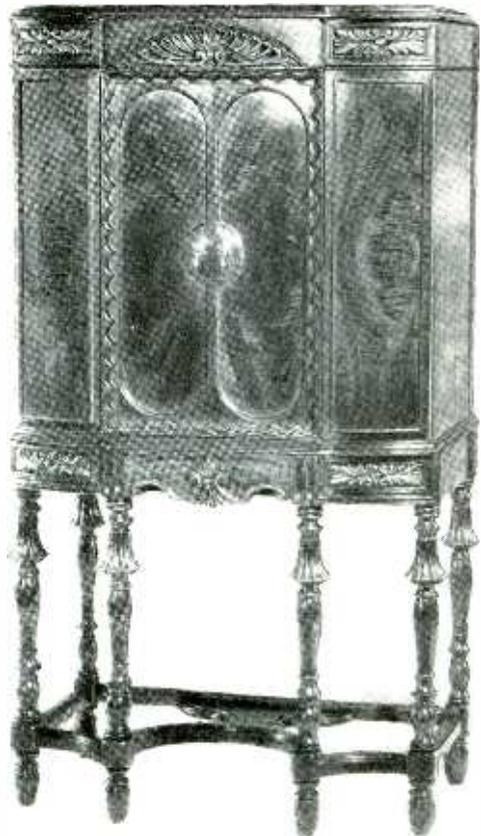
Show your prospects these fourteen features, and what one will be satisfied with less? Glib selling can't make up for missing virtues. Empty adjectives can't take the place of selling ammunition—not today!

Sell the brand that can help you with the selling. Take your profits where they fall thickest, from a satisfied customer easily sold. In radio, that's Fada. Write or wire if you're interested, or want to challenge us to make you so.

F.A.D.ANDREA, INC., LONG ISLAND CITY, N.Y.

*Same prices West of the Rockies, slightly higher
in Canada and for export*

FADA
Radio



★ The New Fada 46—Highboy, \$228 without tubes

ONLY THE NEW FADAS HAVE ALL THESE 14 FEATURES

- ★ Noise Filter
- ★ Automatic Volume Control
- ★ Finer Tone
- ★ Flashograph
- ★ Beautiful Cabinets
- ★ Fada Dynamic Speaker
- ★ One Dial...One-Knob Tuning
- ★ Humless Operation
- ★ Automatic Phonograph Connection
- ★ Local Distance Switch
- ★ Pre-selector Tuning
- ★ Complete Shielding
- ★ Two-element Detector
- ★ Nine Tubes, including three screen grid.

OTHER NEW FADA MODELS

- ★ The New Fada 41—Highboy, \$218 without tubes
- ★ The New Fada 44—Sliding Door Lowboy, \$188 without tubes
- ★ The New Fada 47—Radio-Phonograph Combination, \$328 without tubes
- ★ The New Fada 42—Open Face Lowboy, \$159 without tubes

Fada Models 42, 44, 41 and 46 are also available for operation on 25 cycle or direct current (DC) at slight increase in price.

1920 • SINCE RADIO BROADCASTING BEGAN • 1930

TYM-FLEX

Tympanum Flexum

A New
And Exclusive Feature of
Jensen Speakers

The Year's Most Important Contribution To the Radio Industry

TYM-FLEX is the name of a new diaphragm . . . or cone . . . destined to become synonymous with Jensen as a mark of distinct superiority on loud speakers.

Over three years ago, Peter L. Jensen foresaw that the next great forward step in dynamic speakers would be in the cone design and material.

The new TYM-FLEX Cone is the result of three years of intensive research and development on the part of Jensen engineers under his direction.

This new cone has many mechanical and acoustical advantages. It is moulded in one piece . . . no glued or matched joints. It is impervious to water or moisture. It is unaffected by the widest and most rapid changes in humidity. It is free from all rattle or mechanical vibration.

These distinct mechanical advantages are greatly overshadowed by this new cone's acoustical advantages. TYM-FLEX Cones, for the

first time permit wide latitude for the incorporation of desired acoustical qualities in loud speaker diaphragms. Thus, in the skilled hands of Jensen engineers, TYM-FLEX Cones even improve the performance of Jensen Speakers . . . recognized standard of the radio industry. With the TYM-FLEX diaphragm a new performance heretofore considered unattainable is scientifically accomplished.

The industry's approval is attested by the endorsement of radio set manufacturers, more of whom use TYM-FLEX equipped Jensen Speakers than any other make.

Naturally TYM-FLEX Cones are an exclusive Jensen feature and available only in Jensen Electro-Dynamic Speakers.

Write for the new Jensen booklet, "The Story of the TYM-FLEX Cone" which tells of the dramatic development

of this outstanding improvement in loud speaker design.

Jensen
ELECTRO-DYNAMIC SPEAKERS

Licensed under Lektophone Patents

ANOTHER NEW JENSEN SPEAKER

The trade and retail buyers are now demanding an electro-dynamic speaker with Automobile Radio Receivers. To satisfactorily meet this demand Jensen offers the new

Jensen
AUTO SPEAKER

A compact electro-dynamic speaker using a minimum of current from the storage battery. Designed to withstand road shock. Built into a rigid metal housing, with sturdy adjustable brackets for convenient and quick installation. . . List price, \$16.50.

JENSEN RADIO MANUFACTURING COMPANY, 6601 South Laramie Ave., CHICAGO, ILL.

BOSCH RADIO

Automatic Volume Control
Tone Control
Kilocycle Tuning Dial
Speaker Mute
Scientifically Shielded
Massive Audio Unit
Bosch Precision Built
Electrical Tuning Meter

Bosch Radio has the selling points that satisfy today's market conditions. Investigate the customer appeal of Bosch Radio. There are no slow numbers in the new Bosch Radio line and it covers the entire buying range from volume business to de luxe models. Prices from \$144.50 to \$250, less tubes. The cabinet craftsmanship of the Bosch



Five Tuning Condensers
Top to Bottom Selectivity
Push-Pull Amplification
Simplicity of Operation
Eight Tube Models
 four screen-grid tubes
Nine Tube Models
 five screen-grid tubes

line expresses new and finer art in radio furniture. Write for the complete details of Bosch Radio advertising and Bosch Radio Merchandising in your territory.

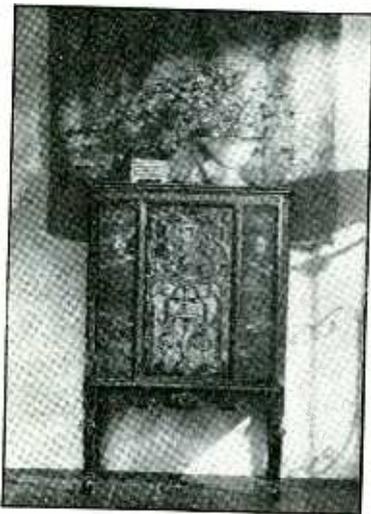
MODEL E—A graceful console, in matched walnut woods. 50 1/4 in. high, 28 in. wide and 15 1/2 in. deep. A 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC-25 or 60-cycle operation or DC operation. Price, less tubes\$250.00

AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, Mass.

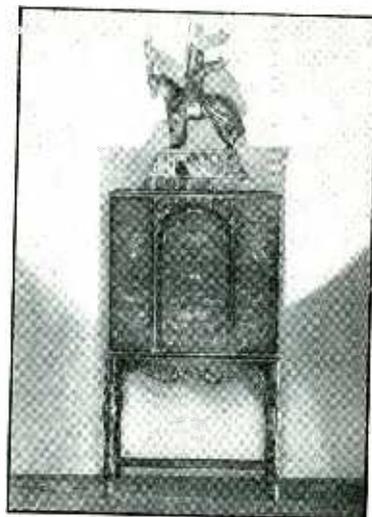
Branches: New York, Detroit, Chicago, San Francisco

Canadian Distributors: **RADIOCRAFT CORPORATION, Ltd., Ottawa, Ontario**

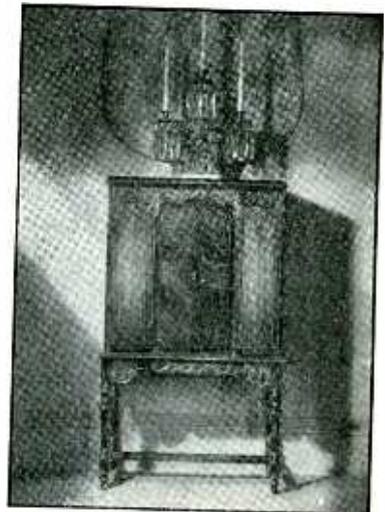
Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Lektophone. Prices slightly higher west of Rockies and in Canada.



MODEL A—Delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 1/4 in. high, is 26 in. wide and 12 1/2 in. deep. Built into the cabinet is the Bosch Radio 8-tube receiver and electrodynamic speaker. Designed for 25 or 60 cycle operation. Price, less tubes....\$144.50



MODEL B—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 41 1/4 in. high, 26 in. wide and 14 1/2 in. deep. Has sliding doors, built-in electrodynamic speaker and 8-tube receiver. Designed for 25 or 60 cycle operation. Price, less tubes.....\$159.50



MODEL D—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 1/4 in. high, 28 in. wide and 14 1/2 in. deep. It is a 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle operation scale. Designed for AC-25 or 60-cycle operation or DC operation. Price, less tubes\$195.00

now **12**
BIG PROFIT MONTHS
every year!

Yours for the first time with the sensational new

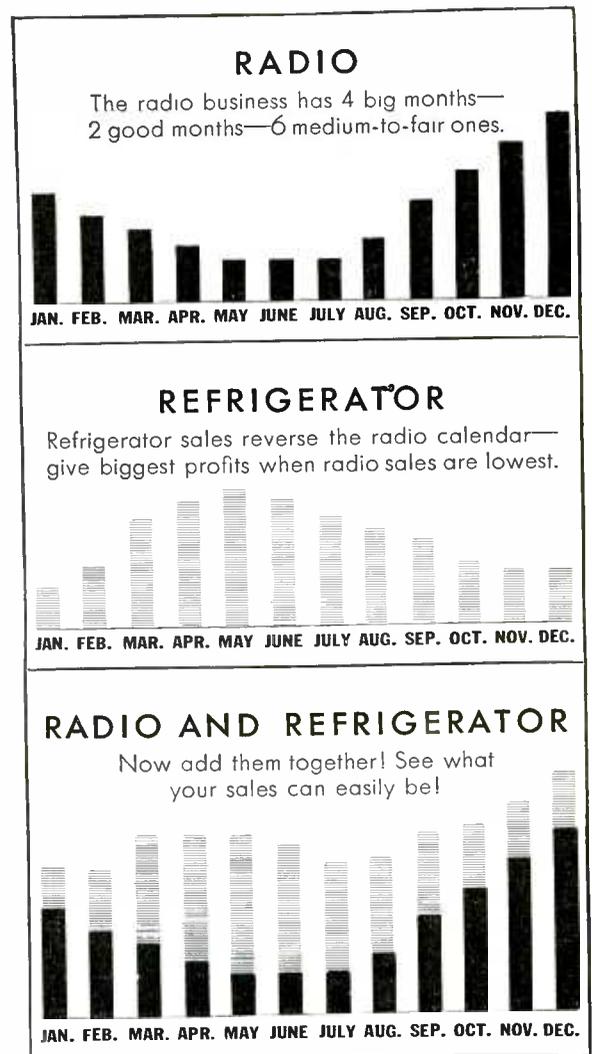
Majestic
ELECTRIC
REFRIGERATOR

HERE at last is the answer to your problem of seasonal sales! A brand new opportunity to make every month of the year a really big-profit month.

The great new Majestic Refrigerator does it! Brings you new business every month—big business in the very months when you need it most.

Here's a life-time opportunity that only Majestic dealers can enjoy! 12 big-business, big-profit months every year. The biggest seller in radio teamed with a sensational new profit-maker—the amazing new Majestic Refrigerator. Every month in the year bigger than your best month now. Two chances for profit from every customer instead of one. An unequalled opportunity to cash in the good will of more than 2,000,000 Majestic owners. Two fast-moving, money-making lines to share your overhead and swell your bank account.

Your Majestic distributor will gladly give you the whole story—with dozens of sound, proved facts that point the way to big year-round sales. Phone or wire him today. Learn the 30 great features that make Majestic Refrigerators the most desirable of all for both dealer and customer. You'll find the most amazing opportunity ever offered in the industry—and one that only Majestic can give you.



GRIGSBY-GRUNOW COMPANY
and Affiliate
 Majestic Household Utilities Corporation, Chicago



You Pay \$38.⁶¹

You Make 36.⁸⁹

Your Customers Get . . .

the highest selectivity given by any midget receiver . . . 2 stages. Screen Grid R. F. with tubes shielded as well as coils . . . clearest tone . . . Screen Grid Power Detector . . . greatest volume . . . 1 stage 227 audio amplifying into, 1 stage 245 power output . . . oversize power supply from 280 rectifier . . . specially designed electro dynamic speaker delivering console quality.

59.⁵⁰
LESS TUBES

PILOT MIDGET

This beautiful two toned walnut receiver has gone over with the public because it gives *big* results for *little* money.

It has gone over big with dealers because they have found it technically correct and free from servicing. Also—because they like dealing direct with Pilot and knowing they are protected in territories and neighborhoods from unfair competition; from dumping, sudden price changes, making stock obsolete by new models without adjustment.

Dealers have watched Pilot's steady growth. They know Pilot is succeeding. Why should you devote your time and effort and money to building up a business on any product which, thru lack of patent protection or practical experience, is destined to disappear? Be sure of the future—tie up with Pilot.

Pilot offers direct cooperation to dealers with well conducted stores, in carefully planned, aggressive merchandising and advertising. Write us if you believe you are in a position to do justice to our products and our policies.

PILOT RADIO & TUBE CORP.

LAWRENCE, MASS.

Chicago Office:
234 S. Wells Street

New York Office: 525 Broadway

San Francisco Office:
1278 Mission Street

OFFICES IN PRINCIPAL

COUNTRIES OF THE WORLD



Champion

"The Giant
with the
Velvet
Voice"

RADIO TUBES



*The Tube with the
Million Dollar
Guarantee!*

A million dollars in resources, . . . every dollar of it pledged to the production of tubes that will deliver "million dollar service!" Guaranteed Service . . . with the name and prestige of Champion Radio Works, Inc., behind it *means* something. Your customer *knows* this.

The "million dollar guarantee" means something to *you*, too, Mr. Dealer. It means ample resources to meet every obligation promptly. Financial stability to back up every promise. Vision and foresight to take care of every emergency.

Champion Radio Works, Inc.

1190 PINE STREET, DANVERS, MASS.

Dated Ribbon Labels —a two-way favorite

Date of sale filled in by you eliminates unfair adjustment claims from customer. Your customer gets full protection and service from his purchase. The dated ribbon insures it. No chance for misunderstandings . . . no chance for "kicks." Fair enough . . . isn't it?

THE NEW "MUSIC BOX" MIDGET

With the New "Dreadnaught" Chassis and Full Dynamic Speaker

List Price

\$ **49**⁵⁰
Less TUBES

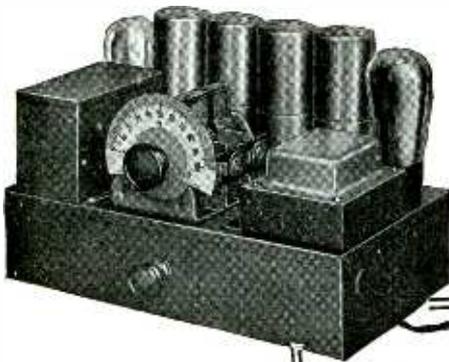


Fully Licensed Under

R C A

and Associated Patents and Applications

- 20 REASONS WHY →**
- 1 Three Screen Grids.
 - 2 "Dreadnaught" Indestructible Chassis.
 - 3 245 Power Output—Volume!
 - 4 Power Detection.
 - 5 Exclusive Resistance Coupled Circuit.
 - 6 Matched Coils Scientifically Shielded.
 - 7 Six Tubes Including 280 Rectifier.
 - 8 Phonograph Connection and Amplifier.
 - 9 Single Dial Operation, Visible Reading.
 - 10 Local and Distance Antenna Control.
 - 11 Television Amplifier Adaptable.
 - 12 Humless A.C. Operation, 100 to 130 Volts.
 - 13 Remarkable Selectivity in Congested Areas.
 - 14 Distance Limited Only to Your Location's Suitability.
 - 15 Safety Operation, Fire Proofed and Fused.
 - 16 Oversized Power and Filter Transformers.
 - 17 "Melodeon" Tone Range—New—Rich—Mellow.
 - 18 Volume Control and Switch Combination.
 - 19 Uniform Operation on High or Low Bands.
 - 20 Full 9-inch Power Dynamic Speaker!



3 SCREEN GRIDS

FEATURES and FACTS

- 1 TUBE EQUIPMENT.** Three 224, one 227, one 245 and one 280. Equipment includes phono-jack, long and short aerial control, connection for home broadcasting, television amplification and safety equipment to comply with the underwriters, including fuse protection from 100 to 135 volts.
- 2 CABINET.** Of hand picked figured walnut veneer, matched and hand rubbed. Soft, harmonious finish, blending with the most fastidious surroundings.
- 3 SPEAKER.** Full 9-inch electro dynamic A.C. operated. Quiet and delivering a full rich mellow tone, with full range realistic output equal to any receiver at any price.
- 4 THE DREADNAUGHT CHASSIS.** Built like a battleship of cold pressed steel, chromium plated, thoroughly shielded and adapting the newest in chassis construction—the *removable head*. Designed and engineered "for a Midget", size 12x7 inches, although small in size, reliability and correctness of design are found in

this sensational radio. Sturdiness predominates, enabling full use of the portable feature with this miniature receiver. Although it is small and compact in comparison with other receivers, its wonderful tone, sensitivity, selectivity, volume and distance getting ability cannot be equalled.

5 The New Music Box is the result of over a year of continuous midget building, tried and tested in every part of the United States and 27 foreign countries. A pioneer and a leader in this new field, the Music Box is now the most imitated set in America. A sturdy, compact, efficient and beautiful miniature radio, ideal for use in the small home—the guest room—servants' quarters—the office—the summer resort or anywhere electricity is available and a radio is desired. We ask you to hear this remarkable set today, test its qualities, listen to its sweet, melodious tone and judge for yourself the claim we make that the Music Box Midget is the greatest radio value on today's market.

Buy a Music Box and Save the Difference
List Price Complete \$49.50 Less Tubes

IMMEDIATE DELIVERIES NOW FROM CHICAGO PLANT

WIRE OR WRITE FOR FURTHER DETAILS

ZANEY-GILL CORPORATION

Factory and General Sales Offices: CHICAGO, ILL. 1727 West 22nd Street



AS RADIO RECEIVERS BECOME FINER AND FINER BAKELITE MATERIALS BECOME MORE IMPORTANT

Tone, volume, distance, selectivity, sensitivity, clarity,—in fact every factor by which radio receiver performance is judged is affected by the quality of the insulation used. As radio receiver performance approaches closer and closer to perfection—as radio buyers become more and more critical—the use of Bakelite Materials becomes more important because they retain insulation values indefinitely.

Radio dealers who recognize the importance of customer approval and good will in building for the future, should inquire about the materials used in the receivers that they sell. When Bakelite Materials are used for insulating the sensitive electrical elements, it is an assurance that troubles due to faulty insulation have been adequately guarded against. Write to us for Booklet 39R, "Bakelite in Radio".

BAKELITE CORPORATION, 247 Park Avenue, New York. CHICAGO OFFICE, 635 West 22nd Street
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

BAKELITE

REGISTERED U. S. PAT. OFF.



The registered Trade Mark and Symbol shown may be used only on products made from materials manufactured by Bakelite Corporation. Under the copyright "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

New Weston

MODEL 565

The Complete Test Set for Radio Servicing



The new Weston Model 565 is the most complete instrument designed for radio service work. It makes every required test on every modern set, and checks every type A.C., D.C., Pentode and Rectifier tubes. Besides, it is made in the typical Weston fashion with the refinements in design, ruggedness in construction, precision in manufacture, and dependability in performance such as only Weston can build with its years of experience as manufacturers of the world's highest quality electrical measuring instruments.

In this one instrument, the Weston Model 565, you have a complete radio service laboratory—Set Tester, Tube Checker, Oscillator, Ohmmeter, A.C. Ammeter, D.C. Milliammeter, A.C. and D.C. Voltmeter, with more and wider ranges than ever before.

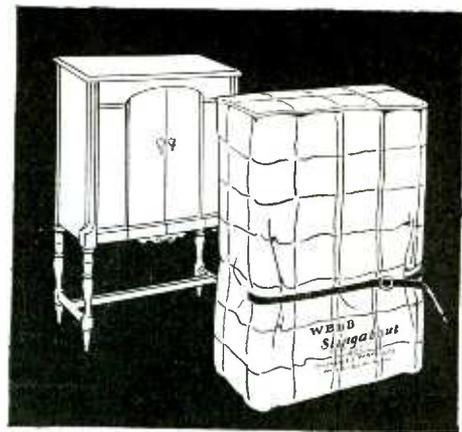
The new Weston Model 565 set and tube service unit with its compact construction and complete testing facilities is designed to save you time and money. It operates similarly to the popular Weston Model 547 Set Tester—quickly, conveniently, accurately, and with the widely-known Weston dependability.

So valuable is this new Weston Model 565 that every radio dealer and service man who builds his business prestige on quality service work cannot afford to be without it.

[Write today for illustrated folder which gives complete information.]

Weston
PIONEERS
SINCE 1888
INSTRUMENTS

WESTON ELECTRICAL INSTRUMENT CORP.
581 Frelinghuysen Avenue, Newark, N. J.



**FOR
COMPLETE
DELIVERY
PROTECTION
USE THE**

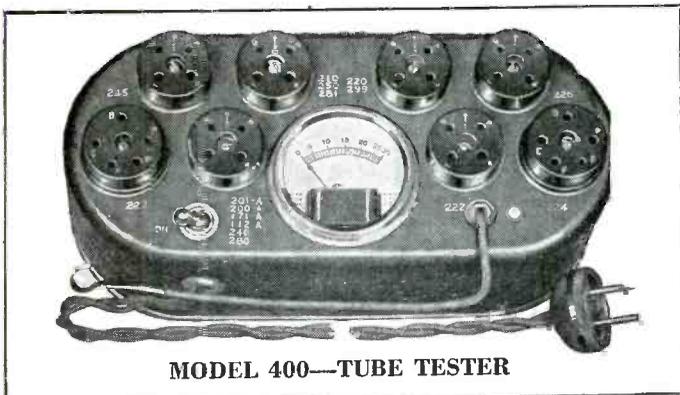
WEBB
Slingabout
TRADE MARK REGISTERED

There are four standard Slingabouts which accommodate most of the current radio models. These are as follows:

Slingabout No.	Wide	Deep	High	Net Prices
WR-1	28"	x 18"	x 40" for lowboys	\$6.00
WR-3	30"	x 20"	x 50" for highboys	7.00
P-325	16"	x 10"	x 17½" For midget sets	3.50
(When ordering this model, advise make of midget set handled.)				
P-326	19"	x 11"	x 34" for small consoles	4.00

The Webb Slingabout is a padded jacket, the outer covering of which is waterproofed, lined with soft flannel, which protects the polished surface from scratches and scars. The thick resilient padding absorbs the knocks and bumps encountered during delivery.

CHARLES J. WEBB AND CO.
118 Chestnut Street
Philadelphia, Pa.



MODEL 400—TUBE TESTER

for the counter \$12⁰⁰ net

Checks all types of tubes—heater, rectifier screen grid, pentode, etc.—quickly and accurately.

Compact and rugged—housed in beautiful baked enamel steel case. Plugs into A.C. socket. Complete.



HERE ARE TWO METERS YOU WANT

A dependable tube tester for your counter—an accurate test set for trouble shooting sets and tubes—here are two meters you'll find invaluable.

They're surprisingly low priced—sell for but \$12.00 net each.

The Readrite No. 400 Counter tube tester sets conveniently on your counter to give an instant, accurate check of any kind of tube. You can be sure of tubes sold, returned or serviced.

The 1931 No. 245-A Set and Tube Tester, rugged and compact and with new improvements, fills every servicing need. Inexpensive enough to furnish every service man.

Order yours today—at your Jobbers . . . if ordered direct, remittance must accompany order.

READRITE METER WORKS

6 COLLEGE AVE., BLUFFTON, OHIO

Established 1904

service test set \$12⁰⁰ net

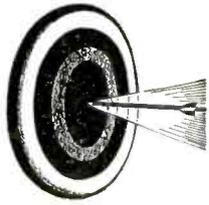


MODEL 245-A

SET AND TUBE SERVICE TESTER

A compact tester combining several meters in one. Makes possible a quick and accurate check of sets and tubes.

Simple to use—rugged—supremely practical. Meters used simultaneously or separately.



BULL'S EYE control does it!

The shaft sinks into the gold up to the feathers. Muscle alone will not do it. It's all in CONTROL.

Just so ample power alone will not give you smooth radio reception. As you increase the power there must be a corresponding improvement in SMOOTH control.

Millions of Centralab volume controls are serving satisfactorily in millions of receivers.

Write Dept. 140 D for new bulletin on Volume Controls for Projection uses.

Centralab

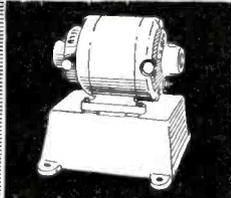
CENTRAL RADIO LABORATORIES
Dept. 140-D, 20 Keefe Avenue
Milwaukee, Wis.

Servicemen and Dealers!

NOW for the first time—complete data The New Volume Control Guide is now ready for distribution.

Send 25c. to Dept. 140 D

for this informative booklet. Gives Volume Control data and circuits for practically every old and new set. Tells how a small stock of Centralab controls will enable you to give immediate service on almost all sets.



EXTRA SALES EXTRA PROFITS Through JANETTE Rotary Converters

change D. C. to A. C. bringing in extra profits from D. C. districts through the sale of alternating current apparatus.

Equipped with an exclusive Janette Filter, a Janette

Rotary Converter eliminates all ripple and hum generally found in an ordinary converter when used with Radios.

Write for prices and details.

JANETTE MFG. COMPANY

555 West Monroe St., Chicago, Ill.
Singer Bldg., 149 Broadway, New York, N. Y.
Real Estate Trust Bldg., Philadelphia, Pa.
Harrison Sales Co., 314 Ninth Ave., N., Seattle, Wash.

New Sales Ideas For Sale At 17 Cents a Month!

Yes, Radio Retailing, published monthly, serves its many readers with dozens of practical sales plans, service kinks, window displays, collection and accounting plans and many other workable ideas every month at a cost of only 17 cents.

Why Not Let It Help Your Business?

There is no other service like it for:—

- Radio Wholesalers and Jobbers
- Radio Dealers and Servicemen
- Radio Manufacturers and Distributors.
- Radio Factory Representatives and Salesmen.

FILL IN THE ORDER BLANK AND MAIL IT TODAY
If your remittance is not enclosed we will bill you for your subscription.

RADIO RETAILING R.R. 1-4
475 Tenth Ave., New York, N. Y.

Enter my order for Radio Retailing for one year at \$2 Two years at \$3

Name

Street

City State

Company Position

Foreign Postage \$1 extra for each year.



RADIO WIRE PRODUCTS

- ANTENNA WIRE
- ANTENNA KITS
- ANTENNA ACCESSORIES
- LIGHTNING ARRESTERS
- LEAD-IN WIRES
- HOOK-UP WIRES
- ANNUNCIATOR WIRES
- CABLES

WRITE FOR CATALOG AND PRICES

If Your Jobber Cannot Supply You—Order Direct

CORNISH WIRE CO. 28 CHURCH ST., NEW YORK, N. Y.

Makers of the Famous

BRAIDITE HOOK-UP WIRE

ASTOUNDINGLY LARGE MARKET FOR B-H RECTIFYING TUBES! GO AFTER IT!



Always keep a carton of Eveready B-H Raytheons on display

EVEREADY RAYTHEON B-H

MORE than 100 makes of "B" power units call for the B-H tube as standard. Most units have been particularly designed for the B-H. When replacements are necessary your customers want B-H tubes. Millions have been sold in the past few years. Cultivate this replacement market.

Eveready Raytheon B-H Tubes come in handy four-tube cartons. Always have a carton on display, where replacement customers can see it easily.

★ ★ ★

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 27 stations.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

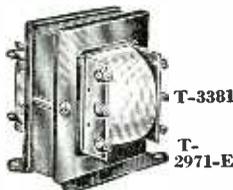
Unit of Union Carbide  and Carbon Corporation



Trade-marks

REPLACEMENT TRANSFORMERS by THORDARSON

Replacement Power Transformers



T-3381 for single "171" tube in output stage. T-2971-E for "171" push-pull tubes in output stage



for "245" push-pull tubes in output stage

Replacement Input Transformer



for push-pull tubes in output stage

Replacement Audio Transformer



R-100

Install tone quality in unsatisfactory sets by replacing inferior, obsolete, or worn out units with THORDARSON REPLACEMENT TRANSFORMERS . . . it is what the set owner hears . . . the improvements in audio amplification . . . that makes pleased customers.

THORDARSON Replacement Transformers are constructed according to the true high standards set by all THORDARSON apparatus . . . and they are almost universal in application.

A small stock of THORDARSON Replacement Transformers enables you to recondition a wide variety of sets, with minimum investment in stock. For sale at all good Parts Dealers everywhere.

SEND TODAY for the new catalog of Replacement Power and Audio Transformers.

THORDARSON

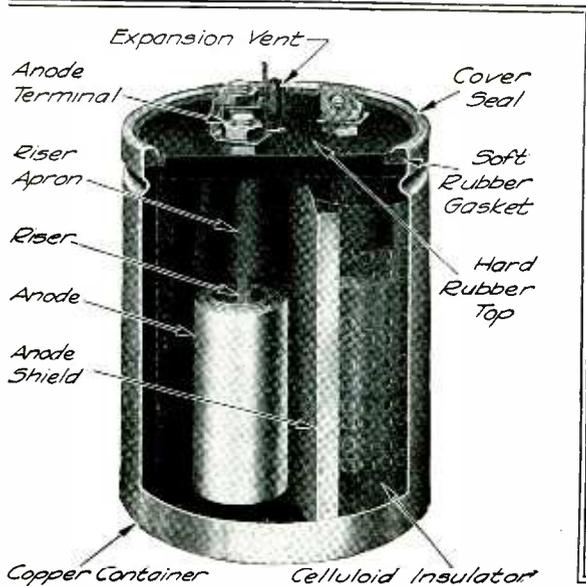
TRANSFORMER SPECIALISTS SINCE 1895 . . .

Thordarson Electric Mfg. Co. Huron, Kingsbury and Larrabee Streets, Chicago, Ill.

**REPLACE
BURNED-OUT FILTER
CONDENSERS
WITH THIS NEW DESIGN**

**Electrolytic
MERSHON
Condenser**

**REDUCES HUM—COSTS LESS—AND
ELIMINATES FUTURE BREAKDOWN**



Cut-away view of the New Design, Multiple Anode, Mershon Condenser, showing its latest patented construction. New Anode Shields, welded to the copper container, and soft rubber Riser Aprons eliminate the possibility of interaction between anodes far beyond the requirements for power-pack filtering.

This type Mershon Condenser costs less per mfd. than does even the Single Anode styles. It is an extremely effective and economical filter condenser for power-pack and B-Eliminator replacements.

Circuits and complete descriptions of all New Design Mershon Condensers are in the booklet "Puncture Proof Filter Condensers." Write for your FREE COPY.

Zenith, Sparton, Crosley, Colonial, Kennedy and a long list of other prominent radio manufacturers have used Mershon (Puncture-Proof) Filter Condensers in their receivers for years—for these units provide better filtering, greater reliability and almost unlimited life, at lower cost.

The practical elimination of service replacements of filter condensers, where Mershons are used, results in lower service costs and greater satisfaction for your customer.

A radio distributor writes, "Zenith has been using your condensers for more than two years, and we as jobbers have found them all that is claimed for them." A dealer says, "Have sold Crosley and Amrad for three years and have yet to have a Mershon go bad." From a service manager, "Have not known of one going bad in a receiver yet." A prominent amateur, WIBES, wrote us, "I successfully blew out a 4,000 volt bank of ... condensers before acquiring the Mershons, but have had no trouble whatsoever since."

The success of the Mershon Condenser is based upon years of development and actual experience in service. It is the only electrolytic condenser with such a background.

Forty leading parts distributors stock the New Mershon Condensers. If yours cannot supply you with the ones you want, write us for prompt action.

THE AMRAD CORPORATION
380 College Avenue
Medford Hillside, Mass.

THE AMRAD CORPORATION
380 College Ave.
Medford Hillside,
Mass.

Send me prices and FREE BOOKLET on the New Mershon Condensers.

I am a parts distributor. Send me your new Jobbers Proposition.

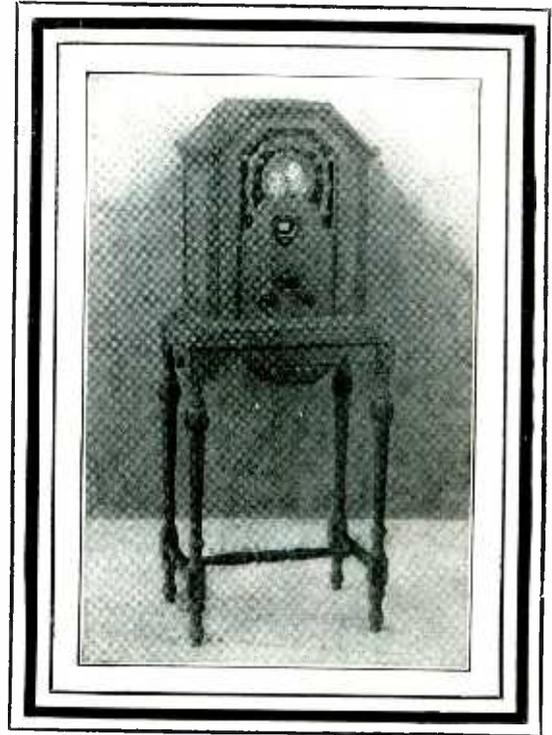
NAME

STREET

CITY

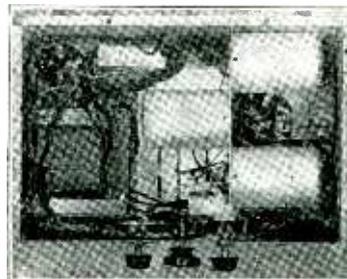
STATE

The New **McCORMICK**
—Leader of
MIDGET RADIOS



DURING the recent Chicago Radio Show, buyers everywhere acclaimed the McCormick as the ultimate in radio perfection. Triple screen grid operation—big set performance—exceptional selectivity and sensitivity—ample volume—tone control—power dynamic speaker—rich walnut cabinet—all is combined to make the McCormick the leader of midget radio sales. Height 41½", weight 32 lbs. Can be conveniently placed in space 18x16". Above model without legs, also available. Beautiful ELECTRIC CLOCK operates off same wire as radio—whether set is turned on or off. Controlled by current from local power station. An exclusive feature of AUTOMATIC TIME SWITCH turns radio on or off at any time by merely setting the clock. Write for the McCormick proposition today—and let this new radio sensation help make bigger profits for you!

**Midget
Chassis**



Six tube — triple screen grid. High gain R. F. Litz bank wound coils. Fully shielded. No oscillation. Audio combination resistance and transformer coupled. Tone control. Illuminated dial, and other features!

McCORMICK RADIO CORP.
6928 North Clark Street, Chicago, Ill.

MAYO

FOR

SERVICE MEN

REPLACEMENT TRANSFORMERS, CONDENSERS RESISTANCES

Replace with MAYO. "They're Guaranteed"



CONDENSERS FOR		
	List	Net
MAJESTIC A.....	\$7.50	\$3.75
Kodel (3 condensers).....	10.00	5.00
Kodel (2 condensers).....	7.50	3.75
Kuprox (same as Kodel)		
Knapp (uses 3 this type)...	4.00	2.00 ea.
Elkon (replacement).....	4.00	2.00
Fada (ABC).....	4.00	2.00 ea.

MAYO 4000 mfd. can be used as replacement in most any A eliminator... 6.00 3.00 ea.

CONDENSER BLOCKS FOR		
	List	Net
Majestic B.....	\$6.00	\$3.00
Majestic Special.....	6.50	3.25
Willard B.....	6.00	3.00
Zenith.....	7.00	3.50
Atwater Kent No. 37.....	10.00	5.00
Majestic Set (1928).....	10.00	5.00

TRANSFORMERS FOR		
	List	Net
Majestic B.....	\$5.00	\$2.50
Majestic A.....	9.00	4.50
Zenith, Mohawk, Stewart Warner and all packs made by Majestic.....	9.00	4.50
Atwater Kent.....	8.00	4.00

Send for Catalogue for Complete List

RESISTANCES
A Complete Line of Wire Wound Resistances

Write for new catalogue sheets

MAYO LABORATORIES, Inc.
281 East 137th St., New York City

TIME IS PROVING

that appearance is fast becoming the customer's chief consideration in the purchase of a radio.

As sets improve, therefore—as they become more generally standardized—the selection of the most appealing cabinet is a matter of vital importance to sales.

ADLER-ROYAL

Appreciating this, we have combined our experience of 25 years in fine cabinet-making with an efficiency in production that enables set-makers, large and small, to obtain cabinets of unflinching beauty and integrity at the lowest consistent prices.

ADLER MFG. CO., Incorporated
LOUISVILLE, KY.

DEPENDABLE CABINETS NEED COST NO MORE



Amazing NEW Invention Shows Two Ways to Profit

Radiodyne "Grountenna" is the most remarkable invention since the vacuum tube—it pulls signals from the ground. Brings in long distance stations with surprising ease and clearness when used on any type set. Non-directional. Reduces interference to a minimum.

Now you can demonstrate radios in the home without installing costly outside aerials—Radiodyne "Grountenna" can be attached in 5 minutes. Move it right with set. Sell it to your customers who have "aerial troubles." It retails profitably for \$6.00. Ideal for apartments to avoid outside aerial congestion and interference. Write today for information and discounts.

WESTERN COIL & ELECTRICAL CO.
DEPT. R., RACINE, WIS.

Designers and Builders of Radio Equipment Since 1915

NOW Outside Aerials Are Obsolete

Radiodyne "Grountenna" eliminates common danger of outside aerial coming in contact with electric power lines, lightning hazard, or damage by sleet and storm. Saves more than its cost in a single year on every installation.

KATO KONVERTERS SELL A.C. RADIOS IN A NEW FIELD



NEW CUSTOMERS FOR A.C. RADIOS, plus double profits for you. The new Kato Converter makes every 32 volt light plant owner a prospect for an A.C. radio.

Dealers—See YOUR JOBBER or write us for information on the KATO PLAN. "A PROFIT MAKING MERCHANDISING PROGRAM FOR THE JOBBER AND DEALER."

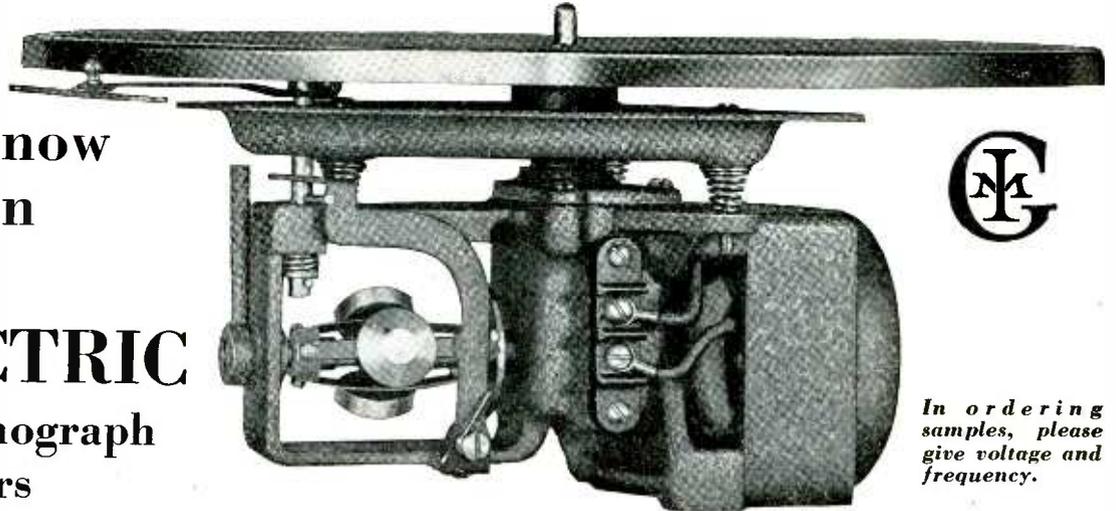
Jobbers—Write for your copy of the Kato Plan Portfolio.

Dept. R

KATO ENGINEERING CO.
727 South Front St.
Mankato, Minn.

Order from your jobber or write to Department "R"

BUYERS
Who Know
Insist on
FLYER
ELECTRIC
Radio-Phonograph
Motors



In ordering samples, please give voltage and frequency.

WITH distinct advantages in simplicity of design and perfection of co-ordination, Flyer Electric Phonograph Motors are the recognized best buy for radio-phonograph combinations and pick-up units.

Designed especially for combination radio-phonographs. Produced after fifteen years of leadership in phonograph motor manufacturing and a quarter century of like achievement in electrical manufacturing by the Flyer organization and plant. Made to match quality and performance, not to meet a price. Used extensively for over a year past, giving best satisfaction under all service conditions.

The Green Flyer Electric Radio-Phonograph Motor is smaller and lighter than the Blue Flyer. Gives silent, dependable, accurate power under all service conditions.

The Blue Flyer Electric Radio-Phonograph Motor. Specially designed. Furnishes ample power for heaviest pick-ups on all records—abundant reserve. Perfect control by standard regulator and dial. Adapted to all commercial voltages and frequencies. Open construction with complete ventilation—no over-heating. Silent spiral-cut fiber gears; long oversize bearings. Supplied complete with mounting plate, turn-table and speed regulator. Automatic stop equipment is optional.

Responsibly Guaranteed

The GENERAL INDUSTRIES CO.
 3043 Taylor Street, Elyria, Ohio

ACME WIRE PRODUCTS

Parvolt Filter and By-Pass Condensers,
 Coils—Magnet Wire Wound,
 Varnished Insulations

Magnet Wire . . . All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.
 Radio Manufacturers' Assn.
 American Society for Testing Materials

For more than 25 years manufacturers and suppliers to the largest and most discriminating users.

THE ACME WIRE CO.
 NEW HAVEN, CONN.

Branch Offices

New York
 52 Vanderbilt Ave.

Cleveland
 Guardian Bldg.

Chicago
 842 N. Michigan Ave.



Ability and facilities to fill any contract—

CORBETT CABINETS

CORBETT CABINETS have been in profitable demand by radio dealers and department stores since the advent of radio.

Our new literature is now ready for the asking, and quantity buyers will be specially interested in some limited special lots of walnut consoles priced at \$7.25 up.

Corbett Cabinet Mfg. Co.
 ST. MARYS, PA.



Price
Complete
\$6.00
(\$6.75 Col-
orado and
West)

Fits
Practically
Every
Radio
Cabinet
Made
Today

Complete Protection for All Cabinets

This new, low-priced, weather-proof, padded cover can save you its cost many times a day. It completely protects practically all radio cabinets. Instantly adjustable to a wide range of sizes. Just two straps to fasten—each tested to a pull of 600 lbs. Quilted cover of strong, water-proof brown drill is padded with a thick layer of high-grade felted cotton—guaranteed not to separate unless actually torn.

The New Weather-Proof UNIVERSAL PADDED COVER

The Universal Cover solves the delivery and demonstration problem—no more scratched, damaged or moisture-spotted cabinets whether they are handled by your own men or an expressman. No more complaints on this score from your customers—no more costly adjustments to make. Cabinets are fully protected and more quickly and easily handled.

Universal Covers are sold by radio distributors everywhere. If your distributor does not stock them, order direct. We can ship size No. 15, as shown above, to you for \$6.00 each (\$6.75 Colorado and West), all charges prepaid.



FOR THE NEW JUNIOR MODELS

No. 10, price complete, \$2.50
(\$3.00 Colorado and West)

The Clifford W.
MAISH BEDDING
COMPANY

1502 Freeman Ave.
CINCINNATI, OHIO



Just throwing away money!

Hardly sensible, you'll admit. Consider the money wasted when A. C. tubes in the sets you sell are left unprotected against harmful excess line voltage. Short life of A. C. tubes never pleased any customer. Complaints must be handled. There are costly free service calls, too. And the needless bother, worry, and expense of new tubes may cost you future business, when the customer learns it could all have been avoided.

Dealers everywhere tell us of the goodwill that the Vitrohm Line Voltage Reducer builds, steadily and surely. There's a nice profit in every one sold. But more important is the money saved in eliminating complaints and costly free service.

Order a dozen Vitrohm 507 Units today. Display cards, direct mail folders, and list showing the correct type unit for various sets will be supplied free of charge.

WARD LEONARD ELECTRIC CO.
MOUNT VERNON . . . N. Y.



VITROHM 507-109 (Red Label) \$2.00

(for sets with input not exceeding 65 watts and 0.6 amperes)

VITROHM 507-109A (Green Label) \$2.00

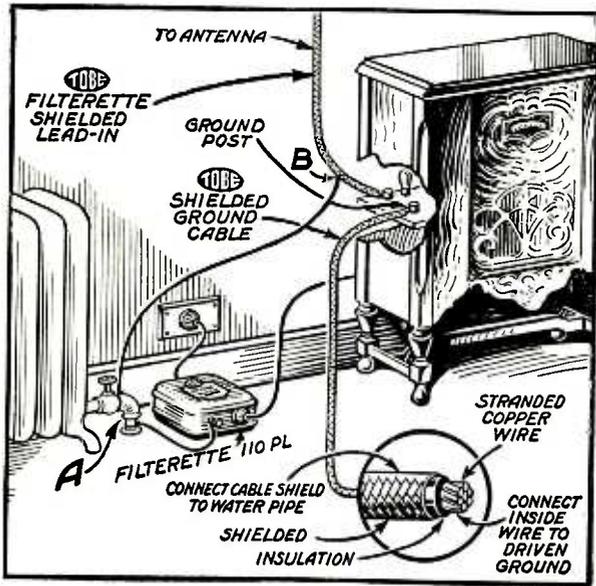
(for sets with input greater than 66 watts, but less than 130 watts and 1.2 amperes)

VITROHM 507-109B (Blue Label) \$2.40

(for sets the input of which is greater than 130 watts and 1.2 amperes, but less than 285 watts and 2.6 amperes)

TOBE Filterette

STOPS INTERFERENCE



We do not believe in exaggerated claims or statements—pretty sounding adjectives—this magazine has no place for them anyway.

This system, as illustrated by a plain electrotype at the left, is effective and fundamental; we would not permit our trademark to appear on it if it was anything but GOOD.

We know that the ideal solution to the ever increasing radio interference problem, is to locate and FILTERIZE each and every piece of apparatus which is creating interference. The use of our No. 110-PL Filterette and Filterette Shielded Lead-in will be a valuable help to the individual dealer besides being a profitable item to sell.

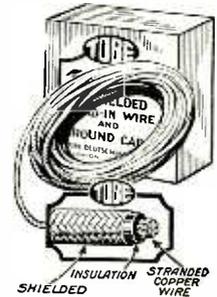
A 20-page booklet, "A New And Approved Method For Preventing Radio Interference From Entering the Radio Receiver," is packed with each No. 110-PL Filterette.

You will want to try this system at once and we are prepared to ship PREPAID one No. 110-PL Filterette and one carton of 50 ft. Tobe Filterette Shielded Lead-in Wire upon receipt of your check or money order for \$9.00 provided you mention the name of your jobber when remitting.



Filterette No. 110-PL Line Filter

Price \$12.50



No. 25014, 250 Ft. No. 14

\$11.00

No. 5014, 50 Ft. No. 14

\$2.25

TOBE DEUTSCHMANN CORPORATION
FILTERETTE DIVISION

CANTON, MASS.

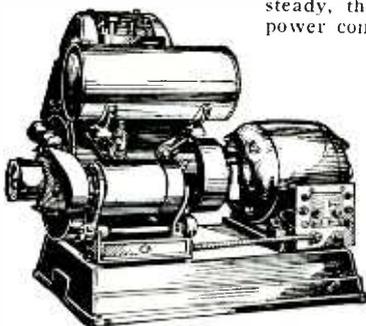
Electric Plants Available for Sound Amplification

Made in several sizes

Light-weight, Portable, 110 volt ELECTRIC PLANTS made in DIRECT CURRENT or ALTERNATING CURRENT, 60 cycle. Furnish constant voltage and accurate cycle.

ONAN ELECTRIC PLANTS are made in several sizes—350 to 2000 watts. \$139 and up. Ideal for Portable Sound Amplification Installations on trucks and cars, for electric light in places where current is not otherwise available, such as Farms, Ranches, Country Schools, Stores, Summer Cottages, Camps, Oil Stations and other requirements of similar nature.

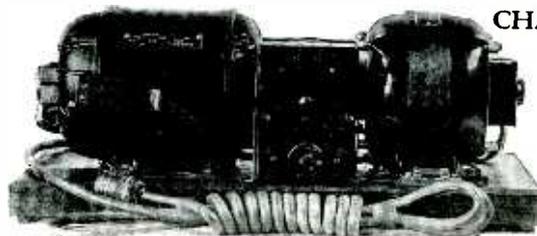
Do not require expert electric service, are reliable, simple in design, operate at very low cost for gasoline and oil, furnish light that is bright and steady, the same as supplied by power companies.



These simple, high grade LITE PLANTS are business getters and offer real opportunity for additional profits for the Radio and Electric Dealers.

Write for details.

D. W. ONAN & SONS
175 Royalston Ave.
Minneapolis, Minn.



CHANGES

D.C.

to

A.C.

The Doyle Radio Motor Generator sets are designed especially for supplying 60 cycle alternating current in D.C. districts for operating A.C. radios, phonograph-combinations, public address systems. It is available in 32, 115 and 220 volts at 125, 175, 250 watt capacities. Portable and furnishes noiseless reception.

Ask for Bulletin 101-C—or about territory available.

RADIO POWER EQUIPMENT COMPANY

1447 East Anaheim Street, Wilmington, California
(Los Angeles Harbor)



Don't Shout! Talk thru an Ellis Microphone

The age of shouting is over! Public address systems have replaced it. Progressive radio dealers are finding new fields for profit in public address and centralized radio systems. The Ellis Electrical Laboratory manufactures a full line of precision built microphones and accessories suitable for this work. Catalog sheets with detailed specifications gladly sent on request.

ELLIS ELECTRICAL LABORATORY

Sales Corporation

337 W. Madison St.

Chicago, Illinois



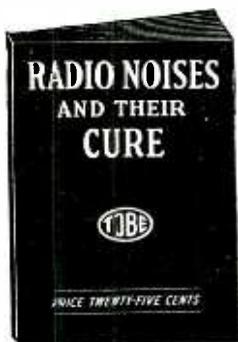
RADIO OWL FOR EXTRA CHRISTMAS PROFITS

Radio Owl sells readily because people get a kick out of going to sleep to music while Radio Owl stands guard. Also turns off other electric appliances . . . soldering irons, window lights, etc.

Sturdily made and handsomely finished in bronze, with red eyes, and antique bronze with green eyes . . . packed in smart gift box. Make money with this fast-selling popularly priced accessory . . . write right now!



TAYLOR-TRAVERS CORPORATION, LTD.
2201 East Fifty-First St. Los Angeles, California



80 Full size pages, pictures, instructions, and diagrams, how to stop different types of noises. Names of cities and towns now having interference ordinances and model interference law—how to form radio club in your community. Endorsed by every large radio manufacturer and United States Radio Inspectors as most thorough book of its kind. Published by the recognized leading authority on this important problem. For years back we have been carrying on research endeavoring to remove interference. Our field engineers have made extensive surveys locating interference at the request of local authorities, having traveled as far west as Miles City, Montana. Our locating equipment is now being used by prominent utility companies and municipalities throughout the country. We offer the engineering services of our Filterette Division to anyone interested in this vital problem.

Radio noises and their cure sent direct, 25c. postpaid.

Send money order or postage stamps.

TOBE DEUTSCHMANN CORPORATION
Filterette Division, Canton, Mass.

WASMUTH-GOODRICH COMPANY



Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

SEARCHLIGHT SECTION

Distributors

POSITIONS WANTED

RADIO department manager, now employed, desires to make change. Capable taking charge sales, service and repairs. Excellent references. PW-125, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

BUSINESS OPPORTUNITIES

CORPORATE organizing and promoting of meritorious enterprises, reorganizations, mergers and new financing. The Brookworth Co., Inc., 110 East 42nd Street, New York City.

SALESMAN AVAILABLE

RADIO salesman wants to represent manufacturer in St. Louis territory. SA-132, Radio Retailing, 520 No. Michigan Ave. Chicago, Ill.

(See Page 112 for Legal Notice)

WANTED

RADIO SURPLUS

Cash on hand for any purchase of Radio Sets or Parts. Write or wire

RADIO SUPPLIES CO.

463 Greenwich St., New York City, N. Y.

Additional Searchlight Ads
on pages 110 to 115

FREE PROGRAMS!

To any radio dealer we will send each month 50 16-page booklets containing complete hour-by-hour programs of all chain broadcasts with stations sending each one, for free distribution to his customers. All we ask of him is the postage

12 Cents a Month

RADEX

1369 E. 6th St., Cleveland, Ohio

POWER PACK SERVICE

Power pack and radio repair service for dealers and servicemen. All work guaranteed. Lowest prices. Quick service. Best equipped shop in Middle West.

Write for price list on repair work, replacement condenser blocks, and power transformers. Atwater Kent 37 condenser blocks \$6.00 postpaid.

Grant Radio Laboratories

6521 South Halsted Street, Chicago, Ill.

We have been appointed distributors for the following nationally known products:

- Amertran Parts and Power Amplifiers
- Samson "Pam" Power Amplifiers
- General Industries Microphones
- Pilot Short Wave Equipment
- National Company Equipment
- Gold Seal Electric Appliances
- Geo. W. Walker Multi-Unit
- New Haven Electric Clocks
- Radio Engineering Labs.
- Ken-Wel Sporting Goods
- Flechtheim Condensers
- Universal Microphones
- Electrad Resistors
- DeForest Tubes
- Eseo Generators
- Jewell Meters
- Vibroplex

Send for catalogues and prices on the above.

AMERICAN SALES CO.

19-21 Warren St.
Dept. R, New York City

TWENTY LEADERS

EXTRA EXTRA

American SALES COMPANY

19-21 Warren Street NEW YORK CITY

Take Advantage **REAL MONEY MAKERS**

Guaranteed Merchandise **ORDERS SHIPPED SAME DAY RECEIVED**

WHOLESALE RADIO & ELECTRICAL BARGAIN BULLETIN No. 65

This Bulletin is issued primarily for the Radio Dealer, Jobber, Distributor who obtains his goods from the Radio Retailer. We have been fortunate in having the cooperation of the Radio Retailer. We appreciate the cooperation of the Radio Retailer.

Graybar Electric Phonograph Pick-Up Chassis



Size 25 1/2 x 15 x 5-in.
In cabinet with genuine RCA Magnetic Pick-up. This Graybar Chassis and cabinet is a complete electrically operated phonograph which will handle records up to 12-in. and includes the famous RCA Magnetic Pick-up with input Transformer for use with any radio receiver, tone arm, volume and speed controls and a special Graybar designed induction motor which operates on 110 Volts, 50-60 Cycles, AC current.

SPECIAL \$19.50

See Catalog Page 30

DUBILIER High Voltage Filter Condenser Block

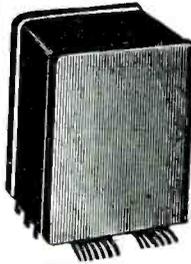
Total capacity is 11 3/4 mfd. 3 mfd. at 1000 v., 4 at 600, 4.75 mfd. at 160 volts. Replacement for Kolster 6-H Receiver and K-5 Speaker and Columbia 500 Receiver and 901 Amplifiers.

See Catalog Page 7

\$2.75



POWER TRANSFORMER



Type GW-140

See Catalog Page 3

Replacement part No. 8335 for Radiolas 33, 18, 17 and 51. Supplies voltages for four 226, one 227, one or two 171-A and 280 tubes. Secondary winding 600 volts center-tapped.

\$3.25

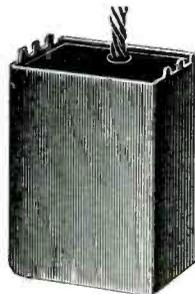


Double Filter Chokes

Replacement part No. 8336 for Radiolas 33, 18, 17 and 51. Contains two 30 Henry, 100 mil Chokes.

95¢

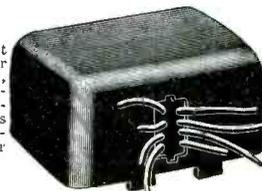
See Catalog Page 3 Type GW-209



2-STAGE AUDIO TRANSFORMER PACK

Replacement part No. 5667 for Radiolas 33, 18, 17 and 51. Contains two matched transformers of 3 to 1 ratios. For power amplification.

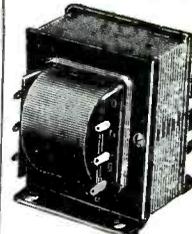
See Catalog Page 3



\$1.70

that will
Check these items

THORDARSON POWER TRANSFORMERS

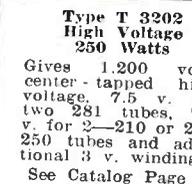


Type T 3321
High Voltage
175 Watts

Gives 1150 volts center-tapped high voltage, 7.5 v. for two 281 tubes, 7.5 v. for 1-210 or 250 tube and additional 3 v. winding.

See Catalog Page 4

\$3.50

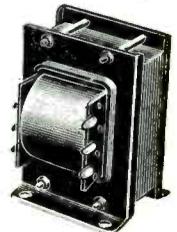


Type T 3202
High Voltage
250 Watts

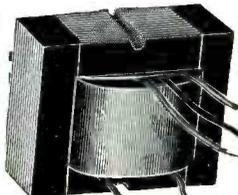
Gives 1,200 volts center-tapped high voltage, 7.5 v. for two 281 tubes, 7.5 v. for 2-210 or 2-250 tubes and additional 3 v. winding.

See Catalog Page 4

\$4.75



For use with 224, 227, 245 and 280 tubes.



\$2.75

See Catalog Page 5

Type T 2430 A
150 Watts

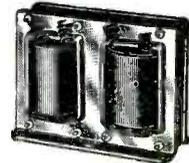
Gives 800 volts center-tapped high voltage, 5 v. filament winding for 280 tube or Raytheon B.A. tube. Replacement for Federal Receivers, Models D. E. F. G and H.

\$3.00

See Catalog Page 4



Thordarson Double Filter Chokes



Contains two 18 Henry, 250 Mil Chokes. Used in Federal Receivers, D. E. F. G. and H.

See Catalog Page 11

\$4.75

VICTOR REPLACEMENT CONDENSER BLOCK



Capacity 10 3/4 Mfd.
2.5 mfd. at 600 volts; 3.5 and .25 at 400 volts.

See Catalog Page 10

\$3.25

from our Bargain Bulletin

MAKE BUSINESS GOOD for you!

in The Bulletin we sent you—FEATURE THEM!

Dubilier 10½ Mfd. FILTER CONDENSER BLOCK

Contains 2 and 1 mfd. at 800 volts, 3 at 600, 3 and 25 at 400 and 1 mfd. at 200 volts. Replacement for Zenith Receivers.

\$3.95

See Catalog Page 9



Hundreds of items of standard nationally known radio merchandise are listed in our Bargain Bulletin No. 65 recently sent to you! Keep that bulletin handy! Make it work for you! Use it constantly as a source from which to pick bargain items to offer as leaders. That's the way to stimulate sales this fall and winter—that's the way to make BUSINESS GOOD for you! Our exceptionally low prices enable you to resell at bargain prices, with a worthwhile profit.

If you haven't your copy of our Bargain Bulletin No. 65—WRITE FOR IT TODAY!

BEEDE TUBE CHECKER



and Set Analyzer With Screen Grid Attachment.

Excellent investment for dealers who have service men and do not care to furnish expensive kits to each.

\$14.25

List \$25.00

See Catalog Page 27

American DOUBLE BUTTON BROADCAST MICROPHONE



Frequency curve from 30 to 7,000 cycles. Ideal for public address work, broadcast stations, amateurs, etc. List is \$75. Exceptional low buy.

\$27.50

See Catalog Page 31



ELECTRIC PHONOGRAPH PICK-UP

With counter-balance Tone Arm, A.C. and D.C. Adaptors and Volume Control. No. 124 improved de luxe model. List \$13.50.



COMPLETE **\$4.50**

Without tone arm, for installation on any phonograph arm, complete with volume control and adaptors, \$2.75.

See Catalog Page 12

K O L S T E R ELECTRO-DYNAMIC SPEAKER

A complete heavy duty Electro-Dynamic Speaker with 210 (or 250) Power Amplifier and "B" supply unit. All A.C. operated. Electrify your battery operated receiver with this unit. Uses two 281 tubes, one 210 or 250 tube and one 874 voltage regulator. 20 foot cable with each instrument.

See Catalog Page 16

\$15.00

(Less Tubes)



Model K-5

K O L S T E R 6 TUBE CONSOLE RECEIVER

With Model K-5 Dynamic Speaker



Model 6-H

Entire set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120-v., by simply adding any "A" supply unit and a small 4½-volt "C" battery. Built-in Electro-Dynamic Power Speaker furnishes "B" supply current to set from A.C. current.

Beautiful highboy console of burl walnut with maple overlay.

\$28.50

(Less Tubes)

See Catalog Page 17

You can only appreciate this remarkable receiver when you see and hear it.



MAGNETIC SPEAKER

Has Gothic Cabinet and a nine inch Buckram Cone with Filter Condenser. Gives your signals a deep bass effect so noticeable in dynamic speakers.

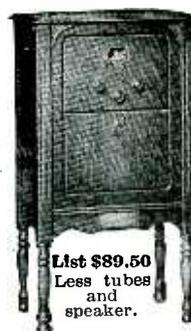
\$3.75

See Catalog Page 28



ROYAL CONE

BREMER-TULLY Six Tube Console Receiver



ONE DIAL, ILLUMINATED CONTROL, COMPLETELY SHIELDED (For Battery Operation)

It incorporates three stages of Radio frequency amplification. Detector and two stages of Audio amplification using a power tube 112-A or 171-A.

List \$89.50
Less tubes and speaker.

\$17.50

See Catalog Page 32

Dubilier Filter Condenser 4 mfd. at 600 volts, D.C.



Type PL 571

Replacement Condenser for Federal Receivers, Models D, E, F, G, and H.

See Catalog Page 7

\$1.35

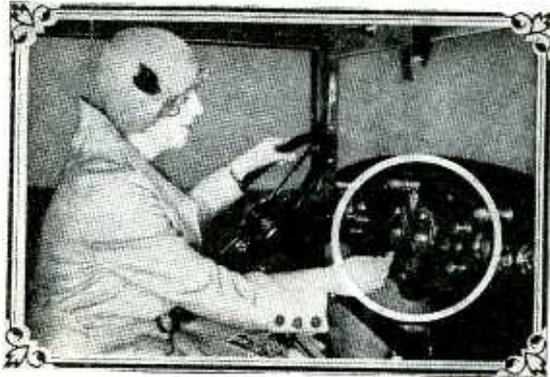
AMERICAN SALES COMPANY

19-21 Warren Street, NEW YORK CITY

NEVER BEFORE!

NATIONALLY FAMOUS

AUTO-RADIO AT THIS PRICE



The Transitone Auto-Radio is a six tube radio set. Can be permanently installed in any make or model automobile, open or closed.

Power, volume, distance. Gives perfect reception anywhere, at any speed.

The set is under the dashboard, out of sight. An aerial may be concealed in the top; whether it is up or down makes no difference. The loud speaker is inconspicuously attached above the windshield or hidden under the dash. There is a jack by which you can move a loud speaker any distance from the car.

List Price—\$150.00

Suppression Kit to eliminate noises caused by Generator, Ignition System and Spark Plugs for four, six and eight cylinders—mention cylinders when ordering. \$3.75 per set complete.

Special \$26.00

(Less Tubes)

Uses 4—201A, 1—200A (or 201A), 1—112A tubes.

Here Is What You Get!

- Transitone Six tube selective receiver Entirely Copper-shielded. Shock proof.
- Utah Horn Speaker
- One Speaker Output Transformer
- Two vernier Dials
- One volume control Knob and Shaft
- One Rheostat Knob and Shaft
- One Switch and Key
- 10 ft. of shielded six conductor cable
- One double circuit Jack
- One fuse
- One key for cover of receiver case
- Book of Instruction

AMERICAN SALES COMPANY
19-21 WARREN STREET, NEW YORK CITY

Dealers and Service Men
 Send for the Latest
 Issue of



It contains hundreds of
 Radio and Electrical bargains
 Have you received your Copy?

NUBOR RADIO CO.
 14 Warren Street, 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

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT,
 CIRCULATION, ETC., REQUIRED BY THE
 ACT OF CONGRESS OF AUGUST
 24, 1912

Of Radio Retailing, published monthly at New York,
 N. Y., for Oct. 1, 1930.
 State of New York } ss.
 County of New York }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of the McGraw-Hill Publishing Company, Inc., publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Editor, O. H. Caldwell, 10th Ave. & 36th St., N. Y. C. Managing Editor, Ray V. Sulliffe, 10th Ave. & 36th St., N. Y. C. Business Manager, Maurice Clements, 10th Ave. & 36th St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated, and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. & 36th St., N. Y. C. Stockholders of which are: James H. McGraw, 10th Ave. & 36th St., N. Y. C. James H. McGraw, Jr., 10th Ave. & 36th St., N. Y. C. James H. McGraw, James H. McGraw, Jr., and Malcolm Muir, 10th Ave. & 36th St., N. Y. C., Trustees for Harold W. McGraw, James H. McGraw, Jr., Donald C. McGraw, Curtis W. McGraw, Curtis W. McGraw, 370 Seventh Ave., N. Y. C. Donald

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more or total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

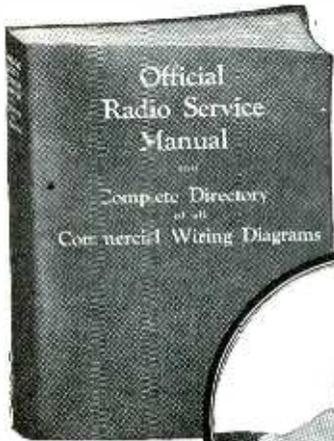
C. H. THOMPSON, Secretary.
 MCGRAW-HILL PUBLISHING COMPANY, INC.
 Sworn to and subscribed before me this 30th day of September, 1930.

[SEAL]

H. E. BEIRNE.

Notary Public N. Y. Co. Clk's No. 97 Reg. No. 1B84. Kings Co. Clk's No. 646 Reg. No. 1089. (My Commission expires March 30, 1931.)

Official RADIO SERVICE MANUAL



Over 1,000
illustrations,
diagrams, etc.
352 pages,
9" x 12"
Weight 3 lbs.

and Complete Directory
of all
Commercial Wiring Diagrams

IN LOOSELEAF FLEXIBLE
LEATHERETTE BINDER

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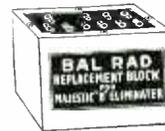
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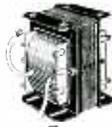
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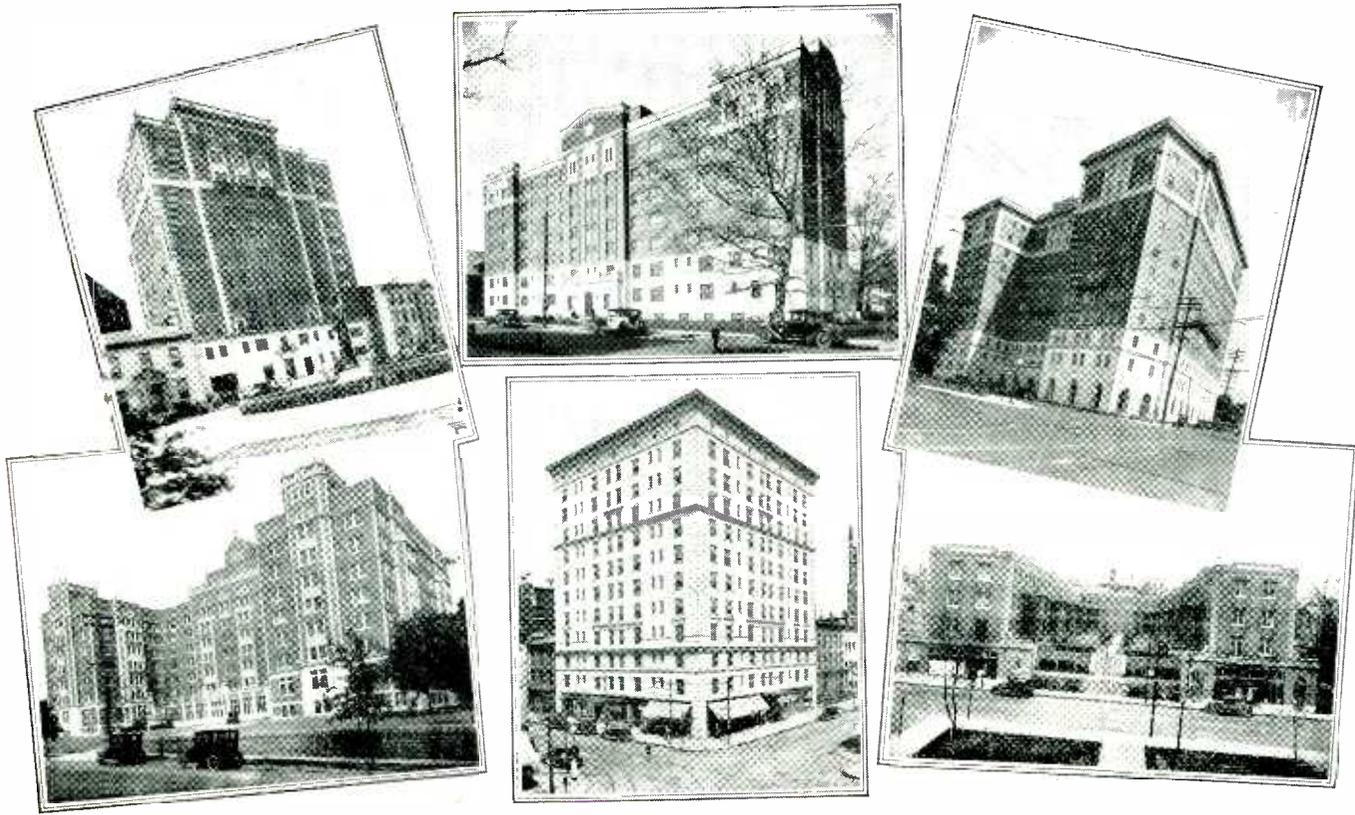
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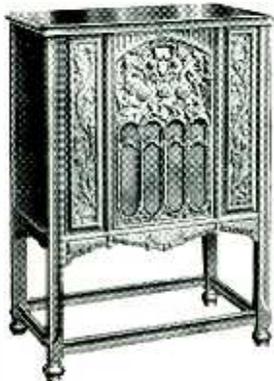


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Get in touch with your Crosley distributor today—tie in with this most complete, fast-selling, profitable line.

THE CROSLY RADIO CORPORATION

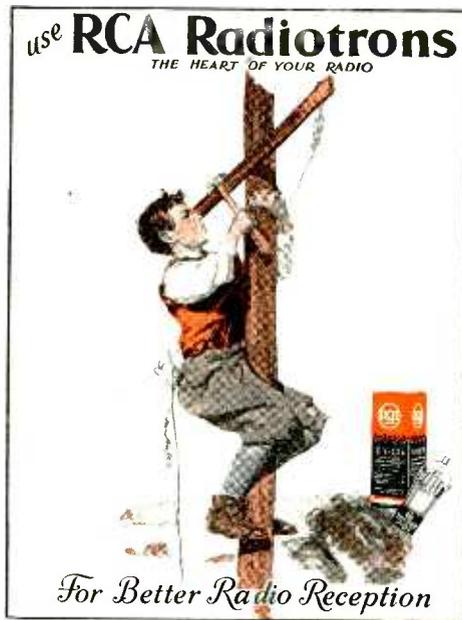
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