

# RADIO RETAILING

200

ENTERTAINMENT MERCHANDISING

## Bi-Acoustic Radio

It's "HIS  
MASTER'S VOICE"  
of the air!



BI-ACOUSTIC RADIO. Model R-78 . . . \$147.50 with Radiotrons

packed full of "sell." New from top to bottom—new features—and for the first time in radio his—"His Master's Voice!"

famous trade-mark will bring 'em in. And Bi-rest. It's demonstrably different—demonstrably a question of technical improvements—any ear, truer, richer-toned radio!

heard Bi-Acoustic are thrilled for the first time in a way out of profitless selling. Take our tip:

follow their example and listen to Bi-Acoustic. Your distributor will give you all the sales points. Remember Bi-Acoustic is the first major improvement in radio tone since the super-heterodyne. Don't miss the chance you've got now! Call up your RCA-Victor distributor today.

The RCA Victor Co., Inc., Camden, N. J.

"RADIO HEADQUARTERS"

A Radio Corporation of America Subsidiary

A Victor *Bi-Acoustic*  
NOGRAPH COMBINATIONS  
CTOR RECORDS  
*Radio*



# Consider all Points

## OHIOHM RESISTORS

- Trade mark and value stamped on each piece in addition to being R. M. A. Color Coded.
- "Protect-O-Packed" so as to prevent bent or "kinked" wire-leads and to assist in easy selection of proper values.
- A type of container or kit for every type of business.
- Metal Stock Cabinet for jobbers—Counter Server for dealers—First-Aid Kits for service men.
- Spark Suppressor Sets for eliminating ignition interference on auto radios.
- Sales helps and advertising to popularize resistors.
- *Get the OHIOHM story and get started with real net profits.*



Display card for popularizing resistor importance—includes actual OHIOHM Resistor on card

OHMDIAL—for determining resistance value of resistors in sets, according to R. M. A. color code. Furnished Free with First-Aid kit.



Service labels furnished free with First-Aid Resistor Kit.

Radio Resistor Guide also furnished free with initial order.

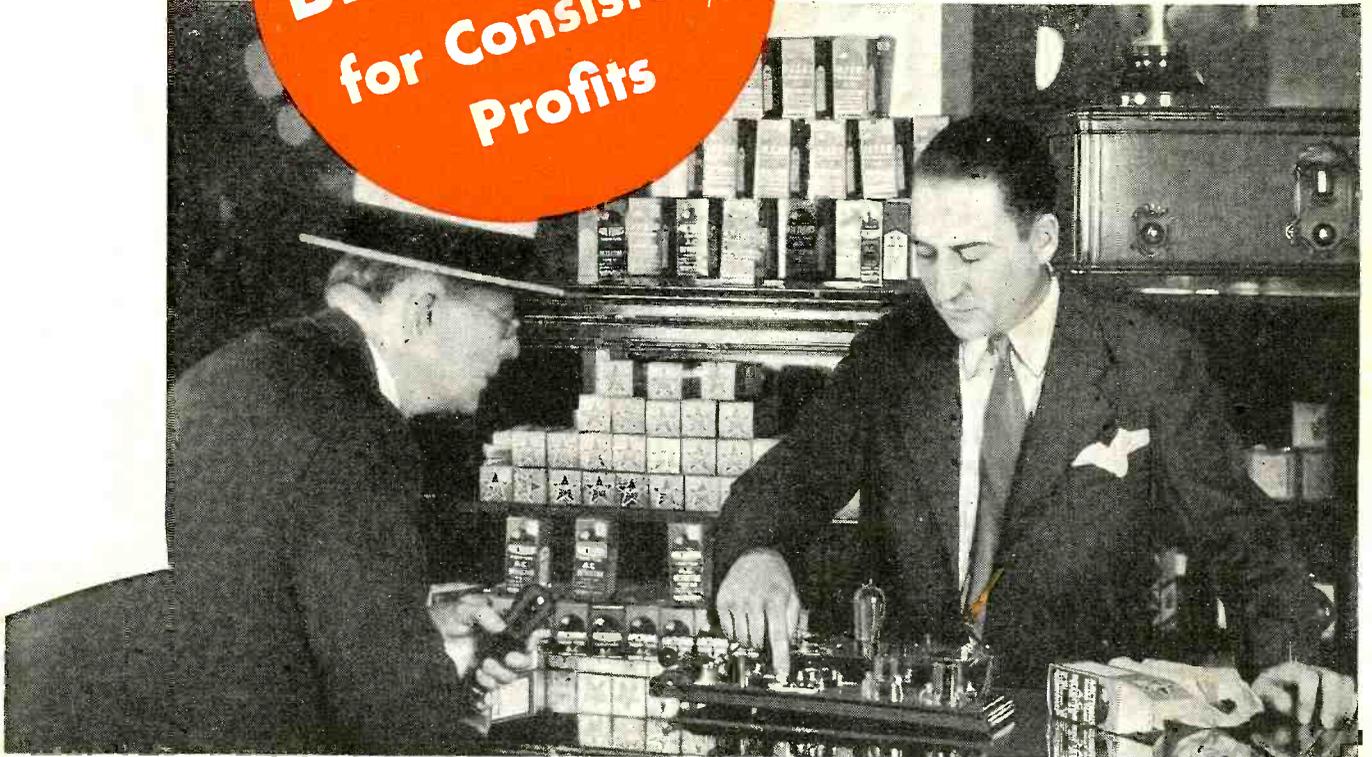
# OHIOHM

## PROTECT-O-PACKED RESISTORS

THE OHIO CARBON COMPANY • 12510 Berea Rd. • CLEVELAND, OHIO

OHIOHM RESISTORS are made in Canada by C. C. Meredith & Co., Ltd., Toronto

SWITCH TO  
**BLUE TUBES**  
 for Consistent  
 Profits



Dealers are switching to *Blue Tubes*—hundreds daily—in every territory.

The *Blue Tube* is the tube that gives dealers and users 100% satisfaction. There are substantial profits in these tubes, as list prices can be maintained because the quality is there. *Blue Tubes* make new customers and hold old ones through better all-round performance.

There's an expanding resale market assured for *Blue Tubes* as more and more set manufacturers are using them. In fact, more manufacturers equip with Arcturus Tubes than any other make because they keep sets sold.

Eliminate costly service calls that poor tubes require, and use the universally accepted Arcturus Tubes—they bring consistent tube sales and profits. Join the ranks of the nation's leading dealers who stock the fastest-selling, profit-building line—the *Blue Tube* line. Ask an Arcturus Jobber today for the interesting details about *Blue Tubes*.

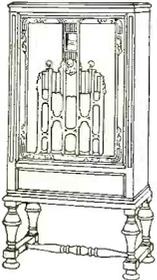
ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.



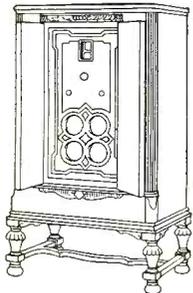
# ARCTURUS

*"The BLUE TUBE with the LIFE-LIKE TONE"*

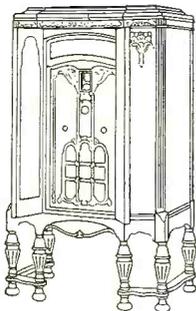
# WE HAVE TAKEN YOUR WORD FOR IT



No. 37 Radio. Baffle area, 3.68 sq. ft. Price, with tubes, . . . \$143.



No. 39 Radio. Baffle area, 6.12 sq. ft. Price, with tubes, . . . \$195



No. 41 Radio and Automatic Phonograph. Baffle area, 7.06 sq. ft. Price, with tubes, \$407.50

**L**AST YEAR you said, "I could make a fortune on a lower-priced Stromberg-Carlson".

You explained, "Nearly every one of my discriminating customers states his preference for a Stromberg-Carlson but many balk at the price".

This year we have taken your word for it. You now can offer that discriminating customer a full-featured Stromberg-Carlson at \$143—a 50% reduction from last year's lowest-priced full-featured Stromberg-Carlson.

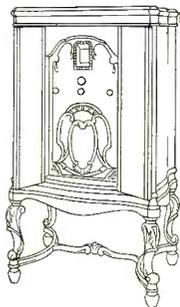
He gets a Telephone-Built Radio with twenty-eight distinctive features, including Meter (Visual) Tuning, Automatic Volume Control and the new tubes.

Think what this lower, but not too low, price level will mean to you—in turnover—in profit.

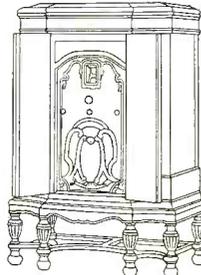
Remember, Stromberg-Carlson's discounts are genuine. They are safeguarded—by Stromberg-Carlson's direct to dealer policy; by Stromberg-Carlson's guarantee not to reduce its list prices; and by Stromberg-Carlson's restriction of the number of its dealers in any area.

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

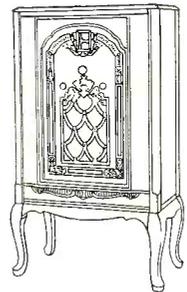
(Prices quoted are East of Rockies)



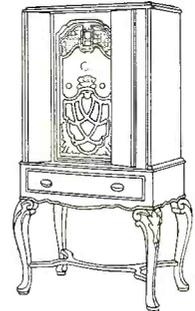
No. 22 Radio. Telektor type. Baffle area, 6.02 sq. ft. Price, with tubes, . . . . . \$385



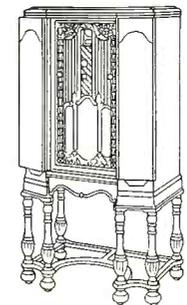
No. 24 Radio and Automatic Phonograph. Telektor type. Baffle area, 7.42 sq. ft. Price, with tubes, . . . . . \$567.50



No. 38 Radio. Baffle area, 5.37 sq. ft. Price, with tubes, . . . \$172.50



No. 40 Radio. Baffle area, 5.65 sq. ft. Price, with tubes, . . . \$232.50



No. 27 Radio. Telektor type. Baffle area, 5.66 sq. ft. Price, with tubes, . . . . . \$310

*"There is nothing finer than a Stromberg-Carlson"*



# Stromberg-Carlson



1894

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

1932



**SPEED! ACTION! THRILLS!**

● That's what radio will give this summer. And that's what this poster promises—to those who retube with Sylvania's!

# A DEFINITE REASON means . . .

## A Definite Sales Result!

**T**ELL a man to have his tubes tested and he may or may not do it.

But give him one good, definite reason why and he's pretty sure to be in your store before he's a day older!

The Sylvania Summer Sales Plan helps you give your customer this definite reason why—and get the sales results that follow. It includes newsy dramatic posters on the political campaign and the Olympic games. It is backed by Sylvania's continued broadcasts—by

newspaper advertising—by a special no-cost Tube Analyzer Plan and a no-cost Service Kit Plan.

Use the coupon below. Send for these **FREE** posters and counter cards at once. Learn why successful dealers everywhere report marked increase in tube sales from Sylvania's steady, persistent selling effort!

● (1) People always stop for pictures! This 38 x 16½ photo poster gives your store window interest . . . tells people a real reason for buying Sylvania Tubes.

● (2) Politics are the talk of the season! More political speeches than ever before are on the air, more families listening in. This poster makes election fans want new tubes. Size 12 x 28.

● (3-4) 2 Window Cards .. Both colorful, both backed by a real sales idea. Like (1) and (2) this material is always at your **FREE** disposal.

HYGRADE SYLVANIA CORPORATION,  
SYLVANIA DIVISION, EMPORIUM, PENNA.

R-8-1

Please send me **FREE** the first 2 units (units 1 and 2) in the Summer Sales Plan. I understand 2 others will follow at intervals of 3 weeks.

NAME \_\_\_\_\_

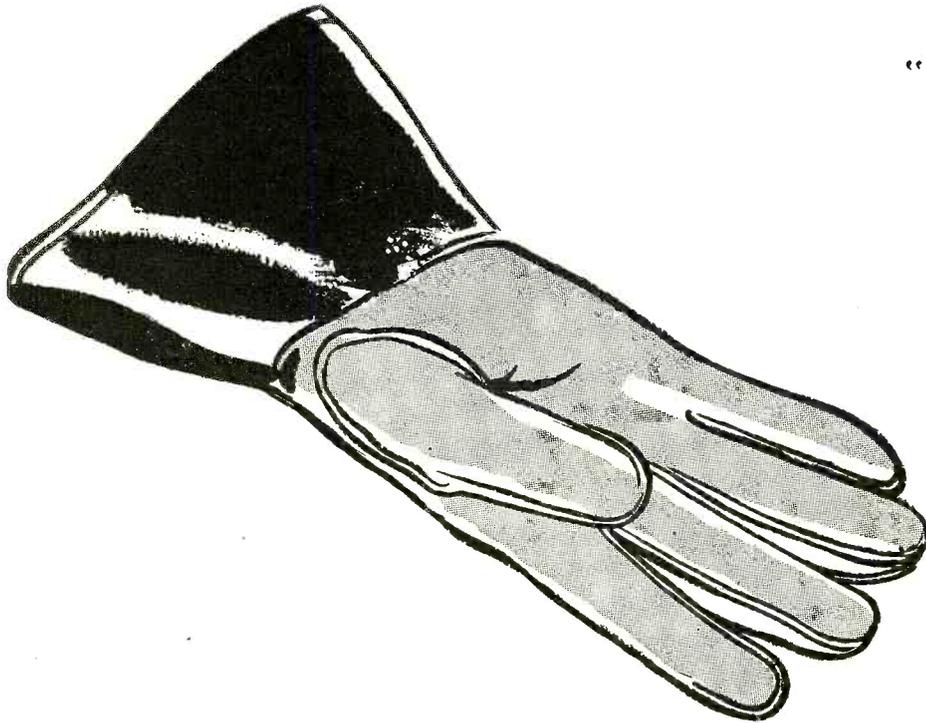
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

I would also like to learn more about the Sylvania no-cost Analyzer Plan ; the no-cost Service Kit Plan .

**Sylvania**  
REGISTERED U.S. PAT. OFF.  
**THE SET-TESTED TUBE**

# A C h a l



**W**E challenge anyone to name a single demonstrable improvement in radio which is not found in the new Zenith 1932-33 line and we further challenge anyone to name a radio line which contains all the improvements found in the new Zenith 1932-33 line."

We submit as undeniable that Zenith, quality for quality, improvement for improvement, presents the year's greatest dollar's worth in radio with a console retailing as low

by **ZENITH**

# l e n g e !

as \$62.50 and an *automatically tuned* Zenith console with two speakers retailing at \$102.50, tax paid.

We throw down the gauntlet for the future as well as the present. Thirty-eight times Zenith has pioneered a major improvement. Zenith laboratories, unexcelled in radio, assure that those who sell Zenith will always lead.

We pledge fair dealing more strongly than with words. The seventeen year Zenith record, rather than promises, proves that Zenith dealers and distributors are never "short changed" by dumped inventories.

We offer the strongest and surest foundation on which you can build, in Zenith financial strength, Zenith direction by men whose fortunes are invested in Zenith success, and Zenith exclusive concentration on the manufacture of radio with no interest save to build the best radio line at the best prices.

Straight statements, yes, and we believe they prove convincingly that Zenith has everything that far-sighted dealers must have in order to prosper permanently.

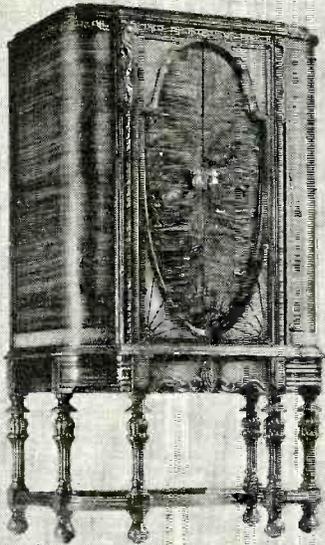
Get in touch with your Zenith distributor without delay.



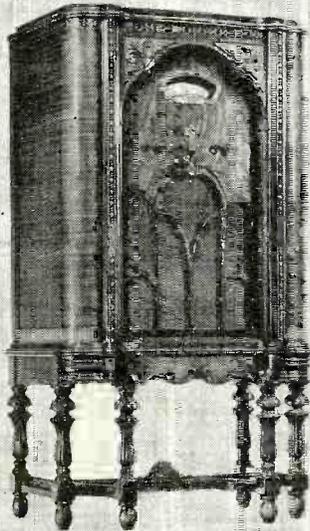
**ZENITH**

TRADE MARK REG.

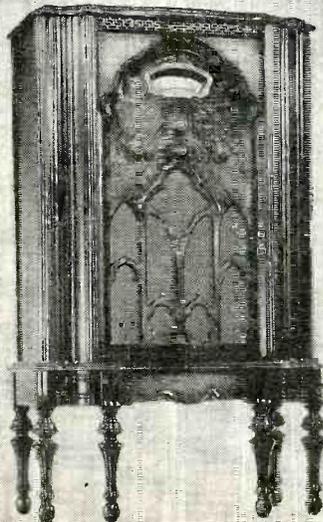
**RADIO**



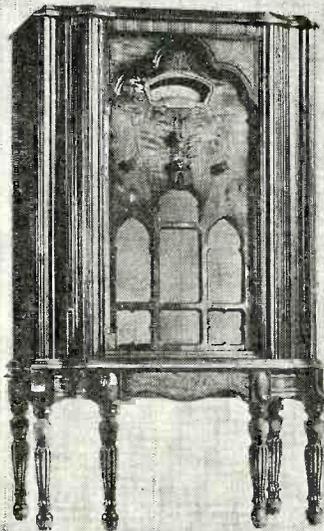
U. S. Radio, Apex Model 120B.  
12-tube, Super Automatic Silent  
Tuning, Matched Dual  
Speakers, DeLuxe Cabinet \$150



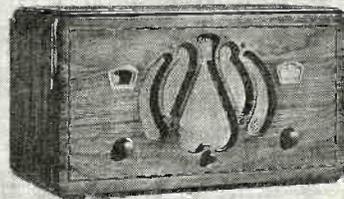
U. S. Radio, Apex Model 12B.  
12-tube, Super Automatic Silent  
Tuning, Matched  
Dual Speakers . . \$107.50



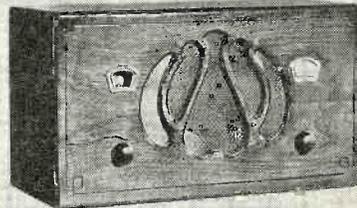
U. S. Radio, Apex Model 19B.  
9-tube, Automatic Silent Tuning,  
Matched Dual  
Speakers \$75.00



U. S. Radio, Apex Model 9B.  
9-tube, Automatic Silent Tuning \$63.50



U. S. Radio, Apex Model 5A.  
5-tube, Superheterodyne, with  
dual wave switch for  
police calls, etc. . . \$36.50



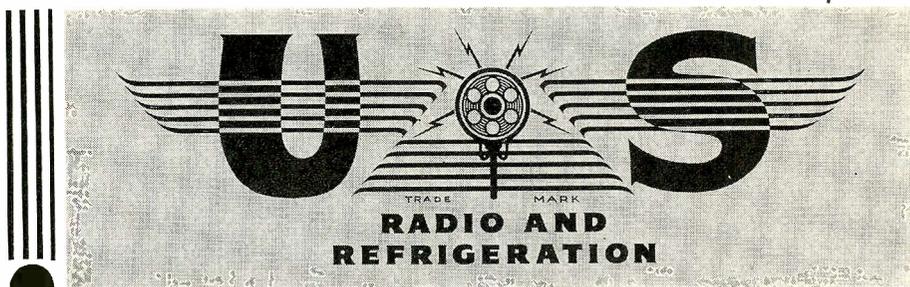
U. S. Radio, Gloritone Model 25A.  
5-tube, Superheterodyne personal type \$33.50

Every  
Factor For

DEALER  
PROFIT

in the U. S. Radio  
Line





## All That's Newest and Finest in Radio

Super developments of every engineering advance in superheterodyne radio are embodied in the new U. S. models, including Automatic Silent Tuning... Class B Amplification... Triple Grid Tubes... Mercury Vapor Rectifier... Matched Dual Speakers... 4-Indicator Uni-dial, which shows exact setting of all controls.

## Superb Performance

Superiority of the new U. S. Radios is easily demonstrated... quickly recognized and appreciated... affording a new command over entertainment on the air... new sensitivity and selectivity... limitless power... noiseless reception... a new clarity, and beauty of tone.

## Complete Range of Models and Prices

The splendid new series of encasements include newly designed, compact table models... consoles in rare walnut and satinwood... with distinctive curved ends and other evidences of expert craftsmanship... a range of chassis equipment including combination long and short wave sets... in a word, *radio sets to meet every demand of the market.*

## Aggressive Merchandising Program

Back of this, the finest line in its history, U. S. Radio is putting the full force of a merchandising program that is proven, sound, and aggressive; including every effective form of dealer sales promotion help, and a consistent campaign of national advertising.

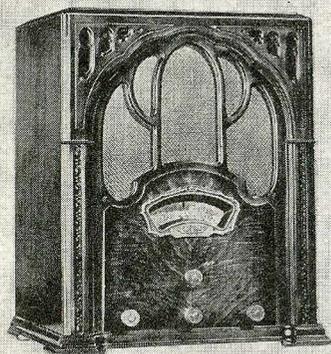
**UNITED STATES RADIO & TELEVISION CORPORATION**  
MARION, INDIANA



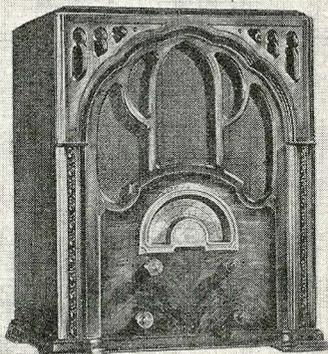
U. S. HERMETIC REFRIGERATION sets a new standard of value in the industry... for the first time a hermetically sealed unit is offered in a price range starting under \$100 f.o.b. factory... covered by a full *three-year* service contract... three sizes, five models.



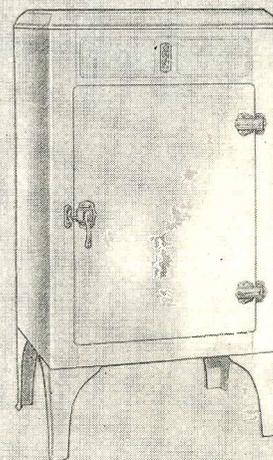
To seize full advantage of the merchandising opportunity in 1932 you need the vastly bigger dollar values embodied in the U. S. line. Write or wire now for all details.



U. S. Radio, Apex Model 9A.  
9-tube, Automatic Silent Tuning, compact table model . . . . . \$52.50



U. S. Radio, Apex Model 7D.  
7-tube, combination long and short wave \$52.50

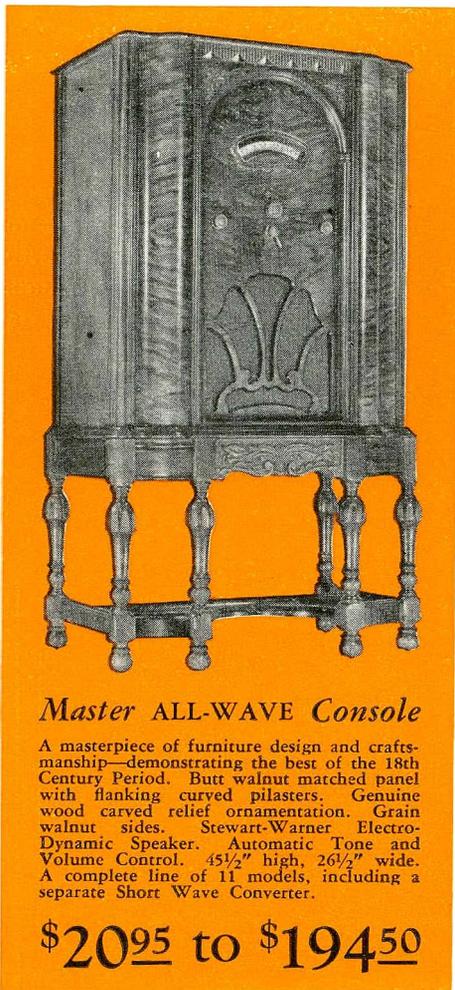


U. S. Hermetic Refrigerator in a range of sizes, with three-year service guarantee, prices starting at . . . \$99.95 f. o. b. factory.

. . and **THIS YEAR** *the biggest radio*  
*selling feature of ALL time . . the*



4 DIALS IN ONE THAT COMMAND ALL THE WORLD



*Master ALL-WAVE Console*

A masterpiece of furniture design and craftsmanship—demonstrating the best of the 18th Century Period. Butt walnut matched panel with flanking curved pilasters. Genuine wood carved relief ornamentation. Grain walnut sides. Stewart-Warner Electro-Dynamic Speaker. Automatic Tone and Volume Control. 45½" high, 26½" wide. A complete line of 11 models, including a separate Short Wave Converter.

**\$20<sup>95</sup> to \$194<sup>50</sup>**

STEWART-WARNER, *first WITH Round-the-World Radio*, AGAIN SCOOPS THE FIELD WITH THE THRILL OF THRILLS — THE *Magic DIAL* — MYSTERIOUS—AWE-INSPIRING—GRIPPING

This year, Stewart-Warner dealers are in the spotlight of Public Enthusiasm with two big sales advantages that no one else can offer. To a public searching for the new—the spectacular—the fascinating—they offer the only Round-the-World Radio proved by a year's use in the homes of owners everywhere, and the climax of all radio achievements—the Magic Dial.

To Stewart-Warner Dealers will come interested prospects, keenly curious about the Magic Dial—to hear what it does—to see how it works.

For National and Newspaper advertising, colorful and interest-compelling, will broadcast Stewart-Warner's crowning sensation to a nation. This advertising, coupled with powerful, magnetic displays in your window, will draw the interested prospects to your store—and what a demonstration and sales story you can give them with the aid of the most unique and outstanding selling aids ever given a dealer.

Get all the facts that point the way to greater profits to you! The story of the Magic Dial—the Magic Hour—Flowing Power—Perfected Tone Control and Volume Control—and every feature of the complete line headed by the new 11-tube, duo-superheterodyne Magic Dial Radios.

Wire, phone or write your nearest Stewart-Warner Distributor. Use the coupon.

STEWART-WARNER CORPORATION  
 1826 Diversey Parkway, Chicago, Ill.

RR-8

Please send me full information on your Magic Dial Radio Line.

Name .....

Address .....

City ..... State .....

**STEWART-WARNER RADIO**

OVER 30 MILLION SATISFIED OWNERS OF STEWART-WARNER PRODUCTS

# 5,581,137

**T**HIS whopping big figure, 5,581,137, represents the number of families who buy **THE AMERICAN WEEKLY**.

Not only does it have the greatest circulation on earth, but **THE AMERICAN WEEKLY** reaches nearly *twice* as many people as any other magazine.

What this means to the trade can be summed up with that significant little word, "profit."

For here is magazine circulation so wide and powerful that it actually exerts "local influence" on the buying habits of one out of every five families in America—in communities large and small—in *your own trade area*.

Display the merchandise featured in **THE AMERICAN WEEKLY**. Make its readers your customers, and get your share of the business it produces.

## *What is The American Weekly?*

The American Weekly is the largest magazine in the world. It is distributed through 17 great Sunday Newspapers. In 558 of America's 995 towns and cities of 10,000 population and over, The American Weekly concentrates 70% of its circulation.

In each of 136 cities, it reaches one out of every two families

In 105 more cities, 40% to 50% of the families

In an additional 153 cities, 30% to 40%

In another 164 cities, 20% to 30%

... and, in addition, more than 1,750,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

# THE AMERICAN Greatest Circulation in the World **AW** WEEKLY

*"The National Magazine with Local Influence"*

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO  
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . INTERNATIONAL BLDG., ST. LOUIS

# ATWATER KENT RADIO

*This year  
everything's new*

Featuring the  
**TONEBEAM**

*All Models Super-  
Heterodyne*

*ALSO new console and  
Compact battery and  
D. C. models and Atwater  
Kent Motor Car Radio.*



**Model 812  
HIGHBOY with SLIDING DOORS  
12 tubes. Dual Speakers.  
B-amplification**

# ATWATER KENT RADIO

Here's the big news  
for 1932-33

**G**ET DOWN TO CASES! Brush away ballyhoo. Figure on what's going to make money for you. See these new Atwater Kents. Listen! Run over the amazing list of sales features. Size up the new line's completeness. A set for every taste and purse—but no unwanted deadheads to tie up your capital. And every model top quality—highest in Atwater Kent's history. Get prices—new record of value—from your distributor.

## HIGH SPOT FEATURES

**7 TO 12 TUBES.** Latest super-power 2½-volt. Dual-grid radio frequency pentodes. Mercury vapor rectifier. Double diode-triode, combining, in one tube, second detector, automatic volume control and first audio amplifier . . . **B-AMPLIFICATION**, increasing available power more than 4 times! . . . **DUAL SPEAKERS**, each receiving 10 watts excitation. . . . **VERTICAL BAFFLEBOARD**, permitting maximum unobstructed sound chamber; all the deeper tones without booming . . . **NEW CABINET DESIGN.** Ranging from luxurious, six-legged, sliding-door highboy to dainty Compacts. Figured walnut and burl maple. Unsurpassed eye appeal . . . **COMBINATION SHORT WAVE AND BROADCAST RECEIVER,**

with single 5-position switch acting as both converter and frequency band selector. No auxiliary device required . . . **TONEBEAM.** Sensational Atwater Kent feature, again improved to indicate tone peak of many additional stations . . . **AUTOMATIC VOLUME CONTROL** . . . **5-GANG CONDENSER** in all larger models; 4-gang even in the Compacts . . . **COMPENSATING QUICK-VISION DIAL** . . . **4-POINT TONE CONTROL** . . . **COMPLETE SHIELDING** . . . **RANGE SWITCH** . . . **RIGID, DEEP-DRAWN STEEL BASE.**

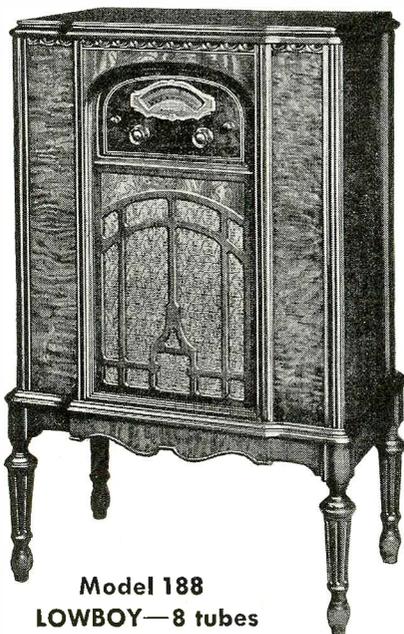
The whole line is scientifically designed to get the best cooperation of tubes, speakers and roomy sound chamber—to give the owner the greatest power and the truest tone without trouble or complications . . .

And back of all—the square, time-tested policy of Atwater Kent, with controlled production.

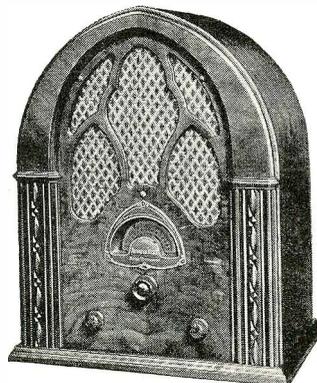
**ATWATER KENT MFG. COMPANY**  
A. Atwater Kent, President  
4700 Wissahickon Ave., Philadelphia, Pa.



Model 260  
SEMI-HIGHBOY—10 tubes



Model 188  
LOWBOY—8 tubes



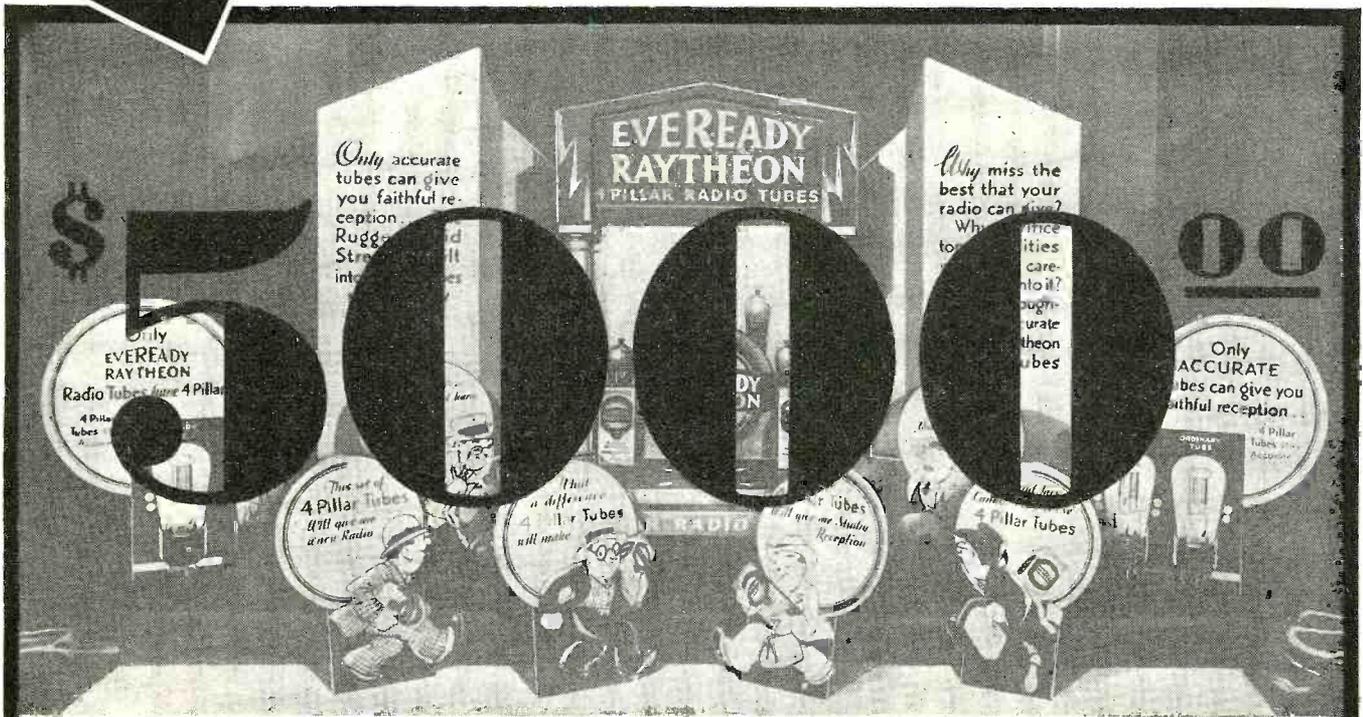
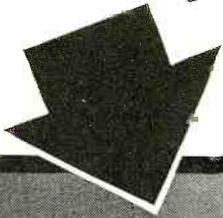
Model 627 COMPACT—7 tubes



Model 469  
LOWBOY—9 tubes

# OPPORTUNITY IS KNOCKING

at your *Window!*



HERE'S your opportunity to count square-feet of window-space in *dollars!*

The week of September 25, 1932, is Eveready Raytheon Window Display Week — and the National Carbon Company is giving prizes totaling \$5000 for the best displays set up during that seven-day period.

Photographs of windows must be mailed to the advertising department — 30 East 42nd Street, New York City — postmarked not later than October 15, 1932.

There are 238 prizes in all, starting at \$500, and in the event of a tie, the amount of the prize tied for will be awarded each tying contestant.

Judges will be Maurice Clements, Manager of Radio Retailing, Frederick L. Wertz, President, Window Advertising, Inc., and Carl L. Bixby, Editor of Advertising Displays.

Write us, or ask your jobber salesman, for full details. Make your window pay you two ways — in sales and in prize-money! There's five hundred dollars lying in some window. It may as well be *yours!*

NATIONAL CARBON COMPANY, INC.  
General Offices: New York, N. Y.

Branches: Chicago New York San Francisco

Unit of Union Carbide  and Carbon Corporation

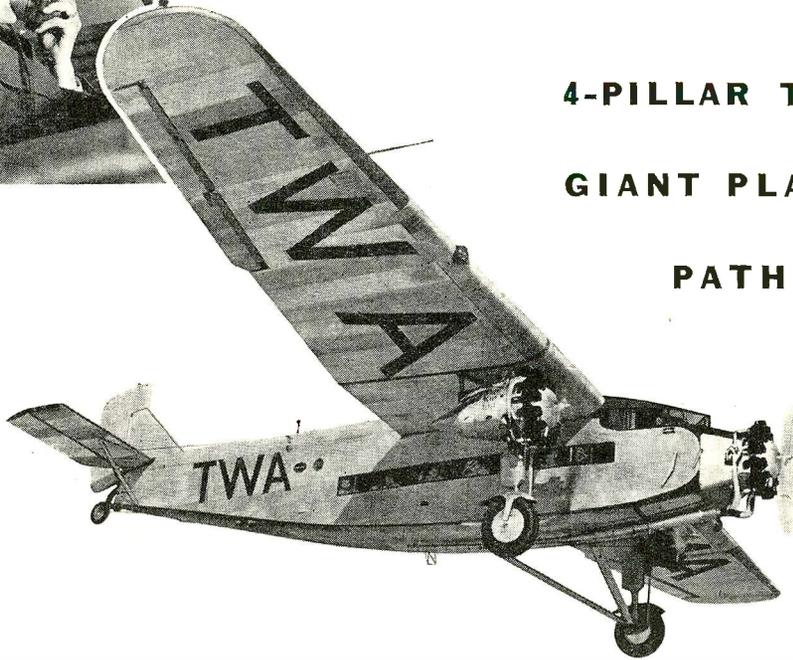
# EVEREADY RAYTHEON 4-PILLAR RADIO TUBES

Other Eveready Products are Eveready Layerbilt "B" Batteries and Air Cell "A" Batteries, Eveready Flashlights and Flashlight Batteries, Eveready Dry Cells, Eveready Mazda Miniature Lamps, Eveready Prestone and Eveready Rustone.



# SAFETY IN THE SKIES

**4-PILLAR TUBES KEEP THESE  
GIANT PLANES OUT OF THE  
PATH OF STORMS**



**YOU'RE ALOFT!** And relaxed in a comfortable chair, you gaze from the window of your plane down to the landscape below. Toy towns and miniature farms swing steadily by in the sunlight.

You feel no fear — why should you? For air transportation is now a business, employing every known scientific safeguard. Five years ago, your pilot would have been flying into unknown air and weather conditions. Today, as you fly, he receives weather reports every 15 minutes by radio — *receives them through 4-pillar tubes*. From points all along the line, reports are flashed to him: "Clear, with unlimited ceiling ahead."

Great air-lines take no chances. Motor vibration, and the jolts of landing and taxiing — these could easily damage fragile radio tubes and interrupt the service. That's why they depend on Eveready Raytheons — rugged 4-pillar tubes which have the strength to protect their vital accuracy! 4-pillar tubes are used exclusively in radio receivers by:

Transcontinental & Western Air, Inc.  
Western Air Express  
The Transcontinental Air Transport, Inc.  
(The Lindbergh Line)

Eastern Air Transport, Inc.

and by other famous lines the country over. Naturally, your own customers want the same flawless reception that helps to keep these great ships on schedule in safety. Tell them about 4-pillar tubes — then let them *hear* the difference these accurate tubes will make. When a customer once hears 4-pillar tubes, he is never satisfied with anything less.

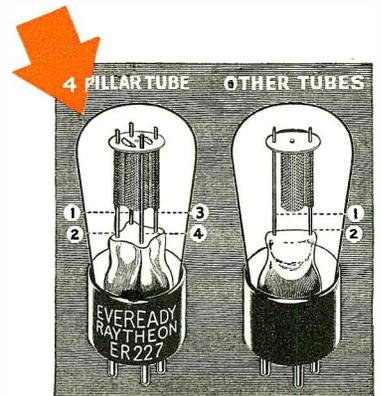
**NATIONAL CARBON COMPANY, INC.**

General Offices: New York, N. Y.

Branches: Chicago New York San Francisco

Unit of Union Carbide  and Carbon Corporation

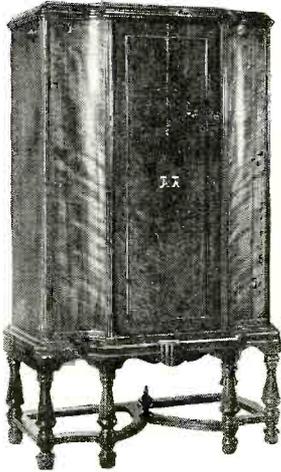
Notice the *four* strong pillars. With this solid foundation, the fragile parts cannot move a hair's breadth from their fixed position. All other tubes have only *two* supports for their elements. Jolts and vibration often impair their vital accuracy.



# EVEREADY RAYTHEON 4-PILLAR RADIO TUBES

## AMERICAN BOSCH VIBRO-POWER RADIO LINE

All prices complete with tubes, U.S. tax paid. All AC console models equipped with twin speakers.



**THE GRAND OPERA**—Model 312G. Vibro-Power 12 tube triple action superheterodyne in cabinet de luxe. \$178.95.

**THE GRAND CONCERT**—Model 312C. Vibro-Power 12 tube triple action superheterodyne. \$147.95.

**THE WORLD CRUISER**—Model 260C. Vibro-Power 10 tube double action multi-wave superheterodyne in cabinet de luxe, for long and short wave broadcasts. \$132.95.



**THE WORLD ROVER**—Model 260R. Vibro-Power 10 tube double action multi-wave superheterodyne, for long and short wave broadcasts. \$105.95.

**THE FIRESIDE**—Model 226F. Vibro-Power 8 tube superheterodyne Air Cell receiver. \$99.95.

**THE MANSION**—Model 250M. Vibro-Power 10 tube double action superheterodyne. \$95.95.

**THE METROPOLITAN**—Model 1224D. Vibro-Power 8 tube superheterodyne for DC current. \$84.95.

**THE EMPIRE**—Model 242E. Vibro-Power 8 tube double action superheterodyne. \$74.95.



**PERSONAL RADIO CHESTS**—Models 200A and B. Equipped with police signal switch. \$53.95.

**PERSONAL RADIO**—Model 236A. New 6 tube superheterodyne. \$45.95.

**PERSONAL RADIO**—Model 205A. New 5 tube set. \$34.95.

**MOTOR CAR RADIO**—Model 100. \$88.50. (Magmotor \$25.95 extra).

# VIBRO- POWER

*-the newly discovered  
SUPER-FORCE in RADIO!*

*— revolutionizes radio enjoyment  
— revives dealer outlook for the year!*

WHEN American Bosch announced Vibro-Power to distributors and dealers, they listened with tongue-in-cheek attitude—they wondered what could be so new and different. But when they actually heard the 1933 American Bosch Vibro-Power Radio sets, mouths opened wide in amazement.

Here, they realized, is a new radio experience that makes yesterday's sets more obsolete than yesterday's automobile. Here is a new Super-Force in radio that revives the whole retail outlook for the year.

The country's leading radio distributors heard about Vibro-Power—examined the American Bosch

Vibro-Power sets—*listened to them play*—then joined the parade of jobbers and dealers who are marching on to profits with a line in tune with public buying.

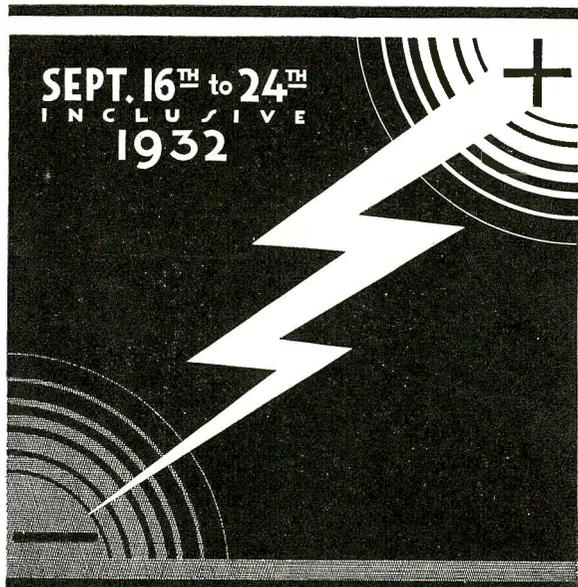
Vibro-Power is the great stimulus that the radio business has been waiting for. It is the Super-Force that can stimulate *your* business—*from now on!* New rotogravure broadside illustrating and describing the American Bosch Vibro-Power line, sent on request.

UNITED AMERICAN BOSCH CORP.  
SPRINGFIELD MASSACHUSETTS

Branches:

New York Chicago Detroit San Francisco  
Manufactured under Patents and Applications of R C A

# AMERICAN BOSCH VIBRO-POWER RADIO



**COMBINED RADIO, REFRIGERATION  
AND ELECTRICAL EXPOSITION**  
MADISON SQUARE GARDEN  
NEW · YORK · CITY

**3**  
**BIRDS**  
*with*  
**1**  
**STONE**

**3 SHOWS for the PRICE of 1**

**To the Manufacturer . . .** this Combined Exposition of the Electrical Industry offers, to any one phase of the industry, the opportunity to contact distributors and dealers in all phases of the industry. Because of overlapping trade lines, this combination should be especially appealing.

**To the Trade . . .** Distributors and Dealers . . . this Combined Exposition offers the opportunity of meeting manufacturers' representatives from all lines of the industry.

**To the Public . . .** this Combined Exposition offers three great shows for one admission ticket. Attendance by the public should far exceed any former Exposition.

Will your lines be represented in this greatest of all Electrical Expositions in the greatest of all concentrated world markets? Additional information is yours for the asking. For convenience, please use the coupon below.

**OF IMPORTANCE TO THE EXHIBITOR**

- 1** Sponsored, financed and managed by Madison Square Garden Corporation.
- 2** A consumer show in the heart of the world's greatest center of Trade Interest.
- 3** A combined show, reaching all the trade in the three important divisions of the Electrical Industry.
- 4** The most important stimulus to the coming season's business in the world's greatest market.
- 5** This show will afford the only opportunity of the year, in New York, to present the new and improved—at one cost to the Exhibitor, and one cost to the Public.

Combined Radio, Refrigeration and Electrical Exposition,  
Madison Square Garden,  
New York City

Gentlemen

Without obligation to us please send more information  
about the Combined Exposition.

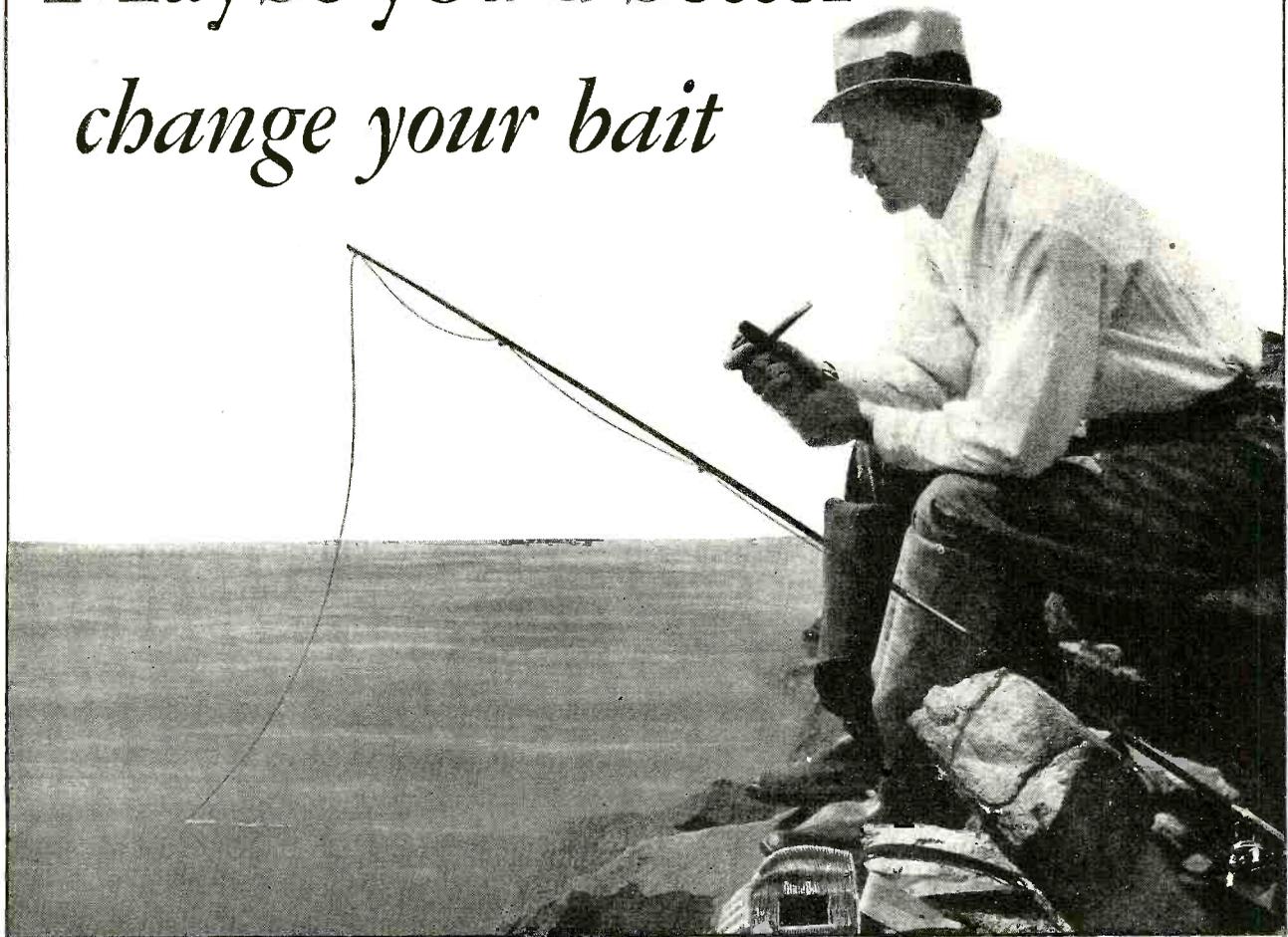
Name .....

Street Address .....

City.....State.....

We are manufacturers (    ), Jobbers (    ), Dealers (    ), of  
..... products.

# Maybe you'd better *change your bait*



FOR THE past two years, the radio buyer has refused to take the ordinary sales lures. Things he would snap at in 1929 he's walking away from now.

And you can bet your hat there's an "I-want-more-for-my-money" reason back of it. Show us a radio dealer who has been on the receiving end of a polite "goodbye" who doesn't believe that.

General Electric started believing it—a long, long time ago. Started to get out a line of radio for an entirely new kind of customer. A tougher-to-sell, harder-to-convince customer. A 1932 customer.

And the first thing General Electric did was to reach into 1937—and pull

out engineering advancements. Got busy. Worked out developments that were actually five years ahead of the times. General Electric pulled out these improvements, put them into 1932's radio—and made the set that beats the best competing sets the world produces, in tone-tests all over the country!

Then General Electric pared its prices to fit 1932 purses. Put them down for bargain-minded buyers. And at the same time, put more into advertising—more national magazine advertisements than in 1931!

A better radio, lower prices, more advertising—that formula fits 1932 like

a glove! It's working. The best months are right ahead—September, October, November, December. And if you want to get more sales per nibble—maybe you'd better change your bait. Put on your line what it takes to land them. Get the G-E Radio franchise story now—mail the coupon.

● *The G-E Circle—a program of special interest to women—is on the air every weekday (except Saturday) at noon Eastern Daylight Saving Time.*

Section K-688, GENERAL ELECTRIC CO.,  
Merchandise Dept., Bridgeport, Conn.

Without obligation, kindly send me further information about the General Electric Radio dealer franchise.

Name.....

Address.....

City.....State.....

**G-E RADIO 1932-33 FRANCHISE  
NEW—MORE ATTRACTIVE—MORE PROFITABLE!**

August, 1932

MCGRAW-HILL  
PUBLISHING COMPANY, INC.

# RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING  
*Established 1925*

O. H. CALDWELL,  
*Editor*

## A NEW DAY *for radio selling*

BY UNANIMOUS vote of its directors, July 19, plans have been approved for a complete reorganization of the Radio Manufacturers Association along lines which will unite all important radio set interests behind the RMA and give that body opportunity to exert powerful influence for the stimulation of radio sales and the correction of trade abuses.

The new plan puts the executive heads of the leading radio set manufacturers in full responsibility for the conduct of the Association. This is sound. For the most serious problems confronting the radio industry, and affecting all divisions of it, are primarily the problems of the set manufacturer. In the reorganization of the RMA, sufficient authority has been given to the set manufacturers to enable them to get coordinated action in the solution of these problems.

Placing the authority where the responsibility rests is a logical first step. It paves the way for cooperative action by the set manufacturers, which should benefit the entire radio industry.

Other industry associations, notably the railroad association, have undergone similar reorganization—in the similar realization that only executives dealing directly with the public can be charged with responsibility for public policy and the broadest interests of the industry.

LARGE opportunities for useful service confront the new RMA organization when its details of internal reconstruction are completed. A comprehensive merchandising plan needs to be worked out to re-stimulate interest in radio sets. Broad promotion policies, which will benefit sales all along the line, can be effectively carried out by the newly united forces. The whole question of new models, tube types and changing designs can now be handled in a way to benefit both the radio industry and the public. Facts about production and over-production can be collected and looked squarely in the face, to the eternal relief of a trade that has been annually beset with dumping and disaster. Needed cooperation with the broadcasters can be carried out. Permanent policies that will stabilize the industry and trade can now take root and flourish in the sunshine of the new day that is apparently upon the radio industry.

Under the leadership of the RMA the whole radio industry can now go ahead, with a united front, to accomplish constructive work from which every man in radio will benefit.

The directors of the RMA are to be congratulated on the plan laid down and the step so far taken. It now remains for the RMA membership, on August 23rd, to confirm the new program of industry cooperation and aggressive action.

THE CO-ORDINATION of the radio set interests, now taking place, was inevitable, for the future of themselves and of all radio. Once underway and working, the new plan will be felt as a stimulating influence by every manufacturer of radio products of whatever kind—by every radio distributor—and by every radio retailer.

# Demonstrate

...This article tells you how

**R**ADIO RETAILING'S leading editorial in its July issue, "Something to Shout About," sounded the keynote of this season's merchandising campaign. Quoting, in part: "Most of the consoles at Chicago were markedly superior to prior models . . . automatic muting, twin speakers, reserve audio power . . . are some of the major improvements that now can be made to *mean something* to the prospect . . . The trade, more than ever before, must use the *comparative demonstration* method to sell sets."

The industry now knows that the 1932 receivers are better toned, quieter in operation and simpler to tune. But how can it demonstrate these facts? Here are a few suggestions:

**BETTER TONE** (For which Class B and other improved audio systems, larger speakers and twin speakers, low-volume tone compensation and new tubes are largely responsible). *To demonstrate the difference* connect the old and the new set to the same antenna through a single-pole, double-throw knife switch. Tune in the same station on both sets, selecting a local station and orchestral music if possible. Adjust both receivers to approximately the same volume. Then throw the switch from the old to the new and let the prospect's ears be the judge.

If both sets are equipped with a pickup jack, plug in a microphone, talk into it, ask which set reproduces your voice most naturally. "Does the prospect want to hear entertainers as they really are?"

Run both sets at abnormally high volume. Call attention to the complete absence of "blasting" in the new model. Point out that reserve audio power is often needed to reproduce loud notes accurately even at ordinary room volume.

Where the new set is equipped with low-volume tone compensation, adjust both receivers below ordinary room volume. Note the unimpaired tone quality of the new model, especially on low notes and bass instruments.

**QUIETER IN OPERATION.** (Accomplished through such developments as automatic muting circuits, new tubes, automatic volume control and shielded antennas). *To demonstrate the difference* between sets with automatic muting and those without, tune the old and the new models to a local station, adjusting both to approximately the same high volume level. Then, without touching the volume controls, tune first one and then the other over the entire scale, pausing between stations. No sales talk will be needed.

Automatic volume control without automatic muting shows up best if the receiver is tuned to comfortable volume on a distant station, then the dial rotated to a power-

ful local without touching the volume control knob. Try this, if you dare, on an old set without a.v.c.

If the new set is equipped with a shielded lead-in antenna system, tune both new and old to a station at the high-frequency end of the scale, adjust to same volume and then operate a vacuum cleaner in the same room. If electrical interference is prevalent in the building or in the neighborhood, no "props" will be necessary.

**SIMPLER TO TUNE** (Visual indicators, channel control circuits and more efficient dialing systems, among other things, have helped). *To demonstrate the difference* just hand the prospect a program giving the kilocycle locations of stations and let him tune both his old set and the new one himself. Make the prospect "take the wheel" to sell this point.

Visual tuning indication can be demonstrated by looking up a desired station in the paper, then tuning it in without turning the new set's volume up high enough to bring in the sound. Mighty impressive!

If the set uses a "channel control" tuning circuit, which makes it necessary to tune in a station almost "dead center" before it is heard at all, show the prospect on his own old set how, by tuning only to the edge of a signal, it can be badly distorted. Tell him that only by exercising the greatest care can he tune his old receiver perfectly. Then prove, by letting him do the work himself, that the new model *cannot* be operated improperly.

To demonstrate the improvement in dial construction of the new model over the old, again let the prospect take the wheel himself. Dim the room lights and the superior action of the new types will usually be self evident. If you are demonstrating one of the new short and broadcast band combinations by all means call attention to the ingenious kilocycle markings on shortwaves. These markings were not attempted on the older sets.

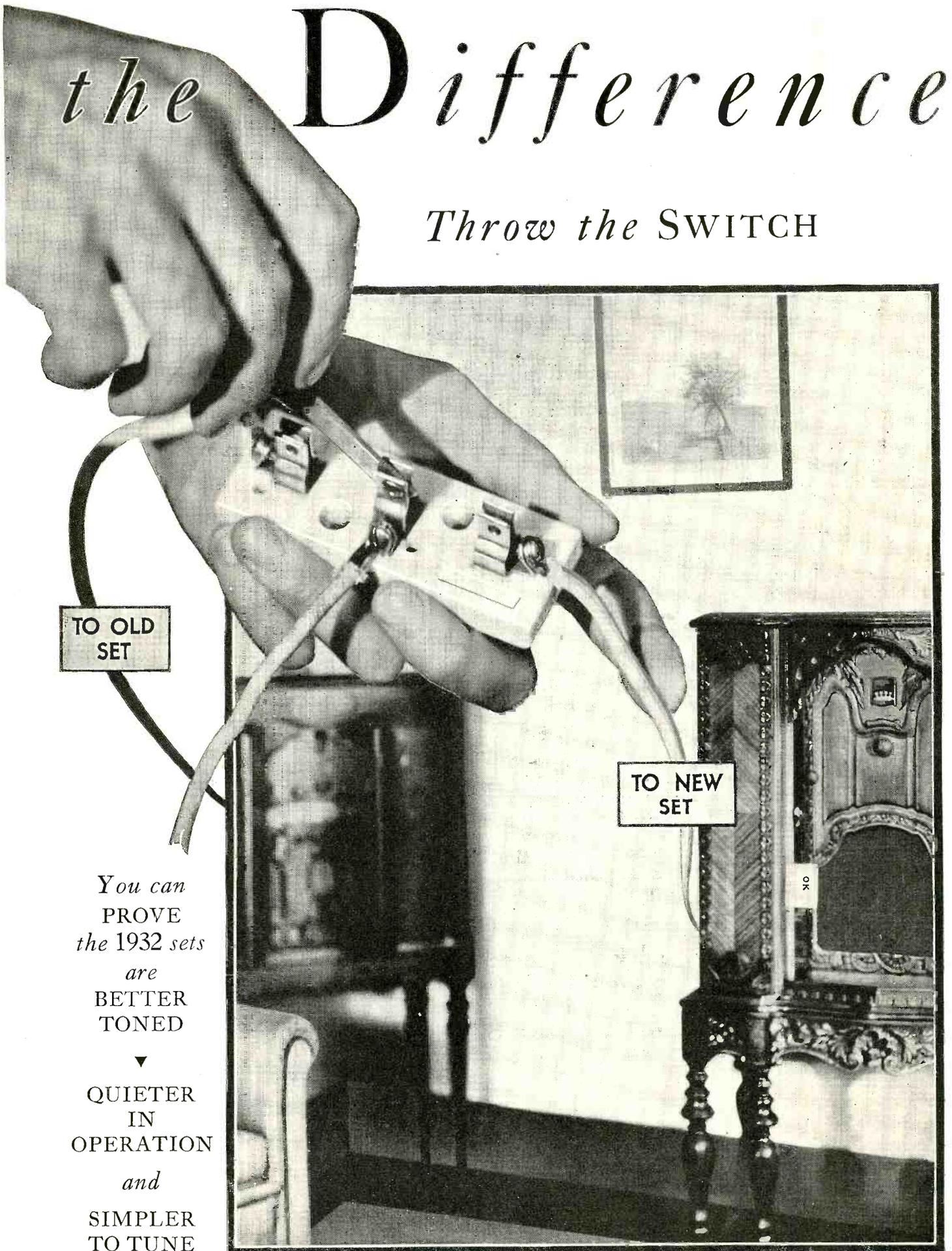
**ALREADY** alert dealers have sensed the promotional possibilities of this situation and are laying plans to feature the comparative demonstration method stronger than ever. Here are three examples of dealer thinking along these lines:

#### "WILL TRAIN OUR SALESMEN"

"Now comes the radio of to-day, using twin speakers and making the greatest advance that has yet been made toward natural reproduction. Here we have one speaker taking care of the upper register (the tenors), and another speaker taking care of the lower register (the basses). This step seems quite reasonable when we consider how real music is produced in a vocal quartette, where each voice has its own distinctive timber and

# *the* Difference

*Throw the SWITCH*



*You can*  
PROVE  
*the 1932 sets*  
*are*  
BETTER  
TONED

▼  
QUIETER  
IN  
OPERATION

*and*  
SIMPLER  
TO TUNE

## It's a Replacement Market

The big sales opportunity today is in the replacement market . . . hence the need for selling by demonstrating the difference

The ideas in this article are simply "starters" . . . dealers, from their own experience, will develop and improve them

This brand of demonstration takes more time, more trouble . . . but the need for special effort and originality was never more pressing than today

range. The blending of tone, uniting the upper and lower registers in the new radio, re-acts in a similar manner as the voices in a vocal quartette. The tone is more natural and pleasing to the ear than the radio of a year ago.

"We intend to train our salesmen along these lines and have them bring out, by actual demonstration, the musical qualities of the new sets. But in addition to this there will be the features of the new tubes and the noise modifier to bolster up the argument. Incidentally, this should help us to sell higher priced merchandise, since only in this grade can be found the heavy case-work, so much needed to round out a good radio tone."

P. C. PEUSER,  
Scranton, Pa.

### HENDERSON HAS FOUR IDEAS

Thomas Henderson, of Woodrums, Charleston, W. Va., plans to feature this new demonstration technique in at least four ways: in his newspaper ads,—". . . which will be devoid of ballyhoo and will point out in dignified and convincing manner the many improvements which are embodied in the new models"; with window displays— ". . . which will enable the passer-by to visualize the difference between the old receiver and the new"; in letter to old customers— ". . . which will carry the story of the new sets with the suggestion that they arrange to trade in their old ones so that they may hear the wonderful broadcasts scheduled for this fall"; and through the personnel of the service department . . . "Each service man, when he makes a call, will carry with him literature on the new models and a special

trade-in letter from the house. When sets are brought in for repairs the customer will be loaned an up-to-date one. When the old set is ready and returned we will run a comparative demonstration before taking back the newest model."

### "CAN NOW REVIVE OUR 'APPROVAL' PLAN"

"Prior to the introduction of cheap radios we used an 'approval' selling plan to encourage our salesmen to make demonstration appointments. They were hired on a salary and commission basis, the salary contingent upon their making three 'approved' demonstrations each week. To make this plan equitable we paid the salary if a man sold one set and demonstrated two.

Back in 1930 better than 50 per cent of all approved demonstrations resulted in sales. Outside selling is now much harder but we see no reason why this approval plan, now reinforced by the comparative demonstration idea, should not be even more workable and successful."

P. T. GRIFFIN,  
Hyde Music Company, Jersey City, N. J.

LAST month *Radio Retailing* presented this plan to every set maker in the country. From the president of the Radio Manufacturers Association to the smallest concern in the business it is heartily endorsed. Here are four typical replies:

"We are very glad to be going along with you on this idea. Already results are being obtained."

F. D. MASTERS, Sales Manager  
Radio Div. Grigsby-Grunow Company.

"This is a constructive job. You have put your finger on one of the urgent needs in present day radio selling."

W. R. McCANNE, President,  
Stromberg-Carlson Co.

"Many of our distributors already have organized such a program as a basis for greater sales. These points should be stressed."

F. E. BASLER, Sales Manager  
Atwater Kent Mfg. Co.

"We like your idea very much. It fits in excellently with our own merchandising plans which call for developing point-of-sale merchandising. Again permit me to congratulate you on your editorial stand."

PIERRE BOUCHERON,  
RCA Victor Company, Inc.

## SALESMANSHIP

First in the elements of salesmanship is—

### Preparation

Twenty minutes a day studying one's line will total 122 hours of ability-building time a year. With preparation comes—

### Knowledge

And knowledge begets—

### Truth

Then you can put across your story because if you need tell only the truth your customer will instinctively feel that you have—

### Sincerity

Feeling this way about you he will gain—

### Confidence

From this situation will spring the remaining three attributes of salesmanship—

### Positiveness

### Enthusiasm

### Courage

With such a background you can outsell competition and therefore capture the—

**SALE**

"Radio Retailing" is indebted for the above suggestion to Ben Gross, Gross-Brennan Company, New York City

# Utica SOLVES the Price Problem

*Every Day is "Tag Day" for  
this flourishing group of co-  
operative dealers*

"MY COMPETITOR down the street is cutting the heart out of prices. What can I do about it?" "Can radio dealers, working together, improve merchandising conditions in their community?" Seldom a mail that does not bring a letter from some sorely tried dealer which puts up to us, in substance, the solution of one of these problems. The answer, of course, is found in cooperative action.

Utica, N. Y., supplies the latest example of what can be done to remedy matters. Read what Charles Letson, of the Utica and Mohawk Valley Radio Association, has to say. He writes: "With reference to your article in the June issue of *Radio Retailing* entitled 'A Gentlemen's Agreement,' would state that my town has an effective radio association which is really helping its members. Joy riding has been reduced to a minimum, through the issuance of bulletins giving the names of irresponsible prospects. But, best of all, we are stabilizing prices. The adoption of a special price tag is largely responsible for the fact that all the nationally known sets are sold at manufacturers' suggested lists.

"These tags are printed locally. They are uniform in size and color. The association places the order and distributes the tags to its dealer and jobber members. The



*A uniform price tag. A quantity of these standardized tags is supplied every dealer for the popular models of each standard make. Thus every set in every store carries the same price story, the same guarantee and the same extra charge notice*

local jobbers pay the printing bill covering the tags for the make of set they distribute. These red cardboards carry the trade name of the set and its list price. In other words all the standard sets in town are uniformly tagged and each model, regardless of the dealer handling it, is identically priced. As long as a radio merchant uses these conspicuous tags he cannot very well cut prices.

"Notice that this tag states the 'delivered price.' This, actually, is the time payment price. Approximately eight per cent is added to the cash price, authorized by the manufacturer, to cover carrying charges. Note also that the cash price is given and that a charge of \$6 is made for the aerial installation.

"This tag idea is working out even better than anticipated. Its influence in the direction of price stabilization, and in helping dealers get those extra service charges, to which they are entitled, has been tremendous. There is nothing like a printed price tag, mutually used by all the influential dealers to insure a profit-making business."

## *If the World Listened In*

IT IS NOW possible to reach practically every receiving set in the world with the same program. Short wave and retransmission is, of course, the method by which such a modern miracle of science is accomplished.

Suppose every set owner in our universe were to tune in on the same program—a worldwide broadcast. How many sets would be involved? Almost 35,000,000, according to a report recently issued by the Department of Commerce, Washington, D. C.

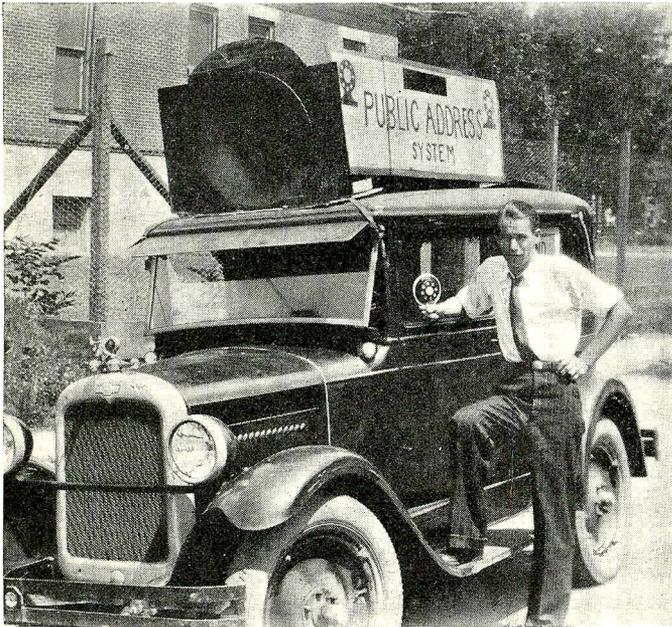
Here is how the various continents and countries stack up, i.e., sets in use:

North America .....	17,401,616
South America .....	717,617
Europe .....	14,684,117
Europe-Asia countries.....	561,500
Asia .....	910,234
Oceania .....	428,689
Africa .....	49,637
WORLD .....	34,753,410

# I've Found A

says W. T. Golson

*Public address advertising, as a change from radio service, gets my vote*



*A "suitcase" system installed in Golson's own car*

PRIOR to February 10, 1931, my entire income was derived from radio service work. Then I "discovered" public address, which now takes the major portion of my time—and welcome to it!

I started with a "suitcase" system comprising several portable units. This included an amplifier, speakers, microphone pickup, turntable, control panel, power-pack for a.c. operation and battery box for use when away from electric lines. A contract to broadcast state election returns for the *State Times and Morning Advocate* was my first job and two speakers mounted in a second-story window on the public square produced much needed initial publicity.

Thirteen other jobs were soon obtained, largely as a result of my newspaper tieup. I remember that eight were particularly profitable. These were:

1. Advertising the Miami-Howard football game. Used the outfit in my car with a 104-inch air-column and dynamic unit mounted on front, top. Microphone and turntable work. Covered approximately 450 miles in Alabama, Georgia and Florida.

2. Announced entries and winners at a swimming contest in a local pool. Speaker mounted on top of a bluff overlooking the tank, equipped with a sign carrying my name and address, illuminated by a 200-watt spotlight. Used microphone only, at judges stand.

3. Ballyhooed a used car sale, with voice and pickup. Two, one-week runs in sound equipped car, covering 120 miles.

4. Football returns, Tulane vs. Southern California, for a local radio showroom. Received broadcasts via radio tuner and cut in mike between halves with advertising announcements.

5. Aided a furniture auctioneer. Speakers were used in front of the store building to draw a crowd.

6. Used the sound car to announce the opening of a new theatre, with voice and records.

7. Advertised a special week-end party staged by a night club. Covered 200 miles in Alabama, Florida.

8. Rented the system, with my own services, for use during a political campaign. Four, two-day runs in home county.

## SELLING THE SERVICE

The best method of obtaining advertising contracts for portable public address equipment, in my estimation, is to have the outfit all ready to go and then talk business. I frequently make a trip around town and contact men who can use it to advantage, selling them immediately or leaving my name and address. Club leaders, city officials and department store managers are particularly sought out.

I watch my local newspapers for prospects. They frequently contain leads. Such things as an announcement that a politician is to speak at the city hall are capitalized by calling the newspaper office, asking when the speaker will arrive and where he will stop, then closing with the politician or his campaign manager at the correct time. Another good lead is a closeout auction or sale. Election returns are always a source of income.



*Local storekeepers hire the portable rig on special occasions*

# New Business

## of Dothan, Alabama

When using the system I always make a point of inviting prospects to hear it in operation. New business openings are particularly good in my line as there are usually many visitors to entertain with record music and short talks by the store manager or owner. The very presence of a microphone in the store window attracts attention.

I often get storekeepers who have used my service to write a recommendation or testimonial on their own stationery. This helps close other store jobs.

### GETTING ADVERTISING RESULTS

Records such as "Amos 'n Andy" always attract a crowd when the car is parked on a busy street as they sound like radio broadcasts. Announcements and advertising talk can be delivered by cutting in with the mike during the playing of such records. Marches, pipe organ selections and fast dance music are best when driving around town.

Canvas signs for visual advertising can be fastened to light frames mounted atop the car, on the running boards and even on the back and front bumpers. These appeal very much to some prospective advertisers.

I find that a sound car can deliver handbills with much greater efficiency than ordinary throw-around boys. This is due to the fact that when such a car is not used, the bills are placed upon porches or slipped in doors and are often blown away. When the public address car is used the music attracts people and they immediately pick up the sheets. Many times it is possible for the boys to actually hand the bills to buyers. They ride on the front fenders of the car between houses, towns, etc.

I have also found that by parking a sound car in front of a business house and running the mike cable into a front display window a crowd can always be attracted. People in this part of the South like to hear banjo, violin and guitar music, so I have a trio on tap for such occasions.

The operator-owner of a portable public address system should act as announcer whenever possible to use the system to its fullest advantage.

### EQUIPPING TRUCKS

Equipping trucks or cars with public address systems at first seems complicated but in reality it is not so difficult. The location of speakers is perhaps the most important consideration. The type of power-supply used is next.

Considering speakers: There are several distinct types, such as the air column, trumpet and cone with large baffle. A good combination is an air column or trumpet with magnetic or dynamic unit. On the other hand, a regular 9 to 12 inch dynamic cone can be used in conjunction with a large baffle horn to make the device directional.

I personally believe that putting a cone type speaker in the side panels of a car is bad practice due to the fact that it must be entirely enclosed on the inside of the body to prevent feedback to the mike. It is also uncomfortable for the operator within the truck due to the large volume reaching him. Also cones in my opinion, rarely sound good when heard from directly in front.

I prefer to mount speakers on top of the car. For commercial advertising they should be as noticeable as possible as they are in themselves attractions. Usually, speakers are directed "fore and aft," putting out most of the sound away from the amplifier and eliminating feedback. This projects the sound in advance of the automobile, also, and people are ready to read the signs as it passes. Speakers must of course be considered when passing under wires, trees, filling station arches, etc.

Two dynamic type speakers equipped with baffles and flanges can be mounted one on the rear of the car top and the other directly over the front seat with the horn



The very nature of the work insures proper publicity

flange extending a few inches over the top at the front. Trumpets and air columns can be mounted in the same manner. A trumpet has excellent directional properties, especially for voice announcements.

The simplest way to obtain a universal unit is to have an a.c. power pack for use where a 110-volt line is available, plus a separate B-battery box for d.c. operation. When using B-batteries, filament current may be obtained from the car storage battery, if the amplifier is not too large, advancing the car generator to compensate for the additional drain. The car battery may also usually be used to provide field current for 6 volt dynamic

(Please turn to page 38)

# Your BUREAU

• *How the Electric Refrigeration Industry has ORGANIZED to Help Dealers Sell*

**I**T'S *your* Bureau, use it! This is the message of the Electric Refrigeration Bureau, operating under the auspices of the National Electric Light Association, to those radio dealers and jobbers who are merchandising refrigerators. Quoting the national chairman of ERB, "It is our hope that the Bureau, with its 400 local branches, may serve as a common meeting ground for coordinating the merchandising activities of all types of dealers now handling electric refrigerators."

The Electric Refrigeration Bureau was launched in 1931 by a group of manufacturers. These concerns appealed to the central stations of the country to work with them, and with refrigeration retailers, in the organization of year 'round cooperative advertising and merchandising plans. Regional and state directors were appointed. Local bureaus were formed in most of the important cities. Sales quotas were set and national campaigns waged, supported by *Saturday Evening Post* publicity and many pieces of dealer help material.

Out of this vast effort, which has been carried on so effectively and yet has escaped the notice of many radio dealers, has come one of the most practical cooperative opportunities that any industry has had. Take for example its St. Louis job: Here the Bureau was organized under the guidance of C. E. Michel, veteran sales manager of the Union Electric Light and Power Company. A promotional budget of \$24,417 was agreed upon by the 160 cooperating dealers and distributors of electrical refrigerators in that town. Of this sum the lighting company agreed to assume the lion's share—\$15,367.

St. Louis' sales quota for 1931, like all other sections of the country, was five per cent of the total domestic meters. That figure would have increased its sales substantially over the year previous. Actually, at the end of the year, it was discovered that St. Louis had done one of the most aggressive jobs of any section of the country and had sold 10 per cent of its 230,000 residential customers, or 24,144 refrigerators.

The significant fact, however, which emerges from the contemplation of this selling feat is that of the 24,144 units sold in the entire territory, the power company only accounted for 1,896 of the total, or slightly less than 8 per cent. While bearing the major burden of the advertising, organizing and promotional expense in connection with the Bureau campaign, their own sales account for only a small fraction of the total business obtained.

In other words, the Electric Refrigeration Bureau, in so far as St. Louis is concerned, has not only been the most effective business getting medium yet employed in the industry, but has been one of the first measures, from the standpoint of results, that has brought the entire industry together in a concerted commercial activity.

Other key cities have had similar experiences; Philadelphia, with a budget of \$40,600 and sales in excess of

30,000 boxes. Here, again, the central station assumed the major burden of financing this movement (to the tune of \$25,000) and yet its own actual sales netted but nine per cent of the total business written. Boston, Kansas City, Omaha, and many smaller places report favorably on this movement.

## HOW RADIO DEALERS MAY PARTICIPATE

**T**HE question naturally arises, how may radio dealers get aboard this band wagon? There are two ways: Find out if a branch of the Bureau exists in your town. Do not hesitate to consult freely with the central station commercial manager. He will be glad to cooperate. Because of the good work which the National Electric Light Association has been doing in this regard, the local power executive will call a meeting of all refrigerator dealers for the purpose of organizing a branch if so requested. Or write to headquarters, The Electric Refrigeration Bureau, 420 Lexington Avenue, New York N. Y., for organizational details.

Whether or not such an effort would be worthwhile may be partially determined by a study of the aims of this organization. As set forth in its booklet, "Another Million in 1932" these are as follows:

1. To aid in selling "Another Million Electric Refrigerators in 1932."
2. To further the harmonious and friendly relations of the various interests concerned with the selling of electric refrigerators.
3. To synchronize selling effort during several definite and favorable sales seasons and to support this united effort with advertising concentrated at these periods.
4. To carry on a continuous program of national magazine advertising aimed to stimulate sales of all makes of electric refrigerators.
5. To further organize local Electric Refrigeration Bureaus which will advertise locally and which will carry on locally the national aims and objectives.
6. To make available at cost, sales promotional materials useful to local Bureaus and to the individual members of these Bureaus.

## DAVIDSON SUMMARIZES

**S**UMMARIZING the work of the Refrigeration Bureau, National Chairman James E. Davidson, president of the Nebraska Power Company, says:

"The Bureau has brought together into a business brotherhood the refrigeration interests in more than 8,000 communities, radiating from more than 400 major cities. It has joined the refrigeration and central station industries in a sympathetic understanding of mutual problems and their solution. It has pointed the way whereby all sellers of electrical merchandise may work together in harmony with profit to both. It has actually built up a new unwritten code of business ethics."

# The Listener Can CHECK His Own SET

*Wise words from a layman inspired by  
"Radio Retailing's" broadcasting campaign*

EVIDENCE continues to accumulate as to the effectiveness of the simple "substitution" method of demonstrating to the customer, with his own set, the difference between a new and an old tube. As a rule, the dealer or the serviceman is the one who replaces the worn tube with the fresh product from the store and lets the superior performance of the set tell its own story. In the following instance, Mr. Falconer, a listener, does not wait for the dealer to call or for the set to become entirely inoperative but spots "tubitis" in its early stages and cures the disease before it has gone far enough to mar his enjoyment of programs.

DR. ORESTES H. CALDWELL  
*Editor, Radio Retailing*

YOUR demonstration last Saturday night over the Columbia System was extremely interesting. Doubtless your ultimate object is to help the radio business. Will you therefore permit me to offer a suggestion:

You are continually telling your listeners that they cannot get good reception unless they have good receiving sets and keep them in perfect condition. That is

true, and I want to suggest a simple way in which the layman can keep tab on his own set, without going to the expense of sending for the service man, when the trouble may be imaginary or beyond human control. My own practice is, every evening, to tune in half a dozen or more out-of-town stations. I do this, not for the purpose of listening to them any length of time, but so that I can compare the quality of their signals with my average experience. *I find that when a tube goes bad or becomes old, or something else happens, that I can detect it more readily by tuning to distant stations than by listening to locals.* In the latter case, the change is so gradual that one is not apt to notice it.

Another thing, a listener makes a big mistake if he gets into the habit of tuning in to one local station to the exclusion of all his other opportunities. Such a person will very likely become bored and will say that there is nothing worth listening to any more.

*Baltimore, Maryland.*

C. M. FALCONER.

For another suggestion along this same line, we refer the reader to a letter written by Mr. Ralph K. Batcher which appears on page 39 of the May issue.

## Advertise, Cooperatively, One Sales Feature Each Year



*Arthur Moss, President, Electrad, Inc.*

*Editor's Note: More and more the industry is thinking in terms of collective action. The new president of the Radio Manufacturers Association gave impetus to this feeling at Chicago—and this organization now plans to reorganize in order to more effectively institute such sales promotional policies.*

*In the following letter, Arthur Moss, a director of RMA and president of Electrad, Inc., New York, voices this same sentiment, but in concrete fashion. Although his remarks are directed primarily at his fellow manufacturers every reader of "Radio Retailing" will be interested.*

To the Editors of RADIO RETAILING:

I HAVE just been reading the advertisements of the set makers which appear in the July issue of your valued magazine. It occurs to me that an analysis of the appeals in these advertisements might help the industry. Are we aiming at the right objective? And what may we learn from our trade paper copy that can be applied to our appeals to the public? How can we overcome buyer resistance to obsolescence and make the old purchaser become a new one?

In the past, and in the present issue of *Radio Retailing*, each manufacturer has taken some refinement of his set used it as a selling feature. This policy also has been pursued in the copy directed to the consumer. I believe  
(Please turn to page 38)

# MODERNIZE

*The installation of vacuum-tube control devices in manufacturing and commercial establishments offers many sales-building opportunities for the radio man*

EVERYWHERE throughout industry today, men are thinking about modernizing their plant equipment to speed up the productivity of their machines and to turn out products at lower unit costs. Great leaders in the manufacturing world are talking this theme of modernization; practical production men everywhere are urging factory modernization, and even the leaders in the Senate and Congress of the United States, charged with the enactment of economic relief measures, have given serious consideration to the proposal to grant millions in special loans to manufacturers seeking to modernize their plants. They are doing this in order to put their production on a comparable basis with the factories of European competitors, and so to bring back to America our recently-lost laurels of manufacturing supremacy. Yet, despite the pressure that is being brought to bear, it seems likely that under present business conditions there will be little *major* rehabilitation—little *complete* replacement of principal machinery. Now this *very* situation opens an opportunity for *electronic control* by means of which a small outlay and minor changes can effect prodigious improvements in efficiency and economy.

The thermionic tube, photocell, three-element gaseous

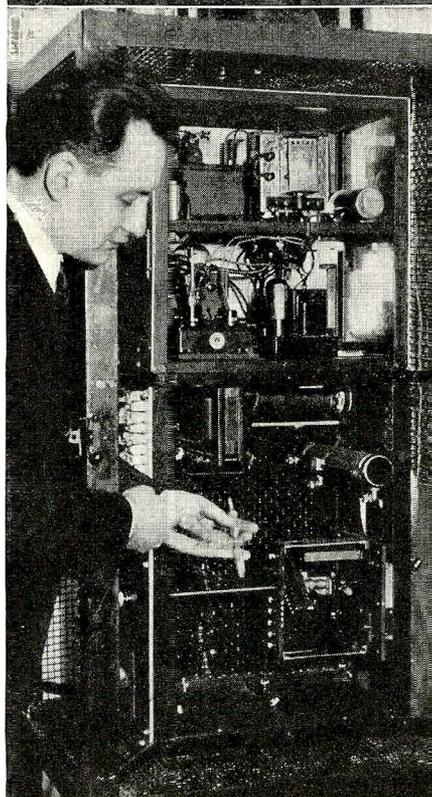
## Do These Two Things

1. Call on every local factory, printing plant, bakery, laundry and restaurant. Ask to see machines or other devices which are inefficient.
2. Use your ingenuity. Consider the application of radio-circuit controls, electric eyes, gas-filled tubes and other electronic principles to the problem at hand.

## We Will Help You

Each proposition will call for a special circuit and electronic equipment. There will be a way, however, to solve your problem if it is one of those applications listed with this article under the head: "Electronic Devices Will—"

Write to the technical editor of RADIO RETAILING. State, in detail, the nature of the job and the information you desire. He will give each letter prompt and personal attention.



Substantial savings are effected, in busy restaurants, when the service doors are opened electronically. The body of the waitress intercepts a light ray

In this instance thermionic tubes are used in connection with thermoelectric couples, to detect the presence of undue heat

# Your Town

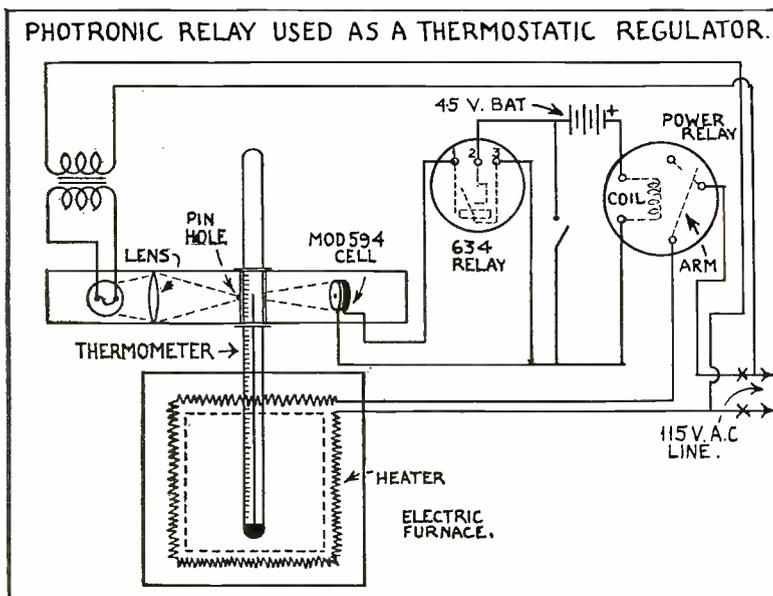
tube—all can work industrial miracles when applied to the control of existing equipment. The radio man and electronic engineer hold the key to industrial improvement and modernization on a scale all out of proportion to the modest expense of the equipment by which their wonders are wrought.

**I**N YOUR town—in every community this opportunity awaits the radio man who goes out after the business. Dozens of industries and hundreds of small factories and commercial shops need to be made more productive—by some application of electronic tubes, photocells or other devices familiar to the technical readers of *Radio Retailing*. The difficulty in getting such special applications installed has heretofore laid in the cost of the special engineering involved, which usually cannot be borne by the maker of the tube equipment alone.

But scattered all over the country today are radio service men and radio engineers familiar with the principles of electronic devices. These engineers can find plenty of opportunity for their own ingenuity if they will drop into local shops and factories in their vicinity and ask to be taken through the shop or plant to suggest opportunities for saving money. Many practical uses will present themselves and the service man or radio engineer can arrange to install the electronic apparatus and get it working.

Point out to your business friends how they may modernize their businesses by using their existing installations, plus a small investment in control apparatus which will make possible new flexibility and economy.

Thus the radio man, with time on his hands, will find agreeable occupation in his own profession—and he will be speeding the day of electronic control in his local shops and factories.



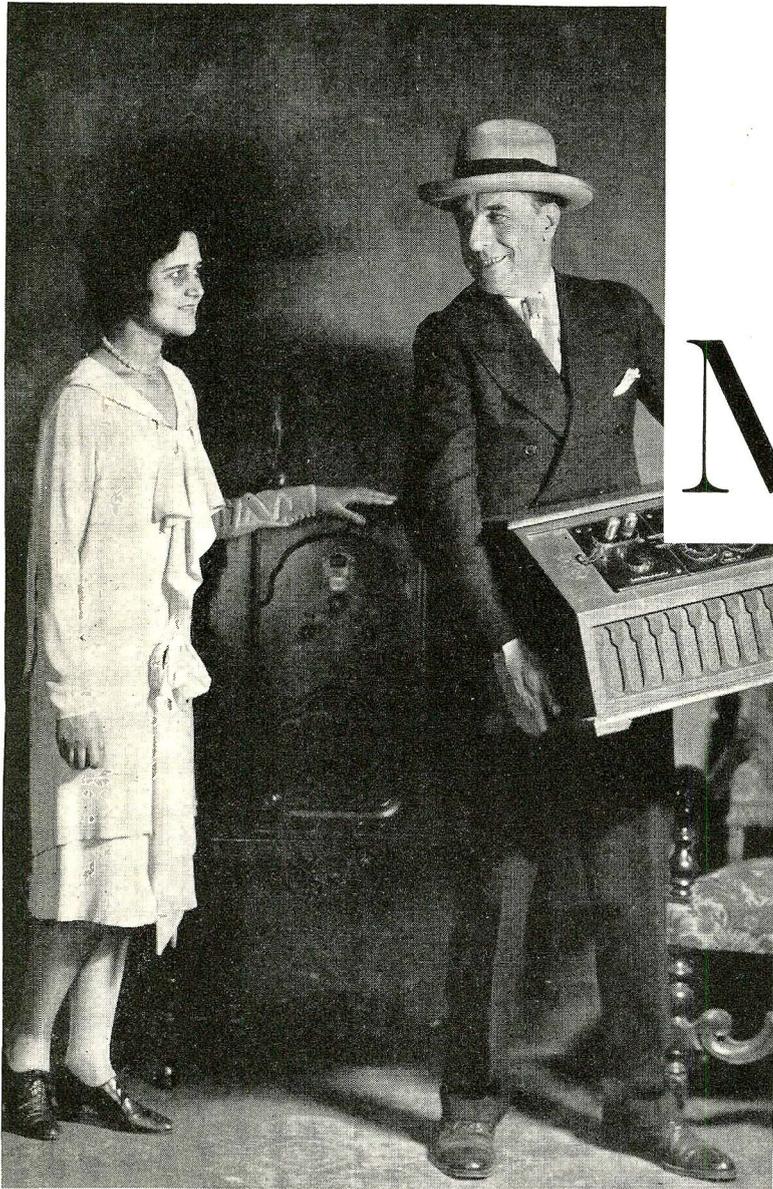
Many factory processes depend upon accurate temperature control. An ordinary thermometer can be hooked up to an electric eye in this manner, so that control apparatus will be operated when the critical temperature is reached.

## Electronic Devices Will—

- Detect faults
- Repair breaks
- Report changes
- Control processes
- Record temperature
- Indicate brightness
- Test quality, measure
- Measure moisture
- Heat, at a distance
- Grade products
- Control machines
- Analyze materials
- Detect impurities
- Adjust lighting
- Start machines
- Reverse rolls
- Operate machine tools
- Count, weigh, caliper
- Open doors—garage, restaurant, refrigerator and warehouse
- Diminish spoiled goods
- Harness temperature changes
- Control from colors
- Inspect goods
- Check labeling
- Tabulate totals

## Makers of "Electric Eye" Units and Relays

- ALLEN BRADLEY COMPANY,  
*Milwaukee, Wisconsin*
- AMERICAN INSTRUMENT CO.,  
*774 Gerard St. N.W., Washington, D. C.*
- AMERICAN PHOTOELECTRIC CO.,  
*215 Third Ave., New York*
- AUTOMATIC ELECT. CO., INC.,  
*1033 West Van Buren St., Chicago*
- BURGESS BATTERY CO.,  
*202 East 44th St., New York*
- CENTRAL SCIENTIFIC CO.,  
*New York, Boston, Chicago*
- GENERAL ELECTRIC COMPANY,  
*Schenectady, N. Y.*
- G. M. LABORATORIES,  
*1735 Belmont Ave., Chicago, Ill.*
- GRAYBAR ELECTRIC CO.,  
*420 Lexington Ave., New York  
(Western Elec. Equipment)*
- SIGNAL ENG. & MFG. CO.,  
*154 W. 14th St., New York*
- STRUTHERS-DUNN COMPANY,  
*148 N. Juniper St., Philadelphia, Pa.*
- WARD LEONARD ELEC. CO.,  
*Mount Vernon, N. Y.*
- WESTINGHOUSE ELEC. & MFG. CO.,  
*East Pittsburgh, Pa.*
- WESTON ELECTRICAL INSTRUMENT CORP.,  
*Newark, N. J.*
- YAXLEY COMPANY,  
*Div. of P. R. Mallory Co.,  
Indianapolis, Ind.*



*Prospects Who Request  
Should First be Properly  
Several*

# The MIDDLE

*By Henry*

Furniture store, Boston, not long ago, intimating that has was in the market for a new radio. Mr. Appleton was a retired business man; wealthy, but a careful buyer. His first visit was a casual one, but next day I phoned him and made an appointment to call at his home.

Upon my arrival the first thing I noticed, standing beside his old set, was a new model, which it seemed some other local concern had put in on demonstration. I was armed with literature covering two quality lines, having decided in advance that a man of his standing should have a set in the upper price range. Fortunately, his old set bore the same trade mark as one of the models I had counted upon to click. He knew the line. My attitude was merely that of an advisor helping him to decide on the set best suited for his needs.

I recommended first a combination phonograph-radio listing at \$300 but the phonograph was ruled out as he had an ancient phonograph which he and his wife felt was still giving good service. We then discussed the merits of the various other models ranging in price from \$149 to \$290, with special emphasis on a modern receiver of the same make as his old one.

With pencil and pad he made careful note of the prices and opposite each noted the allowance offered for his old machine, which ranged from \$25 to \$60. I could see that he was hoping to be sold a low-priced outfit but this I resolutely argued against, concentrating on a machine listing at \$247 with a \$50 allowance offered.

Now came the crucial point: *Would I put the machine in on demonstration?* My answer was as follows: "Mr. Appleton, a so-called demonstration would really tell you nothing. It would put you in no position to judge for yourself whether it is the set for you to buy. All radios today are good, no reputable manufacturer is putting out

**B**ETWEEN the extremists, who declare home demonstrations an unmitigated evil and the aggressives who consider it the only road to success, there is a middle course—safe, sane and profitable. It is not good business to abandon entirely home demonstrations neither is it wise to render this service to everyone who asks it. In other words, demonstrate sets only to "qualified" prospects.

To many old-time canvassers the term "qualifying the prospect" has a familiar meaning. To the get-rich-quick stock salesman this phrase is a succinct statement of a principle of selling absolutely necessary to the accomplishment of results. He asks, for example, a leading question such as this: "If you had a chance to invest a thousand dollars in a safe proposition that would pay you 20 per cent, would you take it?" If the answer is "yes" it establishes the fact that the prospect has the money and precludes the alibi that he is short of funds.

A similar application of this principle can be made in the sale of radio sets. A recent experience will illustrate the point. A customer came into the Hoover

## Too Many Home Demonstrations (THIS IS COSTLY)

*Home Demonstrations*  
*"Qualified"... There Are*  
*Suitable Methods*

# COURSE

Burwen

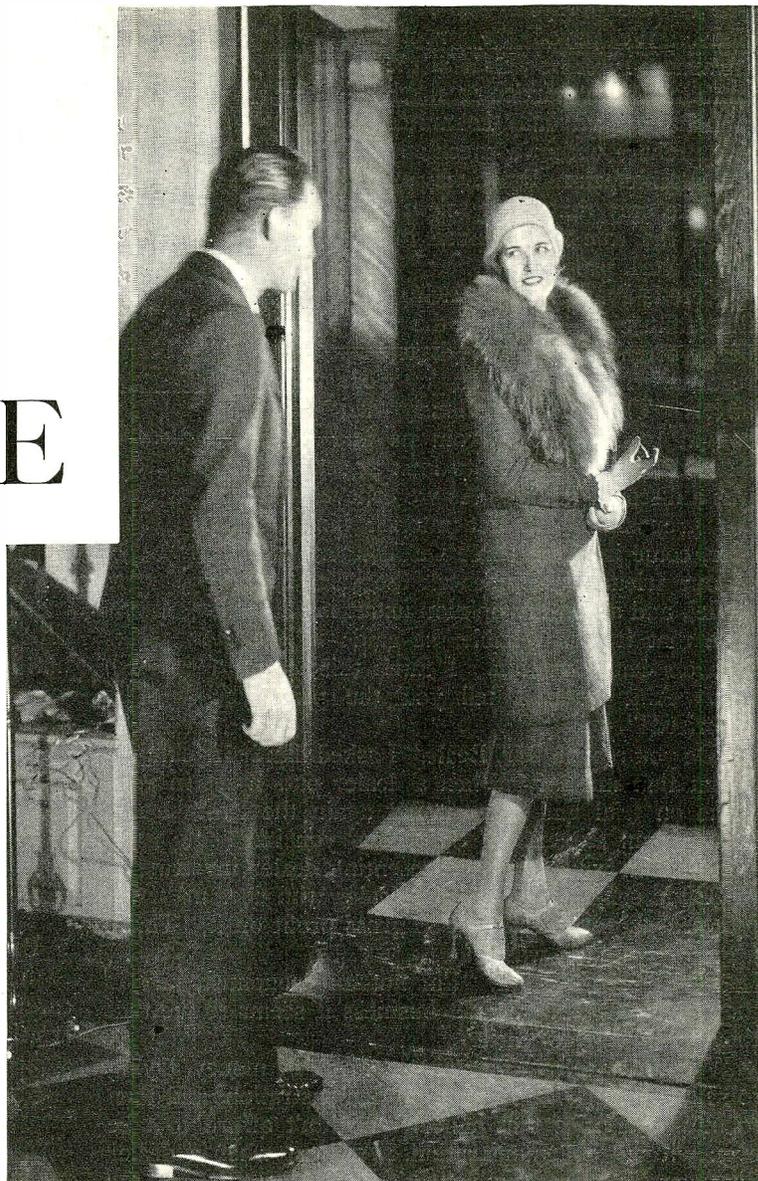
a set which doesn't work, it is simply a question of relative goodness. The only way for you to judge is to come to the store with Mrs. Appleton and look over the various models, and one at a time, in one place, hear a comparative demonstration. In this way you can tell the difference in tone quality. That is the sole technical point on which you can form an opinion. As to other features, there are the questions of selectivity, freedom from interfering stations and so on. In regard to these points you can form no judgment, you must depend upon my recommendation and the reputation of the manufacturer.

He agreed to come into the store with his wife; and as a finale, asked what other sets I could recommend. In all seriousness, I named approximately a dozen makes of sets which he could purchase, giving the allowance against each. With equal seriousness he carefully noted on his pad all the names and figures. There were now so many on the pad that it could only leave him in confusion. Just one suggestion stood out clearly, namely the set upon which I planned to concentrate my effort.

True to our arrangement Appleton and his wife appeared at the store and listened to a comparative demonstration of several sets. The one I had recommended made a favorable impression on both.

NOTHING further developed at this meeting. As I have remarked, Appleton was a cautious buyer. He was still shopping, investigating and looking for a bigger allowance. I decided that it was best at this point to rest on my oars and make no further attempt to sell him unless he took the next step himself. *I could have put a set out on demonstration, but I did not feel that my prospect was properly "qualified" to insure success.*

Three days later he again appeared at the store. And



## No Home Demonstrations (THIS LOSES SALES)

now came the crucial point in the operation. He again asked that I put the machine out on demonstration. This time I said "yes" adding: "The installation of a radio on trial Mr. Appleton, involves a considerable amount of expense. For this reason we want to feel certain that the chances for making the sale are all in our favor. If you think, as I believe you now do, that our set is the one you will eventually buy we shall be glad to install it on trial. All we ask is that you agree to give your decision, favorable or otherwise, within 48 hours." To this he assented, and the machine went in. Two days later Appleton came back with a check.

Here was an instance where the prospect was properly "qualified." Had the machine been put out on demonstration at the first request I don't believe a sale would have resulted. With a man of this type, while he would undoubtedly have bought a set from someone, it likely would have been from another store offering generous allowances, after he had been educated by several dealers seeking his business. The sale could have been made

because the prospect was too cautious. We paved the ground in advance. First he was sold the desirability of a particular machine; then he was virtually committed to its purchase within a specified time at a specific price. Practically speaking, the only thing that might have killed the sale was failure of the set to work properly.

Here is another case which shows that failure to "qualify" the prospect often leads to disastrous results. Again it was a close buyer. This man previously had bought a small item from us and was well pleased. As a result he came in to look at sets. But Mr. Beals was a discount hound. As we believe in making a profit our proposition did not interest him. He did, however, come in about three weeks later, taking advantage of our friendliness to check the price of a screen-grid model, and asked my opinion about it. Upon my assurance that it was reliable, he said: "I have four sets now on demonstration. I think this is the one I will buy. And when I tell you the price you will be surprised!"

"Do you realize, Mr. Beals," I asked him half jokingly, "what that means? When a dealer puts a set in your home on trial and takes it out again the least he can figure is an expense of \$5. Now you have sets from 4 dealers in your home, representing dealer investments of \$20 in selling you, and the dealer who does make the sale probably won't make \$20 gross profit on it. That's a great economic waste."

"Well," he retorted, "I'm not an economist, and if they didn't try hard to get business it seems to me that they would do very little."

What a waste of time, what a waste of money, trying to sell this man! Four sets on demonstration, and then to buy at a price that a dealer couldn't afford to take even without a demonstration. At least when a dealer does gamble on a demonstration, he is entitled to the full price if he makes a sale.

**T**HIS brings to mind another instance of an improperly "qualified" demonstration. We had sent out postcards to our customer list and received a telephone call from a supposedly reliable client asking if we could put in a set on demonstration. We did so at once.

On the following day a salesman went out to close the sale. He discovered that the machine was not working properly and phoned us. A service man found that a tube had gone bad. The tube was replaced. Then followed a series of telephone calls but we could not connect with the buying member of the family. A later call of the salesman indicated that the set was still operating poorly. This time it was oscillating due to poor ground. The set had been installed hurriedly at night and the ground proved to be a piece of wire wrapped loosely around a rusty pipe.

After several further calls I personally contacted and this time found a second set in the home, also on demonstration. The buyer wanted to know how much discount could get off for cash. He had an idea that the set would make a profit of between fifty and sixty per cent if he could only afford to give a third off. Of course he couldn't. Here was a case involving three sets and the expense of the salesman and



myself . . . all for nothing, because we had failed to "qualify" the prospect. We should have reached an understanding right at the outset that if the set worked okeh it would be purchased at a given price.

Not all buyers, of course, are of the sharp-shooting variety. There is a certain class for whom it is perfectly safe to install a set without qualifications. This is the type that doesn't shop around, is not too fussy and will buy whatever is installed providing it operates satisfactorily. But even in such cases

there must be proper introduction. Qualification in this case consists of committing the customer to the fact that he is going to buy a set of some kind and reaching an understanding in advance as to price and terms.

In a recent case, the salesman, through a demonstration, brought in a \$150 order with a \$5 deposit. The customer then failed to make subsequent payments and after three weeks we finally asked the salesman to bring him to the store. It developed that the deal had been put over with the wife, and the husband felt he couldn't afford to buy, wanted to turn back the set. By a combination of reselling, pressure and persuasion, accompanied by a change for more moderate terms, we made this sale stick. While the transaction turned out all right the difficulty could have been avoided by properly qualifying the prospect, selling him a cheaper set more within his means, with lower monthly payments.

**I** BELIEVE in demonstration selling, but only under the proper conditions. If the prospect is "qualified," carefully and tactfully, success will follow the demonstration four times out of five. A radio cannot be installed promiscuously. The total cost is too great.

A vacuum cleaner salesman carrying his own machine may get profitable results by installing it under all possible conditions. A small percentage of bull's-eyes will repay him for the effort because the amount of effort required to make each individual demonstration is small. Not so with radio. The sale should be practically made before the set goes in. The demonstration should only be a confirmation of an anticipated fact, that the machine will perform satisfactorily, and a strengthening of the desire for ownership already formed.

### *Radio and the Farmer: A True Story*

**"T**HE local stock buyer stopped at Robert Oppold's place in Hardin county, Iowa. He offered to buy some heavy hogs which Mr. Oppold had for \$4.50. That was a price based on the market of a day or two before, which indicated further declines. The radio report which Mr. Oppold had received that morning indicated such hogs were steady to stronger.

"He offered the hogs at \$4.75 and the buyer countered with a bid of \$4.60. They finally traded for \$4.70 provided the hogs should not weigh more than 370 pounds.

"Thus radio information brought that morning was worth 20 cents a hundred pounds or 74 cents a head to Mr. Oppold. Radio is in such general use these days that it seems strange stock buyers would continue their old tricks. This one apparently was banking on Mr. Oppold's ignorance of the improved market."

# P.M.'s

# Down

# UP

# Sales



This is the last of the four consecutive advertisements run in the daily paper to announce the automatic reduction sale

**T**O CLEAR out demonstrators and floor samples, the Titché-Goettinger Company recently conducted an automatic reduction sale. By so doing, this Dallas, Texas, department store increased its gross volume of radio sales 5 per cent.

"Our vice-president, W. J. Brown, formerly an advertising executive in New York City, had closely observed the workings of automatic reduction selling in basements of large Eastern department stores and recommended that we put the plan to work," states D. B. Gates, radio executive.

"We divided our used sets into two price groups, \$59.50 and \$49.50, and for four consecutive weeks ran advertisements announcing a 10 per cent reduction each week from the prices of the preceding week. We started out with 51 radios. On the day we ran our last advertisement, announcing the final reduction of the price groups to \$39.05 and \$32.48 respectively, there were only 7 sets left to sell.

"Once bought, a radio had to be kept. There were no sets sent out on approval, none returned for credit. And we accepted no trade-ins. Advertisements were run on Monday evenings as a stimulus to the entire week's radio business.

"Our radio salespeople were encouraged to sell these

*A tapering commission schedule clears out demonstrators and floor-samples in Titché-Goettinger's automatic price reduction sale*

reduced radios as quickly as possible, for their *Premium Money*—sales commission was reduced with each weekly reduction of set prices."

The "P.M." schedule announced by store officials during the sale was as follows:

Model	Start- ing Price	"P.M." Commission Schedules—				
		1st Week	2nd Week	3rd Week	4th Week	5th Week
Apex 26B.....	\$57.50	\$3.00	\$2.40	\$1.92	\$1.54	\$1.24
Fada 43.....	49.50	5.00	4.00	3.20	2.56	2.02
Apex 8A.....	49.50	3.00	2.40	1.92	1.54	1.24
Kellogg 33.....	49.50	2.00	1.60	1.28	1.02	.82
Kolster 48B.....	53.50	2.00	1.60	1.28	1.02	.82
Apex 8B.....	59.50	2.00	1.60	1.28	1.02	.82
Majestic 22.....	59.50	1.00	.90	.80	.70	.60
Atwater Kent 55	59.50	2.00	1.60	1.28	1.02	.82
Atwater Kent 70	59.50	1.00	.90	.80	.70	.60
Philco.....	59.50	1.00	.90	.80	.70	.60
R. C. A. 42.....	59.50	2.00	1.60	1.28	1.02	.82
R. C. A. 48.....	59.50	3.00	2.40	1.92	1.54	1.24

In addition to the above automatic reductions, the following permanent "P.M.'s" continued in force for several months following the termination of the sale:

Model	Retail	P. M.'s
Atwater Kent 76.....	\$89.50	\$2.00
Apex 10 B.....	89.50	3.00
R. C. A. 82.....	99.50	3.00
Atwater Kent 75.....	99.50	3.00
Majestic 61.....	99.50	2.00
Majestic 62.....	99.50	3.00
Clarion 60.....	29.50	1.00
Radiette.....	29.50	1.00

Permanent P.M.'s are frequently used by Titché-Goettinger to clear the slate. They invariably produce results by giving clerks extra dollar-and-cents incentive.

Manager Gates saw to it that all P.M.'s were paid when the machines were actually sold. He now has the satisfaction of knowing that his well-furnished display rooms on the store's fifth floor are bare of both demonstrators and slow-moving floor samples. Gates feels, also, that the publicity obtained during the sale will give impetus to his fall selling plans.

# DIAMONDS . . . in

## Other Comment

### About "Specialists"

**W**ORD-WIZARD Webster defines a specialist as "one who devotes himself to a special branch of business." Specializing has its advantages. Because of the technical nature of radio those who deal in it properly term themselves specialists. But Webster's definition does not fit the average radio merchant, who has confined his interests to too narrow a field—who has become, to his own detriment, a "super-specialist." Such men are perching on a twig of that 'special branch' rather than on the firmer support of the branch itself.

The average dealer sells ready-rolled sets. He handles tubes. Sometimes he even services. But at this point his vision ends. If the need for further diversification is felt he usually overlooks closely allied lines and goes afield, delving into somebody else's specialty before extracting the full possibilities from his own.

The radio business is not nearly so narrow as most dealers make it. To mention just a few items that definitely are part of their business, but which the average radio merchant does not handle: auto-radio, public address, automatic musical instruments, remote control. Properly promoted any of these can be made to return a profit. There are dealers who thrive on them alone.

Specialization is the keynote of modern commercialism. It is possible, however, to operate in an atmosphere so rarified that it scarcely will support life.

Below are radio's "diamonds." Surely, some of these precious gems are reposing in your own backyard—waiting to be discovered.

### CHECK THE THINGS YOU SELL—

- |                     |                          |                       |                          |
|---------------------|--------------------------|-----------------------|--------------------------|
| Home Radios         | <input type="checkbox"/> | Home Recording        | <input type="checkbox"/> |
| Radio Service       | <input type="checkbox"/> | Radio Magazines       | <input type="checkbox"/> |
| Radio Rentals       | <input type="checkbox"/> | Special Furniture     | <input type="checkbox"/> |
| Auto Radios         | <input type="checkbox"/> | Time Clocks           | <input type="checkbox"/> |
| Portable Radios     | <input type="checkbox"/> | Twin-Speed Turntables | <input type="checkbox"/> |
| Shortwave Equipment | <input type="checkbox"/> | Pickups               | <input type="checkbox"/> |
| Automatic Music     | <input type="checkbox"/> | Replacement Parts     | <input type="checkbox"/> |
| Public Address      | <input type="checkbox"/> | Extra Speakers        | <input type="checkbox"/> |
| Centralized Radio   | <input type="checkbox"/> | Tone Controls         | <input type="checkbox"/> |
| Remote Control      | <input type="checkbox"/> | Special Antennas      | <input type="checkbox"/> |
| Noise Filters       | <input type="checkbox"/> | Line Voltage Controls | <input type="checkbox"/> |
| Records             | <input type="checkbox"/> |                       |                          |



THE NEW SETS ARE NOTICEABLY  
BETTER-TONED QUIETER IN  
OPERATION AND SIMPLER TO TUNE

### Fifty and—

**F**IFTY and four tens; fifty, twenty and ten; sixty, ten and five—these and other new discount concessions have recently been established between manufacturer and jobber. That they are super-generous is self-evident. That they apply only to certain of the higher-priced models and are granted so that the dealer may make a more attractive trade-in allowance, may or may not excuse them.

Regardless of the merit in the motive which lies behind such action, the fact cannot be ignored that there is danger to the trade and an element of unfairness to the ultimate purchaser who pays full list, in such a policy. Certainly it is true that *extreme discounts lead to price cutting*, and that this lowering of lists will then mean less actual dollars profit than formerly.

It is quite evident, therefore, that this policy of a greater manufacturer-jobber spread—67 per cent in one instance—must be accompanied by a policy of price *control*, insofar as practical and lawful. The set makers must realize that, with the granting of these ultra discounts, they have incurred a responsibility. They must see to it that this extra allowance is used only for the purposes intended, to move the higher-priced items and to stimulate dealers in selling the replacement market.

### A Word of Warning

**E**LECTRIC refrigeration has saved many a radio dealer's shirt these past twelve months. Credit where credit is due. But let's not lose our perspective. After all, by training and by instinct,

# Our Own Back Yard

by the Editors

we're still radio men—and, in the final analysis, it will be electronic tube developments, applied to home entertainment devices in ways still undreamt of, that will constitute the backbone activity of the average reader of this magazine.

So, while this is the season to push refrigeration, radio must not be neglected. Tradesmen who are not, even this month, pushing radio for all it is worth and laying constructive plans for an early fall resumption of campaigning sets, will awake when it is too late, to the fact that the fellow down the street is getting all the business.

## *What's Coming This Fall*

**N**OTHING that has happened in the marvelous broadcasting performances of the past can compare in brilliance with the part radio played in vitalizing the Republican and Democratic conventions. The chain hook-ups were the largest in history, even permitting Europe to

eavesdrop on the proceedings. Furthermore, it is doubtful if these gatherings could have functioned, so gigantic have they grown, without the aid of lapel-button and parabolic microphones and of the other sound amplification devices so admirably employed and which functioned so perfectly to dramatize these events.

Because of the masterly service rendered their audiences by Columbia and NBC, millions have had their taste whetted for further political broadcast "shows" now at hand. Here, then, is the situation that faces the radio trade this fall:

**Political broadcasts of compelling interest**  
**The cream of the entertainment world on the air**  
**New sets whose performance far outstrips receivers of past seasons**

It is with this combination of happy circumstances that the stage is set. Need we even suggest the part that all live dealers will play on it?

## *High, Dry—and Cool*

*In a cell-like structure, high on the mezzanine floor of the Chicago Stadium, NBC centered its broadcast reporting of the two political conventions. A few feet behind Graham MacNamee, a Frigidaire air conditioning unit kept working conditions so cool and refreshing that few coats went on the hooks. Over 200 stations received convention service from Columbia and National*



## *24 Votes for Lapel "Mike"*

*Former governor W. W. Brandon, Alabama, had the honor of being the first to use the new lapel microphone, Columbia's innovational contribution to the successful broadcasting of the Democratic "Show"*

# RMA Directors Approve

August, 1932

Other News of the Month,

## NEW PLAN SHIFTS CONTROL TO SHOULDERS OF SET MAKERS

*Influential Industry Leaders to Take More Active Interest in Affairs of Radio Manufacturers Association—To Develop Cooperative Ways of Promoting Sales*

RUMORS of a pending change in the character of the directorial control of the Radio Manufacturers Association were confirmed at Cleveland, July 19. By unanimous vote the present RMA board approved a plan which will place the major responsibility and authority for the future conduct of this leading industry body squarely upon the shoulders of the set manufacturers.

This somewhat radical action was received with much enthusiasm. The ultimate prosperity of all other radio interests, it was felt, depends largely upon the condition of the set business. The set maker, by right and by virtue of the strategic position which he occupies, it was argued, is in a position to formulate and to carry through constructive policies at point-of-sale that will react beneficially all down the line. His, therefore, should be the responsibility for conducting the major affairs of the Radio Manufacturers Association—and this group should have the majority vote on RMA's directorate.

### Major Changes

Briefly, RMA will function in three divisions: the Set Division, Tube Division, and the Parts, Sound and Accessory Division. Each division will have a chairman who will serve as a member of the board of directors and on the executive committee.

The new directorate will consist of 18 members (the present number is 24). Twelve of these directors are to be the chief executives of 12 set manufacturing companies; three to be the chief executives of three tube concerns, and three to be the heads of three parts, sound or accessory companies. The membership of each division will elect its respective directors.

Voting at membership meetings and on general questions to come before a meeting shall be by divisions. Each division shall be allotted a number of votes to be cast as a unit.

This new constitution cannot become effective until approved by a majority of the RMA present membership. A ratification meeting has been called, therefore, to be held at Cleveland, Ohio, August 23.

### All Key Concerns Back in Fold

Already the beneficial effects of this plan are evident. Perhaps the most outstanding news at Cleveland was the sincere endorsement of the top executives of all of the leading set manufacturers. This means that RMA will now have the active support of 95 per cent of the substantial concerns in the entire industry including, of course, those nationally known companies not formerly behind this organization.

"It means that we're off to a new start,

dealers and jobbers included," declared one of the prime movers of this reorganization. "It means complete and effective cooperative action, headed by the most powerful set makers in the country."

Specifically, RMA will not expand its services. It intends to promote radio to the public by cooperative publicity of many kinds; it hopes to control, within reason and within the limitations of the law, excess production, dumping, etc. It also will exercise a guiding rein over such matters as "trick" tube releases and will cooperate more fully with the broadcasters. Lastly it will study the needs of the dealer and jobber and endeavor to help its members fulfill them.

### Dues Reduced One-Third

Before adjourning the RMA directors voted to reduce membership dues one-third and to rebate, to trade show exhibitors, ten per cent of the cost for booth rental. The Radio Manufacturers Association closed the year 1931 "in the black," it was reported. The association also has a substantial surplus.

### Siragusa and McCarthy



Factory hums with activity, states R. D. Siragusa, president Clarion. Announces, also, appointment of score of new and well known distributors within the past month.

### NEW YORK SHOW

to be held at

MADISON SQUARE GARDEN

week of

SEPTEMBER 16-24, inc.

under auspices of Madison Sq. Garden Corp.

### Wilcox-Gay to Market Sets

Chester M. Wilcox and Paul S. Gay announce the formation of The Wilcox-Gay Corporation with offices at Charlotte, Michigan. The new corporation has purchased the plant and equipment located in that city formerly operated by the Sterling Manufacturing Company, and will immediately engage in the production of complete radio receivers as well as special brand chassis.

Radio products manufactured by the new concern will be marketed under the trade name Wilcox-Gay, and will include a complete line of home receivers as well as an auto set.

### WATTERS

Dramatic revival in merchandising of recorded music is predicted by John S. Watters, sales manager, phonograph record division of Columbia Phonograph Company



### Interstellar Atmosphere

While flying at high altitude on one of his numerous airplane trips, George Lewis, vice-president of Arcturus, calculated the height it would be necessary for a balloon to rise before encountering the degree of vacuum attained in a radio tube.

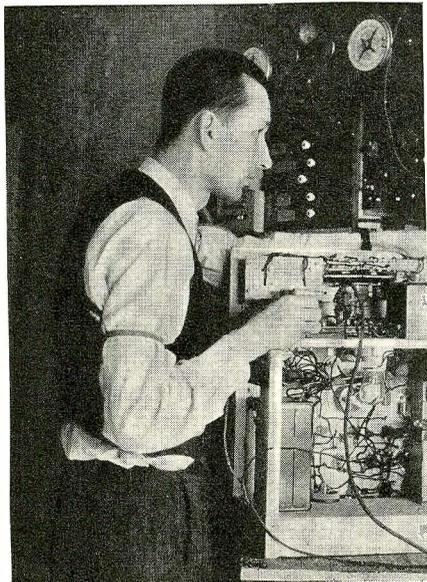
"Up to thirty-one miles, the density of the air decreases in a simple mathematical proportion—the logarithm of the pressure varying inversely with altitude. Above this altitude each molecule of air must be considered as a tiny satellite of this planet, and engineers have been unable to calculate the manner in which the atmosphere becomes more rarified," says George.

"Probably," he concludes, "if an aviator could take a tube up 200 miles, and there empty out the air, he would have a perfectly fine vacuum suitable for radio uses."

# Reorganization Policy

Arranged for Busy Readers

New York, N. Y.



## All Set on All-Wave

Bill Ferringer, Sunset Radio Shop, California, has sold more all-wave sets than any other kind to Tujung's 3,000 people.

## Philadelphia Dealers Affiliate with Electrical Association

The board of directors of the Radio Retailers Association recently recommended that its members affiliate with The Electrical Association of Philadelphia. This recommendation was submitted to the membership at a special meeting and endorsed by a virtually unanimous vote. Since then many applications have been received from members of the Radio Association.

In a letter to the members of the Radio Retailers Association, Harold Emsley, president, said: "The officers of the Radio Retailers Association now constitute the Executive Committee, Radio Section of the Electrical Association. This committee, assisted by the association staff, will continue its efforts in market development and the creation of better co-operation among the retailers in radio and electrical merchandise."

### Fair and Cooler

CHICAGO — "Merchandising News" — Cable Piano Company, as a hot weather buying stimulant, is giving away electric fans. There's a string to its offer, of course. Here's how Cable's letter to its radio customers reads:

"For this month we offer a limited supply of new General Electric fans, free to customers sending in the name of a friend interested in buying a radio. If he or she purchases a set costing \$69.50 or more, you will be repaid for your trouble with one of these (\$6.50) fans. Act now! Fill out the below coupon."

## DETECTOR LISTENS IN and REPORTS That . . .

Bob Himmel, Hudson-Ross, Chicago, has just returned from a trip to California. While in L. A. he ran into Louis Bueh . . . also basking in the light of those Hollywood stars.

Rather than lose his pay as a retired major-general, Chairman Charles Saltzman has resigned from the Federal Radio Commission. He was made head of the commission in 1930.

Saltzman's resignation starts rumors that President Hoover may appoint Col. Thad H. Brown, Ohio politician, as his successor. Brown was recently promoted from general counsel to a membership on the commission.

Fred Even, Dubuque, writes: "The radio game in Iowa is no tougher than other businesses. I even congratulate myself for being in it when I hear some of our other local merchants 'yelp'."

Is this idea all "wet"? "We are making a list of all the breweries in Connecticut and of all the people in any way connected with the legitimate liquor traffic," declares Bob Mailhouse, president of the Plymouth Electric Company, New Haven, Conn. "As soon as this prohibition law is repealed we are going right after these prospects, because if anybody has any money at that time it should be these fellows."

CLEVELAND, OHIO—Ray Bechtol announces that his firm, The Cleveland Ignition Company, has just been nominated to distribute Thor washing machines in northeastern Ohio. Ray also represents Majestic, both radio and refrigeration.

Governor Franklin D. Roosevelt, Democratic presidential nominee, listened to returns of the Democratic national convention in the executive mansion in Albany, using General Electric's new convention model receiver.

Pledging to do a year-around business on refrigerators, 12 key dealers of Midwest-Timmerman Company, met at Davenport, Iowa, July twenty-first. New plans for selling the Majestic line of boxes were presented at that time. During the next six months G. J. Timmerman plans to concentrate on developing the sales possibilities of these hand-picked retailers.

CEDAR RAPIDS, IOWA — The large attendance and genuine results from the Refrigeration Show held here July 11-16 have encouraged dealers to repeat this stunt next year.

"The immediate problem that the St. Louis trade is struggling with," says Harold Wrape, president Benwood-Linze Co., "is what to do about the Show, normally held in September."



In addition to his duties as recently-elected vice-president of the Westinghouse Electric Supply Company—distributes Kolster sets—J. S. Tritle is general manager of the Westinghouse Electric and Manufacturing Company.

No outstanding developments in the affairs or plans of the De Forest Radio Company, Newark, N. J., since the Federal Court appointed a Receiver in Equity on June 21st, have been announced—but "important news will soon be forthcoming," states a high official with this well-known pioneer.

W. Roy McCanne, president and general manager of Stromberg-Carlson, is one of the eleven Rochester, N. Y., business men and bankers recently named on the new board of the Rochester Gas and Electric Corporation. This action was in accord with the turning over of control, to Rochester interests, by the Associated Gas and Electric Corporation.

Three leading independent service men in South Bend, Ind., are now handling auto-radio sets. Prices quoted range from \$37.50 to \$77.50. Radio Clinic offers time payments through regular finance channels, wherein a chattel mortgage on the car and radio constitute the security for the finance company.

SOUTH BEND, IND.—Two local jobbers in this city are operating retail outlets in connection with their wholesale business. Several dealers have discontinued handling the lines represented by these jobbers for this reason. "A jobber with a retail outlet can, in case of financial necessity, dump sets for less than dealer cost and still make a profit," is the reason given.

The average costs of doing business—for the year 1929—for wholesalers specializing in radio, was 15.9 per cent of net sales. This figure is supplied by the Department of Commerce and is based on statistics gathered in the nation-wide census of distribution in 1930.

B. G. Gustafson of Lawrence, Kan., won the \$250 cash prize offered to radio dealers by the Sparks-Withington Company for the best name for its new, 3-speaker console. Hereafter this model, which attracted favorable attention at the Chicago Show where it was introduced, will be known as the Sparton Triolian, the name suggested by Gustafson.

# REVOLUTIONARY PROGRAM TRENDS WILL MEAN INTENSE LISTENER INTEREST THIS FALL

*Coordination of Radio and Screen Stars and Programs Assured—  
Lapel Mike Makes Possible "On Location" Stunts—Philco  
and Sylvania Broadcasting Plans*

ON THE heels of those spectacular demonstrations of the amazing possibilities of broadcasting come plans for fall programs even more revolutionary and attractive. There is, for example, the ambitious project of coordination to be launched by the National Broadcasting Company and RKO Radio Pictures. NBC's facilities are to be extended to Radio Pictures in connection with the picture now referred to as "the Radio Broadcast Special." This tie-up of the two leading entertainment media will have every element conducive to increasing the interest of the public in the films and adding to radio's entertainment value.

The radio side of the program will open with a \$6,000 contest based upon the story of "The Phantom of Crestwood." A fifty-two station hookup will be arranged, making the contest nation-wide. The radio programs will give the story up to the conclusion, which already has been decided upon and sealed pending the contest and the beginning of production on the picture.

The prizes will be awarded not necessarily for the ending most closely resembling the ending to be used in the picture, but one which fits in with the story action, the characters of the story, credibility, originality and ingenuity. Advertising of every description will accompany this huge entertainment project.

Hardly less revolutionary in show business and radio world as well—and therefore of topical interest to the public—is the NBC Musical Broadcast Series. This is the discriminatingly picked series of thirteen short features, each an exclusive film "broadcast" of the foremost radio personalities' best performances. They will be made by the combined facilities of RCA, NBC and RKO Radio Pictures.

In addition, RKO Radio Pictures and NBC will supplement each other's activities by timely broadcasts of features related to picture releases. Noted screen personalities will broadcast at the time their pictures are attracting their public; another case of mutual benefit to both audiences.

## "On Location" Programs

Having proved its worth at the Democratic convention, the lapel microphone has been put through further paces. Columbia used several of them during a radio drama acted in and about the Hotel Taft, New York City, recently. This program, called "Transient," signaled the start of "on location" broadcasts. The milling crowds in the lobby and the guests in the hotel grill were made a part of the sketch and gave a new and thrilling verity to the pick-up. Veteran actors, with microphones on their lapels, moved freely about and played the principal rôles.

## Sylvania and Philco On the Air

Alert to the revival of listener interest, and to the demand for sets and tubes sure to follow, at least two members of the radio manufacturing industry are again on the air.

Hygrade Sylvania crashes through with a series of new idea programs—WCAU, Philadelphia, on Monday nights and WLW, Cincinnati, every Sunday evening, the latter at 10:30 EST.

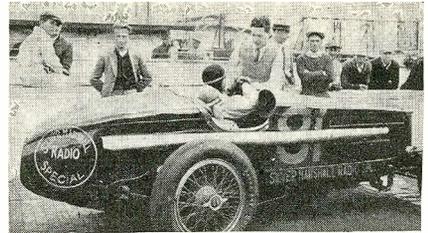
"In these programs," writes Paul Elli-

son, advertising manager for Sylvania, "the audience will hear recreated the noises that weak and worn out tubes make in a listener's set. I think that I received the inspiration for the idea from *Radio Retailing's* recent broadcasts. The whole idea is pointed at dissatisfying the set owner with anything short of perfect reception."

Philco's spectacular broadcasting schedule, designed to include eventually a program every night, started last month. There will be ten programs by Stokowski and the Philadelphia Symphony Orchestra—Columbia chain—and a total of at least 175 individual broadcasts during the fall and winter season.

## Harold Sheer Joins D. W. May

The appointment of Harold Sheer to the post of sales manager of the Manhattan, Bronx and Westchester divisions of the May Radio and Television Corp has just been announced.



## Lost—By a Nose

McMurdo Silver's sponsored Dusenbergs won the recent 500-mile Indianapolis automobile race—almost. As an automobile racer, Mac is a good radio designer.

## Philco Plans "National Service School Day"

Tuesday, Aug. 16, has been designated by the Philco Radio and Television Corp. as "National Service School Day." Ten thousand radio servicemen, it is expected, will meet at their local Philco distributors' on this day to learn more about Philco radio.

The purpose of the school is to give as much practical information about the new line as it is possible to convey in a one day session. Its many new features will be explained in detail. Philco circuit information never made public before will be an important subject of discussion.

## McCormick SM for Grinnell

The Grinnell Washing Machine Corp. announces the appointment of A. F. McCormick as sales manager. Mr. McCormick has had a long and varied experience in the electrical and public utility fields. He will pay particular attention to the sale of Grinnell electric refrigerators.

## Curbside . . . Selling, Installing, Servicing



Cortland Street started it. Now it's spreading all over the East—auto-radio installations at the curbside.

"They're selling like hot cakes," declares the proprietor of this radio store, on Eighth Ave., New York. "I've put in over a hundred motor-car radio jobs so far this year. Believe it or not, I've got a waiting list, customers waiting for their turn at the curb out front."

It takes a good mechanic from three to five hours to do the trick. "Curb" prices are quoted at from \$45 up, installed. Price is the lure. The public wants music while it drives, and word-of-mouth advertising accounts for most of the rapid growth of this surprising development.

Notice the sign, placed on top of the customer's car while the installation is in progress. Pedestrians trip over a car seat, and stop to ask, "How much?"

## JOBS FOR JOBBERS

### STEWART-WARNER appoints:

National Mill Supply Co., Ft. Wayne, to represent it in that territory . . . George Liniger in charge.

Baltimore Gas Light Co., Baltimore, to distribute both its radios and refrigerators. Territory includes Washington, D. C.

Nies' Hardware Co., Holland, Mich., to distribute its refrigerators.

### COLUMBIA PHONOGRAPH adds:

Milhender Electric Supply Co., Boston; Stern & Company, Portland, Me.; G. and M. Distributing Co., Harrisburg, Pa.; Rockefeller Accessories Co., Sunbury, Pa.; Kelly-Howe-Thompson, Duluth, Minn.; F. C. Hayer & Co., Minneapolis, Minn.; Interstate Sales Co., Milwaukee, and the Electric Supply Co., Tampa, Fla., to look after the sales interests of this pioneer concern in these respective territories.

### CLARION names:

Bigelow & Dowse, for Eastern Massachusetts; Gambill Distributing Co., covering the key cities in Tennessee; Georgia Electric Appliance Co., headquartered in Atlanta; Harger-Blish Co., Des Moines; Kansas City Distributing Co., for Missouri; McIntyre-Burrall Co., Green Bay and Milwaukee, Wis.; M & M Co., Northern Ohio; Motor Equipment Co., for Wichita and most of Kansas; Thomas Northway, for Rochester, N. Y.; Paxton & Gallagher, for Omaha; Roberts-Toledo Co., Toledo, Ohio; Southern Radio, Tampa, Fla.; Stratton & Terstegge, Louisville, Ky.; Tiemann Hardware, St. Louis, Mo. and Yale Radio Electric Co., looking after the Los Angeles market.

### AMERICAN BOSCH appoints:

E. S. & E. Co., Inc., of Albany, N. Y., to wholesale its line of Vibro-Power sets in northeastern New York.

### KOLSTER appoints:

Stimpson Sales & Investment Corp., Wichita, Kansas; Gilham Electric Co., Atlanta, Ga.; Morehouse-Wells Co., Decatur, Ill., and the Commerce Battery Co., of Chicago, to spread the merits of its new Rejactostatic system.

### RCA VICTOR announces:

That its centralized radio systems will be distributed by M. Steinert and Sons, for New England. Radio Distributing Corp., Newark, will push its audio distribution systems in Northern New Jersey, while Ollendorf and Hirsch will cover the Baltimore and Washington markets.

## May Distributing Mazdas

Always on its toes and in keeping with its policy of supplying profitable accessory lines to its radio dealers, May Radio & Television Corp., New York City, announces that it has been appointed distributor for Edison Mazda lamps. This company is in a position, therefore, to grant the GE lamp franchise to dealers, and plans to aggressively push incandescent "tubes."

Supplementing *Radio Retailing's* own idea of the value of carrying bulbs as a side line (see page 39, "Profits from Lamps"), Mr. May itemizes these eight "reasons why":

1. No initial investment;
2. constant turnover;
3. ease of selling;
4. value of window displays;
5. satisfactory profit;
6. the greater the margin, the greater the profit;
7. valuable cooperation, free;
8. brings in new prospects to the store.

## NEW SPONSOR FOR EASTERN SHOW

### Madison Sq. Garden Corp. Backs Electrical Exposition

"We feel that any break in the series of radio and electrical expositions held annually at Madison Square Garden, New York, would be a detriment to the industries involved, whereas a genuine effort to stage a successful show will contribute largely to the progress of the radio and electrical appliances businesses this coming season." The preceding statement was made by Joseph Bernhart in formally announcing to the trade the decision of the Madison Sq. Garden Corp. to take up the mantle of responsibility for the conduct of an eastern radio show previously worn by U. J. Hermann. This announcement was made July 14.

The show will be held in the Garden, September 16-24, inclusive. This year it will be for the public and trade alike and

will feature radio, refrigeration and household electrical appliances.

In the past the Garden Corp. has merely rented space for the radio show. This year, it will be noted, the entire financial and managerial resources of this able outfit will be placed squarely behind this undertaking.

Mr. Bernhart has long been associated with the radio and electrical industries and is in direct charge of all arrangements. New and important attractions, not available for past expositions, will be added. He states that every effort will be made to save exhibitors money—space averaging 35 per cent less than for past shows. Hours for the trade will be from 11 a.m. to 1 p.m. Since this year's Show policy was formally announced many important reservations have been booked.



### "Keep Sweet"

How long will milk keep sweet in an electric refrigerator? Mosher & Suor, Norge distributor in Wichita, Kansas, wanted to know, so it locked up a quart of lacteal fluid in the manner here shown, the mayor turning the key.

Once a day, at 8 p.m., the chain is unclanked and the milk inspected by the head of the Wichita Testing Laboratory—the gentleman at the extreme left. Window gazers were invited to submit, on cards provided for that purpose, their estimates of the number of days and hours the milk would remain drinkable. Over 1,500 estimates were turned in. What's yours?

Incidentally both local newspapers came through with illustrated stories.

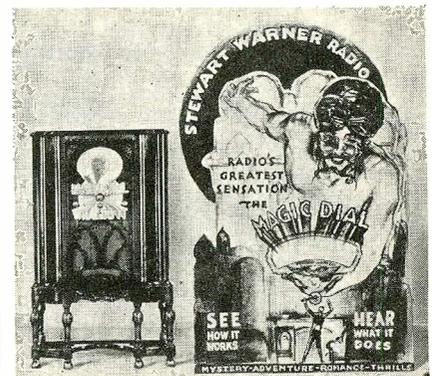
## "Radio Guide" to Promote "Buy a Better Set" Campaign

*Radio Guide*, "the National Weekly of Programs and Personalities," will devote its Sept. 17 and 24 issues to "Buy a Better Radio" campaign. This fan magazine enjoys an extensive circulation in 14 major cities.

Public attention to this campaign will be obtained by broadcast programs and display advertising, including cards for dealers' windows. In these two issues *Guide's* columns will contain complete information on the new stars and programs for the coming season. Tables will show how comparatively inexpensive radio entertainment is. Other articles will tell the listener about the relation of music appreciation and the tone of the new sets.

These two special issues should do much to supplement *Radio Retailing's* own broadcast campaigns, directed also at the set owner, in the interest of a more intelligent use of that wonderful gift to man—radio.

## S-W Advertising Plan



Stewart-Warner's "radio display service" includes a complete program of merchandising units which are furnished to retailers throughout the year at regular intervals, insuring seasonable, timely and fresh material. The illustrated "Magic Dial" display was recently sent to S-W dealers using this service.

## I've Found a New Business

(Continued from page 23)

speakers or 6 volt trumpet units. Heavy-duty type B and C batteries should of course be used.

It is also possible to use a 32 volt d.c. to 110 volt a.c. converter or motor-generator set for d.c. operation, carrying a bank of storage batteries and recharging these every few days. Generators which supply 110 volts of 60 cycle when driven from the car fan-belt are also available. In selecting these care should be taken to obtain a unit which provides adequate wattage.

Some operators in this section of the country are also using small gasoline motors driving generators. In such cases exhaust and vibration noises must be reduced to a minimum in order that satisfactory performance may be assured.

A 110-volt a.c. or 6-volt d.c. turntable can be used for record reproduction, depending upon the nature of each particular job. An extra heavy pickup should be used to prevent road shock or vibration causing the needle to jump out of the grooves. An oil-damped device works ideal for me as the unit remains in adjustment despite rough handling.

The microphone can be either a double-button, hand type or a ring type suspended from the ceiling of the car. A single-button will operate well on voice.

A word about the car or truck equipped for sound advertising: Its motor should be in condition to throttle down to about seven miles an hour when running in high gear for best results. Sedans or panel-bodied trucks are ideal.

## Advertise, Cooperatively

(Continued from page 25)

that one, universal appeal, especially in national advertising, should be stressed. I see, in the present use of many "catch phrases," confusion and weakness. There are more important features which could be used as merchandising leads, cooperatively, such as: Class B Amplification, Automatic Volume or Silent Tuning.

Because educating the public is costly, especially if undertaken by a single concern, we should get together on this project. The refrigeration industry has pooled its interests and has successfully sold the public on the basic idea of food preservation.

We know that our market has accepted the idea that radio is now practically a household necessity. Today's need, therefore, is to sell it the fact that that the 1932 sets are so superior to any earlier models that the old equipment should be scrapped—replaced by the new one. As stated, this may best be accomplished by featuring as a united industry, some single, outstanding development. For example: if instead of the dozen captions which were listed in the July issue of RR, all manufacturers featured, say, silent tuning, would it not be more effective?

To sum up: Let's organize for cooperative merchandising and let's push a particular sales feature each year. This would develop our replacement market, the educational cost, per participating manufacturer, would be considerably reduced, and total volume of business obtainable materially increased.

ARTHUR MOSS

New York, N. Y.

President, *Electrad, Inc.*

## Are These Your Favorites?

EVERY year it has been the custom of sports writers to choose an All-American football team. So, with this precedent, Jack Foster of the *New York World-Telegram*, took a vote among 132 radio editors in all sections of the country to assemble an All-American radio team. This is how the various types of performers stacked up in their own line:

DANCE ORCHESTRA—Guy Lombardo, Paul Whiteman, Ben Bernie.

SYMPHONY ORCHESTRA — Philadelphia Symphony, Philharmonic-Symphony of New York, Walter Damrosch orchestra.

MALE SINGER OF POPULAR SONGS—Morton Downey, Bing Crosby, Rudy Vallee.

FEMALE SINGER OF POPULAR SONGS—Kate Smith, Ruth Etting, Mildred Bailey.

MALE SINGER OF CLASSICAL OR SEMI-CLASSICAL SONGS—James Melton, John Charles Thomas, Frank Munn (Paul Oliver).

FEMALE SINGER OF CLASSICAL OR SEMI-CLASSICAL SONGS—Jessica Dragonette, Virginia Rea (Olive Palmer), Countess Olga Albani.

HARMONY TEAM—Boswell Sisters, the Revelers, Mills Brothers.

DIALOGUE ACT—Amos 'n' Andy (77 out of 132 votes), Rise of the Goldbergs, Stebbins Boys.

MASTER OF CEREMONIES—Ben Bernie, Ray Perkins, Raymond Knight.

SPORTS ANNOUNCER—Ted Husing, Graham McNamee, Bill Munday.

STUDIO ANNOUNCER—Milton J. Cross, David Ross, John S. Young.

COMMENTATOR ON NEWS, ETC.—Lowell Thomas, H. V. Kaltenborn, Floyd Gibbons.

ORGANIST—Jesse Crawford, Ann Leaf, Lew White.

INSTRUMENTAL SOLOIST — Toscha Seidel, David Rubinoff, Del Staigers.

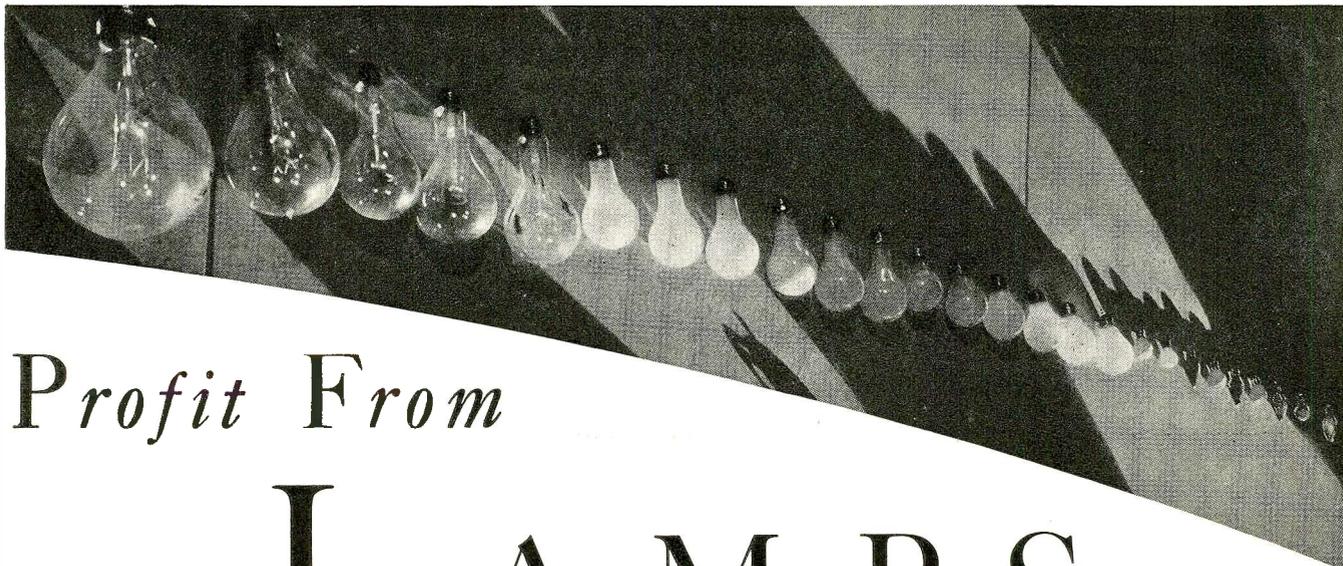
ALL-DRAMATIC ACT — Sherlock Holmes, March of Time, Radio Guild.

MUSICAL PROGRAM—Erno Rapee with Virginia Rea and Frank Munn; Bourdon's orchestra with Jessica Dragonette; Walter Winchell with dance orchestras.

COMEDY ACT—Gloom Chasers (Col. Stoopnagle and Budd), Cuckoos, Sisters of the Skillet.

PROGRAM FOR WOMEN IN HOME—Ida Bailey Allen, Women's Radio Revue, Colonel Goodbody.

STAGE STARS MOST SUCCESSFUL ON RADIO.—Eddie Cantor, Ruth Etting, Julia Sanderson.



# Profit From L A M P S

*Agnew's maintains service car on margin from sales of incandescent bulbs.*

INCANDESCENT lamps were one of the three electrical commodities showing a dollars volume increase in '31 over '30, the other two being electric refrigerators and clocks. Gross sales, last year, totaled \$27,000,000; unit lamp sales, 127,000,000. Radio dealers are entitled to their share of this clean cut business—and they are in an ideal position to obtain it. In the first place the incandescent lamp is a very near relation of the radio tube. In the second place people who buy the latter are all prime prospects for the former.

How such a profitable and logical side line may be made worthwhile is well illustrated in the experience of Agnew's, Hempstead, Long Island. W. H. Agnew is one of Nassau County's leading radio dealers. When it comes to lamps, he not only stocks them, he *promotes* their sale. Result: grossed \$480 last year, and will cross the \$600 mark this year. "The incandescent lamp line brings in sufficient income to cover the maintenance (depreciation, repairs and oil) of my service car," he declares.

Here's how he *goes after* the business:

Once a year mails a postal card to all customers. Message, in effect, reads as follows: "Agnew's sells and *delivers* incandescent lamps. Telephone your requirements. Our radio service man will deliver them promptly—and at the same time inspect your radio set without charge."

*Twenty per cent, in dollars, of all lamp sales are credited to this stunt.*

Carries stock of lamps in service car at all times—12, 40-watt; 12, 25-watt and another dozen in assorted candlepowers. Service man looks for empty sockets and always asks housewife if she needs any bulbs. Receives five per cent sales commission.

*This idea accounts for 25 per cent of all sales.*

Twice a year conducts telephone canvass. This, to-

gether with store traffic demand, *accounts for 35 per cent of total lamp volume.*

Finally, Agnew sells motion picture projectors and projector lamps. These special bulbs, which list at \$3 and \$4, quickly run into money. "It's exclusive business with little competition," says Mr. Agnew. "But a dealer must know his home motion picture onions. We maintain a constantly growing list of every owner of a motion picture camera in the county and a record of the type bulb each projector calls for."

*And this overlooked item accounts for the final 20 per cent.*

Why bother with bulbs? Let Mr. Agnew answer for us: "Because it increases store trade and total gross volume sufficiently to make lamps worthwhile. Because there's in the neighborhood of 30 per cent gross margin in them, with quick, clean turnovers. Because you get free window trims which are remarkably attractive. And because no capital investment is required—lamps, as you know, are merchandised on a consignment basis.

## FIVE CENTS PER MONTH

HERE'S another lamp item which can be *promoted*. The General Electric Vapor Lamp Company recently has perfected a Neon "glow" bulb. It comes in three sizes,  $\frac{1}{2}$  watt, 1 watt and 2 watt, and burns with a soft pinkish glow. The latter number, S14, even if operated continuously, day and night, adds but five cents per month to the lighting bill. The lower wattage sizes sell for 55 cents each and the 2 watt for 75 cents.

Both bulbs are equipped with standard, screw-type base although their glass envelopes are quite small. Thus they can be used in any socket where a distinguishable glow, rather than radiated light is desired.

This little item should prove an excellent "opener" to the subject of restocking on lamps. Every home needs at least one night light—for the hallway, bathroom, bedroom, cellar stairs or to illuminate the house number. Father should worry if he forgets to turn it off in the morning.

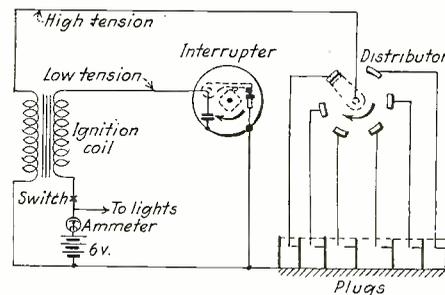
And the commercial uses for such a light are many. Sell it for exit signs, to factories and to retail merchants.

# Elimination of Ignition Interference

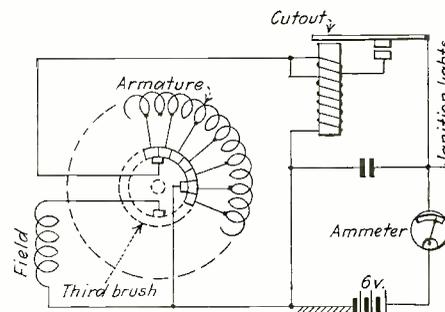
## How to proceed when "standard suppression" methods fail

By F. W. SCHOR

Oak Manufacturing Co., Chicago



Typical ignition system



Typical generator system

THE proper installation of auto-radio is perhaps the most important factor in keeping customers sold. Unlike a home receiver, it is necessary to do more than insert a plug and lay an antenna wire under the rug to bring forth those beautiful strains of music depicted in familiar radio advertisements. Auto-radio is somewhat more demanding.

After the chassis, speaker and battery box are securely bolted in place and the antenna and control unit connected, the set is ready for its first operating test. If the manufacturers' instructions have been followed it will produce enjoyable music—when the car is stopped. But start up the engine and listen to what happens. Music is drowned out by a recurring series of clicks which come in at all positions of the tuning control.

Such interference is produced by the ignition system of the automobile. First there is the primary circuit sparking to contend with and then the high-voltages which are distributed to the various cylinders, eventually discharging across the spark-plugs. The use of "standard suppression" will eliminate or greatly reduce this ignition disturbance. It consists usually of placing a 25,000 ohm resistance in each spark-plug lead and one in the high-tension wire from the coil to the distributor. A 1 mfd. condenser is generally connected across the load side of the generator cutout to eliminate commutator brush interference. Another condenser is connected to the battery terminal of the ignition coil.

### Chassis or Antenna Pickup?

When noise fails to disappear most installation men try by-pass condensers at various points in the low-tension circuit. Next, they try bonding between metal bars and shields, noting carefully the effect of each test. Success generally depends upon the number of tricks learned through actual experience.

The methods used by each individual man are apparently a great mystery to everyone but himself.

There are, however, certain definite steps which may be taken after standard suppression fails. And there are also troubles peculiar to each particular make of automobile with which installation men should be familiar. The first thing to do when trouble is encountered in suppression work is to determine, if possible, how the interference is entering the receiver. It may come in via the antenna or may be picked up by the battery leads. It may even be intercepted by the chassis of the set itself. If disconnecting the antenna eliminates the noise, then the trouble probably lies in too much high-frequency radiation from the ignition system or in the fact that the aerial is too close to the source of interference.

If the noise is reduced only when the antenna is disconnected, then the chassis and its associated leads are to blame. This condition is commonly called chassis pickup and designers have done much of late to eliminate it by thorough shielding of the receiver and accessories.

### Clean Up Ignition

The first step in reducing interference, once it is isolated, is to check the entire ignition system of the car. This includes cleaning the spark plugs and if any are badly burned, replacing them. The breaker points should also be filed clean or replaced. Very often an obstinate case of noise is found to be due to an excessively wide gap between the distributor rotor and its brush contacts. Remove the rotor arm and place it on a flat steel block. Hammer it until it is long enough to leave a gap of about .004 of an inch. Do not build it up with solder, as this will soon burn away. It is important to avoid any actual mechanical contact between the distributor and its brushes as this will not

only effect the timing but may also damage the distributor itself.

In connecting to the 6-volt supply it is always preferable to connect directly to the hot side of the A-battery rather than to the ammeter. This may not be quite so convenient but it allows appreciably less ignition interference to feed from the primary ignition circuit through the battery to the set. A small choke coil consisting of 12 to 20 turns of No. 18 wire on a  $\frac{1}{2}$  or  $\frac{3}{4}$  inch form in series with the hot "A" lead often helps to eliminate noise.

### High Tension Shielding

Where the coil is mounted on the instrument panel, it is often necessary to shield the high-tension lead from it through the engine compartment. Slip a piece of hollow copper braid over the lead and ground the braid with a short pigtail at the dash. Adding the shield over the wire is preferable, in my opinion, to using new wire with the braid already tightly woven on it. At high temperatures the high potentials ionize the rubber insulation, causing a breakdown which interferes with motor operation.

Very often meter lines and pipe lines coming through the engine bulkhead carry interference from the motor compartment to the car interior where it is either picked up directly by the speaker and remote control leads or transmitted through the body of the driver to the antenna. Placing one's hand near the roof of the car usually causes a tremendous increase in interference in such cases and is an excellent test for this condition. The remedy is to bond all such pipe lines and rods to the dash, using a heavy copper braid, soldering all connections. Cases have even been encountered where it was necessary to bond the dashboard to the engine block. Bonding leads should always be as short

as possible. Always use heavy conductors.

Where the primary circuit of the ignition system runs for some length through the passenger compartment a by-pass condenser from either side of the ammeter to the instrument board will reduce interference.

Since most cars use auto-transformer ignition coils, reversing the low-tension leads may produce less high-frequency voltage across the A-supply and further reduce the interference feeding into the receiver.

### Special Car Kinks

The author could go on indefinitely enumerating such little installation tricks but space does not permit. It is possible, however, to list the most common makes of cars and to briefly note their peculiarities, with the remedies.

It is assumed that standard suppression equipment has already been installed.

**AUBURN.** Set mounts in engine compartment. By-pass battery terminal to instrument board. Ground cable shields to lock cable.

**BUICK.** Plug resistors mount under cover plate of engine. By-pass from instrument board to either side of ammeter. (Determine best terminal by trial.) Make a copper screen housing from the spark plug housing over the distributor, enclosing all the high tension leads in between. Bond to the motor block at both ends. Use a switch in the dome light circuit to disconnect it during operation of the receiver. A small choke coil similar to that used on the A-battery can also be used in series.

**CADILLAC.** By-pass either terminal of ammeter to instrument board. Usually a very quiet car.

**CHEVROLET.** Try reversing primary leads to coil. No by-pass at coil necessary. By-pass either terminal of ammeter to instrument board. Use a switch or choke coil in the dome light circuit. Shield entire primary circuit and bond separately to bulkhead. Shield high-tension leads from coil to distributor and bond at both ends. Lengthen distributor rotor. If interference is carried to roof-antenna through the body of the driver or passenger it may be necessary to line the toe-board with copper sheet thoroughly bonded to the bulkhead.

**CHRYSLER.** By-pass either terminal of ammeter to instrument board. Shield high-tension lead from coil to distributor and bond shield to bulkhead. Also shield low-tension lead between coil and breaker. Separate this lead from the high-tension wires. A switch or choke in the dome-light circuit may also be necessary.

**DODGE.** By-pass either side of ammeter to instrument board. Shield low tension lead from coil to distributor and bond to engine block. Also shield high tension line from coil to distributor and bond to bulkhead. A switch or choke coil may also be necessary in the dome light lead.

**ESSEX.** No by-pass required on coil. By-pass to left terminal of junction box. Shield primary circuit from coil to breaker and bond. Use a shielded antenna lead-in.

**FORD.** No by-pass required on coil.

By-pass from left terminal of junction box to bulkhead. Remove coil from bulkhead and bolt on side of engine block. This can be done by enlarging the hole in the coil bracket and requires no additional parts. Run shielded leads from the terminal block on the dash to the coil. A by-pass from either low tension coil terminal to the block should stop any remaining interference.

**HUDSON.** No by-pass required on coil. By-pass light wire terminal to instrument board. Shield low-tension lead between coil and breaker and bond to bulkhead or engine block.

**LINCOLN.** By-pass battery terminal of each coil to coil-mounting plate. By-pass either terminal of ammeter to instrument board for best results. Remove coils and mount under gear-case nuts. Shield leads from switch to coils. Use a suppressor at the high tension terminal of the coil as well as at the distributor.

**NASH.** By-pass either side of ammeter to instrument board. If radiation into antenna is strong shield the bulkhead with copper sheet or screening and bond on both sides to the engine block. Also bond the instrument panel direct to the bulkhead.

**OAKLAND.** By-pass either terminal of ammeter to instrument board. Shield high tension wire from coil to distributor and bond shield to bulkhead. Shield low tension lead from coil to breaker. Use shielded antenna lead down windshield column. A switch or choke coil may also be necessary in the dome-light circuit. If there is still interference, house the complete distributor in a copper-screen shield bonded to the engine block.

**OLDSMOBILE.** By-pass either side of ammeter to instrument board. Shield low and high tension leads from coil to

distributor and bond. It may also be necessary to use a switch or choke in the dome light lead.

**PACKARD.** By-pass from coil bracket to switch wire terminal. By-pass from either side of ammeter to instrument panel. Shield low tension lead between coil and breaker and bond to bulkhead. In extreme cases, it is necessary to move the coil. Proceed as follows: Remove the switch from the coil, connect the wires inside and cover with a metal disc soldered to the edge, using insulation between the wires and the metal disc. Mount the coil horizontally to the bottom of the radiator brace. Re-mount switch. Use a shielded lead from the switch to the coil and bond to the bulkhead.

**PIERCE-ARROW.** By-pass either side of ammeter to instrument board. Shield low tension lead from coil to breaker after removing from manifold. Bond to bulkhead or engine.

**PLYMOUTH.** By-pass either side of ammeter to instrument board. Shield and bond both low and high tension wires from coil to distributor. It may be necessary to use a switch or choke in the dome light lead to reduce antenna interference.

**PONTIAC.** By-pass either side of ammeter to instrument board. Shield high tension lead from coil to distributor. Remove low tension lead from secondary manifold, shield and bond to engine block or bulkhead.

**STUDEBAKER.** By-pass switch-wire of coil to coil-bracket. By-pass either side of ammeter to instrument board. Shield secondary lead from coil to distributor and bond to bulkhead.

The author wishes to thank Eugene V. Larrabee of the American Auto-Radio Company of Chicago for his valued assistance.

## A Low Voltage Transmission Line Antenna System

By J. P. Kennedy

WHERE electrical interference is picked up chiefly by the lead-in, the antenna itself being reasonably clear of noise sources, it is possible to secure greatly improved reception by using a shielded, low-voltage, high frequency transmission line. Such a line virtually limits pickup to the flat top portion of the system, the down lead serving only as a medium for conducting the signal from antenna to receiver input.

In curing severe cases of local interference I have used such a system, employing matched r.f. auto-transformers, with excellent results (Fig. 1). The transmission line circuit is broadly tuned to the broadcast band and while a trifle "down" at its extreme ends actually boosts signal strength between 650 and 1,200 kc., near resonance. The system will accommodate up to 50 ft. of

number 16 (stranded, rubber-insulated, shielded) lead-in wire; up to 80 ft. of number 14 or 120 ft. of two-conductor BX armoured cable in which the two conductors are used in parallel. When using BX a bare copper wire should be

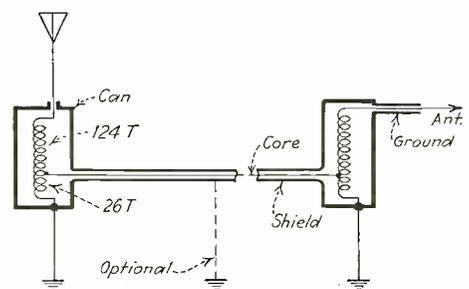


Fig. 1—Complete antenna circuit

# Adapting Old Testers to New Tubes

By Floyd Fausett

Chief Engineer, Supreme Instruments Corp.

carried the full length of the cable and soldered to the spiral iron shield at 3 ft. intervals to provide a low resistance path for r.f. currents.

The specifications of the line-matching r.f. transformers (Fig. 2) are as follows: A wood form  $\frac{1}{2}$  in. square by  $\frac{1}{4}$  in. thick is used as the core. Two squares of thin fibre are cut into  $1\frac{1}{2}$  in. squares and a hole drilled through the center to take a  $6/32$  brass bolt. A similar hole is drilled in the core to permit bolting the two fibre guides to it. A soldering lug held under the head of the bolt makes a convenient terminal for the inner coil connection. Anchoring in a hole drilled through one of the fibre guides wind on 26 turns of number 30 d.c.c. magnet wire. Bring out a tap through another hole in the fibre guide, then continue winding in the same direction for 124 more turns. (Rough, "scramble" winding is satisfactory). Make the outside end of the coil fast in another hole drilled in the fibre and then dip the entire unit in pitch or tar to make it water and moisture proof.

Two of these coils are required. Not more than one foot of shielded wire should couple the one nearest the set to the input binding posts. A common baking powder can makes an excellent shield. While a shield is not absolutely necessary at the far end of the lead-in, at the antenna, it is well to use one there as protection against weather and also to provide a convenient anchorage point for the shielded wire.

The conductor shield should be grounded at both ends, at the set and also on the roof, and if over 50 ft. in length should also be grounded in the middle. The antenna proper need not be more than 30 ft. overall in most locations and if space is at a premium a square of wire mesh, 2 ft. by 4 ft. will sometimes provide sufficient pickup. Success in clearing reception of noise depends largely upon the ability to locate the antenna wire itself away from all sources of interference for naturally, what the antenna picks up the transmis-

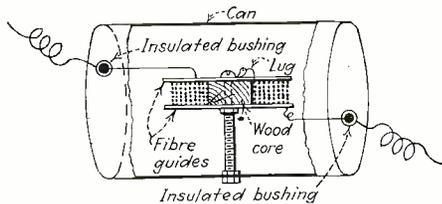


Fig. 2—Auto-transformer detail

sion line passes along to the set. Within the limits noted the length of the lead-in does not appreciably affect signal strength.

Care should be taken that the cable shield is securely bonded to the auto-transformer cans. High-resistance here will seriously hamper the system.

The system works most satisfactorily in conjunction with sets so completely shielded that no signal is heard when the volume control is turned up full and with no antenna connected to the input. The r.f. transformers have an impedance which most sets "look into" properly. Only a few makes and models are equipped with input circuits which do not match the auto-transformer closely enough for good results.

What adaptors can we use with our testing equipment for meeting the requirements of various new tubes? This is the question being asked by thousands of radiomen who own otherwise good (1) socket analyzers and (2) tube checkers designed for testing tubes independent of radios.

Analyzers are generally more easily adaptable to new tubes than tube

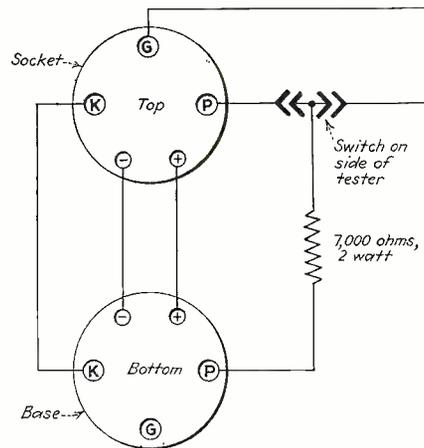


Fig. A—C2-S Adaptor

checkers although the switching arrangement may be such that it is impractical to obtain all of the readings on new tubes which are obtainable on older tube types and circuits originally provided for by the designer. The recent introduction of the 6-pin type '57 and '58 tubes necessitates the use of 4-hole or 5-hole, 6-pin adaptors to fit the conventional analyzing plugs. The 6th, or suppressor, pin must be electrically connected to the 6-hole contact of a 6-hole, 5-pin adaptor which is used in the 5-hole socket of the tester. This connection must be completed by means of a lead separate from the usual cable, unless the cable already includes 7 leads between the tester panel and the tester plug as in the Supreme Model 90 Analyzer, AAA-1 Diagonometer, and certain models of others brands.

Tube testing equipment will generally require more adaptors than socket analyzers. For example, socket analyzers will not require adaptors for the accommodation of a full-wave detector tube, such as the Majestic G-2S, but practically all independent tube checkers designed before the introduction of this tube, will require an adaptor (Fig. A) which incorporates a resistor arrangement for lowering the plate potentials. This adaptor will probably include a switching arrangement for testing both plates of this tube.

The types '57 and '58 can be tested in practically all standard tube checkers by the use of a 6-hole, 5-pin adaptor connected between a tube of this type and the 5-hole socket ordinarily used for testing the type '24 screen grid tube. The suppressor contact is internally connected to the cathode pin of the adaptor.

It is expected that testing equipment which will be offered in the near future

will be provided with 6-hole or composite socket arrangements for accommodating the new tubes without adaptors, although the test plugs of radio tube socket testers will probably require two adaptors instead of the one required in the past.

While the introduction of new tube types is a necessary element in radio progress, such developments depreciate the value of the testing equipment. It is, therefore, advisable for the progressive radioman to anticipate depreciation of his equipment through obsolescence by at least 10% per month, and to conduct the financial affairs of his business so that this depreciation can be covered by the charges assessed for his services. This procedure is followed by all permanently established businesses in every industry.

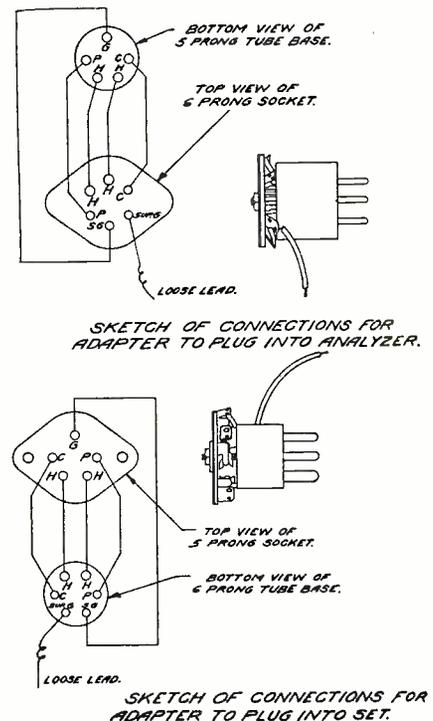
## Adaptors for the 57 and 58

By R. MacGregor

Transformer Corp. of America

Tube types 57 and 58 use the new six-pin base and in testing receivers so equipped with an analyzer it is necessary to use adaptors. Such adaptors can be constructed of a five-pin tube base, a six-prong tube socket and a six-prong socket, provided that the analyzer plug is of the five-prong variety.

The sockets and bases should be connected together as shown in the accompanying illustration. Two adaptors must be made since one is necessary at the analyzer to take the six-pin tube and the other is required at the set to take



the five-pin analyzer plug. Leave the connecting wire from the suppressor grid of the six-pin base and the six-prong socket disconnected, and so arranged that the end of this lead can be readily attached externally to cathode, heater, control-grid, plate, etc., as the circuit demands. In most cases the suppressor grid lead of the adaptor is connected to the cathode terminal at the set end, and the suppressor lead connected to the cathode terminal of the adaptor at the analyzer end.

In connecting the adaptor plugs it should be noted that the terminals in the socket and the base are marked heater, cathode, plate, etc., while looking at the bottom of the tube base, and at the top of the socket; turning the socket or base around naturally reverses the position of the terminals.

## Testing "Wunderlich" Tubes

By George Lewis  
Arcturus Radio Tube Co.

The Wunderlich Tube can be tested like a type '27 tube, by connecting the two grids together. It operates then as an ordinary amplifier tube. The two adapters shown in Fig. B give the proper connections for the 5-prong and the 6-prong types respectively and fit in an ordinary '27 socket.

The voltages should be preferably 250 v. on the plate and  $-16\frac{1}{2}$  v. on the grids. The filament voltage should have its rated value of 2.5 v. for the ordinary type, or 6.3 v. for the automotive type. Note that the grid bias has a lower value than the rated bias of the type '27.

For convenience, the ratings of these two types of tubes are compared in the table below.

TYPE	PLATE VOLTAGE	GRID BIAS	PLATE CURRENT
127	250	-21	5.2
Wunderlich	250	$-16\frac{1}{2}$	6.5

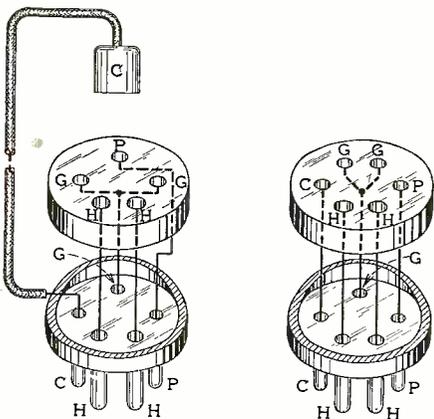
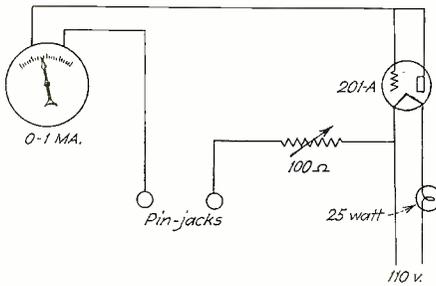


Fig. B—"Wunderlich" Adaptor

## A.C. Powered Ohmmeter

By Joseph E. Soos

I use an ohmmeter and continuity tester which obtains actuating current directly from the 110 volt a.c. or d.c. lines. A 0-1



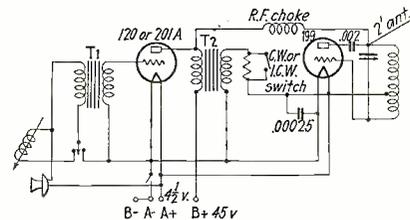
milliamperes moving-coil meter is used as the indicating instrument, being calibrated in the usual manner.

The device uses a 201-A tube connected as a half-wave rectifier, filament current being cut down to the proper value by including a 25-watt lamp of the tubular type used in showcases in this circuit. A 100-ohm variable resistor is used to adjust the meter to full-scale when no external resistance is included in the circuit.

## Voice-Modulated Oscillator

By Howard Parry

An oscillator may be made even more useful by adding a microphone, microphone amplifier and pickup. The modulator may be merely an audio stage feeding into the grid circuit of the oscillator, using an ordinary a.f. transformer. The modulation transformer, into which microphone and



pickup operate may be an ordinary input transformer. A 201-A or 120 should be used as a modulator and care should be taken that supply voltages are not so high as to cause the device to radiate beyond the confines of the shop. If the device is kept on the test bench it will usually deliver a good signal to sets under test several feet away without any direct connection.

## AK Powerpack Repairs

By Frank L. Bowers

To replace filter condensers in AK 40 to 53 chassis remove the pack entirely from the set. Turn it upside down on solid floor, sidewalk or heavy-topped bench. The end away from the '80 socket is the condenser section compartment. Chisel a line across bottom four inches in from end of bottom. Cut away this end of bottom. Remove the pitch carefully, unsolder the common lead and check the sections for shorts.

Drive a thin strip of brass or copper 1 in. long by  $\frac{1}{2}$  in. or  $\frac{1}{4}$  in. wide down through the defective section, then solder a well-insulated lead to this strip. Run this lead up through the cable opening,

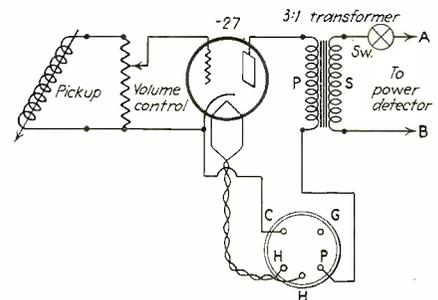
fasten it to a 2 mfd. dry electrolytic replacement unit, being careful of the condenser polarity. The lead is positive. Ground the condenser to ground lug under terminal plate hold-down bolts.

The 2 mfd. dry-electrolytic condenser will fit nicely topside the power transformer end of can.

## Phonograph Pickup Pre-Amplifier

By Jack Olmey

When receivers using power detection but not equipped for phonograph pick-up are to be connected for pick-up use by a serviceman it is usually necessary to construct a pre-amplifier. Without such an amplifier insufficient audio gain is obtained.



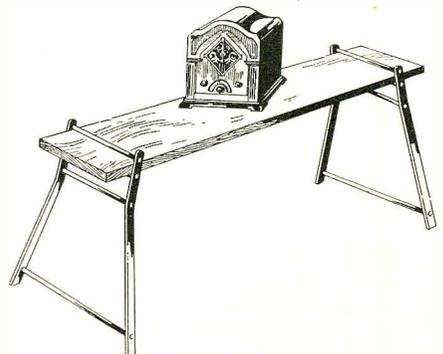
I use a pre-amplifier which is powered by inserting an adaptor "wafer" under one of the r.f. tubes. The entire device is mounted on a small panel and fastened within the set cabinet. The wires "A" and "B" are connected to the grid and cathode prongs of the power detector tube. All leads should be kept as short as possible.

## Collapsible Bench

By Charles H. Willey

The radio service shop that sometimes has a lot of sets in for repair at one time has need of some kind of a collapsible bench which will accommodate these and yet be easily stored when not in use. The sketch shows how such a bench can be made.

Build two frames such as those drawn, out of any material strong enough to stand the strain, and use a dressed plank as the bench-top. The weight of the plank itself holds it in place and also holds the bench together.



# NEW MERCHANDISE



## American Bosch Radios

The new American Bosch models range from the 5-tube Personal models to the 12-tube consoles. In every one automatic noise reduction is a feature.

Model 205-A Personal Radio (5 tubes) comes in a mahogany-finished cabinet. \$34.95. Model 236A is a 6-tube super Personal radio in a solid mahogany cabinet. \$45.95.

Two novel wooden chests sound a new note in cabinet design. When the cover is lifted, the set is automatically turned on. Model 200A "chest" is solid walnut. The chassis takes five tubes in a t.r.f. circuit, with switch for police calls and short-wave American amateur signals. \$53.95. Model 200B in a more modern design chest is the same price.

The "Vibro-Power" consoles have vibro-blended dual speakers. Empire console, Model 242E, is an 8 tube super. \$74.95.

Mansion console, Model 250M, is designed along Chippendale lines. 10 tubes. \$95.95.

Model 260, a 10-tube superheterodyne multi-wave chassis, comes in two different console styles. When any one of the four wave-bands of this set are brought into view through its tuning window, all 10 tubes are concentrated upon that particular wave band. As Model 260R World Rover, the price is \$105.95; as Model 260C, "World Cruiser," it is \$132.95.

Model 312 is a 12-tube job in a cabinet similar to the World Crusier. \$147.95.

Model 226F is an 8-tube air-coil superheterodyne. It has automatic volume control, automatic noise reducer, etc. \$99.95. Metropolitan d.c. console, Model 224D, has 8 tubes. \$84.95.

Motor car radio, Model 100, is a diode-triode superheterodyne, using the American Bosch "Magmotor" B-eliminators. The price is \$85.90 with Magmotor.

All prices include tax. United Amer. Bosch Corp., Springfield, Mass.—*Radio Retailing*, August, 1932.

## AKAformer

Radio dealers and service men will be interested in a new device called the "AKAformer" to be put on the market shortly by Amy, Aceves & King, Inc., consulting engineers of 117 W. 42nd St., N. Y. C. The AKAformer was designed to remedy that great complaint—noise. It can be easily attached to any aerial. Used in conjunction with a shielded lead-in wire, it is said to provide maximum radio pick-up with minimum loss, and at the same time, with a shielded downlead wire, to eliminate the pick-up of extraneous noise. Briefly, the unit consists of a matching impedance transformer which compensates for the loss in the shielded wire. This method of reducing interference tends to raise the signal energy from the antenna above the noise level.

The AKAformer may be used in connec-

tion with multi-coupler antenna systems. The list price is \$2.75. Approved shielded cable may be obtained from 1¢. per ft., minimum length, 50 ft.—*Radio Retailing*, August, 1932.

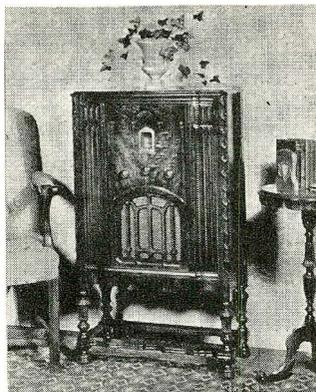
## RCA-Victor R-76 and R-77

Two 10-tube superheterodyne receivers with "B" amplification, tone equalizers, automatic volume control, micro tone control, and 8-in. speaker, have been brought out by the RCA-Victor Co., Camden, N. J.

Model R-76 is encased in an Early English, walnut veneered console 40-in. high. \$93.50.

Model R-77 comes in a six-legged Early English console with doors. \$104.50.

The tubes in both sets are—4-56s, 3-58s, 2-46s, and an 82.—*Radio Retailing*, August, 1932.



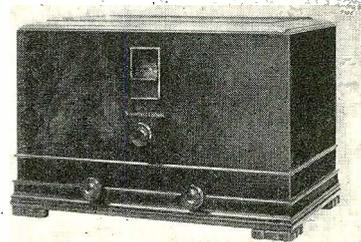
## Electromatic Record Changers

A 2-speed automatic record changer which starts, stops and plays over records automatically, rejecting imperfect records, may be obtained from the Electromatic Record Changer Corp., 203 N. Wabash Ave., Chicago. It plays both 78 and 33½ r.p.m. types, automatically handling ten 10-in. records and mechanically handling 12 in. records.

An automatic single record player which starts automatically when the needle approaches the first groove and stops when it reaches the end, without manual setting is available. Plays both 78 and 33½ r.p.m. types.

Electromatic offers the dealer a choice of three period cabinets in which these changers may be installed together with any standard radio, giving the dealer an exclusive line of combinations. They accommodate either one or two speakers.

Either record changer may be had installed or ready to install.—*Radio Retailing*, August, 1932.



## S-C Converter and Paging System

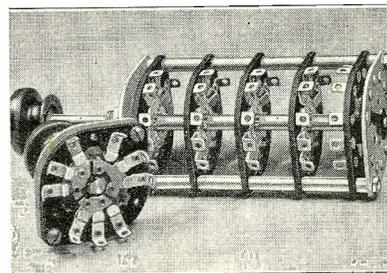
After many months of experimenting with short-wave reception, the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., has developed the No. 10 shortwave converter, a self-contained and self-powered unit, housed in a walnut-finished cabinet. A three-position range switch tunes the following ranges: 200 to 83.3 meters, 84.6 to 34, and 36 to 13.9 meters. Only one dial marking shows at a time. The tubes used are 3-37's and an 80.

Stromberg-Carlson's new paging system is designed for use in connection with private branch exchange switchboards, and consists of a close speaking microphone, amplifying equipment and speakers. The paging of calls which normally require many telephone connections are handled with one call. Its uses are many and varied.—*Radio Retailing*, August, 1932.

## High Frequency Set

An 8-tube superheterodyne built especially for frequencies between 40 and 80 megacycles, has been brought out by The National Company, Malden, Mass.

Four pairs of coils are required to cover the 40 to 80 megacycles range. The complete set of parts, with four sets of coils, less tubes and power supply, is \$89.50. The completely-wired power pack is \$39.50, less tube.—*Radio Retailing*, August, 1932.



## All-Wave Switch

A new all-wave switch is being made by the Oak Mfg. Co., 303 W. Washington St., Chicago. This switch is especially designed for the all-wave receivers being featured this season, and because of the surface-cutting contact used, noiseless switching is obtained even at the highest frequencies, it is claimed.

This switch is 1½ by 2½ in., and can be mounted below a 2-in. high chassis using a ¾ in. mounting hole.

The silver-plated contact-clips, as can be seen from the illustration, bite into the surface of the contact rotor, removing all foreign particles from the path of the current and maintaining a contact resistance below 1/1000 ohm when the switch is in motion, as well as at rest.—*Radio Retailing*, August, 1932.



## Combination Power Amplifier Unit

The new Model 17 combination power amplifier unit of the Operadio Mfg. Co., St. Charles, Ill., embodies a new design that allows extreme flexibility in application. Nearly every sound application requiring up to 15 watts undistorted power output may be filled by this unit. An additional output stage may be secured at small extra cost to provide 30 watts output.

The control panel of the amplifier has provision for microphone, radio, and phonograph inputs. Operating switches and volume controls amplifier tone control and input connections, etc., are segregated on a separate unit that may be removed from the amplifier housing when remote control operation is desired.—*Radio Retailing*, August, 1932.

## Shure Microphones

Model 11N two-button hand microphone, especially useful for industrial and home talking picture machines, home recording, portable public address outfits, etc., is being made by the Shure Bros. Co., 337 W. Madison St., Chicago. \$15.

A two-button microphone, Model 33-N, for indoor and outdoor systems, etc., is \$50.—*Radio Retailing*, August, 1932.

## Carter "Genemotor"

Taking its name from the fact that it is a combined generator and motor, the "Genemotor" B-battery eliminator which the Carter Genemotor Corp., 2251 Lawrence Ave., Chicago, is marketing, uses less than 2 ohms; is noiseless; has ample power for cold starting, and never heats; is rubber-mounted and delivers constant voltages under all conditions, it is claimed. The Genemotor is adaptable for radios in automobiles, airplanes, motorboats, sound trucks, etc., as well as those operated on 32-volt farm lighting plants and all other battery-operated sets. The retail prices are \$29.50 and \$30, with special prices on the police and sound truck models.—*Radio Retailing*, August, 1932.

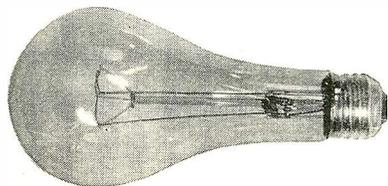
## Arcturus Health Lamp

A new type of health lamp, known as the "Sirian" ultra-violet lamp, is being marketed by the Arcturus Radio Tube Co., Newark, N. J. This lamp provides both ultra-violet rays and illumination.

In laboratory tests, Sirian ultra-violet lamps have proved that they are the closest approach to the sun, the release states. The special glass which is used prevents harmful rays, precluding the necessity of goggles or other precautions.

It will operate on any current, does not require transformers or other additional apparatus; and fits any light socket.

The lamps are made in 60, 100, 150 and 300 watt sizes, and are conservatively priced.—*Radio Retailing*, August, 1932.

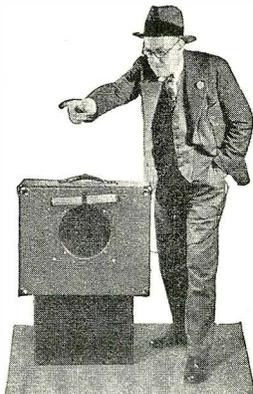


*Radio Retailing*, August, 1932

## Micromike

The new powerizer "Micromike" for P.A. systems and home recording, a product of Radio Receptor Co., Inc., 106 7th Ave., New York City, permits the speaker complete freedom of movement and expression. The Micromike is a sensitive microphone of small size and weight, which can be fastened to the lapel. Between the Micromike and the amplifier a compact volume control, the "Mikontrol," is connected. This may be held in the pocket and controlled with the hand.

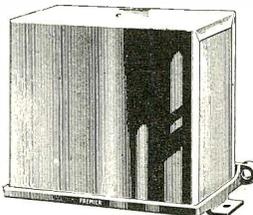
Radio Receptor also makes portable sound systems of various sizes. Two of the features of these portables are the volume controls on the stand and separate removable head. A complete accessory line is also available.—*Radio Retailing*, August, 1932.



## Auto Radio Set and B-Eliminator

Retailing at \$8.50, the new B power unit for auto radios offered by the Premier Electric Co., 1800 Grace St., Chicago, has an output of 35 mills at 130 volts or 30 mills at 180 volts. It is small and compact (3x5½x5½ in.) and weighs 5 lb. A universal mounting bracket permits quick, easy installation.

My Own Radio, Inc., Chicago, a subsidi-



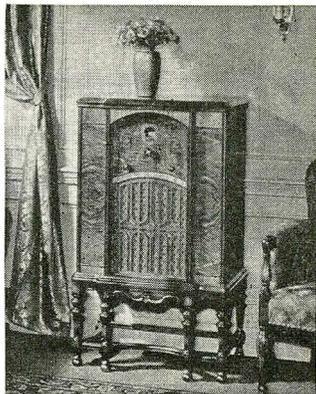
diary of Premier, is making an auto-radio receiver priced at \$16.95 complete to dealers. The set has five tubes, dynamic speaker, steering column control with illuminated dial key switch, spark suppressors and antenna equipment. It covers from 195 to 550 meters and is adjustable to 175 meter police calls. Good tone quality, volume and a range of from 100 to 1,000 miles are claimed for this set which measures 5x7x7 in.—*Radio Retailing*, August, 1932.

## S-W Camera

Addition of a new de luxe lens model camera to the line of the Stewart-Warner Corp., 1826 Diversey Blvd., Chicago, was recently announced.

It is equipped with a specially designed lens mount with which either the new S-W F1.5 fast lens or Telephoto lens can be used. The mount is also detachable so that the general purpose F3.5 lens can also be used. \$92.50.

A "Magni View" finder, which enlarges the image of the subject six times, provides a valuable convenience for long-range "shots."—*Radio Retailing*, August, 1932.



## Howard Receivers

Howard "duplex control" features automatic silent tuning and full automatic volume control and is incorporated in each of the 10, 11 and 13-tube models recently brought out by the Howard Radio Co., South Haven, Mich.

Model K, a 10-tube set, is \$89.50 tax paid.

Model L, 11-tubes, is \$109.50, tax paid. This model employs the Class "B" power amplifying system, in which two 46 power and one 82 mercury-vapor tubes are incorporated.

Model M has an additional 58 and an additional 56 tube, making it a 13-tube job. Comes in a highboy console with doors, and lists at \$139.50, tax paid.—*Radio Retailing*, August, 1932.

## Hammarlund "Comet Pro"

The "Comet Pro" receiver of Hammarlund Mfg. Co., Inc., 424 W. 33rd St., N. Y. C., is a high-frequency, superheterodyne designed to meet the exacting demands of professional operators and advanced amateurs interested in the reception of code and voice radio signals in a frequency range from 1.5 to 20 megacycles.

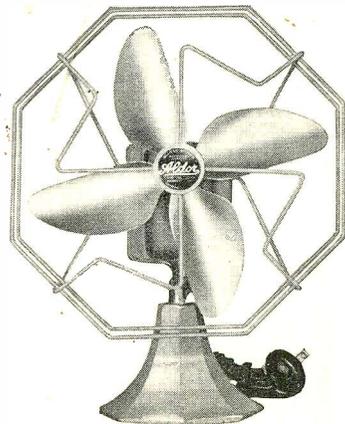
Interchangeable plug-in coils are used to shift from one frequency range to another.

Eight tubes are used, namely, 2-224s, 2-235s, 3-227s, and an 80. \$160.40, complete with tubes.

Another Hammarlund set is the "Comet All-Wave" custom-built set. The price of the receiver in a cabinet is \$175. Chassis only is \$119.—*Radio Retailing*, August, 1932.

## Aldor Electric Fan

A new 8 in., synchronous-motored fan that will not cause radio interference is being made by the Aldor Corp., 2533 N. Ashland Ave., Chicago. It may be obtained in four attractive colors, Nile green, Cobalt blue, Old ivory and orchid. The price to the dealer is \$10.50 per dozen, f.o.b. factory.—*Radio Retailing*, August, 1932.





### H-B Food Mixer

The new model household food mixer of the Hamilton-Beach Mfg. Co., Racine, Wis., has self-revolving bowls and at the same time is portable as the motor may be lifted from the stand. A new feature is offered in the bowl control which regulates the speed at which the bowls revolve.

The bowls are of opaque glass in French ivory. The mixer is finished in a two-tone effect of ivory and black enamel. The price complete with two bowls, juice extractor, double beaters and single agitator, is \$19.95—West of the Rocky Mountains, \$20.95.—*Radio Retailing*, August, 1932.

### Crosley Auto-Radio and Refrigerator

A \$37.50 "Roamio" automobile radio, has been added to the line of the Crosley Radio Corp., Cincinnati, Ohio. It is contained in a gray-silver metal case small enough to be installed on the floor between the driver and passenger.

It is a 6-tube superheterodyne, has full floating moving coil dynamic speaker, and uses an "under-car" antenna.

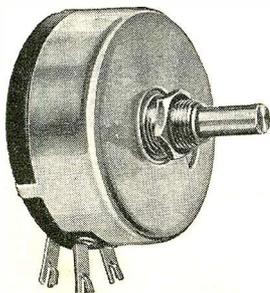
Model C-35 refrigerator has 3½ net cu. ft. of storage space and a total shelf area of seven square feet. Priced at \$89.50, f.o.b. factory. This unit has temperature control, two ice-trays, (42 cubes in all), broom-high legs, and white porcelain interior with white lacquer on steel exterior.—*Radio Retailing*, August, 1932.

### Yaxley Volume Control and Replacement Controls

The engineers of the Yaxley Mfg. Co., a division of P. R. Mallory Co., Inc., Indianapolis, Ind., have just designed a wire-wound volume control, with enclosed switch of the "click-on" type. It is compact and operates quietly both electrically and mechanically. Two sizes are available, with or without switch, in any desired taper. Diameters are 1½ in. and 1¾ in., depth ¾ in.

By standardizing on tapers and resistances, one Yaxley replacement control can be used on many different makes of receiving sets. This standardization has worked out to the point where ten Yaxley replacement controls give the service man a range of controls that will meet practically every requirement.

The Yaxley Manufacturing Co. also has available resistance units of the wire-wound, tapped and bias types.—*Radio Retailing*, August, 1932.



### Stati-K-Tester

A service device which measures every unit in a radio receiver, has been developed by the Hickok Electrical Instrument Co., Cleveland, Ohio. It is known as the "Stati-K-Tester," Model A.C.47.

Each unit is individually measured and thus each individual fault is located.

It's functions are many and varied all units can be tested when the receiver is entirely inoperative. The list price is \$250. Carrying case \$15.—*Radio Retailing*, August, 1932.

### Anylite A-Eliminator

The new type radio receivers used in rural districts where 110 volt current is not available, has created a need for a variable resistor to adapt 32 volt current from farm lighting plants to the new 2 or 4 volt tubes.

The "King Cole" unit illustrated is offered by the Anylite Electric Co. of Fort Wayne, Ind., to fill this need.

This unit will furnish the A current for any of the 2 or 4 volt sets, ranging from 5 tubes requiring ½ amp. to the ones requiring 1 amp. At the same time, the adjustment takes care of variation in line voltage. It can be regulated to give the exact amount of current required and as the unit itself uses no current, the slight drain on the lighting system is not noticed. It is equipped with volt meter and regulating dial. \$6.50.—*Radio Retailing*, August, 1932.



### Simplex Sets

Simplex Radio Co., Sandusky, Ohio, is making model P midget, a 5-tube superheterodyne for long and short wave reception. It covers from 550 to 4,000 kilocycles, i.e., 75 to 550 meters, \$29.95, plus tax. It is also made in a 2-volt air-cell battery model, at \$29.95.

As the "all-wave, export special," this set will cover from 15 to 2,400 meters, and lists at \$41.50.

Model R is a t.r.f. set with 4 tubes for long and short wave reception, 550 to 4,000 kilocycles. \$19.95.—*Radio Retailing*, August, 1932.

### Hammond Clock and Savings Bank

The "Timesaver" model Hammond electric clock is designed for use by dealers as an aid in closing sales on electric refrigerators, radios, etc. The base of the clock is a savings bank, with a slot to receive the coin in the rear. A key is supplied. This clock may be had in white or a walnut-colored Bakelite. It is made by the Hammond Clock Co., 2915 N. Western Ave., Chicago.—*Radio Retailing*, August, 1932.

### Resistor Replacement Kit

The resistor replacement kit of the Continental Carbon Inc., 13900 Lorain St., Cleveland, Ohio, supplies 25 one-watt carbon type resistors, as well as a resistor paralleling chart, RMA color code selector and a resistor replacement guide.—*Radio Retailing*, August, 1932.



### Domestic Maid Mixer

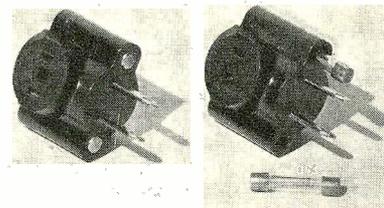
Domesticmaid Sales Division, Widener Building, Philadelphia, Pa., is producing a food prepener that beats, whips, stirs, slices, mixes dough, spreads, grates and extracts juices. The list price is \$32.50, including eight attachments. It is operated by a ½ hp. motor. Height 16 in., weight 17 lb.—*Radio Retailing*, August, 1932.

### Fused Plug

An improved method of fusing receivers, phonographs, etc., is now available from Electro-Motive Eng. Corp., 797 E. 140th St., New York.

The fused plug can be installed in a jiffy without the use of tools, etc. The fuses, which are standard, are simply inserted in the slots and snapped into place. Short circuits can definitely be localized to the individual equipment on the plug. By fusing the receiver, power supply transformer and condenser burnouts can be prevented.

The El Menco fused plug is also available wired on a cord set. A complete line of fuse capacities is offered. The list price is 25c.—*Radio Retailing*, August, 1932.

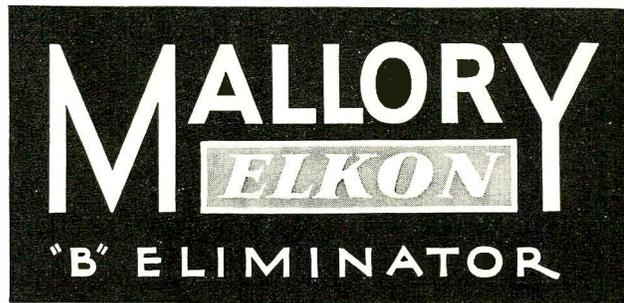


### Acra-test Home Recorder

Federated Purchaser, Inc., 23 Park Place, N. Y. C., announces a new product of the Acra-test Products Co.—a practical home recording device. In developing this unit, special care was taken to make it simple to operate. This recorder uses blank records, grooving its own records, to remove background noise; 96 grooves per inch are made and the recording plays as long as a standard phonograph record. A diamond needle is used for recording and 5 to 12 in. records may be made at either 78 or 33½ r.p.m. A 16 in. arm is available at a slightly higher price.—*Radio Retailing*, August, 1932.

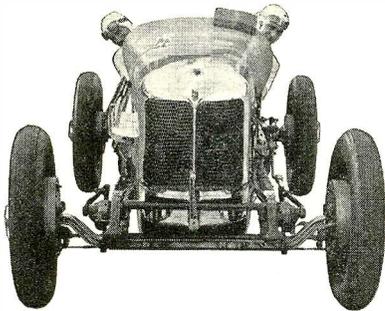


# STILL MAKING NEW RECORDS



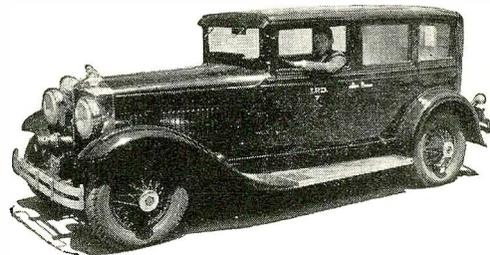
## RUGGEDNESS

Forty cars are lined up for the start of a 500-mile race at the Indianapolis Speedway. Only ten cars completed the race and in one of these ten (Russell Snowberger's Hupmobile Special illustrated below) a Mallory-Elkon "B" Eliminator picked at random functioned perfectly after a ride of *more than 10,000,000 jolts*. Is it any wonder that the thousands of Mallory-Elkon "B" Eliminators stand up in every day service?



## PERFORMANCE

of Mallory-Elkon "B" Eliminator is proven conclusively by the results of the Indianapolis Police force. This great organization has eight eliminators that have operated continuously twenty-four hours daily for more than 2880 hours—the illustration below shows Capt. Batts, in charge of radio, at the wheel of his special Stutz police car equipped with a radio set powered by the Mallory-Elkon "B" Eliminator.



## No Wonder the Mallory-Elkon "B" Eliminator and the Elkonode Principle mean a New Era in Automobile Radio..

The popularity of any radio is predicated on performance—and *the right performance is a matter of the right principle!* Mallory engineers developed and perfected the principle and the products that have been largely responsible for changing automobile radio from an *interesting experiment* into a *sound, substantial, rapidly growing business.*

The Mallory Elkonode—a simple plug-in unit which supplies the correct voltage and output for *any set*—is attracting nation-wide attention. Used in the Mallory-Elkon "B" Eliminator, the Mallory Elkonode forms a combination unrivalled in performance and unlimited in its possibilities.

Mallory Elkonodes now in use outnumber all other units designed to serve a similar purpose. As you read this dealers are demonstrating to their own satisfaction—and to their own profit, the correctness of the Mallory Elkonode and the Mallory-Elkon "B" Eliminator principle.

The dealer that sells automobile radio is not asked to take a loss on a trade-in set but makes his full margin of profit. And every automobile radio set sold puts a demonstrator to work which makes new prospects and brings profitable sales.

The Mallory-Elkon "B" Eliminator makes automobile radio all-electric. It is approved for all the leading radio sets, practical in operation and unequalled in performance. Hook one up to the radio set of your choice and start "demonstrating" your way to automobile radio profits.

List Price **\$19.95**

Complete including relay and cable... nothing else to buy.



**P. R. MALLORY & CO., Incorporated, INDIANAPOLIS, INDIANA**

# Sure Fire Stuff

*New and favorable conditions in the RECORD BUSINESS—Can start on an investment of \$50—Should return \$40 gross profit per month*

THE record business is staging a remarkable comeback! Everywhere, dealers are stocking recent "hits" and phonograph enthusiasts are buying them. One prominent record maker reports that it is adding new outlets at the rate of 50 per week. What are the reasons for this revival? Let's list them:

1. Where formerly to carry a representative stock of records required an investment running into hundreds of dollars, now the small dealer can "get going" and *keep going* on a \$50 bill.
2. Fewer records per month—but those that are released are "sure fire stuff!"
3. Better quality of reproduction.
4. The public wants a change from radio—is buying portable phonographs and these new, improved records.
5. Dealers must have a "ready cash" line—to furnish drawer funds for daily petty expenditures. Records fill this need and save trips to the bank.

TAKE the case of the Nailor Radio Shop, out in Nebraska: "I quit the record game three years ago," declares Jim Nailor, "but I was forced into it again this spring. Rather I was 'pulled' back into it because records were getting hot again and I needed that cash income, for immediate bills, my parts and tube business formerly supplied."

Nailor claims that his comparatively small stock of fast moving numbers (twice-a-month turnover) plus his ten per cent return privilege, gives ample insurance against any possible dead stock inventory loss.

To revive the record business, according to Mr. Nailor, is a comparatively simple matter. He displayed his new stock prominently. Naturally he blossomed out with a record window trim—three striking pieces of lithography, obtained from the manufacturer for 75 cents. Then Nailor grabbed a dozen records and started out to personally call on every owner of a phonograph or radio-phonograph combination in town. His own books showed ten of the latter type of customer. Within three days he had sold this group \$43 worth of the latest Broadway recordings. As for newspaper advertising . . . "Yes, but only as the growth of the business warrants—and then only modest space," he states.

Additional sales expense, when records are added to one's line, is, it will be observed, practically negligible.

## A Specimen Order

Assume that a radio dealer decides that he will handle records. . . that he will invest \$50 in a balanced stock of fast-moving, popular numbers. What type of recordings should he order and in what quantities?

The Brunswick Record Corporation has prepared such a list for the readers of *Radio Retailing*. It embraces 51 numbers. Twenty-six of these items specify one record only—for the initial order; six call for two records each; eleven for three, and the balance—the "hottest" numbers—for five each.

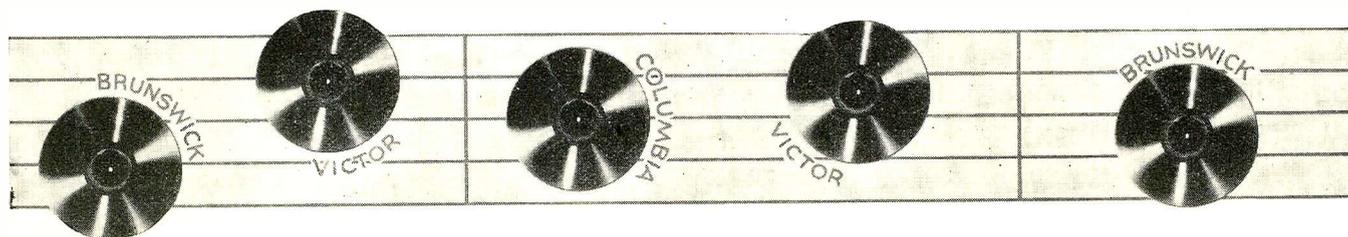
The following fall in this latter group—are considered today's best sellers among the popular numbers. A majority have been in steady demand for months:

RECORD	TITLE	BY
6336	<i>The Sheik of Araby</i> <i>Blue Rumble</i>	Duke Ellington and Orchestra
6335	<i>Doggone I've Done It</i> <i>Hand Me Down My Walking Cane</i>	Boswell Sisters
6317	<i>Moon Over Dixie</i> <i>Baby When You Ain't There</i>	Duke Ellington and Orchestra
6315	<i>Sharing (My Love With You)</i> <i>With Summer Coming On</i>	Guy Lombardo's Royal Canadians
6508	<i>My Silent Love</i> <i>I Can't Believe It's True</i>	Isham Jones' Orchestra
6306	<i>Happy Go Lucky You and</i> <i>Broken Hearted Me</i> <i>Lazy Day</i>	Bing Crosby
6305	<i>Chinatown, My Chinatown</i> <i>Loveless Love</i>	Mills Brothers
6300	<i>Lawd, You Made the Night</i> <i>Too Long</i> <i>A Moment in the Dark</i>	Guy Lombardo's Royal Canadians

Based on a 40 per cent discount and the sale of but eight records per business day, gross volume per month will total \$150 and gross profit, \$60.

YES, the record business is changing—for the better. Here's another interesting slant: Many of today's popular records are developing a long-life demand. According to E. F. Stevens, vice-president of the Brunswick Record Corporation, some of these have been steady sellers for over six months. For example: "Dinah" and "Shine," by Mills Bros. and Bing Crosby and Duke Ellington's "St. Louis Blues."

Can records be sold? Is there money in this proposition? The answer will be found right in your own town. Look around a bit—and you will find a dealer who's doing both.



# Columbia gives recorded music a NEW LEASE on LIFE

COLUMBIA believes there's a real demand for recorded music today . . . but it must be met with the right records—or it will remain dormant. Sell the public records that offer popular entertainment with a personal, intimate quality. Sell them records that produce with lifelike realism. Sell them records that compare favorably with good radio-programs. Sell them, in short, Columbia *radio-records*—the discs which give recorded music a new lease on life.

One of Columbia's July 30 releases illustrates the character of these new radio-records. *The Rondoliers and their Piano Pals*, a group of singers accompanied by two pianos, present a miniature radio-program. Here are more than ten minutes of music by well-known artists who are on

the air with Cliquot Club Eskimos. Played at 78 r. p. m., this disc offers almost twice as much music as the standard record. Four familiar tunes are featured: "Love's Old Sweet Song," "The Bull-Dog and the Bull-Frog," "Long, Long Ago," "The Little Brown Jug."

Presenting this type of entertainment is only one of Columbia's progressive activities. Behind its new records, Columbia is putting sound, creative merchandising and advertising effort. New promotional plans, new deals for you, which will boom your record-sales and build your record-profits.

Columbia also has some interesting new record-developments up its sleeve that you'll hear about soon. Meanwhile, will you come along with Columbia—and share success? Columbia Phonograph Co., Inc., 55 Fifth Avenue, New York City.



\*All Trade Marks Reg. U. S. Pat. Off.  
M. R. M. Ind. Bgdo. Nos. 18423 y 18426 de 6 de  
Agosto 1920 y 20355 de 23 de Agosto 1926. Marca  
Industrial Registrada Spa. Nos. 1076, 2045 y 2077

RECORD NO. 18004-D, 10-INCH, 85c

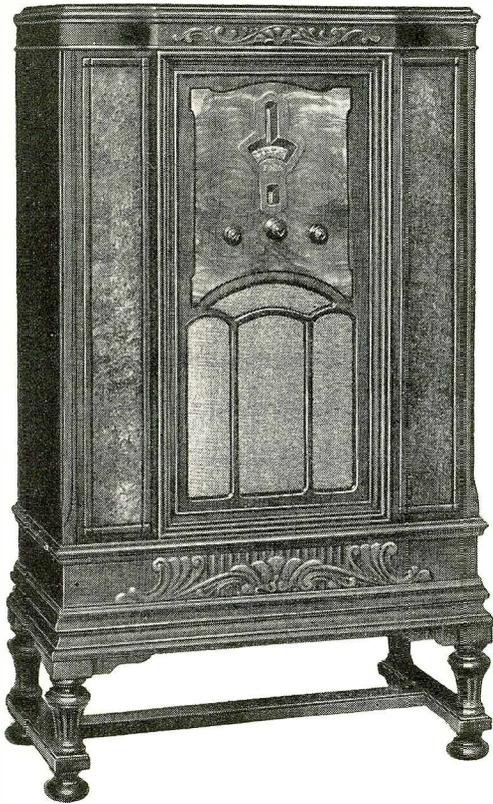
(a) LOVE'S OLD SWEET SONG	(b) THE BULL-DOG AND THE BULL-FROG	} Vocal and Piano
(a) LONG, LONG AGO	(b) THE LITTLE BROWN JUG	

The Rondoliers and their Piano Pals (featured with the Cliquot Club Eskimos)

# HERE IS VALUE

## that will make them

# STOP-LOOK and BUY!



Nine Tube Superheterodyne with Automatic Flashograph, Automatic Volume Control, Silent Tuning, New Multiple Action Dynamic Speaker and New Triple Grid and Power Pentode Tubes. The Outstanding radio value of the year.

# \$83<sup>50</sup>

*including tubes and excise tax*

Give the public really outstanding radio value, and *they'll buy!*

Never before such value as the new Fada 74 at \$83.50 — *tax and tubes included.* Two years ago this set—with its improvements in tubes, in circuits, in speaker construction and in tonal purity — was impossible at twice the price!

You *can* sell radio this year—with *profits.* But you must offer value that will make people stop, look and buy. Fada challenges you to find more of that kind of value anywhere than you'll find in its 1932-1933 line. Be fair to yourself—see these new FADA models, compare values—NOW! Write today for details and name of nearest Fada Distributor.

FADA RADIO & ELECTRIC CORPORATION  
Long Island City, N. Y.

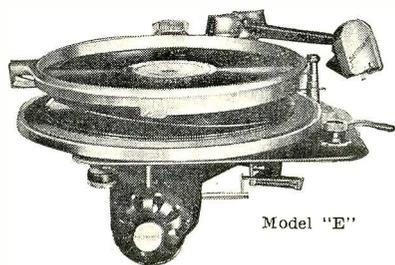
**EIGHT NEW SUPERHETERODYNE  
RECEIVERS . . . PRICED \$52 to \$142  
INCLUDING TUBES and EXCISE TAX**



1920—SINCE BROADCASTING BEGAN—1932

# ELECTROMATIC AUTOMATIC RECORD CHANGERS

# AND SINGLE RECORD PLAYERS



Model "E"

### 2-SPEED Automatic Record Changer

Starts, stops, plays over, rejects imperfect records—all automatically. Motor cannot jam. Mechanism fool-proof. Automatically plays TEN-10 inch records, mechanically handles 12 inch records. Plays BOTH the standard 78 R.P.M. and the new long-playing 33 R.P.M. records. Improved QUIET motor. List price reduced. Available ready to install, or installed in our own exclusive period cabinets. Requires only 19 3/4 inches wide, 4 3/4 inches above motor-board by 15 3/4 inches deep.

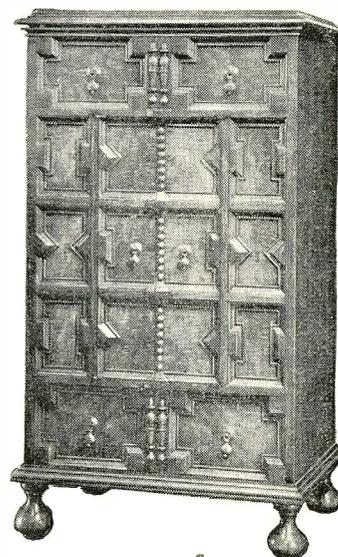


SP-Model "A"

### 2-SPEED Automatic single record player

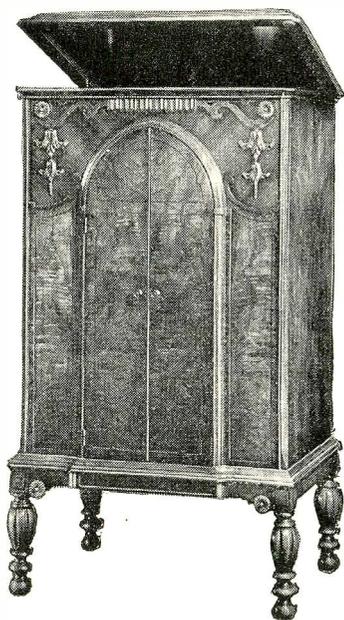
Motor STARTS automatically when needle approaches first groove, STOPS automatically when needle reaches end of groove. WITHOUT MANUAL SETTING. Plays BOTH the standard 78 r.p.m. records, or the new 33 r.p.m. long-playing records. New type QUIET motor. Inertia-type tone-arm.

## AND COMBINATION RADIO CABINETS



Jacobean No. 325

The geometrical moldings, applied half turnings and bun feet are typical of Chests of drawers made in England during the first half of the Seventeenth Century. The excellent figure of the Butt Walnut veneer and the interesting Antique finish with Cast Brass handles add greatly to the beauty of this Cabinet. 45 3/4 inches high—25 1/2 inches wide—18 3/8 inches deep.

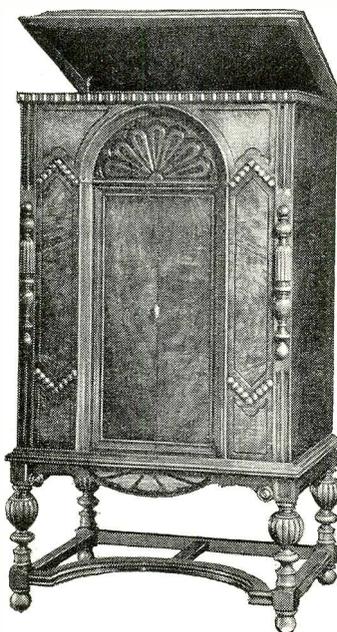


English Renaissance No. 326

With its doors reminiscent of the Gothic Arch and panels of highly figured Butt Walnut veneer, together with the diagonally laid Oriental wood is a fine example of early English design. The carved ornaments combined with motives used during this period. 44 inches high—25 1/2 inches wide—18 3/4 inches deep.

### ANY STANDARD SET

may be installed in these cabinets. Will accommodate one or two speakers.



Early Seventeenth Century  
English No. 328

This cabinet with ornaments carved in low relief in Combination with the applied half turnings on the fluted pilasters and the carved cornice molding are characteristic of Cabinets made in England in the early years of the Seventeenth Century, as are the applied panels veneered with Burl. 46 inches high—25 1/2 inches wide—18 3/4 inches deep.

## WRITE FOR CATALOG

Here is your chance to merchandise YOUR OWN exclusive line of combinations. Above we show just a few of the ELECTROMATIC line of exclusive period models in combination cabinets, designed for ready installation of any standard radio set, for one or two speakers. Others are listed and illustrated in our complete catalog, just off the press—send for a copy today. Contains complete specifications of the ELECTROMATIC RECORD CHANGER and SINGLE RECORD PLAYERS. Exclusive territories now being allotted to distributors.

### Electromatic Record Changer Corp.

203 N. Wabash Ave., Chicago, Ill.  
Cable Address: "Phonomatic"  
Chicago  
All Codes

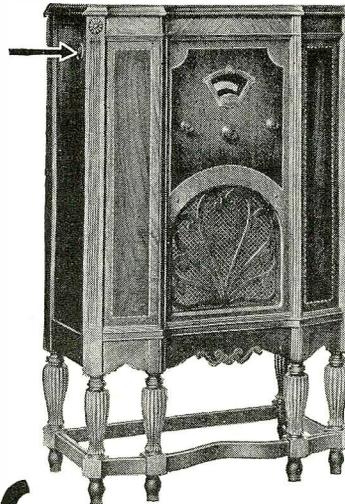
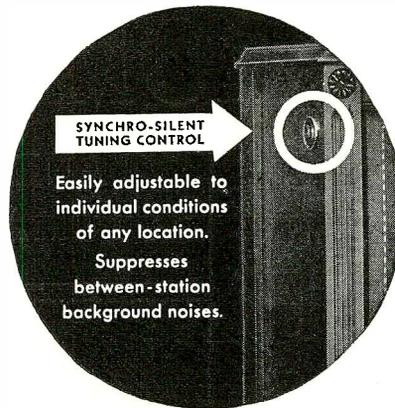
Will you  
**SELL**

..or

must you **STALL?**

**EVEN** the *ablest* salesman will have a tough time stalling, if . . . when his radio prospects ask: "Does this set have Synchro-Silent Tuning?" . . . he is unable to answer "Yes!"

This amazing feature . . . the solution to inter-station noise with Automatic Volume Control . . . is the only *important* engineering advance introduced in new lines. Demonstrations make sales as has no other feature since the introduction of dynamic speakers . . . by Majestic.



**THE ADAMS**  
Model 293

Full size lowboy console, Hepplewhite in design. 9-tube superheterodyne radio is very latest development, giving new Automatic Synchro-Silent Tuning, Automatic Volume Control, Duo-Diode Detection, Tone Control and 100% pentode amplification. Price, complete with Majestic tubes,

**\$73<sup>00</sup>**

Tax Paid  
Prices slightly higher on West Coast.

## SYNCHRO-SILENT TUNING PUTS THE JINX ON STATIC..

Enables dealers to make demonstrations right in the store, even on hot summer days . . . gives the user a quiet, crackle-free background against which station after station slides smoothly in and out across the dial.

The new 2½-volt tubes, of course! Types 58, 57, 56, famous Duo-

Diode detector and type 82 mercury vapor rectifier. The just-announced President Models are 9-tube superheterodynes that are *unequaled Values* in the nationally known, nationally advertised field.

Write or wire your Majestic distributor for full details of Majestic plans . . . NOW!

GRIGSBY-GRUNOW COMPANY, Chicago, and affiliates, with factories at Chicago; Toronto; Bridgeport; Oakland; London, England; and Sao Paulo, Brazil  
Manufacturers also of MAJESTIC REFRIGERATORS

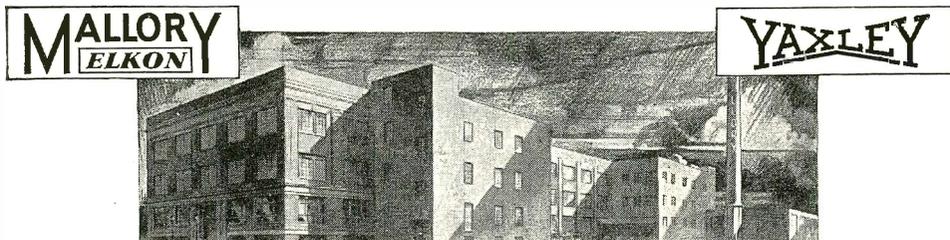
*Majestic*

**SUPERHETERODYNE**

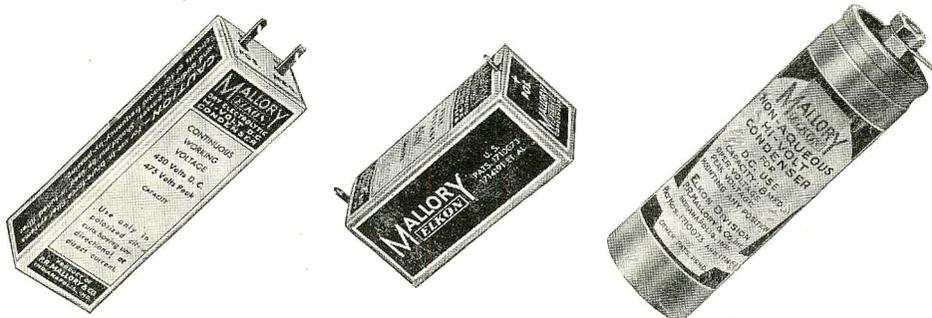
**RADIO**

Licensed under patents and applications of R. C. A., Hazeltine, La Tour, Lowell & Dunmore, and Boonton Research Corporation.

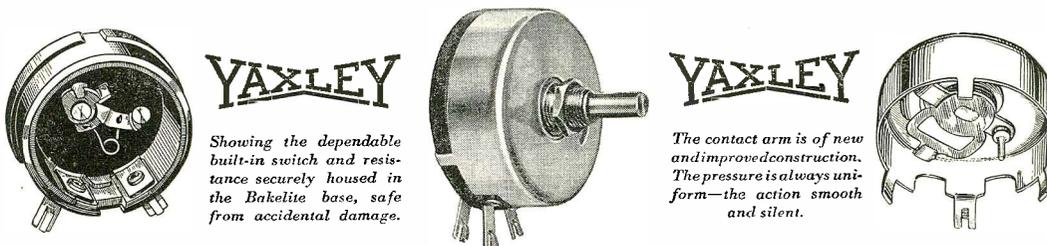
# REPLACEMENT PARTS HEADQUARTERS



Your customers depend upon you for good service. Your success depends upon your own efforts and the suitability of the replacement parts you use. When you come to replacement parts headquarters you can depend upon efficiency, long life and complete satisfaction of any parts you specify. Your customers can depend upon you for all 'round satisfaction. And you can depend upon their continued custom and good-will.



With the development of Mallory-Elkon condensers the user is now assured of characteristics and performance never before obtainable. The efficiency of Mallory-Elkon condensers from the standpoints of power factor, leakage, permissible overload voltages and life has been definitely and widely established. Mallory-Elkon Condensers in metal cans are available in either the upright or the inverted type. Mallory-Elkon By-Pass Condensers are becoming increasingly popular. Write for our latest bulletin showing the right condenser to replace in each set.



Showing the dependable built-in switch and resistance securely housed in the Bakelite base, safe from accidental damage.

The contact arm is of new and improved construction. The pressure is always uniform—the action smooth and silent.

The combined knowledge, experience and resourcefulness of two distinguished radio engineering groups are responsible for this most valuable contribution to the science of volume control. Yaxley engineers developed the principle, Yaxley engineers and Mallory engineers carried it to a point of practicability that brings to the industry a degree of volume control performance now attracting nation-wide attention.

this extremely flexible wire wound volume control with inclosed switch (listed as standard by Underwriters' Laboratories) and contact arm, insulated or grounded style optional. This control is of unusual compactness and has a minimum number of parts. The simple, efficient switch, of the rotary "click-on" type is especially desirable... and the new resistance coil assures smooth operation. Write for Bulletin which shows the right Yaxley replacement control for each set on the market.

You will be quick to appreciate the advantages of

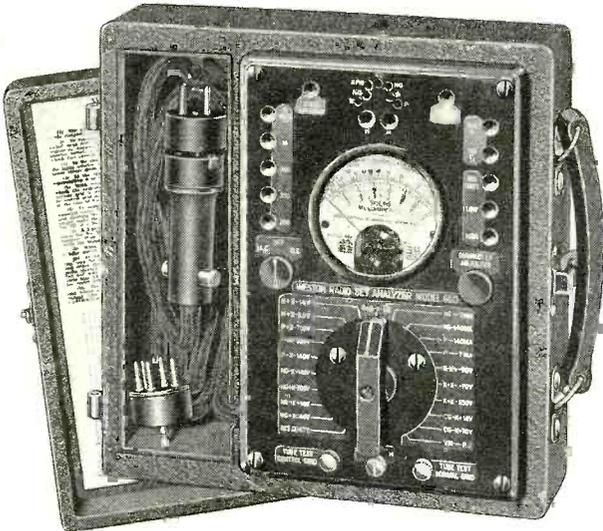
*And don't forget to write for full details covering the Mallory-Elkon "B" Eliminator that has made auto radio all electric.*

## Service Men The Country Over Use These Yaxley Replacement Parts

Volume Controls, Rheostats, Potentiometers, Short and Long Wave Switches, Radio Convenience Outlets, Resistances, Jack Switches, Push Button Switches, Tip Jacks, Phone Plugs.

P. R. MALLORY & CO., Incorporated, INDIANAPOLIS, INDIANA

# New... A Weston Single Meter ANALYZER



**Weston Model 660**

Every necessary socket voltage and current measurement, both A.C. and D.C., can be made on all modern receivers with this remarkable Weston Single Meter Analyzer.

Point-to-point tests are provided for with three resistance and ample voltage and current measuring ranges, available at pin-jacks on the panel. Full description is contained in the new Weston-Jewell catalog.



**Pattern 675 Tube-Checker**

A new, low-priced instrument that checks all present types of tubes without the use of adapters. Sixteen tube sockets are ingeniously arranged to occupy small space. Test limits for all tubes are etched on the instrument panel. Write for the Weston-Jewell catalog describing this great instrument value!

**WESTON  
JEWELL**



Weston Electrical Instrument Corp. } 581 Frelinghuysen Ave.,  
Jewell Electrical Instrument Co. } Newark, N. J.

Please send me a copy of your new catalog listing the complete Weston-Jewell line of radio instruments.

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



## 401 A.C. TUBES are PROFITABLE for DEALERS and JOBBERS

Right in your own locality there are users of 401 A.C. tubes. They are good customers. Their purchases of 401 tubes give you a real profit. Very often you can make more money by selling a set of Kellogg tubes for replacements than you can by selling a new radio! Be on the job to serve these good customers. Stock and display Kellogg tubes for the owners of the following sets:

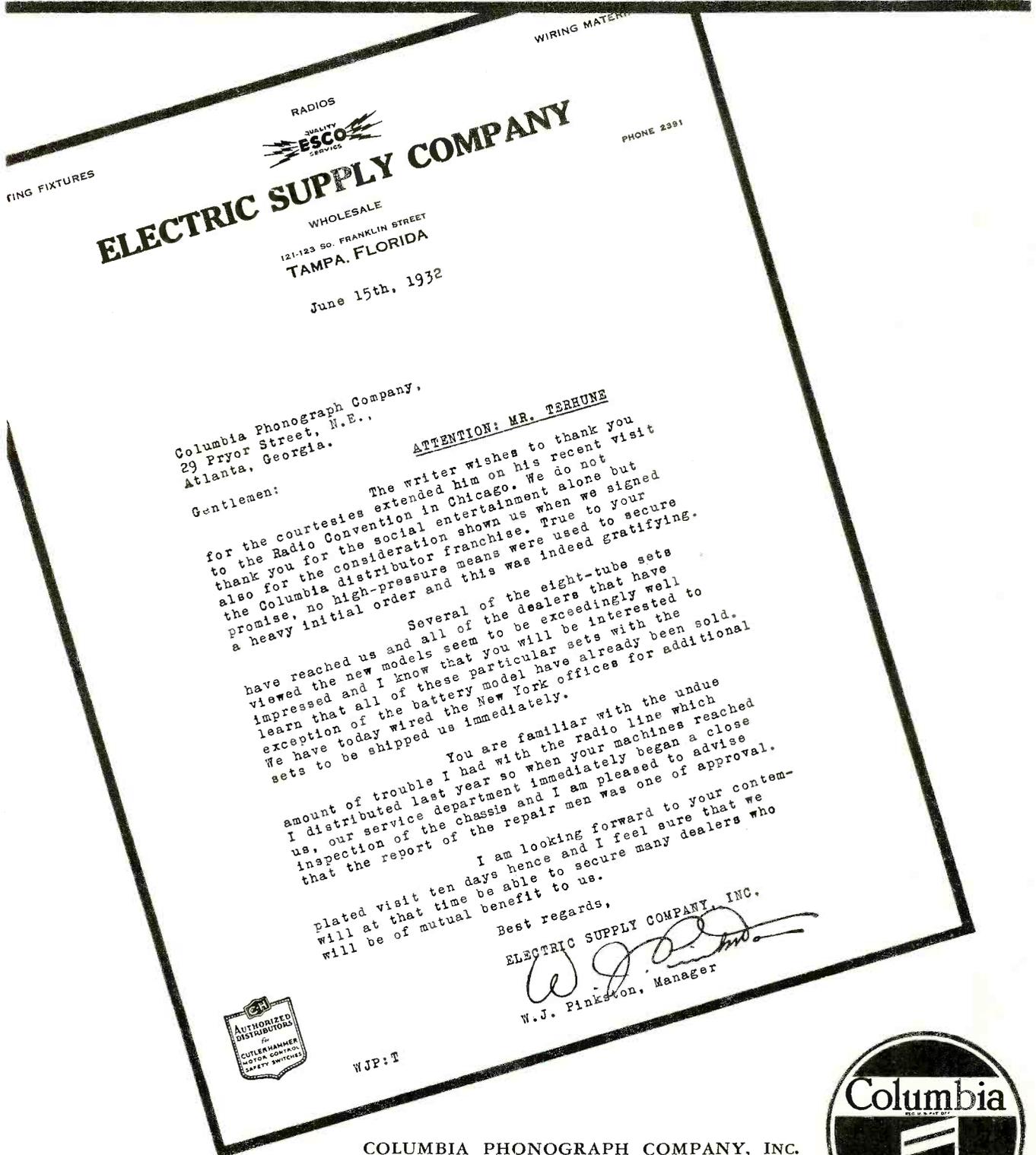
KELLOGG Sets—510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. McMILLAN Sets—26, 26PT. MOHAWK Sets. SPARTON Sets—62, 63, A-C 7. DAY FAN Sets—5143, 5144, 5145, 5148, 5158. MARTI Sets—TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console. CLEAR-TONE Sets—110. And the first A.C. models of the following: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

Write Dept. 61 for name and address of nearest jobber.

# KELLOGG

SWITCHBOARD AND SUPPLY COMPANY  
1066 WEST ADAMS STREET CHICAGO, ILLINOIS

# Columbia uses no HIGH-PRESSURE methods



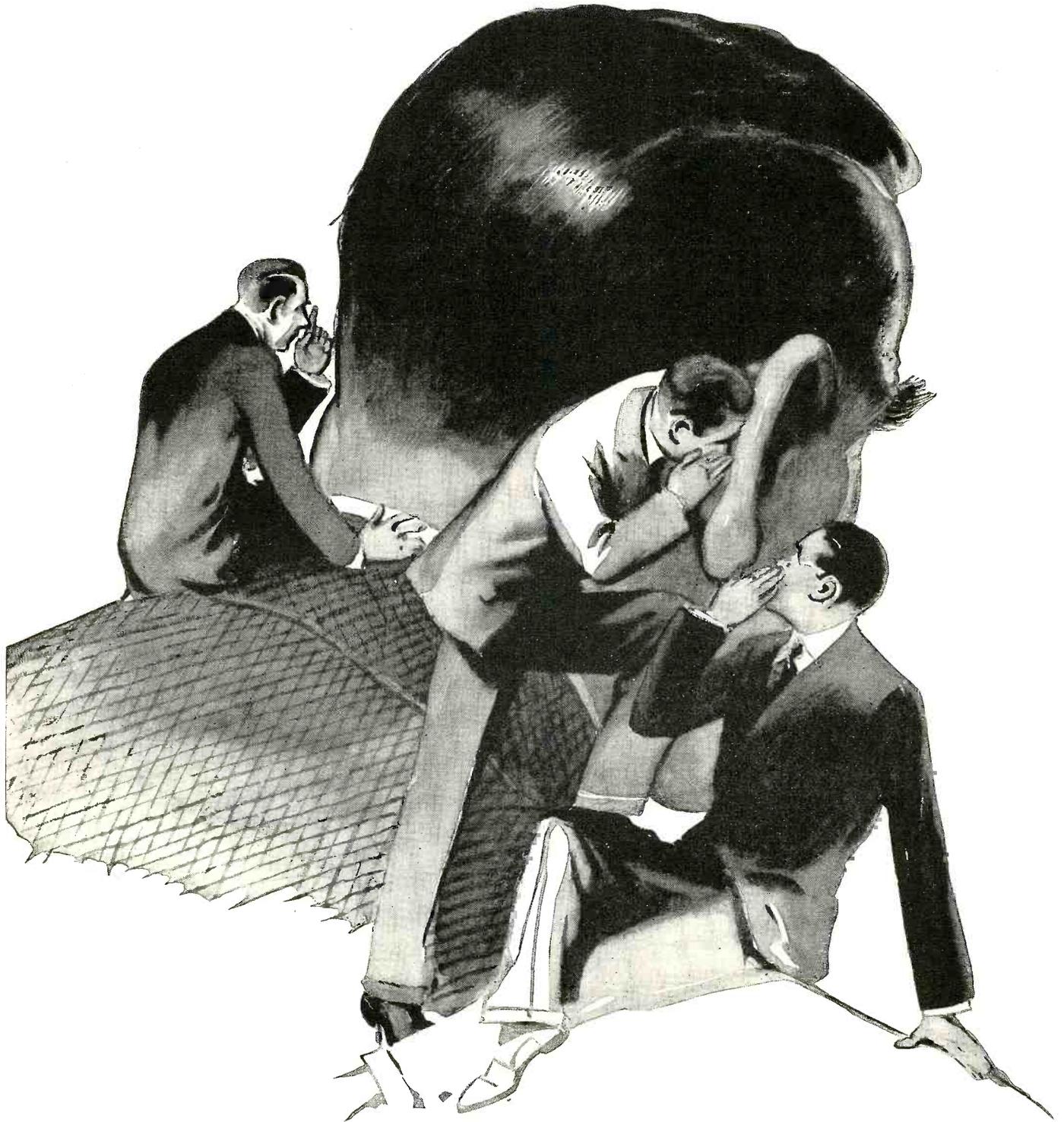
COLUMBIA PHONOGRAPH COMPANY, INC.  
55 FIFTH AVENUE  
NEW YORK CITY



*An unsolicited letter*

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Agosto 1920 y 26088 de 23 de Agosto 1926 Mexico  
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# “THEY SAY”



## McGRAW-HILL

New York · Boston · Philadelphia · Washington · Greenville

Business men, industrialists and engineers regularly read the McGraw-Hill Publications. More than 3,000,000 use McGraw-Hill books and magazines in their business.

Radio Retailing

Food Industries

Chemical & Metallurgical Engineering

Electrical World

Electrical Merchandising

Electrical West

Electronics

# & Company

## *Business-Wrecking a Specialty*

Whispering campaigns are particularly abundant—and particularly harmful—in times like these. For today people are ready to believe almost anything.

“That firm is slipping” may be idle gossip, but it might as well be the truth if you’re doing nothing to convince your customers to the contrary.

“So-and-So has been taken over by the banks” is the kind of rumor that shakes customers’ confidence and shifts orders to competitors.

“X and Company is going to merge with” isn’t good talk to get around unless you really are planning to lose your identity—in which event, who cares?

There’s one sure way to keep the gossip-distributors from picking on *your company*. That’s to keep the world—and especially your customers—constantly reminded that you’re not only in business but that you’re out after business.

Let your customers and competitors know that there’s the same pep in your organization now that there was in 1929. Let them know that your product is just as worth buying today as in 1929. Bring out those progressive merchandising ideas. Those new and improved products. Those aggressive sales and advertising plans.

Tell the world that you know there’s still 60% of the normal business to be had—and you’re out to get not only your share, but a good part of the business your fair-weather competitors are too frightened to go after.

That will give your competitors something to talk about—but not the kind of gossip they care to pass on to your customers.

Such advertising will leave your salesmen free to sell instead of chasing and fighting rumors. And, run in the McGraw-Hill Publications, it will cover your markets with the economy that is the order of the day.

## PUBLISHING COMPANY, Inc.

Cleveland • Detroit • Chicago • St. Louis • San Francisco • Los Angeles • London

American Machinist  
Product Engineering

Engineering News-Record  
Construction Methods

Engineering and Mining Journal  
(Domestic and Export Editions)

Metal and Mineral Markets  
Coal Age

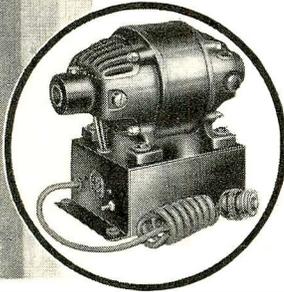
Transit Journal  
Bus Transportation  
Aviation

Textile World

Factory and Industrial Management  
Maintenance Engineering  
Power

The Business Week  
Management Methods

Change DC to AC with

**JANETTE ROTARY CONVERTERS**For Farms—Ships—City  
Apartments—Automobiles

Wherever the current supply is DC, use JANETTE Rotary Converters to operate your AC receivers.

JANETTE Converters are filtered to give radio results as good as, or better than, that obtained with central station AC. Built to outlast the radio set.

Available in 15 sizes. Capacities from 20 to 2500 watts. Input voltages of 6, 12, 32, 115 or 230 volts. Standard machines deliver 110 volts, 60 cycles AC.

**MAIL COUPON FOR DETAILS**

JANETTE MFG. CO.  
555 W. Monroe St.,  
Chicago, Ill.

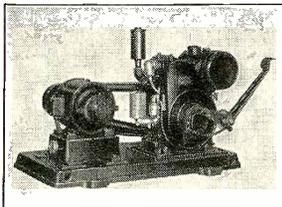
Gentlemen: Please send prices and details on your:

- Rotary Converters  
 Auto-B-Power (B-eliminator for auto-radio)  
 Gas Engine Generators

Name .....

Address .....

City ..... State .....



Above: Gas engine-operated JANETTE 110-volt, 60-cycle generator. Capacities: 300/500 watts. Ideal for sound-trucks.

**NEW "B" POWER**

FOR AUTOS - BOATS, ETC.

RETAILS AT  
**\$8.50**

Dealers price slightly more than 3 good batteries. Compact, 3x5½x5½ in., weight 5 lb. 6 volt drain, 1½ amps. output 35 mils. at 130 volts or 30 mils. at 180 volts. Universal mounting. Fully guaranteed. Big dealer's discount. Write today for details.

**PREMIER ELECTRIC COMPANY**

Dept. 113, 3800 Ravenswood Ave., Chicago, Ill.

**FULCO RADIO COVERS**

"FULCO" Radio Covers insure deliveries in perfect condition—without scratches or broken parts. Well padded, strongly sewed, and made to give maximum service at minimum cost. Also Dust Covers. Write for prices.

**Fulton Bag & Cotton Mills**

Manufacturers Since 1870

Atlanta St. Louis Dallas  
Minneapolis Brooklyn New Orleans Kansas City, Kan.

**SEARCHLIGHT SECTION****SALESMEN WANTED**

BRAND new opportunity for salesmen with cars call on radio dealers, service men and jobbers. Popular low-priced specialty every service man needs and wants. Men now making \$25 to \$40 weekly as sideline. Write today. Give details and territory you can cover. SW-164. Radio Retailing, 330 West 42d St., New York.

**REPAIRING**

GUARANTEED microphone repairs—any make or model — 24-hour service. Stretched diaphragm double button repairs \$7.50. Others \$3.00. Single button repairs \$1.50. Write for 1932 catalog with diagrams. Universal Microphone Co. Ltd., Inglewood, Calif.

**MANUFACTURERS' AGENTS WANTED  
CONDENSERS**

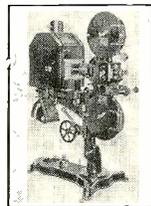
A few sales territories open to established sales organizations actively contacting wholesalers or distributors. High quality product with good sales and income possibilities.

MORRILL AND MORRILL  
30 Church St., New York

**REPRESENTATIVES**

Commission—who have entree to important buyers in larger cities to specialize in selling superb line of 4 and 5 tube "midgets" of amazing quality and at "eye-opener" prices. Also have knockout in low-priced Remote Control Auto Radio. Give details first letter.

PREMIER ELECTRIC COMPANY  
3800 Ravenswood Avenue, Chicago, Illinois

**For Sure, Quick Money, Sell  
Portable Sound-on-Film**

to Theatres, Schools,  
Churches, Clubs.

Write for manufacturers' prices on Soundheads, Photo-cells, Optical Systems, Rectifiers, Amplifiers, Horns, Faders, Synchronous Motors, Projectors, Lamphouses, Screens, Microphones, etc.

S.O.S. CORP.  
(Dept. R. R.)

1600 B'way, N.Y.C. Cable "Sosound"

**ATTENTION!**

Rebuilders, Appliance Dealers, Repair Men. Send for free folder on standard and obsolete vacuum cleaner parts, also Renewed standard make vacuum cleaners, guaranteed 1 year. Armature rewinding, 24 hours' service.

RE-NEW SWEEPER CO.  
2262 Gratiot Ave., Detroit, Mich.

**LOWEST PRICES**

ON ELECTRICAL APPLIANCES  
Nationally Advertised  
Savings up to 50%!

Write for free illustrated folder.

TRIANGLE APPLIANCE CO.  
3768A Kendall Ave., Detroit, Mich.

**SERVICEMEN-DEALERS**

Get Our Prices First  
Complete Stock of NEW  
Condenser Blocks  
Volume Controls  
Resistors  
and Radio Replacement Parts

Write for our Catalogue

Hard to Get Parts—We have them.  
Send us your repair work for estimate.

Grant Radio Laboratories

6521-R South Halsted St., Chicago, Ill.

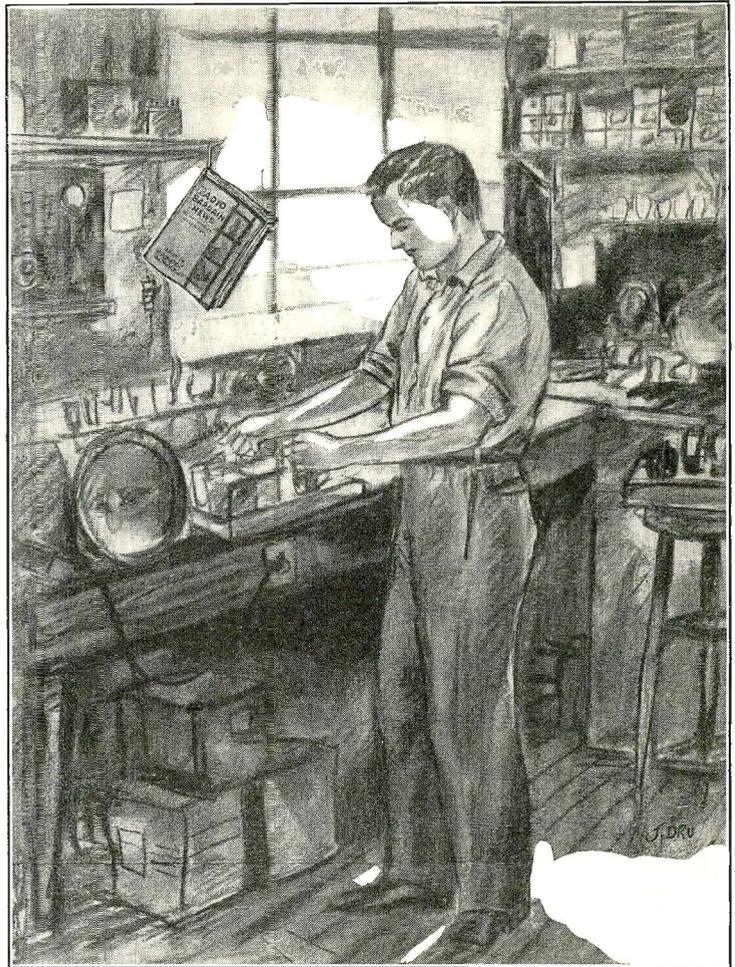
**SPECIAL NOTICE:****To the Radio Industry**

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

# 40,000 Radio Servicemen shop **Federated** because . . .



1. **FEDERATED** is one of the pioneer radio replacement parts mail order houses.
2. **FEDERATED** carries a tremendous stock of replacement parts.
3. **FEDERATED** always has the right price because it buys right.
4. **FEDERATED** maintains an efficient organization of experienced help in order to afford its customers the best service.
5. **FEDERATED** publishes its catalog "Radio Bargain News" at more frequent intervals than any other radio mail order house, thus always giving its customers the benefit of the lowest current prices.
6. **FEDERATED** maintains branches at several important business centers, where complete stocks are carried for the convenience of servicemen in those localities.

In the radio business, the name of Federated Purchaser has become synonymous with replacement parts. 40,000 servicemen have learned that when they want parts, good parts,

and quickly, their best bet is Federated. **RADIO BARGAIN NEWS**, published regularly by us, has become the "Radio Dealers and Servicemen's Buying Guide."

Federated has always maintained its leadership in the radio replacement parts field because it is vitally interested in the servicemen—the shock troops of radio—and has always been conscious of their problems. The response from our customers has been so great that our business has grown and grown, until now it is an international institution doing business in every corner of the globe.

If you are not already one of the army of 40,000 satisfied customers, why not learn more about this huge organization built up to help *your* Service Department by sending for a copy of our 104 page catalog, just off the press. It is **FREE** for your asking and it may save you considerable money.



## **Federated Purchaser Inc.**

**25 PARK PLACE NEW YORK, N. Y.**  
*The Following Distributing Units Maintained for Your Convenience:*  
**JAMAICA, L. I.** **MT. VERNON, N. Y.** **NEWARK, N. J.**  
 92-26 Merrick Road 51 East 3rd Street 273 Central Avenue  
**PHILADELPHIA** **ATLANTA, GA.**  
 2909 Broad Street 631 Spring Street, N.W.

Fill in and mail this coupon back to us at once for a Free copy of Radio Bargain News.

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

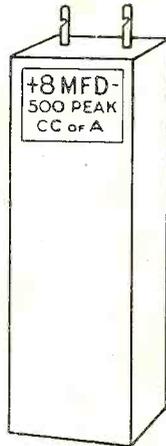
# Service Men...

## Here's A Tip!

**T**HE new Aeracon semi-dry electrolytic units are better for condenser replacement work. Specifications and performance prove it. And there's a type for every requirement.

Aeracon's new aluminum case, "mike" type tubular paper condenser is another hit with service men everywhere.

Take the tip. Try Aeracon for your next job.



DC-8 Type

Write Today For Catalog!

### CONDENSER CORP. of AMERICA

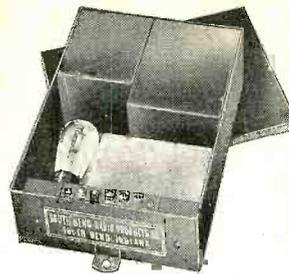
259 Cornelison Ave., Jersey City, N. J.

Factory Representatives In:

Chicago Cincinnati St. Louis San Francisco Los Angeles Toronto

And Other Principal Cities

### The South Bend Auto Radio "B" Eliminator



DIMENSIONS—9x6 1/2 x 3

NET \$9.75

Plus Tax

will be a valuable addition to your established line of AUTO-MOBILE RADIO EQUIPMENT.

It is reliable—Install it and forget it—Your profits not lost in service.

Correctly engineered and time tested—delivers required output with minimum drain on storage battery.

Is adaptable to all AUTO RADIO RECEIVERS.

Mechanically and Electrically rugged—cannot be injured by vibration or electrical overload.

COMPLETE—Nothing to buy.

FULLY GUARANTEED.

**SOUTH BEND RADIO PRODUCTS CO.**

212 East Wayne St. SOUTH BEND, INDIANA

## NEW AUTO RADIO

\$16<sup>95</sup>  
COMPLETE

Sell, install Auto Radios at price that beats all competition. Make double ordinary profits. 5 latest auto type Tubes, Dynamic Speaker. Covers 195-550 meters (adjustable to 175 meter Police Calls). Range of 100-1000 miles. Steering column control, illuminated dial, key switch, 30" flexible shaft. Small size, 5 x 7 x 7". Mounts anywhere with universal bracket. Has range, selectivity, tone of sets selling for 4 times as much.

### EVERYTHING FURNISHED

RCA lie'd first quality tubes; remote steering column control; Dynamic Speaker; steel-shielded connecting cables; Ignition Spark Suppressors; antenna; simple A B C instructions for assembling and installing. Nothing to buy expect "B" batteries.

### ACT QUICK FOR BIG PROFITS

Order Sample today. Show it—demonstrate it. Take orders. Send \$2 deposit with letterhead showing you are a dealer. Pay balance C.O.D. plus Federal Sales Tax. Be sure to specify number cylinders in car. SPECIAL QUANTITY PRICES ON REQUEST.

**MY OWN RADIO, Inc., Dept. 112, 1800 Grace St., Chicago, Ill.**

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# CROSLLEY

## "Marvel" Series

(4 and 5-tube Superheterodyne Models)

### is the Sensation of the Season

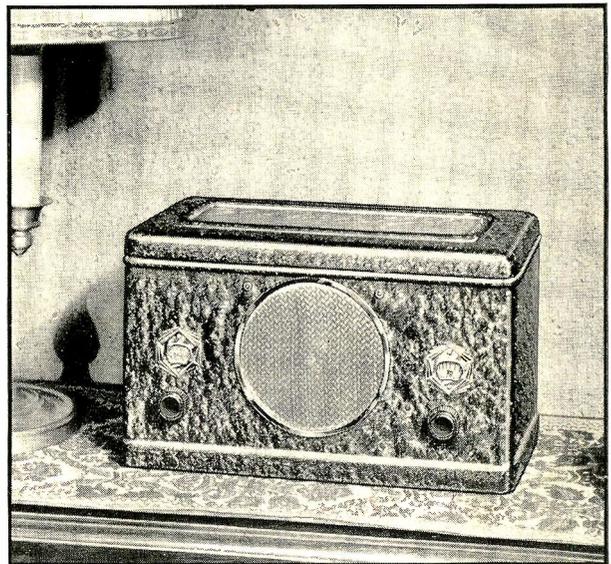
**T**HE New Crosley PUP—a worthy descendant of one of the most famous of all fast-selling radio receivers is designed as a low priced set for the family—as a personal receiver for any member of the family—as a second set in the home. It employs four tubes in an extremely sensitive and selective superheterodyne circuit—is housed in a beautiful metal cabinet and sells at a sensationally low price. It has already proved itself as a sales leader. The entire Crosley line represents unusual radio values. Learn more about this fast-selling merchandise from your Crosley Distributor *today*.

### The New Crosley PUP

A 4-tube superheterodyne—in a beautiful silver gray metal cabinet, priced sensationally low. The chassis incorporates balanced image suppressor pre-selector—combined volume control and on-off switch—illuminated station selector. Full floating moving coil dynamic speaker is used. Dimensions: 7½" high, 12¾" wide, 7" deep.

**\$26<sup>00</sup>**

Complete with Tubes  
Tax Paid



### THE CROSLLEY "ELECTION" SERIES

#### Crosley 6-tube Superheterodynes

The Crosley JUSTICE at \$39.95, ALDERMAN at \$48.75, JUDGE at \$49.95, contain the 6-tube superheterodyne chassis which incorporates 2½-volt heater tubes—push-pull pentode output—double tuned image suppressor pre-selector—continuous (stepless) tone and static control—illuminated hairline shadow dial with vernier drive—volume control. Full floating moving coil dynamic speakers are used.

#### Crosley 9-tube Superheterodynes

The Crosley MAYOR at \$32.50, CONGRESSMAN at \$59.95, SENATOR at \$63.00, employ the following features: 2½-volt heater type tubes—four gang tuning condenser—double tuned image suppressor pre-selector—silent automatic volume control—meter tuning—continuous (stepless) tone and static control—illuminated hairline shadow dial with vernier drive—manual audio level control—full floating moving coil dynamic speakers.

#### Crosley 12-tube Superheterodyne Models

The Crosley COMMISSIONER at \$99.50 and AMBASSADOR at \$119.50 incorporate the new 2½-volt heater type tubes—double tuned image suppressor pre-selector—Class "B" amplification—silent automatic volume control—meter tuning—four gang tuning condenser—continuous (stepless) tone and static control—illuminated hairline shadow dial with vernier drive—manual audio level control—full floating moving coil dual dynamic speakers.

#### The Crosley VAGABOND

This 5-tube superheterodyne in a beautiful metal cabinet incorporates 2½-volt heater tubes—balanced image suppressor pre-selector—illuminated shadow dial—combined volume control and on-off switch—full floating moving coil dynamic speaker. Dimensions: 7½ inches high, 12¾ inches wide, and 7 inches deep.



**\$29<sup>95</sup>**

Complete  
with Tubes  
Tax Paid

#### The Crosley NOMAD

A delightful 5-tube superheterodyne in a new and unusually attractive chest model cabinet of selected walnut veneer. Incorporates the same chassis and full floating moving coil dynamic speaker as the Crosley VAGABOND. Dimensions: 8½ inches high, 12¾ inches wide, and 7 inches deep.



**\$34<sup>50</sup>**

Complete  
with Tubes  
Tax Paid

#### Crosley 10-tube Short Wave and Standard Broadcast Receivers

The Crosley SECRETARY at \$75.00 and GOVERNOR at \$89.50 have a range from 15 to 550 meters. The chassis employs 2½-volt heater type tubes—double tuned image suppressor pre-selector—meter tuning—silent automatic volume control—manual audio level control, continuous (stepless) tone and static control—illuminated shadow dial with vernier drive—full floating moving coil dual dynamic speakers.

Tax Paid on All Prices Quoted

Montana, Wyoming, Colorado, New Mexico and West, Prices slightly higher

### THE CROSLLEY RADIO CORPORATION

Powel Crosley Jr., President

CINCINNATI

Home of "the Nation's Station"—WLW

YOU'RE THERE WITH A CROSLLEY

# CROSLLEY RADIO



The high standard of tube design set by the New Super-phonic RCA Radiotrons is maintained in the four latest types — RCA-55, RCA-85, RCA-83 and RCA-89.

In developing this group of tubes, RCA Radiotron engineers have again demonstrated their leadership in the tube field. Taken with the 56, 57, 58, 46 and 82, these latest types make possible the design and construction of radio sets possessing an extraordinary degree of saleability.



The new RCA-55 A-C heater type tube is in reality three tubes in one—two diodes and one triode employing a common cathode sleeve, but each operating independently of the other. The RCA-55 is capable of performing simultaneously the functions of detection, amplification, and automatic volume control of the input signal.

The RCA-83 is a Heavy-Duty, Full-Wave, Mercury-Vapor rectifier tube of the hot-cathode type particularly recommended for supplying a very large amount of power of uniform voltage to receivers in which the direct current requirements are subject to considerable variation.

## NEW PROOF of LEADERSHIP

Designed especially for all types of mobile service, the RCA-85 is in reality three tubes in one—two diodes and one triode employing a common cathode sleeve, but each operating independently of the other. The RCA-85 is capable of performing simultaneously the functions of detection, amplification, and automatic volume control of the input signal.

The RCA-89 is a Triple-Grid Power Amplifier tube of the heater-cathode type designed especially for all types of mobile service. The triple-grid construction of this new tube, with external connections for each grid, makes possible its three-fold usefulness in audio-amplifier design as a low-mu triode, as a pentode, and as a high-mu triode for Class B circuits.



For further information concerning these tube types address Commercial Engineering Section.

RCA RADIOTRON CO., Inc.  
HARRISON NEW JERSEY

A Radio Corporation  
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# RCA RADIOTRONS

THE HEART OF YOUR RADIO