

RADIO RETAILING

INCLUDING
SERVICE
AND
INSTALLATION
SECTION

Home Entertainment Merchandising

THE DAWN OF A NEW DAY

RADIO
PROSPERITY
CAMPAIGN

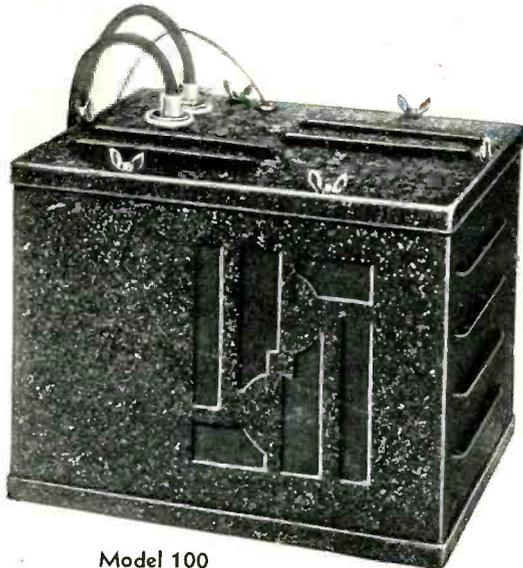
September 1933

Get Behind It See pages 10-12



Clarion

develops the
exceptional in



Model 100



Auto Radio

giving dealers

Great Profit Opportunity

Again the voice of Clarion in clear tones sounds a message of great importance. This time it is AUTO RADIO. A wonderful opportunity for sales and profit has come. Clarion reaches new heights in quality and performance. Clarion gives you a combination of features that insures successful results.

The price — \$34.95 — gives you a 1933 selling advantage that alone will give Clarion quick consideration by customers. Then there is the performance that wins interest. A 5-tube all electric superheterodyne with 6-tube performance. Dual automatic volume control. It has illuminated airplane type dial, marked in kilocycles and with removable shut-off key. Extreme sensitivity and selectivity. Single unit construction. Easy to install.

\$34⁹⁵

COMPLETE with suppressors and tubes. Federal tax paid. Prices in the south and west slightly higher.

**98%
PURE
TONE**

Full discounts that mean substantial profits. Communicate at once with your nearest distributor or direct with us.

TRANSFORMER CORPORATION OF AMERICA
Ogden and Keeler Avenues
CHICAGO ILLINOIS

Clarion Radio

By telegraph and telephone . . .

"RUSH MORE ZENITHS!"

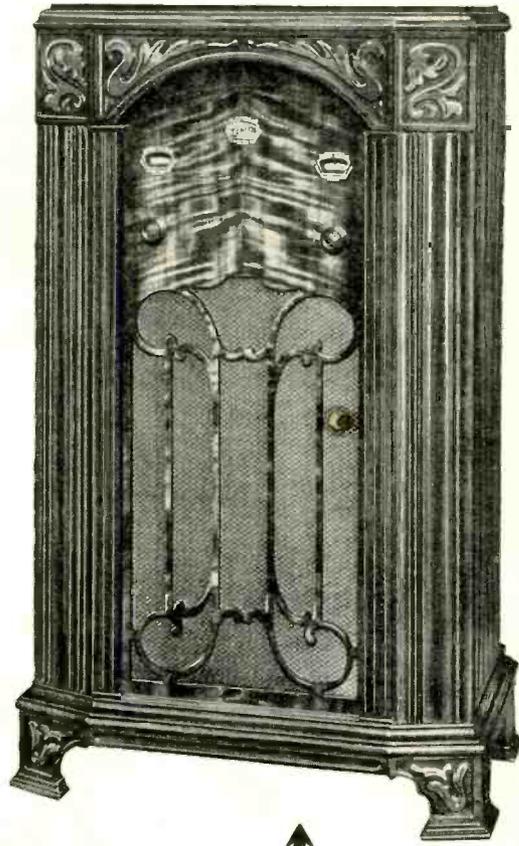
We knew it would sell. Distributors knew it would sell. So did dealers. But not one had any conception of the stampede of orders that has come for this new 1933-34 Zenith Challenger line.

Right at the bottom of the selling season sales have doubled, tripled, quadrupled every place the line has been shown. Dealers can't keep them in stock.

High Zenith quality at ordinary radio prices . . . that's the answer. You have never seen such cabinets . . . 6, 8, 9 new type tubes . . . advanced superheterodyne circuits . . . Shadowgraph and vernier tuning . . . over-size special dynamic speaker . . . at anything like these prices.

If you haven't this line yet, don't delay a second longer. Get in touch with your Zenith distributor.

ZENITH RADIO CORPORATION
3620 Iron Street Chicago, Illinois



MODEL 750—FULL-SIZE CONSOLE—5 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning . . . Automatic Volume Control . . . Dynamic Speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! Never before has a Zenith console radio with Shadowgraph Tuning been sold at such a low price. Front panel of this console is of matched, mottled Australian laurel wood, with genuine wood carvings. 38" high; 13" deep; 22" wide* **\$39.95**

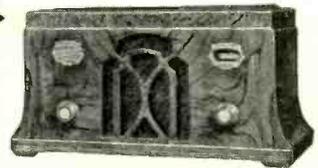


MODEL 755—8 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning . . . automatic volume control . . . 8 inch dynamic speaker . . . dial calibrated in kilocycles . . . tuning range 1750 to 535. Cabinet is 6 legged console of graceful design. Front panel of butt walnut with Plaster panels of butt walnut. Top arch of California maple burl. 40" high; 24 1/2" wide; 14" deep.*



MODEL 760—Console of modern design. 9 tube advanced type AC superheterodyne circuit. Automobile (dash-type) escutcheon including *Shadowgraph Tuning . . . visual tone indicator . . . visual volume indicator . . . automatic volume control . . . twin 8" dynamic speakers. An exceptionally beautiful cabinet of modern design—top side panels are of California maple burl separated with genuine imported marquetry. 38 1/2" high; 23 1/2" wide; 23" deep.*

MODEL 705—6 tube advanced type AC superheterodyne circuit. *Automatic Volume Control . . . Vernier Tuning . . . Dynamic Speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! Cabinet has beautifully figured butt walnut front—genuine imported marquetry inlay with top border finished in maple burl—solid walnut top—fluted ends. 8 1/2" high; 15 1/2" wide; 6 1/2" deep.*



"YOUR CONCEPTION OF RADIO VALUES WILL BE COMPLETELY CHANGED WHEN YOU SEE THIS NEW ZENITH LINE!"

NOW an AUTOMOBILE RADIO

which justifies the slogan
"There Is Nothing Finer than a Stromberg-Carlson"

Now your customers can have fine radio in their automobiles. Here is the first auto set with full-size parts and full-size electro-dynamic speaker, making it capable of giving fine performance regardless of high speed and traffic noises and under all sorts of unusually difficult reception conditions.

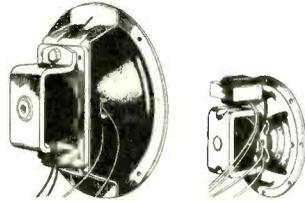
Class "A" amplification, of course, as Stromberg-Carlsons have always been made to give the finest results.

Simple to operate. Simple to install. Dial easy to read. Stays "tuned". A single large knob, easy to grasp, for tuning control. Operates entirely from your storage battery and regardless of its superior performance it takes no more current than the average auto radio.

Every dealer knows the big demand for a fine automobile radio. Here is one that will give REAL satisfaction to your customers—and REAL profit to yourself.

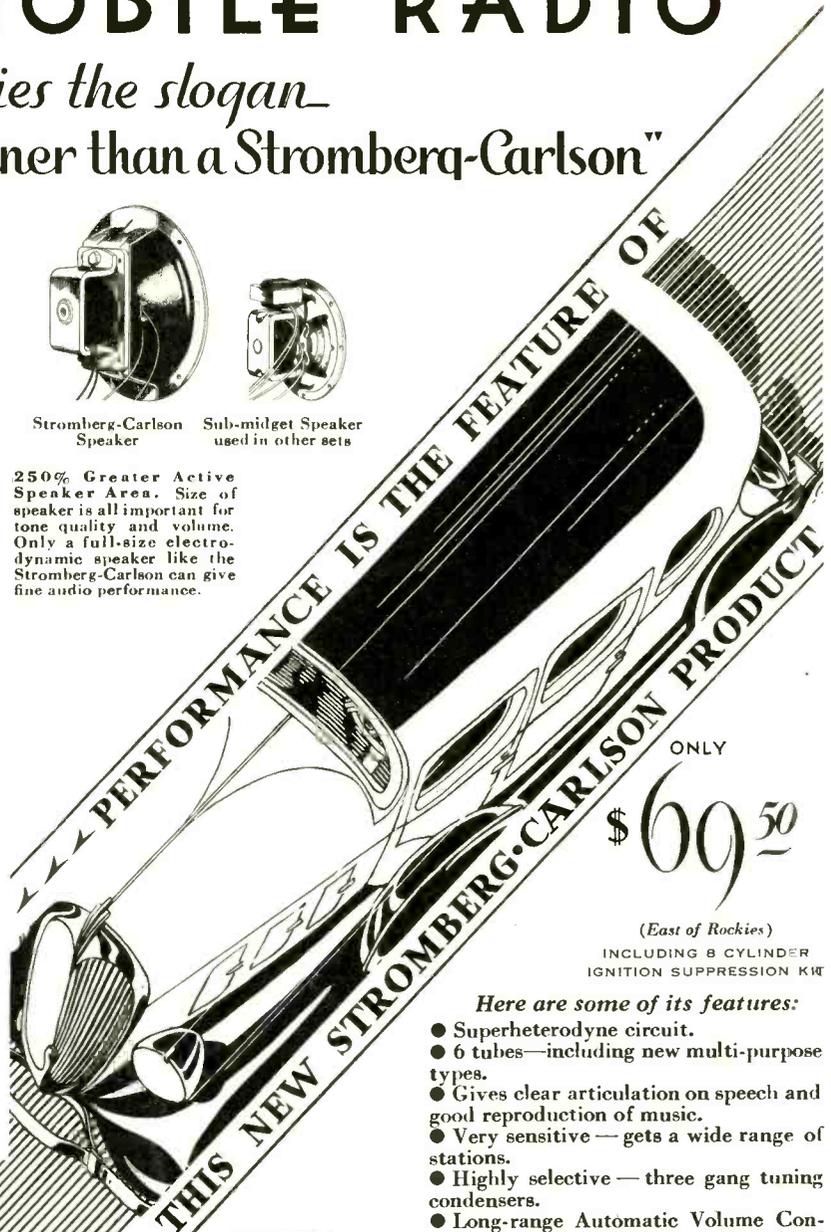
Write for detail descriptive folder and franchise terms.

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



Stromberg-Carlson Speaker Sub-midget Speaker used in other sets

250% Greater Active Speaker Area. Size of speaker is all important for tone quality and volume. Only a full-size electro-dynamic speaker like the Stromberg-Carlson can give fine audio performance.

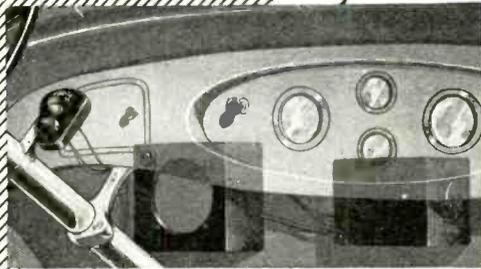


ONLY
\$69.50

(East of Rockies)
INCLUDING 8 CYLINDER
IGNITION SUPPRESSION KIT

Here are some of its features:

- Superheterodyne circuit.
- 6 tubes—including new multi-purpose types.
- Gives clear articulation on speech and good reproduction of music.
- Very sensitive — gets a wide range of stations.
- Highly selective — three gang tuning condensers.
- Long-range Automatic Volume Control—maintains signal at a constant level even under unusually difficult conditions. Gives adequate volume over surrounding traffic noises and high speed noises.
- Speaker contained in wooden box which is an acoustically correct baffle.
- The key that locks the auto radio serves as the volume control.
- Simple to install, remove and re-install in a future car.
- Built with the ruggedness of Stromberg-Carlson radios for government aircraft and police cars.





Stromberg-Carlson



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

1894
1935



FEATURES

- 1 No spark plug suppressors and no motor noise.
- 2 All electric, self-contained auto radio. Size 6½" x 7½" x 10¼".
- 3 Superheterodyne auto circuit with new type tubes.
- 4 True complete Automatic Volume Control.
- 5 Jensen Dynamic Speaker.
- 6 Acoustically designed to deliver proper tone range within the car.
- 7 Positive gear driven, steering column control with non-glare illuminated dial.
- 8 Sensitivity of 1 microvolt absolute which is better than the average 10 tube house set.
- 9 Selectivity to handle 10 K.C. channels without interference.
- 10 Simplicity of installation only two electrical connections. Can be installed or removed within a very short time without damage to or marring of the car.
- 11 Battleship construction—firmly held in place by 3 mounting bolts.
- 12 Three models—Class B amplification in S7 model.

(Licensed under patents of Radio Corporation of America and Hazeltine)

•
Audiola *first* to build an auto set free of motor noise without spark plug suppressors

•
This announcement has created nation-wide interest, and an unprecedented volume of business, which an engineering triumph of such major importance deserves.

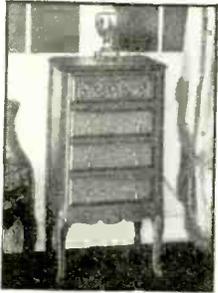
•
AND LESS EXPENSIVE

•
We are seeking auto radio specialists as our distributors. Write or wire immediately for exclusive distributor's franchise and discounts.

AUDIOLA
RADIO COMPANY

"The Manufacturer of Radio Since Radio Began"
430 South Green Street
CHICAGO

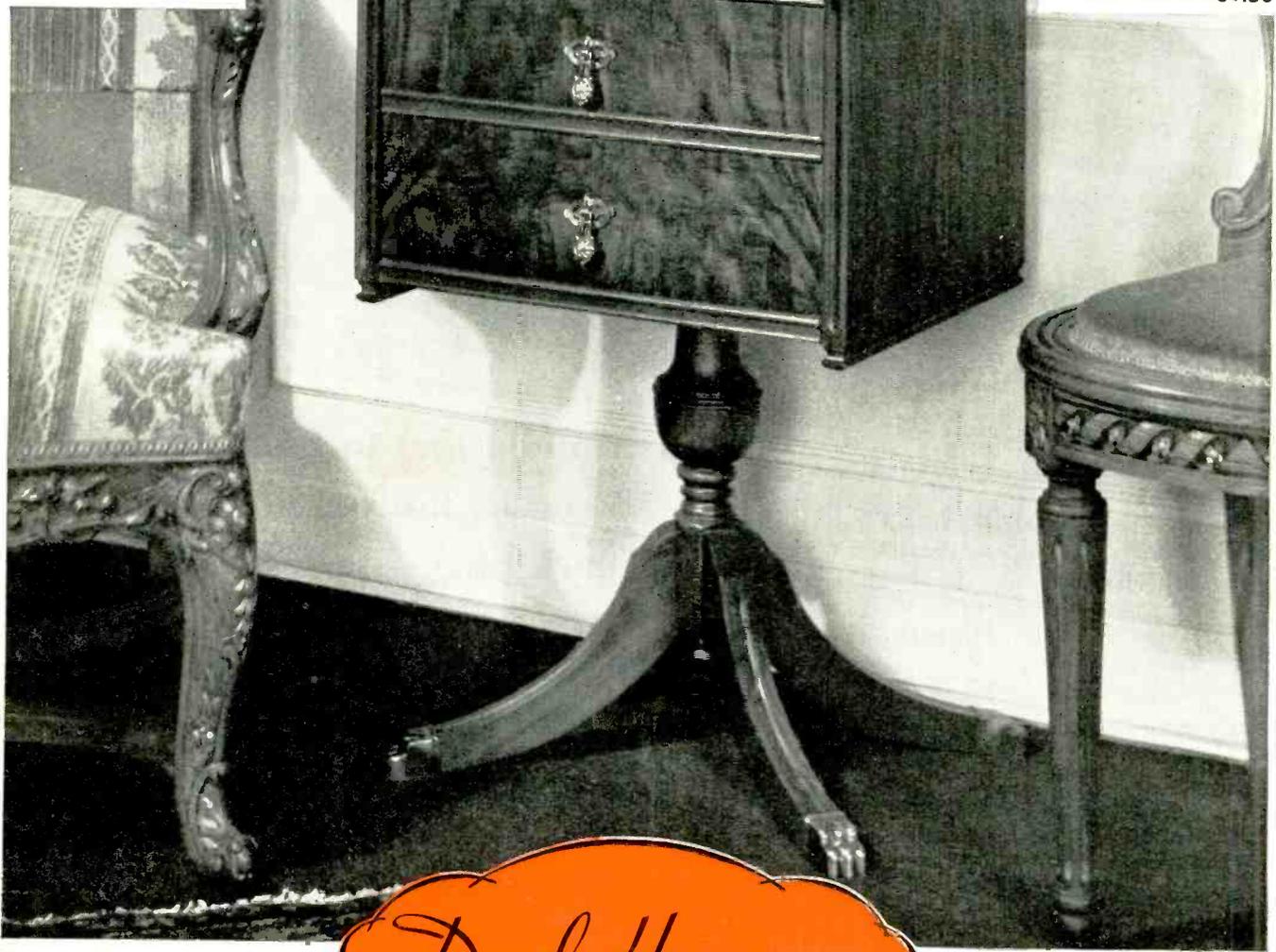
SMART MERCHANDISE



French Commode Model
10-tube model with twin
speakers, only \$69.50
6-tube model with single
speaker, only \$55.50



De Luxe Bookcase Model
Equipped with 10-tube
chassis and twin repro-
ducers. A masterpiece
of furniture design and
craftsmanship at \$87.50



The present vogue of Duncan Phyfe furniture style insures great popularity for this model. It is offered with both 10 and 6-tube superheterodyne chassis.

Dual Harmony

Above cabinet with 10-tube
chassis and twin speakers, only \$63.50
Same cabinet, with 6-tube
chassis, single speaker, only \$49.50
Same 6-tube chassis, in smaller
Duncan Phyfe cabinet, only \$39.50

STEWART-WARNER

THAT ANSWERS THE QUESTION

Why should I buy a new radio?

It takes more than technical jargon and glittering generalities to sell the public radios today. Only by showing people a big, definite, outstanding reason for buying a new radio can dealers attain the sales volume necessary to profitable operation. Such a big dominant appeal characterizes each of the four distinct lines offered by Stewart-Warner.

THE NEW *Dual Harmony* RADIO

HARMONY TO THE EYE ♦ HARMONY TO THE EAR

NEW, MODERN MERCHANDISE FOR TODAY'S NEW MARKET

Here is today's *Double Value*—the newest thing in radio. A great radio concealed in furniture of beauty and utility. These Dual-Harmony radios mark the most outstanding development in cabinets since the advent of the console radio.

These models were brought out at the direct request of women who had grown tired of the conventional type of radio, of women who said the biggest thing Stewart-Warner could do was to build a radio that didn't look like a radio. Leading designers set themselves to the task, with the result indicated on the opposite page. Furniture models, as well as conventional consoles are offered in both 10 and 6-tube superheterodyne chassis, which achieve a new standard of sensitivity and selectivity featuring the very latest in tube equipment and scientifically-designed circuit.

Stewart-Warner also offers three other lines each with a distinct and different sales appeal. These are the Magic Dial line, Companion-Sets, and the new Stewart-Warner Auto Radio.

STEWART-WARNER Magic Dial Radios

Here is radio entertainment at its best, plus the thrill of tuning-in on the short wave bands—on which are broadcast

police calls—conversation of airplane pilots—entertainment from ships at sea and the programs of foreign stations all over the world. Make no mistake—the live dealer can cash-in handsomely on Magic Dial Consoles with powerful 11-tube circuit at their new popular prices, as low as **\$9950**

STEWART-WARNER Companion Set Radios

These are novelty radios in their most attractive form—books that talk, that sing, that play—and smart, burl walnut midgets. All Companion Sets have a super-sensitive, 6-tube superheterodyne Universal circuit with dynamic speaker, and are equipped with reeled aerial and special Heat Take-Off cord that keeps heat out of the circuit. Priced from . . . **\$2950**

New STEWART-WARNER Auto Radio

Here is the auto radio that motorists have been hoping for. It's a radio that offers living room reception in the car. It is a single, simplified unit—designed and built for automobile use—by a great organization which has specialized in radio and automobile equipment engineering for years. Nothing on the market can touch these sets at . . . **\$3995**

All prices slightly higher West of Rockies



MERCHANDISING AND ADVERTISING SUPPORT

A program embracing complete, new selling plans and advertising support, geared to the new market of today, has been worked out to the last detail. Included in this is a specialized selling kit for each of Stewart-Warner's 1933 Lines. Send the coupon for complete information.

Radio

SEND FOR FULL DETAILS

STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago

RR-7

I am interested in your Radio Line featuring Dual Harmony Radios for 1933.

Name

Address

FAVORITE



WHEN set manufacturers buy tubes they naturally want tubes that give their set the utmost in volume...sensitivity...fine tone.

That is why Hygrade Sylvania is proud of selling more tubes than any one else for use as original equipment in radio receivers. Only an excellent product, backed by an experienced and competent selling and engineering organization, could achieve this leadership.

In the technical field Hygrade Sylvania first pioneered with the development of new and more efficient tubes for automobile radio. Then with a new 6.3 volt group of tubes for general service. Both groups are now standard with leading manufacturers.



Sylvania engineers are always ready to help set manufacturers solve circuit and design problems of all kinds. A letter puts you under no obligation. It may bring just the solution you have been seeking.

Powerful national advertising... full support for its dealers... high financial rating... a manufacturing capacity of over 100,000 tubes per day... a group of executives who own the major portion of the company's stock... these things make Hygrade

Sylvania a strong partner in the effort to build your business and your reputation for quality. Hygrade Sylvania Corporation, Emporium, Pennsylvania.

Sylvania

(Reg. U. S. Pat. Off.)

THE SET-TESTED RADIO TUBE

It's a hit!

ALL-ELECTRIC

Emerson

AUTOMOBILE AND MOTORBOAT Radio

\$49⁹⁵

FOR YOUR BOAT

FOR YOUR CAR

"Home Radio Enjoyment While You Travel."

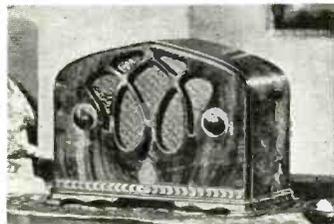
NOW FOR SHORT AND LONG WAVE

With the new Short-and-Long Wave feature, and the addition of pilot lights, these Emerson Universal Compacts have greater appeal than ever. Remember — they're 5-tube Superheterodynes with Dynamic Speakers, operating on both AC and DC, 110 Volts, 25 to 60 cycles. (Also adaptable for 220 volts).



\$30

Model 30—A smart burl-walnut Portable that's "at home" anywhere. Complete with tubes and aerial.



\$25

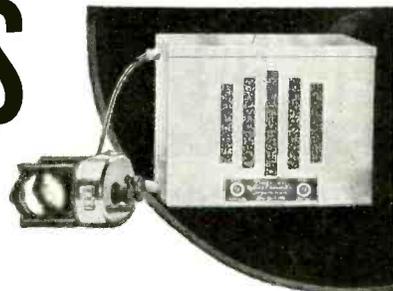
Model 250—Handsome design in modified Gothic. Burl walnut. Complete with tubes and aerial.

There are 6 Universal Compacts in the complete Emerson line — ranging in price from \$17.95 to \$32.50.



AN OUTSTANDING SUCCESS

because:



1. Emerson has always protected your profit on home radios. In merchandising auto radio, we recognize the necessity of an **EVEN LARGER MARGIN OF PROFIT**—plus a quality product at a reasonable price.

2. Emerson offers **BETTER PERFORMANCE**. The public recognizes greater value when you talk features like these: Eleven-tube performance with five-tube economy (Battery drain of only 4.5 amperes) . . . Automatic Volume Control . . . Automatic Noise Suppression (a brand new feature) . . . Superheterodyne, with Six Tuned Circuits . . . Three-gang Condenser . . . See circular for other important features.

3. Emerson takes the lead in appearance. Its gleaming full heavy Chromium Plate Finish is *different*—stands out in your window—makes an immediate quality appeal.

4. The Emerson is easiest to install sturdily, service quickly. Size only 6" x 7" x 8". Special mounting bracket permits removal in 2 minutes for servicing or checking tubes.

Get in touch with the nearest Emerson jobber at once for our proposition, or write direct to us.

EMERSON RADIO & PHONOGRAPH CORPORATION
641 Sixth Avenue: New York, N. Y.



AGAIN SPARTON MAKES THE FRONT PAGE

Sensational reduction on 3-speaker Triolian— Announcing two advanced Sparton Compacts

NEW Sparton Compacts—Models 61 and 62—as small as the smallest in size, as big as the famous Three-Dimension Triolian itself in quality.

No new Sparton was ever introduced with more pride—nor with greater opportunity for Sparton dealers.

These five-tube superheterodynes have everything you'll find in other portables plus these added features that mean added sales:

TONE CONTROL . . . ILLUMINATED DIAL (calibrated in kilocycles) . . . SHORT WAVE RECEPTION FROM 200 TO 60 METERS . . . ANTENNA TUNING CONDENSER . . . VOLTAGE REDUCER (eliminates overheating).

Additional factors in the marvelously finer performance of Models 61 and 62 are such recognized Sparton advantages as Automatic Volume Control, dynamic speaker and five Sparton precision-built, double or triple function tubes. Both Models operate on A.C. or D.C. current, 100 to 130 volts and 200 to 250 volts—any cycle.

You'll want to see these new personal radios by Sparton at the first opportunity. Hear them, and you'll say they're the finest sets of comparable size yet produced. Like all Sparton merchandise, they're priced to help you make sales, with enough margin to justify your enthusiastic efforts. Write—or better still, phone your distributor today.

THE SPARKS-WITHINGTON CO.
(Established 1900)
JACKSON MICHIGAN
SPARTON OF CANADA, LIMITED
London, Ontario

SPARTON MODEL 61 (large illustration above) is priced at \$24.95, Federal Tax paid. Genuine mahogany inlay enhances the beauty of the hand-rubbed outer walnut cabinet.

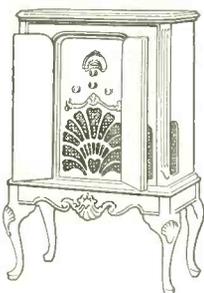


SPARTON MODEL 62 (open)
—\$30.00, Federal Tax paid.



SPARTON MODEL 62 (closed)—Neat, glove-fitting carrying case for both models at slight additional cost.

HERE IS NEWS!



The price of Sparton's 3-speaker Triolian with Three-Dimension Tone has been reduced to \$145.00, complete with tubes and Federal Tax paid. Act quickly to get your share of sales at this sensationally low price.

SPARTON RADIO

(852)

RADIO RETAILING

HOME ENTERTAINMENT MERCHANDISING

O. H. CALDWELL, *Editor*

RAY V. SUTLIFFE, *Managing Editor*
W. W. MACDONALD, *Technical Editor*
T. H. PURINTON, *Assistant Editor*

M. E. HERRING, *Publishing Director*
HARRY PHILLIPS, *Art Director*
P. WOOTON, *Washington*

Radio Sales and the *Industrial Recovery Act*

THE new Industrial Recovery Act will have a tremendous influence on radio sales.

Many radio men feel that it offers primarily a means for agreements on prices and the raising of price levels to the customer. While these will undoubtedly be among the later consequences of the actual operation of the Act, it is becoming very clear from Washington that other things are now paramount in the minds of the President and his Industrial Administrator.

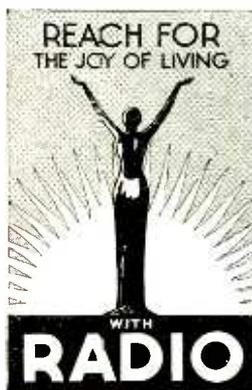
First of all, and above everything else, are the matters of *re-employment*, rising *wage scales* and *spread of employment*. Industry groups who go to Washington with elaborate Codes on price-fixing are asked to present their plans for *putting men back to work*.

FIRST tell us how many people you will put into employment; what wages you will pay them and how work can be spread to get as many as possible on your pay-rolls," thunders General Johnson, "then you can tell us what you need in the way of trade agreements to keep the employment schedule going. But let's have *wage increases* before we have *price increases*."

Labor and employment, therefore, will take precedent over everything else in the administration of the new Act. Quotas of production for competitors are contained in some of the model codes already approved. The feeling is that such production and sales allotments will reduce emphasis on the rising-price issue. It even appears that the President's famous statement about "ten per cent of an industry destroying the business soundness of the whole," referred directly to recent sweatshop *labor* practices and was not intended to have the wide application industry has given it.

PUTTING *six million men to work* by snow-time is the mark now animating the Administration. Once back earning again, it is expected that their restored buying power will sweep others into employment and again establish us on our industrial feet.

It is from this restoration of buying power that the chief benefits to the radio industry are likely to come. Millions of homes will be returned to the active prospect list for radio sets. And then the Recovery Act *makes it possible* for the industry to sell these radios at *fair prices*, based *above* the cost of production.



TO BENEFIT THE ENTIRE INDUSTRY RMA LAUNCHES ITS Radio

THE PLAN PROVIDES

FIRST—*A Month of Intensive Sales Effort*

Nationally, locally, individually and collectively, it will stimulate interest in the new models; sell tubes, parts and accessories; promote "reconditioning" service work and revive interest in broadcast programs.

SECOND—*A Week of Stellar Programs*

The first week in October will be devoted, by the broadcasters the country over to the recreation of a just appreciation of the worth of radio in the home and in our national life. Programs of a character never before presented will be on the air—culminating in a gala event Saturday night that will make first page publicity.

For your copy of the PLAN BOOK and further details write:

Radio Prosperity Campaign
Earl Whitehorne, Director
330 West 42nd Street, New York, N. Y.

AS WE GO TO PRESS

ORGANIZATION and promotion plans perfected.

HEADQUARTERS established in New York and Chicago.

WHITEHORNE plans to personally meet the trade in key cities this month.

PUBLICITY MATERIAL available first of August.

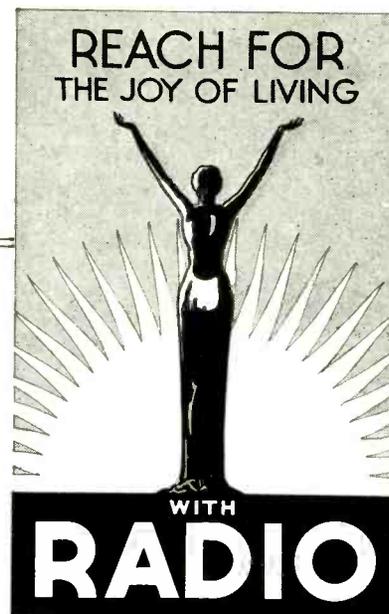
SPECIAL PROGRAM events take shape.

DEALER-JOBBER "Plan Book" ready.

ENTHUSIASTIC acceptance already registered.

To Every Dealer and Jobber in the Radio Industry:

GET BEHIND THIS PROPOSITION 100 PER CENT. It's YOUR party; planned by the Radio Manufacturers Association to revive interest in radio and to increase sales activity.



Official
Emblem and Slogan
of the Campaign

Typifying the great contribution radio makes to happiness and progress.

Available for dealer and jobber use in various forms and sizes.

For windows, literature, price tags and newspaper cuts.

RADIO'S PROSPERITY CAMPAIGN—the first national cooperative endeavor of the entire industry to sell radio merchandise and to reawaken listener interest in programs—is off to a flying start. Formally approved at Chicago by the Radio Manufacturers Association, as announced last month in the Special Convention Supplement of *Radio Retailing*, all organization and operation details are now perfected.

Campaign headquarters have been opened in New York and Chicago. A "Plan Book" or A B C Primer, telling the local trade exactly how to participate, individually and collectively, will be off the press in a few days. Display and other promotional material will be ready for your use within another 30 days. By that time Managing Director Earl Whitehorne will personally have held meetings with the leading radio men in 20 key cities of the country. Yes, that cooperative effort to promote radio, that you've been asking for, is actually at hand.

Timed to synchronize with the business revival that's sweeping America, ably managed, backed by a war chest and bearing the sincere endorsement and pledge of every

Prosperity Campaign

(September 1-30)

... to be followed by

RADIO PROGRESS WEEK October 2-7

set, tube and parts maker in the business to get behind it . . . well, it's now squarely up to you, Mr. Dealer!

"What's all the shouting about?"

We'll let Director Whitehorne answer that one.

What It's All About

"The Radio Manufacturers Association is assuming the leadership of a movement whose purpose is two-fold," states Mr. Whitehorne. "It will endeavor to lift the radio business out of its depression complex, early this fall, by a Radio Prosperity Campaign. To supply the necessary impetus to such an effort, this September sales drive will culminate in seven days of unusual broadcast programs. This reawakening of an appreciation of radio's contribution to the life of our citizens will be known as 'Radio Progress Week' and is scheduled for October 2-7 inclusive.

"Like other industries, Radio has been bowed down by Hard Times. But a new day is dawning. General prices are rising and gloom is changing to optimism. The spending will start soon. It is this reawakening market that this campaign is to capitalize.

"There are approximately 7,000,000 homes using radio sets that are obsolete and 13,000,000 homes or individual prospects that have no radio. No longer can we sit back and expect radio business to pour into our lap . . . for every other industry is going out after the same dollars we desire. Automobiles, refrigerators, travel, clothes and so forth will be scrambling for attention. John and Mary are going to buy first the thing that they have come to desire most.

"So the radio industry is entering a season of better business with an intense competition to fight, and it is not a competition between radio manufacturers or radio distributors or dealers as in the past four years of sweat and tears. It will now be a competition with other industries. Therefore the radio industry must organize to throw its united strength into the market place, first and strongest, so that radio will be the thing that John and Mary will buy.

"The September Radio Prosperity Campaign will have two objectives: First, to canvass every radio owner and put his set into condition, by installing new tubes, parts or accessories, or to replace it with a new set. Second, to canvass all prospects for new receivers. Throughout July local committees will be organized in all cities, so that manufacturers, distributors, dealers and service men will be prepared and ready to play their part in the concerted sales drive through the month of September. The cooperation of all branches of industry in all communities will be sought.

"The spectacular broadcasting which will feature Radio Progress Week will serve as a bait for sales. People will be urged to get ready for this week of special broadcasting, and it will be a strong incentive right up until the end of September. After the week is over, it



EARL WHITEHORNE

Director of Radio Prosperity Campaign and Radio Progress Week

will still be a powerful selling argument because of the popular interest which will be aroused. Dealers will continue to make a feature of it in their selling.

"Detailed plans for Radio Progress Week are under development and cannot be announced, but through the cooperation of the broadcasting studios, the advertising agencies and the national advertisers, special programs will be developed that will have unusual popular appeal. Radio Progress Week will pass in review before the public the scope, diversity and richness of modern radio broadcasting, and create a public appreciation of the dramatic part it plays in the life of today as a source of entertainment, a promoter of education, a liberator of thought and an influence for progress. In addition, regular broadcasting features of the week will be given a Radio Progress flavor and special local programs will be arranged in many cities. The National Broadcasting Company and the Columbia Broadcasting Co. have pledged their hearty cooperation. A colorful program is assured, combining those elements of laughter, melody, romance, drama, knowledge and news, with which radio is enriching our lives.

"Such a campaign will vitally benefit the entire radio industry because—

1—It will bring the dealers and service men new con-

fidence and optimism with the support and leadership they have been waiting for

2—It will pull the manufacturers and distributors together in a common cause

3—It will increase radio sales by intensive, concerted selling

4—It will build a larger radio audience for the broadcasters and insure a large replacement market

5—It will give a flying start for 1933 last quarter sales

6—It will set up a sound basis for action under the coming industry control and recovery act

7—It will capture the first popular spending wave and make sure that radio gets a full share of the coming market in the home

The Manufacturer's Part

"To tie into this campaign and capitalize this opportunity, radio manufacturers will individually plan their own August and September sales program to take the fullest possible advantage of it. They will organize their own distribution to see that the dealers in every town prepare for the September Radio Prosperity Campaign. They will coordinate their advertising sales promotion with it to the end that in every town dealers will exert the full pressure of the campaign during September, and roll up a sales total that will help bring back prosperity.

"The prime objective of course will be to awaken a new popular enthusiasm for the present dependability of radio equipment, the perfection of its tone quality and control, and the scope, artistry and excellence of modern programs. By two months' careful preparation the campaign will develop a selling intensity in September that would not be applied without organized enthusiasm. This intensified selling will create an added volume of business that would not mature without this urgent appeal. It will bring into active cooperation the two major branches of the radio industry broadcasting and equipment. Manufacturers, distributors and dealers will be promot-

ing the popularity of broadcasting to build up radio circulation. Net works, agencies and advertisers will be improving the appeal of broadcast to supply radio equipment sales."

To Be Done This Month

The Campaign opens September first. What steps should dealers and jobbers take *this month* in order that they may reap the rewards of this nationwide plan?

FIRST—Write for the Plan Book!

SECOND—Call a get-together of all local radio interests, including the local station manager, and discuss ways and means of setting up an active local campaign. Remember, RMA can't do it all. You must exercise your own initiative and ingenuity to develop local promotion stunts to tie-in.

How about an "open house" week; full-page, cooperative ads; mass-action window displays; a local show—to be held *before* Radio Progress Week; special local broadcasts, with personal presentations of the artists; theatre slides, etc.?

ALSO—Write to your manufacturers. Tell them you endorse the plan. Outline what you propose to do. And ask them what *they* are going to do for you in the nature of consistent profit-making policies and publicity support.

Wholesalers Association Endorses

As we go to press word comes from Chicago that the Board of Directors of the Radio Wholesalers Association has unanimously endorsed this Campaign and will get behind it 100 per cent.

The stage is set. Rehearsals start NOW. The curtain rises September 1. Get in the cast. Play your part.

Next month's article will report in detail the progress of this activity. It will illustrate and describe the "sales tools" that will be available and will state specifically the local steps that should be taken to make the most of this opportunity.



This preliminary booklet, which outlines the salient features of this entire project, is now ready for distribution.

Get Behind Radio's Prosperity Campaign. Write for your copy of this booklet. Address: Earl Whitehorne, 330 West 42nd Street, New York City.

The PRICE is Right

IN MAY, the Powers Furniture Company of Portland, Ore., broke a rule of long standing and took on a car set, advertising it at \$59.50 installed. The ad "flivvered," and Manager A. T. Erickson concluded that auto-radio was, apparently, not for the furniture house.

Had he continued in this opinion it is likely that Powers would be "out" \$20,000 worth of business by the end of the summer. For in June his interest was revived by a new \$39.95 model (installed, less antenna), and in three days 37 were sold right off the floor as the result of one ad. And the sale of at least 500 more is confidently anticipated before September.

The price was right! (In past issues *Radio Retailing* has pointed out that this is one of the reasons why auto-radio is the "biggest thing in the business this year.")

Convinced that auto-radio is destined to be of major importance, the company is now getting an intensive "five step" merchandising plan under way. These are the steps:

1. Newspaper advertising.
2. Direct mail.
3. Telephone follow-ups.
4. Novel demonstration car.
5. Unique window and store displays.

Newspaper advertising is to be concentrated in the radio section of Sunday sheets. Experience has shown that this is the most effective. Graphic line-drawings will be used in all ads. (Many people do not know what an installation looks like.) All-electric operation and single-unit installation will be featured, terms played down in small type. Erickson is of the opinion that there are many people who would buy if they knew that no B batteries were required and that it is no longer necessary to mutilate the car.

The direct-mail program consists of a three-letter series addressed to people who have bought home radios from Powers in the past year. Auto-radio buyers will, in turn, be added to the prospect list for home radio and furniture sales solicitation. Telephone calls will be made to each and every customer listed in the directory following the mailing of the last letter, mail paving the way for personal contact.

The store's demonstration car, equipped with appropriate signs, will tour the town daily, passing out advertising circulars, demonstrating, wherever possible, to individual prospects. When not out in the field it will be parked in front of the store with the receiver in operation. Powers counts on the car to bring in much of the anticipated business.

For window and store display purposes two exact reproductions of a car cowl are now being made. Sets will be mounted on these, so that prospective customers may see exactly how the equipment will look in their own automobiles.

An excellent program, Powers, one more dealers would do well to copy. Good luck! We hope you make your quota.

Powers Furniture of Portland, Oregon, takes on new \$39.95 auto-radio and sells 37 in three days



"Now we can sell cars sets," says manager A. T. Erickson



This raised platform display helped put them over

She Gets the CREDIT



Credit Manager **MAY HESEL**
*All contracts must have her o.k. before
 merchandise is delivered*

ON June 1st, the Lincoln Radio Corporation, of 5205 Fifth Avenue, Brooklyn, New York, had 701 time-payment accounts, representing \$25,600 worth of business, on its books. Only 23 were in arrears (from 5 weeks to 6 months) and 17 of these were making partial payments. Six were considered possible cases for litigation. Due and unpaid balances totalled \$519.

This, thinks owner-manager Jules J. Brecher, is a record, especially as 55 per cent of the concern's contracts are with people of foreign extraction, 80 per cent with salaried employees earning less than \$2,500 annually. And he attributes it all to the careful, painstaking work of credit manager May Hesel and investigator-collector Abe Wisenberg.

"IN-AND-OUT" STATEMENT

Will a contract with this man stand litigation? Has he a salary, or other income that may be legally attached? Has his past performance been satisfactory to other time payment houses? Can he be traced through personal references if he "skips"? These questions are considered by all stores. But too often the fact that a man has a good job is deemed sufficient guarantee when the difference between his gross income and fixed expenses—his ability to pay—is the only real gauge.

Lincoln takes a leaf out of the banker's experience and makes up a rough "in-and-out" statement on every account, before ok'ing credit. The prospect's earnings

ONLY 23
of Lincoln Radio's 701 time-payment accounts are in arrears and 17 of these are considered "good." Personal checkup of customers' ability to pay before the sale. weekly collections given as principal reasons for success of \$25,000 installment plan operation

By **W. MacDonald**

(given and estimated) from all sources are listed in one column and totalled. Fixed expenses such as rent, light, heat, insurance, are totalled in another column. Comparison of the two tells any intelligent credit department whether or not the customer is a good risk. Here is a typical in-and-out statement on a prospect whom Brecher feels sure would "get by" the average credit department simply because the man is a steady worker:

IN \$100	OUT
	Rent \$30
	Gas 3
	Electricity 4
	Furn. Payments..... 14
	Insurance 8
	Jewelry 6
\$100	\$65

The in-and-out statement shows that \$35 per month, or \$8.75 per week remained for the payment of fixed



Owner-Manager **JULES J. BRECHER**
(fifth from left) and his staff

expenses for the husband's carfare and lunches as well as food and clothing for himself and wife. Obviously he could not afford to buy a radio on terms despite the fact that he had been employed for 6 years by one concern, gave excellent references and had a fine reputation.

This application of a "horse sense" analysis to each account under consideration is made possible by the completeness of the Lincoln conditional sales contract. Questions appearing on the back of this contract are religiously filled in when making a sale, despite the obvious difficulties caused by their number and intimate nature. The company feels that a thorough knowledge of each customer is the keystone of its entire credit structure.

The important questions are not taken for granted. Miss Hesel checks by telephone and mail and Wisenberg goes right into the prospect's neighborhood for verification. Many of the questions are answered in the general course of conversation when making the sale.

Because most people bring a friend along when they intend to buy it is often possible to secure the signature of a co-signer on the sales contract and this additional security is welcomed.

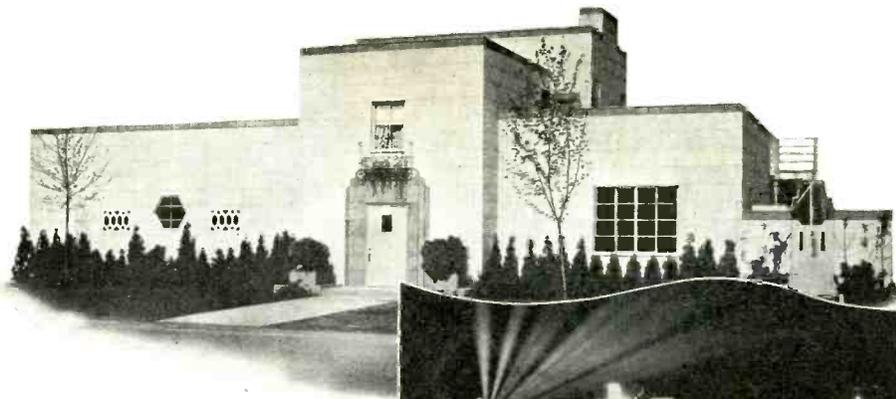
NOTICES DISPENSED WITH

Ninety-five per cent of all credit accounts are payable weekly at the store and only civil employees are permitted to buy on monthly terms. Payments are smaller and easier to cover and as a result customers do not feel

(Please turn to page 32)



Investigator-Collector **ABE WISENBERG**
He helps check their financial condition, collects the cash when customers slip up on payments

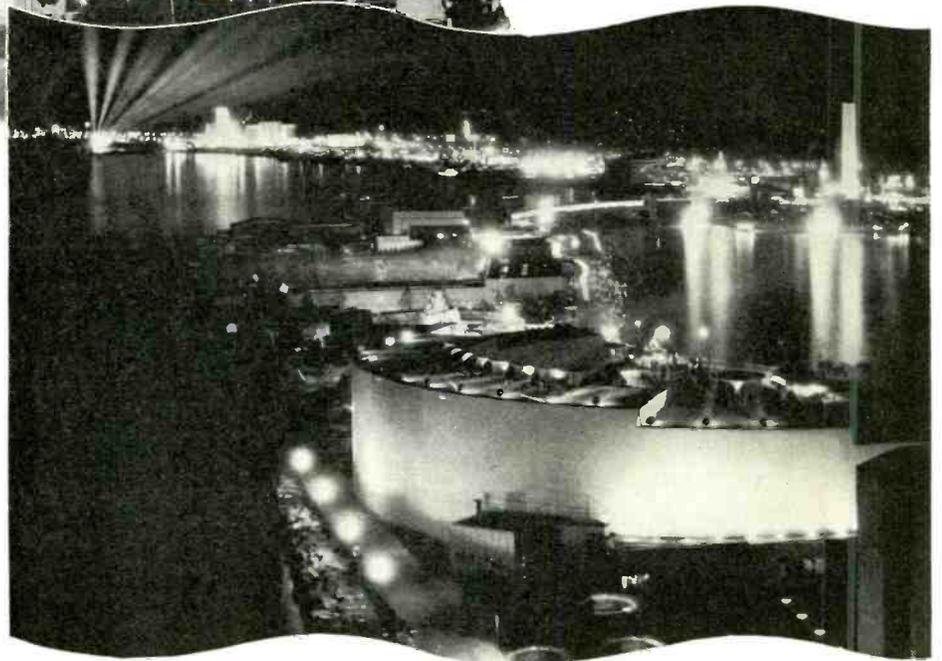


MAJESTIC radios and refrigerators play a prominent part in the furnishings of the ultra-modern Rostone House

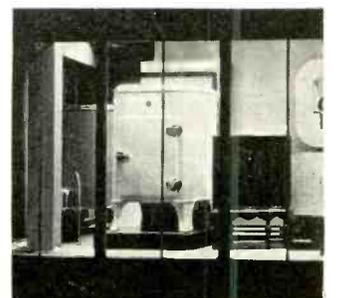
The
RADIO
INDUSTRY

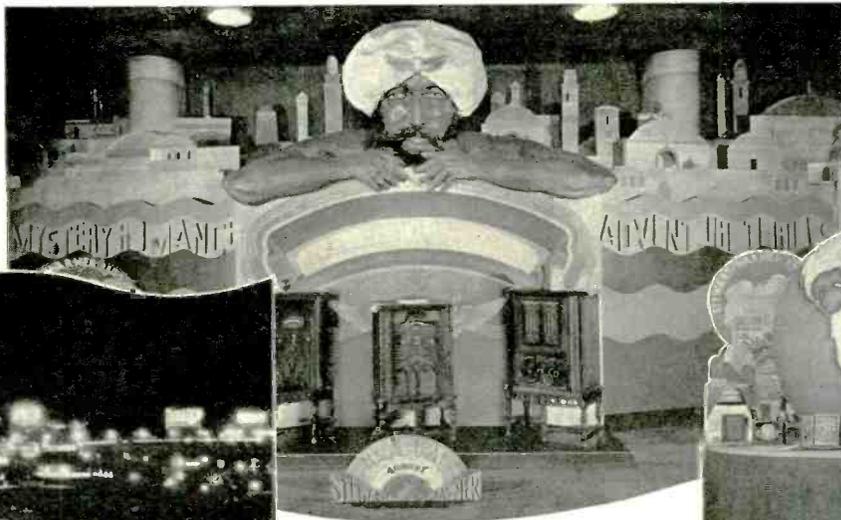
at the

Century of Progress

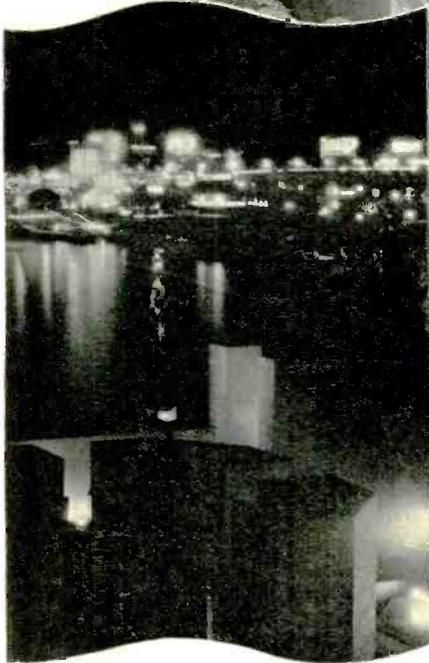


GE's corner of the Electrical Building is given over to the House of Magic, one of the most interesting exhibits at the Fair





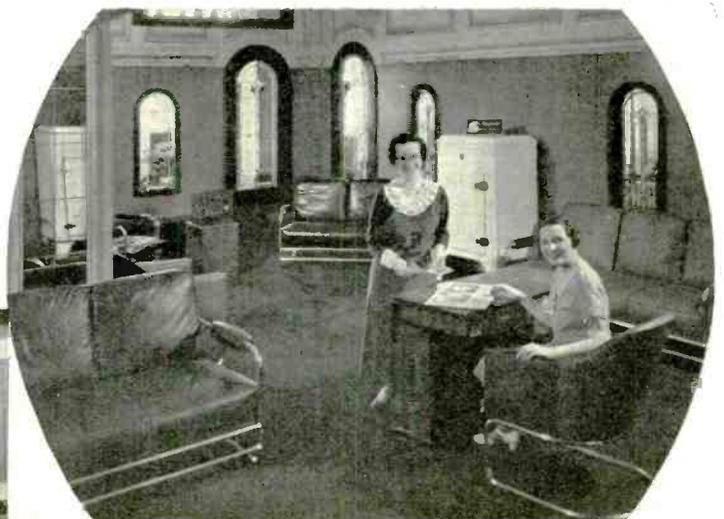
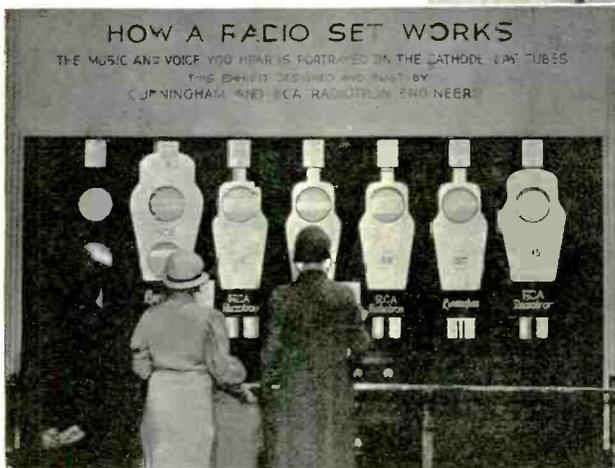
STEWART-WARNER has a commanding position in the Electrical Building, displaying radio, refrigeration, and automotive products



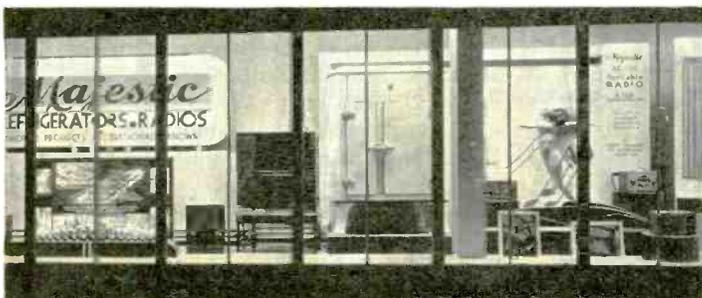
THE FAIR by night is a veritable fairyland of lights



RCA-RADIOTRON and RCA-VECTOR exhibit pioneer Marconi equipment. An oscillograph shows the passage of a radio signal from antenna to speaker. To Tom Joyce goes much of the credit for this display



MAJESTIC has a panorama of products in five large windows. Also, at 616 S. Michigan Ave., it maintains a lounge for guests. Two charming hostesses in attendance



GYP ROW—

By Joseph

DO you know a MOOTCH when you see one? Can you spot a GIMMICK or WRAP-UP?

In the pithy vernacular of "Gyp Row," where salesmen have learned to judge radio prospects with uncanny skill, a "Mootch" is a man who has time to kill, asks a lot of technical questions, but has no intention of buying. "Gimmick" (or "Wrap-Up") is the pretty name given to a genuine prospect who knows nothing about radio, is easily embarrassed, gullible, and offers little sales resistance.

The Mootch is anathema to the chiselling brethren; he gets a quick cold-shoulder. The Gimmick is the "babe in the woods" upon whom cut-price acrobats thrive . . . and how he does get it in the neck! Some of the gyp methods by which the public has been victimized for many years are positively criminal (ethically if not legally). Many are so bald-faced that they would be amusing if they were not so pathetic. In a review of the most common of these subterfuges lies our story.

ALL OLD TUBES ARE NOT JUNKED Tubes turned in at gyp stores by customers are not always thrown away. Those having even a spark of life are wiped clean, the names scraped off the bases, re-boxed in bright, new cartons. Then they are sold as "independents" from seventeen cents up.

METERS TRAINED TO LIE When a gullible customer asks to have his tubes tested he is led to an impressive but "doctored" machine. The clerk, who is habitually pessimistic about old tubes, manipulates the meter so that all tubes show up N.G.

SELLING HOCUS-POCUS MAKES When a customer requests a standard tube which has an established reputation but carries a narrow discount for the gyp, meters are frequently manipulated so that an inferior (but more profitable) tube appears to be the best. Often, when a gyp wants to sell a Hocus-Pocus tube, he asks the customer the name of his radio, hesitates, thinks, searches through a reference book and then promptly informs the customer that to obtain ideal results the Hocus-Pocus tube is best for that particular model.

SELLING-UP, GYP STYLE Where a shrewd customer insists upon buying a radio, advertised at cost in the window as a "come-on" the salesman tries to switch by demonstrating it poorly against other models. If this fails to "sell-up," the customer is permitted to pay for it. But while it is being wrapped the variable condenser plates are bent, short-circuiting them. This naturally brings the customer back to store with a claim that the radio is defective and gives the salesman another chance to switch.

GENTLE ART OF SWITCHING Prospective purchasers of radio sets who have definitely fixed their mind on a certain radio, are often misled into purchasing some



Just three little words, but so-o-o little



And nothing in the window but the best models



Mostly up



It looks just like what it isn't

other set, often an inferior one. The method applied is as follows: The radio the customer really wants is deliberately adjusted to give poor reception. The tone is stifled and the quality is extremely disappointing, prompting the customer to listen to the radio salesman's fluent description and careful, impressive demonstration of another radio which involves a better commission.

THE SPEAKER IS EXTRA A shopper is in the market for a standard make radio and offers the dealer a price. The offer is below dealers' cost. When the dealer refuses to sell at the price offered the customer starts out of the store. The dealer stops him at the door and consents to sell the set at the price named.

The customer insists on getting delivery in the original crate. The dealer consents, obtains a deposit and informs the customer to call back. Later the customer pays the balance and receives his machine crated. At home, he dis-

how it fools the public

Salzman

GENUINE
CUNNINGHAM
RADIO TUBES
EX. 301-A ONLY
39¢
324A-327-347-350
— SPECIAL PRICES —

With the aid of a microscope note that only one type is cut

UNUSUAL OFFER
R.C.A. LICENSED
ESSEX
RADIO TUBES
MOSTLY ALL TYPES IN STOCK
18¢
THIS SALE PRICE ENDS JUNE 25

A Scotch showcard artist saved paint on the word "licensed"

AS ADVERTISED
— SPECIAL SALE —
GENUINE
CROSLEY
TOTEM
WORKS ON A.C. & D.C. & BATTERIES
REG. \$25
\$10⁹⁹ COMPLETE WITH TUBES

This one was literally surrounded by \$20 "universals"

BUY NOW
AN UNUSUAL
OFFER —
\$5⁰⁰ DOWN
DELIVERS THIS 1933
DE LUXE RADIO TO YOUR HOME

They get the rest when the set is delivered

covers that it has no speaker. The dealer counters with: "You didn't expect a speaker at the price you paid, did you? If you want one it will cost you \$22 additional. Why don't you read your sales slip, you received everything you paid for." The customer looks at the sales slip, and to his amazement and chagrin reads: "One console cabinet; one radio chassis; one complete set of tubes."

THEY JUST REMOVE THE DECIMAL A stratagem (politely termed) occasionally practiced, particularly when gyps are overstocked with parts, is changing the manufacturer's ratings. For example: If the store has too many .5 mfd. fixed condensers and needs 5 mfd. sizes it merely erases the decimal point or pastes a new label on the condenser. Simple, isn't it?

EVEN SERVICE IS GYPED Certain dealers reap a handsome profit on service. They send a serviceman

to a customer whose radio is not functioning. When the man arrives he informs the customer, after a brief inspection, that there is something radically wrong with the radio, that to repair it properly it is necessary to bring it to the shop. The customer permits the man to take his set. It is held for three or four days, giving the customer the impression it is being repaired. Often, the only thing wrong is a poor tube.

Service is billed out for as much as \$18. On returning the radio the customer is informed that resistances, transformers, volume control were replaced, and minor adjustments made. You've heard of this one.

REFUNDS, IF YOU FIGHT FOR THEM Gyp stores frequently gain the customer's confidence by voluntarily offering to refund within 24 hours. But when customers ask for one every form of persuasive effort is brought into play to avoid it. Refund customers usually walk out with a different radio and usually pay plenty for it.

"NEVER LET A SUCKER GO" Some stores take deposits on merchandise, knowing that the radios cannot be sold at prices quoted. When the customer inquires about failure to deliver, the salesman discourages purchase and endeavors to sell another make. If the customer insists that he wants the radio he ordered the salesman regrets that he is unable to deliver at price quoted. If the customer threatens to force the dealer to deliver on strength of paid deposit the salesman points out an extremely small imprint on the sales slip which reads, "This order is not binding unless approved by an officer of the company."

Of course the customer can demand his money back but most of them select another set to avoid further embarrassment.

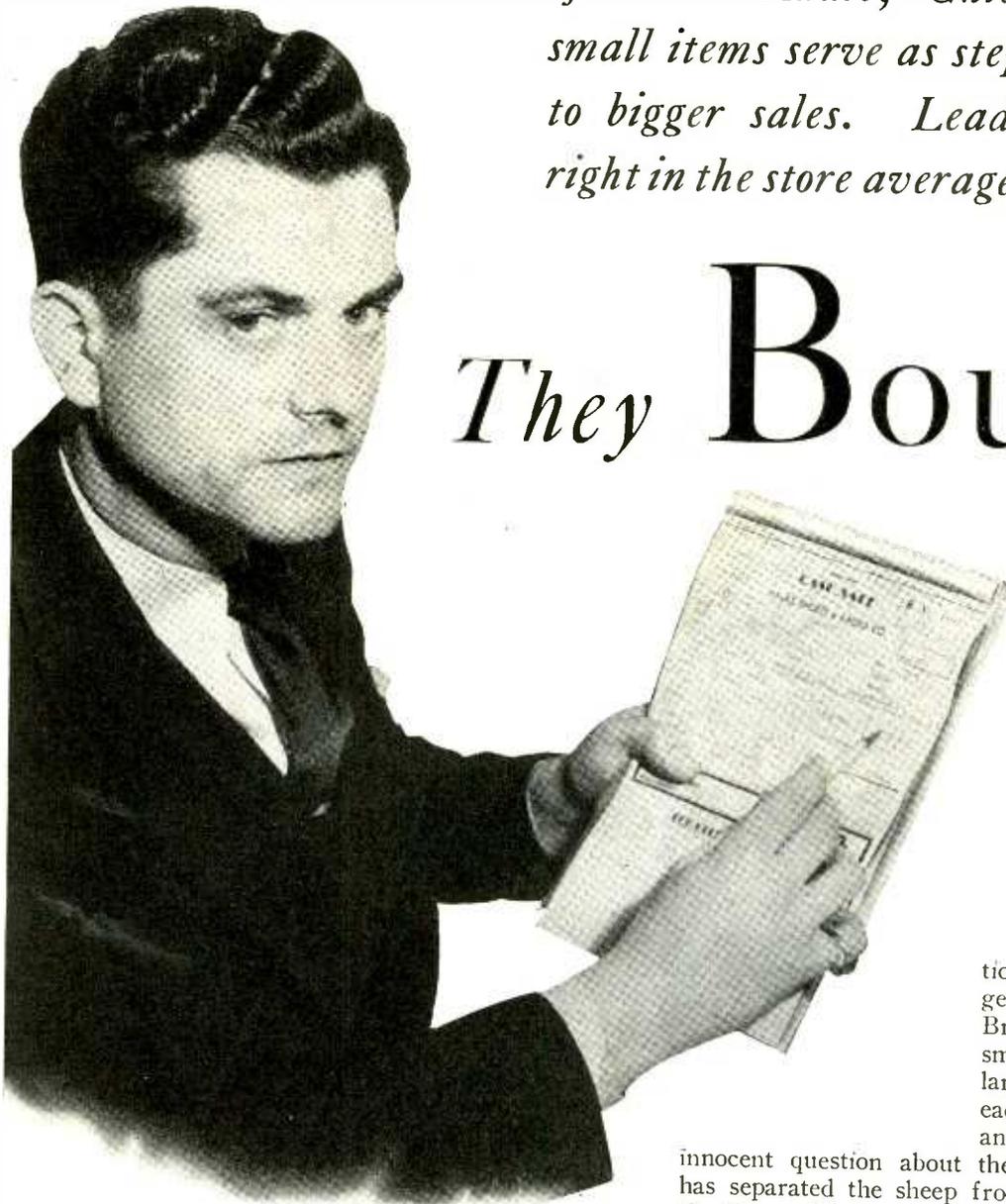
FREELY GUARANTEE, IT COSTS NOTHING Tubes are sold under varied guarantee arrangements. Some are not guaranteed at all. Others are guaranteed for three months to one year. Sets are guaranteed, in many instances, when customers insist. Whether the guarantee is fulfilled is not the immediate concern of dealer; the sale is what counts with him.

Many advertising tricks are used by the gyp, the main idea being to get prospects in the store no matter how. Several typical ads appear on these pages. Another common method is to price all sets displayed extremely low. This prompts customers to walk in. When the prospect is in the store, he learns that sets priced in window are sold only with a cheap grade of tubes. The salesman emphatically discourages the purchase of any radio with cheap tubes. Poor quality, few stations, and decreased volume is, he contends, the result. He advises that it would pay to spend an additional five to fifteen dollars for better tubes. Many prospective purchasers willingly pay.

(Editor's Note: Here ends the story . . . due to space limitations rather than lack of material.)

JOE BROSKA

of Atlas Radio, Chicago, makes small items serve as stepping-stones to bigger sales. Leads developed right in the store average 500 weekly.



They **Bounce**

So ended the demonstration of Atlas technique for getting refrigerator leads. Broska sells a wide range of small items and obtains a large walk-in trade. He asks each customer for his name and address, slips over an

innocent question about the refrigerator. Pronto, he has separated the sheep from the goats, and has leads that know him.

Mother Allendorf will talk when Johnny's name is mentioned.

"We drop our outside men around the neighborhood daily with handfuls of these names," says Mr. Broska. "Their job is to boost the current buy in refrigerators in the store, get prospects in for a look, if possible. When evening comes, our two cars are kept busy picking up these prospects and bringing them in. We do all closing right in the store."

The first question asked of a refrigerator prospect is the size of his family. Without further word the demonstrator steps to the proper unit. Should the visitor protest that he is interested only in a \$100 machine, the salesman replies that he would no more think of selling him a refrigerator that was too small than a pair of shoes which were too tight. The size of his family demands something adequate. In closing, it has been discovered that a trade-in offer on the old ice box is the best way to get action. Inasmuch as there is no replacement business on electric refrigerators as yet, all prospects are

GANGSTER Tim Murphy, before the machine guns took him away, once ran for office in Chicago. Murphy had a sense of humor. All over the foreign, clannish ward he posted signs which read: "Vote for Tim Murphy. He's a cousin of mine."

In brisk, curly haired Joe Broska's mind, every item in the Atlas Store on Lincoln Avenue, is a cousin of the electric refrigerator, and may righteously be called upon to deliver votes for refrigerator business. Two youngsters, who strolled into the store swinging tennis rackets illustrate his idea:

"I wanna two of them red balls," ordered the tall boy.

"All right," replied the reaching salesman. "Why don't you fellows get on our mailing lists? We can tip you off to good buys. What's the name and address?"

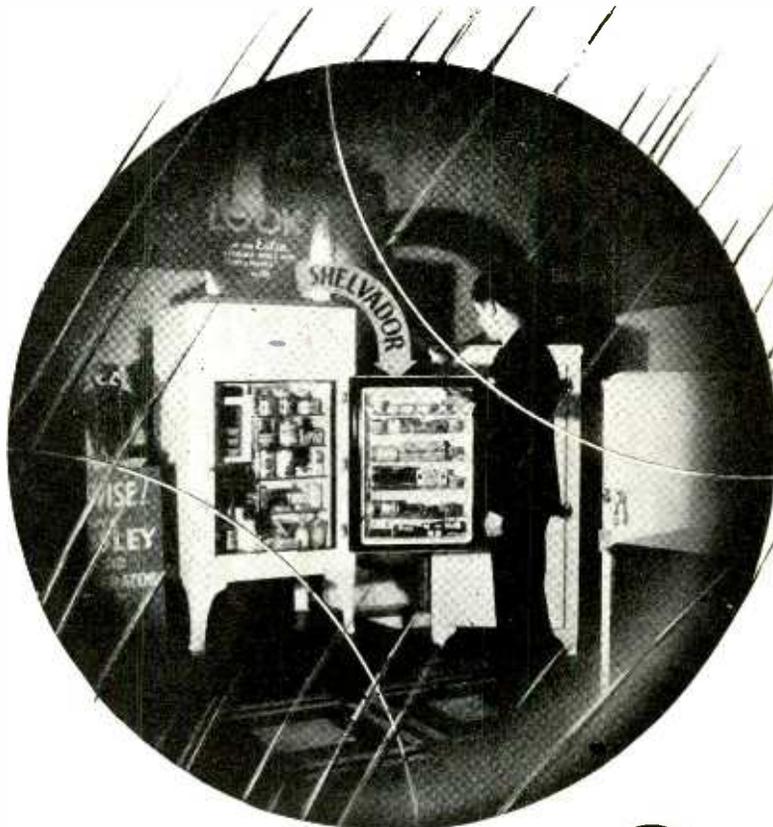
"John Allendorf, 1925 Grace Street," replied the boy.

"By the way, do your folks have an electric refrigerator?"

"No."

By
Tom Blackburn

Back
as



Refrigerator Sales



THIS MAN BOUGHT SOME TENNIS BALLS. JOE GOT HIS NAME, LATER SOLD HIM A REFRIGERATOR

owners of old fashioned boxes which must be disposed of.

Two-thirds of the customers pay cash. There is an immense amount of money tucked away in Chicago. Atlas discourages time sales by requiring the customer to give a very detailed life history and sign a contract which contains a wage assignment. Two questions in this questionnaire foreigners hate to answer, Broska has found, and frequently switch a time to a cash sale at the last minute. They are: "How old are you?" and "Where do you keep your money?"

A year ago Atlas carried no electric refrigerators. When the chain by this name dissolved, Joe Broska and Arthur Weiss found themselves inheriting a tradition of being a radio house, and felt refrigeration out of their line. But they couldn't laugh off the lack of possibilities ahead in the summer months, and felt that midgets and sporting goods wouldn't put much meat on their table.

Gradually it was seen that refrigeration was clean, called for no service, demanded an investment in floor samples only, with the factory or distributor doing the installing and trouble shooting. So in went three lines (Majestic, Norge and Crosley) following the store's policy of giving the customer a choice. The men attended training schools conducted by the factories to learn something about the lines they were to sell.

Forty-two electric refrigerators have been moved in the two months' time the firm has been active, at an average price of \$172. While the number of radios sold has been greater—450 since January 1—the summer season

(Please turn to page 32)

MIDGET Convenience

with CONSOLE Quality

“GIVE us something we can *merchandise*. Something that carries a profit—that runs into money. A follow-up item,” aggressive radio dealers are demanding.

Does the extra (tone quality and volume) speaker meet these requirements?

Before discussing this question, what do we mean by the “extra speaker” idea?

In the more recent applications of dual-service radio—the basic principles are not new—the proposition is simplicity itself. A *well engineered* table set is provided with an output jack. Designed to operate in electrical harmony with this midget set is a separate loud speaker whose baffle area and electrical characteristics are such that, when the smaller speaker in the set is cut off by switching to the larger remote one, the tonal quality and volume resulting from this new hook-up will equal, if not surpass, that of the average “quality” console. A multi-wire flexible cord from the remote speaker supplies the tuning unit with its line current and antenna connection. As designed by “Sentinel” the dynamic speaker in the special cabinet is large and super-sensitive. This speaker is supplied with its own rectifier unit, which excites the speaker field coil. Crosley is out with three new models embodying this same general principle.

The idea is taking hold—with certain set and speaker concerns right now more than with the dealer. The latter is still “from Missouri” because, we surmise, he has yet to give it a serious try-out; he hasn’t the picture in its entirety. Let’s enumerate, therefore, the advantages of the two-sale, dual-use set.

A Merchandising Opportunity

The midget is popular with the public. It’s easy to sell. But it has its limitations in tone, in volume, and, from the dealer’s angle, in profit possibilities. Therefore sell the customer a small set first, if that’s what she wants, but, at the same time, tell the story of tone quality, of the limitations of the 2x4, of the fact that at a later date it will be possible to obtain those desirable factors of perfect tone, concert hall volume and arm-chair control provided the *right* midget is first purchased. In other words, a midget which is designed to operate a companion-piece remote speaker.

It is pointed out that such a set must be of superior workmanship, that it must contain superior parts and an ample number of tubes and that, necessarily, it cannot be expected to sell for less than \$20. While the extra

speaker will cost somewhat more than the set, the added comfort, utility and pleasure thus obtained will be well worth the price.

Quoting a manufacturer: “Dual purpose radio makes possible the tone quality and the beauty of a console with the utility and portability of a midget. Furthermore, its owner may remain seated, at the *proper* listening distance from the loud speaker and, through the station selector, volume and tone control dials of the side-table midget, secure reception suited to his most exacting requirements.

“It is actually two radio sets in one, at a comparatively low cost. When the customer is given a proper demonstration of the superior tone quality obtained from the dual-unit he will be willing to pay more for his midget in the expectation of buying a matched speaker unit at a later date.” Again: “This proposition offers the first opportunity to actually demonstrate fine tone quality. By a throw of the switch in the tuning unit (the midget set) you can show the difference in reproduction between the small, self-contained receiver and the large, supersensitive, dynamic speaker.”

Here, then, it is argued, is a real “sell-up” proposition; a chance to present definite reasons for buying both items. Note that the lure of a two-payment sale also is present.

Such a development also makes possible new and attractive designs in speaker cabinets. It is a step in the direction of the much discussed built-in installation of a concealed or semi-concealed speaker, with its large baffle area possibilities.

So much for the favorable arguments. It would appear that there is sound merchandising theory and engineering practice behind this proposition. Also that the rebuttals: “If this complete outfit will cost \$60 why not sell the prospect a console?” and, “Can’t get the necessary tone and selectivity,” are answerable.

In this latter connection it again should be emphasized that this latest coupling of set and remote speaker will “go over” only so long as the “tuning unit” has the requisite sensitivity, selectivity and absence of hum. These factors must be present otherwise “console performance” cannot result when the large speaker is in circuit. Likewise, this remote reproducer must be well engineered.

Quality will be the key argument in the dealer’s sales talk build-up. Hence quality must be the basic objective for both units of this new product.

THE EXTRA SPEAKER IDEA TAKES HOLD

News of the Month

July, 1933

New York, N. Y.

WHAT'S BEHIND THE MERGER

Why William Grunow and J. Clarke Coit Have Pooled Resources—Dynamic Presidents of Grunow Corporation and U. S. Radio and Television Interviewed

By RAY SUTLIFF

A new chapter is about to be added to the meteoric careers of William Grunow and J. Clarke Coit. June 15, to the amazement of the refrigeration and radio industries, these gentlemen signed an agreement which pools the executive and physical resources of the U. S. Radio and Television Corporation with those of the Grunow Corporation.

Why did they do it?

Not as a depression times expedient to strengthen financially weak structures, as some hazarded. As a matter of fact, both corporations are in an unusually sound financial condition.

No, it was simply a matter of good, common sense business judgment. Each can use to advantage the assets which the other brings into the merger.

Less than nine months ago, the plant of the Grunow Corp. was an empty shell and Bill Grunow's assets, apart from a considerable personal fortune, consisted of a world of experience in production and merchandising, a host of friends and the rights to a new refrigerator. Today Grunow's plant is turning out a finished product at the rate of 500 refrigerators a day.

On the other hand, U. S. Radio and Television Corp., a going concern with several years of radio history to its credit, and with its stock listed on the Chicago Stock Exchange, felt the need for expanding its manufacturing and selling activities into allied fields—providing capable production brains could be found.

The meeting of these two well known personalities, as a matter of fact, was quite unpremeditated. Strange to relate they were not personally acquainted until a few weeks before the merger was signed. A mutual friend brought them together. Flint struck steel and the sparks began to fly.

"Why haven't I known you before?" said Bill.

"I want your production genius," said J. Clarke.

"They will never get along together," said the wisecracker.

"Mr. Coit wants to retire," said others.

Now as a matter of fact these two gentlemen have become the best of



PARTNERS

J. CLARKE COIT
(above)

Pres., U. S. Radio &
Television Corp.,
Chicago and Marion, Ind.

WM. C. GRUNOW

Pres., Grunow Corp.,
Chicago and Detroit
(refrigerators)

friends and mutual admirers. The story is that it was a battle as to who should take the presidency of the new combination. "After you, my dear Gaston?" "I won," said Mr. Coit to the writer. "Grunow was persuaded to be the president."

The passing of time sometimes creates many interesting situations. J. Clarke Coit is a former president of the Radio Manufacturers Association. Mr. Grunow has never been particularly friendly to this organization. But that's a detail. The Industry Recovery Bill will iron out this situation.

What is the significance of this major merger to other radio and refrigeration interests?

I was informed that it was the intention of this new corporation to aggressively enter in the near future the field of other major electrical appliances, particularly washing machines. It is a safe bet that we will shortly witness the introduction of a Grunow line of radio sets. It is a foregone conclusion that the U. S. Radio electric refrigerator will be discontinued in favor of the Grunow line, which uses the new refrigerator, "Carrere."

Now it so happens that many radio jobbers also distribute the Grunow refrigerator. Will they switch to Grunow radio sets? That such will be the case

in more than one instance is extremely probable.

Grunow is a direct actionist. Coit is a conservatist. But that's no reason why they shouldn't work well in double harness. Grunow believes in hitting straight from the shoulder. Witness his "safety first" copy in putting over the new refrigerator—let the chips fall where they may.

We predict some interesting developments in the fields of radio and refrigeration merchandising as a result of this merger . . . which came suddenly, as do all of Grunow's spectacular announcements, but which bids fair to none-the-less interesting for a' that.

TUBE PRICES TUMBLE AGAIN

In the face of rising prices in other commodities and governmental action seeking to stabilize values, four tube makers announced, on June 15, new lists on some 14 popular types of radio tubes.

The widely used 01-A now sells for 60 cents, according to RCA Radiotron, Hygrade-Sylvania, Arcturus and Tung-Sol. Other tubes to tumble and on which price reductions are similarly quoted by the companies just mentioned, are: model 24, from \$1.40 to \$1.20; the 26, from 75 to 65 cents; No. 27, now 70 cents; No. 35, \$1.50 to \$1.30; No. 36, \$1.80 to \$1.50; No. 45, 85 to 75 cents. Other tubes affected are types 37, 38, 39, 44 and 80.

A survey of dealer and jobber reactions to this unexpected move reveals that, in the main, this lower price schedule was unsought and is felt unnecessary. Doubt was expressed that this action will materially increase public demand or profit possibilities.

Course for Professional Servicemen

The National Radio Institute, Washington, D. C., has recently prepared a new course for professional servicemen which includes 52 lessons and is presented in new and practical manner. Twelve special reference books and eight service manuals are included.

RWA MEMBERSHIP DRIVE The Radio Wholesalers Association is out for more members. If you didn't get your copy of its recent two-page "why" letter we suggest you write RWA, 111 North Canal Street, Chicago. No live radio jobber should miss its inspiring and informative contents. Dues now reduced to \$25 per annum.



At Chicago and Points East with DETECTOR

ENTHUSIASM GREW "What's it all about? Where do we come in?" they asked me at Chicago, last month—those faithful souls who came to the Stevens for the "convention" and found no event on Monday's program except a private meeting of the RMA Board.

But by Tuesday afternoon their faces began to lift, following optimistic presentations of the Recovery Act by Judge Van Allen and Paul Klugh, and of the RMA sales campaign plan for September by Earl Whitehorne. And the informal dinner that night raised enthusiasm to a new high level. It was all business this year. The only ballyhoo was at THE FAIR.

FOR A TRADE SHOW NEXT YEAR But while most agreed that the absence of the trade, of exhibits and "side shows" this year was okeh—things being what they are—it was felt that the showing of new products should be resumed in 1934. "Maybe hold the business sessions at a time other than during Trade Show week—but give us both."

JOBBER REORGANIZE The radio jobbers organization is up an' at 'em again. A dozen of the old guard got together Wednesday morning, June 7, at the Stevens and gave RMA the works. But President Williams was right there with the comeback. Final result, a love feast with both sides admitting the problems of the other, burying the hammer and mutually organizing for happy days ahead—under the joint stimulus of the Recovery Bill and the Sept.-Oct. big Prosperity-Progress campaigns (see feature article in this issue).

ORCHIDS A bouquet of sweet flowers to H. G. Erstron, executive vice-president of the Radio Wholesalers Association and now western manager of the Radio Prosperity Campaign, for starting something. Jobbers interested in both or either matters: Harold's address is 111 North Canal St., Chicago.

Also to Messrs. Wrape, Mackle and Sampson, of St. Louis, to Mike Ert, Milwaukee, Jimmie Aitken, Toledo and Detroit, to Ben Gross, New York, the Luckner brothers, Minneapolis, Schneiderhahn, Des Moines; to Pete Sampson, Richardson and Max Shure, Chicago and to other jobbers present for their loyal efforts on behalf of all the radio trade to sweeten up their manufacturer-jobber-dealer situation.

JOBBER REPRESENTED Speaking of Mr. Gross, Ben will represent the radio wholesalers on the special RMA Industry Recovery committee. His ad-

dress, disgruntled dealers and jobbers, is 300 Madison Ave., New York City.

RADIO COMMISSION The Federal Radio Commission is to be continued, not being affected by President Roosevelt's plan for reorganizing the government departments. RMA and NBC largely responsible for this retention of the to-be-desired status quo.

MAY'S HAVANA TRIP The second May-Philco Convention Cruise returned from an 8-day trip to Havana, June 3. Four hundred dealers kept captain and crew of the good ship Morro Castle plenty busy—and also kept out of jail while in Cuba. The proof of the pudding is that, already, plans are afoot to run a bigger, and funnier, cruise next year—probably a 12-day jaunt through the West Indies.

RMA NEW DIRECTORS New members elected to the RMA board were George Throckmorton, representing the Tube Division and Arthur Moss, who will classify under the Parts and Accessory section.

APPROVED WHEN UNDERSTOOD When the idea of cooperative publicity and intensive selling this September is first broached to the uninitiated, they're inclined to be a bit cynical. But watch the boys warm up when the complete picture begins to sink in. Don't judge this plan hastily. Practically every jobber and radio manufacturer at Chicago, who got the story first hand and in detail, is now sold up to the eyes. And why not? It's your plan, your opportunity to get going.



THEY TIE IN How they all tie in: the Government's plan for fair wages and a living profit for all; the RMA fall sales drive, and the return of confidence and buying power. Are we optimistic for radio this fall? Ask me another.

CROSLY CONVENTION I also had the pleasure of seeing Powel Crosley's jobbers in "full cry" at Cincinnati, June 14. Here, also, refrigerators shared honors with the latest in 'convenience' sets (said conveniences including a separate speaker for certain models—see article elsewhere in this issue on the merchandising possibilities

of this idea). P. C. reports a backlog of 8,750 unfilled refrigerator orders and 120 per cent more radio business than last year.

And can Mr. Crosley marshal entertainment talent? Full force of WLW's artists made the welkin of the Netherland ring with song when the 125 jobber guests were banqueted. Powel is strong for the Sept.-Oct. sales campaign and promises full support—including WLW.

MAJESTIC BUSY Le Roi Williams, v-p of Grigsby-Grunow, reports much plant activity. "Our factories are continuing with overtime to meet the new demands. Shipments for June double those of last June."

LIVE EMERSON DEALER "In my service work," writes Charles Mangold, Camden, N. J., "I leave an Emerson model 25A when I have to take the original set back to the shop. Result: the sale of a 'second' set six times out of ten."

Brunet Promoted



MEADE BRUNET

Appointment of Meade Brunet as manager of the Unified Sales-Engineering Service to Equipment Manufacturers for RCA Radiotron Co., Inc., and E. T. Cunningham, Inc., has been announced by C. R. King, general sales manager.

ZENITH ADDS 500 WORKERS Half a thousand families will benefit by Zenith's recent production expansion program. The popularity of its new "Challenger" line is the direct reason given.

STEWART-WARNER CONVENTION Hot on the heels of the RMA party, Stewart-Warner pulled a jobber convention at the Knickerbocker Hotel, Chicago. Odin Jester was chief factotem. Introduced a line of very fine "furniture" models—were well received. Warner's new general sales manager, F. A. Hiter, spoke frankly and forcibly and made a hit. Looks like S-W is going places and will be heard in the market places in a big way shortly.

REMEMBER THOSE FULL PAGES? Remember Cincinnati's cooperative, full-page advertising campaign boosting quality sets last winter? Saw Clem Bayer, Cincinnati Times-Star, the chap largely responsible for putting over this successful job.

Also saw the president of the Cincinnati radio group. Both pledged hearty support of the Radio Prosperity Month idea. Watch Cincinnati lead the way!

REGIONAL MEETINGS FOR PHILCO Instead of holding one national convention for its distributors, Philco, this year, held a series of "Regional Jobber Meetings." These key city set-ups proved highly satisfactory.

I.R.S.M. Under the tireless guiding hand of Ken Hathaway, the Institute of Radio Service Men is steadily consolidating all gains and capturing front position as a national body. Holds

service men meetings regularly in many cities—and is in line for recognition as the official body representing the interests of the radio servicemen before the Government Recovery Act board at Washington. May function with RMA special committee in this regard.

MAD. SQ. GARDEN SHOW Manager Joe Bernhart tells me that practically all space is sold for the Electrical-Radio Show, September 20-30 at Madison Square Garden, New York City. Although RMA originally, and officially, didn't approve this idea, now 80 per cent of its set members will exhibit. "Curse you, Joe Dalton! Here are the papers!"

FREE AUTO-RADIO "All Chicago is talking about it," reads Studebaker's ad in the Trib., June 14. "Latest model Majestic, 6-tube, auto-radio with every new Studebaker and Rockne. This is a straight out and out gift . . . etc."

Well, some bright boy was bound to do it—but we hope the practice doesn't spread.

REFRIGERATOR PRICES UP Majestic announces an increase in the price on all its refrigerators, effective July 1. Kelvinator bulletins an increase to become effective June 28. Neither news release states the specific amount.

CANTON AND CLEVELAND "Local conditions are noticeably improving," writes C. A. Hoberdier, Canton Radio & Supply Co., Ohio. "Was in Cleveland the other day and find that at least one manufacturer has given its dealers a real price protection franchise. The action of the Cleveland Better Business Bureau, in cooperation with the newspapers' new advertising restrictions and in agreement with Cleveland's better merchandisers is okeh."

PHILCO SERVICE ASSOC. Under the embracing title, "Radio Manufacturers Service," the Philco Radio and Television Corporation announces the formation of "a national organization for servicemen." Philco jobbers are expected to organize the local groups. National advertising and many other special services for servicemen are itemized by service engineer Henry Paiste, Jr., as reasons for joining.

MAJESTIC PARTS CATALOG That's the story, in the head. Majestic is out with a 90-page replacement parts catalog. Saw the page proofs at Chicago on Max Geisler's desk last month and it's a bang up job. Tells everything the service man should know about repairing Majestic sets. Gives circuits for all models, parts numbers and parts priced in line with what others quote.

PARTS MAKERS REORGANIZE Under direction of Chairman Leslie F. Muter, the Parts Cabinet and Accessory Division of the RMA was reorganized at Chicago, June 6. New chairman for ten committees of the Division were chosen and will develop detailed work for their members during 1933-34.

GET BEHIND THE SEPTEMBER RMA PROSPERITY CAMPAIGN.

Ray Dutilleul

Radio Retailing, July, 1933

MUSIC MERCHANTS REELECT WEEKS

Adopt Code of Fair Trade Practices



EDWIN R. WEEKS
"The Town Ode-er"
also President,
National Assoc. of
Music Merchants

Throwing off the discouragements of the past two years and, stimulated by the prospective passage of the Government Industry Recovery Act and by its own adoption of a code of Fair Trade practices, the National Association of Music Merchants signaled its 32nd year of its life by holding one of the most successful conventions in its history, at the Stevens Hotel last month.

Edwin R. Weeks, president of Weeks and Dickinson Music Store, Binghamton, N. Y., was elected to again head this organization. Practically the entire roster of officers and directors also were returned to serve for another year.

The room exhibits of musical instruments were extensive and the meetings well attended and of wide interest. In the launching of its Federal Trade Practice Conference the NAMM has launched an activity which will be of vital benefit to all its members, it was felt.

President Weeks was guest of the RMA at the latter's banquet Tuesday evening. The spontaneous and highly humorous nature of his sprightly remarks contributed much to the general levity of this occasion.

Service Men and Broadcasters Get Together

The National Association of Broadcasters and the Institute of Radio Service Men have appointed a joint committee to represent their associations on the Radio Industry Committee on Public Relations. The Broadcasters' committee will consist of William S. Hedges, general manager of KDKA, Pittsburgh, chairman; Henry A. Bellow, Washington, D. C., and Leo Fitzpatrick, Detroit. The Institute's committee consists of J. B. Durham, Chicago, chairman; L. Howard Sack, New York, and James E. Effer, Washington.

The Joint Radio Industry Committee on Public Relations has as its purpose the restoration and maintenance of good will among the radio listening audience and the constructive promotion of radio in an institutional manner.

Abbott Launches Pan-Harmonic Corp.

H. Curtiss Abbott, recently sales manager of the Columbia Phonograph Company, announces the organization of a new concern to make quality sets and combination musical instruments. The Pan-Harmonic Corporation, with offices at 500 Fifth Ave., New York City, will specialize on "class" merchandise for lovers of music reproduced in all its original richness. Prices will range from \$40 to \$500.

Direct dealer contact, dealer protection and a monthly, automatic, service of new records to customers will constitute three outstanding features of this new venture.

Stevens Directs Columbia Sales

John F. Ditzell, president of the Columbia Phonograph Company, New York City, announces the appointment of E. F. Stevens, Jr., as general sales

manager. Mr. Stevens has been identified with the record business for the past 12 years. He was previously sales manager of the Brunswick Record Corporation.

Mr. Ditzell further announced a complete reorganization of Columbia and an aggressive plan of action in the manufacture and distribution of records.

Helps Capture Bandit



Frank V. Archer, Majestic field representative, recently helped capture a bandit who held up the President Hotel, Kansas City, recovering loot amounting to \$800.

As the bandit raced out of the hotel, employees and guests started in pursuit led by Archer and Earl Carver, doorman. After a thrilling three block chase, Carver dove at the bandit, bringing him to the ground. The bandit turned and was just pointing his gun at Carver when Archer wrested it from the robber, probably saving Carver's life. The two then held the man until police arrived.

Fairbanks SM for International Harry Kalker Heads Sprague Co.

Effective July 1, Dan J. Fairbanks became sales manager of the International Resistance Company, Philadelphia. He succeeds Harry Kalker, who has resigned to head the Sprague Sales Company, of North Adams, Massachusetts.

Late in June the general offices of the IRC were combined with its engineering department in spacious new quarters at 2100 Arch Street, Philadelphia.

Prospects

THE LIFE BLOOD OF BUSINESS —THREE WAYS TO GET THEM

MAKE records of musically talented citizens, writes Roger Hertel, Clay Center, Nebraska. They cost about 32 cents apiece and can be sold for \$1. These recordings build good will and create prospects for radio-phonograph instruments. Furthermore, and here's the new slant, play these on your P.A. system. Put a speaker outside the store. The well-known voice of Bill Jones is sure to attract a crowd.

In two weeks we made ten recordings, with a profit of \$6. The broadcasting part of this idea has brought us many prospects for sets and service.

We have made some excellent recordings by using pre-grooved blanks, a "Recordovox" pick-up and our home made public address system. It takes about 15 minutes to complete a record—which nets about \$2.20 an hour for the labor involved.

Here's a side line job for the service man to play with in his spare hours. Put the proposition of making recordings and of publicising them up to him, on a 50-50 profit sharing basis.

developed the habit of dropping in here for their light bulbs and other electrical and radio purchases.

Furthermore, being a former commercial radio operator, I have, through the courtesy of the local school board, secured a class-room one evening a week, and give code instruction to an interested group of persons of varying ages and both sexes, many of whom have become enthused over amateur radio and results are commencing to manifest themselves in increased sale of parts for transmitters.

All things considered, I have found cultivating and encouraging the younger element paves the way for a substantial increase in business and heartily suggest to other dealers, serious consideration of similar methods.

Howard S. Pyle

BELLEVUE RADIO & ELECTRIC SHOP, Bellevue, Wash.

Code Class for Kids Starts Short Wave Ball Rolling

Editor, Radio Retailing:

As a radio dealer, in a small town of but a thousand families, I find slight interest among the older people in short-wave reception, but the interest runs high among the local boys. Accordingly it occurred to me to cultivate this interest with an eye to capitalizing it later.

The first step seemed to be to develop an inexpensive short-wave receiver, battery powered and simple to build, so that boys of high school age with little money and no radio experience, could build and operate such a set.

In checking over my "junk" stock, in a search for parts, several old battery receivers came to light and investigation developed that, with the exception of a few small minor parts, each set contained enough material for a two- or three-tube short-wave receiver.

I accordingly disposed of the battery receivers to several of the more interested boys, at a dollar each and allowed them the use of a corner of the shop after school and on Saturdays. As a result, with some assistance and advice, about twelve such receivers have been constructed and are operating very well.

I more than broke even on these sets by my sale of small parts, B batteries and tubes. The real returns are now coming in, for, as each lad has taken his set home and the family have had an opportunity to hear some short-wave stations, the parents' interest has been aroused and has resulted in a number of nice combination sales.

The effect has also been felt in other ways as well. Having shown an interest in their boys, the parents have

"RADIO BILL" FARWELL

—PRESENTS—

This "RADIO GUIDE" for YOUR CONVENIENCE and Enjoyment.

(Additional Copies will be Mailed without Charge. Just Call Alhambra 406, Night or Day.)

YOUR FAVORITE RADIO PROGRAM

WHEN AND WHERE TO FIND IT.

Album Familiar Music (Bayer)	KFI 6:15-6:45 PM Sun
Allison, G. (Phelps) Radio Home	KFWB 1:00-2:00 PM Daily
American School of the Air	KHJ 11:30-12:30 M-T-W-Th-F 11-11:30 AM Fri
Amos n Andy (Pepsodent)	KFI 8-8:15 PM Mon Tue Wed Thu Fri
Armour Hour (East & Donke)	KFI 6:30-7 PM Fri
Assoc. Spotlight Revue	KFI 9:30-11 PM Sat
Auto Races	KHJ 3-4 PM Sun
Bath Tub Revue (Fred Allen)	KFI 6:50-7 PM Sun
Ben Bernie Orchestra	KFI 9:30-10 PM Tues
Big Show (Navy Gasoline)	KFWB 8-8 PM Wed
Blue Monday Jamboree	KHJ 8-10 PM Mon
Boxing (Olympic)	KFWB 9:30-10:30 PM Tues
Boxing (American Legion)	KHJ 9:45-11 PM Fri
Chase & Sanborn (Eddie Cantor)	KFI 5-6 PM Sun
California Melodies	KHJ 6:30-7 PM Tues
Cecil and Sally (Elec. Transp.)	KNX 4:30-4:45 PM M-T-W-T-F 4:45-5 PM Sun
Chandler	KFOX-KHJ 7:30-7:45 PM Daily exp Sun and Mon
Cora Cab Pipe Club	KFI 7-7:30 PM Wed
Demt Tasse Revue (Medbury)	KFI 10:00-11 PM Mon
Don Lee Players	KHJ 6-6:45 PM Wed
Dromedary Caravan	KFI 2:15-3:30 PM Mon Wed Fri

BRING YOUR SET TO OUR STORE FOR A FREE EXAMINATION AND ESTIMATE OF THE COST OF REPAIR. NO OBLIGATION.

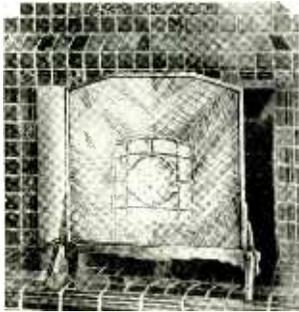
Easy Aces	KHJ 7:15-7:30 PM Mon Wed Fri
Ed & Zeb	KHJ 9:15-9:30 PM Tue 9:30-9:45 PM Fri
Elgin Adven. Club (F. Gibbons)	KFI 7:30-7:45 PM Fri
English Coronets	KFWB 9-9:30 PM Sun
Emma Jettick Melodies	KFI 6-6:15 PM Sun
Feminine Favorites	KHJ 3-4 PM Daily exp Sat and Sun
First Nighter (Little Theatre)	KFI 6:30-7 PM Fri
Fun Factory Unlimited	KFI 9-10 PM Mon
Gilmore Circus	KFI 8:30-9:15 PM Fri
Globe Headlines	KFI 8-8:15 PM Wed Thu Fri
Goldberg	KHCA 9-9:15 PM Tue Thu Fri
Great Moments of History	KTY 4:30-5 PM Sun
Happy-Go-Lucky Hour	KHJ 2-3 PM Mon Tue Wed Thu Fri
H-Hunks (Franco)	KFWB 9-9 PM Sun
Hilbillies (Tom Murray)	KFI 2:45-3:45 PM M-T-W-T-F 1:15-1:30 PM Sat
Hilbillies (Tom Murray)	KHCA 7-7:30 PM Mon 7:45-8 PM Wed 7-7:45 PM Sat
Hilbillies (Seymour)	KTY 7-7:30 PM Mon Tue Wed Thu Fri Sun
Hilbillies (Zeke City Fallers)	KMPC 10-11 PM Mon Tue Wed Thu Fri
Home Sweet Home (Pac. States)	KHJ 9:30-10:30 AM Sun
Jolson, Al (Chevrolet)	KFI 7-7:30 PM Fri
Lifetime Karno	KFI 6:30-7:15 PM Sun
Little Orphan Annie	KFI 9:30-10:45 PM Mon Tue Wed Fri Sat
Lucky Strike (Crimin Stories)	KFI 7-8 PM Tues

YOUR RADIO IS NO BETTER THAN IT'S POOREST TUBE!

(Over)

PROGRAM GUIDES PULL.—Once every three months "Radio Bill" Farwell of Alhambra, California, compiles a list of popular broadcasts for local tuners and prints it on 6 by 8 inch cards. He pays a house-to-house incandescent lamp salesman \$1 a day to distribute them. Farwell claims that the cards are his best advertising and the salesmen like them because they are ice breakers

NEW MERCHANDISE



Crosley "Fire Screen" Speaker

Crosley Line

A most comprehensive series has been placed on the market by the Crosley Radio Corp., Cincinnati, Ohio, including furniture pieces, remote speakers for use with small sets, etc.

The Casa D is a 4-tube superhet, a.c.-d.c., using 78, 6F7, 38, 12Z3. Receives police calls. \$14.75.

With the 5-tube superhet chassis (2-58, 57, 42, 80), dual range, there are four



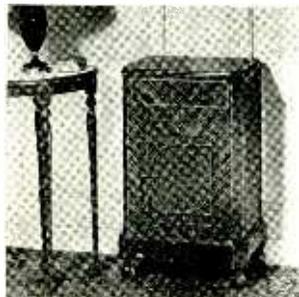
Crosley Dual Five "Cabriolet"

models; a Gothic midget, \$17.50; a 30 in. high table with drop lid on the front, the "Cabriolet," \$28; the "Sheraton," patterned after a mantel clock, \$22.50; and a lowboy, \$29.95.

With 7-tube chassis (3-58, 2-56, 2A5, 80), dual range, a.v.c., the following models are offered: a Gothic midget, \$29.95; the "Celarette," a furniture piece similar to the Cabriolet with drop front lid exposing set, \$39.95; a lowboy, \$39.99.

There are two 10-tube jobs: a midget, \$39.99, and a lowboy, \$49.99; as well as two 13 tubers, \$49.99 and \$59.99.

A 14-tube lowboy with dual range, a.v.c.,



Crosley "Repose" Speaker

Class A parallel push-pull output and meter tuning is \$100. Tube line up: 5-58, 55, 3-56, 4-45, 5Z3.

Crosley also has a shortwave converter operating on a.c. or d.c., single dial control,

3 position band selector switch. It uses three tubes: 77, 2-37. \$12.50.

Carrying out the new idea of having a large remote speaker for use with a small table model, Crosley offers the "Repose," a large size theatre dynamic speaker housed in a modernistic table 23½ in. high. Two 25Z5 rectifier tubes in a power pack are housed in the cabinet furnishing 20 watts of d.c. current for the speaker. It is designed for use with the Travette D, Companion D and Dual Six sets. Green pilot light indicates when speaker is in operation. \$40.

A most unusual speaker is the "Fire Screen" for use in front of the fire place. It is walnut veneer. Same specifications apply. \$40.—*Radio Retailing*, July, 1933.

Grebe Line

Three auto radios and a studio model have been added to the line of A. H. Grebe & Co., 117 Liberty St., New York City.

Studio model 55 features the "Grebe-Lite." When the set is turned on, this lights up brightly and as the tube becomes heated, the light gradually diminishes showing the set is operating properly. It is an a.c.-d.c. set using two 77, 25Z5, 43 and 78. 220 volt adapter available.

The Junior auto-radio, model 20, is a four-tube t.r.f. set, battery operated, with a 42, 2-39's and a 77. \$29.95 complete.

The Compact, model 30, is a five-tube all electric of one-unit construction. The tube equipment includes a 42, 2-39's, 77 and an 84. \$39.95 complete.

The Synchronphase, model 40, is a six-tube superheterodyne, all-electric of the single unit type, with a.v.c. The tube line-up includes 6A7, 78, 85, 37, 41, and 84. \$49.95 complete.—*Radio Retailing*, July, 1933.

Futura Radios

Specializing in the manufacture of short and long-wave sets, exclusively designed to meet the operating characteristics of foreign markets, the Electronic Radio Corp., 320 Jackson Ave., Long Island City, N. Y., has engineered a complete line of six, eight, and twelve tube chassis. These sets are available in all types of cabinets ranging from the small square and Gothic midgets to large consoles.

Electronic Radio Corp. also offers the model B-70 "Radiograph" which plays records electrically through the radio set.

To meet the demand for a compact amplifier to be used as a record demonstrator as well as for use in home, auditorium and audition work, the model 24 amplifier with two speed motor is offered.—*Radio Retailing*, July, 1933.

Sparton Police Radio

A new police radio receiver, model 43, designed especially for the reception of police signals is announced by the Sparks-Withington Co., Jackson, Mich.

This set employs a t.r.f. circuit. The tubes are of the remote cutoff type to prevent crosstalk and r.f. distortion. The B-current supply is furnished by a large capacity self-inclosed motor generator, and the calibrated scale can be set at any frequency between 1500 and 3000 kilocycles and automatically locks in place.—*Radio Retailing*, July, 1933.

Improved Emerson Compacts

Two of the most popular models of the Emerson Radio and Phonograph Corp., 641 Sixth Ave., New York City, have been changed to allow for shortwave reception. A tell-tale light to warn the user the set is in operation is also included. The short-wave band covered is from 1500 to 3000 kc.

The models with these features are 250 and 30. The list prices of \$25 and \$30 remain the same.—*Radio Retailing*, July, 1933.



Stewart Warner French Commode

New Stewart Warner Radio Receivers

Attractive furniture designs, illustrating an interesting departure from the commonplace, mark the new line of radios just brought out by the Stewart Warner Radio Corp., Diversey Blvd., Chicago.

Four numbers are designed especially to meet feminine approval—the Duncan Phyfe tables, French commode and Bookcase. They are featured as "Dual Harmony in Radio." Harmony to the eye and harmony to the ear.

The same equipment is available in conventional consoles and "Magic Dial" receivers are introduced at popular prices.

The illustrated French Commode, Model 1105, has two real drawers at the bottom with the radio concealed behind the false drawers at the top. With 10 tube chassis it is \$69.50. 6 tubes, \$55.

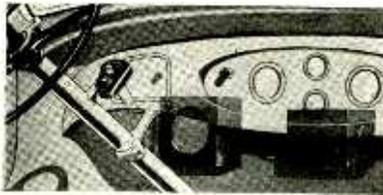
A new edition of the "Book" radio is ready, a 6 tube superhet enclosed in a three-volume replica. Also available in leatherette and genuine leather bindings.

Three midgets with the same chassis are offered in modern cabinets. Model 1111, as shown, is \$32.50.

A 5 tube auto-radio rounds out the line.—*Radio Retailing*, July, 1933.



Stewart Warner De Luxe "Companion"



Stromberg-Carlson Auto-Radio

A chassis utilizing full sized parts and a full sized electro-dynamic speaker are featured by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., in its first entry in the auto-radio field.

The tube line-up consists of a 78, 6B7, 6A7, 37 and 2-41's. The tubeless, self-rectifying vibrator type B power supply is incorporated in the same case with the speaker. Installation is simple, requiring only two holes.

Class A audio amplification is used, as in all sets bearing the S-C name, as well as a variable tone control and a.v.c. \$69.50.—*Radio Retailing*, July, 1933.

Strang Air Conditioner

A room cooler and air conditioner which cools, dehumidifies and circulates air can be obtained from the Strang Air Conditioning Corp., Kansas City, Mo. It is a portable, self-contained conditioner that requires no installation, plumbing or ice.—*Radio Retailing*, July, 1933.

Electric Cooler

An electric cooler for bottled beer and soda is being made by the M & S Beverage Cooler Co., Indianapolis, Ind. It is of steel construction and made in several sizes. Portable and may be had in either water or dry cooling types.—*Radio Retailing*, July, 1933.



Sunbeam "Airmaster" Fan

Rounding out its line of electric appliances, the Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., has announced the Airmaster fan. It is a 10-in. fan of the oscillating type. The retail price is \$12.50.—*Radio Retailing*, July, 1933.

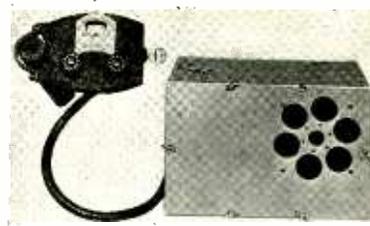
Multi-Tap Universal Transformers

To meet the demand for a complete line of replacement power transformers that may be stocked with a small capital investment, the General Transformer Corp., 500 S. Throop St., Chicago, has designed a line of "Multi-tap" Universal transformers—universal both electrically and physically.

The line consists of four models, one for 4 tubes, one for 5 and 6 tubes, one for 7 and 8 tubes and one for 9 and 10 tubes. They are furnished with a Universal adjustable mounting frame that permits a wide range of mounting adjustment.—*Radio Retailing*, July, 1933.

Emerson Automobile-Motorboat Radio

Listing at \$49.95 complete with tubes, six spark plug suppressors, one distributor suppressor, and a generator condenser, the new automobile-motorboat radio of the Emerson Radio & Phonograph Corp., 641 Sixth Ave., New York City, employs five tubes, including the new Pentagrid converter. The battery drain is 4.5 amp.; maximum output 4 watts. The entire set including B power supply is in one case. The tubes used are 78, 6A7, 6B7 and 2-41's.—*Radio Retailing*, July, 1933.



Audiola Auto Radio

In addition to its 6 and 7 tube models, the Audiola Radio Co., 430 So. Green St., Chicago, has brought out a 5 tube all-electric self-contained set. As in the previous models this set does not require suppressors. It incorporates a.v.c. and uses the tubeless type B eliminator. The speaker is a Jensen. Price complete, \$49.95.—*Radio Retailing*, July, 1933.

Na-Ald "Make-Your-Own" Adapters

With so many new tubes and circuits it is necessary to have several adapters for analyzing, tube checking, testing, etc. Since there are five different prong arrangements on the modern tubes, the number of adapter circuit arrangements becomes very great. To simplify the situation the Alden Products Co., 715 Center St., Brockton, Mass., has produced "Make-Your-Own" adapter parts.

These parts are available singly or in sets of five top and five bottom sections, making any combination possible.—*Radio Retailing*, July, 1933.



IRC Cable Type Suppressor

An improvement in cable type, automobile radio suppressors has been announced by the International Resistance Co., 2100 Arch St., Philadelphia, Pa. It is known as the "MCA" cable end type suppressor and is designed to simplify suppressor installations. One end fits on the spark plug itself while the cable fastens on to the recessed screw in the other end for solid contact in the very center of the wire. Singly they list at 35 cents.—*Radio Retailing*, July, 1933.

Electric Beverage Cooler

A complete line of electric beverage coolers known as the "Super-Fast" line is announced by the Electric Beverage Cooler Co., Inc., 421 S. Delaware St., Indianapolis, Ind. These coolers embody many new and advanced features of design and construction and carry low prices. There are six models equipped with refrigeration units and two ice refrigerated types.—*Radio Retailing*, July, 1933.

Gipsy Radio

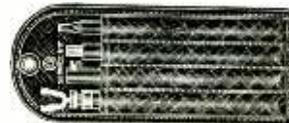
The Gipsy a.c.-d.c. midget of the Kingston Radio Co., Inc., Kokomo, Ind., is a five-tube superheterodyne. It comes in the square style cabinet. This set may be installed in an automobile with the Gipsy auto kit. Also readily adaptable to 220 volt or to 32 volt d.c. farm systems. The retail price is \$25.—*Radio Retailing*, July, 1933.

Crowe Products

A complete line of etched dials and name plates for miniature receivers, miniature wedge drive tuning units, and steel cabinets for baby midget receivers can be obtained from the Crowe Name Plate & Mfg. Co., 1749 Grace St., Chicago, Ill.—*Radio Retailing*, July, 1933.

Bud Condenser Microphone

The No. 975 condenser microphone of Bud Radio, Inc., 1923 E. 55th St., Cleveland, Ohio, consists of a condenser head and a specially designed high gain, two stage resistance coupled amplifier. It is especially adaptable for public address equipment, and amateur transmitter use. The price is \$50, less tubes, batteries and cables. Mounted on a floor stand, the price is \$72.50. The bullet shaped condenser microphone head for use with your own pre-amplifier is \$25.—*Radio Retailing*, July, 1933.



Neutralizing and Aligning Kit

The service men's neutralizing and aligning tool kit made by the Insuline Corp. of America, 23 Park Place, New York City, consists of 12 separate parts. These units telescope into each other forming four separate tools when assembled. A black leatherette vest pocket carrying case holds them all. The price to the dealer is \$1.30.—*Radio Retailing*, July, 1933.

Replacement Condensers

John E. Fast & Co., 3123 N. Crawford Ave., Chicago, has just issued its 1933 condenser catalog covering replacement, universal tubular and stamped metal case condensers and uncased or unmounted condenser sections.—*Radio Retailing*, July, 1933.

Super "B" Genemotor

Carter Genemotor Corp., 361 W. Superior St., Chicago, is presenting a new Super "B" Genemotor which incorporates the double reflex circuit.

This invention has enabled the size to be reduced to require a mounting space of only $4\frac{1}{2} \times 4\frac{1}{2}$ in., and has at the same time simplified the mechanism. It can be easily installed on either side of the bulkhead, under the seat or in the old battery box.

Three models are available, two for auto radio sets using 180 volts, \$16.50 each; one for 135 volts, \$16.50; and one for 32 volt farm light plants, \$20.—*Radio Retailing*, July, 1933.



B & H Filmsound Reproducer

For reproducing 16 mm. sound-on-film movies, Bell & Howell Co., 1801 Larchmont Ave., Chicago, announces the "Filmsound." It is simple enough to be used in the home and is compact, making it ideal for sales and advertising use. Provision is made for a microphone and also for a turntable (78 or 33 $\frac{1}{2}$ r.p.m.) pickup. The entire apparatus is contained in two compact cases.—*Radio Retailing*, July, 1933.

DeJur-Amsco Products

Several new developments in variable condensers, dials and varitors (trimming condensers) are described in the new literature of the DeJur-Amsco Corp., 95 Morton St., New York City.—*Radio Retailing*, July, 1933.

Ohmite Resistance Indicator

The "Handy-Ohm" consists of a 100,000 ohm semi-variable resistor arranged so that the sliding contact runs upon the exposed strip on one side of the unit. Obtainable from the Ohmite Mfg. Co., 636 N. Albany Ave., Chicago. This resistance indicator has many uses in radio work, and is especially adaptable for determining the resistance values of defective or burned-out resistors.—*Radio Retailing*, July, 1933.

"Hearing Aid" Devices

Universal Microphone Co., Inglewood, Cal., has gone into production on its new "Hearing Aid Devices," which will be marketed solely through radio channels, including service outlets. They have been created primarily for home and office use, but they are also portable and are assembled into small sized cases for this purpose.

The transformer division of this company has also gone into production on its transmitting transformers for short wave work.—*Radio Retailing*, July, 1933.

Radio Retailing, July, 1933



Aerial Eliminator

A substitute for outdoor and indoor aeriels, the "No-Tenna," has been developed by the Eljer Mfg. Co., 212 W. Kinzie St., Chicago. It can be installed in less than minute. The unit is entirely shielded.—*Radio Retailing*, July, 1933.

Alstone Radio

An a.c.-d.c. radio in a dual type leatherette case with carrying strap is announced by the International Distributors Corp., 170 Summer St., Boston, Mass. It carries the trade name "Alstone" and uses the latest type tubes. The speaker is a full range dynamic. Dimensions: $9\frac{1}{2} \times 6\frac{1}{2} \times 6$ in. \$25.

An auto kit is available for operating the set in cars, boats, etc.—*Radio Retailing*, July, 1933.

El Rey Radios

Model C auto radio, the product of the El Rey Mfg. Co., 8406 So. Broadway, Los Angeles, Calif., is a five tube superheterodyne using 78, 6A7, 6B7, 89, 84, and listing at \$29.95.

Model B is a four tube set, battery operated.

El Rey also makes a six tube superheterodyne, all electric, with a.v.c.—*Radio Retailing*, July, 1933.



New Type Amperite

A new series of Amperite automatic regulators with standard flat prong connections has been introduced by the Amperite Corp., 561 Broadway, New York City.

As it fits the standard electrical outlet, it can be used in all commercial and P.A. installations. Radio sets equipped with flat prong ballast sockets can use this new regulator directly without extra adapters.—*Radio Retailing*, July, 1933.

Cello Ribbon Antenna

Made of aluminum foil, covered with cellophane, the tape aerial made by Freyberg Bros., Inc., 11 W. 19th St., New York City, may be had in a variety of colors.—*Radio Retailing*, July, 1933.

Radio Keg Price Change

The correct price of the Radio Keg made by the R. K. Radio Labs., 6300 Northwest Highway, Chicago, is \$29.95 and not \$29.75 as quoted in the June issue.—*Radio Retailing*, July, 1933.

Shallcross A.C. Utility Meter

Shallcross Mfg. Co., 700 Parker Ave., Colingdale, Pa., has designed the model 681 quick change d.c. volt-ohmmeter and the 685 a.c. utility meter.

The utility meter will provide special a.c. voltage measurements and a wide range of impedance measurements using the universally available 110 volt, 60 cycle power. The impedance ranges are calibrated in inductance, capacity and resistance. Price to dealer, \$29.50.—*Radio Retailing*, July, 1933.



London Radio

A five-tube superheterodyne set having a wave length of 165 to 565 meters, a.c.-d.c. type, is being manufactured by the London Radio Stores, Inc., 130 W. 17th St., New York City. It is built on a full sized chassis with a full sized speaker. There are connections for microphone, phonograph, extra speaker and ear phones. This set uses the 77 and 78 tubes. It is known as the Model P-5 Universal.—*Radio Retailing*, July, 1933.

"Chil-Chest"

An insulated, specially designed box that fits on top an electric refrigerator or in any convenient small space, the "Chil-Chest" is being made by the Chil-Chest Sales Corp., 651 Atlantic Ave., Brooklyn, N. Y.

It serves two purposes: First, it provides the extra refrigeration space needed when the refrigerator is too crowded, and, second, it provides the correct kind of cooling for fruits, vegetables, etc.

The Chil-Chest comes in two sizes: a flat size, 17 $\frac{1}{2}$ in. high x 21 $\frac{1}{2}$ in. deep x 25 $\frac{1}{2}$ in. wide for home refrigerators and an upright size, 24 $\frac{1}{2}$ x 18 $\frac{1}{2}$ x 19 $\frac{1}{2}$ in. which is provided with legs and can be placed in any available small space.—*Radio Retailing*, July, 1933.

Electrolytic Condensers

A series of Hi-Farad electrolytic condensers especially designed to meet the requirements of a compact unit to be used in midget radios and other small sized apparatus assemblies is announced by the Aerovox Corp., 70 Washington St., Brooklyn, N. Y. They possess the same general characteristics as the other types in the larger sized cans and are made in a wide variety of capacities and voltage ratings to be used in all standard filter and bypass circuits.—*Radio Retailing*, July, 1933.



TUBE TIDINGS

July, 1933

E. T. Cunningham, Inc.—RCA Radiotron Co., Inc.

Harrison, N. J.

Lower Tube Prices Offer Dealer Added Summer Sales Advantages

Further list price reductions on 13 popular types of RCA Radiotrons and Cunningham Radio Tubes were announced on June 15th by C. R. King, General Sales Manager.

"A number of factors combined to enable us to make this reduction, which comes at a favorable time for the consumer and presents the dealer with additional summer sales opportunities," Mr. King said.

"We have recently concentrated our entire manufacturing and engineering operations in Harrison. This makes for a unity and economy of action that results in a saving of time and money.

"Radiotron and Cunningham engineering leadership was never more apparent than at the present time. Our laboratories have been extremely productive, not only in the field of improved tube performance, but as regards simpler, more economical and better tube construction. Quality was never higher.

A Summer Talking Point

"Further reductions on the two leading tube brands makes an excellent summer weather talking point. Automobile types are included on the list of tubes affected by the reduction. We are at the start of a rising price market, with the feeling universal that it is wise to take advantage of today's rock bottom prices while the taking is good. Capitalize this point by telling every customer: Tube prices were never so low—and may never be so low again!"

Psychology of Price Drop Excellent—Graver

R. A. Graver, Chicago District Manager of Cunningham-Radiotron Sales, characterized the price reduction as "A real break for the public—and for the dealer who knows his mass psychology."

"A price reduction at this time means something," Mr. Graver said. "The public recognizes it as a last-minute opportunity to buy at bargain prices. Add to this the fact that automobile and handy portable radios are enjoying the biggest season in years and you have a definite need for tubes coupled with a price appeal—in other words, consumer demand.

Two New Types Announced

Two new tube types, the 1-v and the 19, have been added to the Cunningham and Radiotron lists.

The 1-v is a half-wave rectifier of the high vacuum type, with 6.3-volt heater. It is intended for use in radio equipment of either the "universal" or the automobile type designed for its characteristics. List price is \$1.25.

The 19 is a Class "B" twin amplifier, with 2-volt filament, intended for use in the output stage of battery-operated receivers designed for its characteristics. List price is \$1.50.

Meade Brunet in New Executive Capacity



MEADE BRUNET

Appointment of Meade Brunet to the position of Manager, Unified Sales and Engineering Service to Equipment Manufacturers, was recently announced by C. R. King, Cunningham-Radiotron General Sales Manager.

Few men have had as much experience in the radio field, or as many close and friendly contacts with the trade, as Meade Brunet. His has been an important role in shaping the course of the industry since its early days.

Mr. Brunet went from the General Electric Company to the RCA organization January 1, 1921, taking charge of the production and distribution of RCA Radiotrons and Radiolas. Upon the formation of the Radiotron Division in 1926, he was made Manager. When the Radiotron Company was founded in 1930, he became Sales Manager.

Dealers Urged to Post Price Streamers

A new Price Reference Card and a Window Streamer (matching the Pictorial Center Spread in size) were sent with each dealer's copy of the July 3 issue of GOOD NEWS.

The new prices on RCA Radiotron and Cunningham Radio Tubes:

Type	Old Price	New Price
01A	\$.70	\$.60
24A	1.40	1.20
26	.75	.65
27	.80	.70
35	1.50	1.30
36	1.80	1.50
37	1.40	1.20
38	1.60	1.45
39-44	1.80	1.50
45	.85	.75
47	1.50	1.30
71A	.85	.75
80	.80	.70

Price Protection Runs Into Thousands of Dollars

Refunds on recent tube purchases, following lowered prices on 13 tube types, are mounting into thousands of dollars, reports P. A. Strong, in charge of the Radiotron-Cunningham warehouse system.

This is in accordance with the standard Cunningham-Radiotron price protection policy, Mr. Strong said. The rebates are to distributors, who are expected to pass on proportionate refunds to dealers.

"Price protection prevents dealers and distributors from sustaining losses on a price drop, provided proper stock turn-over has been maintained," Mr. Strong explained. "The price protection feature is one of the many benefits accruing to Cunningham-Radiotron dealers. The dealer who has lost money on tube brands not covered by price protection certainly is aware of the value of the protection given on Cunningham and Radiotrons."

No Advertising Material Goes to Waste Here



This is the small but completely equipped service shop of C. De Wall, RCA Radiotron dealer, 747 Kayton Street, San Antonio, Texas. Note that Mr. De Wall uses every bit of Radiotron promotion material sent him. He is quick to attribute much of his success to this practice.

1500 Per Hour Attend Tube Exhibit at World's Fair

Fifteen hundred persons per hour are paying their respects at the RCA Radiotron-Cunningham exhibit at the Century of Progress in Chicago, according to John K. West, RCA Exhibits Manager.

Moreover, the verdict of these enthusiastic onlookers is one of unanimous approval, as far as may be determined by facial expression and comparison with attendance at other exhibits.

Mr. West's report is corroborated by hundreds of written and verbal comments reaching Harrison. Furthermore, the trade press has given the exhibit lengthy write-ups, while the extremely favorable reviews by Chicago newspapers show that they rank it as one of the leading attractions.

A curious crowd stands constantly before the mysterious and fascinating Cathode-Ray Oscillograph—watching for the first time just what happens in a radio set. Another throng mills about in front of the complete set-up for manufacturing Cunningham Radio Tubes and RCA Radiotrons. No doubt about it according to anyone who has been to the Fair and seen with his own eyes, the Radiotron-Cunningham exhibit is one of the "show spots" at Chicago—and a mighty powerful argument for buying Cunningham Radio Tubes and RCA Radiotrons.

Veteran Operators Cite M. L. (Matt) Bergin



M. L. BERGIN

M. L. Bergin, of the Cunningham-Radiotron Sales Department, recently received the coveted "Testimonial" of the Veteran Wireless Operators' Association in recognition of his exceptional service and bravery

as a wireless operator during the war. The Testimonial is on display in the RCA Exhibit at the World's Fair.

"Matt" sailed the seven seas as a commercial operator from 1912 to 1918. In that time three emergencies occurred that necessitated sending an S. O. S. The courage and coolness of the wireless operator in each case was put to a severe test—and Matt Bergin came through with flying colors: hence the recent citation.

Deliveries Being Made on Rider's Manuals

Deliveries are now being made on the Rider's Manual deals, involving both the Complete Volume and Volume No. 3.

The preparation of these volumes was one of the biggest jobs in the history of printing. A single complete volume comprises 2,980 pages. The total printing job ran into 9,000,000 pages, or 36 tons.

Dealers who were fortunate enough to take advantage of the Rider's Manual deals will never have cause for regret. The Complete Volume, which can be duplicated nowhere else, and which is conservatively valued at \$17.50, was made available at actually no cost (\$10.00 in tube credits). Volume No. 3, valued at \$7.50 was an equal bargain—\$4.85 in tube credits.

New Broadcast Widely Reported By Press



Lengthy reports of Colonel Louis McHenry Howe's broadcast each Sunday night appear in the country's leading newspapers each Monday morning. Nothing could be more indicative of the news value of the new RCA Radiotron-Cunningham Program, or of the interest in which it is held by the public.

Newspapers of the calibre of the New York Times and the New York Herald-Tribune have carried virtually full-length accounts of each of Colonel Howe's first

four broadcasts. These stories are prominently displayed, with large headings.

The program has been widely discussed by radio commentators. Louis Reid, "The Loudspeaker" of the New York American, wrote after the first broadcast: "Howe, it seemed to us, got off to a promising start in his first airing of the Washington scene. With a pleasing voice and a manner so essential to microphone success, of seeming to speak extemporaneously, he timed his talk to the latest developments on the political front."

WORLD'S FINEST RADIO TUBES

Type 01-A . . . NOW ONLY

Type 27
70c
Type 45
75c

60c

10 other types also reduced

RCA RADIOTRONS

Cunningham
RADIO TUBES

The new low prices on RCA Radiotrons and Cunningham Radio Tubes are being extensively advertised in the newspapers. This ad appeared recently in 185 key

Pictorial News Service Stops 60 Per Cent

The GOOD NEWS Pictorial Window Service (center spread) has not only gained widespread dealer support, but is winning the attention for dealers' windows that was predicted for it, reports Kent Fullerton, RCA Radiotron-Cunningham representative in the Michigan territory.

"The other day I was in a dealer's store who had the Pictorial Center Spread of GOOD NEWS fastened on his window," writes Mr. Fullerton. "As we were talking, we noticed that a great many people stopped to look at it.

"Out of curiosity, we determined the percentage of people that were attracted to it and found that for a period of ten minutes, 60% of the people that passed stopped and looked."

markets, and was one of a number that followed the initial 12-inch, 1-column advertisement in those cities.

It is this type of Advertising, plus the weekly Sunday night broadcasts that is maintaining sales for Cunningham-Radiotron dealers.

The Whole Story in Two Sentences

SUNRISE RADIO AND SPORT SHOP

131-18 Rockaway Boulevard

South Ozone Park, L. I.

June 19, 1933

Gentlemen:

Kindly rush 100 more Tube Carrying Cartons. They are wonderful sales builders.

Thank you.

(Signed) Jack Rosenbaum, Buyer



Heavy paper. Folds flat for mailing. Holds 10 tubes. Cunningham Form No. 1202. Radiotron Item No. 265. Price, including envelopes, \$1.95 per 100.

She Gets the Credit (Continued from page 15)

them so much. In addition, the weekly payment permits the store to go after delinquents much sooner than if a monthly plan was used and accounts are not permitted to run so far past due. Frequent contact with customers, Brecher believes, is next in importance to determining their ability to pay before the transaction is completed.

No notices are mailed in advance of scheduled payment dates. Instead, Wisenberg calls in person upon customers who neglect to come to the store on schedule. This work, in conjunction with credit investigation, on new sales, occupies all of his time. Personal calls, the concern believes, get the money where letters and phone calls fail. About 200 accounts require more or less regular follow-up but pay at the doorstep when Wisenberg calls. This practice is, of course, discouraged and customers urged to come to the store.

A card is made out for each customer and these are kept in a "31 day" file. They are arranged in order of payment dates and Miss Hesel goes through them daily, handing to Wisenberg all those which are two days overdue. He frequently makes as many as 75 calls per day.

FIRM HAND WITH "OVER-DUES"

When it is necessary to call upon a customer who has failed to meet his obligations on schedule the money is demanded in no uncertain terms. Leniency is rarely desirable in a credit department, the firm contends, and can be positively dangerous.

There are two common types of delinquents these days, according to Brecher: 1. The man who has lost his job. His set is pulled within two weeks as jobs are difficult to find and the concern reasons that the longer the account is permitted to drift the worse it will probably become.

2. The man whose salary has been reduced or who has sickness or other unusual expenses at home. His weekly payments are reduced for a few weeks and are thereafter boosted above the original amount so that the account is settled within the normal life of the contract.

Sirota, Kraus & Gleason, public accountants, whose suggestions are largely responsible for the success of the Lincoln credit sales plan, check through accounts receivable monthly, giving special attention to those 6 weeks

or more overdue. The importance of this service cannot be overestimated.

Servicemen frequently make collections, as they are in an excellent position to demand payment when they call upon a customer to adjust or repair a set.

TERMS ARE LIBERAL

The customer's ability to pay is the thing with Lincoln and if the credit department is satisfied on this score liberal terms are permissible. Sets listing below \$35 are not sold on time, ordinarily. A few \$25 models have been put out on terms, however, where customers picked them up at the store, installed them and were satisfied with a 3-months guarantee instead of the usual year. No \$25 models are serviced outside, but must be brought to the store. Collections are frequently speeded up by advising the purchaser of a receiver carrying a 3-months' service guarantee that this will be extended to a year free of charge if all payments are made exactly on schedule.

Salesmen are urged to get the largest possible down payments but as little as 5 per cent has been accepted where credit checked exceptionally well. Other factors are considered more important than the amount of money a customer has on hand in cash. The minimum weekly payment accepted on consoles is \$1.50; midgets, \$1. Terms are, up to 18 months.

80% OF BUSINESS IS CREDIT

Lincoln Radio has been in the business 6 years and did over \$150,000 worth of business in 1932, 80 per cent of it on time. Seventy-five per cent of the total volume was in radio (Fada, Philco, Majestic, AK), 20 per cent in electric refrigerators (Kelvinator) and 5 per cent in washers (Prima).

It employs 4 servicemen, 3 store salesmen (salary and commission), a credit manager, investigator-collector and an average of 8 outside salesmen (3 to 20, depending upon season) who work on straight commission. Seventy per cent of sales during 1932 were made in the store.

All time payment paper is financed by the concern itself.

• • •

They Bounce Back as Refrigerator Sales (Continued from page 21)

sees refrigeration on the upgrade, as the men begin to sink their teeth into its possibilities.

As a former chain store man (Atlas) and department store executive (Fair Store, Chicago), Joe Broska feels that the independent merchant has a strategic advantage.

"The weakness of chain stores is their lack of flexibility," he says. "A chain salesman cannot tailor make the proposition to fit each case. An independent merchant can. Basically, there's a lack of interest on the part of chain store salespeople. You could never get the clerks in a big store to jot down the names and addresses of all customers, like our men do. We can because all of our five men work on the old 12½ per cent, and realize this means money in our pockets.

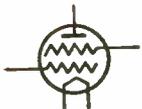
"Here is what working in a chain store has taught

me: To keep the windows trimmed up to the minute. To use plenty of signs. To dress up the store as well as I can. To keep some sort of proposition percolating all the time. To pick a location that will insure a large number of people passing.

Joe Broska is sold on the idea of getting in the shadow of a larger store. Every time Goldblatt's Department Store runs a big sale, he rubs his hands with pleasure. It helps him too, he says. He believes in using bait to get people in, changing the bargains constantly. Atlas sends out direct mail regularly, but has discovered windows and the front door the best source of leads.

"Sell small items," urges the Atlas head. "They're all cousins to the refrigerator and radio trade, sure enough."

SERVICE AND INSTALLATION SECTION

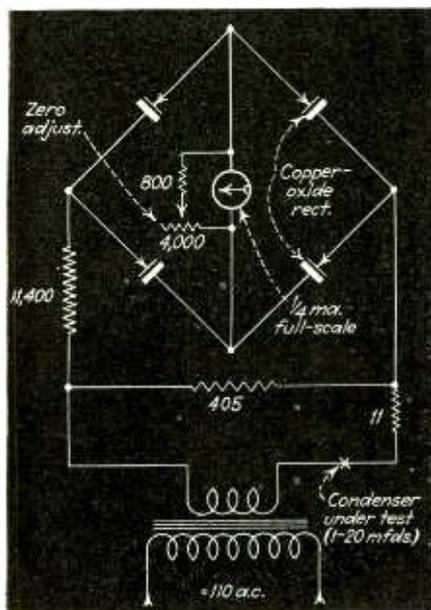


CIRCUITS of the MONTH

Electrolytic Condenser Test Without Polarizing Voltage

Although few servicemen know it, the capacity of electrolytic condensers can be measured without high d.c. polarizing potential if applied a.c. is of sufficiently low voltage. In the Weston model 664 capacity meter approximately 4 volts is applied to condensers under test and readings taken on a calibrated d.c. instrument equipped with a copper-oxide rectifier and requiring $\frac{1}{4}$ ma. for full-scale deflection.

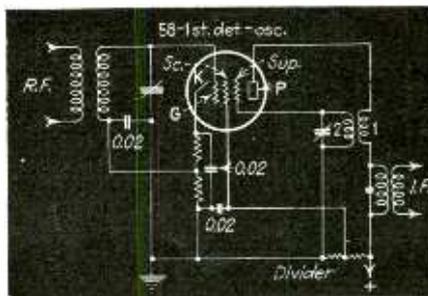
The partial circuit of the instrument shown is for readings between 1 and 20 mfd. (Other capacity, and voltage, ranges are obtained by altering the resistor network with a master switch.) Zero-adjustment is made before taking capacity readings by substituting a 39.1 ohm resistor for the 405 ohm unit, shorting the 11 ohm resistor and test prods and varying the 4,000 ohm unit.



58 As a Detector-Oscillator

Single tube oscillator-mixers are not new but Crosley does the job in an in-

teresting manner in model 154, putting a 58 r.f. pentode to work. The incoming signal is amplified by the triode circuit consisting of K, G and Sc. Simultaneously, a second triode formed by K, Sup and P is oscillating 456 kc. above the incoming signal. (The suppressor grid of the tube is used as the oscillator control grid.) Mixing of the broadcast signal and the oscillator signal is then accomplished by inductively coupling coils 1 and 2, the signal-modulated 456 kc. output passing to the primary of the i.f. transformer.

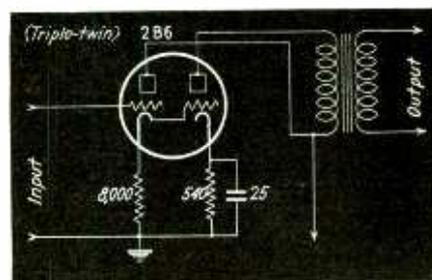


New Triple-Twin Amplifier

As predicted (RR42Apr) the Triple-Twin tube is back again with Arcturus as its sponsor, bearing the new-fangled designation 2B6. Set manufacturers have been educated to multi-purpose tubes by the recent influx of such types so the Twin may do better this time. We wouldn't be surprised if other companies took licenses . . . or brought out near-copies.

The tube is essentially the same as the 95 (RRFeb1933) but unlike the early Cable model has two separate cathodes. It is, essentially, two triodes in one envelope, the output triode being directly driven by the input triode through a common cathode and control grid connection. Use of the 2B6 as a combination driver and a.f. power amplifier is recommended. It is also possible to use two in push-pull driver, push-pull output amplifier circuits.

The diagram shows a standard single tube circuit. The output triode draws grid current, obtaining power from the input triode, which is negatively biased



to work as a voltage amplifier. The input grid is self-biased by the 8,000 ohm cathode resistor. Output grid bias is determined by the difference in voltages across the 8,000 ohm and 540 ohm resistors. Output grid bias is measured between the two cathode terminals. Input grid bias is measured between input cathode and ground. The 8,000 ohm resistor forms part of the input load impedance and should not be shunted by capacity.

Average characteristics of the 2B6 are as follows:

Heater voltage	2.5
Heater current	2.25

INPUT SECTION (Class A)

Plate voltage (max.)	250
Grid bias	-24
Plate current	4.0
Amp. factor	7.0
Mutual	600
Plate resistance	11,650
Load resistance	8,000

OUTPUT SECTION (Class B*)

Plate voltage (max.)	250
Grid bias	+2.5
Plate current	40
Amp. factor	18
Mutual	3,500
Plate resistance	5,150
Load resistance	5,000
Signal volts for rated output	25
Power output	4

*Considered as a whole, the tube draws no grid current from any external source and may thus be considered a Class A amplifier.

Two-Unit Receiver

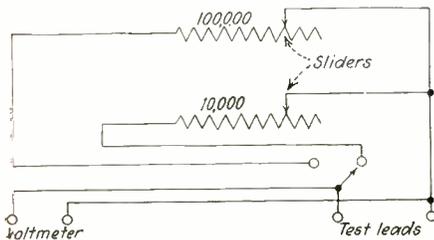
Sentinel's Duola, a complete midget with remote, self-powered dynamic speaker, uses an interesting switching system which permits the chassis to be operated either as an ordinary midget or with just the external reproducer. The two units are inter-connected by a 5-wire cable equipped with plugs. (Connector details are omitted in the interest of simplicity.)

SHOP SHORTCUTS

Twin Test Resistor

By Robert C. Barton

A number of companies put out calibrated resistors for making substitution tests and these are extremely handy. Low wattage rating and inability to measure



much below 2,000 ohms accurately, however, is a common shortcoming.

By mounting two calibrated 75 watt resistors on a wooden base and fitting the device with a switch, binding posts and



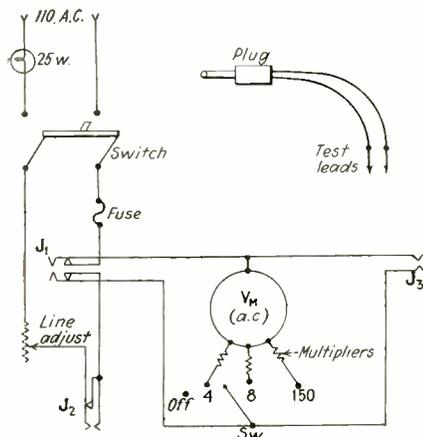
sliders as shown in the schematic and photo a test resistor calibrated between 500 and 100,000 ohms, capable of handling reasonable amounts of power, is obtained.

Roller-type sliders are most desirable. Voltage drop across the test resistor may be measured by connecting a suitable voltmeter to the binding posts provided for this purpose.

Power Transformer Testing

By T. B. Shinn

I find the illustrated hookup very useful and want to pass it along to other service-



Radio Retailing, July, 1933

men. Plugging in at jack 1 automatically opens the 110 line and enables me to read a.c. voltages within the meter range. Jack 2 permits measurement of capacity and continuity tests. But the chief value of the circuit is in testing power transformers and choke coils, where jack 3 is brought into use.

Windings under test are, in effect, connected in shunt with the voltmeter and the drop across them noted. Should a direct short be present the 25 watt lamp lights. (It is possible to test with the lamp alone by setting the meter multiplier switch in the off position). Open circuited windings do not affect voltmeter reading at all.

Most a.c. sets use more or less standard transformers and readings do not vary much. It is, therefore, possible to tell when defects are present by comparing voltmeter readings with known, normal values. The Victor R15, for example, normally gives a 90 volt reading across the power transformer primary with all tubes and pilot lights removed and the set disconnected from the line (when line voltage is 110). With two power tubes and the rectifier in their sockets the reading should drop to 52 volts. Crosley 305, 315, 335 and 345 read 85 volts with the secondary free. This drops to 58 with the rectifier in place. AK 44 reads 78 volts, 56 with the rectifier in place. Philco 77 reads 84 volts, 30 volts with all tubes in place.

Sprucing Up the "Cheapies"

By B. O. Bass

The appearance of some of the new-crop midgets is so very bad that I find it advisable to complete the manufacturer's job and spruce them up a bit. It only takes a few minutes and costs just a few cents and the result is worth it.

Escutcheon plates frequently have a cheap, lacquered tin appearance. The volume controls rarely have permanent markings. I buy more attractive plates at from 10c. to 25c. each and "art-bronze" them. Hammer out unwanted lettering and give the plates a heavy coat of gilt mixed with orange shellac, which darkens the gilt somewhat and dries it in less than 10 minutes. It can be done in 2 minutes by placing them in an oven. To antique or highlight raised portions rub on with fingers some burnt umber (ground in oil) thinned with turpentine, filling all cracks. Wipe off surplus gently with a cloth so that the indented portions show sufficient contrast. Bakelite or wooden knobs can be treated in this manner as well as metal.

Give the cabinets a heavy coat of wax, allow drying and then use a coat of extra heavy motor oil. This will not only give a lustrous finish but holds it even though fingered. It also camouflages and darkens scratches or chips in the wood.

REACTIVATION (Maybe)

Some of the boys have discovered that certain heater-type tubes can be reactivated. . . . After flashing and baking, at any rate, the checker shows better emission. . . . Actually, only gassy tubes can be brought back. . . . An insulating film apparently forms on the cathodes (probably water-vapor) and ionization flakes it off. . . . Check up on these so-called reactivated heater-type tubes after a few hours of use before bragging. . . . We doubt if the improvement lasts.

Superfine Superhet Alignment

By Paul E. Grivet

Great accuracy of alignment in superhets can be attained in the service shop when calibrated i.f. and broadcast oscillators are available and can be operated simultaneously.

Set the i.f. oscillator to the intermediate recommended by the set manufacturer and then adjust the b.c. oscillator to a harmonic of the i.f. in the broadcast band. Tune the set to these beating signals (both unmodulated) and make a zero-beat adjustment on the i.f. oscillator. It will then be operating at the correct frequency. Align the i.f. transformers in the set with this exact frequency. (Modulated service is more accurate, provided modulation does not detune the oscillators.)

Now, set the b.c. oscillator at 1400 kc. and the i.f. oscillator at 175 (if this is the frequency employed in the set). Tune the radio set to 1400 on the dial and adjust the radio set oscillator trimmer till the beat between the two external oscillators gives the strongest output. Do the same at 600 kc., adjusting the set's oscillator padder. Adjust the r.f. trimmers to maximum output.

The next step is a very fine adjustment and must be followed carefully. If the i.f. of the set happens to be a submultiple of 1400 kc. adjust the i.f. oscillator to some frequency other than the i.f. of the set but such that a harmonic tunes in at 1400 kc. as determined by beating with the b.c. oscillator. Adjust the b.c. oscillator to a difference with the frequency tuned in on the set equal to the set's i.f., above the receiver dial setting. If the oscillator in the set has been adjusted closely a faint whistle will be heard. Adjust the oscillator trimmer until zero beat obtains and the set oscillator is at the correct frequency for maximum response at this end of the dial. Follow the same procedure at 600 kc., adjusting the padder to zero beat. Re-check.

Where a harmonic of the i.f. does not fall on 1400 kc. th. procedure is simpler. Adjust the set and b.c. oscillator to 1400 kc. and with the i.f. oscillator at the correct i.f. a beat will occur between the i.f. oscillator frequency and the beat frequency between the set oscillator and the b.c. oscillator. Adjust the set oscillator trimmer till zero beat is heard. Repeat at 600 kc., adjusting the padder to zero beat. Re-check.

All this sounds complicated but is really

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Greatest TUBE-
TESTER Value!**



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Tubes...
without
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THIS new Readrite Tester will test every tube in general use . . . as well as the flood of new tubes that have just come out . . . without the use of adapters.

Simply designed, compactly constructed, this tester is ideal both for outside service work and for counter use. A push button provides two plate current readings for determining the conductance and worth of a tube. A new and outstanding feature applies the same test to rectifier as well as all other types of tubes. Has combination socket for testing large and small 7-prong tubes.

This tube tester tests both diode plates of duo-diode-triode types of tubes for their rectifying action, limiting the current so as not to deactivate the tube. This testing permits checking the action of the detector or a.v.c. diode—as well as testing the triode plate in the conventional manner.

**Only \$15 Net to Dealers
(List, \$25.00)**

Never before have you been able to buy such a dependable, thoroughly practical, quality tube tester—at so low a price! Thousands of expert servicemen, dealers and experimenters . . . throughout the world . . . use and endorse Readrite equipment. Your jobber can supply you. Make your tube-tester dollars go further. Send the coupon today.

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Gentlemen:
Please send me information about Readrite No. 416 Tube Tester. Also catalog of other servicing instruments.

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City State



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with a SMALL INVENTORY**

Here is the Best Volume Control Proposition on the Market

Here are the reasons why!

1. Over 400 "exact duplicate" controls in the "X" SERIES.
2. Yet with SIX controls in the original AD-A-SWITCH SERIES 477 sets can be serviced.
3. By combining controls in both lines any requirement can be met with minimum stock investment.
4. CLAROSTAT with its two separate lines offers the widest range of controls to choose from.
5. CLAROSTAT CONTROLS are inseparable from Quality Service Work.

CLAROSTAT "X" line has over 400 controls to choose from—exact as to electrical overall resistance, taper, bushing, shaft length, and will fit into exact space in set.



CLAROSTAT AD-A-SWITCH line comprises the maximum utility with minimum stock investment. Series W (Wire Wound) obtainable from 50 to 50,000 ohms. Series C (new composition element) obtainable from 10,000 to 5,000,000 ohms. Both lines obtainable in all tapers—insulated shaft 1 1/2" long. Wide use is indicated as follows: W-28 will service 128 sets; C-28, 106 sets; W-29, 77 sets; C-59, 66 set, etc., etc.

New Control Replacement Guide Upon Request

CLAROSTAT Mfg. Co., Inc.

287 North 6th Street, Brooklyn, N. Y.

"AD-A-SWITCH" was originated by Clarostat

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Every Radio Dealer and Radio Serviceman should have a copy of our latest combined MAJESTIC RADIO PARTS CATALOG and SERVICE MANUAL. Will save you time and money. Every Majestic chassis fully described.

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Good Gas Beats Poor Gas

—and quality radio replacement parts do a better job than cheap radio repair parts. That's a line of reasoning any radio serviceman can get over to his prospects, particularly in the period between now and Radio Progress Week in October.

Quality radio parts are the only variety advertised in *Radio Retailing*.

not difficult. Signals obtained by the beat method will be weak, however, and it will require a little practice before they are readily heard.

Decibel Calculations

By M. Chernow

To quickly estimate gain or loss in terms of decibels first memorize the following ratios:

1 db.	= $\frac{1}{2}$
2	= $\frac{2}{3}$
3	= $\frac{3}{4}$
10	= $\frac{1}{10}$

Now, when gain in db. is given break the figure up into these memorized fractions. Multiply the fractions and invert the answer. Example: An amplifier has an 8 db. gain rating. This breaks up conveniently into 3, 3 and 2 and the corresponding fractions are $\frac{1}{2} \times \frac{2}{3} \times \frac{3}{4}$. Multiplication gives $\frac{1}{4}$ as the answer. Inverted, it indicates a gain of 4.

To convert loss in db. proceed as above but do not invert the fraction.

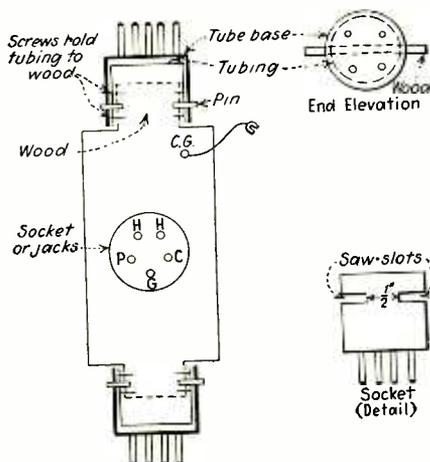
Point-to-Point Adaptor

By William Brown

The sockets of many sets, especially the more compact midgets, are so difficult to get at that the serviceman who desires to make resistance or point-to-point tests usually has trouble making the required socket connections. The diagrammed "gadget" simplifies the job.

Composition tubing small enough to fit snugly inside tube bases is screwed to a piece of board as shown. The tubing is fitted with pins and tube bases slotted to receive these pins. A socket (or pin jacks) is mounted in the center of the board and connections made between it and the bases with flexible wire.

Now, by removing a tube, placing one of the bases of the "gadget" in the socket so exposed and turning the board (it swivels on the slotted bases) all connections are exposed. I use two of the devices, one with a four and five prong base and another with a 6 and 7.



Stopping Electrolytic Hum

By Albert W. Dugan

When electrolytic condensers develop a hum tap the section causing the trouble sharply with the butt-end of a screw-driver while the set is in operation. In many cases hum will completely and permanently disappear when so treated.

Cone Repair Methods

By Joseph E. Soos

When a section of a speaker cone on the periphery becomes separated coat the edges with a good grade of glue and hold them together with a spring-clip type of clothes-pin until dry.

Dents, even those which are scarcely perceptible, impair tone quality. One method of taking them out is to hold the cone over the steam-spout of a kettle. Do not permit it to become wet, or the steam to come in contact with glued portions at the chamois edge. The paper should merely be moist and hot.

Another method is to soak a small piece of cloth in hot water and hold it on one side of the dent. Then press an iron firmly on the other side of the dent and it will rapidly disappear.

Non-Copyrighted Records for Public Address Performance

By W. T. Golson

Following is a list of records upon which copyrights have expired. These may be played by public address equipment operators without special license from the American Society of Composers, Authors and Publishers:

VICTOR

- 35958 Largo (Handel)—Mark Andrews, Organ
- Funeral March (Chopin)—Mark Andrews, Organ
- 20036 Lohengrin Wedding March (Wagner)—Mark Andrews, Organ
- Wedding March (Mendelssohn)—Mark Andrews, Organ
- 35767 Messiah, Hallelujah Chorus (Handel)—Mark Andrews, Organ
- 20586 La Paloma (Yradier)—Jesse Crawford, Organ
- 21207 Serenade (Schubert)—Jesse Crawford, Organ
- 7119 Sonata No. 1 (Bach)—Dupre, Organ
- Aria from Orchestral Suite (Bach)—Dupre, Organ
- 9284 Fugue in C Minor (Bach)—Dupre, Organ
- Fantasia in C Minor (Bach)—Dupre, Organ
- 35972 Largo (Handel)—Gibson, Organ
- Prelude in C Minor (Chopin)—Gibson, Organ
- 4086 Fugue, a la Gigue (Bach)—Goss, Organ
- 35843 Traumerel (Schumann)—Lemare, Organ
- 35885 Herd Girl's Sunday—Munson, Organ
- Three Norwegian Melodies—Munson, Organ
- 35923 Ave Maria (Schubert)—Munson, Organ
- Memories of Schubert—Munson, Organ
- 20129 Abide With Me—Andrews, Organ
- Nearer My God to Three—Andrews, Organ

- 6584 Blue Danube Waltz—Phil. Orchestra
- 35804 Soldiers Chorus from "Faust"—Pryor's Band
- 21449 Spring Song—Victor Orch.
- 6584 Tales from the "Vienna Woods"—Phil. Orch.
- 6873 Gypsy Dance from "Carmen"—Phil. Orch.
- 9163 Ride of the Valkyries—Coates Orch.
- 20080 Sailing, Sailing and Sweet and Low—Victor Orch.
- 35780 Triumphal March from "Aida"—Creator's Band
- 19878 La Paloma—Pryor's Band
- 20166 Dixie—Victor Band
- 20606 William Tell Overture—Victor Orch.
- 20607 William Tell Overture—Victor Orch.
- 22728 Dark Eyes—Victor Orch.
- 6639 Marche Militaire—San Francisco Orch.
- 20011 Barcarolle from "Tales of Hoffman"—Victor Orch.
- 6652 Hungarian Rhapsody—Phil. Orch.
- 35833 Dance of the Hours—Victor Symphony
- 35797 Poet and Peasant Overture—Victor Symphony
- 6617 Waltz of the Flowers—Phil. Orch.
- 21597 Stradella Overture—Victor Orch.
- 20521 Spanish Serenade—Victor Orch.
- 6823 Rakoczy March—Phil. Orch.
- 20304A La Brabanconne (Belgium Nat. Anthem)—Pryor's Band
- 20304B La Marseillaise (French Nat. Anthem)—Pryor's Band
- 19878 Over the Waves—Pryor's Band
- 35799A Southern Roses (Strauss)—Pryor's Band
- 35799B Blue Danube Waltz (Strauss)—Pryor's Band
- 35841 Carmen Selections (Bizet)—Creator's Band
- 35842 Carmen Selections (Bizet)—Creator's Band
- 35800A Funeral March (Chopin)—Pryor's Band
- 22053 La Marseillaise (French Nat. Anthem)—Rep. Guard Band
- 35800B Stabat Mater (Cujus)—Pryor's Band
- 35827 Semiramide (Rossini)—Creator's Band
- 35850A Lucia Sextette—Creator's Band
- 35850B Il Trovatore—Creator's Band
- 35882 Rigoletto Quartet (Verdi)—Creator's Band
- 35807 Traviata (Verdi)—Creator's Band
- 35938 Traviata (Verdi)—Creator's Band
- 19879 Il Trovatore (Verdi)—Pryor's Band
- 35778 Il Trovatore (Verdi)—Creator's Band
- 20319 William Tell Overture—Pryor's Band
- 20320 William Tell Overture—Pryor's Band

CHAMPION

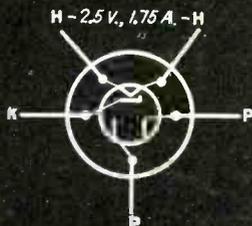
- S16465 Hot and Heavy, Fox Trot—Ben Tobler and his California Cyclones
- Walking Through a Field of Daisies, Vocal chorus by Paul Small
- R16521 Give Me Sweet Dreamland, Popular vocal—Brooks & Ross
- That's When You Know You're in Love—Reese and Da Silva
- S16412 Report on the Party—Sam and Willie, Black Face Comedy
- Stranded—Sam and Willie, Black Face Comedy
- S16437 Blue Danube Waltz—Pipe Organ, Ed. J. Felmer
- Over the Waves—Pipe Organ, Ed. J. Felmer
- S16537 A Song to Hawaii (Hawaiian)—The Two Islanders
- Honolulu Rag (Hawaiian)—The Two Islanders
- S16492 Honolulu Stomp (Hawaiian)—The Two Islanders
- My Boat is Sailing
- S16427 Kal-Mai-O-Ka-Maoli (Hawaiian)—Waikiki Hawaiians
- Wail-Luli
- R16462 B Flat Rag—Madisonville String Band
- Italian Dream Waltz
- R16357 Cincinnati Rag—Moore and Green
- Sally Gooden
- S16508 Don't Let Your Deal Go Down, Piano Duet—Smith and Irvine
- Hand Me Down My Walking Cane
- S16536 Havana River Glide—Martin and Hobbs
- Wild Cat Rag
- S16518 Lonesome Road Blues, Piano Duet—Smith and Irvine
- Sally Gooden
- S16503 Next to Your Mother Who Do You Love?—Green's String Band
- Pick Away

New Tube Connections

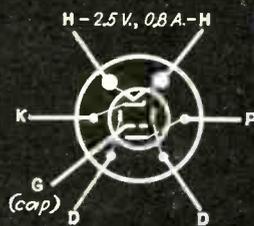
(Seen from below)



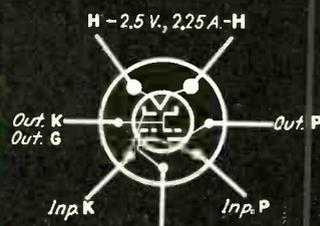
IV
(Half-Wave Rect.)



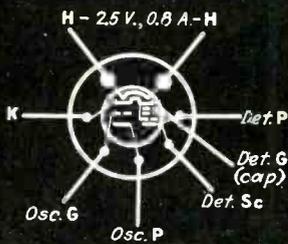
2
(Duo Diode Det.)



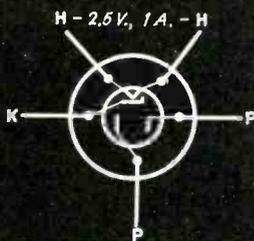
2A6
(Duo Diode-Triode)



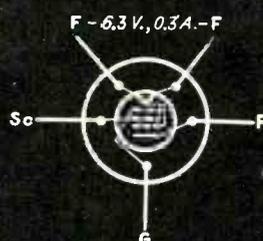
2B6
(Triple-Twin Power Amp)



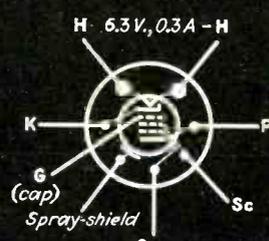
2F7
(Triode-Pentode)



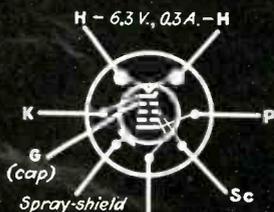
4
(Duo Diode Det.)



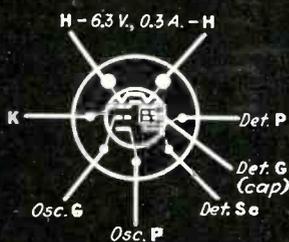
6A4
(Power Pentode)



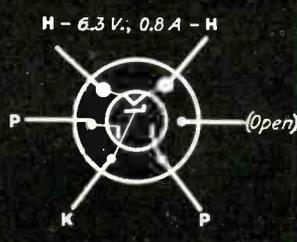
6D7
(R.F. Pentode)



6E7
(Var. Mu R.F. Pent.)



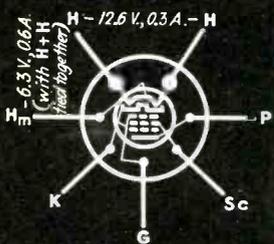
6F7
(Triode-Pentode)



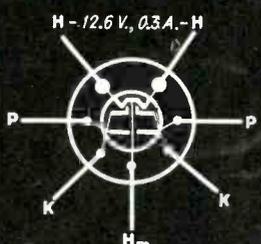
6Y5
(Full Wave M.V. Rect.)



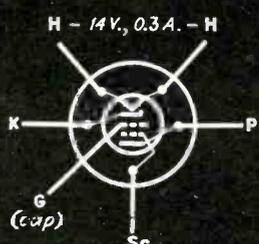
10 (Spec.)
(Triode)



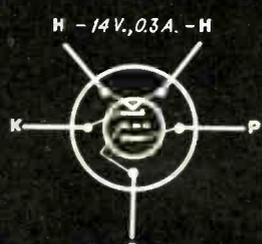
12A5
(Power Pentode)



12Z5
(Rectifier-Doubler)



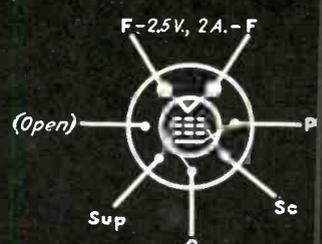
14
(R.F. Tetrode)



17
(Triode)

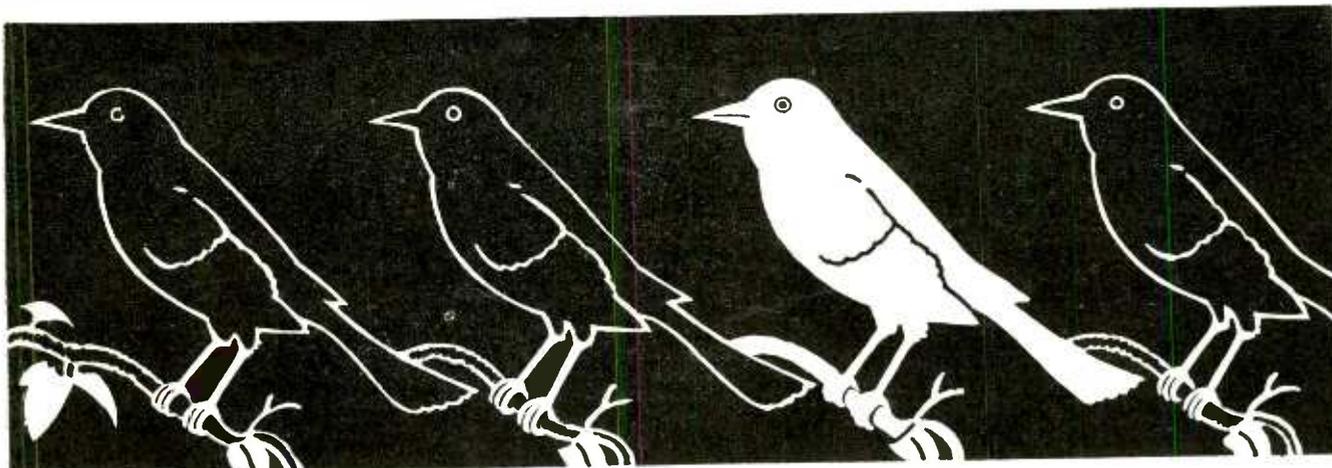


30 (Spec.)
(Triode)

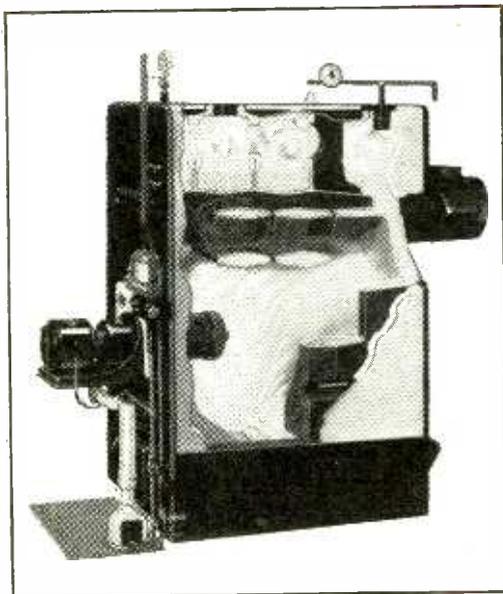


59B
(Power Pentode)

Another RADIO RETAILING
"Black and White" Chart
prepared especially for
Servicemen



THE WHITE BLACKBIRD STANDS OUT



SPLIT-DEGREE FLAME

Kelvinator calls it the Split-Degree Flame because, instead of operating intermittently, it varies up or down as heat is needed—even a $\frac{1}{16}^{\circ}$ change in temperature instantly adjusting the oil flow accordingly. When no heat is needed, no oil flows, and nothing is burning except the pilot.

Kelvinator Oil Burner offers you basic design that is DIFFERENT—advantages that are EXCLUSIVE—a selling story that CLICKS

IT isn't hard to see why the Kelvinator Oil Burner has claimed, over night, the interest and enthusiasm of dealers everywhere.

Compared with old-line burners of the intermittent type (all pretty much alike in principle and operation)—it is the "white blackbird" of the industry. It is different in basic design. It has a new and different appeal to prospects. It renders a different type of service to users.

Think what a great advantage there is in selling such a burner! It lifts your business out of the rut of price competition at the start. It gives you a selling story nobody else can use.

Chief among the exclusive features of the Kelvinator burner is the Split-Degree Flame. It burns constantly when any heat is needed—varying up or down according to temperature requirements—insuring continuous, even heat—keeping warm air always in circulation.

Kelvinator has all the safety and operating controls that other burners have. They are positive, dependable, fully automatic—but non-electrical. Hundreds of parts have been eliminated; service problems immensely simplified.

The Kelvinator burner is installed as a unit—swung through the furnace door and started—without interrupting heating service even in zero weather. A longer selling season for dealers!

Grates are not removed; no hearth is built in. The burner can be moved from house to house like any other appliance. This extends your market to home renters, as well as home owners.

These are a few of many advantages that only Kelvinator offers. Behind this burner are the resources of the great Kelvinator Corporation, and its long experience in precision manufacture. Territories are now open for those who wish to take advantage of this new profit opportunity. Write or wire for details.

**OIL
KELVINATOR
BURNER**

**KELVINATOR CORPORATION • DETROIT
OIL BURNER DIVISION**

RCA Victor Makes *on big*

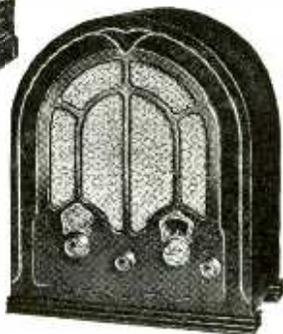
RCA VICTOR AUTO RADIO \$39⁹⁵ COMPLETE

"His Master's Voice" on the Road!

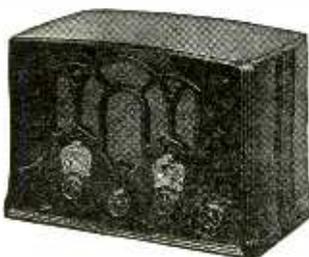
THIS IS ALL THERE IS TO IT!



← Model R-22S. Five-tube superhet, AC—DC. Police call band. Cabinet jewel case design, carved wood effect. **\$24⁷⁵**
List price . . .



→ Model 28. 5 tubes, tone control, electro-dynamic speaker, also police waves, beautiful cabinet. **\$19⁹⁵**
Only



← Model R-28B. One of 8 "Carryettes." All 5-tube superhets. Police call band. List prices from \$19.95 up. This **\$24⁹⁵**
model, list

**RCA VICTOR
RADIO PHONOGRAPH**

★
Victor Records
for "2 in One Music"

All advertising is featuring, not only Victor Records but the new radio-phonograph combination, RE-40. Here's your chance to increase that profitable **\$49⁹⁵**
record **\$49⁹⁵**
business. List Price

SMASH HIT!

summer campaign

Dealers are enthusiastic... sets are selling... we are happy—here's the *first* radio success story in a long time!

They said we were foolish. They said you couldn't sell radio sets in summer. They said we'd flop!

But we took a gamble—and won. RCA Victor, last month, opened up a gigantic sales drive on a new line of *summer radios*. Big space in magazines... big space in newspapers... a big radio program... big billboards and big dealer material. As we write, the campaign's barely under way. But it's an assured success. The RCA

Victor Auto Radio is selling—the "Carryettes" are turning over—the RE-40 "Radio-Fonograf" is making plenty of sales—and Victor Records have picked up remarkably. That's the report we get from RCA Victor dealers in every city, town and hamlet.

If you're not in on it already—get going. No sense in *your* missing out on this *extra summer profit!* See the nearest RCA Victor distributor this very day!

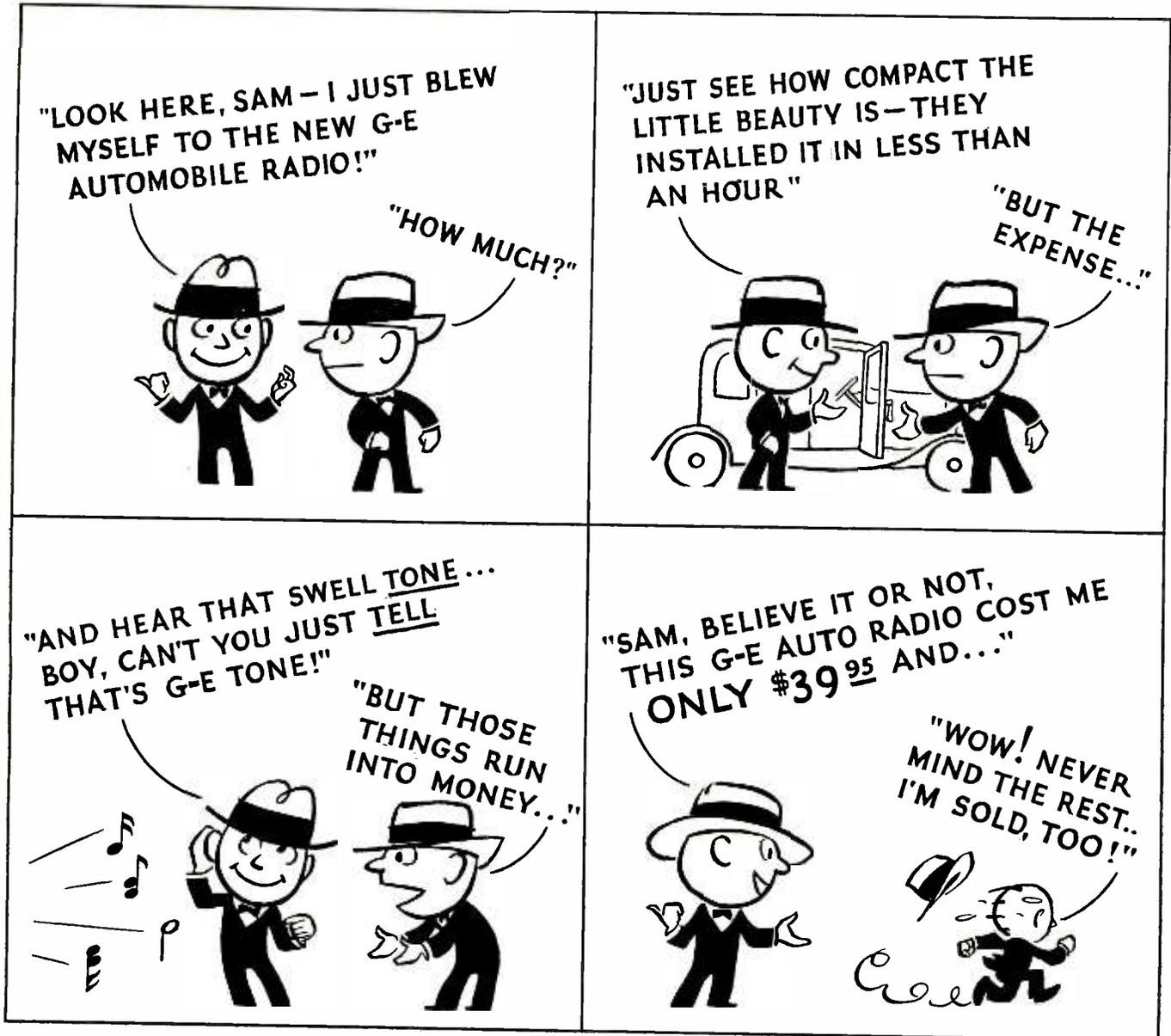


RCA VICTOR

PHONOGRAPHS · RADIO COMBINATIONS · VICTOR RECORDS

RCA Victor Co., Inc. "RADIO HEADQUARTERS" Camden, N. J. A Radio Corporation of America Subsidiary

THE NEWS IS SPREADING LIKE WILDFIRE!



The above appears as a complete advertisement in Collier's—July 29

Corner this "QUICK-MONEY" market with G-E's new set!

HERE'S a practically untouched market . . . priced for quick sales . . . generous profit opportunity . . . and ready for action . . .

The auto radio market!

Only a fraction more than one per cent of all the cars in this country are equipped with radios. But they're swinging fast to the idea these days. To send this flood your way, G-E offers you a brand new, truly superior radio.

A compact set . . . easily installed (one-bolt mounting—only two electrical connections) . . . a powerful G-E radio with all the prestige of the G-F monogram . . . and selling for only \$39.95 (including a whacking good profit opportunity!)

Stock this set. Push it. Every car owner is a good prospect. Write today for complete details of G-E's Auto Radio dealer merchandising plan. Address Section R-447-A, General Electric Co., Merchandising Dept., Bridgeport, Conn.

GENERAL  ELECTRIC AUTO RADIO

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:
 Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.
 (See ¶ on Box Numbers.)
 Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
 Proposals, 40 cents a line an insertion.

INFORMATION:
 Box Numbers in care of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge. Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 inch.....\$7.50
 2 to 3 inches..... 7.25 an inch
 4 to 7 inches..... 7.00 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

AGENTS WANTED

EARN from \$1 to \$5 an hour extra without interfering with your present employment. Whether office man, salesman, technical man, foreman or worker you can make ready cash quickly and easily each week showing our lists of business and technical books to fellow employees and others. You recommend them, we do the rest. No experience required. Complete equipment free. Write Tom Crawford, Dept. R.R., McGraw-Hill Book Co., 330 West 42d St., New York City.

Important Belgian firm seeks to conclude a contract with an important manufacturer for the

Importation of Radios in Belgium

especially universal A.C./D.C. superheterodyne apparatus, 200-2000 meter waves, 40-60 cycles and other receivers for ultra-short, short, and long waves for the European network. Conditions for payment: Credited in a large Belgian Bank and the merchandise payable after admission.

Write to:

A. STERN, 64 Rue de Loch, Brussels, Belgium

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.

1763 for SERVICE men

Brand new EX-STAT replacement manual gives correct type volume control instantly, for 1763 set models. Most complete listing ever compiled. Copy FREE to dealers and qualified service men.

Send postcard today to
TILTON MFG. CO.
 19 E. 26th St., New York, N. Y.

DEALERS and SERVICE MEN

Genuine Grebe factory made parts in stock for all model Grebe receivers manufactured prior to 1933. Power transformers for sets using from 4 to 12 tubes. Also audio transformers and filter chokes. Write for descriptive data and parts price list.
GREBE RADIO SALES & SERVICE CO.
 137-28 Jamaica Ave., Jamaica, N. Y.
 (Owner former Gen. Fact. Mgr. of A. H. Grebe & Co., Inc.)

HUGE SAVINGS IN USED PUBLIC ADDRESS EQUIPMENT

Send for bargain lists. Motion Picture and Sound Systems

SALES ON SOUND CORP.
 Dept. RR. 1600 Broadway, New York

radio progress week (october 2-7) and the campaign to rebuild radio prosperity (september)

constitute a real test for the radio industry—a test of whether or not every group in the industry can work together to restore prosperity to the radio industry.

Dealers have a chance to sell new sets, new tubes, new accessories and new parts.

Servicemen have an opportunity to profit from repair work in putting back into operation many sets that are inoperative.

Distributors can, if they work properly, restore their districts as absorbers of radio merchandise.

Broadcasters will find it possible to re-awaken interest in their offerings and obtain new listeners.

Manufacturers of sets, auto radio, tubes, parts and accessories can change their red figures to black ones.

In this campaign and in the vital months of preparation that precede it, *Radio Retailing* has a definite place of genuine usefulness. Editorially, it will keep the industry abreast of the progress of the co-operative movement, showing each group how it can profit by working most efficiently.

And the advertising pages of the August, September and October issues of *Radio Retailing* will give individual manufacturers a golden opportunity (or three golden opportunities, if you're a purist) to sell their wares and their plans to the 20,000 most active radio distributors, dealers and servicemen in the industry.

radio retailing

a McGraw-Hill publication
 330 West 42nd St., New York, N. Y.

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KEN-RAD TUBES

- have won their fine reputation because they have exceptional vigor and tonal qualities.
- Their manufacturers are backed up by a record of more than thirty years of successful experience.
- They are supported with aggressive merchandising and advertising campaigns.

Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

The Ken-Rad Corporation, Inc., Owensboro, Ky.
Division of Ken-Rad Tube and Lamp Corp.

Death Takes a Holiday

A business, be it retail, wholesale or manufacturing, which constantly advertises and conducts its business by standards that survive the full light of publicity need have no fear of that ogre—business mortality.

It has been estimated that over 500 radio manufacturers have "died" in the few short years our industry has been operating. But in their number are not included those firms that have refused to hide their lights under bushels—those firms that have consistently made a good product and just as consistently advertised it in the pages of *Radio Retailing*. That's an easy formula for forcing death to take a holiday, but it works.



New CROSLLEY ROAMIO "102"

*The World's Most Sensational
Automobile Radio Value!*

NOW you can reap new profits from the army of car owners in your vicinity. A new market is thrown open to you. Those who hear the new Crosley Roamio "102" are amazed at its performance and are surprised at its unbelievably low price. The greatest opportunity in years for automobile dealers and salesmen to expand business is here.

Through the use of the Crosley Synchronode power supply unit, no rectifier tube is necessary. In addition, the "102" Roamio uses two double purpose tubes, thus making it the equivalent of an eight-tube set using single purpose tubes and rectifier, with a saving of battery current consumption of three tubes.

- Five-Tube Superheterodyne...Automatic Volume Control... Synchronode "B" Eliminator (no "B" Batteries Needed)**
- ... Full Floating Moving Coil Dynamic Speaker**
- ... One Housing... Single Bolt Mounting**
- ... Remote Control**

\$37⁵⁰
**COMPLETELY INSTALLED
IN ANY CAR**

Features of this remarkable set are, 5-tube superheterodyne chassis, remote control, automatic volume control, full floating moving coil dynamic speaker, Synchronode power "B" eliminator—all in one housing . . . single bolt mounting . . . remote control.

Compare it with any others regardless of price. Then choose the Crosley Roamio.

To Dealers and Agents: Here is a great sales opportunity. Either model Crosley Roamio fits any make of car. Ask for interesting fact-story of these sets and learn what successful dealers and salesmen are doing with these fast sellers. Write or wire factory direct.

CROSLLEY DE LUXE ROAMIO "99"

This powerful superheterodyne uses the latest type tubes, full floating moving coil dynamic speaker, remote control, the Crosley Synchronode Power Unit which greatly increases the efficiency and does away with "B" batteries.

It is sensitive and selective; has beautiful tone, great range and incorporates every latest feature. Uses three double purpose tubes, no rectifier—therefore is equivalent to a ten-tube set with rectifier. The low price includes installation and suppressors for 8 cylinders.

\$49⁹⁵



Montana, Wyoming, Colorado, New Mexico and west, price slightly higher.

The Crosley Radio Corporation

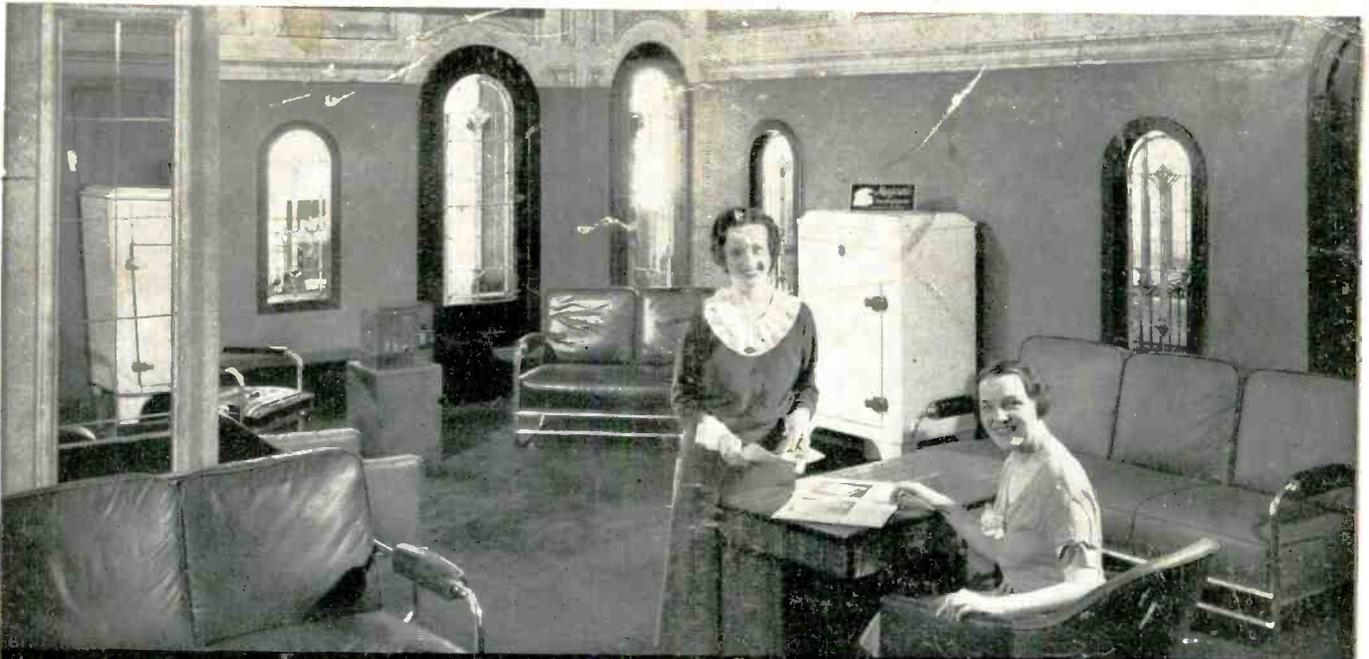
POWEL CROSLLEY, Jr., President

CINCINNATI

Home of "the Nation's Station"—WLW

WHATEVER HAPPENS... YOU'RE THERE WITH A CROSLLEY

CROSLLEY ROAMIO



MAJESTIC INVITES YOU to make yourself comfortable here between visits to A CENTURY OF PROGRESS

At 616 South Michigan Avenue, just north of the Stevens Hotel and most convenient to the north gate to Chicago's great exposition, Majestic has opened its Downtown Guest Rooms, shown in the photograph, for the duration of A Century of Progress.



Exterior View of Majestic Downtown Guest Rooms

telegrams, for making reservations, for telephoning Chicago friends, or for arranging a specially conducted trip to our factory. The Guest Rooms will be open week days and Sundays, until 9 P.M. Majestic hostesses will be in constant attendance.

You are invited to make these rooms a place of rest, relaxation, and refreshment, for yourself and your family . . . to sink down in the easy chairs . . . to use freely any of the facilities provided, for handling correspondence or

May we add that *all* dealers—and their families and friends—are welcome. Majestic extends its hospitality to the entire industry . . . and most cordially urges you to feel entirely free to accept this invitation.

GRIGSBY-GRUNOW COMPANY, 5801 Dickens Ave., Chicago • Wabash and Wacker Drive, Chicago • 616 S. Michigan Ave., Chicago

MAJESTIC EXHIBITS AT A CENTURY OF PROGRESS

Majestic radios and refrigerators are on display at many points at the Century of Progress exposition. In addition to Majestic's main exhibit in the Electrical Building, Majestic products have been selected to add modern beauty and efficiency to numerous special exhibits, as indicated below.

Electrical Building: See main Majestic Exhibit of Refrigerators, Radios, and Tubes in Central Station Industries Exhibit; also see Majestic Refrigerator in Model Kitchen, same exhibit.

General Exhibits Building: See Majestic Refrigerator in Porcelain Enamel Parade; and Majestic Radios and Refrigerator in Women's Architectural Club Exhibit.

National Poultry Show Group: See Majestic Radios and Refrigerators in Cape Cod, Fair View, and Pullman Cottages.

Home and Industrial Arts Group: See Majestic Radios in Rostone House and House of Tomorrow.

Container Corporation: See Majestic Radios.

Majestic
RADIO and
REFRIGERATION