

JULY, 1936

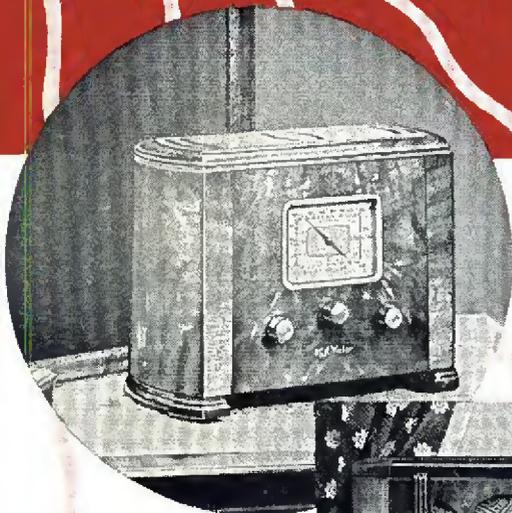
RADIO RETAILING

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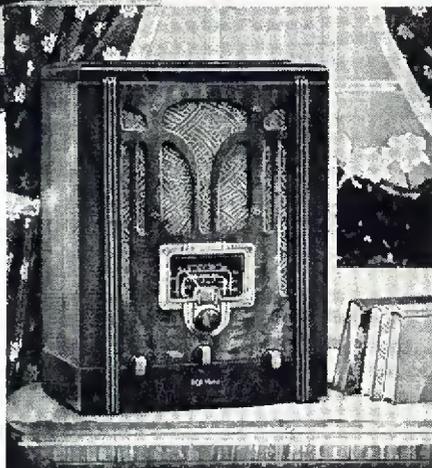
25 CENTS PER COPY

Sell 'em while it's hot!

RCA VICTOR'S 1937 EXTRA VALUE SERIES OF 28 SETS UNDER \$100 gives dealers great chance to make summer season a busy, profitable season!



(at left) Here's a honey! New AC-DC table model 5X. Of unusual design, with speaker on one side, controls on the other, 5 tubes. 2 tuning bands. Range: 540-6500 kcs. Domestic programs, short wave broadcasts thru 49-meter band, police, aviation, amateur calls. \$32.95.



(at right) This set is an outstanding value! Table model 5T, with tuning range covering domestic broadcasts and foreign stations thru 49-meter band. Police, amateur and aviation calls. Handsome cabinet. 5 tubes. \$29.95.

All prices f.o.b. Camden, New Jersey, subject to change without notice.

MAKE this summer a profitable one! Get behind RCA Victor's new Extra Value Series and watch the money roll in!

The delightful table models in this brand-new series provide you with extra special sales opportunities. Small and light, they can be carried from place to place. Particularly handy for the thousands who park on the porch or in the garden during summer... for those going to a mountain cabin or seaside bungalow. Inexpensive, they defeat all "I can't afford it" objections.

Feature these sets (and their console companions in the series) while it's hot!

Remember—several models have Magic Brain, Magic Eye, RCA Metal Tubes. Get extra cash with RCA Victor's great Extra Value Series!

(at right) Presenting table model 6T. A 6-tube, 2-band superheterodyne with RCA Metal Tubes. For domestic and short wave broadcasts thru 49-meter band. Police, aviation, amateur calls. Distinctive cabinet. \$39.95.



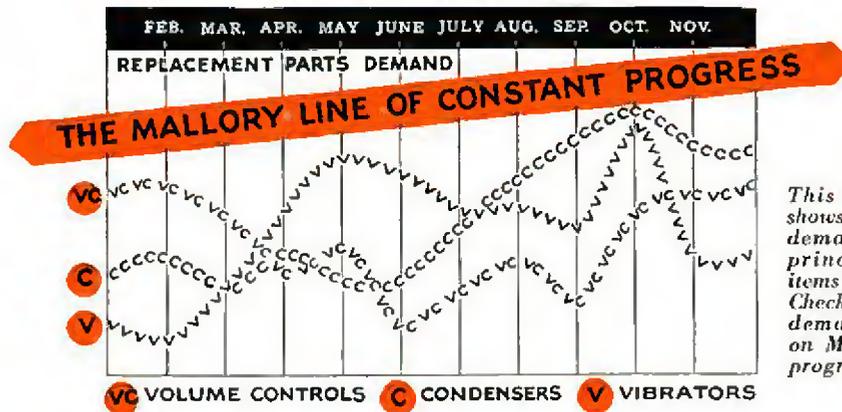
RCA Victor

RCA Manufacturing Co., Inc.
Camden, N. J.

A Service of the Radio Corporation of America

Build your business with

MALLORY



This composite graph shows the trend of service demand for the three principal replacement items in daily service work. Check your needs with the demand — and depend on Mallory for constant progress.

Study seasonal rise and fall in demand with your principal service items and peaks and valleys of service activity will iron out to a line of steady progress.

Especially — when you depend upon the Mallory Yaxley Replacement Line — Mallory Condensers, Mallory Vibrators and Yaxley Volume Controls. The Mallory Yaxley line is designed for the service man's requirements; — to enable him to give quality service, with a minimum of cash investment, yet with constant progress in building a profitable service business.

Consider the Mallory Yaxley line

Sixty-nine Mallory Replacement Condensers now fulfill *all* service needs — meeting requirements that would heretofore have necessitated literally thousands of condensers.

★ ★

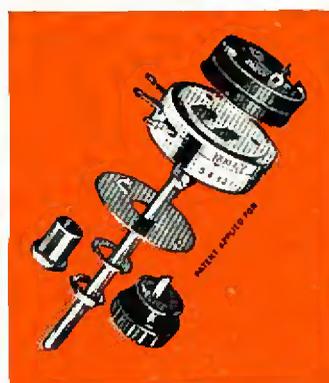
A mere handful of Mallory Replacement Vibrators render universal service to over 3,000,000 auto-

mobile radio sets. Two out of three of *all* automobile radio vibrators now in use are Mallory made.

★ ★

In developing constant improvements in Yaxley Replacement Volume Controls, Yaxley engineering has brought about undreamed of precision in universal application to meet all service needs for over 4000 different radio receiver models.

Line up with Mallory — and establish for yourself — a line of constant progress.



MALLORY

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address—Pelmallo

YAXLEY

RADIO RETAILING

JULY, 1936

In This Issue

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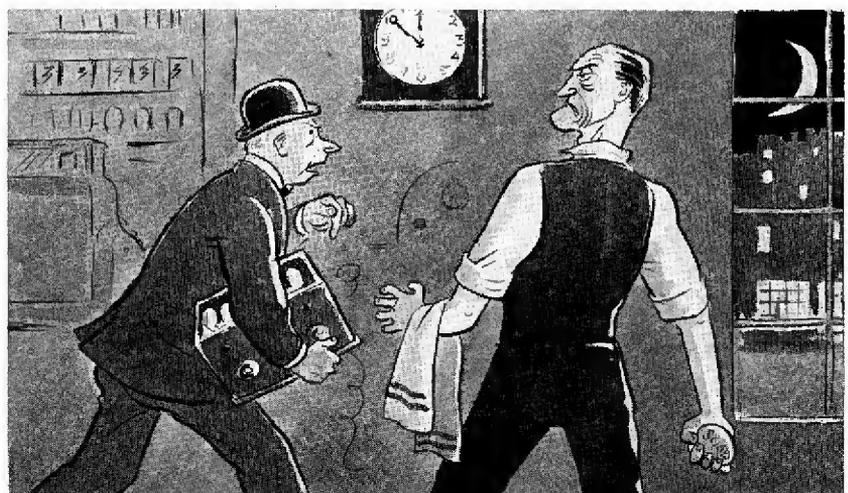
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A LABYRINTH RADIO FOR \$ 149.50
AND 12 IN THE LINE

SOMETHING NEW IN TABLE MODELS

AC-DC AND BATTERY RADIOS
A SET FOR EVERY PURPOSE

THE NEW TRI-FOCAL
TUNING

A COMPLETE LINE
FROM
\$49.95 to \$985.00

EXCLUSIVE
Selling
FEATURES

Tri-Focal Tuning—Cathode ray tuning indicator tube with new Stromberg-Carlson Long Range Action. Works efficiently on all signals, weak, medium or strong.

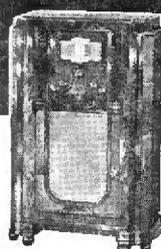
Acoustical Labyrinth—Ends booming, blurred and fuzzy tones. Extends bass range of speaker, bringing new naturalness of tone. Makes practical the use of the new Beam Power Tubes.

Carpinchoe Leather—Used as speaker cone support. A costlier type of edge suspension, but has longer life and is more capable of correctly absorbing vibrations at edge of cone than any other material, thus safeguarding the famous Stromberg-Carlson Tone.

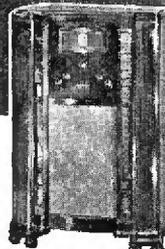
Also—Many other features, including 4 Gang Condensers . . . High Fidelity . . . Adjustable Selectivity . . . Long Wave Band . . . Ultra Short-Wave Band to 65,000 kc. . . Indexed Control Knobs . . . Centralized Tuning Unit . . . Volume Level Indicator . . . Automatic Sensitivity Control . . . Automatic Antenna Selector . . . Full Floating Chassis . . . Free-Floating Phonograph Pick-up . . . Models with real Rosewood Cabinets . . . Bi-Resonator Antenna Tuning System.

Prices slightly higher Southeastern states and West of Mississippi.

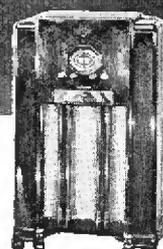
SEND IN COUPON



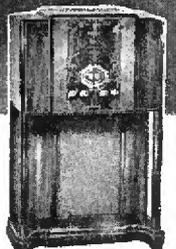
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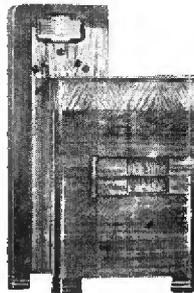
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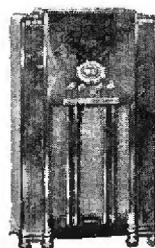
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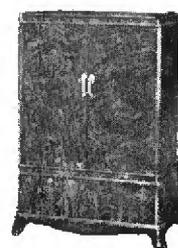
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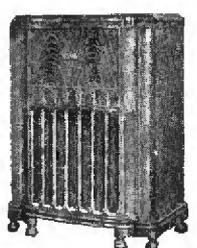
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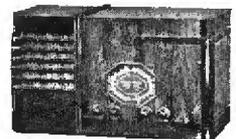
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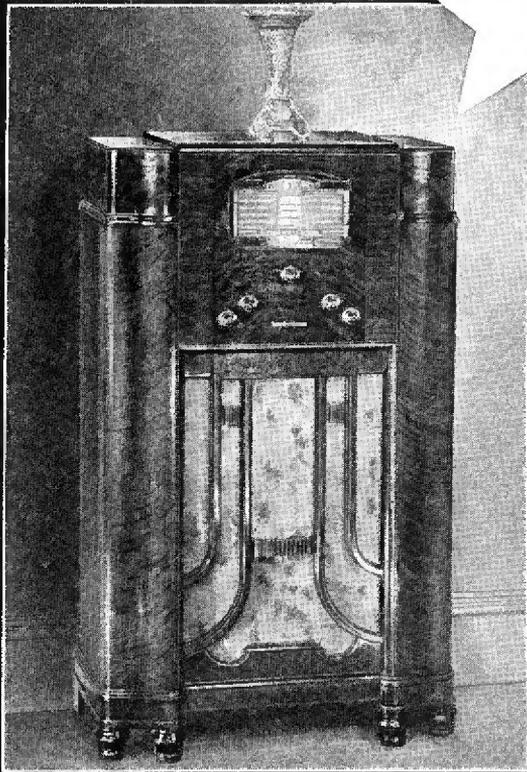
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The New

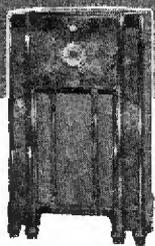
Stromberg



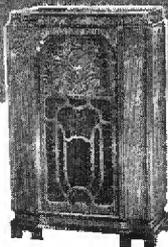
DESTINED TO BE THE
LARGEST SELLING
MODEL OF THE YEAR

No. 145-L
(Pictured at left)

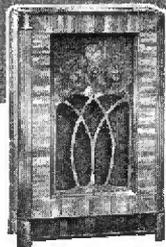
Only
Stromberg-Carlson
has the
ACOUSTICAL
LABYRINTH



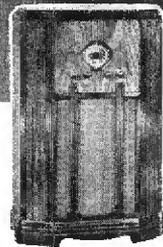
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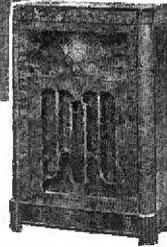
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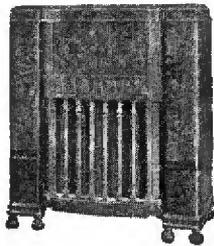


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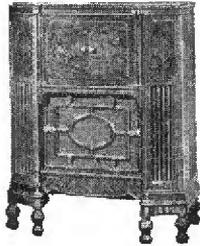


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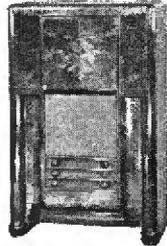
*There is nothing
finer than a
Stromberg-Carlson*



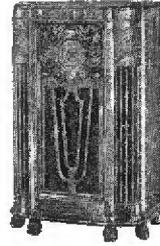
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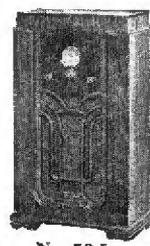
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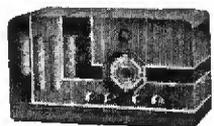
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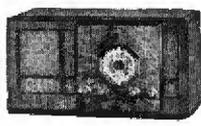
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61-LZ AC-DC



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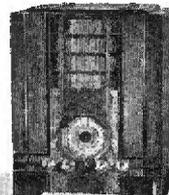
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No. 130-II



No.
58-T



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130-U

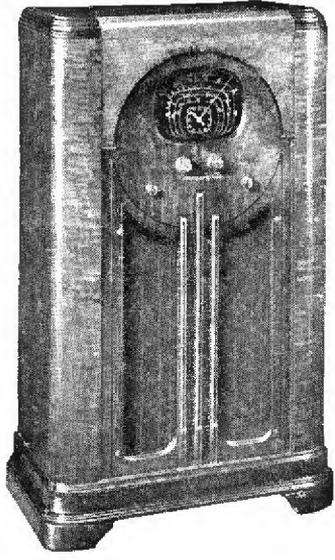
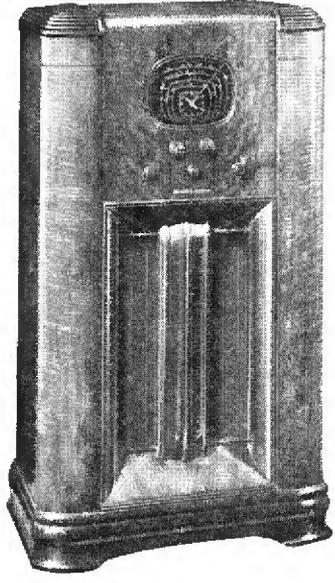
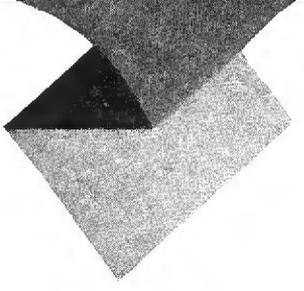


No. 125-H

-Carlsons

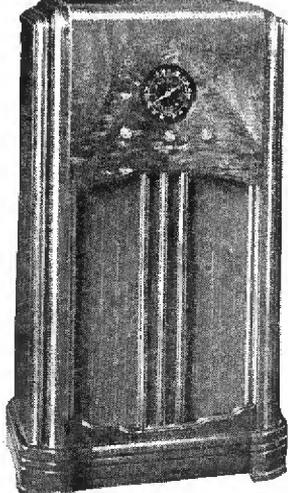
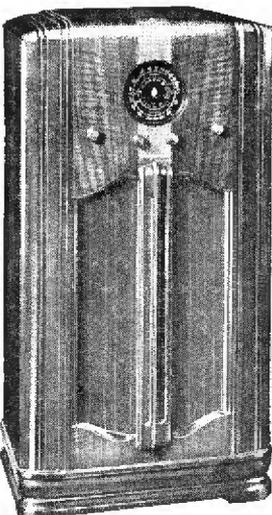
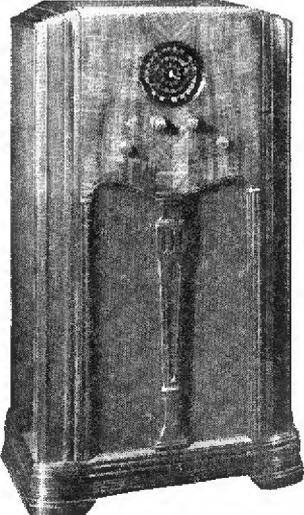
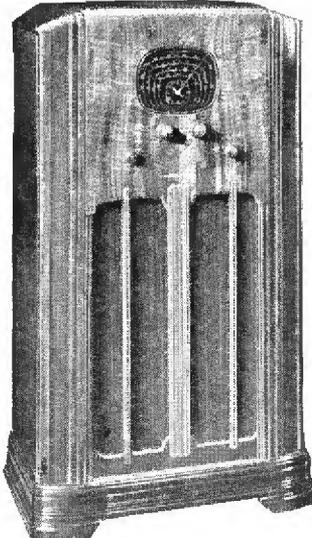
STROMBERG-CARLSON TELEPHONE MFG. CO.
130 Carlton Road, Rochester, N. Y.
Send me the illustrated brochure showing
Name _____
Street _____
City _____
State _____

The "Automatic Maestro"...is only one of 24 all-star AMERICAN-BOSCH



MODEL 680—"Automatic Maestro" model; High Fidelity 13 tube, 15 tube performance, All-Wave American, Police and Foreign, plus U. S. weather band, improved superheterodyne Console DeLuxe. Range: standard broadcast and police 525 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 6000 to 18500 Kilocycles; and long wave U. S. weather band 150 to 375 Kilocycles.

MODEL 670C—"Automatic Maestro" model; 9 tube, 11 tube performance, All-Wave American, Police and Foreign, plus U. S. weather band, improved superheterodyne Console. Range: standard broadcast and police 525 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 6000 to 18500 Kilocycles; and long wave U. S. weather band 150 to 375 Kilocycles.



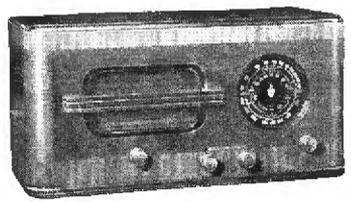
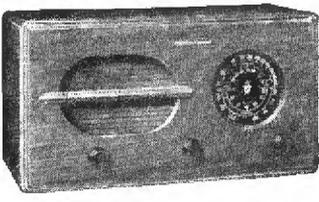
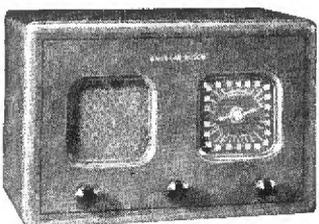
MODEL 670S—"Automatic Maestro" model; 9 tube, 11 tube performance, All-Wave American, Police and Foreign, plus U. S. weather band, improved superheterodyne Console. Range: standard broadcast and police 525 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 6000 to 18500 Kilocycles; and long wave U. S. weather band 150 to 375 Kilocycles.

MODEL 660C—"Automatic Maestro" model; 7 tube, 10 tube performance, All-Wave American, Police and Foreign improved superheterodyne Console. Range: standard broadcast and police 525 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and short wave 6000 to 18500 Kilocycles.

MODEL 650—6 tube, 9 tube performance Console for AC operation, American-Foreign-Police 3 Band improved superheterodyne. Range: standard broadcast 540 to 1500 Kilocycles; police and short wave 1500 to 4500 Kilocycles; short wave 5500 to 16500 Kilocycles.

MODEL 625—7 tube, 10 tube performance Console for AC-DC operation; otherwise same as Model 650.

MODEL 605C—5 tube, 8 tube performance American-Foreign-Police improved superheterodyne Console. Range: 540 to 1700 Kilocycles, 2000 to 7200 Kilocycles. Super-size full vision black illuminated airplane dial; with scales of different color for each wave band. Perfect automatic volume control. High Fidelity Modulator. Beautiful Console Cabinet.



MODEL 604—5 tube 2 wave band improved superheterodyne Personal radio for AC-DC operation. Range: 530 to 1500 Kilocycles, 1500 to 3000 Kilocycles. Super-Size Dial. Anchored Construction. Iron Core Coils. Size 11" long x 7 1/2" high x 6 1/2" deep.

MODEL 515—5 tube, 8 tube performance 2 wave band improved superheterodyne Personal radio for AC current. Range: 540 to 1500 Kilocycles, 1500 to 3600 Kilocycles. Super-Size Dial. Anchored Construction. Iron Core Coils. Line-O-Lite tuning. Full-sized 6 inch speaker.

MODEL 640—6 tube, 9 tube performance Personal radio for AC operation. American-Foreign-Police 3 Band improved superheterodyne. Range: standard broadcast 540 to 1500 Kilocycles; police and short wave 1500 to 4500 Kilocycles; short wave 5500 to 16500 Kilocycles.

MODEL 620—7 tube, 10 tube performance Personal radio for AC-DC operation; otherwise identical with Model 640.

features of these newest RADIOS

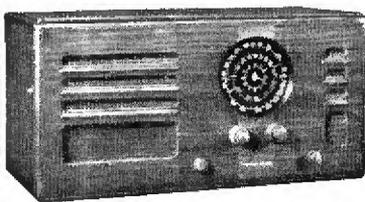
HERE'S to your most successful radio season! And such it can be, if you give your customers *everything* radio offers today...if you give your customers American-Bosch, the **ONLY** radio with the "Automatic Maestro"...the **ONLY** radio with Semaphore Tuning...the **ONLY** radio with the Band-Stand Baffle (Patent Applied for)...the **ONLY** radio that combines Super-Size Dials, metal tubes, High Fidelity Modulator, iron core coils, etc...a total of 24 all-star radio features. Their sum is the latest, greatest line ever offered by any radio manufacturer. Rush coupon below for new booklet: "Success in the Radio Business," which shows how American-Bosch has market-measured its line to help you sell every price class, every whim, every conceivable radio preference.

UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD, MASS. NEW YORK CHICAGO DETROIT

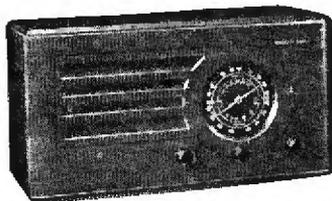
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Watch For Announcements of Sensational
National Advertising Program



MODEL 660T— "Automatic Maestro" model; 7 tube, 10 tube performance All-Wave American, Police and Foreign improved superheterodyne Personal radio. Range: standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and short wave 6000 to 18500 Kilocycles.



MODEL 605—5 tube, 8 tube performance Personal radio for AC operation. Range: 540 to 1700 Kilocycles, 2000 to 7200 Kilocycles. Super-Size Dial, Perfect Automatic Volume Control, High Fidelity Modulator, Anchored Construction, etc.

Also: New battery-operated models for 6-volt storage battery; and for air cell, dry cell, or 2 volts of storage battery. Mail coupon at right for information and prices about these and all other sets illustrated and described here.

24 Reasons

why you can make
a "bull market"
success selling
American-Bosch Radio

- ★ Automatic Maestro
- ★ Metal Tubes
- ★ Band-Stand Baffle (Patent Applied For)
- ★ Super-Size Dials
- ★ Split-Second Tuning Indicator
- ★ Semaphore Tuning — Automatically Flags the Station with Electrical Precision; and Signifies the Wave Band with a Colored Beam
- ★ 90% Less Wiring
- ★ Over 100 Less Soldered Connections
- ★ Every Set Multi-Wave
- ★ More American and Foreign Programs
- ★ Noise Suppression on-the-Station
- ★ Noise Suppression between Stations
- ★ High Fidelity Modulator
- ★ In-Built Wave Trap—suppresses interference from code
- ★ Perfect Automatic Volume Control
- ★ High Fidelity
- ★ Iron Core Coils
- ★ Multiplied and Reduced Speed Station Selector
- ★ Anchored Construction
- ★ Market-Embracing Line — Meets Every Price Class
- ★ Buy-Appeal Cabinets
 - ★ American-Bosch Dependability
 - ★ Recognized Value
 - ★ Full-Sized Acoustically Correct Speakers

American-Bosch is the only radio line that offers this complete combination of up-to-the-minute features in radio performance, radio styling, radio standards.



UNITED AMERICAN BOSCH CORP., Dept. SPRINGFIELD, MASS.

Please send copy of "Success in the Radio Business" containing complete information about the new American-Bosch line.

Name.....

Address.....



Flashing



**SOUND
ENGINEERING**

Symbol of sound engineering and swift flight . . . Germany's great new zeppelin *Hindenburg*, which, like RCA's broadcast activities, serves the public in the air.

RADIO CORPORATION OF A

EVERYTHING IN RADIO FOR SERVICE IN C

through Space

...aloft and invisible!

IN BOUNDLESS SPACE; in all fields of radio, RCA pioneered. For RCA was first to use the airwaves for international communications . . . domestic communications . . . broadcasting. Today, America has seen one RCA service of the air grow, from a small beginning to a point where now the words . . .

"This is the National Broadcasting Company!"

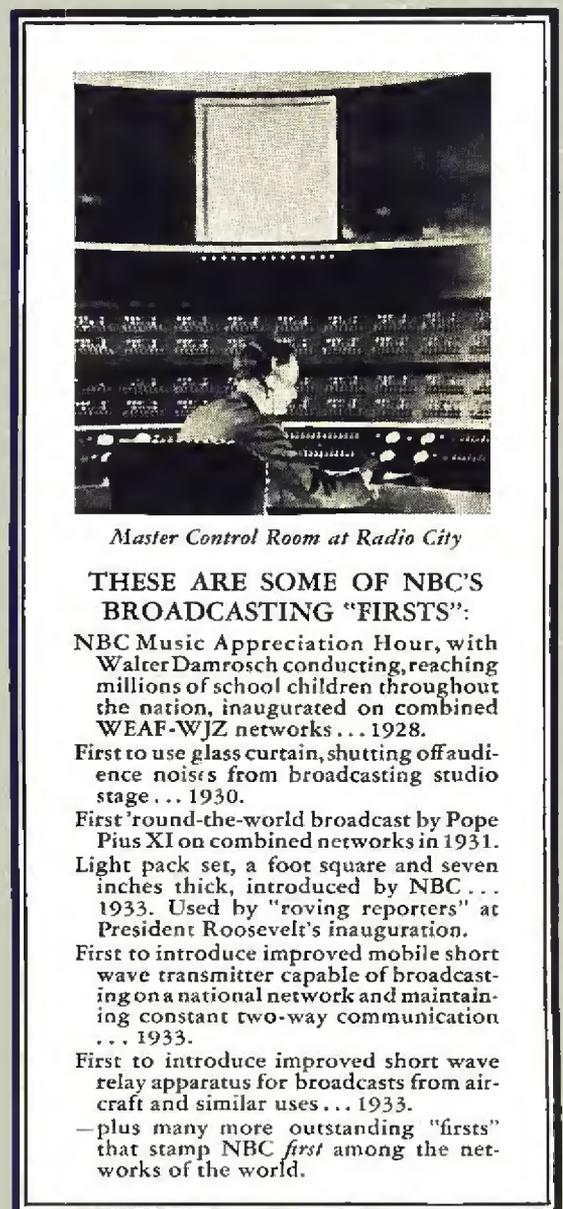
. . . are heard from early morning until late at night by millions in the United States and Canada . . . words synonymous with radio's best entertainment.

Thus again RCA comes to the fore. The National Broadcasting Company, one of the Radio Corporation of America's services, operates the largest networks in the world. Stretching from coast to coast, reaching from Canada to Florida, the NBC Blue and Red networks comprise 96 stations, linked together by specially engineered telephone wires. Through these vast networks, NBC serves millions daily with every type of program.

By applying knowledge of the problems of broadcasting to the manufacture of its radio products, RCA assures the buying public of "pre-tested" quality. RCA engineers sound—some day it will engineer sight!

Only RCA is active in all branches of the radio industry. That's why RCA merits true confidence. And, since confidence is a mighty sales factor, RCA dealers do a better business!

RCA MANUFACTURING CO., INC. • RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO., INC.
RCA INSTITUTES, INC. • RADIOMARINE CORPORATION OF AMERICA



Master Control Room at Radio City

THESE ARE SOME OF NBC'S BROADCASTING "FIRSTS":

NBC Music Appreciation Hour, with Walter Damrosch conducting, reaching millions of school children throughout the nation, inaugurated on combined WEAJ-WJZ networks . . . 1928.

First to use glass curtain, shutting off audience noises from broadcasting studio stage . . . 1930.

First 'round-the-world broadcast by Pope Pius XI on combined networks in 1931.

Light pack set, a foot square and seven inches thick, introduced by NBC . . . 1933. Used by "roving reporters" at President Roosevelt's inauguration.

First to introduce improved mobile short wave transmitter capable of broadcasting on a national network and maintaining constant two-way communication . . . 1933.

First to introduce improved short wave relay apparatus for broadcasts from aircraft and similar uses . . . 1933.

—plus many more outstanding "firsts" that stamp NBC first among the networks of the world.

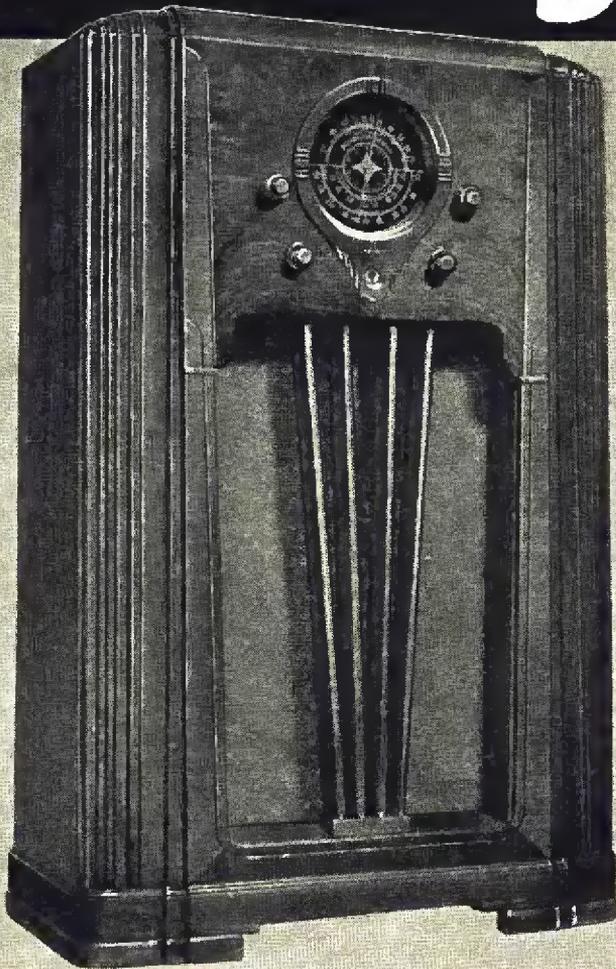
Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

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COMMUNICATIONS . . . BROADCASTING . . . RECEPTION



FAIRBANKS-

TURRET SHIELDED



Model 72-C-2: Turret-Shielded, 7-tube superheterodyne. "Great Circle" dial. Tunes American and foreign stations, police, aviation, and amateur conversation. "Super-Twelve" speaker. Giant baffle. Automatic volume control. Size: 40 inches high; 24½ inches wide; 12¾ inches deep.

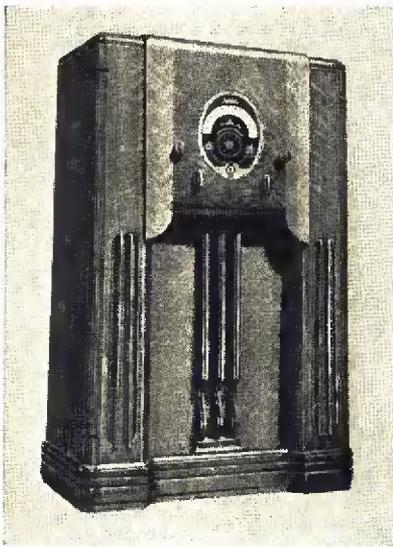
★ FAIRBANKS-MORSE presents radio dealers with super sales features in the 1937 F-M radio line. The chassis of F-M radio for 1937 operates inside an electrically shielded cage approximating the "screen room" reception employed by radio engineers in measuring chassis performance. Noise and interference are screened out. Your customers will respond to this feature. They can see, touch, and understand it.

And Turret Shielding isn't all. This new line of F-M radios is the sweetest job of *balanced* radio engineering you ever saw. It has *salability* that is miles ahead of the procession. Everything worthwhile that any other radio offers, plus new, simplified features which the average buyer can understand. New Tone Projector. New Semaphore Dial incorporating the New Visual Tone Indicator — New Tuning Eye — New Visual Volume Indicator—New Band Indicator. And 31 other F-M features that prospects can see, hear, and operate. Tuning ranges from 540 to 68,000 kc. Four-to twelve-tube models. A.C. operation and farm sets. Cabinets by one of America's foremost designers. Models from \$29.95, with features to justify each step up in price.

Watch this line! It's a winner. Better still, watch it work for you rather than compete with you. Write for the complete story and details of the F-M franchise. Address Fairbanks, Morse & Co., Home Appliance Division, Indianapolis, Ind.

MORSE RADIO

COMPLETE LINE INCLUDES A. C. AND FARM SETS—
the sweetest engineering jobs you ever saw

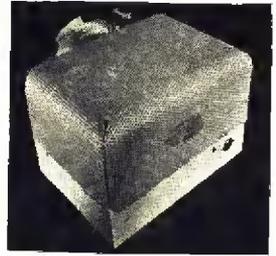


Model 91-C-4: Turret-Shielded, 9-tube superheterodyne with Tone Projector. Oversize, Turret-Shielded chassis. Metal tubes. Semaphore dial. Tunes American and foreign stations, police, aviation, and amateur conversation. Tuning range, four bands, including ultra short-wave. Dimensions: 42½ in. high; 26½ in. wide; 13½ in. deep.



Model 12-C-6: 12-tube superheterodyne Turret-Shielded console. Tone projector. Metal tubes. Semaphore dial. Concert DeLuxe dynamic speaker. Tunes American and foreign stations, police, aviation, and amateur conversation. Five wave bands, including ultra short-wave and long-wave weather band. Dimensions: 43 in. high; 27 in. wide; 15½ in. deep.

New TURRET SHIELDING



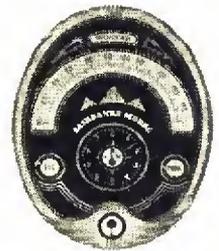
Compared with Turret Shielding, ordinary shielding is like a boat without a bottom. Turret Shielding shields the entire chassis—top, bottom, and sides. Just demonstrate a Turret-Shielded F-M set alongside any other set. You'll hear the difference—and so will your prospective customer. Turret Shield easily removed for checking tubes.



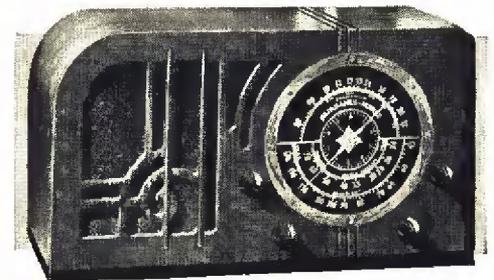
New TONE PROJECTOR

Sensational contribution to better reception, an enlarged cone 22 inches in diameter is mounted ahead of the speaker, making possible the largest baffle used in any radio set today. Adds bass notes and enhances their richness and depth. Diffuses treble notes. Projects musical overtones ordinarily lost, which contribute materially to symphonic renditions. Another big F-M exclusive feature your customers understand.

New SEMAPHORE DIAL



One of the most important achievements in simplified radio tuning. It signals, by miniature lights. All information that makes tuning easier and more accurate. No complicated figures and calibrations to confuse operator. Contains Visual Tone Indicator, Tuning Eye, Band Indicator, and Visual Volume Indicator, all of which anybody can easily understand and operate.



Model 58-T-1: 5-tube superheterodyne. Rubber-floated, oversize chassis. Tunes American and foreign stations, police, aviation, and amateur conversation. Tuning range, three bands. Dimensions: 10 inches high; 18½ inches wide; 9¼ inches deep.

AND 13 OTHER MODELS

FAIRBANKS MORSE RADIOS

OTHER F-M PRODUCTS: REFRIGERATORS, WASHING MACHINES, IRONERS, AUTOMATIC COAL BURNERS





For Radio Vibrators MALLORY Is the Accepted Standard

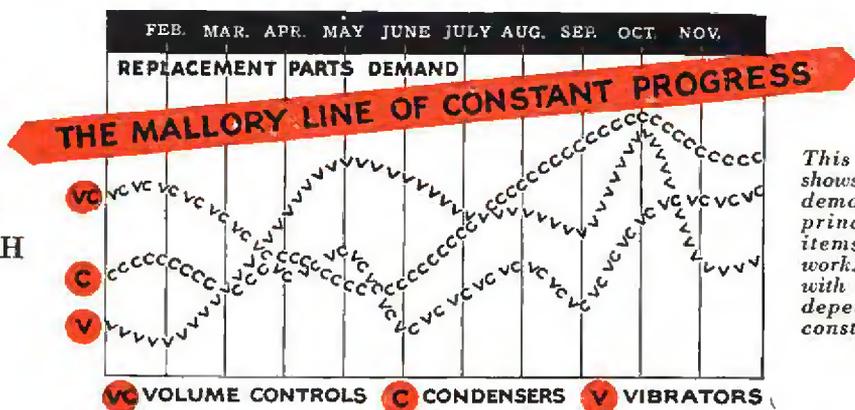
Mallory progressiveness in vibrator design and manufacture has developed new standards of vibrator performance. That's why Mallory-made vibrators are standard equipment on America's most popular automobile radio receivers—and in 6 volt and 32 volt household sets.

What's more, Mallory ingenuity has created new standards of vibrator practice for service men everywhere.

Mallory Replacement Vibrators made universal service an actuality. More than 3,000,000 automobile radios can now be serviced with a handful of Mallory Replacement Vibrators. They save time, inventory—stock investment. They are dependable in service—and easy to install.

For prompt, efficient, profitable servicing, use Mallory Replacement Vibrators. It *pays*—and you have the word of thousands of service men for that!

BUILD YOUR
BUSINESS WITH
MALLORY



This composite graph shows the trend of service demand for the three principal replacement items in daily service work. Check your needs with the demand—and depend on Mallory for constant progress.

MALLORY

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address — Pelmallo

YAXLEY

JULY

1 9 3 6

THE RADIO MONTH

NEW RMA SPIFF COMMITTEE

Following closely upon the heels of our May article spotlighting destructive industry "Spiff" practices comes announcement that the RMA has set up a committee to find ways and means of enforcing Rule 2 of trade practice proposals now before the Federal Trade Commission and reading: "Commercial bribery is immoral, against public interest and is unfair trade practice."

E. F. McDonald, Jr., of Zenith, whose own company is already lambasting Spiffs, is chairman.

REALLY 1937 MODELS

Predictions have a disconcerting habit of whizzing off into the stratosphere at a merry clip and then whizzing right back again when their owner's back is turned to belt him a resounding whack behind the ear. However, careful questioning of manufacturers leads us to venture that the radio lines now reaching the trade will be "sweetened" by few companies, superceded by none this Fall.

Two things induce us to stick our neck out. (1) Manufacturers have practically mortgaged the old homestead to buy and build tools for the merchandise just announced and (2) Distributor commitments carry the trade right up to September and in some instances through to October.

We've heard few sly references to the finality of new lines, common at the old Trade Shows, around current conventions.

LO, THE 12-VOLT WASHER

Discussing wind and gas-driven chargers in these columns recently we advanced the idea that some bright manufacturer might bring out electrical appliances that would run on 6

volts d.c. and so follow radio's footsteps into rural homes. Thus a pleasant glow comes over us while we read the announcement that a certain mid-western company is ready with a washing-machine.

It's not a 6-volt gadget but it will run on 12. And two storage batteries can be charged in parallel, discharged in series.

ENTER, MORE JOBBERS

There will be more radio jobbers on the industry's books this season. Large, nationally established companies are recruiting among hardware and electrical wholesalers, narrowing down territories in an effort to sieve business through a finer screen and perhaps at the same time establish contact with retailers so close that destructive practices may be nipped in the bud. And small but important manufacturers heretofore interested primarily in metropolitan markets are scrambling for broader distribution.

This activity may eventually cause retailers to further diversify with respect to number of lines carried. Certainly it will make merchandisers out of men hitherto interested solely in service.

EMPHASIS ON BATTERY SETS

Convention procedure seems to be following a set formula this season. First the salesman emotes about cabinets, price, tone-improvers and dials and then he swings with an unaccustomed flourish to the company's battery set line.

Confirmed habitues of such shindigs in the past note this flattering cultivation of battery set business, agree with us that the rural market is in for a thorough fincombing.

NON-RECOURSE SPREADS

Indicative of renewed interest in the potentialities of the radio field is C.I.T.'s extension of terms to an 18-month maximum and an offer of virtually non-recourse paper to substantial dealers associated with cooperating manufacturers.

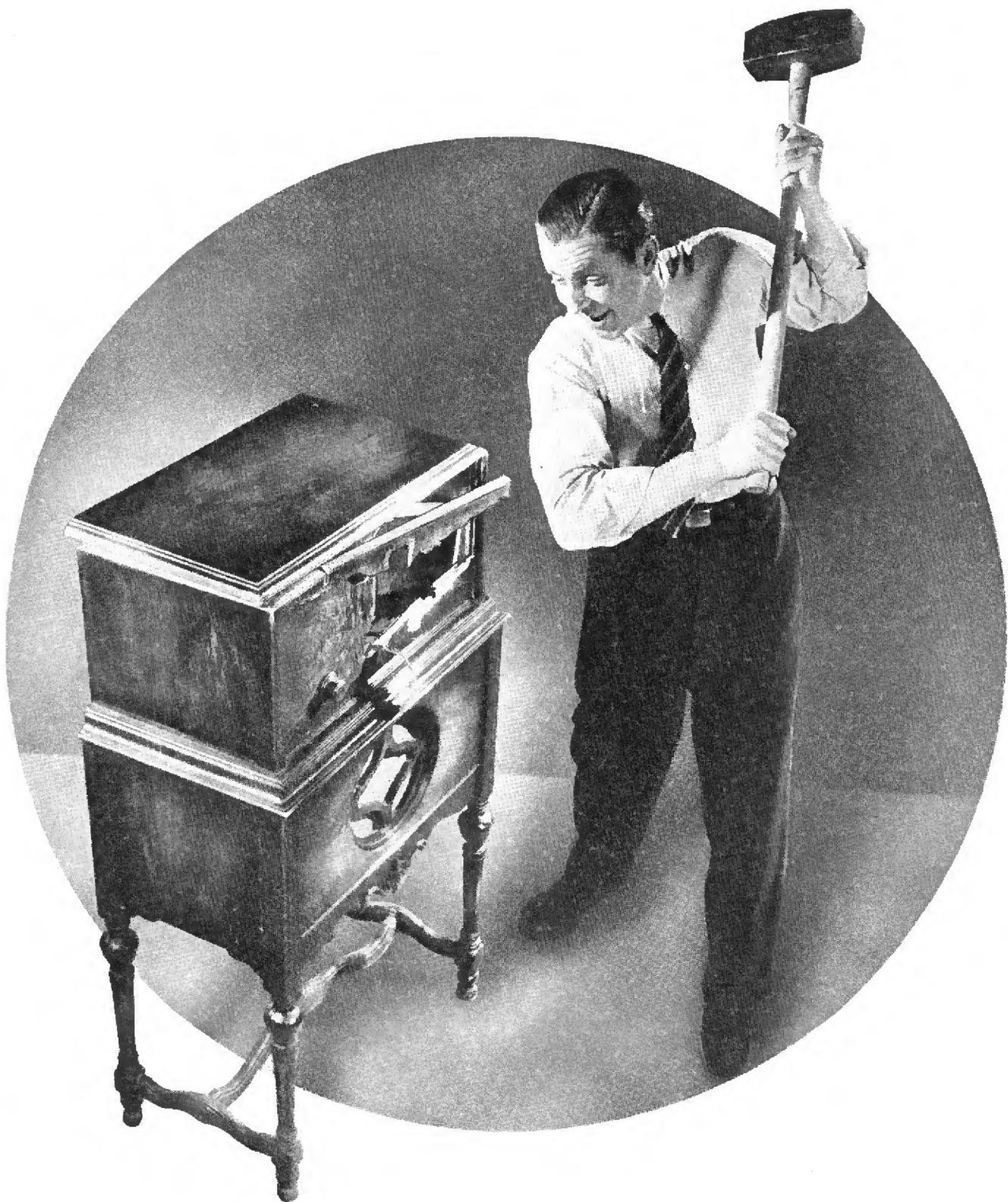
The plan (discussed more fully in the News pages) relieves the retailer of his indorsement after the consumer has met four months' payments. Hold-back is reduced considerably under the customary 10 per cent and, after the four months are up, the finance company assumes the major responsibility of re-possessing. An extra, fixed charge over and above the financing fee is made and the sponsoring set manufacturer guarantees to buy back from the finance company such sets as are re-possessed at the unpaid balance. Distributors, in turn, are expected to re-purchase such stock at their usual discounts.

TUBE ISSUE CONFUSED

Numerous squawks from the trade relative to the number of new tube types flooding the market are embarrassing manufacturers no end. It is freely admitted that changes are occasionally made just to secure a trading advantage but also pointed out that most of the new types definitely advance the art and cannot with justice be withheld from the consumer and the dealer.

The present veritable maze of types makes it difficult if not impossible for many retailers to carry a complete stock, leaves the path wide open for set makers who cast covetous eyes at the replacement tube market. Tube makers have in some cases inferred that it is the set manufacturer's desire for "something special" that frequently sets the design mills turning.

T R O U B L E S O M E



THIS IS WHAT SHOULD BE DONE
Can it be justified economically?

TRADE - INS

Oldest, yet still acute, retail problem breeds four schools of thought: Individualists who would continue to horse-trade. . . . Dealers who believe standard allowances might work. . . . Men who insist manufacturers must help remove junk from circulation. . . . And catalog houses convinced that rock-bottom new set prices eliminate the need for concealed cuts

IF the physiognomy of every radio traded-in was smeared so that even its own mother sailed right by without sign of recognition business would rocket to new heights. For 61 per cent of all new set sales involve trades and most of this stuff is re-sold by the dealer, spiking at least temporarily part of our market for modern merchandise.

And there are those who feel that trade-ins could be so whacked in the pan. Take H. C. Zaenglein, of Hickson Electric and Radio, Rochester, from whose records the interesting tabulation of costs appearing in these pages was obtained. Says Zaenglein: "Two years ago I submitted to a manufacturer a proposition which would have enabled dealers to concentrate entirely on new merchandise. The dealer was to make the usual 10 or 15 per cent allowance for sets traded-in but was to be relieved of the used radios by his jobber. For every unit of \$100 worth of new merchandise the jobber was to purchase a trade-in, crediting the dealer's account with \$8.50 over and above the regular trade discount.

"The jobber in turn had his deal with the factory and eventually the factory authorized the breaking up of old equipment. This idea was evolved as a result of careful study of our own trade-in problem over an entire year. Assuming that the average cost based on 14 per cent of \$100 unit sales less 40 per cent would be \$8.50, we found we had a total investment of \$22.70 in each new set and that the average price received per used set was barely \$20. This proved that we took an actual loss of \$2.70 on each of the used sets we went to the trouble of reconditioning and selling. In 1935 we received an average price of around \$6.50 from a salvage

house and found that we lost less money by disposing of the sets in this way. We reinvested immediately the money received for used sets into new merchandise, recovering the investment plus a profit on the turnover.

"If radio manufacturers would only take the trade-in and used set problem seriously and work out some sane and sensible method of relieving the market I dare say they would profit more than anyone, insuring a brighter future for themselves and clearing the sky for every last, legitimate retailer they do business with. I think that if such a proposition was put up to the RMA a solution might be found that would benefit the entire industry."

Catalog Operators Experiment

At sharp right-angles is the trend among mail-order houses, according to V. A. Kamin, once a leading light in the Sears-Roebuck radio department and now president of Corona Radio.

Says Kamin: "The mail order houses are a fast growing retail distribution channel for radio. This business is largely done without trade-ins. Mail-order houses did not establish this policy through heaven-sent inspiration. Rather, it was an outgrowth of established company practice. It is difficult to handle trades on mail deals. A better cash price seems to be preferred to a trading proposition so the idea was carried into the retail store. Last year Sears quietly tried out the plan in about 200 stores. Some models were marked up enough to permit allowances. Others remained on a flat cash basis. The try-out quickly proved that the public liked price better than turn-ins."

The trade-in problem is just like the part of the iceberg that shows above the water, according to Kamin. Nine-tenths of it appears hidden from the eye.

More typical of dealer feeling relative to trade-ins, perhaps, is the statement of Harry Alter, veteran Chicago radio distributor. Says Alter: "Since radio is wedded to trade-ins it is best for the independent dealer to adapt himself to the system.

"The practice grew out of too long discounts. You don't trade in your old overcoat when you get a new one. You never hear of a furniture store

(Please turn to page 68)

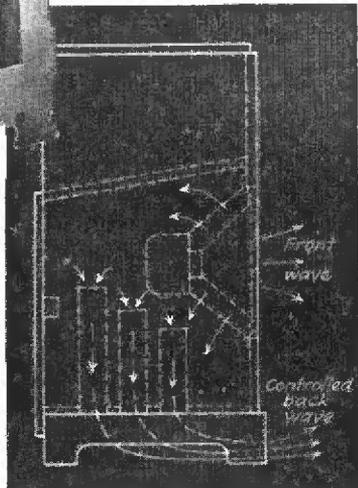
WHAT USED SETS COST TO RE-SELL

Service and Repair Cost (Actual)	\$4.20
Advertising	1.00
Delivery and Installation	1.80
Floor Space	1.00
Investment (Based on New Merchandise 10%)	.85
Accounts Receivable Including Collection	1.50
Sales Expense, Commissions	2.00
Eventual Loss on Useless Sets (1 out of 10)	.85
Other Overhead	1.00
TOTAL	\$14.20

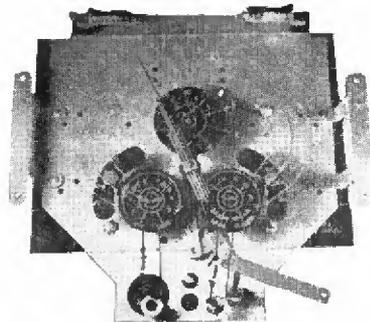
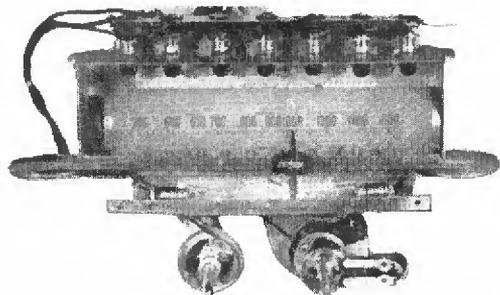
Averaged from the records of a typical radio retailer.



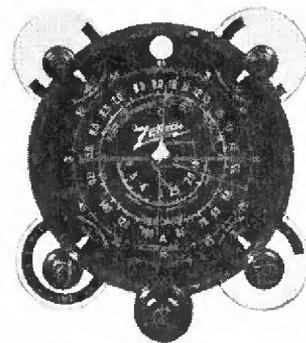
UNIFORMITY . . . By completely closing in the back of the cabinet, forcing low notes out the bottom through phase-reversing pipes, the maker of this radio secures the effect of 11-foot baffle, builds up lows irrespective of position with respect to the wall



COLOR . . . Here is the first published shot of a floodlighted dial that glows red between stations, fades smoothly toward white as resonance is approached, turns brilliantly green when the signal is tuned right on the nose.



CLASS . . . Light, directed on the edge of the glass plate, illuminates lettering etched into the surface of this modern dial indirectly, gives the front panel quality appeal



DISPLAY . . . Controls were worked into the dial design of this receiver, present a finished effect which is sufficiently novel to identify the model as this year's goods

DESIGN FOR SELLING

**1936 RADIOS
Sound and Look
different.**

**The customer can
Hear and See
the difference**

**By
W. MacDonald**

THE ear of the average consumer is notoriously cauldflower when it comes to distinguishing between good radio reception and bad. Since original boom-boom dynamic speakers superseded early high-pitched magnetics, few improvements impinging upon the auditory organs have been sufficiently obvious to nudge obsolete receivers into oblivion without the aid of vocal mesmerism by some retail salesman.

The public eye, on the other hand, appears to be readily impressed and we predict, therefore, that this will be the best year the radio business has enjoyed since 1929. For manufacturers have not only included in new lines important technical features which make an appreciable difference in what the public hears but have built these in visually dramatic forms that the buyer can see.

Keynote of 1936 merchandise is . . . *Design for Selling.*

Best example of a happy marriage between the audible and the visual is the acoustic treatment seen in several modern consoles.

One manufacturer completely seals up the cabinet back, forces low-frequencies reproduced by the speaker to vent out the bottom through several short, shiny metal pipes that reverse the phase, make deep notes reinforce those emanating from the front of the speaker instead of cancelling. Better tone quality, unaffected by the position of the receiver with respect to the wall, results.

Another company places an eye-dazzling cover comprising an inner and outer shell over the back of the speaker. Adjustment of one shell with respect to distance from the cone permits the installation man to damp low frequencies precisely the amount needed to compensate for resonance peculiarities of any room.

Sounding boards, the efficacy of which are easily explained to the prospect because their function in musical instruments such as the piano are already common knowledge, have appeared in several lines. All have been liberally painted to enhance eye-appeal. One is cut to the shape of a Lyre, dramatizes a musical symbol

COMPARISON of LINES

This Year		Last Year
\$108	AVERAGE CONSOLE PRICE	\$ 106
\$ 45	AVERAGE TABLE MODEL PRICE	\$ 47
\$ 50	AVERAGE AUTO-RADIO PRICE	\$ 50
\$170	AVERAGE PHONO-COMBINATION PRICE	\$ 136
* * *		
14	NUMBER OF MODELS PER LINE	14
5	NUMBER OF CONSOLES PER LINE	5
8	NUMBER OF TABLE MODELS PER LINE	8
* * *		
74%	COMPANIES MAKING BATTERY SETS	49%
11%	COMPANIES MAKING 32-VOLT D.C. SETS	13%
* * *		
21%	LINES INCLUDING PHONO-COMBINATIONS	16%
11%	LINES INCLUDING AUTO. PHONO-COMBINATIONS	8%
* * *		
40%	HOME SET MAKERS ALSO BUILDING AUTO-RADIO	44%
* * *		
81%	LINES INCLUDING AD-DC MODELS	60%
* * *		
7	AVERAGE NUMBER OF TUBES PER SET	7
9	AVERAGE NUMBER OF TUBES PER CONSOLE	8
6	AVERAGE NUMBER OF TUBES PER TABLE MODEL	6
6	AVERAGE NUMBER OF TUBES PER AUTO-RADIO	6
* * *		
81%*	MODELS TUNING TO 15 MC. OR HIGHER	70%
19%	MODELS RECEIVING LONGWAVE WEATHER	18%

*7% of all models tune to ULTRA-High Frequencies.

BASED ON ANALYSIS OF SPECIFICATIONS BEGINNING PAGE 39.



INDIVIDUALITY . . . Over the back of the speaker in this receiver is a cover comprising two concentric sections, plainly visible to the consumer. Low frequency response may be adjusted to fit rooms by varying the rings

when the receiver is turned around.

Labyrinths continue to iron out response for still another maker, constitute an impressive visual sales aid too.

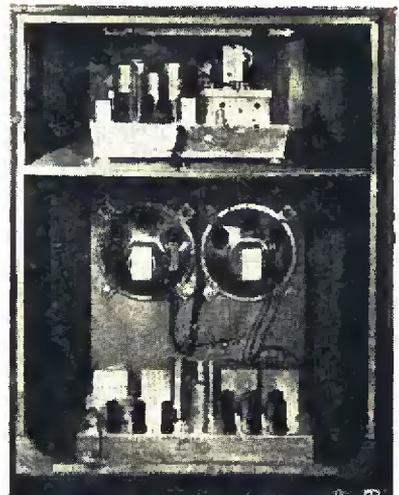
Impressive Chassis

The trade, aware that certain prospects are impressed by the appearance of the "works" as well as cabinet design, has long been crying for bigger, more impressive speakers. The new sets almost without exception have them. Here again technical requirements and sales expediency merge happily. For with the widespread use of high power tubes like the 6L6 beam amplifier and the necessity of providing some means of spreading high-frequencies around the room a definite need for more effective speakers arises.

A fourteen-inch dynamic is found in one moderately priced console. Eight-inch types appear in many models whose 1935 equivalent used only a six and twelves have replaced eights in a number of sets which



RUGGEDNESS . . . Complete chassis shielding plus extension of the cone-edge, gives the eye something to look at as well as the ear something to hear



POWER . . . Turn today's receiver around and let its massive chassis help sell. This job uses the new 6L6 beam-power tubes, pumps 30 watts of undistorted audio into two giant dynamics



SHOWMANSHIP . . . Substantial improvement in response was achieved by one manufacturer through the use of a floating sounding-board.



SAFETY . . . No danger of knocking the controls of this set out of kilter in the middle of a program. Recessing keeps them out of the way.

otherwise appear to be consolettes. Covers are seen over numerous field coils and output transformers, adding materially to obvious size and simultaneously protecting the mechanisms. A speaker for which much is claimed utilizes copper lavishly in both mounting and cone, achieving at one and the same time improved response and novel appearance.

At least two companies extend the apparent size of their dynamics by mounting them on wide metal extensions designed to catch the eye as well as to diffuse or direct sound around the room. Use of brightly painted baffles which proved so effective a sales builder last season continues. Permanent magnet speakers using the new efficient magnetic materials discussed before in our columns grace several battery set models and, while we are on the subject, radical reduction in the size of such magnets with resultant cost cuts and more widespread use is predicted for early Fall.

Turn the new sets around so that the mechanisms themselves help do the sales job. And after pointing with pride to the speakers call attention to the chassis themselves. The influence of a certain custom set builder is seen here for many stock models use chassis and shields ritzed up with plating which is at once protective and decorative. One job uses a perforated metal shield cover similar to those used with sound equipment, which provides the ultimate in shielding and also makes the chassis look more massive. And tuning units comprising dials, ganged-condensers, switches, coils and trimmers, called by many effective promotional names, dramatize well while simultaneously simplifying wiring and improving performance.

Demonstrable Dials

Dial appearance contributed 21.6 per cent of the punch to sales in the last twelve months, according to a survey made by *Radio Retailing* dur-

ing June and designers have let themselves go in an effort to capitalize. Considerable originality is seen in new models and it is a distinct relief to note once again a variety of shapes and mechanisms where last year sheep-like copying of the effective airplane type prevailed.

Several seasons ago a mid-western maker used a saturable reactor through which plate current of AVC-controlled tubes passed to make an indicator pilot glow when stations were exactly resonant. Now an eastern company goes this idea one better, uses a whole bank of red and green lamps to floodlight a horizontal dial which is red between stations, fades through white as resonance is approached and glows a pleasant green when the operator is properly tuned in. (Circuit appears in the *Service Section* of this issue.)

Two manufacturers to date have announced sets with dial telephone type mechanisms which permit stations to be pulled in at the twist of a finger. Definite logging of major stations, or distant countries on the shortwave scales, appears to be growing in popularity. One receiver may be equipped with pre-logged cards designed to be inserted in the dial face in certain locations. Another shows the stations of the three major chains in their own identifying colors. A third lists the major stations of the

country as well as their frequencies.

Edge-lighted glass dials with etched-in letters that glow an eerie pale green, effectively used for years in high-class signs and automobile instruments, are seen in several lines. White lettering on black (effective even in our own publishing business!) instead of the more commonplace black on white is on the up. Control knobs worked right into the dial design instead of below the dial are an innovation. New translucent metallic materials provide high visibility and appearance snap. And panel recessing, plus advanced panel shape styling has completed the job. One receiver in particular illustrates the combination of efficiency and dramatic appeal particularly well, working the dial into a cabinet curve so that it may be readily seen whether the user is seated or standing.

Resonance-indicators, vernier needles, band-identifying color spots, and other refinements used last season have been made even more effective. One particularly novel resonance indicator resembles a bulls-eye. A light spot wiggles all around the bull until the station is tuned in, then spots right in the center at exact resonance.

New Circuits

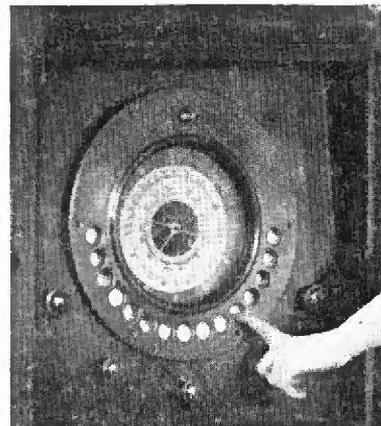
Manufacturers have tried hard to give the trade every possible visual aid to selling but have not stopped at that. New circuits of greater importance than anything developed in recent years have simultaneously appeared and while these do not whang the consumer right in the eye they will tickle his ear if properly presented.

Automatic frequency control, or AFC, makes it unnecessary to painfully tune in signals right on the nose to insure perfect tone quality. Just approach within a few kilocycles of resonance and the final, sharp adjustment is provided automatically and electrically.

Several manufacturers have added another condenser to the tuning gang so that antenna circuits may be individually and automatically tuned for best performance on certain bands, particularly the shortwaves. Technical men generally will appreciate the value of this growing trend from the standpoint of sensitivity, selectivity and particularly signal-to-noise ratio improvement. Especially valuable, of course, with modern antennas.

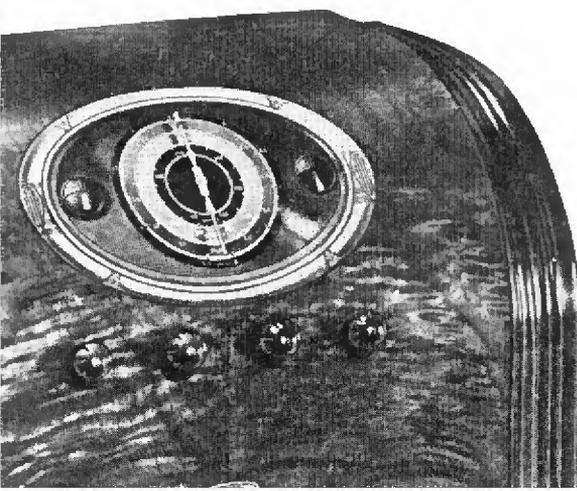
One receiver incorporates a static limiter which cuts the set off for those infinitesimal instants when signal

(Please turn to page 83)



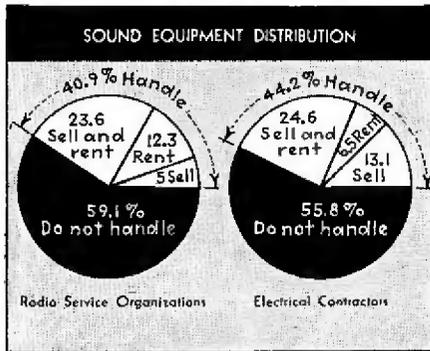
CONVENIENCE . . . Everybody knows how to use a dial telephone. Hence everybody immediately appreciates the convenience of this new radio tuning system, which enables the user to quickly and accurately select his favorite locals

COMFORT . . . Tune this receiver without bending over. The dial is worked into a cabinet curve at just the right angle to give it maximum visibility whether the user sits or stands



FIGURES

RADIO RETAILING'S MONTHLY BUSINESS BAROMETER



EXCISE TAX REPORT

Internal Revenue Bureau collections of the five per cent excise tax on receivers for May (last available report) totalled \$220,750, a decrease of 24 per cent from May, 1935, receipts. Manufacturers were even at that time, it seems, deliberately curtailing production in order to make way for new lines.

CANADIAN SALES

Just 14.3 per cent of the car owners in five typical cities have auto-radios and these sets are in use an average of 65 minutes per day. So reports Anderson, Nichols Associates to the NBC.

Surveying in Worcester (Mass.), Cleveland, South Bend, Newark and Kansas City, this concern questioned 6,369 families. 4,837, or 75.9 per cent had automobiles. 697 had auto-radios.

Users play their auto-radios an average of 60 minutes each weekday in sum-

mer, 57 minutes each weekday in winter, it was found. Listening declines to 35 minutes on Saturday morning during the warm weather, 30 minutes during the cold. And the highspot is reached on Sunday, when the receiver averages 120 minutes of use during the summer, 81 minutes in winter.

OTHER INDUSTRIES

Just as *Radio Retailing* keeps its finger on the pulse of the radio business so other McGraw-Hill publications closely follow ups and downs in their respective fields. The following figures therefore give an excellent cross-section view of current conditions.

Aircraft production is up 33 per cent over 1935 and 15 per cent more passengers have been carried so far this year. A record year is expected in the bus industry.

Users of electricity have already purchased 15 per cent more power than during the first half of 1935. Mine equipment purchases are 25 per cent higher for the first quarter.

Industrial rebuilding has gained 40 per cent and in the residential field a 60 per cent rise is reported. During the first four months of 1936 refrigerators gained 25 per cent, washers 20 per cent, oil burners 47 per cent and cleaners 24 per cent. Broadcasting stations report an increase of 70 per cent on fan mail. Textile field equipment orders rose 17 per cent over the first six months of 1935.

RADIO HOMES BY STATES

(January 1, 1936)

Alabama	258,000
Arizona	62,500
Arkansas	187,300
California	1,398,900
Colorado	206,600
Connecticut	372,200
Delaware	47,100
Dist. of Col.	125,800
Florida	233,900
Georgia	334,500
Idaho	75,800
Illinois	1,674,300
Indiana	616,800
Iowa	503,100
Kansas	348,000
Kentucky	313,800
Louisiana	260,000
Maine	163,600
Maryland	320,000
Massachusetts	946,900
Michigan	936,600
Minnesota	535,600
Mississippi	166,400
Missouri	708,500
Montana	91,700
Nebraska	266,800
Nevada	21,700
New Hampshire	99,700
New Jersey	897,500
New Mexico	48,300
New York	2,993,100
No. Carolina	341,800
No. Dakota	100,500
Ohio	1,396,900
Oklahoma	335,000
Oregon	216,400
Pennsylvania	1,938,400
Rhode Island	150,000
So. Carolina	174,600
So. Dakota	107,000
Tennessee	328,900
Texas	862,100
Utah	85,000
Vermont	72,400
Virginia	336,900
Washington	346,900
West Virginia	240,000
Wisconsin	576,600
Wyoming	44,600

Total in the United States: 22,869,000

Source: Joint Committee on Radio Research, sponsored by American Association of Advertising Agencies, Association of National Advertisers and National Association of Broadcasters.

Note: Figures also compiled by Counties. Limited number of complete reports available through *Radio Retailing*.

AUDIENCE HIGHSPOTS

The Louis-Schmeling fight hit a new audience high. 57 per cent of all set owners interviewed report hearing this upset battle. Convention audiences were similarly large. 21 per cent tuned in on Senator Steiwer's (Rep.) address and 23 per cent said they heard Senator Barkley (Dem.).

CANADIAN SALES

Canadian set manufacturers made 189,769 radios in 1935; selling value at the works (Canadian money) \$12,411,658. Some receivers remaining in stock from 1934 were also moved so manufacturers' actual sales reached 190,289 units, bringing \$16,513,520 at list.

JANUARY—JUNE RECEIVER PRODUCTION

	1935		1936	
	No.	Mfgs. S.P.	No.	Mfgs. S.P.
FIRST QUARTER	1,220,000	@ \$24,900,000	1,340,000	@ \$26,130,000
SECOND QUARTER	1,100,000	@ \$22,400,000	*1,400,000	@ \$27,300,000
FIRST HALF	2,320,000	@ \$47,300,000	2,740,000	@ \$53,430,000

* Estimate. Figures for both years include export (approximately 10 per cent of total sets manufactured) unlicensed brands and automobile models.

WHEN SALESMEN FLOP

**Something is
wrong with the
salesmanager**

LABOR turnover is the bugaboo of the average specialty sales organization. Sometimes I wonder how much of the responsibility should be charged to deficiency of salesmen and how much to sales managers who's job it is to select, train and then intelligently direct crews.

It has been my experience that constant change in the hope that a ready-made force of miracle men may eventually be found is futile. The cost of experimentation generally far outweighs any gain. For while such crews do exist you may be certain that some dealer has invested too much time and money in them to let go readily.

Fortunately, what man can do man

can duplicate. The thing to do is start from scratch and build your own star salesforce. There is no shortcut.

Selection of the proper type is perhaps the most important factor. I rarely vary from the following rules;

1. Pick men who must earn their

living. Men who do not have to support themselves usually lack the needed incentive to "git up and git."

2. Pay a salary in addition to a fair commission. Steady remuneration is an all-important factor in holding men and keeping them enthusiastic. It also insures loyalty and subordination.

Selection



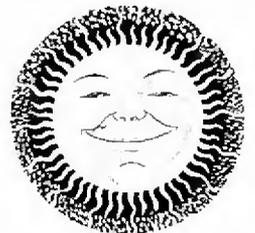
. . . "need of a job no qualification"



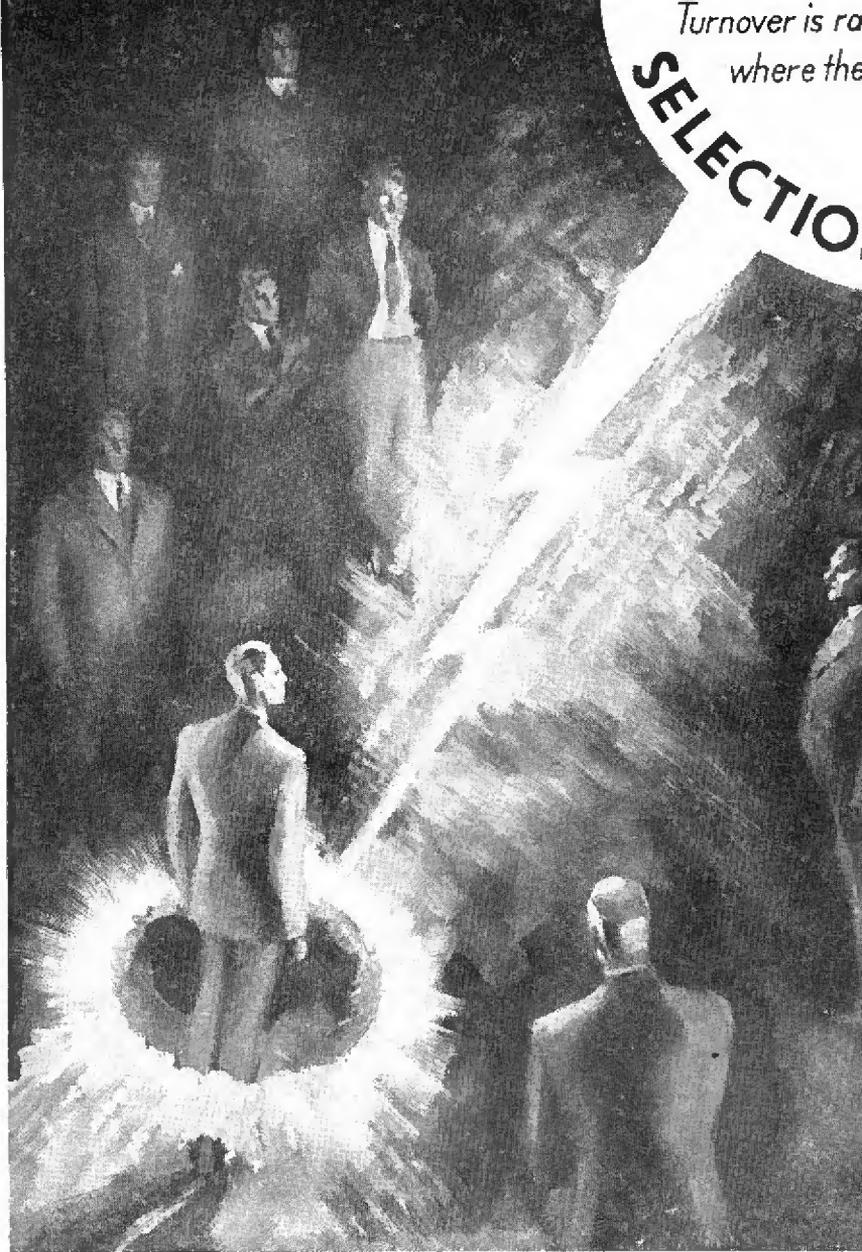
. . . "not necessarily of higher education"



. . . "a certain amount of sex appeal"



. . . "frank and honest manner"



ablesome
elligent ~

DIRECTION



OIL PAINTING BY BRUNEL FREDERICK

By

George M. Solomon

ance buying is done by women. In all seriousness, I say select men with a certain amount of sex appeal, or "it" if you can get this along with other necessary qualifications.

6. Men who, on first meeting, impress you with their honesty are good bets. The glib-tongued type generally fades out of the picture in a short time as his lies quickly find him out. Many an otherwise mediocre salesman is successful due to the fact that he impresses the customer with his frank and honest presentation of facts. This type will soon build up a large personal following.

It is not difficult to avoid selecting the wrong type.

I avoid, for example, picking a man just because he needs a job. This is a very tenuous qualification. Unless such a man has more than just a desire for a job, any kind of a job, as soon as his needs are, to a certain extent, satisfied he will be of little value to his employer and another barnacle will soon have to be scraped off the ship of sales.

Men should certainly not be chosen simply because they express a willingness to work for little pay. Such "bargains" very quickly become expensive investments, occupying jobs which could far more profitably be filled by more expensive but also more competent men.

Men who are facially disfigured in any way, or who possess impediments in their speech are obviously unsuitable. They may be ambitious and

(Please turn to page 83)

3. Choose men who seem capable of making friends with your customers. Every buyer prefers to give his business to men whom he likes personally. Many things may be overlooked by a potential purchaser but he never overlooks this one.

4. Men of intelligence but not nec-

essarily of higher education make good salesmen. According to statistics the average intelligence, or I.Q., of the public is that of a thirteen year old child. True or otherwise, your prospects certainly do not want to feel beneath the men who sell them.

5. Much radio and electrical appli-

Direction



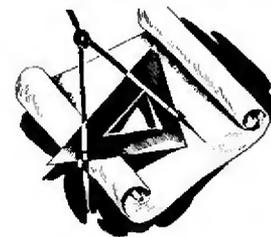
... "talk to the force and not with it"



... "advertising of direct benefit"



... "individual supervision"



... "planned campaigns"

DISPLAY MANAGEMENT

Trade Broadcast Tie-Up

SAN ANTONIO—Best example so far of the mutual benefit to be derived from close cooperation of the trade and a broadcast station comes from this Texas metropolis where eight members of the National Radio Service Association, presided over by R. M. Livengood, work to advantage with L. L. "Jake" Jaquier of the Southwest Broadcasting Company's KTSA.

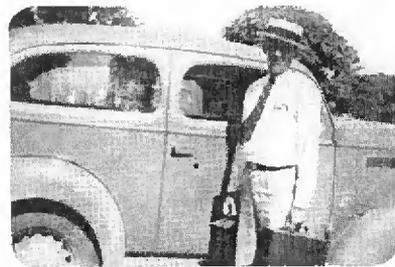
Says Livengood: "It was found that certain old receivers were not picking up KTSA satisfactorily. So the station agreed to give us individual plugs in return for free checkup and minor adjustments on existing receivers where slight alteration would improve reception. If major changes were required an estimate was given at no cost to the owner.

"As a result, we have all obtained considerable business, both by direct contact with the consumer and as a result of the broadcast publicity. At the end of each month a report from our Association secretary concerning

BROADCASTER . . . "Jake" Jaquier of KTSA



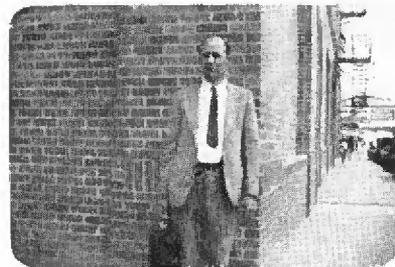
R. M. Livengood, Crockett Radio



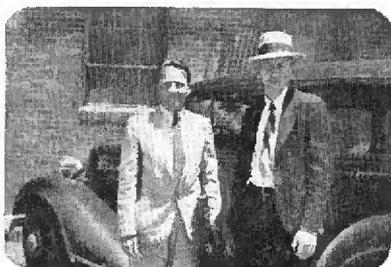
John Knott, Knott Radio



A. L. Lang, Lang Radio



H. P. Becker, Taylor Distributing



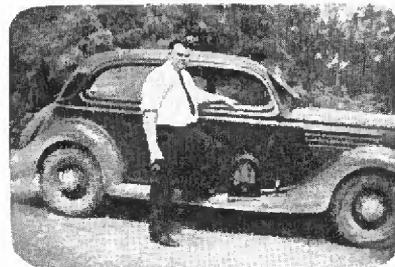
G. Lancaster and George C. Wicks, Southern Equipment



A. Berumen, Broadway Radio



C. De Waal, De Waal Radio



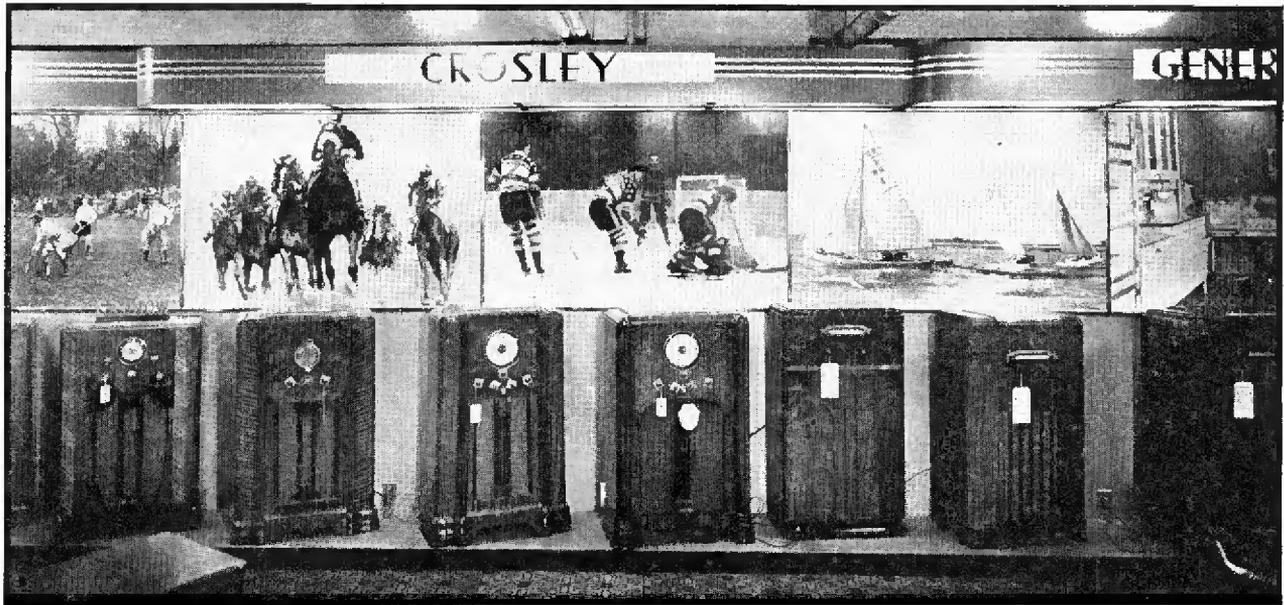
W. E. Crowl, Crowl Radio

calls passed along to us, plus a list of any other sets that came in for extension of their frequency range is made to Mr. Jaquier. This arrangement has worked out very satisfactorily to every one concerned."

Says Jaquier concerning a newly proposed method of joint promotion: "A campaign is being arranged, to consist of the unearthing of hidden clues included in our regular broadcasts. About one week of programs will be used to build up interest and then the campaign itself will be given three weeks.

"To those listeners who send in the most nearly accurate list of clues, radio receivers, tubes and other items will be awarded. These will be contributed by distributors and dealers and in return we will stress throughout the programs the high standard of membership in the NRSA. This should promote greater interest in our programs and also aid the trade. We will, by all means, continue to offer listeners the inspection service which has so far proven so satisfactory to both KTSA and to local service engineers."

ADVERTISING SELLING



Just one small section of the Famous-Barr wall is shown in this photograph. It is actually 60 feet long

Photos for Display

ST. LOUIS—In the big radio department of the Famous-Barr Co. customers are impressed by 15 enlarged news photographs adorning the walls. These are action scenes from a musical comedy, the prize ring, girl's hockey game, the baseball diamond, the stage, dance orchestra, the home service department, football field, wrestling match, a spectacular fire, the stock exchange, national capitol, polo field, sailboat race and the bicycle track. The originals were obtained from a local newspaper service.

Visualizing much of the variety offered by broadcast programs, these photos constitute an effective background. The canopy overhead is of streamline design, built of wood and chromium. The pictures are done on masonite, varnished to protect their surfaces. Indirect lighting illuminates them and also shows the grouping of sets, by manufacturers.

Each picture is 3 by 5 feet overall. The atmosphere materially aids selling, says buyer and manager Samuel E. Gross.

Lioness Plugs Radio

PORTLAND, ORE.—“We're after a lion's share of radio and electric refrigerator business,” states Art Holmboe, Jr., of 37th and Hawthorne Boulevard, in every advertisement placed by his firm. And the slogan is making an indelible impression for several months ago this dealer bought a \$300 lioness cub while touring California, made it his mascot.

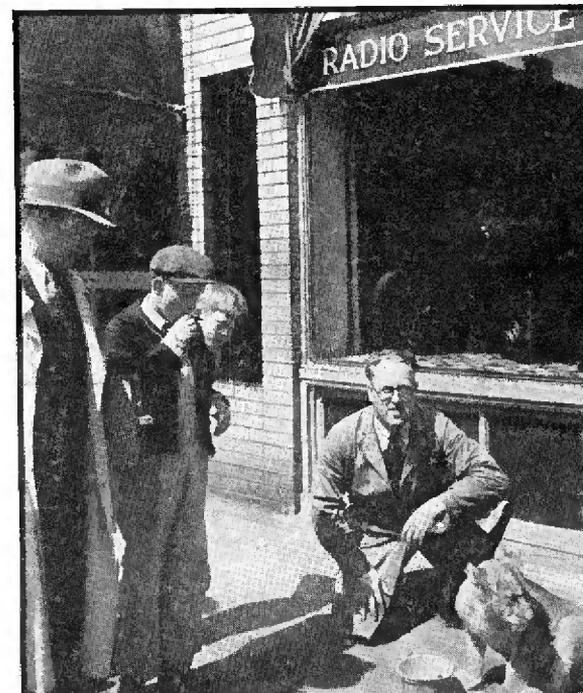
Each Monday and Thursday the cub was placed in a screened inclosure within the window and, promptly at noon, Holmboe fed the two-and-one-half month old, 15-pound baby from a bottle. Today the animal is suffi-

ciently husky to eat from a pan outside the shop. Searching for a suitable name, this dealer is running a campaign in which he offers a \$54.95 console to the person suggesting the most suitable one, five \$10 and twenty \$5 merchandise credits to “runners up.” He has printed 2,500 ballots, obtainable only at the store. People may only vote once and two newspaper editors are judges.

One hundred jumbo calendars 42 by 48 inches overall, bearing a picture of the lioness cub and the store's slogan have also been obtained at a cost of \$97. These are being placed in

business and public places in the vicinity of the store. In all, \$600 has been spent on the lioness publicity, including the animal's original cost and Holmboe thinks it is worth it. He's a confirmed advertiser and spends 5 per cent of his gross for this purpose. Newspaper and radio advertising costs him \$195 a month. Manufacturers pay for half his newspaper space. A half hour program is devoted to general radio topics, including questions and answers about listener's sets, each Sunday afternoon. The lioness is al-

Temporarily answering to the name “Lady,” this \$300 lioness cub is attracting attention to Art's Radio Store



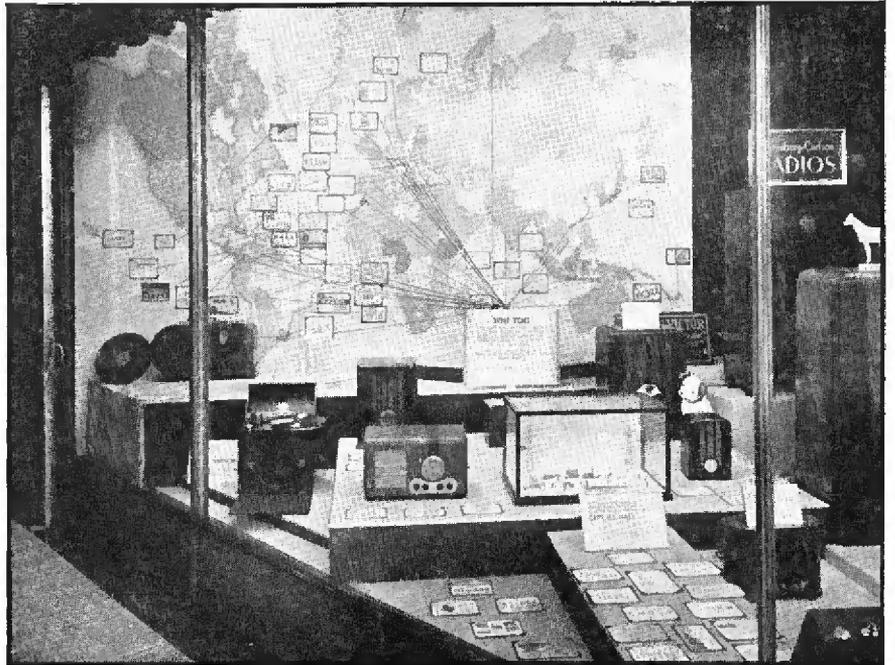
ways mentioned in connection with the store's slogan and so effective a publicity medium has the animal been that already local newspapers have devoted front-page space to it.

Holmboe has been in the technical end of radio since 1919 and he attributes his store's present popularity over a wide local area to the effectiveness of advertising and the promotional stunts periodically staged. "This one's good for quite a while," he advises. "Just wait till this cub grows up!"

Service-Free Sales

LOS ANGELES—For the past year William G. Chew, manager of the Eastern's radio department, has kept a record of the amount of servicing required by leading standard radio makes. Compilation of this data recently showed that one make required considerably less repair than others and, as a result, the concern now offers 90-days free adjustment on this make, using the offer to boost sales. Salesmen report that the offer is making it materially easier for them to close.

The 90-day offer is confined to sets listing at \$35 and over. Salesmen have been instructed to inform customers that the offer on this one particular make is made *because* it has definitely been found that the make stands up better. Cost-per-year is stressed in promotional effort.



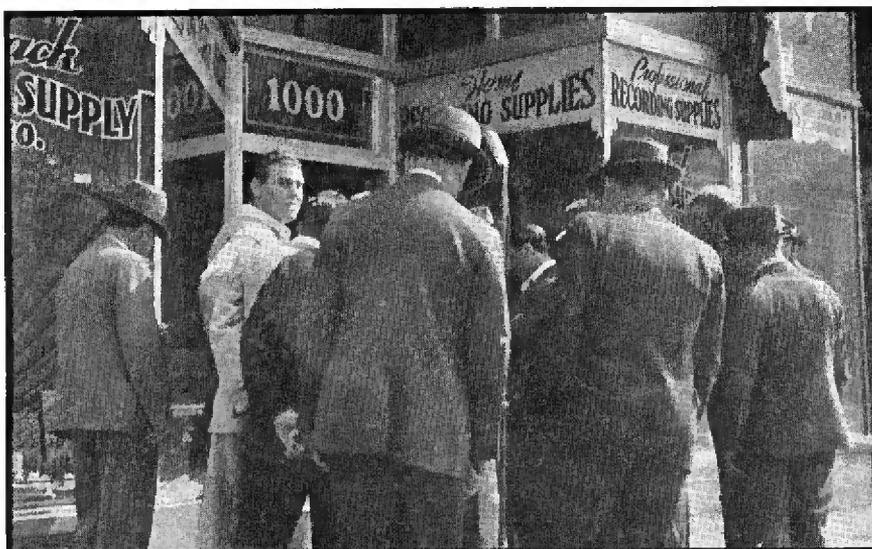
If you can't get foreign broadcast "veries," cards from distant amateurs would do

Shortwave Window

NEW YORK—A window on 42nd Street, Manhattan, attracting much attention and promoting the sale of allwave receivers is illustrated. Used by the Rudolph Wurlitzer branch, of which P. R. Bowers is sales manager, this display stops 'em at the rate of 20 per minute, is built up around verification-of-reception cards obtained by

Captain Hall from distant broadcast stations.

In the foreground a model of Admiral Byrd's base at Little America completes the theme. Ribbons run from verification cards to cities in which the stations are located, appearing on a background map made by a local sign painter for \$8.



"Hear your own voice reproduced." These people find the idea novel

Doorway Recording

LOS ANGELES—Probably the first radio dealer hooked up a speaker in his doorway and thereby drew in sales. The idea is stale today but it can be used again to advantage by slightly changing the routine, according to Zack Radio Supply.

This concern sets up a recording machine in its entrance, plays back recordings through a speaker mounted over the door. Sometimes the recordings consist solely of common street noises. Frequently passersby are invited to talk and play-back.

The crowd gathered around the mike in the accompanying photograph is typical and in addition to boosting radio set, accessory and service business, Zack's sells many records.



***YES! LIGHTNING DOES
STRIKE TWICE IN THE
SAME PLACE***

Stewart-Warner now follows its smashing 1936 success in refrigeration with radios just as outstanding—just as easy to sell.

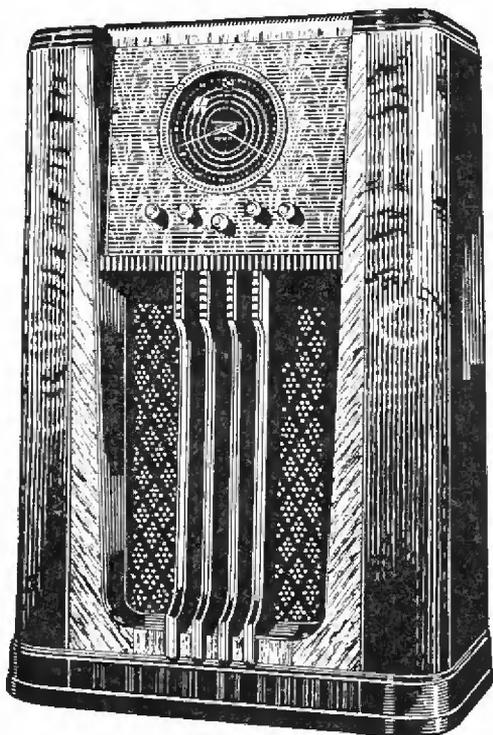
Read the facts in the following pages.

STEWART-WARNER

We've "TURNED ON THE HEAT"

IN RADIO...and Scooped the Field with the Massive New

COPPER PHOTO-TONE SPEAKER



Radio's Biggest Money's Worth!

Here's "The Most of the Best" In Real Features —
Real Enjoyment

- ★ TWIN Copper PHOTO-TONE Speakers
- ★ ELECTRON BEAM Power Amplifiers in Push-Pull with driver stage giving 20-watt undistorted output
- ★ SHADOW BEAM Tuner using new-type Cathode Ray Tube
- ★ 12-Tube Duo-Circuit FERRODYNE Chassis—19 tuned circuits
- ★ Huge 7-inch MAGIC DIAL with new Automatic Band Indicator
- ★ True ALL-WAVE, including Weather Band
- ★ New *Trilinear* AUTOMATIC VOLUME CONTROL
- ★ New 5-point TONE CONTROL giving both bass and treble control including true Hi-Fidelity
- ★ Independent SELECTIVITY CONTROL
- ★ Dual BASS COMPENSATION
- ★ Automatic Antenna Control
- ★ Antenna and Power Line Filters
- ★ Hand-rubbed CRAFT-BUILT Cabinets
- ★ And Many Other Improvements

YOU saw lightning strike last spring in refrigeration, as Stewart-Warner sales shot up and stayed 127% above those of 1935. So you'll know what it means now, when we announce Stewart-Warner Radios every bit as hot as those 1936 refrigerator models. We've "turned on the heat" in radio—and groomed these new models to keep sales records tumbling.

New Speaker Heads List

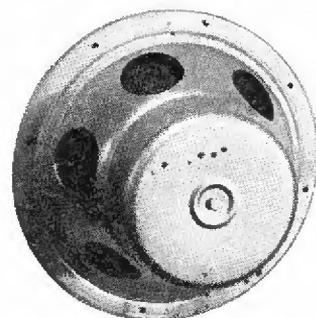
No radio's better than its speaker—so we started with a new kind of speaker, built a new way. This massive Copper PHOTO-TONE Speaker, with its new and costlier windings, makes a difference in tone mellowness that every listener can appreciate. It is more sensitive, more powerful and accurate. And its new electro-welded construction is a permanent guarantee against cone distortion, rasping and loss of tone fidelity.

And every other detail is just as outstanding. In a score of features like those listed on this page, we've poured in value to guarantee super-performance that your customers can see and hear for themselves.

Horace Heidt on the Air

What's more, we're backing you with the hardest-hitting, most complete merchandising in Stewart-Warner's history! Newspaper ads with the "local" slant you want—literature with a real punch—an eye-grabbing display service—everything you can need. And this year, for the first time, HORACE HEIDT and his Brigadiers will sell Stewart-Warner radios on a coast-to-coast radio series! We're all set for the best season Stewart-Warner dealers have known. Get the facts from your distributor now. We guarantee a radio line, and a merchandising program, that ring the bell!

STEWART-WARNER CORPORATION, Chicago, Illinois

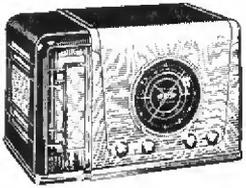


● This massive Copper PHOTO-TONE Speaker gives an actual tone photograph of every studio sound. An exclusive Stewart-Warner Development.

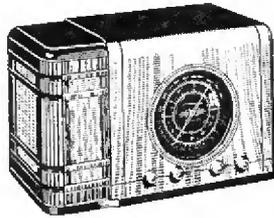
SENSATIONAL NEW FINANCE PLANS, TOO!

Non-recourse — specially designed by Stewart-Warner and administered through all 144 C. I. T. branches — give you a real edge on competition. Get all facts from the nearest C. I. T. branch or Stewart-Warner distributor.

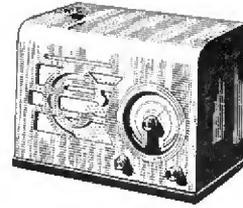
STEWART-



7-Tube All-Wave Ferrodyne Receiver, with all-metal tubes and big 6-inch Magic Dial.

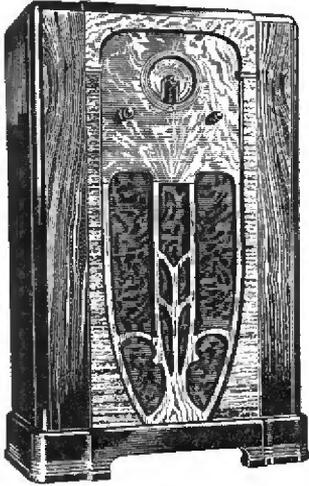


6-Tube Ferrodyne Receiver—with 3-band All-Wave Dial and many other features.



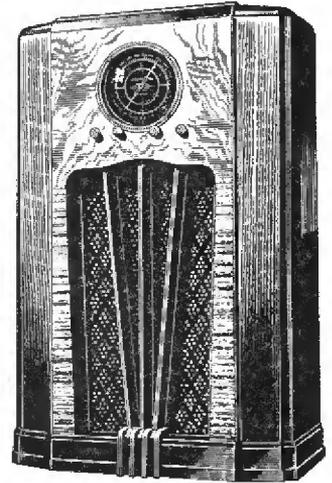
5-Tube Receiver with many quality features. Covers both Police Bands and U. S. Broadcasts.

...AND A SUPER-VALUE IN EVERY POPULAR PRICE BRACKET



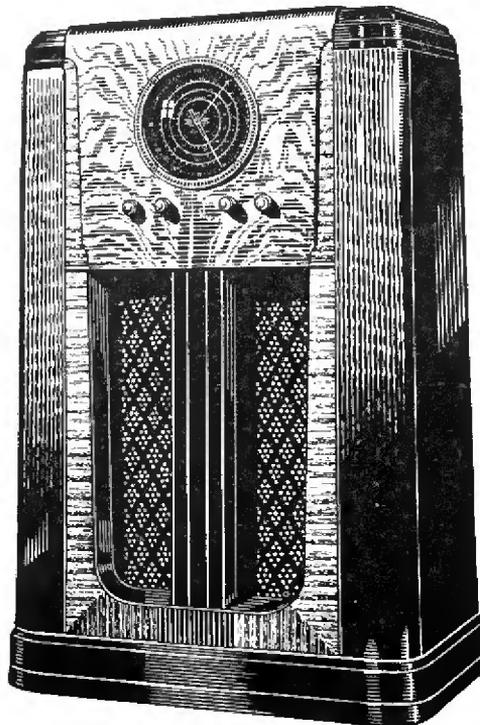
5-Metal-Tube Ferrodyne Receiver. Covers American Broadcasts and both Police Bands.

WE'VE high-spotted the popular price groups for your benefit as well as ours. We've held down the number of models—enabling you to skim the cream from the market without a huge floor stock—and enabling us to pack more value into every model. You won't find a prospect for whom Stewart-Warner hasn't provided a perfect answer in one of these beautiful sets with their massive new Copper PHOTO-TONE Speakers.



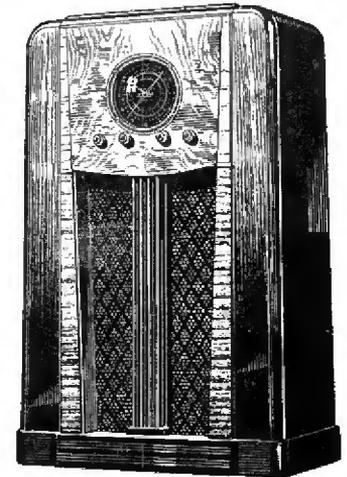
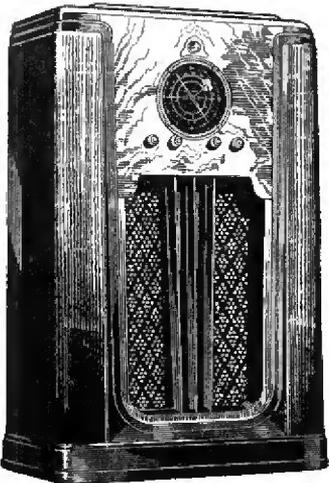
6-Metal-Tube All-Wave Ferrodyne Receiver with new 6-inch Two-Ratio Magic Dial.

8-Tube All-Wave Ferrodyne Receiver with Shadow Beam Tuner and PHOTO-TONE Speaker.



10-Tube All-Wave Ferrodyne, Electron Beam Amplifier, Shadow Beam Tuner, 12-inch Copper PHOTO-TONE Speaker.

7-Metal-Tube All-Wave Ferrodyne Receiver with 12-inch Copper PHOTO-TONE Speaker.



WARNER

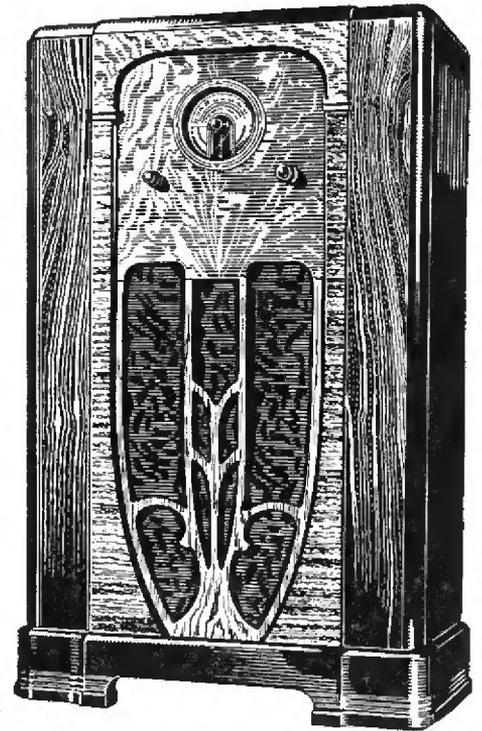
RADIO'S RICHEST VOICE

NOW IN BATTERY RADIOS, TOO!

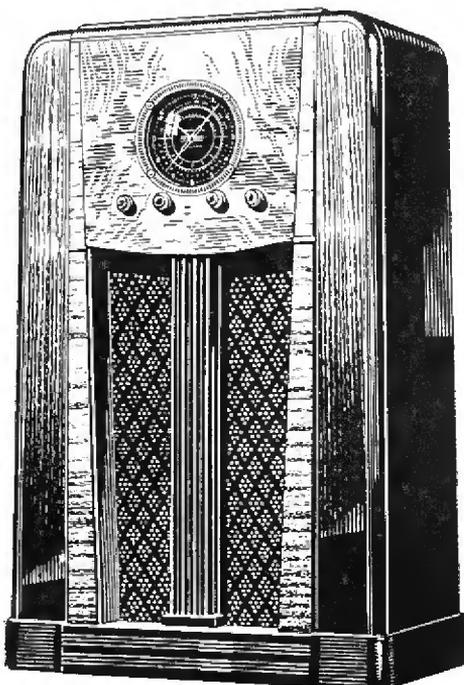
A NEW standard of radio performance for unwired homes—and a new profit builder for you. In these beautiful battery models, we've packed all the mellow tone richness, all the superb performance, that mark the other 1937 Stewart-Warner models.

Every model is designed for extremely low battery drain. Models using any type of 2-to-3 volt "A" battery, with dry "B" and "C" batteries, draw only one-half ampere! Wincharger or gas generator charging models, taking all power from a single 6-volt storage battery, draw only 1.7 amperes. And these 6-volt models include a full dynamic speaker, too!

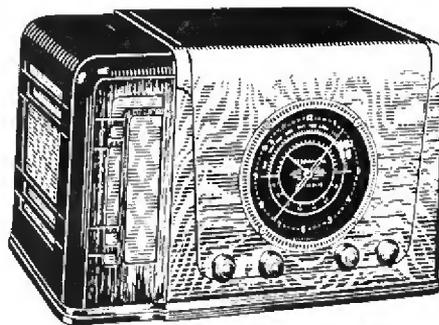
You'll want these great Stewart-Warners to skim the cream from the rich battery set market. Learn all about them—and the other super-values in the 1937 Stewart-Warner line—and you'll agree that *you'll go to town* with Stewart-Warner!



7-tube American-Foreign receiver plus 140-400 Kc. weather band—operates on any type 2-10-3 volt "A" battery and dry "B" and "C" cells.

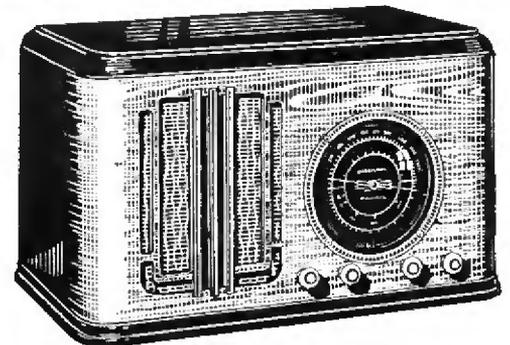


6-tube American-Foreign receiver plus 140-400 Kc. weather band. 8-inch dynamic speaker. Completely powered by a single 6-volt storage battery.



6-tube American-Foreign receiver powered by a single 6-volt storage battery. Includes 140-400 Kc. weather band. 6-in. dynamic speaker.

7-tube American-Foreign and weather band receiver for "A", "B" and "C" battery operation. High-quality 6-in. magnetic speaker.

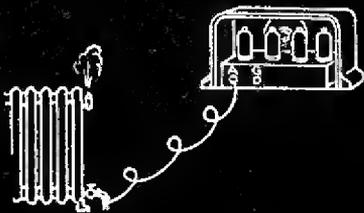


STEWART-WARNER

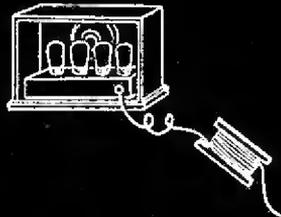


CHOOSING AN ANTENNA

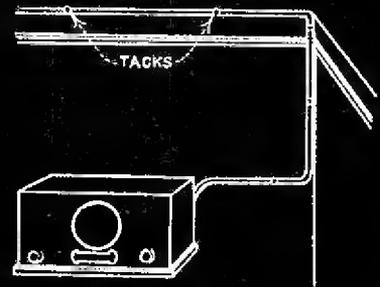
"No Radio Can Be Better Than Its Antenna"



GROUND AS ANTENNA—Fair reception on local broadcast stations in some homes. Seldom satisfactory in suburban areas and useless for shortwaves. Use only where other systems cannot readily be installed, or for temporary service.



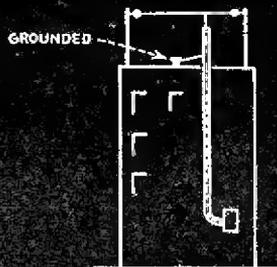
BUILT-IN WIRE—Good reception on local broadcast stations in all but extremely noisy buildings. Receives reasonably distant stations when used on upper floors in electrically quiet areas. Rarely effective on shortwaves and invariably noisy in large apartment houses.



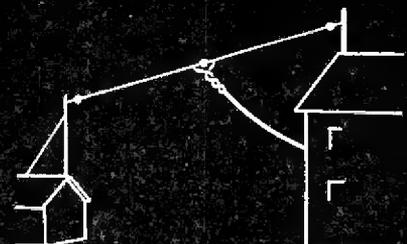
MOULDING STRIP—Good reception on local broadcast stations in all but extremely noisy buildings. Receives reasonably distant stations when used on upper floors in electrically quiet areas. Rarely effective on shortwaves and invariably noisy in large apartment houses.



ORDINARY OUTDOOR SYSTEM—Excellent on both broadcast and shortwave bands when building and vicinity are electrically quiet. Recommended for homes away from trolley-lines, high-tension wires, motors and busy roads.



SHIELDED LEAD-IN—Reduces noise pickup by downlead where this wire must pass through electrically disturbed areas. Good reception on broadcast band but not recommended for shortwaves. In common with other noise-reducing types, must have antenna proper mounted out of noisy area for maximum benefit.

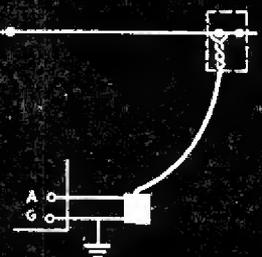
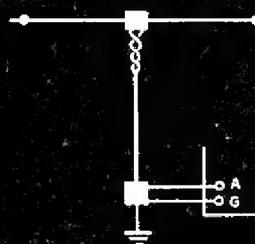
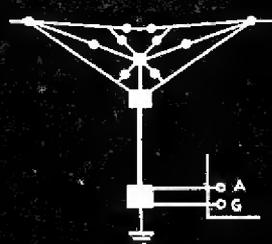
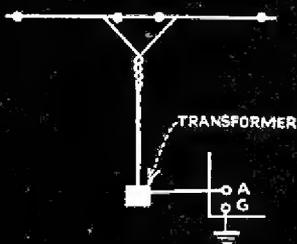


SIMPLE DOUBLET—Reduces noise pickup by downlead where it must pass through noisy areas. Good reception on shortwave band and satisfactory for broadcast reception. Especially efficient at certain frequencies, which may be those most often desired.

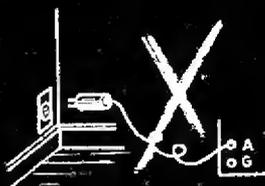
TYPICAL MODERN ALLWAVE MATCHED TYPES

Matched to reduce losses in the transmission line between the antenna proper and the set and designed, also, to give good reception over the entire broadcast and shortwave range, or in those portions of the

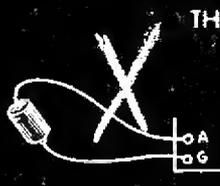
spectrum in which programs of major interest are found, these modern types and variations of them represent the last word in modern radio design.



THINGS TO AVOID



Electric Socket "Adapter"



Aerial "Eliminator"



Telephone Connection



Grounding AC-DC Sets

Sales Ammunition from RADIO RETAILING

NEWS

PEOPLE • PRODUCTS • PLANS

This Able Committee of Top Notch Executives Will Rule on "Commercial Bribery"



J. M. SKINNER
President
Philco Radio Co.



F. W. GIGAX
General Mgr.
Capehart Corp.



E. F. McDONALD
President
Zenith Radio Corp.



C. E. WILSON
Vice-president
General Electric Co.



E. T. CUNNINGHAM
President
RCA Manufacturing Co.

RADIO MANUFACTURERS TO FIGHT COMMERCIAL BRIBERY

Backing "Radio Retailing's" Drive Against "Spiffs"—RMA Appoints Special Committee

RULE TWO, of the Radio Manufacturers Association Trade Practice proposals, now before the Federal Trade Commission, reads: "Commercial bribery is immoral, against public interest and is unfair in trade practice."

At Chicago, last month, RMA decided to do something about this rule, appointed a committee of executives, whose influence and standing in radio is unexcelled, to administer it.

Interviewed in his office three days later, chairman McDonald made the following statement, reflecting his personal attitude on this matter of commercial bribery: Said Zenith's president:

"I feel that no manufacturer can by subterfuge, spiffs, P.M.'s, secret rebates or ocean cruises gain a permanent advantage. A manufacturer may gain a temporary advantage but eventually the same thing takes place as occurs at the ball game where the crowd in the first row stands up, forcing those in the second and third rows to stand up. Eventually everybody is standing and more uncomfortable and nobody is able to see any better than if they all had remained seated.

"In other words, any form of commercial bribery can be used by all the manufacturers and it just starts a race which is based on anything but sound merchandising principles.

"Radio well can take a page out of the

automobile picture and through this route move toward stabilization. Only last Sunday a prominent banker said to me, 'You have a great industry but, because of unsound merchandising principles, you have had a terrific mortality. Where are the Kennedy's and Clapp Eastmans of yesterday?'

"I pointed out to him that this was true in any industry that was young and alive. I asked him where the Pope Toledos, Chalmers, Franklins and other cars were that were so well known a few years ago. He then conceded that the mortality in the radio industry had probably been smaller than the auto industry but he had never thought of that angle before.

Industry in Agreement

"I have written to every one of the major manufacturers in our industry and I am pleased to report that all of them, without exception, are against commercial bribery in all forms and I believe that we can—and will—without having to resort to the Federal Trade Commission, be able to get into agreement and eliminate these destructive practices.

"It is true that any agreement that we, as manufacturers, enter into cannot bind the jobbers and the dealers but it behooves them to follow the example that I hope will be set by the manufacturers."

Radio Retailing started the ball rolling

this May in its lead article, "Dealers Sour on Spiffs." Last month it followed through with another shot, "Punchboards and Premiums." It is gratifying to report the wide spread endorsement of this paper's campaign against unfair trade practices, to note the high calibre of the men who have agreed to work on the special committee, appointed at the RMA convention June 18.

Middle of May a large set maker pulled the lanyard on the opening gun of his own campaign against commercial bribery by sending over 50,000 letters to dealers telling why such practices, in the long run, are mutually ruinous. Followed up with a like letter to the manufacturers.

As we close this issue reports from the field indicate that the distributive and retail trade is prepared to support any reasonable policies which the RMA Fair Trade Committee might recommend.

Washington Flash

WASHINGTON, July 14—Federal Trade Commission is now waiting for industry comment on changes which they have suggested in fair trade rules submitted by the industry. Final action will not be taken until most of outstanding inquiries have been returned but many of them are now in and final report expected within a month.

Brown Is Sparton Jobber

PORTLAND, MAINE—As the result of a visit to the Sparks-Withington plant last month by Phil Brown, Edwin Manchester and Earl Wheeler, of the Frank M. Brown Company, this aggressive selling organization now represents Sparton in the Maine territory.

New Time Financing Approach Seen as Sales Stimulator and Price Stabilizer

Why "Without Recourse" Plan Will Enhance Dealer's Credit

EPOCH MAKING developments have been taking place in the financing of radio paper during the past two months. These broader policies should greatly stimulate the sale of radio receivers this season, as they did when applied to electric refrigerator paper some time ago.

Terms up to 18 months (on the higher priced receivers) are now available. For this the industry must thank the electric appliance people, who set the pace in this matter.

But of greater importance is the "Without Recourse" plan now made available through a cooperative arrangement between set manufacturers and C.I.T. Corporation, with headquarters in New York, Chicago, and San Francisco and branches throughout the country. Under this plan, as explained by Ed. Brinsley, vice-president of C.I.T., at various factory-distributor conventions, the radio merchant can sell his acceptable radio paper to this company on the basis of being relieved of his endorsement after the first four monthly instalments have been paid by the purchaser. For this privilege the dealer is charged a slight premium.

Lengthened terms and limited liability will enable the dealer to present a better financial statement to his bank as well as permitting him the maximum of latitude in selling on time, Mr. Brinsley pointed out. Also the dealer's opportunity to increase his time payment business is greater because, since the dealer's endorsement is practically eliminated, the amount of paper he can sell to the finance company behind this plan is immeasurably expanded.

Also because the cash advanced to the dealer, in the main, is greater than the 90 per cent advance formerly prevalent in radio financing, the dealer's cash position is improved to the extent that the hold-

back of 10 per cent formerly "frozen" in finance company reserves, becomes operating capital for the dealer. This further tends to correct the condition wherein the 10 per cent hold-back often resulted in a dealer's being obliged to cease time payment sales until his cash position was corrected.

Means Manufacturer Is Bound to Stabilize Price Situation

But the most important feature, in our opinion, of this "new deal"—which is being adopted by the set makers—is that, if the major factors in the radio industry subscribe to this approach to the financing question, they will almost be obliged to guarantee price stabilization, at the source at least. In these latest arrangements the factory takes the place of the dealer in assuming the obligation to the finance company for repurchase of the collateral if default by the consumer takes place after the first four months. Obviously a manufacturer who has undertaken such an obligation is not likely to precipitate a price war or otherwise to jeopardize its own profit position by any tactics which would result in an unusual number of repossessions. Thus this development is timely as well as helpful.

Arcturus Reduces Tube Prices

NEWARK, N. J.—Effective June 15, the Arcturus Radio Tube Co., this city, reduced prices on its line of "Coronet" metal tubes and also on the "G" types.

Coronet prices now range from \$1.10 to \$2.10 with the major numbers falling in the lower brackets. "G" tubes now list at from \$1, to \$2.10 with most of the numbers selling at \$1, \$1.25 and \$1.50.

Owns Stancor



Jerome J. Kahn, active head of Standard Transformer Corp., announces his purchase of all outstanding stock of this concern

RMA Convention Notes

CHICAGO, June 19—At the closing session of the Board of Directors, Radio Manufacturers' Association, here today, Leslie F. Muter, of The Muter Company, Chicago, was reelected president and Fred Williams, International Resistance, Philadelphia, was reelected treasurer of this organization.

Other convention highlights:

The plan to revive the RMA Broadcasting Awards, shortcircuited last year because of legal difficulties. This project, agreeable to the National Association of Broadcasters, will provide for public recognition of outstanding programs, air artists, etc., awards to be made by the radio manufacturers.

The address by Judge Van Allen on recent Supreme Court decisions as effecting the radio industry.

The speech by Andrew W. Cruse, of the U. S. Bureau of Foreign and Domestic Commerce, pledging governmental support to the manufacturers.

The plan to release to the press in all foreign countries American shortwave program schedules. Reverse English, so that those across the waters may know the when and what of our program offerings they can listen to. An international goodwill builder.

Initial steps for the consolidation of radio engineering and other shows and conventions.

The aggressiveness of the parts makers. These boys should go places this year.

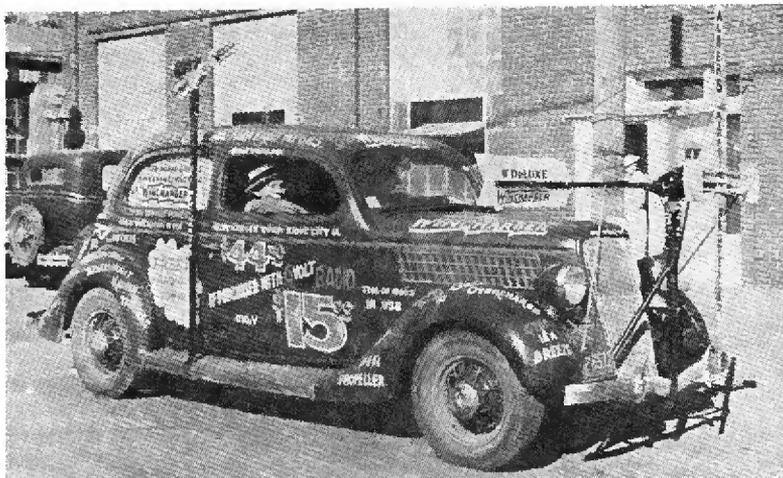
The tough problem of the tube makers—to limit number of tube types, "specials" and combination models and at same time keep abreast of tube engineering and satisfy the demands of the set designers.

And the successful concluding banquet—had to be moved to a larger room.

Raytheon Expands Plant

NEWTON, MASS.—The Raytheon Production Corp., will have its new tube plant in operation August 1 according to present schedule. Raytheon also is making a substantial capital investment in new tube building machinery.

Wincharger Car Tells the World



Visiting all manufacturers and calling on the trade in many states, this "auto-graphed auto" brings them running. There's 55 jingles painted on its body. Already three jobbers have copped the idea—for farm and dealer prospecting

O. P. SMITH HEADS UTAH SALES DEPT.

CHICAGO—The Utah Radio Products Company announces the appointment of O. P. Smith as sales manager. Mr. Smith is well known in the radio and radio parts business, having been active in these lines almost since the initiation of radio as an industry. For 13 years he represented the Automatic Electric Device Company and the Kodak Radio Company. Coincident with this he represented the Hertner Electric Company, manufacturers of motor generator battery charging equipment.

For the last four years Mr. Smith has represented the Radiart Company of Cleveland and the Quam Nichols Company of Chicago. Prior to this time he was with the Wright-De Coster Speaker Company.

Buys Majestic Good Will

CHICAGO—The Triangle Electric Company, this city, has purchased the goodwill, trademarks and patent rights of the former Grigsby-Grunow Company. Triangle is controlled by the Davega Stores Corporation. Purchaser plans to make and distribute a line of Majestic radios, refrigerators and other household utilities.

Joins Cornell-Dubilier



Ray Perron joins Cornell-Dubilier as sales director for New England. Formerly sales manager for Tobe Deutchmann

Webster Announcement

RACINE, WIS.—The Webster Electric Company now is in a position to offer a complete line of sound systems under patents of the Western Electric Company and the American Tel. and Tel.

Arcturus in Albany

The Arcturus Radio Tube Company, Newark, N. J., announces the appointment of Ray-Lab Inc., 641 Broadway, Albany, N. Y., as its distributor in the Capital City territory. Manager, L. R. Hollenback.

FRANK M. BROWN Co., Portland, has been appointed distributor for the entire state of Maine territory for Zenith.

RCA Strike Has Not Stopped Production

CAMDEN, N. J., July 8—The following statement was issued here today, addressed to all RCA distributors:

"You have learned through the press of some labor troubles in our Camden plant. At no time has the plant been shut down due to these difficulties, and employment is increasing daily. Receiving sets have been produced every day on a curtailed schedule and limited shipments are made.

"The differences are not settled, therefore we cannot make definite promises, but the rate of increased employment is most encouraging."

**G. K. Throckmorton
Executive Vice President**

WESTERN RADIO SHOW

SAN FRANCISCO—The Western Radio and Appliance Show, one of five exhibits at the Western Furniture Exchange here, will be outstanding among the displays to be held in connection with Fall Market Week, Aug. 3 to 8. With practically every important radio manufacturer and wholesaler participating, the show is aimed to afford dealers an exceptional opportunity to inspect new models and to consult with executives of the merchandising organizations represented, according to Cameron Ball, business manager of the exchange.

ADVANCEMENTS

R. M. KARET has joined the Utah Radio Products Company in the capacity of special field representative for the jobbing trade. Will push replacement vibrators, transformers and speakers.

JACK ZUMWALT now is district manager in the New England territory for Crosley. Formerly with Prima Washing Machine Co. as sales manager.

G. H. KILEY, formerly with RCA, has been named special representative to assist Crosley jobbers and dealers in their sales promotion work.

LESTER C. STORK heads the service department for Crosley Radio Corp.

JACK SCANLAN has been elected vice-president and general sales manager of The Muter Company, Chicago. FRED STEVENS becomes vice-president and western sales manager.

STANLEY S. SONDLER, sales manager of the Magnavox Company, was elected, June 24, as one of the four new directors of this concern.

ROYAL-EASTERN Elect. Supply will serve the interests of Grunow dealers in the New York area. Sales manager Stanford Goodman completed negotiations with General Household Utilities last month in Chicago.

BOSTON TRADE SHOW LAUNCHES ACTIVE BUYING

BOSTON—More than 2,000 electrical men, a buying attendance far ahead of last year, dropped in at the Hotel Statler, June 24-25, for the ninth annual radio and electrical trade show sponsored by the Radio Wholesalers Club. Hollis Vaughan headed the committee. His co-workers were James Dolan, Alan Steinert, Dave Rockman and L. J. Warner.

From the opening hour exhibitors began taking orders. Dealers interviewed by a staff editor of *Radio Retailing* were confident of improving business and optimistic as to the outlook for radio business.

The demand for consoles was much greater than last year, due to growing appreciation of consumer of higher quality reception. All-wave sets were in strong demand. One manufacturer reported a rising trade in portable dry cell receivers. Others emphasized rising interest in easier tuning, automatic selection of stations and better engineering. Trade-in problem looked less formidable in view of better credit conditions.

Indicative of the turning tide were the activities of Hub Cycle & Radio Co. (EMERSON). Hub closed key dealer accounts throughout its territory, reporting orders in excess of 3,000 sets, a phenomenal record for this time of the year. In celebration, sponsored a gala victory dinner to its sales force and dealers.

George Wahn Co., Boston Jobber for Fada Sets

BOSTON—In addition to his duties as chairman of the local trade show, Hollis Vaughn, sales head of the George Wahn Company, this city, recently signed with Fada Radio & Electric Co., New York. Orders taken at the Statler Hotel exhibit fully justified this tie-up according to Mr. Vaughn.

In One Basket



"Bond's Vacation Special" is the name of this battery merchandiser available free to all dealers ordering 48 Mono-cells from the Bond Electric Corp., New Haven, Conn. A new and sure fire salesman

THE DEALERS' CHOICE



FOR

1937

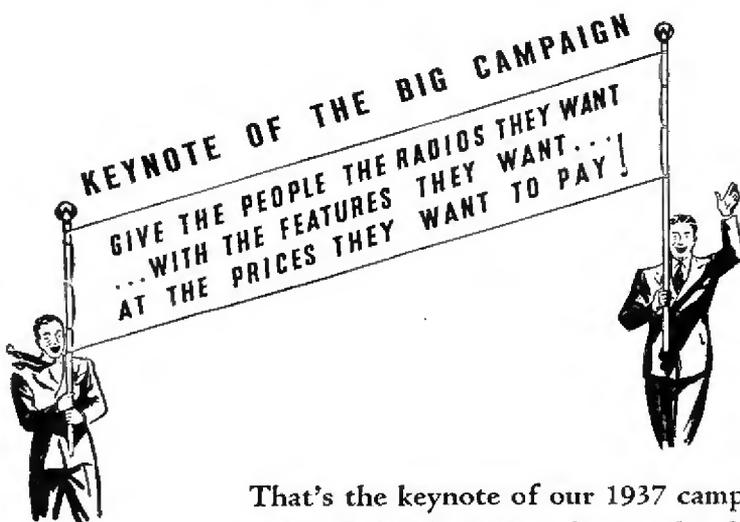
THE

Westinghouse Profit Platform



Start looking for a Westinghouse landslide *from now on!* For here are 1937 radios that are honestly and truly *engineered for sales . . .* radios the people want, with the features they want, at the prices they want to pay.

The new 1937 Westinghouse Radio is built to the specifications that are first in the minds of radio buyers. Not just a new "flash-in-the-pan" feature—not just a "single appeal"—The Westinghouse is the *master-feature* radio, with all the worthwhile developments of modern reception built in. Moreover, the 1937 Westinghouse line is *complete*. Models are priced at just the right level for profitable sales.



That's the keynote of our 1937 campaign. And it's more than a promise, *it's a fact*. Point for point, feature for feature, the new Westinghouse matches the "ideal radio" of the buying public today. It's the people's choice, that's why it's the dealer's choice.

(See next two pages . . .)

WIN IN A WALK WITH THIS

FEATURE PLANKS in the • WINNING • WESTINGHOUSE PROFIT PLATFORM

PRECISION TUNER

PRECISION EYE

PRECISION HAND

ALL-METAL TUBES

SPECTRUM DIAL

SPOT-LITE TUNING

STATION STABILIZER

DUAL SELECTOR DRIVE

AUDITORIUM SPEAKER

PUSH-PULL OUTPUT

LOW VOLUME
BASS COMPENSATION

THREE-POSITION
BASS TONE CONTROL

THREE-POSITION
TREBLE TONE CONTROL

HIGH FIDELITY
CONTROL

BEAM POWER
AMPLIFIER

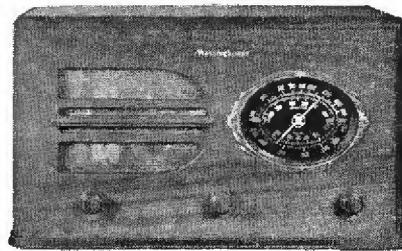


TABLE MODEL, WR-209. Standard and Police Bands, Spot-lite Tuning; Spectrum Dial.

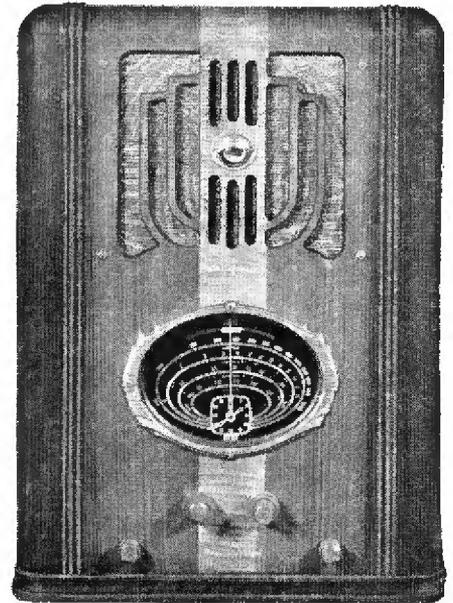


TABLE MODEL, WR-214. Weather, Police, Foreign and Standard Bands, Precision Tuner, Precision Eye, Precision Hand, Spectrum Dial.

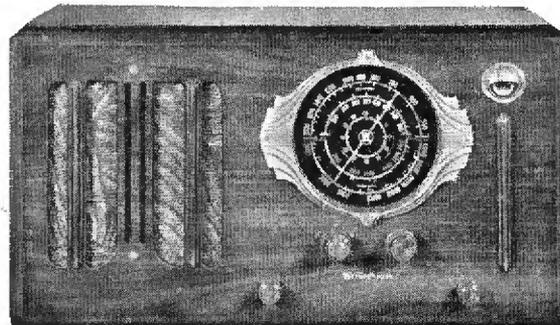


TABLE MODEL, WR-212. Standard, Foreign, and Police Bands, Precision Tuner, Precision Eye and Spot-lite Tuning.

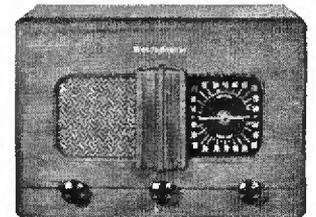


TABLE MODEL, WR-102. AC-DC. Standard and Police Bands.

SIX BATTERY OPERATED SETS FOR NON-ELECTRIFIED HOMES

Table Model, WR-603. 6 Volt. Standard Broadcast, Police, and 49 meter Bands.

Table Model, WR-604. 2 Volt. Two Bands.

Table Model, WR-605. 2 Volt. All-wave.

Console, WR-606. 6 Volt. Standard Broadcast, Police, and 49 meter Bands.

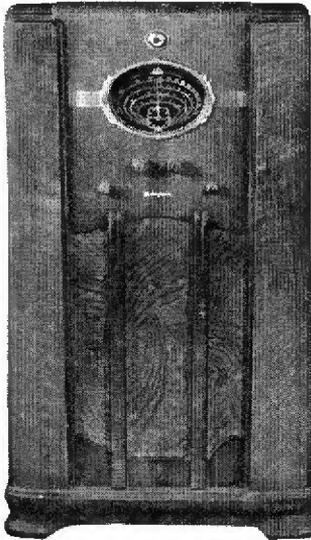
Console, WR-607. 2 Volt. Two Bands.

Console, WR-608. 2 Volt. All-wave.

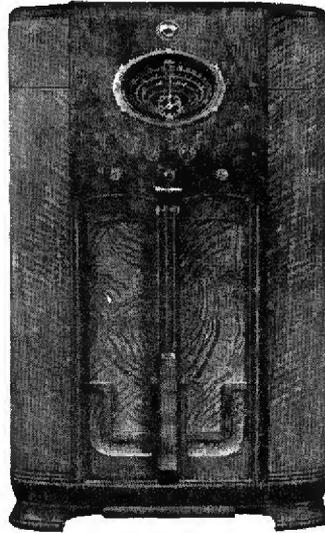
For complete information about the Westinghouse Line, write Westinghouse Radio, Merchandising Headquarters, 150 Varick St., New York City.

Westinghouse

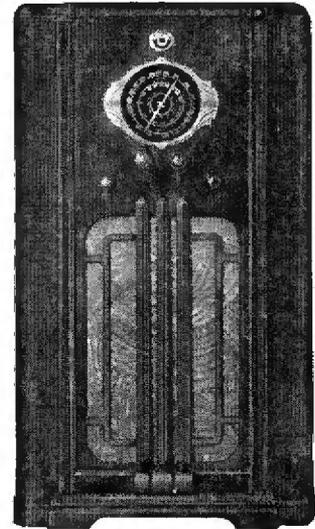
COMPLETE WESTINGHOUSE LINE



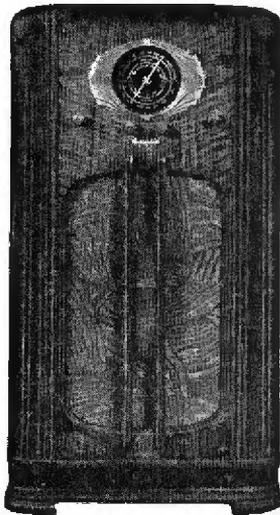
CONSOLE, WR-314. Weather, Police, Foreign and Standard Bands, Precision Tuner, Precision Eye, Precision Hand, Spectrum Dial.



CONSOLE, WR-315. Police, Foreign and Standard Bands, Precision Tuner, Precision Eye, Precision Hand, Spectrum Dial.

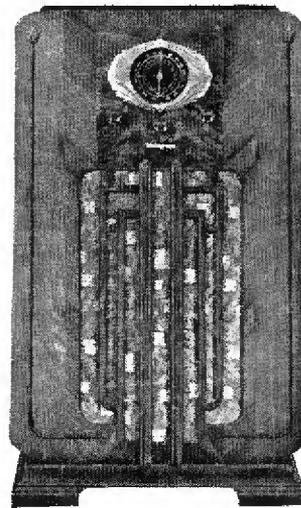


CONSOLE, WR-312. Standard, Foreign and Police Bands, Precision Tuner, Precision Eye and Spot-lite Tuning, Low Volume Bass Compensation.



CONSOLE, WR-311. Standard, Foreign, and Police Bands, Spot-lite Tuning, Full-Automatic Volume Control, Continuously Variable Tone Control.

CONSOLE, WR-316. Same as WR-311, only AC-DC.



CONSOLE, WR-310. Standard and Police Bands.

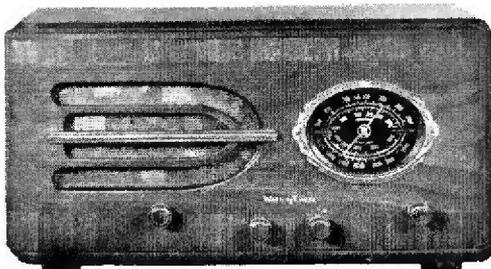


TABLE MODEL, WR-211. Standard, Police, and most popular European Bands, Spot-lite Tuning, Low Volume Bass Compensation, Full-Automatic Volume Control.

TABLE MODEL, WR-116. Same as WR-211, only AC-DC.

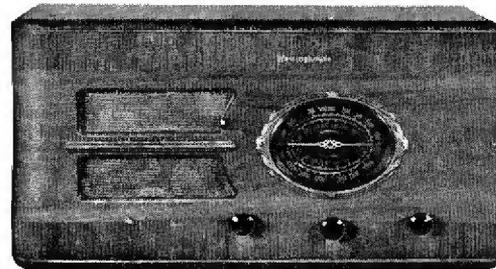


TABLE MODEL, WR-210. Standard, State and Municipal Police, 49 meter European Bands, Dynamic Speaker, Full-Automatic Volume Control, Tone Control.

1936-1937 Radios

tune in on

the

WORLD

BELMONT
THE DEPENDABLE
RADIO

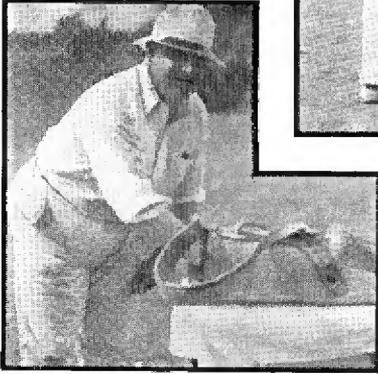
BELMONT RADIO CORPORATION
1257 Fullerton Ave., Chicago, Illinois
Cable Address, Belrad

Radio Men in the News

RAY ZANDER—"It's a hole in one!" Boy, what form!



NO SNITCHIN'—Ed Guthman takes a peek at the first prize, a golf bag



RMA GOLFERS—"Look pretty for the camera," Ernie Aschuler, Sentinel, tells Phil Lenz



FRED WILLIAMS—behind the cigar, represented International Resistance, Phila., at RMA outing



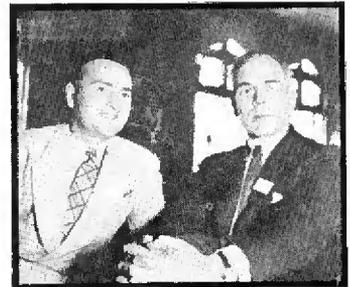
CROSLY'S New England district manager, Herman Schumacher, adds up his orders at close of a busy day



OLE DOC McIVER—Writes an advertising prescription at GE convention. Some nurse!



McNABB—head radio engineer, F-M Co., with Parker Ericksen, new sales manager, and A. M. Stone, of Roskin Distributors, Boston



ARDATH GARNICH, Ashland, Wis., enthuses over Fairbanks line with Carl Markel, of Logan-Gregg Hardware Co., Pittsburgh



GRUNOW GROUP—Talking it over at close range after viewing "Teledial" tuning at Blackstone Hotel, Chicago



HYMAN READER entertained 400 Crosley dealers at Houston, Texas, last month. He heads jobbing firm which bears his name



FAIRBANKS-MORSE—H. K. Solomon, Harbison & Gathright, Louisville, smokes a pipe of peace with C. L. Parris (Wincharger), R. Frankovich, of Brown-Lynch-Scott, Canton, Ill., and T. E. Stier

HAPPY—is Ralph Cordiner, radio sales head for GE. (Left) Lee Williams, SM for GE Electric Supply Corp., Newark, N. J.



PLEASED—with the Grunow prospects is Art Alter, Max Geisler and Harry Alter, Chicago distributor



L. DECKER looks at the "birdie" while talking with C. Creamer and Jim Hall, of Ridge Motor & Machinery Co., Dubuque, Iowa



NEW SEASON IN FULL SWING WITH ALL 1936-'37 MODELS ON MARKET

Final Showings Last Month—Public Likes Innovations

LAST MONTH saw the end of manufacturer-jobber conventions, called to unveil the sets which will battle for supremacy during the next ten months. And not one disappointing showing in the lot. Engineering brains have been remarkably fertile this year—producing creations daring in conception, practical in operation and beautiful in appearance.

It generally is admitted that the automobile industry has made more genuine progress during the last two years in car design than during the prior ten. The same holds true of the radio industry.

And these new receivers already are moving along to the ultimate consumer—if not like hot cakes at least far faster than in June, last year. From all sources come reports which may be summed up in the words of a well known mid-western dealer: "The public certainly likes the new merchandise. June volume equalled our September, 1935, record."

Summary of the recent meetings:

AMERICAN BOSCH

NEW YORK, June 22—American Bosch 1937 radio receivers were unveiled before a record gathering of distributors at the Waldorf-Astoria here today. Automatic Maestro and the Centr-O-Matic units were featured by the United American Bosch Corp., of Springfield, Mass., sharing equally for top honors with the competitive features of the line and the new and aggressive plans for advertising.

Arthur T. Murray, president, and Roy Davey, sales manager, held the close attention of the jobbers at the first session.

Mr. Murray, who was re-elected vice-

president of the Radio Manufacturers Association and chairman of its set division at Chicago last month, predicted that this season would be the greatest in the history of the radio industry.

In keeping with the universal trend this year, Bosch has a complete line of farm sets available in two and six-volt types, also a windcharger and gasoline-driven generator proposition. Another plus service is that offered Bosch dealers by the Commercial Investment Trust Corporation. Its plan makes possible the easy financing of the purchase of a radio set by the consumer and the operation of such a time-payment plan by the dealer without an excessive capital investment.

A new program distribution system was described by L. S. Curtis, chief radio engineer. Radio is available in every room of the home from a single set. This is accomplished by plugging in a separate loud speaker through the light wiring circuit. This special speaker may be quickly plugged in the lighting socket of any room. The system is patented by American Bosch.

Following last year's precedent, the evening's entertainment consisted of a banquet and floor show at the French Casino.

STEWART-WARNER

CHICAGO, June 29—Lightning can strike twice in the same place! It's a fallacy that it doesn't claimed Stewart-Warner at its distributor convention here today. So far this season sales of S-W refrigerators are over 100 per cent ahead of 1935. Because of its faith in its new line of radios, its scoop time-financing plan (so large a factor in doubling its refrigerator volume) and its records on lightning phe-



Powell Crosley, Jr. tests his new, hand-operated self-starter—way back in 1919, when he owned the American Automobile Accessories Co.

nomena, this concern's set production schedules also call for a 100 per cent jump over 1935. Incidentally the flood of jobber orders at the Drake Hotel may have had some bearing on this decision.

The feature of the New Stewart-Warner sets attracting most attention was their Photo-Tone speaker. This is a one piece welded job with all parts enclosed and with a special size designed for each tone chamber. Practically perfect in its elimination of vibration and tone distortion is claimed for this copper plated speaker.

John F. Ditzell, presiding officer, introduced J. S. Knowlton, chairman of the board, who delivered the keynote speech. Mr. Ditzell then stressed Stewart-Warner's intention to extend the radio season to ten months.

Sales manager Homer Kunkler presented the line followed by Fred Cross, advertising manager, who outlined a most aggressive national publicity campaign. His "YOU TIE-UP" booklet was a mighty clever job.

Horace Heidt Brigadiers to Go on National Hook-Up for S-W

The hot announcement of the Stewart-Warner convention was that, beginning soon and at eight o'clock, EST, (a real program spot), Horace Heidt and His Brigadiers will go on the air for S-W radios on a coast-to-coast hook-up, Columbia chain. Heidt and his boys put on a sample program before the jobbers that brought down the house.

EMERSON

NEW YORK, June 30—Six hundred dealer visitations and over 15,000 sets ordered for immediate delivery was the gratifying record established by the Emerson Radio & Phonograph Corp., at its three-day showing in the metropolitan area of its new line at the Waldorf-Astoria.

Exceedingly attractive "Gemloid" dials, time-tuning, a brand new portable set and two interesting combination instruments of a semi-portable nature were only a few

Kadettes Give New Line the Once Over



Executives and sales representatives of International Radio Corporation meet at Ann Arbor, Mich., to preview and review the new line of Kadette radios. "With 23 models in the line, starting at \$10 and running up to a fine 8-tube console, International is presenting a new conception of radio to the American public," states W. Keene Jackson, sales manager (left, back row)

of the reasons for this unprecedented display of endorsement by the New York trade according to sales manager Nate Hast.

With the appointment of many jobbers throughout the United States during the past two months, Emerson is now on a very wide coverage national distribution basis and its new line is designed accordingly. For specifications and further description of the models, see the New Merchandise Section, this issue.

Territorial displays are now being held in the various distribution centers.

SPARTON

JACKSON, MICH., June 25—Before an audience of jobbers greater than any former year, Arthur Haugh and E. T. H. Hutchinson, sales heads of the Sparks Withington Company, presented a line of new receivers here today which received unanimous acclaim.

"Sparton is out for an 80 per cent increase in its radio business," declared General Manager, Harry S. Sparks. "We made our greatly increased quota in refrigerators last year, we have the money to spend for radio promotion and we have the right line."

Photochromatic dials, a new type of tone control, a centralized radio "nerve center" and handsome cabinet, finished for permanency with a new process, high lustre, deep penetration, treatment came in for



a lot of favorable comment. Also the separate antenna transformer for each wave band and the basso-alto control in the better models.

"Sparton is definitely competitively-minded this year," said Sales Manager Hutchinson. "Its prices are very much in line with the market and we're going to town."

Beginning early in July A. T. ("Art") Haugh and entourage will cover all the western states in a special pullman introducing the new sets to the retail trade.

TRIPLETT

BLUFFTON, OHIO—The Triplett Electrical Instrument Co. was host to its United States and Canadian sales representatives at a conference held June 15-18 in the modern air-conditioned plant of the company, this city.

Many jobbers also attended the conference on the closing day, designated as "Customers' Day."

A feature of the sales meeting was a preview of new items in electrical measuring and radio testing equipment to be placed on the market soon by Triplett. Announcement of the many new developments has aroused widespread interest among technicians.



DANIEL E. BAUMBAUGH

Transferred from the radio department, The May Co., Cleveland, to general manager of The Wurlitzer Company, same city, Daniel E. Baumbaugh has entirely remodelled this music store and rejuvenated its advertising policies

FAIRBANKS-MORSE

INDIANAPOLIS, June 25—The 1936-'37 line of Fairbanks-Morse receivers, Sales Manager Parker Ericksen officiating, was presented to a gathering of over 200 wholesalers meeting in this city. The convention was staged at the Columbia Club, where many new jobbers were introduced to the F-M family.

W. Paul Jones, general manager of the home appliance division stated that initial orders booked far exceeded quotas and stamped the affair as an outstanding success. The new "6" series of Fairbanks washing machines and ironers also were presented.

The complete radio line consists of 18 models for city and farm use and range from \$29.95 to \$149.95. Hearty applause greeted the introduction of each special F-M technical feature such as the turret shielded chassis and the new tone projector. This provides large baffle area.

OSWALD SCHUETTE NOW COUNSEL FOR RCA

Former Champion of "Independents" May Defend Rights of Patent "Trust"

WASHINGTON, D. C.—Oswald F. Schuette, for years an active participant in the legal affairs of the radio industry, has resigned as president of his Short Wave Institute of America to join the legal staff of the Radio Corporation. A few years he was fighting RCA upon behalf of a group of "independent" radio manufacturers.

Mr. Schuette told our Washington correspondent that he will "advise the Radio Corporation of America on the opportunities for developing new fields and new markets for radio, in the public interest and on the research and patent developments of the art."

It is generally interpreted, however, that he will take up the cudgel of RCA against Samuel E. Darby, Jr., patent attorney, who represents 11 independent radio manufacturers and who recently has been directing publicity broadsides against RCA charging it with exercising a monopoly in the radio patent field.

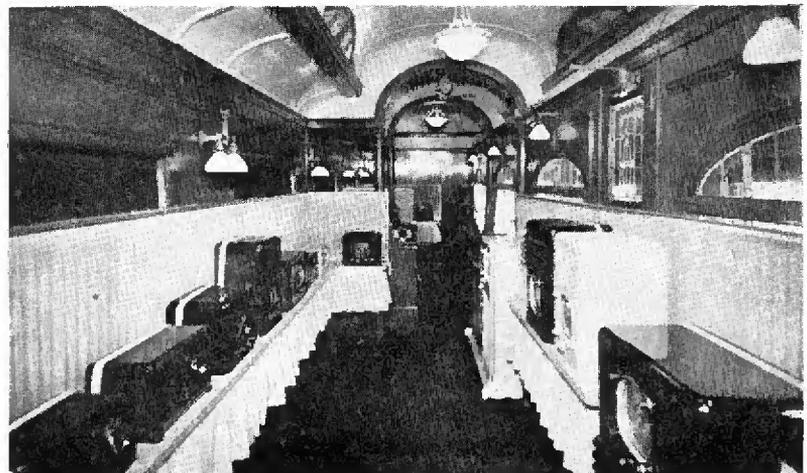
Several years ago Mr. Schuette himself represented the independent manufacturers and continually assailed RCA as a "Radio Trust". At that time he organized the Radio Protective Association.

Larger Quarters for Quam

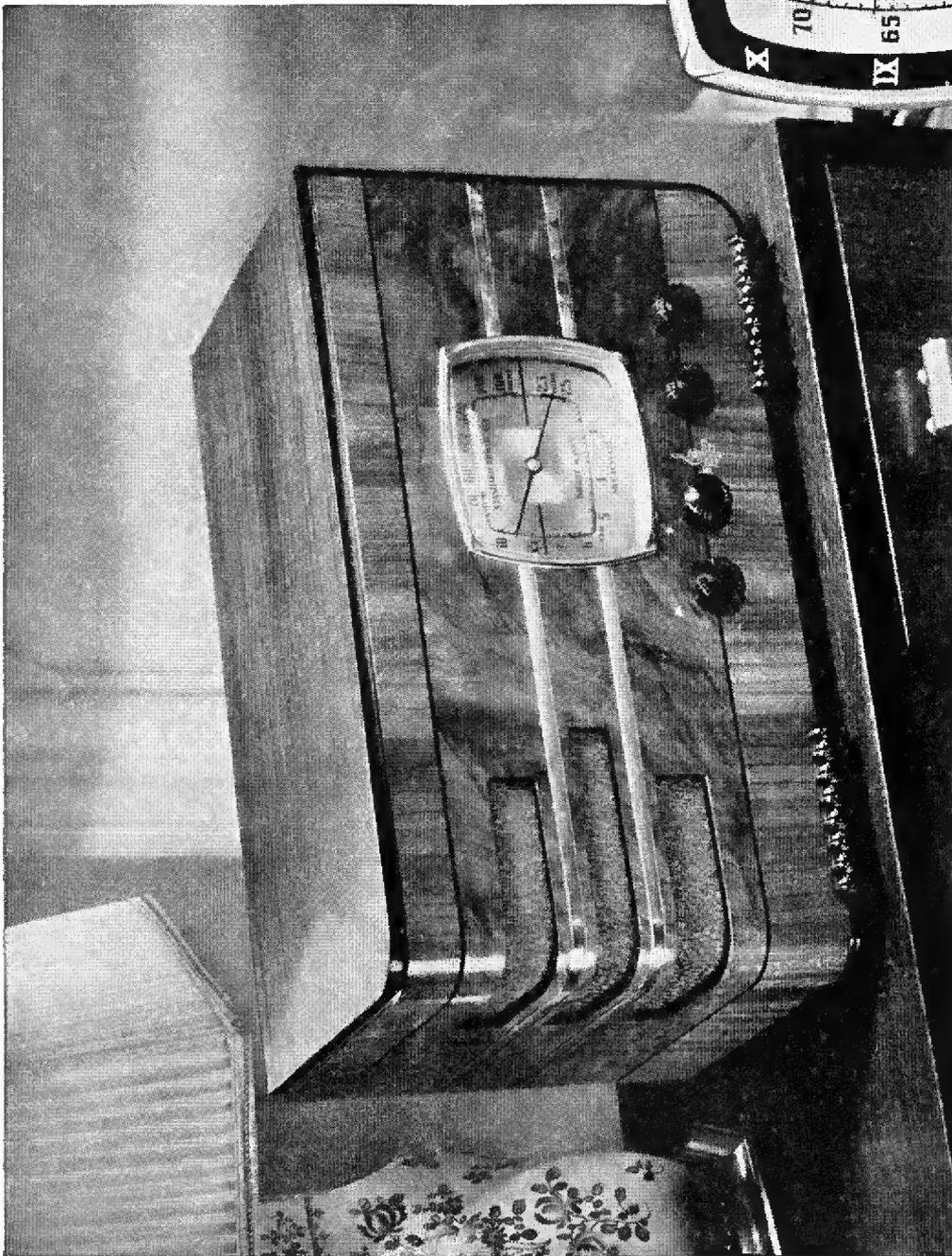
CHICAGO—One of the largest speaker plants in the country will be occupied next month by Quam-Nichols Company at 33rd Place and Cottage Grove, Chicago. For the last six years the firm has been at 1623 West 74th St. The new plant was built for the Bauer Taxicab Company and is a half block long and a half block wide.

Ivan Pickard, who formerly was Chicago salesman, will now cover the Middle West territory for Quam. Ted Trezyna will have added scope as sales engineer.

EN ROUTE



Jobbers and manufacturers are saying it with Pullmans this year. This "Showroom on Wheels" was outfitted by Thompson & Holmes Co. Ltd., San Francisco. It reached all northern California dealers expeditiously, economically—and impressively



EVERY new and then, in American business, creative genius and engineering skill give birth to products which eclipse everything that has gone before.

STYLE finds a new expression. Performance reaches greater heights. Value dwarfs previous standards.

AND then the sponsors and their associates begin a new era of production and promotion and profit—and what was once merely a "going" enterprise becomes a driving constructive force gaining strength and importance with its own momentum.

THIS is what has happened to Emerson Radio—as exemplified by every model in the new 1937 line—from \$14.95 to \$99.95—and by the program back of it.

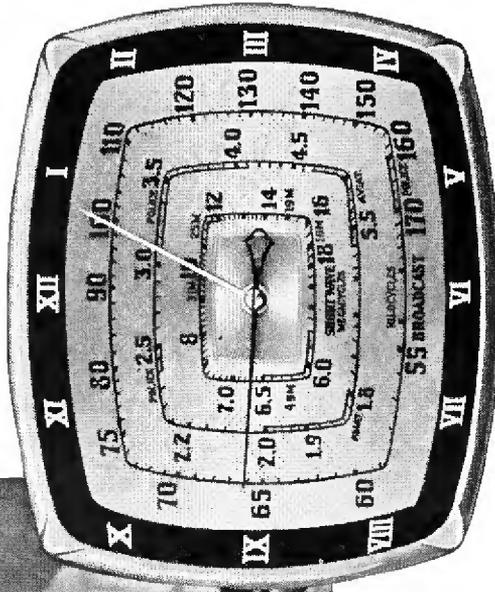
CONSOLES, Compacts, Table Models, Farm Radio, Combination Radio and Phonograph, Portable Sets, Auto Radio.

THE new Emerson 1937 Line also contains Models for every foreign market.

WE welcome distributor and dealer inquiries.

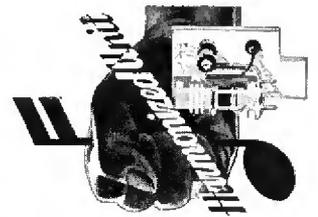
EMERSON RADIO & PHONOGRAPH CORP.
New York, N. Y.
111 Eighth Avenue

Cable Address—EMPHONOCO, N. Y.



Radio

IN YOUR HOME"



Emerson

"RE-CREATES THE ARTIST

For Instance—the GEMLOID Dial

THIS exclusive development, along with many others, is described in a new broadside covering the complete line. We shall be pleased to forward a copy for your study.

RADIO RETAILING'S

12th Annual Tabulation of

Set Specifications

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Ansley Radio Corp., 240 W. 23d St., N. Y. C. (Ansley Dynaphone)							
D-7	Port. Comb.	\$59.50	550-1575	AC-DC	14x13x8	6A7, 6C6, 6D6, 25Z5, 43	456
D-9	Port. Comb.	79.50	550-1575; 5900-15,500	AC-DC	15x13x8	6A7, 6C6, 6D6, 43, 25Z5, 12Z3, K36B	456
D-10	Table Comb.	84.50	550-1575; 5900-15,500	AC-DC	12x16½x13½	6A7, 6C6, 6D6, 43, 25Z5, 12Z3, K36B	456
D-17	Console Comb.	125.00	550-1575; 5900-15,500	AC-DC	33½x22½x14	6A7, 6C6, 6D6, 43, 25Z5, 12Z3, K36B	456
D-18	Aut'ic Comb.	175.00	550-1575; 5900-15,500	AC-DC	33½x26½x17½	6A7, 6C6, 6D6, 43, 25Z5, 12Z3, K36B	456
D-1	Port. Phono.	69.50		AC-DC	9x14x20	2-6C6, 2-48, 2-25Z5	
D-17	Cons. Phono.	99.50		AC-DC	33½x22½x14	2-6C6, 2-48, 2-25Z5	
D-12	Port. Phono*	99.50		AC-DC	18½x18x10½	2-76, 2-48, 2-25Z5	
DA	Rec. Player	37.50		AC-DC	8x16x13		
		32.50		AC			
B-1	Portable	39.50	550-1575	2DC&B	10½x13x8	1A6, 1A4, 1B4, 1P4	456

* For 16" Transcription Records.

Autoerat Radio Co., 3855 N. Hamilton Ave., Chicago, Ill. (Autocrat)							
4M	Table	1710-545		AC-DC	7½x9½x5	6D6, 6C6, 38, 12Z3	
5C	Table	1710-545		AC-DC	7½x9½x5	6D6, 6C6, 43, 25Z5, 50A2	
52	Table	1710-545		AC-DC	7½x10x5½	6D6, 6C6, 43, 25Z5, 50A2	
52-SW	Table	4300-1710; 1500-545		AC-DC	7½x10x5½	6D6, 6C6, 43, 25Z5, 50A2	
53-SW	Table	4300-1710; 1500-545		AC-DC	7½x10x6	6D6, 6C6, 43, 25Z5, 50A2	
53	Table	1710-545		AC-DC	7½x10½6	6D6, 6C6, 43, 25Z5, 50A2	
56-SW	Table	4300-1710; 1500-545		AC-DC	6½x12½x10½	6D6, 6C6, 43, 25Z5, 50A2	
34-B	Table	4300-1710; 1500-545		AC-DC	10½x8½x6½	6D6, 6C6, 43, 25Z5, 50A2	
AA	Portable	1800-545		2DC&B	9½x8½x4½	1B4, 1B4, 1A6, F4S	456
530	Auto.	1500-540		6DC	6½x5x10½	6A7, 6D6, 75, 41, 84	456
518	Auto.	1500-540		6DC	9½x7½x7½	6A7, 6D6, 75, 41, 84	456
618	Auto.	1500-540		6DC	9½x7½x7½	6A7, 2-78, 75, 41, 84	175

Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston, Mass. (Automatic)							
A-5	Auto.	545-1550		6DC	5x6½x10½	6A7, 6D6, 75, 41, 84	480
J-50	Auto.	545-1550		6DC	4x6x9½	6A7, 78, 75, 41, 84	480
J-60	Auto.	545-1550		6DC	5½x6x9½	6A7, 78, 75, 41, 84, 6E5	480
J-80	Auto.	545-1575		6DC	7x9x8	2-78, 6A7, 75, 76, 2-41, 84	456
F-10	Auto.	545-1550		6DC	5x6½x10½	6A7, 6D6, 75, 41, 84	480
C-4	Table	540-4400		AC-DC	7½x9½x5½	6C6, 6D6, 25A8, K79B	
S-6	Table	545-4200		AC-DC	10½x11x6½	6A7, 6D6, 75, 43, 25Z5, K49C	456
E-6	Table	550-1640; 55,000-15,600		AC	15½x12x7½	6A7, 6D6, 75, 42, 80, 6E5	456
T	Table	540-4400		AC-DC	8½x11x6½	6D6, 6C6, 43, 25Z5, K55B	

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SIONS	TUBES	I. F.
Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill. (Belmont)							
401-M	Mantel	\$19.90	540-1720	AC	14x12x7 $\frac{1}{2}$	58, 2A5, 57, 80	T.R.F.
522-C	Mantel	32.50	535-1720	2DC&B	11x20x10 $\frac{1}{2}$	1A6, 30, 950, 34, 32	465
586-J	Mantel	27.50	535-1720; 2280-6600	AC	9 $\frac{1}{2}$ x16x8	6A7, 75, 80, 78, 41	465
601-F	Mantel	26.50	535-1720	AC-DC	8x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	6A7, 75, 25Z5, 78, 43	465
686-B	Mantel	39.90	535-18,300	AC	10x16 $\frac{1}{2}$ x8 $\frac{1}{2}$	6L7, 6K7, 6F6, 6C5, 6Q7, 5Y3 or 5W4	465
778-A	Mantel	49.90	535-18,100	AC	12x21 $\frac{1}{2}$ x10 $\frac{1}{2}$	6K7, 6C5, 6Q7, 5Y3 or 5W4, 6J7, 6K7, 6P6	465
778-M	Console	74.50	535-18,100	AC	38 $\frac{1}{2}$ x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	2-6K7, 6C5, 6Q7, 5Y3 or 5W4, 6J7, 6P6	465
1070-N	Console	99.50	535-18,100	AC	41x23x12	2-6K7, 2-6C5, 6H6, 3-6P6, 6L7, 1-5Z4	465
566	Auto.	39.50	530-1550	6DC	7 $\frac{1}{2}$ x9 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 75, 84 or 6Z4, 6K7, 41	465
666	Auto.	49.50	530-1550	6DC	7x9 $\frac{1}{2}$ x6 $\frac{1}{2}$	2-6K7, 6Q7, 6X5, 6A8, 6N6	465
880	Auto.	64.00	520-1550	6DC		2-6D6, 85, 6A6, 6A7, 2-76, 84	465
Case-Hallcrafters Corp., Marion, Ind.							
601	Console	\$49.50	550-18,000	AC	31 $\frac{1}{2}$ x16 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A7, 6D6, 75, 6K7, 6P6, 80	456
701	Console	59.50	540-18,000	AC	31 $\frac{1}{2}$ x16 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A7, 6D6, 75, 6K7, 6P6, 80, 6G5	456
801	Console	69.50	540-18,000	AC	37 $\frac{1}{2}$ x20 $\frac{1}{2}$ x9 $\frac{1}{2}$	6K7, 6L7, 76, 6D6, 75, 42, 80, 6G5	456
802	Console	89.50	540-18,000	AC	41 $\frac{1}{2}$ x22 $\frac{1}{2}$ x11 $\frac{1}{2}$	6K7, 6L7, 76, 6D6, 75, 42, 80, 6G5	456
1001	Console	109.50	540-18,000	AC	41x23 $\frac{1}{2}$ x13	3-6K7, 6L7, 6H6, 6C5, 6G5, 2-6P6, 5Y3	456
1101	Console	124.50	540-21,000	AC	41x23 $\frac{1}{2}$ x13	3-6K7, 6L7, 6H6, 6F5, 6C5, 2-6P6, 5Z3, 6G5	456
1102	Console	139.50	540-21,000	AC	42x27 $\frac{1}{2}$ x14	3-6K7, 6L7, 6H6, 6F5, 6C5, 2-6P6, 5Z3, 6G5	456
58	Table	29.95	550-18,000	AC-DC	8 $\frac{1}{2}$ x13 $\frac{1}{2}$ x6 $\frac{1}{2}$	43, 75, 6D6, 6A7, 25Z5	456
Climax Radio & Television Co., Inc., 511 S. Sangamon St., Chicago, Ill. (Climax)							
7	Midget	\$14.30	540-1750*	AC-DC	6 $\frac{1}{2}$ x9 $\frac{1}{2}$ x4 $\frac{1}{2}$	6D6, 6C6, 38, 37	TRF
10	Midget	17.75	540-1715†	AC-DC	9 $\frac{1}{2}$ x7 $\frac{1}{2}$ x6 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	TRF
12	Midget	19.90	540-1715†	AC-DC	9x11x6 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	TRF
30	Midget	22.90	550-4000	AC-DC	7 $\frac{1}{2}$ x11x6 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5, L55S2	TRF
40	Midget	32.00	540-3800	AC-DC	9 $\frac{1}{2}$ x15 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5, L49S3	456
41	Midget	34.50	540-3800	AC-DC	10 $\frac{1}{2}$ x16x7 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5, L49S3	456
35	Midget	35.50	2300-8000; 1715-540	AC-DC	9x16x6 $\frac{1}{2}$	6A7, 6D6, 75, 43, 6C5, 25Z5, L40S2	456
35A	Midget	35.50	2300-8000; 1715-540	AC-DC	9x15 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A7, 6D6, 75, 43, 6G5, 25Z5, L40S2	456
90	Table	42.00	1530-18,500	AC	16 $\frac{1}{2}$ x14 $\frac{1}{2}$ x8 $\frac{1}{2}$	6A7, 6D6, 75, 76, 42, 80	456
91	Table	44.50	1530-18,500	AC	16 $\frac{1}{2}$ x16 $\frac{1}{2}$ x9	6A7, 6D6, 75, 76, 42, 80	456
92E	Table	47.40	1530-18,500	AC	11x18 $\frac{1}{2}$ x8 $\frac{1}{2}$	6A7, 6D6, 75, 76, 42, 6G5, 80	456
92E358	Console	68.40	1530-18,500	AC	38x22 $\frac{1}{2}$ x13	6A7, 6D6, 75, 76, 42, 6G5, 80	456
* Available with 1,300-4,000 band. † Available with 1,500-4,000 band.							
Continental Radio & Television Corp., 325 W. Huron St., Chicago, Ill. (Admiral)							
B125	Table	\$19.95	7000-2000; 1710-545	AC	15 $\frac{1}{2}$ x9x7	80, 6A7, 6D6, 75, 42	456
B225	Table	27.50	7000-2000; 1710-545	AC-DC	15 $\frac{1}{2}$ x9x7	L49B, 6A7, 6D6, 75, 43, 25Z5	456
A126	Semi-upright	32.50	15,800-5770; 5360-545	AC	13 $\frac{1}{2}$ x11x8 $\frac{1}{2}$	5W4, 6A8, 6Q7, 6P6, 6K7	456
Z344	Table	39.95	15,800-5770; 5360-545	AC	17 $\frac{1}{2}$ x10 $\frac{1}{2}$ x9 $\frac{1}{2}$	5W4, 6A8, 6F5, 6H6, 6K7, 6P6	456
AZ393	Console	59.50	15,800-5770; 5360-545	AC	22x39 $\frac{1}{2}$ x12	5W4, 6A8, 2-6P5, 6H6, 6K7	456
Z544	Table	49.50	15,800-5770; 5360-545	6DC&B	17 $\frac{1}{2}$ x10 $\frac{1}{2}$ x9 $\frac{1}{2}$	1C6, 34, 2-30, 32, 19	456
AZ593	Console	69.50	15,800-5770; 5360-545	6DC&B	22x39 $\frac{1}{2}$ x12	1C6, 34, 2-30, 32, 19	456
N351	Upright	59.50	18,300-545; 375-150	AC	14 $\frac{1}{2}$ x21x11 $\frac{1}{2}$	2-5W4, 2-6K7, 6A8, 6Q7, 6L6, 6G5	456
AM387	Console	79.50	18,300-545; 375-150	AC	23x39x14	2-5W4, 2-6K7, 6A8, 6Q7, 6L6, 6G5	456
M551	Upright	59.50	18,300-545; 375-150	6DC	14 $\frac{1}{2}$ x21x11 $\frac{1}{2}$	1C6, 2-34, 3-30, 19	456
M587	Console	79.50	18,300-545; 375-150	6DC	23x39x14	1C6, 2-34, 3-30, 19	456
AM688*	Console	99.50	18,300-545; 375-150	AC	23x40x14	2-5W4, 3-6K7, 6A8, 6Q7, 6G5, 2-6L6	456
AM889*	Console	175.00	18,300-545; 375-150	AC	25x42x14	2-5W4, 3-6K7, 6A8, 6G5, 85, 42, 6P7, 4-45, 5V4G, 80, 6Q7	456
N6	Auto.	39.50	1500-550		8 $\frac{1}{2}$ x8 $\frac{1}{2}$ x7 $\frac{1}{2}$	6D6, 6A7, 84, 6K7, 75, 6P6	175
* Tilt tuner							
Crosley Radio Corp., Cincinnati, Ohio							
Fiver	Table	\$19.99	540-4000	AC	11 $\frac{1}{2}$ x11x7 $\frac{1}{2}$	2-6D6, 76, 6B5, 80	450
250	Table	25.00	540-4000	AC	13 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	2-6D6, 76, 6B5, 80	450
295	Table	29.95	540-4000	AC	10 $\frac{1}{2}$ x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	2-6D6, 76, 6B5, 80	450
251	Portable	25.00	540-3450	AC-DC	7 $\frac{1}{2}$ x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	2-6K7, 6J7, 25A6, 25Z6	450
299	Portable	29.95	540-3450	AC-DC	8 $\frac{1}{2}$ x11 $\frac{1}{2}$ x5 $\frac{1}{2}$	2-6K7, 6J7, 25A6, 25Z6	450
349	Table	34.95	540-1710; 2350-7000	AC	13 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 6J7, 6N6, 5Z4	450
395	Table	39.95	540-1710; 2350-7000	AC	10 $\frac{1}{2}$ x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 6J7, 6N6, 5Z4	450
499	Console	49.95	540-1710; 2350-7000	AC	39 $\frac{1}{2}$ x24x10 $\frac{1}{2}$	6A8, 6K7, 6J7, 6N6, 5Z4	450
449	Table	44.95	540-18,000	AC	20x14 $\frac{1}{2}$ x9	6A8, 6H6, 6K7, 6F5, 6N6, 5Z4	450
495	Table	49.95	540-18,000	AC	13x19 $\frac{1}{2}$ x8 $\frac{1}{2}$	6A8, 6H6, 6K7, 6F5, 6N6, 5Z4	450
699	Console	69.95	540-18,000	AC	41 $\frac{1}{2}$ x25 $\frac{1}{2}$ x12 $\frac{1}{2}$	6A8, 6J7, 6C5, 6K7, 6N6, 5Z4	450
A-266	Auto.	39.95	540-1500	6DC	7 $\frac{1}{2}$ x8 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6B7, 2-6D6, 42, 84	262
A-366	Auto.	54.95	540-1500	6DC	7 $\frac{1}{2}$ x8 $\frac{1}{2}$ x7 $\frac{1}{2}$	6D6, 6A7, 6B7, 76, 2-41	262
899	Console	89.95	540-19,000	AC	42x27x13 $\frac{1}{2}$	2-6K7, 6A8, 6R7, 2-6N6, 5Z4, W41187	450
117	Console	117.50	540-19,000	AC	42x26 $\frac{1}{2}$ x14	6A8, 2-6K7, 6R7, 6C5, 2-6N6, 5Z4, W41187	450
137	Console	137.50	540-19,000	AC	43x27x14	2-6K7, 6R7, 2-6C5, 6N6, 6N6, 5Z4, 6A8, W41187	450
167	Console	167.50	540-18,000	AC	44 $\frac{1}{2}$ x28x13 $\frac{1}{2}$	3-6K7, 6H6, 6R7, 6C5, 2-6N6, 2-5Z4, 6A8, 6J7, W41187	450
46	Table	34.50	540-1730	6DC	11 $\frac{1}{2}$ x10 $\frac{1}{2}$ x7	6A7, 2-15, 38	450
B-375	Table	37.50	540-1730	6DC	10 $\frac{1}{2}$ x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 2-15, 38	450
B-445	Table	44.50	540-1730; 2300-7000	6DC	17 $\frac{1}{2}$ x14 $\frac{1}{2}$ x8 $\frac{1}{2}$	15, 6A7, 2-15, 38	450
B-675	Console	67.50	540-1730; 2300-7000	6DC	37 $\frac{1}{2}$ x23x11 $\frac{1}{2}$	15, 6A7, 2-15, 38	450
B-695	Table	69.95	540-18,000	6DC	20 $\frac{1}{2}$ x17 $\frac{1}{2}$ x10	6A7, 6B7, 3-15, 19	450
B-899	Console	89.95	540-18,000	6DC	41 $\frac{1}{2}$ x25 $\frac{1}{2}$ x12 $\frac{1}{2}$	6A7, 6B7, 3-15, 19	450
Fiver	Table	19.99	540-1700	2DC&B	11 $\frac{1}{2}$ x11x7 $\frac{1}{2}$	1C6, 34, 1B5, 30, 950	450
B-250	Table	25.00	540-1700	2DC&B		1C6, 34, 1B5, 30, 950	450
B-345	Table	34.50	540-3500	2DC&B	13 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	2-34, 1A6, 1B5, 33	450
B-425	Table	42.50	540-3500	2DC&B	22 $\frac{1}{2}$ x18 $\frac{1}{2}$ x11 $\frac{1}{2}$	2-34, 1A6, 1B5, 33	450
B-499	Console	49.95	540-3500	2DC&B	37 $\frac{1}{2}$ x23x11 $\frac{1}{2}$	2-34, 1A6, 1B5, 33	450
B-493	Table	49.95	540-18,000	2DC&B	20 $\frac{1}{2}$ x17 $\frac{1}{2}$ x10	2-34, 1C6, 1B5, 30, 19	450
B-599	Table	59.95	540-18,000	2DC&B	25 $\frac{1}{2}$ x19x14	2-34, 1C6, 1B5, 30, 19	450
B-699	Console	69.95	540-18,000	2DC&B	41 $\frac{1}{2}$ x25 $\frac{1}{2}$ x12 $\frac{1}{2}$	2-34, 1C6, 1B5, 30, 19	450
Batt. 8	Table	59.95	540-1710; 5800-15,300	2DC&B	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x10 $\frac{1}{2}$	3-34, 1C6, 3-30, 19	450
Batt. 8	Console	74.50	540-1710; 5800-15,300	2DC&B	36 $\frac{1}{2}$ x21x11 $\frac{1}{2}$	3-34, 1C6, 3-30, 19	450
6	Table	47.50	540-4000	32DC	16 $\frac{1}{2}$ x12 $\frac{1}{2}$ x8 $\frac{1}{2}$	2-6D6, 6A7, 85, 2-48	450
Con. 6	Console	64.50	540-4000	32DC	36 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	2-6D6, 6A7, 85, 2-48	450

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Economy Distributing Co., 160 Varick St., New York City. (Ampliphone)							
144	Phono.-Amp.-Comb.			AC		6C6	
145	Phono.-Amp.-Comb.			AC-DC		6C6, 2-43, 25Z5	
2100	Phono. Motor and Pickup			AC or AC-DC			
2000	Phono. Motor and Pickup			AC			
5000	Phono. Comb.	500-1,500		AC or AC-DC		6D6, 6C6, 43, 25Z5, 185R	
6000	Phono. Comb.	500-1,400		AC or AC-DC		6P7, 6A7, 43, 25Z5, 185R	465
168	Phono.-Amp.-Comb.			AC or AC-DC		2-6C6, 2-48, 2-25Z5	

Electrical Research Laboratories, Inc., 2222 Diversey Parkway, Chicago, Ill. (Sentinel) (Erla)							
60BT	Table	\$29.95	1720-540	2DC&B	13x20 1/2 x 12	1C6, 34, 1F6, 33	465
60BC	Console	\$34.95	1720-540	2DC&B	32x18x9 1/2	1C6, 34, 1F6, 33	465
65BT	Table	\$39.95	1720-540; 6300-2300	2DC&B	13x22x13	1C6, 34, 1F6, 30, 19	465
65BC	Console	\$59.95	1720-540; 6300-2300	2DC&B	38x22x11 1/2	1C6, 34, 1F6, 30, 19	465
63BT	Table	29.95	1720-540	6DC	11 1/2 x 17 1/2 x 8 1/2	15, 15, 75, 41	465
63BC	Console	34.95	1720-540	6DC	32x18x9 1/2	2-15, 75, 41	465
68BT	Table	44.95	540-18,000	6DC	11x20x8 1/2	6A7, 2-15, 2-76, 19	465
68BC	Console	59.95	540-18,000	6DC	38x22x11 1/2	6A7, 2-15, 2-76, 19	465
68BTE	Table	54.95	540-18,000	6DC	11x20x8 1/2	6A7, 2-15, 2-76, 19, 6B5	465
68BCE	Console	69.95	540-18,000	6DC	38x24x12	6A7, 2-15, 2-76, 19, 6B5	465
66BT	Table	69.95	540-1720; 1800-21,000	8DC	13 1/2 x 23 x 13	3-15, 6A7, 2-76, 19, 6B5	465
66BC	Console	89.95	540-1720; 1800-21,000	8DC	40x25 1/2 x 14	3-15, 6A7, 2-76, 19, 6B5	465
67LT	Table	39.95	1720-540	32DC	11 1/2 x 17 1/2 x 8 1/2	6A7, 6D6, 76, 75, 2-48	465
67LC	Console	59.95	6300-2300	32DC	38x22x11 1/2	6A7, 6D6, 76, 75, 2-48	465

* Prices complete with kit dry batteries. All models except 6-volt tables have room for batteries. Specifications on 17 AC&AC-DC models manufactured not available at time of publication.

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City. (Emerson)							
126	Compact	\$14.95	540-1650	AC-DC	7x9 1/2 x 6 1/2	6D6, 6C6, 43, 25Z5, 2VR-215	
A-132	Compact	19.95	540-1700	AC-DC	8 1/2 x 12 x 6 1/2	6A7, 6D6, 76, 43, 25Z5, 2UR-224	456
A-130	Compact	24.95	540-1700	AC-DC	8 1/2 x 12 x 7	6A7, 6D6, 76, 43, 25Z5, 2UR-224	456
411	Compact	14.95	540-1650	AC-DC	6 1/2 x 6 1/2 x 4 1/2	6D6, 6C6, 43, 25Z5	
108	Compact	24.95	530-4000	AC-DC	9 1/2 x 7 x 5	6A7, 6D6, 75, 43, 25Z5	456
K-123	Table	24.95	540-3200	AC	9 1/2 x 14 1/2 x 8 1/2	2-6D6, 76, 41, 80	456
R-131	Table	29.95	540-1625; 5600-18,700	AC-DC	8 1/2 x 12 x 7	6A7, 6D6, 75, 43, 25Z5, 3CR-241	456
K-121	Table	29.95	540-3200	AC	9 1/2 x 15 1/2 x 8 1/2	2-6D6, 76, 41, 80	456
L-117	Table	29.95	540-1750; 2200-7500	AC	15 1/2 x 12 1/2 x 8 1/2	6A7, 6D6, 85, 41, 80	456
L-122	Table	34.95	540-1750; 2200-7500	AC	10x16x8 1/2	6A7, 6D6, 85, 41, 80	456
119	Table	39.95	540-4750; 5500-16,000	AC-DC	16 1/2 x 13 1/2 x 8 1/2	75, 43, 25Z5, 6A8, 2-6K7	456
107-AC	Table	39.95	540-1725; 2200-7500	AC	10 1/2 x 15 x 7	6A7, 78, 85, 41, 1V	456
L-141	Table	39.95	540-1750; 2200-7500	AC	13 1/2 x 11 1/2 x 9	6A7, 6D6, 85, 41, 80	456
F-133	Table	44.95	540-1600; 5600-17,500	AC-DC	9 1/2 x 16x8 1/2	6A7, 6D6, 75, 43, 25Z5, 3CR-241	456
C-134	Table	69.95	540-18,700	AC	21x17x12 1/2	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
D-140	Table	79.95	540-18,700	AC	22x17 1/2 x 12 1/2	2-6K7, 6A8, 6H6, 6P5, 6C5, 2-6P6, 5Z3, 6G5	456
L-135	Console	44.95	540-1750; 2200-7500	AC	37x23x11 1/2	6A7, 6D6, 85, 41, 80	456
C-138	Console	79.95	540-18,700	AC	39 1/2 x 24 1/2 x 12	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
C-142	Console	89.95	540-18,700	AC	39 1/2 x 24 1/2 x 13	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
D-139	Console	99.95	540-18,700	AC	40 1/2 x 24 1/2 x 13	2-6K7, 6A8, 6H6, 6P5, 6C5, 2-6P6, 5Z3, 6G5	456
L-143	Radio-Phono. Comb.	59.95	540-1750; 2200-7500	AC	16x17x14 1/2	6A7, 6D6, 85, 41, 80	456
L-144	Phono. Comb.	69.95	540-1750; 2200-7500	AC	37x23x11 1/2	6A7, 6D6, 85, 41, 80	456
G-127	Port. Phono. Comb.	79.95	540-1625; 5600-18,700	AC-DC	14 1/2 x 15 x 9 1/2	6A7, 6D6, 75, 43, 25Z5, 3CR, 241	456
C-145	Phono. Comb.	149.95	540-18,700	AC		6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
H-130	Compact	29.95	540-1700	2DC&B	8 1/2 x 12 x 7	1A6, 2-1A4, 1B5 or 25S, 1F4, 3HL-75	456
H-137	Portable	39.95	540-1700	2DC&B	14 1/2 x 12 1/2 x 7 1/2	1A6, 2-1A4, 1B5 or 25S, 1F4, 3HL-75	456
P-117	Table	44.95	540-1700	6DC	15 1/2 x 12 1/2 x 8 1/2	6A7, 4-15, 41	456
P-135	Console	54.95	540-1700	6DC	37x23x11 1/2	6A7, 4-15, 41	456
E-128	Auto.	39.95	540-1500	6DC	6 1/2 x 6 1/2 x 9 1/2	78, 6A7, 6B7, 76, 41, 84	172.5
126-LW	Compact	19.95	150-1650	AC-DC	7 1/2 x 9 1/2 x 6 1/2	6R7, 6A7, 43, 25Z5	132
108-LW	Compact	29.95	150-1550	AC-DC	9 1/2 x 7 x 5	6A7, 6D6, 75, 43, 25Z5	132
L-117-LW	Table	34.95	150-1650	AC	15 1/2 x 12 1/2 x 8 1/2	6A7, 6D6, 85, 41, 80	456
L-122-LW	Table	39.95	150-1650	AC	10x16 1/2 x 8 1/2	6A7, 6D6, 85, 41, 80	456
L-141-LW	Table	44.95	150-1650	AC	13 1/2 x 11 1/2 x 9	6A7, 6D6, 85, 41, 80	456
F-133-LW	Table	49.95	150-17,500	AC-DC	9 1/2 x 16x8 1/2	6A7, 6D6, 75, 43, 25Z5, 3ER-248	456
D-140-LW	Table	84.95	150-18,700	AC	22 1/2 x 17 1/2 x 12 1/2	2-6K7, 6A8, 6H6, 6P5, 6C5, 2-6P6, 5Z3, 6G5	456
L-135-LW	Console	49.95	150-1650	AC	37x23x11 1/2	6A7, 6D6, 85, 41, 80	456
C-138-LW	Console	84.95	150-18,700	AC	39 1/2 x 24 1/2 x 12	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
C-142-LW	Console	94.95	150-18,700	AC	39 1/2 x 24 1/2 x 13	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
D-139-LW	Console	104.95	150-18,700	AC	40 1/2 x 24 1/2 x 13	2-6K7, 6A8, 6H6, 6P5, 6C5, 2-6P6, 5Z3, 6G5	456
L-143-LW	Radio-Phono. Comb.	64.95	150-1650	AC	16x17x14 1/2	6A7, 6D6, 85, 41, 80	456
L-144-LW	Phono. Comb.	74.95	150-1650	AC	37x23x11 1/2	6A7, 6D6, 85, 41, 80	456
C-134-LW	Table	74.95	150-18,700	AC	21x17x12 1/2	6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456
C-145-LW	Radio-Phono. Comb.	154.95	150-18,700	AC		6A8, 2-6K7, 6R7, 6C5, 6P6, 5W4, 6G5	456

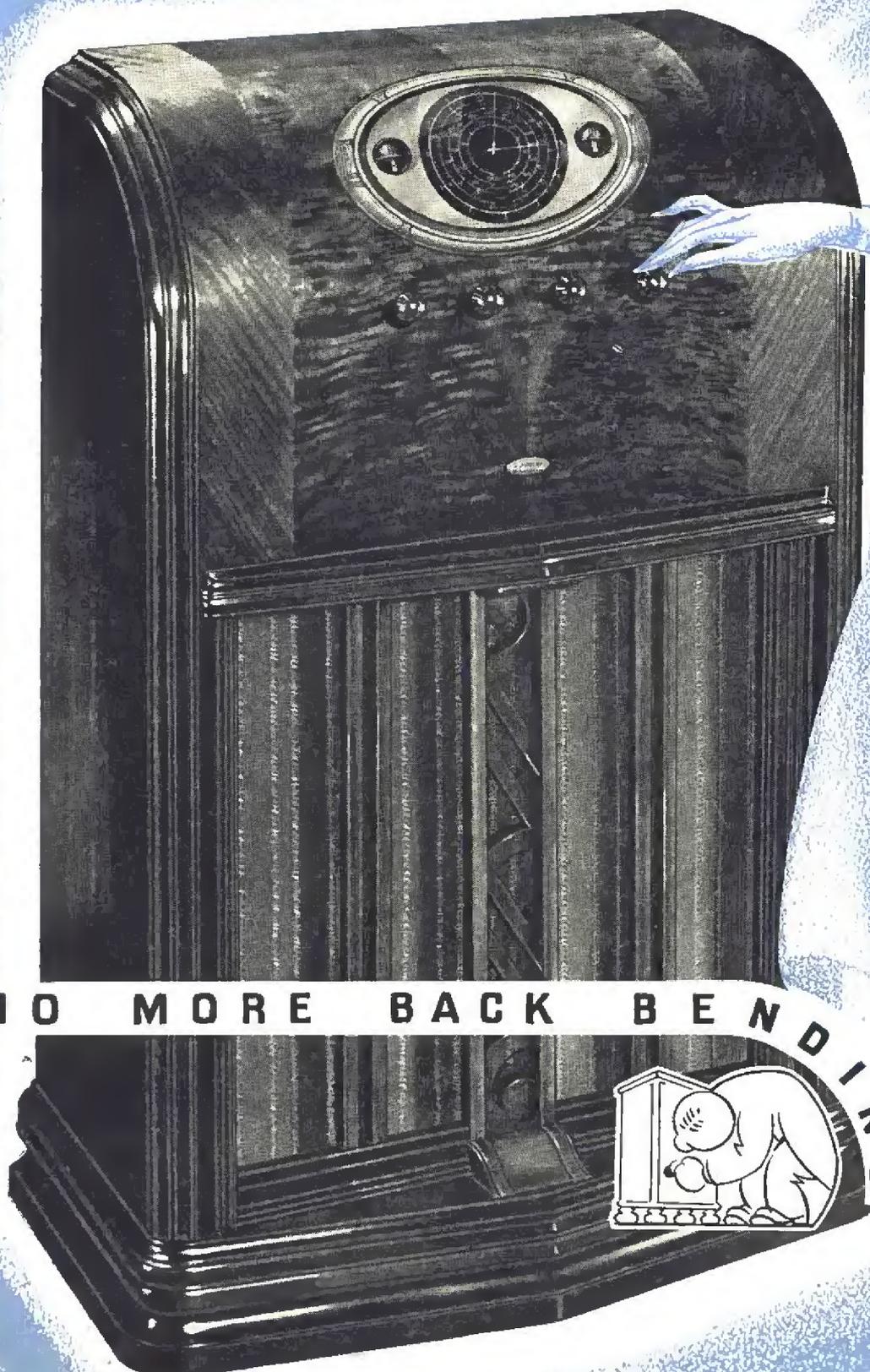
Espey Mfg. Co., Inc., 124 E. 25th St., N. Y. C. (Espey, Ensign, Yorker)							
641	Table	\$19.95	545-1555	2DC&B	7 1/2 x 10 x 5 1/2	1A4, 1B4, 1F4, 1A6	456
671	Portable	59.50	545-1555; 5850-18,000	AC-DC	8x15x8	6A7, 6D6, 75, 43, 25Z5, 1V	456
7A	Phono. Comb.	75.00	545-1555; 5850-18,000	AC	38x23x15	6A7, 6D6, 75, 43, 25Z5, BK49B	456
7B	Phono. Comb.	105.00	545-1555; 5850-18,000	AC	41x23x15	6A7, 6D6, 85, 76, 2-45, 80	456
7C	Auto. Comb.	175.00	545-5000; 5900-15,500	AC-DC	39x26x18	6A7, 6K7, 85, 4-43, 3-25Z5, K42B	456
7D	Auto. Comb.	195.00	545-5000; 5900-15,500	AC-DC	60x36x18	6A7, 6K7, 85, 4-43, 3-25Z5, K42B	456

Fada Radio & Electric Company, 30-20 Thomson Ave., Long Island City, N. Y. (Fada)							
162T	Table	\$62.95	535-1740; 5700-18,500	2DC&B	17 1/2 x 13 1/2 x 9	2-34, 1C6, 1B5, 30, 19	456
162C	Console	82.95	535-1740; 5700-18,500	2DC&B	39 1/2 x 23 1/2 x 11 1/2	2-34, 1C6, 1B5, 30, 19	456
163T	Table	74.95	535-1740; 5700-18,500	6DC	17 1/2 x 13 1/2 x 9	2-6K7, 6A8, 75, 6C5, 79	456
163C	Console	94.95	535-1740; 5700-18,500	6DC	39 1/2 x 23 1/2 x 11 1/2	2-6K7, 6A8, 75, 6C5, 79	456
164T	Table	74.95	535-1740; 5700-18,500	32DC	17 1/2 x 13 1/2 x 9	2-6K7, 6A8, 75, 6C5, 79, 25Z6	456
164C	Console	94.95	535-1740; 5700-18,500	32DC	39 1/2 x 23 1/2 x 11 1/2	2-6K7, 6A8, 75, 6C5, 79, 25Z6	456
172	Table	49.95	530-1540; 5750-15,800	AC-DC	11 1/2 x 12 1/2 x 8	6A7, 6K7, 75, 43, 6H6, 25Z5	456
*211T	Table	87.50	525-18,500	AC-DC	23x18x11 1/2	2-6K7, 6A8, 6Q7, 6C5, 2-25A6, 2-25Z6, 6E5, 115, 17	456

(Continued on page 44)

THE RADIO

Admiral TILT-TUNER



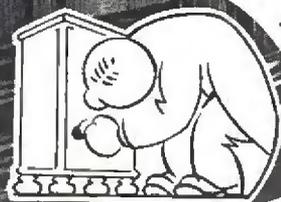
Admiral Model AM889, 11" Tube AC "Tilt-Tuner"* Console. List \$175.00

Prices Slightly Higher in Far West and South

The most remarkable radio ever built. 4 continuous bands (16.4 to 2000 meters) . . . simplified tuning control including 11" oval dial "minute hand" for tell-time tuning etc. (see opposite page) . . . automatic volume control . . . twin 12" dynamic speakers . . . 30 watt push-pull output . . . automatic bass compensation (builds up bass notes at low volume) . . . double chassis construction (eliminates microphonics) . . . automatic tone control . . . absolute 2 microvolt sensitivity . . . 17 RCA tubes . . . beautiful streamlined "tilt-tuning" walnut console.

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METAL TUBES

HEADED by the sensational new "Tilt-Tuners" the Admiral line for 1936-7 is packed with scores of sales making features. Here are a few: easy-to-read 11" oval dial . . . "minute hand" for tell-time tuning . . . "finger-flick" selector for high speed station tuning . . . visual station indicator . . . visual wave band indicator . . . 5 to 30 watts undistorted output . . . absolute 2 microvolt sensitivity . . . You'll find these and many other remarkable features described in our new free booklet.

Set for set . . . Admiral offers bigger customer value and lower dealer net prices than any other nationally advertised radio. A complete line for home, farm and auto . . . AC, AC-DC, Battery and Auto . . . 14 models . . . 5 to 17 tubes . . . 16.4 to 2000 meters . . . each in a modern, smartly-styled cabinet. RCA and Hazeltine Licensed. Prices range from \$19.95 to \$175.00.

Model AM387 Admiral 8 tube AC "Tilt-Tuner." 4 full bands . . . 5 watts undistorted power . . . 12" dynamic speaker. List \$79.50.

Model M587 Admiral 7 tube 6 volt "Tilt-Tuner." 4 full bands . . . complete operation from 6 volt storage battery. 1.7 amps. drain. 8" permanent magnet dynamic speaker. List \$79.50.

Model AM688 Admiral 10 tube AC "Tilt-Tuner." 4 full bands . . . push-pull output . . . 10 watts undistorted power . . . automatic tone control . . . 12" dynamic speaker. List \$99.50.

Continental Radio & Television Corp. 325 W. Huron St., Chicago, Ill.

A126



A \$19.95 Value that "tops" them all!

Admiral Model B125 5 tube AC "Laydown" Model—An amazing value at \$19.95. Tunes police, amateur, aviation and entire 49 meter foreign short wave band as well as standard American and Canadian broadcasts. Full 6" dynamic speaker . . . illuminated 5½" airplane dial . . . automatic volume control . . . "hi-gain" superheterodyne circuit . . . 5 RCA glass tubes . . . strikingly designed "laydown" cabinet with rolled top and front panel of choice American Walnut. (15" x 8¾" x 6¼").

Admiral Model B225 6 tube AC-DC "Laydown" Model—Same cabinet and chassis as Model B125. List \$27.50.

Model A126 Admiral 5-Tube AC Radio—3 full bands, 6½" airplane dial with 15-1 velvet smooth dial ratio. Variable tone control. Heavy duty 6½" speaker at top. 3 gang condenser. Extremely sensitive and selective. Semi-upright cabinet 13¼" x 10¼" x 8". RCA Metal Tubes. List price \$32.50.



B125



AZ393
AZ593
(Right)

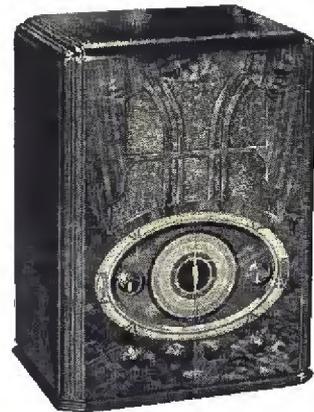
Z344
Z544
(Below)

Model Z344 Admiral 6 tube AC "Laydown"—3 full bands. 6¼" airplane dial. 3 watts undistorted output "Hi-gain" coils for better selectivity and sensitivity. 3 gang condenser. Plug-in type heavy duty dynamic speaker. Automatic volume control. List price \$39.95.

Model AZ393 Admiral 6 tube AC Console—Same chassis as Model Z344 except for 8" speaker. Full size 39 inch console. 6 RCA Metal Tubes. List price \$59.50.

Model Z544 Admiral 6 tube 6 volt "Laydown"—Permanent magnet type dynamic speaker. 6¼" airplane dial. Battery drain 1.4 amp. Push pull output. 3 full bands. List price \$49.50.

Model AZ593 Admiral 6 tube 6 volt Console—Same chassis as Model Z544. Full size 39 inch console. List price \$69.50.



Model M351 Admiral 8 tube AC Table Model—Chassis same as Model AM387 except for 8" speaker. List price \$59.50.

Model M551 Admiral 7 tube 6 volt Table Model—Chassis same as Model M351. List price \$59.50.

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MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Fada Radio and Electric Co. (Continued)							
*211C	Console	109.50	525-18,500	AC-DC	43x26x13	2-6K7, 6A8, 6Q7, 6C5, 2-25A6, 2-25Z6, 6E5, 115.17	456
*211CK	Console	129.50	525-18,500	AC-DC	43x26x13	2-6K7, 6A8, 6Q7, 6C5, 2-25A6, 2-25Z6, 6E5, 115.17	456
*212T	Table	119.50	525-60,000	AC	25x19½x12½	3-6K7, 6L7, 2-6C5, 6Q7, 2-6L6, 6E5, 2-5W4	456
*212C	Console	149.50	525-60,000	AC	44½x27x14½	3-6K7, 6L7, 2-6C5, 6Q7, 2-6L6, 6E5, 2-5W4	456
*212CK	Console	169.50	525-60,000	AC	44½x27x13½	3-6K7, 6L7, 2-6C5, 6Q7, 2-6L6, 6E5, 2-5W4	456
*216T	Table	119.50	525-60,000	AC-DC	25x19½x12½	3-6K7, 6L7, 2-6C5, 6Q7, 4-25A6, 3-25Z6, 6E5, 115.19	456
*216C	Console	149.50	525-60,000	AC-DC	44½x27x14½	3-6K7, 6L7, 2-6C5, 6Q7, 4-25A6, 3-25Z6, 6E5, 115.19	456
*216CK	Console	169.50	525-60,000	AC-DC	44½x27x14½	3-6K7, 6L7, 2-6C5, 6Q7, 4-25A6, 3-25Z6, 6E5, 115.19	456
250T	Table	39.95	535-1750; 2200-6000	AC	10½x19½x7½	6A7, 6D6, 76, 6B5, 80	456
250C	Console	49.95	535-1750; 2200-6900	AC	37x22½x11	6A7, 6D6, 76, 6B5, 80	456
250W	Table	34.95	535-1750; 2200-6900	AC	8½x16½x7½	6A7, 6D6, 76, 6B5, 80	456
*260B	Table	19.99	540-1750	AC-DC	7½x10½x5½	6A7, 6D6, 76, 43, 25Z5, BK49D	456
*260T	Table	24.95	540-1750	AC-DC	8½x11½x7	6A7, 6D6, 76, 43, 25Z5, BK49D	456
*260G	Table	24.95	540-1750	AC-DC	7½x10½x5½	6A7, 6D6, 76, 43, 25Z5, BK49D	456
*260D	Table	24.95	540-1750	AC-DC	7½x10½x5½	6A7, 6D6, 76, 43, 25Z5, BK49D	456
262W	Table	29.95	535-1740; 2200-6700	AC-DC	7½x10½x5½	6A8, 6K7, 6C5, 43, 25Z5, BK49D	456
262D	Table	29.95	535-1740; 2200-6700	AC-DC	7½x10½x5½	6A8, 6K7, 6C5, 43, 25Z5, BK49D	456
262G	Table	29.95	535-1740; 2200-6700	AC-DC	7½x10½x5½	6A8, 6K7, 6C5, 43, 25Z5, BK49D	456
262T	Table	29.95	535-1740; 2200-6700	AC-DC	8½x11½x7	6A8, 6K7, 6C5, 43, 25Z5, BK49D	465
266	Auto.	52.95	540-1600	6DC	9½ Dia. 7½ Deep	78, 6A7, 6K7, 6Q7, 41, 84	175
2665D	Auto.	57.95	540-1600	6DC	9½ Dia. 7½ Deep	78, 6A7, 6K7, 6Q7, 41, 84	175
2665P	Auto.	52.95	540-1600	6DC	9½ Dia. 7½ Deep	78, 6A7, 6K7, 6Q7, 41, 84	175
2665G	Auto.	54.95	540-1600	6DC	9½ Dia. 7½ Deep	78, 6A7, 6K7, 6Q7, 41, 84	175
*270T	Table	59.95	525-18,500	AC	10½x21x9½	6A8, 6K7, 6H6, 6F5, 6F6, 5W4, 6G5	456
*270C	Console	79.95	525-18,500	AC	40½x24x12	6A8, 6K7, 6H6, 6F5, 6F6, 5W4, 6G5	456
*270CK	Console	99.95	525-18,500	AC	40½x24x12	6A8, 6K7, 6H6, 6F5, 6F6, 5W4, 6G5	456
*272W	Table	39.95	525-18,500	AC-DC	8½x16½x7½	6A8, 6K7, 6H6, 6Q7, 43, 25Z5, BK42D	456
*280T	Table	49.95	525-18,500	AC-DC	10½x19½x11	6A8, 6K7, 6H6, 6Q7, 43, 25Z5, BK42D, 6G5	456
*280C	Console	59.95	525-18,500	AC-DC	37x22½x11	6A8, 6K7, 6H6, 6Q7, 43, 25Z5, BK42D, 6G5	456
*290T	Table	87.50	525-18,500	AC	23x18x11½	6K7, 6A8, 6K7, 6Q7, 6C5, 2-6L6, 5Z4, 6E5	456
*290C	Console	109.50	525-18,500	AC	43x26x13	6K7, 6A8, 6K7, 6Q7, 6C5, 2-6L6, 5Z4, 6E5	456
*290CK	Console	129.50	525-18,500	AC	43x26x13	6K7, 6A8, 6K7, 6Q7, 6C5, 2-6L6, 4Z4, 6E5	456

* Available for Long Wave and U. S. Weather Band Reception at \$5 Additional.

Fairbanks Morse & Co., Indianapolis, Ind.							
57-T-0	Table	\$29.95	540-1,720; 2,350-7,500		9½x16x9½	6A8-G, 6K7-G, 6Q7-G, 6P6-G, 5Y3	
58-T-1	Table	39.95	540-1,720; 2,350-23,500		10x18½x9½	6A8-G, 6K7-G, 6Q7-G, 6P6-G, 5Y3	
58-T-2	Table		540-1,720; 2,350-23,500		18x13½x9½	6A8-G, 6K7-G, 6Q7-G, 6P6-G, 5Y3	
58-C-1	Console		540-1,720; 2,350-23,500		38x22½x12½	6A8-G, 6K7-G, 6Q7-G, 6P6-G, 5Y3	
72-T-3	Table		540-1,720; 2,350-23,500		12½x20½x10½	2-6K7G, 6A8G, 6Q7G, 6L6, 5Y3, 6E5	
72-C-2	Console	69.95	540-1,720; 2,350-23,500		40x24½x12½	2-6K7G, 6A8G, 6Q7G, 6L6, 5Y3, 6E5	
72-C	Console		540-1,720; 2,350-23,500		41x24½x12½	2-6K7G, 6A8G, 6Q7G, 6L6, 5Y3, 6E5	
91-T-4	Table		540-70,000		21½x16½x12½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	
91-C-4	Console	99.95	540-70,000		4½x26½x13½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	
91-C-5	Console		540-70,000		42x25½x13½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	
12-C-6	Console	149.95	540-70,000		43x27x15½	3-6K7, 6L7, 6J7, 6H6, 6C5, 2-6L6, 2-5W4, 6E5	
42-T-0-B	Table		540-1,750	2DC	9½x16x9½	1C6, 2-1B4, 33	
43-T-1-B	Table		540-1,750	2DC	10x18½x9½	1C6, 2-1B4, 33	
42-C-1-B	Console		540-1,750	2DC	38x22½x12½	1C6, 2-1B4, 33	
43-C-1-B	Console		540-1,750	6DC	38x22½x12½	1C6, 2-1B4, 1F4	
73-T-3-B	Table		540-1,750; 2,350-23,500	6DC	12½x20½x10½	2-15, 6A7, 75, 76, 19, 6P5	
73-C-3-B	Console		540-1,750; 2,350-23,500	6DC	41x24½x12½	2-15, 6A7, 75, 76, 19, 6E5	

Freed Mfg. Company, Inc., 44 W. 18th St., New York City. (Freed-Eisemann)							
FE-56	Compact		1750-550*	AC-DC	7½x10½x6	6A7, 6D6, 75, 43, 25Z5	456
FE-56-S	Compact		15,800-5500; 1600-540	AC-DC	7½x10½x6	6A7, 6D6, 75, 43, 25Z5	456
FE-58	Portable		1750-550	AC-DC	7½x10x7	6A7, 6D6, 75, 43, 25Z5	456
FE-50	Compact		1550-550*	AC-DC	8x12x6½	6D6, 6C6, 43, 25Z5, K55C	TRF
FE-60	Table		1750-550	AC-DC	8x12x6½	6A7, 6D6, 75, 43, 25Z5, K49C	456
FE-62-P	Table		1750-550; 3500-1500*	AC-DC	11½x12½x8	6A7, 6D6, 75, 43, 25Z5, K49C	456
FE-64-S	Table		15,800-5500; 1600-540	AC-DC	11x19x8½	6A7, 6D6, 75, 43, 25Z5, K49C	456
FE-65	Table		15,800-5500; 1500-540;				
			4000-1500*	AC	8½x14x7½	6A7, 6D6, 6H6, 6F5, 42, 80	456
FE-55	Portable		1750-550	2DC&B	8x10½x8	1A6, 1A4, 1B5, 30, 1F4	456

* Available for Export, with European Long Wave Band.

Galvin Mfg. Co., 847 W. Harrison St., Chicago, Ill. (Motorola)							
50	Auto	\$39.95	530-1,600	6DC	6x7x10	2-78, 6A7, 75, 41, 84	262
60	Auto	49.95	530-1,600	6DC	6x7x10	2-78, 6A7, 75, 6B5, 84	262
60A	Auto	54.95	530-1,600	6DC	6x7x10	78, 78, 6A7, 75, 6B5, 84	262
80	Auto	67.50	530-1,600	6DC	6x7x12	2-6K7, 6A8, 6H6, 6C5, 2-6N6, 0Z4	362
Golden Voice	Auto	89.50	530-1,600	6DC	6x7x12	2-6K7, 6A8, 2-6H6, 2-6P6, 0Z4, 6C5, 6R7	262

Garod Radio Corp., 115 Fourth Ave., N. Y. City. (Garod)							
B37	Table		540-3,600; 5,650-19,000	Battery		3-1A4, 1B5, 30, 19, 1C6	
250	Compact		5,650-16,000; 1,735, 550	AC		6A7, 6K7, 75, 42, 80	456
620	Compact		5,650-16,000; 1,735-550	AC-DC		6A7, 6K7, 75, 43, 25Z5, BK49D	456
360	Table		540-4,000; 5,750-18,300	AC		5Z4, 6A8, 6K7, 6Q7, 6L6, 6G5	456
361	Table		139-351; 5,750-18,300; 540-1,600	AC		5Z4, 6A8, 6K7, 6Q7, 6L6, 6G5	456
730	Table		540-4,000; 5,750-18,300	AC-DC		6A8, 6K7, 6Q7, 25A6, 25Z6, 6G5, BL42D	456
731	Table		139-351; 5,750-18,300; 540-1,600	AC-DC		6A8, 6K7, 6Q7, 25A6, 25Z6, 6G5, BL42D	456
380	Table		540-3,600; 5,650-19,000	AC		2-6K7, 6A8, 6H6, 6F5, 6L6, 5Z4, 6G5	456
381	Table		149-367; 5,650-19,000, 540-1,550	AC		2-6K7, 6A8, 6H6, 6F5, 6L6, 5Z4, 6G5	456
930	Table		540-3,600; 5,650-19,000	AC-DC		2-6K7, 6A8, 6R7, 2-25A6, 25Z6, 25Z5, 6G5	456
931	Table		149-367; 5,650-19,000, 540-1,550	AC-DC		2-6K7, 6A8, 6R7, 2-25A6, 25Z6, 25Z5, 6G5	456
1240	Table		145-345; 550-18,700	AC-DC		3-25A6, 2-25Z6, 6G5, 2-6K7, 6A8, 6H6, 6C5	456
4110	Table		145-345; 550-18,700	AC		2-6L6, 5Z4, 6G5, 3-6K7, 6L7, 6H6, 2-6C5	456
1650	Table		145-345; 550-60,000	AC-DC		5-6K7, 4-25A6, 2-25Z6, 6L7, 6H6, 2-6C5, 6G5	456
5140	Table		145-345; 550-60,000	AC		5-6K7, 2-6L6, 5Z4, 6G5, 6L7, 6H6, 3-6C5	456
2150	Double-chassis		145-345; 550-60,000	AC-DC		6-6K7, 6-25A6, 3-25Z6, 6L7, 6H6, 2-6C5, 6G5, 6R7	456
5240	Double-chassis		145-345; 550-60,000	AC		4-6C5, 6X5, 6U7, 7-6K7, 4-6L6, 2-5Z3, 6R7, 6G5, 6L7, 2-6H6	456

All sets excepting compact models No. 250 and No. 620 are available as consoles and phonograph combinations.

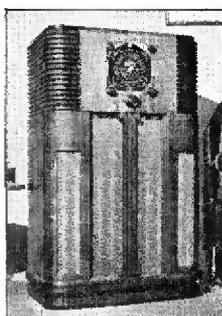


America's Most Copied Radio

-again a year ahead!

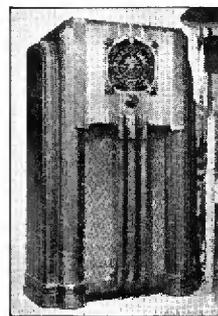
GOING OVER BIG! That's the news we get from dealers and distributors everywhere on the sensational new 1937 Zenith line. For instance: "Never witnessed a more enthusiastic acceptance of any radio line," wires one. . . . "More thrilled than ever before in my radio career," telegraphs another. . . . "Booked largest amount of business in our history," says yet another. Everywhere Zenith enthusiasm is growing. Little wonder! For Zenith's 1937 line is by all odds the finest ever manufactured. Every model is top quality—the biggest value in radio at its respective price. Here's why: Zenith operates on a low margin of profit. Every cent goes into the product itself. No P.M.'s—no spiffs—no lavish cruises to get business. The clearly evident superiority of the product is what makes the sales. Yes—Zenith is going places and doing things. Why not you? See your Zenith Distributor.

Some of the 42 Zenith Models



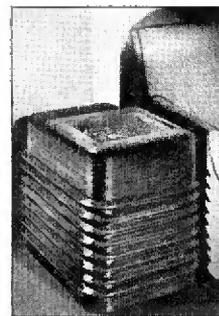
**ZENITH
10-S-160**

10 tubes. Tunes American and foreign stations, police, amateur, aviation, ships at sea. Auditorium 12-inch Electro-Dynamic Speaker. 42 inches high. **Price \$139.95.**



**ZENITH
8-S-154**

8 tubes. Tunes American and foreign stations, police, amateur, aviation, ships at sea. Auditorium 12-inch Electro-Dynamic Speaker. 41 inches high. **Price \$89.95.**



**ZENITH ZEPHYR
6-S-147**

6 tubes. Tunes American and foreign stations, police, amateur, aviation, ships at sea. 10-inch Electro-Dynamic Speaker. 23 inches high. **Price \$84.95.**

ACOUSTIC ADAPTER and other 1937 FEATURES



Acoustic Adapter

The only device now made that adjusts for perfect performance in any size room.



Lightning Station Finder

Twirl the control and the pointer speeds to the station you want. No more slow, laborious knob twisting.



Big Black Improved Dial

With the "Squared Circle" and "Tell Tale" Controls. Zenith's most imitated feature again improved.



Voice-Music-High Fidelity Control

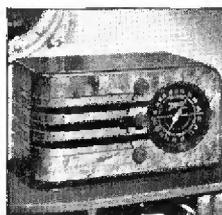
Voice control adjusts for natural speaking voice. . . . *High Fidelity* for startling realism. Three additional important adjustments.

Split-Second Re-Locator

Only means yet devised to re-locate short wave foreign and domestic stations.

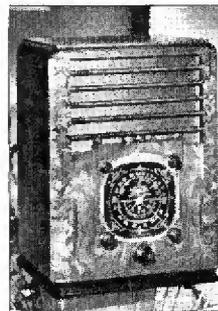
Exclusive Features Patented

THEY SELL THE SET EVERY TIME



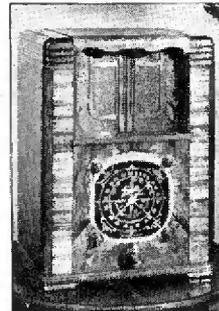
**ZENITH COMPACT
6-D-117 (AC-DC)**

6 tubes (including ballast tube). Tunes broadcast stations, police, amateur, aviation. 5-inch Electro-Dynamic Speaker, Tone Control. 8 1/4 inches high. **Price \$34.95.**



**ZENITH
6-S-128**

6 tubes. Tunes American and foreign stations, police, amateur, aviation, ships at sea. 8-inch Electro-Dynamic Speaker. 22 inches high. **Price \$59.95.**



**ZENITH FARM RADIO
6-B-129**

6-tube Superheterodyne. Tunes American and foreign stations, police, amateur, aviation, ships at sea. 8-inch Zenith Dynamic Speaker. Operates on single 6-volt storage battery. 22 inches high. **Price \$69.95.**

The only Radio adjustable for perfect reception in any size room in the house

(Prices slightly higher in West and Southern States)

**ZENITH RADIO CORPORATION
CHICAGO, ILLINOIS**

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
General Electric Co., Bridgeport, Conn. (G. E.)							
E61	Table	\$29.95	540-1720; 2200-7000	AC	16 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6P6, 5W4	465
E62	Table	34.95	540-1720; 2200-7000	AC	9 $\frac{1}{2}$	6A8, 6K7, 6H6, 6P5, 6P6, 5W4	465
E68	Console	44.95	540-1720; 2200-7000	AC	37 $\frac{1}{2}$	6A8, 6K7, 6H6, 6P5, 6P6, 5W4	465
E71	Table	44.95	540-18,000	AC	18 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 5W4	465
E72	Table	49.95	540-18,000	AC	11 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 5W4	465
E76	Console	59.95	540-18,000	AC	38 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 5W4	465
E79	Phono. Comb.	99.95	540-18,000	AC	42	6A8, 2-6K7, 6H6, 6P5, 6P6, 5W4	465
E81	Table	59.95	540-18,000	AC	19 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4	465
E86	Console	74.95	540-18,000	AC	39	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4	465
E91	Table	74.95	540-18,000	AC	20	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4, 6C5	465
E95	Console	89.95	540-18,000	AC	39 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4, 6C5	465
E101	Table	84.95	540-18,000	AC	20 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4, 6C5, 6J7	465
E105	Console	99.95	540-18,000	AC	40	3-6K7, 6A8, 6H6, 6P5, 6L6, 5Z4, 6C5, 6J7	465
E126	Console	150.00	540-70,000	AC	41	5-6K7, 6L7, 6H6, 6C5, 2-6P6, 6J7, 5Z4	465
E129	Auto. Comb.	295.00	540-70,000	AC	44 $\frac{1}{2}$	5-6K7, 6L7, 6H6, 6C5, 2-6P6, 6J7, 5Z4	465
E155	Console	195.00	540-70,000; 140-410	AC	42	5-6K7, 6L7, 2-6H6, 6C5, 6P6, 2-6L6, 6J7, 2-5Z4	465
U50	Table	27.50	540-1700	2DC&B	Horizontal	1A6, 34, 2-30, 1P4	175
U51	Table	49.95	540-1750; 5500-18,000	6DC	16	1C6, 2-34, 1B5, 1F4	456
U55	Console	59.95	540-1750; 5500-18,000	6DC	37 $\frac{1}{2}$	1C6, 2-34, 1B5, 1F4	456
U70	Table	69.95	540-18,000	6DC	18	3-34, 1C6, 2-30, 1P	456
U75	Console	84.95	540-18,000	6DC	38 $\frac{1}{2}$	3-34, 1C6, 2-30, 1P	456
E106	Console	139.95	540-18,000	AC	42 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 6P5, 6L6, 6C5, 6J7, 5Z4	465
AS1	Table	34.95	540-1750; 2200-2400	AC-DC	9 $\frac{1}{2}$	6A8, 6K7, 6Q7, 25A6, 25Z6	465

General Household Utilities Co., 2638 N. Crawford Ave., Chicago, Ill. (Grunow)							
564	Table		550-1700	AC	9 $\frac{1}{2}$ x15x7 $\frac{1}{2}$	6A7, 6D6, 76, 41, 80	465
532	Table		540-4400	AC	8 $\frac{1}{2}$ x14 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6D6, 76, 41, 80	465
520	Table		540-1750	AC-DC	8x11 $\frac{1}{2}$ x5 $\frac{1}{2}$	78, 6F7, 75, 43, 25Z5	455
542	Table		540-1760; 2300-6500	AC	9 $\frac{1}{2}$ x14 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 6Q7, 6P6, 5W4	465
551	Console		540-1760; 2300-6500	AC	37 $\frac{1}{2}$ x23 $\frac{1}{2}$ x12	6A8, 6K7, 6Q7, 6P6, 5W4	465
553	Console		540-1760; 2300-6500	AC	39x23 $\frac{1}{2}$ x12	6A8, 6K7, 6Q7, 6P6, 5W4	465
555	Console		550-18,200	AC	37 $\frac{1}{2}$ x23 $\frac{1}{2}$ x12	6A8, 6K7, 6Q7, 6P6, 5W4	465
572	Table		550-18,200	AC	12 $\frac{1}{2}$ x18 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A8, 6K7, 6Q7, 6P6, 5W4	465
573	Console		550-18,200	AC	38x23x11	6A8, 6K7, 6Q7, 6P6, 5W4	465
631	Console		550-18,200	AC	39 $\frac{1}{2}$ x24 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 5W4	465
643	Console		550-18,200	AC	39 $\frac{1}{2}$ x24 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 5W4	465
723	Console		550-18,200	AC	40 $\frac{1}{2}$ x26x14 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 6E5, 5W4	465
731	Console		550-18,200	AC	40 $\frac{1}{2}$ x26x14 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 6E5, 5W4	465
733	Console		550-18,200	AC	40 $\frac{1}{2}$ x26x14 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 6E5, 5W4	465
735	Console		550-18,200	AC	40 $\frac{1}{2}$ x26x14 $\frac{1}{2}$	6A8, 2-6K7, 6Q7, 6P6, 6E5, 5W4	465
823	Console		150-400; 550-18,200	AC	40 $\frac{1}{2}$ x27 $\frac{1}{2}$ x14	2-6K7, 6A8, 6H6, 6P5, 6P6, 6E5, 5Z4	455
831	Console		150-400; 550-18,200	AC	40 $\frac{1}{2}$ x27 $\frac{1}{2}$ x14	2-6K7, 6A8, 6H6, 6P5, 6P6, 6E5, 5Z4	455
833	Console		150-400; 550-18,200	AC	40 $\frac{1}{2}$ x27 $\frac{1}{2}$ x14	6A8, 2-6K7, 6H6, 6P5, 6P6, 6E5, 5Z4	455
835	Console		150-400; 550-18,200	AC	40 $\frac{1}{2}$ x27 $\frac{1}{2}$ x14	6A8, 2-6K7, 6H6, 6P5, 6P6, 6E5, 5Z4	455
941	Console		150-400; 550-18,200	AC	41 $\frac{1}{2}$ x27x14	6A8, 2-6K7, 6H6, 6C5, 2-6P6, 6E5, 5Z4	455
1191	Console		550-18,200	AC		3-6K7, 6A8, 6H6, 2-6C5, 2-6P6, 6E5, 5Z4	465
1291	Console		550-18,200	AC		3-6K7, 6A8, 6J7, 6H6, 3-6C5, 2-6P6, 5Z3	465
1541	Console		550-70,000	AC	42x29 $\frac{1}{2}$ x16 $\frac{1}{2}$	4-6K7, 6L7, 3-6J7, 6R7, 6H6, 6C5, 2-6P6, 2-5Z4	455
410	Table		550-1850	6DC	18 $\frac{1}{2}$ x13 $\frac{1}{2}$ x9 $\frac{1}{2}$	1A6, 1A4, 75, 41	465
411	Console		550-1850	6DC	38x23x11	1A6, 1A4, 75, 41	465
510	Table		550-1750	2DC&B	17x12 $\frac{1}{2}$ x9 $\frac{1}{2}$	2-1A4, 1A6, 1B5, 33	465
711	Console		550-18,200	6DC	40 $\frac{1}{2}$ x26x14 $\frac{1}{2}$	3-1A4, 6A7, 1B5, 30, 1P	455
470	Table		550-1500	AC	13 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6F7, 41, 80	465
614	Auto.		545-1560	6DC	6 $\frac{1}{2}$ x9 $\frac{1}{2}$ x8 $\frac{1}{2}$	2-6K7G, 6A8G, 6Q7G, 6P6G, 6X5G	262
618	Auto.		545-1560	6DC	6 $\frac{1}{2}$ x9 $\frac{1}{2}$ x8 $\frac{1}{2}$	6A8G, 2-6K7G, 6Q7G, 6P6G, 6X5G	262
625	Auto.		545-1560	6DC	6 $\frac{1}{2}$ x9 $\frac{1}{2}$ x8 $\frac{1}{2}$	6A8G, 2-6K7G, 6R7G, 6C5G, 6A6	262

Halsen Radio Mfg. Corp., 120 E. 16th St., New York City.							
05	Midget	\$22.50	550-4500	AC-DC	8x11 $\frac{1}{2}$ x6	6D6, 6C6, 43, 25Z5, L49B	
100M	Midget	30.65	550-2500	AC-DC	7 $\frac{1}{2}$ x12 $\frac{1}{2}$ x7	6A7, 6D6, 75, 43, 25Z5, L42B	456
50RL	Midget	35.55	150-350; 550-1500	AC-DC	8 $\frac{1}{2}$ x11x7	6A7, 6D6, 75, 43, 25Z5, L42B	456
60M	Midget	45.95	550-4500; 5800-18,000	AC-DC	9 $\frac{1}{2}$ x13x7 $\frac{1}{2}$	6E5, 6A7, 6K7, 75, 43, 25Z5, L42D	456
60L	Midget	48.55	150-350; 550-1550; 5800-18,000	AC-DC	9 $\frac{1}{2}$ x13x7 $\frac{1}{2}$	6E5, 6A7, 6D6, 75, 43, 25Z5, L42D	456
606	Midget	49.10	550-4500; 5800-18,000	AC	10x13x8	6A7, 6K7, 76, 6P5, 42, 80, 6E5	456
6L6	Midget	51.70	150-350; 550-1550; 5800-18,000	AC	10x13x8	6A7, 6D6, 76, 6C6, 42, 80, 6E5	456
536	Midget	38.55	550-1750; 5800-18,000	AC	8 $\frac{1}{2}$ x12x7 $\frac{1}{2}$	6A7, 6K7, 75, 41, 80	456
50X	Midget	36.95	550-2500; 5200-18,000	AC-DC	8 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6K7, 75, 43, 25Z5, L42B	456
CW7	Console	44.95	550-4500; 5800-18,000	AC-DC	3 $\frac{1}{2}$ x1 $\frac{1}{2}$ x9 $\frac{1}{2}$	6A7, 6D6, 76, 43, 25Z5, 6P5, L40E,	456
56U	Auto.	36.25	550-1500	6DC	5x6 $\frac{1}{2}$ x11	6A7, 6D6, 75, 41, 84	456
SLE	Midget	24.35	150-350; 550-1500	AC-DC	8x11 $\frac{1}{2}$ x6	6D6, 6C6, 43, 25Z5, L42B	
1900	Console	169.50	150-400; 550-42,500	AC-DC	31 $\frac{1}{2}$ x2 $\frac{1}{2}$ x14 $\frac{1}{2}$	6G5, 6L7G, 6J5G, 3-6K7G, 2-6H6G, 2-6C5G, 4-25A6G, 4-25Z6G, L75CC	456
1500	Console	149.50	150-400; 550-42,500	AC-DC	31 $\frac{1}{2}$ x2 $\frac{1}{2}$ x14 $\frac{1}{2}$	6G5, 6L7G, 6J5G, 3-6K7G, 6H6G, 2-6C5G, 2-25A6G, 3-25Z6G, 85L75CC	456
1100	Console	99.50	550-4500; 5800-18,000	AC-DC	31 $\frac{1}{2}$ x2 $\frac{1}{2}$ x14 $\frac{1}{2}$	6A7, 6D6, 76, 2-6C5, 2-43, 2-25Z5, 6E5, Ballast	456
AM6C	Console	44.50	550-4500; 5800-18,000	AC	3 $\frac{1}{2}$ x1 $\frac{1}{2}$ x9 $\frac{1}{2}$	6A7, 6K7, 76, 6P5, 42, 80	456

Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill. (Hetro)							
F1	Compact	\$19.95	1700-550	AC-DC	7x6 $\frac{1}{2}$ x10	6C6, 6D6, 43, 25Z5, metal ballast	TRF
F3	Compact	22.50	1700-550; 400-140	AC-DC		6C6, 6D6, 43, 25Z5, metal ballast	TRF
F5	Semi-compact	34.95	1700-550	AC	13x8x7	6A8G, 6K7, 6Q7G, 6P6G, 80	456
F7	Semi-compact	39.98	1700-550; 400-140	AC		6A8G, 6K7, 6Q7G, 6P6G, 80	
F9	Semi-compact	34.95	1700-550	AC-DC		6A8G, 6K7, 6Q7G, 25A6G, 25Z6G	456
F11	Semi-compact	39.95	1700-550; 400-140	AC-DC	13x8x7	6A8G, 6K7, 6Q7G, 25A6G, 25Z6G	
F13	Table	49.95	1700-550	AC		6A8G, 6K7, 6Q7G, 2-6P6G, 80	456
F15	Table	54.95	1700-555; 400-140	AC	18x13x10	6A8G, 6K7, 6Q7G, 2-6P6G, 80	
F21	Table	49.95	1700-550	AC-DC		6A8G, 6K7, 6Q7G, 2-25A6G, 25Z6G	456
F23	Table	54.95	1700-550; 400-140	AC-DC	18x13x10	6A8G, 6K7, 6Q7G, 2-25A6G, 25Z6G	
F29	Table	69.50	40,000-140	AC	21x13x11	6J7G, 6L7G, 2-6K7, 6Q7G, 2-6P6G, 6G5, 80	456
F31	Console	94.50	40,000-140	AC	40x22x14	6J7G, 6L7G, 2-6K7, 6Q7G, 2-6P6G, 6G5, 80	456
F62	Combination	134.50	40,000-140	AC	40x22x14	6J7G, 6L7G, 2-6K7, 6Q7G, 2-6P6G, 6G5, 80	456
F50	Table	69.50	40,000-140	AC-DC	21x13x11	6J7G, 6L7G, 2-6K7, 2-25A6G, 6G5, 25Z5, 6Q7G	456
F52	Console	94.50	40,000-140	AC-DC	40x22x14	6J7G, 6L7G, 2-6K7, 2-25A6G, 6G5, 25Z5, 6Q7G	456
F35	Table	112.00	40,000-140	AC	23x16x12	6J7G, 6L7G, 3-6K7, 6H6, 2-6C5, 2-6L6, 5Z3, 6G5	456
F37	Console	149.50	40,000-140	AC	38x23x14	6J7G, 6L7G, 3-6K7, 6H6, 2-6C5, 2-6L6, 5Z3, 6G5	456
F39	Combination	174.50	40,000-140	AC	38x23x14	6J7G, 6L7G, 3-6K7, 6H6, 2-6C5, 2-6L6, 5Z3, 6G5	456
F41	Auto. Phono. Comb.	199.50	40,000-140	AC	38x24x16	6J7G, 6L7G, 3-6K7, 6H6, 2-6C5, 2-6L6, 5Z3, 6G5	456



AN IMPORTANT ANNOUNCEMENT TO THE TRADE

This organization wishes to express its great confidence in the future of the radio business and our determination to become a greater factor in this field.

The past year has been one of great inspiration to me. I have witnessed the constantly growing strength of our distributing organization; the day to day improvement in the public acceptance of our merchandise; the increasing power and will of our organization to eliminate unsound trade practices—all resulting in the building up of a very strong financial position.

We have just completed our most successful year in radio. We have also established, through a subsidiary Company, a new, profitable business having an opposite seasonal trend that provides the last needed resource to enable us to make an aggressive bid for a high place among the leaders of the radio industry.

Starting now and continuing for the next thirty days, this strong, time-tested organization will be offering to the trade a succession of the greatest values in radio I have ever seen—twenty-three models in all, from a \$10.00 compact to the finest eight tube consoles.

Finally, when near enough to the season's peak to assure our jobbers against competitive interference, we will once more introduce a new conception of radio which I believe will change the radio trend as effectively as did our introduction of the first midget, the first AC-DC, the first all-wave receiver, and the many other innovations with which you are all acquainted.

This year we will place our entire merchandising effort behind the "KADETTE" name and strive to build a strong, enduring and permanent distributing organization.

We have now inspected most of the coming competition and I can assure you that our new designs, prices, displays, and advertising plans will place Kadette jobbers in a position to command several times the radio sales volume that has been enjoyed in the past.

Kadette is definitely on its way. "Always a step ahead".

INTERNATIONAL RADIO CORPORATION

ANN ARBOR, Mich.

C. A. VERSCHOOR, PRESIDENT

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SIONS	TUBES	I. F.
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill. (Howard)							
HA-6	Auto.		540-1500	6DC	7x9½x7	6D6, 6L7, 6D6, 75, 76, 6B5	465
68	Table		540-18,000	AC	13¼x20x10	6A7, 6K7, 6Q7, 6B5, 80, 6G5	465
68	Console		540-18,000	AC	39x24x13	6A7, 6K7, 6Q7, 6B5, 80, 6G5	

International Radio Corp., Ann Arbor, Mich. (Kadette)							
40	Compact	\$30.00	550-1600	AC-DC	5¼x7½x3½	2-6C6, 12A7	
41	Compact	12.50	550-1600	AC-DC	5¼x7½x3½	2-6C6, 12A7	
43	Compact	15.00	550-1600	AC-DC	5¼x7½x3½	2-6C6, 12A7	
44	Compact	15.00	550-1600	AC-DC	5¼x7½x3½	2-6C6, 12A7	
76	Compact	14.95	550-1750	AC-DC	9x11½x6	2-6D6, 6C6, 43, 25Z5, 165R4	448
66X	Compact	19.95	550-1600; 1650-4300	AC-DC	9x13½x6	2-6D6, 6C6, 43, 25Z5, 165R4	448
86	Table	22.50	550-1600; 1650-4300	AC-DC	9½x13x6½	2-6D6, 6C6, 43, 25Z5, 165R4	448
87	Table	29.95	550-1600; 5500-15,500	AC-DC	10x16x6½	2-43, 6A7, 6D6, 75, 25Z5, 878R48	448
400	Table	24.95	540-4300	4½DC&B	10½x16x7	106, 34, 1B5, 950	448
500	Table	32.50	550-1750; 5450-16,666	2DC&B	11x24x11½	1C6, 2-34, 253, 33	448
550	Console		550-1750; 5450-16,666	2DC&B		1C6, 2-34, 253, 33	448
600	Table			6DC			
660	Console			6DC			

Details on balance of series not ready as we go to press. Complete line will include 23 models — AC table sets and consoles.

Karadio Corp., 750 Washington Ave., N., Minneapolis, Minn.							
55	Auto.	\$54.50	1600-2500	6DC	9 dia.x7½ depth	77, 2-78, 75, 41, 84	TRF
65	"	39.50	550-1550	6DC	9 dia.x7½ depth	77, 6P7, 6B7, 42, 84	456
66	"	49.50	550-1550	6DC	9 dia.x7½ depth	2-78, 77, 6P7, 75, 2-41, 84	456
67-S	"	54.50	550-1500; 1600-2500	6DC	9 dia.x7½ depth	77, 78, 6P7, 75, 2-41, 84	456
88	"	64.50	550-1550	6DC	9 dia.x7½ depth	2-6K7, 6A8, 6Q7, 2-6K7, 0Z4, 6C5	262

Lehman Radio Salon, Inc., 1013 Madison Ave., N. Y. C. (Port-O-Matic)							
12Std	Port. Auto. Comb.	\$149.50	550-1550; 6000-16,000	AC-DC	9x15½x23½	6A7, 6D6, 6C6, 43, 25Z5, 12Z3, K36B	47
12Uni	Port. Auto. Comb.	159.50	550-1550; 6000-16,000	AC-DC	9x15½x23½	6A7, 6D6, 6C6, 43, 25Z5, 12Z3, K36B	47
12LW	Port. Auto. Comb.	165.00	550-1500; 150-300	AC-DC	9x15½x23½	6A7, 6D6, 6C6, 43, 25Z5	115
12P	Port. Auto. Phono.	125.00		AC-DC	9x15½x23½	2-6C5, 2-25A6, 2-25Z6	
10Std	Port. Comb.*	139.50	550-1550; 6000-16,000	AC-DC	9x15x21	6A7, 6D6, 6C6, 43, 25Z5, 12Z3, K36B	470
10S	Port. Phono. Comb.	99.50	550-1550; 6000-16,000	AC-DC	9x15x21	6A7, 6D6, 6C6, 43, 25Z5, 12Z3, K36B	470

* Automatic for 10 in. records. Plays single 12 in. records.

Noblitt Sparks Industries, Inc., Columbus, Ind. (Arvin)							
407	Table	\$19.95	540-3500	AC-DC	8½x11½x6	6D6, 6C6, 43, 1V	TRF
417	Table	19.95	540-3500	AC	11½x9x7½	6A7, 6P7, 41, 80	456
507	Table	29.95	540-3600	AC-DC	8½x13x6	6A7, 6D6, 75, 43, 25Z5	456
467	Table	24.95	540-3500	AC	8½x13½x7½	6A7, 6P7, 41, 80	456
517	Table	34.95	540-1700; 5500-18,000	AC	16½x13x9½	6A7, 78, 75, 42, 80	456
527	Console	49.95	540-1700; 5500-18,000	AC	35x19½x9½	6A7, 78, 75, 42, 80	456
617	Table	59.95	540-18,500	AC	21½x17x12½	2-6K7G, 6A8G, 6Q7G, 6P6G, 5Y3	456
627	Console	74.50	540-18,500	AC	38x23x12½	2-6K7G, 6A8G, 6Q7G, 6P6G, 5Y3	456
927	Console	99.50	540-18,500	AC	40x25½x12½	2-6K7G, 6A8G, 6R7G, 6C5G, 2-6N6G, 5Y3, 6G5	456
1127	Console	150.00	540-18,500	AC	42½x26½x12½	3-6K7G, 6A8G, 6R7G, 6C5G, 3-6N6G, 5Y3, 6G5	456
517B	Table	39.95	540-1650; 5400-18,500	6DC	16½x13x9½	6A7, 15, 75, 76, 19	456
527B	Console	54.95	540-1650; 5400-18,500	6DC	35x19½x9½	6A7, 15, 75, 76, 19	456
617B	Table	69.95	540-18,500	6DC	21½x17x12½	2-15, 6A7, 75, 76, 19	456
627B	Console	84.50	540-18,500	6DC	38x23x12½	2-15, 6A7, 75, 76, 19	456

Philco Radio & Television Corporation, Philadelphia, Pa. (Philco)							
690X	Console	\$375.00	Amer. & Foreign*	AC	43x28½x16½		20
116X	DeLuxe	195.00	"	AC	42½x26½x17½		15
116X	Console	175.00	"	AC	42½x26½x17½		15
675X	DeLuxe	169.50	"	AC	40½x26½x15½		12
675X	Console	150.00	"	AC	40½x26½x15½		12
670X	Console	139.50	"	AC	40½x25x15½		11
670B	Baby Grand	99.50	"	AC	21½x16½x14		11
2670X	Console	139.50	"	AC	40½x25x15½		11
2670B	Baby Grand	99.50	"	AC	21½x16½x14		11
665X	Console	125.00	"	AC	40½x25½x12½		9
665B	Baby Grand	99.50	"	AC	20½x15½x11½		9
660X	Console	115.00	"	AC	40½x25½x12½		9
660B	Baby Grand	89.95	"	AC	20½x15½x11½		9
650X	Console	100.00	"	AC	39½x25x14		8
650B	Baby Grand	79.95	"	AC	20½x15½x11½		8
2650X	Console	105.00	"	AC	39½x25x14		8
2650B	Baby Grand	85.00	"	AC	20½x15½x11½		8
640MX	Console	95.00	"	AC	37½x23½x11½		7
640X	Console	89.95	"	AC	39½x24½x12½		7
640B	Baby Grand	69.95	"	AC	18½x14½x9½		7
630X	Console	79.95	"	AC	38x23½x11½		6
630T	Table	62.50	"	AC	11½x20x9½		6
620J	Console	69.95	"	AC	37½x23½x10½		6
620B	Baby Grand	52.50	"	AC	18½x14½x9½		6
2620J	Console	72.50	"	AC	37½x23½x10½		6
2620B	Baby Grand	55.00	"	AC	18½x14½x9½		6
610J	Console	59.95	"	AC	37x23½x10½		5
610T	Table	45.00	"	AC	11½x20½x9½		5
610B	Baby Grand	42.50	"	AC	18x13x9½		5
61P	Console	49.95	"	AC	37½x21½x11		5
61B	Baby Grand	37.50	"	AC	17x13½x9½		5

(Continued on page 50)

LOOK WHAT HAPPENED!

Bright Company
 HARDWARE, SPORTING GOODS
 ELECTRICAL AND RADIO APPLIANCES
 PLUMBING AND MILL SUPPLIES

THE RIECHMAN-SHEPPY CO.
 MILL AND ELECTRICAL SUPPLIES

BROWN SUPPLY COMPANY
 HOUSEHOLD APPLIANCES
 AND
 ELECTRICAL SUPPLIES

WESTERN UNION

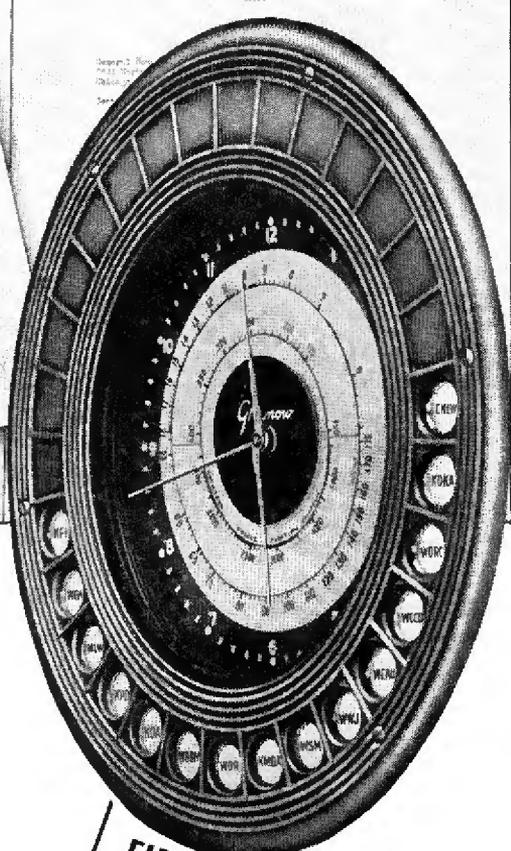
F.B. CONNELLY COMPANY

Postal Telegraph
 THE INTERNATIONAL SYSTEM

GENERAL HOUSEHOLD UTILITIES CO.
 2654 NORTH PULASKI AVE. CHICAGO, ILL.

WE HAVE GREATLY UNDER ESTIMATED OUR REQUIREMENTS FOR SETS
 UP TO AUGUST FIRST AS COVERED BY ORDERS PLACED AND WILL
 SPECIFY ADDITIONAL SHIPMENTS EARLY IN WEEK.

CONSIDER THIS AUTHORITY TO RELEASE FOR IMMEDIATE SHIPMENT
 ORDERS ORIGINALLY SCHEDULED FOR JULY STOP WILL WIRE
 DEFINITE SPECIFICATIONS ADDITIONAL ORDER TOMORROW.



WHEN DEALERS SAW GRUNOW'S *Sensational 1937 Line*

The landslide to Grunow has started. Again Grunow is leading with that "plus" in its merchandise that builds bigger volume and faster profits!

In radio this "plus" is TELE-DIAL—the amazing new fool-proof automatic tuning. The first practical device of its kind! The first improvement in years customers can look at—understand—play with and demonstrate to themselves. The hottest floor-traffic builder you've had in years. Other features galore, only second to TELE-DIAL in selling power!

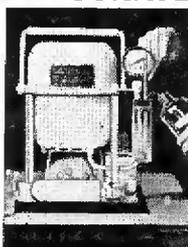
And in refrigeration Grunow's "plus" is the amazing exclusive vacuum circulation that makes it possible to use CARRENE, the super-safe refrigerant.

Already newspapers all over America have opened the Grunow drive for radio leadership with smashing ads on TELE-DIAL. Prospects everywhere are going to see and test this amazing new development that brings a new thrill in radio! They'll be running to you if you get on the band wagon now. Write or wire so you can have a floor sample to cash in on this sensation!

SAFETY YOU CAN DEMONSTRATE



Grunow alone of the 32 refrigerator manufacturers stresses safety! And Grunow can give you a home demonstrator model which makes ice before the prospect's eyes—shows the whole cycle of electric refrigeration.



Grunow

All-Wave Radio for 1937

GENERAL HOUSEHOLD UTILITIES CO.
 CHICAGO, ILLINOIS MARION, INDIANA

Manufacturers of Grunow Super-Safe Carrene Refrigerator • Grunow Household Radios • Grunow Automobile Radios

GENERAL HOUSEHOLD UTILITIES CO.
 2654 North Pulaski Road, Chicago, Ill.

Send me the full facts about the new TELE-DIAL and put me in touch with the nearest Grunow distributor today.

Name.....

Address.....

Town..... State.....

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
Philco Radio & Television Corp. (Continued)							
641MX	Console	\$95.00	Amer. & Foreign	AC-DC	39½x24½x12½	7	
641X	Console	89.95	"	AC-DC	39½x24½x12½	7	
641B	Baby Grand	69.95	"	AC-DC	18½x14½x9½	7	
611J	Console	65.00	"	AC-DC	37½x23½x10½	5	
611F	Console	59.95	"	AC-DC	37½x21½x11	5	
611T	Table	49.95	"	AC-DC	11½x20½x9½	5	
611B	Baby Grand	47.50	"	AC-DC	18x13x9½	5	
604C	Compact	39.95	"	AC-DC	7½x12½x7½	7	
643X	Console	115.00	"	A&B	40½x25½x12½	7	
643B	Baby Grand	89.95	"	A&B	20½x15½x11½	7	
624J	Console	89.95	"	A	37½x23½x10½	6	
624B	Baby Grand	75.00	"	A	18½x14½x9½	6	
623J	Console	79.95	"	A&B	37½x23½x10½	6	
623B	Baby Grand	65.00	"	A&B	18½x14½x9½	6	
89F	Console	50.00	American	AC	37½x21½x11	6	
89B	Baby Grand	39.95	"	AC	17½x13½x9½	6	
60F	Console	42.50	"	AC	37½x21½x11	5	
60B	Baby Grand	33.50	"	AC	17x13½x9½	5	
600C	Compact	25.00	"	AC	8½x12½x6½	4	
84B	Baby Grand	20.00	"	AC	14½x12½x7½	4	
602C	Compact	29.95	"	AC-DC	8½x12½x6½	5	
38J	Console	69.95	"	A&B	37x23½x10½	6	
38F	Console	65.00	"	A&B	37x21½x11	6	
38B	Baby Grand	49.95	"	A&B	18x13x9½	6	
34F	Console	65.00	"	A	37½x27½x11	5	
34B	Baby Grand	49.95	"	A	17x13½x9½	5	
33F	Console	49.95	"	A&B	37½x21½x11	5	
33B	Baby Grand	39.95	"	A&B	14½x12½x7½	5	
816	Auto.	39.95	"	6DC		6	
817	Auto.	49.95	"	6DC		6	
818	Auto.	59.95	"	6DC		6	
818K	Auto.	59.95	"	6DC		6	
819	Auto.	69.95	"	6DC		7	

* Models 690X-623B, inclusive, sold only with aerial, \$5 extra.

Pierce Airo, Inc., 510 Sixth Ave., N. Y. C. (De Wald)							
518		\$18.90	4000-545	AC-DC	7½x10½x6	6D6, 6C6, 43, 25Z5, L55B	
520		26.55	4300-540	AC	15½x11½x7	76, 6D6, 6A7, 42, 80	456
521			1710-540	AC-DC		6D6, 6C6, 43, 25Z5, L55B	
618		37.25	15,800-5770; 5000-540	AC-DC		6A7, 6D6, 75, 43, 25Z5, 149C	456
618LW			15,800-5770; 1666-540; 352-143	AC-DC			456
619		27.50	4000-545	AC-DC		6D6, 6A7, 43, 76, 25Z5, 149C	456
620		35.75	15,800-5770; 1666-540	AC		6G5, 6A7, 6D6, 75, 42, 80	456
621		35.75	15,800-5770; 1666-540	AC-DC		6A7, 6D6, 75, 43, 25Z5, 149C	456
617	Auto.	44.95	1500-545		9x7½x7½	6D6, 6A7, 6D6, 75, 41, 84	175
517	Auto.	29.95	1500-545		5½x6½x10½	6A7, 75, 6D6, 41, 84	456
1100	Console	95.00	15,800-545	AC-DC		2-25Z5, 3-43, 6A8, 2-6K7, 85, K30A	456
805A		75.00	18,300-141	AC	19x16½x9	2-58, 2A7, 2A6, 2A5, 2-45, 80	456
805C	Console	95.00	18,300-141	AC	23x39x12½	2-58, 2A7, 2A6, 2A5, 2-45, 80	456
515		21.50	4300-535	AC-DC	8½x9½x6	6D6, 6C6, 43, 25Z5, L55B	

Pilot Radio Corp., Long Island City, N. Y.							
X-41	Table	\$29.90	545-1770	AC	14½x11½x8½	6A7, 6F7, 42, 80	456
X-43	Table	33.50	545-1680; 5700-18,800	AC	14½x11½x8½	6A7, 6F7, 42, 80	456
103	Table	42.50	545-1680; 5700-18,800	AC	16½x13½x7½	6A7, 6D6, 75, 42, 80	456
203	Table	37.50	545-1680; 5700-18,800	AC-DC	12½x9½x6½	6A7, 6D6, 76, 43, 25Z5	456
203	Table	42.50	545-1680; 5700-18,800	AC-DC	12½x9½x6½	6A7, 6D6, 76, 43, 25Z5	456
253	Table	69.90	545-18,800	6DC	20x14½x10	2-6D6, 6A7, 75, 41	456
123	Table	49.50	545-18,800	AC-DC	14½x11½x9½	2-6D6, 75, 6A7, 43, 25Z5	456
X-63	Table	67.50	545-18,800	AC	18½x14½x9½	2-6D6, 6A7, 75, 42, 80	456
CY-63	Console	89.50	545-18,800	AC	4½x25½x13	2-6D6, 6A7, 75, 42, 80	456
X-68	Table	72.50	545-18,800	DC	18½x14½x9½	2-6D6, 6A7, 75, 2-43	456
X-73	Table	64.50†	545-18,800	2DC&B	18½x14½x9½	1C6, 1B5, 19, 30, 3-34	456
X-114	Table	99.50	545-23,000	AC	21½x11½x15½	3-6D6, 2-76, 6A7, 85, 2-42, 5Z3, 6C6	456
FX-114	Phono. Comb.	395.00	545-23,000	AC	45x40½x19	3-6D6, 2-76, 6A7, 85, 2-42, 5Z3, 6C6	456
183	Table	54.50	550-1620; 2000-18,200	AC	20½x11½x8½	6K7, 6A8, 6O7, 6F6, 5W4	456
C-183	Console	49.90	545-1680; 5700-18,800	AC	16½x15½x8½	6A8, 6K7, 6H6, 6J7, 5Z4	456
293	Table	69.90	545-1680; 5700-18,800	AC	39x23x12½	6A8, 6K7, 6H6, 6J7, 5Z4	456
C-293	Console	74.50	545-18,800	AC	20x15½x11½	2-6K7, 6A8, 6O7, 6F6, 5W4, 6G5	456
393	Table	99.90	545-18,800	AC	41½x23x13	2-6K7, 6A8, 6O7, 6F6, 5W4, 6G5	456
P-393	Table	67.50	545-18,800	AC	20x15x11	2-6K7, 6A8, 6O7, 6F6, 5W4, 6G5	456
P-393	Phono. Comb.	159.50	545-18,800	AC	42½x24½x16½	2-6K7, 6A8, 6O7, 6F6, 5W4, 6G5	456
304	Table	94.50	525-23,600	AC-DC	22x15½x12	2-6K7, 6A8, 6R7, 2-25Z6, 4-25A6, 6E5	456
C-304	Console	139.50	525-23,600	AC-DC	42x13½x20	2-6K7, 6A8, 6R7, 2-25Z6, 4-25A6, 6E5	456
364	Table	112.50	545-23,000	AC	21½x16½x12½	3-6K7, 2-6J7, 2-6C5, 2-6F6, 6L7, 5Z4, 6E5	456

† Less batteries.

RCA Mfg. Co., Inc., Camden, N. J. (RCA-Victor)							
4-T	Table	\$20.00	540-1720	AC	14½x11½x6½	6A7, 6B7, 41, 1V	460
4-X	Table	27.95	540-1720	AC-DC	10½x8½x5½	6A7, 6F7, 43, 25Z5	460
4-X-3	Table	24.95	540-1720	AC-DC	12x7½x5½	6A7, 6F7, 43, 25Z5	460
4-X-4	Table	22.95	540-1720	AC-DC	10½x7½x5½	6A7, 6F7, 43, 25Z5	460
5-T	Table	29.95	540-6600	AC	18½x13½x8	6A7, 6D6, 75, 43, 80	460
5-X	Table	32.95	540-6500	AC-DC	9½x12½x6	6A7, 78, 75, 43, 25Z5	460
5-X-3	Table	29.95	540-6500	AC-DC	9½x10½x6	6A7, 78, 75, 43, 25Z5	460
5-X-4	Table	27.95	540-6500	AC-DC	7½x10½x6	6A7, 78, 75, 43, 25Z5	460
6-BK	Console	64.95	530-1900; 5600-22,000	2DC&B	38x23½x11½	1C6, 1A4, 1F6, 30, 2-49	460
6-BK-6	Console	74.95	530-1900; 5600-22,000	2DC&B	38x23½x11½	1C6, 1A4, 1F6, 30, 2-49	460
6-BT	Table	49.95	530-1900; 5600-22,000	2DC&B	21x13½x11½	1C6, 1A4, 1F6, 30, 2-49	460
6-BT-6	Table	59.95	530-1900; 5600-22,000	2DC&B	21x13½x11½	1C6, 1A4, 1F6, 30, 2-49	460
6-K	Console	49.95	540-6600	AC	37½x23x11	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	460
6-K-2	Console	59.95	540-18,000	AC	38x23½x11½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	460
6-T	Table	39.95	540-6600	AC	19x13½x8½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	460
6-T-2	Table	49.95	540-18,000	AC	19½x13½x8½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	460
7-K	Console	79.95	530-22,000	AC	39x24½x12	6L7, 6J7, 6K7, 6H6, 6F5, 6F6, 5Z4	460
7-T	Table	59.95	530-22,000	AC	20½x14½x8½	6L7, 6J7, 6K7, 6H6, 6F5, 6F6, 5Z4	460
7-U	Phono. Comb.	99.95	540-18,000	AC	40½x23½x14½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4, 6E5	460
7-X	Table	49.95	530-22,000	AC-DC	20½x14½x9½	6L7, 2-6J7, 6K7, 6H6, 25A6, 25Z6	460

(Continued on page 52)

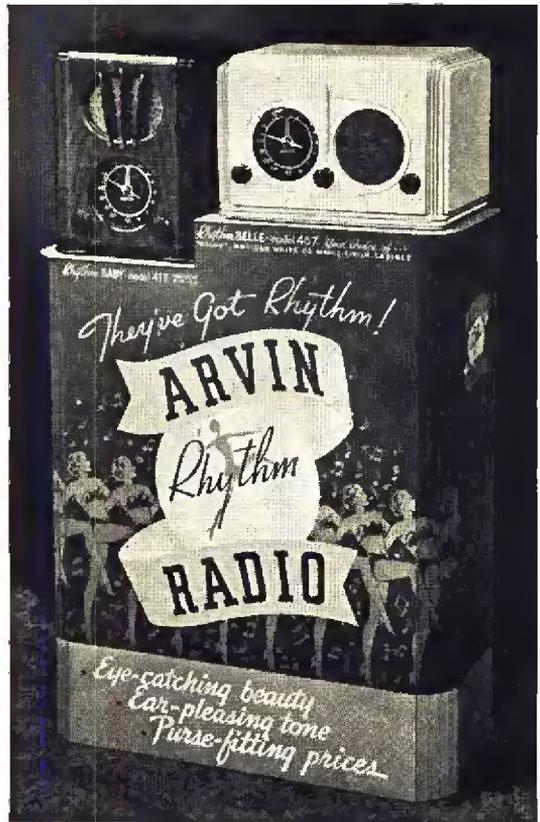
THERE'S
Sales Punch
 IN
ARVIN
 MERCHANDISING



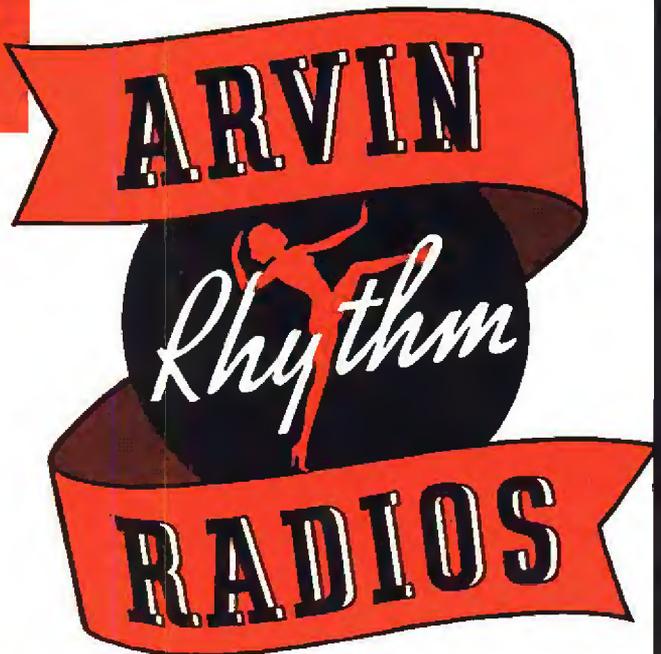
FULL PAGES IN THESE
 NATIONAL MAGAZINES
 and a brilliant array of dealer sales helps, free

There's sales punch in the eye-pleasing beauty and ear-pleasing performance of the new 1937 Arvin Rhythm radios. And the advertising and merchandising support back of the complete line of 14 beautiful Arvin models packs a tremendous sales wallop . . . Full pages in The Saturday Evening Post and Collier's Weekly start next month. The floor display merchandiser shown above is typical of the kind of helps Arvin gives the trade. A complete kit of effective selling helps for other Arvin models is supplied free . . . Dealers get what they need from Arvin—a line of radios with sales rhythm in every detail of appearance, performance and price—plus the advertising and merchandising support it takes to profit most. See the Arvin line.

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA
Also makers of Arvin Tailor-Fit Car Radios



● Arvin Floor Display Merchandiser, Free with an order for one each of the two Arvin models shown above: Rhythm Baby Model 417—walnut finish cabinet . . . list \$19.95.
 Rhythm Belle Model 467—your choice of walnut, antique white or maple finish cabinet . . . list \$24.95.
 Actual size of display: 40" high, 25" wide—in four oil colors.



14 BEAUTIFUL MODELS
 ALL-WAVE CONSOLES AND TABLE SETS
 AC-DC PORTABLES—4 BATTERY MODELS.
 \$19.95 to \$150.00 list. Prices slightly higher west of Denver.

MODEL	TYPE	PRICES	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
RCA Mfg. Co., Inc. (Continued)							
8-BK	Console	\$89.95	530-22,000	2DC&B	40x25½x12½	1A6, 1B4, 2-1A4, 1F6, 30, 2-49	460
8-BK-6	Console	99.95	530-22,000	2DC&B	40x25½x12½	1A6, 1B4, 2-1A4, 1F6, 30, 2-49	460
8-BT	Table	79.95	530-22,000	2DC&B	22½x17x9½	1A6, 1B4, 2-1A4, 1F6, 30, 2-49	460
8-BT-6	Table	89.95	530-22,000	2DC&B	22½x17x9½	1A6, 1B4, 2-1A4, 1F6, 30, 2-49	460
8-K	Console	89.95	530-22,000	AC	40x25½x12½	6L7, 6J7, 6K7, 6H6, 6F5, 5Z4, 6F6, 6E5	460
8-T	Table	69.95	530-22,000	AC	21½x15½x8½	6L7, 6J7, 6K7, 6H6, 6F5, 5Z4, 6F6, 6E5	460
8-U	Phono. Comb.	159.95	155-320; 530-1500; 5400-18,000	AC	42½x23½x15	2-6K7, 6A8, 6H6, 6F5, 6F6, 5Z4, 6E5	460
9-K	Console	99.95	150-410; 530-22,000	AC	40½x27x14	2-6K7, 6L7, 6J7, 6H6, 2-6F6, 5Z4, 6E5	460
9-K-2	Console	129.95	150-410; 530-60,000	AC	41x27½x14½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
9-T	Table	89.95	150-410; 530-60,000	AC	22½x17½x12½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
9-U	Phono. Comb.	239.00	150-410; 530-60,000	AC	43x30½x18½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
9-U-2	Phono. Comb.	290.00	150-410; 530-60,000	AC	34x46½x18½	2-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
10-K	Console	150.00	150-410; 530-60,000	AC	41x27x14½	3-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
10-T	Table	109.95	150-410; 530-60,000	AC	23½x18½x12½	3-6K7, 6L7, 6J7, 6H6, 6F5, 6L6, 5Z4, 6E5	460
15-K	Console	199.50	150-410; 530-60,000	AC	41½x28½x16½	4-6K7, 6L7, 6J7, 2-6H6, 2-6C5, 2-6L6, 2-5Z4, 6E5	460
D-22	Phono. Comb.	600.00	140-410; 540-60,000	AC		3-6K7, 6J7, 3-6H6, 4-6C5, 6E5, 2-5Z3, 6L7, 6C6, 2A3	460
5-M	Auto.	39.95	540-1600	6DC	7x10½x7½	6D6, 6A8, 6K7, 6B7, 42	175
6-M	Auto.	49.95	540-1600	6DC	7x10½x7½	6D6, 6A8, 6K7, 85, 6C5, 6A6	175
6-M-2	Auto.	54.95	540-1600	6DC	7x10½x7½	6D6, 6A8, 6K7, 85, 6C5, 6A6	175

Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif. (Remler)							
89	Table	\$84.50	540-18,000	AC	13x21½x12	2-6K7, 6L7, 2-6C5, 6H6, 6G5, 2-6F5, 2-6F6, 5Z4	450
71	Table	59.90	540-18,000	AC	10½x16½x9	2-6K7, 6L7, 6C5, 6H6, 6F5, 6F6, 5Z4	450
64	Table	39.90	540-1715; 2400-2500; 4400-13,000	AC	10½x15x7½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	450
60	Table	29.90	540-1715; 5000-10,500	AC	7½x12½x7½	6A8, 6K7, 6Q7, 6F6, 5Z4	450
46	Compact	29.90	540-4400	AC	6½x10x5½	6A8, 6K7, 6J7, 6F6, 5Z4	450
45	Table	49.90	540-1715; 2300-18,000	AC	10½x15½x8	6L7, 6C5, 6K7, 6H6, 6F5, 6F6, 5Z4	450
41	Compact	36.90	540-1715; 4400-13,000	AC	6½x10x5½	6A8, 6K7, 6J7, 6F6, 5Z4	450
28	Compact	34.90	540-4400	AC-DC	6½x10x5½	6A8, 6K7, 6J7, 25A6, 25Z6, K49B	450
51	Compact	19.90	540-1715	AC	6½x10x5½	78, 77, 42, 80	TRF
91	Table	29.90	540-1715; 5000-10,500	2DC&B	7½x12½x7½	1A1, 1A4, 1F6, 1C6, 33	450

Simplex Radio Co., Sandusky, Ohio							
Z	Table	\$12.45	540-1750	AC-DC	6½x8½x4	6C6, 6D6, 12A7, K95B2	456
Z Deluxe	Table	13.25	540-1750	AC-DC	6½x9½x4½	6C6, 6D6, 12A7, K95B2	456
RK	Table	17.45	540-1750	AC-DC	6½x9½x4½	6C6, 25Z5, 50B2MG, 6D6, 43	456
RK Deluxe	Table	18.75	540-1750	AC-DC	7½x12x5	6C6, 25Z5, 50B2MG, 6D6, 43	456
D	Table	24.95	540-1750; 5500-20,000	AC-DC	8x13½x5½	6A7, 75, 43, 6K7, 25Z5, 6G5	456
D Deluxe	Table	26.95	540-1750; 5500-20,000	AC-DC	13½x13x8½	6A7, 75, 43, 6K7, 25Z5, 6G5	456
D	Console	34.95	540-1750; 5500-20,000	AC-DC	32½x18x8½	6A7, 75, 43, 6K7, 25Z5, 6G5	456
DA	Table	24.95	540-1750; 5500-20,000	2DC&B	8x13½x5½	1C6, 19, 30, 1A4, 1B5	456
DA	Console	34.95	540-1750; 5500-20,000	2DC&B	32½x18x8½	1C6, 19, 30, 1A4, 1B5	456
G	Table	33.95	540-18,000	AC	16x12½x7	6A7, 6K7, 42, 76, 80, 6F5	456
G	Console	54.45	540-18,000	AC	36x22x10½	6A7, 6K7, 42, 76, 80, 6F5	456
GH	Table	33.95	540-18,000	AC-DC	16x12½x7	76, 6K7, 6A7, 43, 25Z5, 6F5, 6G5	456
GH	Console	54.45	540-18,000	AC-DC	36x22x10½	76, 6K7, 6A7, 43, 25Z5, 6F5, 6G5	456
GB	Table	39.95	540-18,000	6DC	16x12½x7	1C6, 1A4, 30, 19, 1B5	456
GB	Console	60.45	540-18,000	6DC	36x22x10½	1C6, 1A4, 30, 19, 1B5	456
NT	Table	49.95	540-19,000	AC	18x13½x10	6K7, 6A8, 6D6, 75, 80, 2-76, 6E5, 2-6B5	456
NT	Console	68.45	540-19,000	AC	38x22x11	6K7, 6A8, 6D6, 75, 80, 2-76, 6E5, 2-6B5	456
Q	Automobile	39.95	540-1600	6DC	6½x8½x6	6K7, 6A8, 6N6, 0Z4, 75, 78	175
AA	Portable Batt.	26.50	540-1750	A&B	8½x9½x4½	2-1B4, 1A6, 1F4S	456
OP	Public Address	37.95		AC	11x9½x4½	6C6, 80, 6B5	456
KL	Comm. System	39.95		AC-DC	6½x8½x4	K95B, 6C6, 76, 38	456

Sparks-Withington Co., Jackson, Mich. (Sparton)							
1867	Console		140-420; 535-19,500; 20,000-60,000	AC	44½x28x14½	18	
1567	Console		140-420; 535-19,500-20,000-60,000	AC	42½x26x14½	15	
1167	Console		140-420; 535-19,500	AC	42½x24x13½	11	
987	Console		535-19,500	AC	42x25½x11½	9	
867	Console		535-19,500	AC	42x24x12½	8	
667	Console		535-17,500	AC	40x23x12½	6	
577	Console		535-17,500	AC	38x22½x12	5	
567	Console		540-1720; 5900-17,500	AC	36x20½x9½	5	
517	Table		540-1720; 5900-17,500	AC	12½x13½x9	5	
617	Table		535-17,500	AC	18½x13½x9½	6	
537	Table		535-17,500	AC	14½x14½x9½	5	
517W	Table		540-17,500	AC	12½x13½x9	5	
517B	Table		540-17,500	AC	12½x13½x9	5	
727X	Table		140-240; 535-19,500	AC	20½x16½x11	7	
827X	Table		140-420; 535-19,500	AC	20½x16½x11	8	
557	Table		540-17,720; 5700-17,500	AC	8½x18x8	5	
1186	Round Glass		Allwave		46x22x15		
1476	Console		Allwave		42x27x15		
587-2	Console		Dom. & foreign	2DC	38x22½x12	5	
527-2	Table		Dom. & foreign	2DC	18½x13½x9½	5	

Stewart Warner Corp., 1826 Diversey Parkway, Chicago, Ill.							
1475	Console	\$94.95	530-5600; 16,666-54,545	AC	40x25½x12½	2-6K7, 6A8, 6H6, 6F5, 6L6, 6G5, 5Z4	
1485	Console	119.95	530-5600; 16,666-54,545	AC	41x27x14½	2-6K7, 6A8, 6H6, 2-6C5, 2-6L6, 6G5, 5V4G	
1441	Table	22.95	530-1725; 2300-2600	AC	13½x7½x9½	2-6D6, 6C6, 41, 84	
1451	Table	52.95	530-5600; 16,666-54,545	AC	11½x17½x9½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	
1495	Console	149.95	140-400; 530-5600; 16,666-54,545	AC	42½x29x14½	2-6K7, 6A8, 6H6, 6J7, 6H6, 2-6C5, 2-6L6, 6G5, 5V4G	
1465	Console	82.95	530-5600; 16,666-54,545	AC	39x24½x12½	2-6K7, 6A8, 6H6, 6F5, 6F6, 5Z4	
1455	Console	64.95	530-5600; 16,666-54,545	AC	38x24x11½	6A8, 6K7, 6H6, 6F5, 6F6, 5Z4	
1461	Table	64.95	530-5600; 16,666-54,545	AC	12x18½x11½	2-6K7, 6A8, 6H6, 6F5, 6F6, 5Z4	
1425	Console	39.95	530-1725; 2300-2600	AC	37x23½x11½	2-6K7, 6J7, 6F6, 6X5	
1631	Table		540-1750; 2200-7000	6DC	11½x17½x9½	1C7G, 1D5G, 1H6G, 2-1H4G	
1635	Console		540-1750; 2200-7000	6DC	38x24x11½	1C7G, 1D5G, 1H6G, 2-1H4G	
1641	Table		140-400; 540-1750; 2200-7000	6DC	12x18½x11½	1C7G, 1D5G, 1H6G, 2-1H4G	
1645	Console		140-400; 540-1750; 2200-7000	6DC	39x24½x12½	1C7G, 1D5G, 1H6G, 2-1H4G	
1621	Table		140-400; 540-1750; 2200-7000	2DC&B	12½x21x12½	1C7G, 1D5G, 1H6G, 2-1H4G, 1R1G	
1625	Console		140-400; 540-1750; 2200-7000	2DC&B	37x22½x11½	1C7G, 1D5G, 1H6G, 2-1H4G, 1R1G	
1611	Table		540-1750; 2200-7000	2DC&B	12½x20½x12½	1C7G, 1D5G, 1H6G, 2-1H4G, 1R1G	

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Identified with Radio Manufacturers from A to Z

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Furthermore, you can now offer your customers a combination C. I. T. Budget Plan sale of any two or more acceptable articles in one contract.

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Bronx ~ Brooklyn ~ Buffalo ~ Butte ~ Camden
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Rapids ~ Charleston ~ Charlotte ~ Chattanooga
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A UNIT OF COMMERCIAL INVESTMENT TRUST CORPORATION
CAPITAL AND SURPLUS MORE THAN \$100,000,000



HELPING DEALERS TO WIDEN THE SCOPE OF THEIR BUSINESS

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN- SIONS	TUBES	I. F.
Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.							
58-T	Table	\$59.50	540-3,500; 5,600-18,000	AC	19x14 $\frac{1}{2}$ x9 $\frac{1}{2}$	2-6D6, 6A7, 75, 42, 80	465
58-L	Console	78.50	540-3,500; 5,600-18,000	AC	36 $\frac{1}{2}$ x21x11	2-6D6, 6A7, 75, 42, 80	465
61-LZ	Console	87.50	540-3,500; 5,600-18,000	AC-DC	36 $\frac{1}{2}$ x21x11	6A8, 6F5, 6P6, 6H6, 2-6K7, 80	465
62	Console	132.50	540-18,000	AC	38 $\frac{1}{2}$ x24 $\frac{1}{2}$ x10 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 2-6F6, 5Z3	465
63	Console	145.00	540-18,000	AC	39 $\frac{1}{2}$ x24 $\frac{1}{2}$ x11 $\frac{1}{2}$	3-6K7, 6A8, 6H6, 2-6F6, 5Z3	465
65	2-Piece	135.00	540-1,500	AC	27 $\frac{1}{2}$ x25 $\frac{1}{2}$ x11 $\frac{1}{2}$ *	55, 58, 78, 2-2A5, 2B7, 5Z3, 6A7	175
70	Console	495.00	520-23,000	AC	42 $\frac{1}{2}$ x33 $\frac{1}{2}$ x19 $\frac{1}{2}$	4-6D6, 6A7, 76, 2-6C6, 6B7, 42, 2-2A3, 5Z3	260 or 375
72	Console	795.00	520-23,000	AC	27 $\frac{1}{2}$ x34 $\frac{1}{2}$ x23 $\frac{1}{2}$	4-6D6, 6A7, 76, 2-6C6, 6B7, 42, 2-2A3, 5Z3	260 or 370
74	Console	985.00	520-23,000	AC	48x41x23 $\frac{1}{2}$	4-6D6, 6A7, 76, 2-6C6, 6B7, 42, 4-2A3, 2-5Z3	260 or 370
84	Console	285.00	520-23,000	AC	43 $\frac{1}{2}$ x27 $\frac{1}{2}$ x17	3-6K7, 6A8, 6C5, 6H6, 4-6P6, 6J7, 5Z3	465
115	Console	99.50	540-3,500; 5,600-18,000	6DC	37 $\frac{1}{2}$ x24 $\frac{1}{2}$ x10 $\frac{1}{2}$	2-34, 1C6, 1B5, 30, 2-49	460
125-H	Table	49.95	540-3,500; 5,900-18,000	AC-DC	9 $\frac{1}{2}$ x15x8 $\frac{1}{2}$	6A8, 6K7, 6Q7, 43, 25Z5	465
130-H	Table	74.50	540-3,500; 5,600-18,000	AC	11x20x9 $\frac{1}{2}$	6A8, 6F5, 6P6, 6H6, 2-6K7, 80	465
130-L	Console	89.50	540-3,500; 5,600-18,000	AC	37 $\frac{1}{2}$ x24x11 $\frac{1}{2}$	6A8, 6F5, 6P6, 6H6, 2-6K7, 80	465
130-M	Console	107.50	540-3,500; 5,600-18,000	AC	40 $\frac{1}{2}$ x24 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 6F5, 6P6, 6H6, 2-6K7, 6E5, 80	465
130-R	Table	84.50	540-3,500; 5,600-18,000	AC	12 $\frac{1}{2}$ x20 $\frac{1}{2}$ x9 $\frac{1}{2}$	6A8, 6F5, 6P6, 6H6, 2-6K7, 6E5, 80	465
130-U	Table	76.50	540-3,500; 5,600-18,000	AC	20x15x10 $\frac{1}{2}$	6A8, 2-6F6, 3-6K7, 6Q7, 6E5, 5Z3	465
140-H	Table	99.50	540-3,500; 5,600-18,000	AC	13 $\frac{1}{2}$ x23x11 $\frac{1}{2}$	6A8, 2-6F6, 3-6K7, 6Q7, 6E5, 5Z3	465
140-K	Console	135.00	540-3,500; 5,600-18,000	AC	41 $\frac{1}{2}$ x25 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 2-6F6, 3-6K7, 6Q7, 6E5, 5Z3	465
140-L	Console	149.50	540-3,500; 5,600-18,000	AC	42 $\frac{1}{2}$ x25 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A8, 2-6F6, 3-6K7, 6Q7, 6E5, 5Z3	465
140-P	Console	199.50	540-3,500; 5,600-18,000	AC	44 $\frac{1}{2}$ x25 $\frac{1}{2}$ x15 $\frac{1}{2}$	6A8, 2-6F6, 3-6K7, 6Q7, 6E5, 5Z3	465
145-L	Console	197.50	145-370; 525-18,000	AC	43 $\frac{1}{2}$ x26 $\frac{1}{2}$ x14	6A8, 6J7, 3-6K7, 2-6L6, 6Q7, 6E5, 5Z3	465
145-P	Console	299.50	145-370; 525-18,000	AC	53 $\frac{1}{2}$ x33 $\frac{1}{2}$ x18	6A8, 6J7, 3-6K7, 2-6L6, 6Q7, 6E5, 5Z3	465
150-L	Console	235.00	145-370; 530-60,000	AC	44 $\frac{1}{2}$ x28 $\frac{1}{2}$ x15 $\frac{1}{2}$	6A8, 6E5, 6P5, 2-6H6, 6J7, 3-6K7, 2-6L6, 5Z3	465
150-L	Console	275.00	145-370; 530-60,000	AC	45 $\frac{1}{2}$ x28 $\frac{1}{2}$ x15 $\frac{1}{2}$	6A8, 6E5, 6P5, 6P6, 2-6H6, 6J7, 4-6K7, 2-6L6, 5Z3	465
160-P	Console	495.00	145-370; 530-60,000	AC	45 $\frac{1}{2}$ x33 $\frac{1}{2}$ x20 $\frac{1}{2}$	6A8, 6E5, 6P5, 6P6, 2-6H6, 6J7, 4-6K7, 2-6L6, 5Z3	465
180-L	Console	325.00	145-370; 530-60,000	AC	45 $\frac{1}{2}$ x29x15 $\frac{1}{2}$	6A8, 2-6C5, 6E5, 6P5, 6P6, 2-6H6, 6J7, 5-6K7, 2-6L6, 5Z3	465

* Selector case: 6 $\frac{1}{2}$ x7 $\frac{1}{2}$ x6 $\frac{1}{2}$.

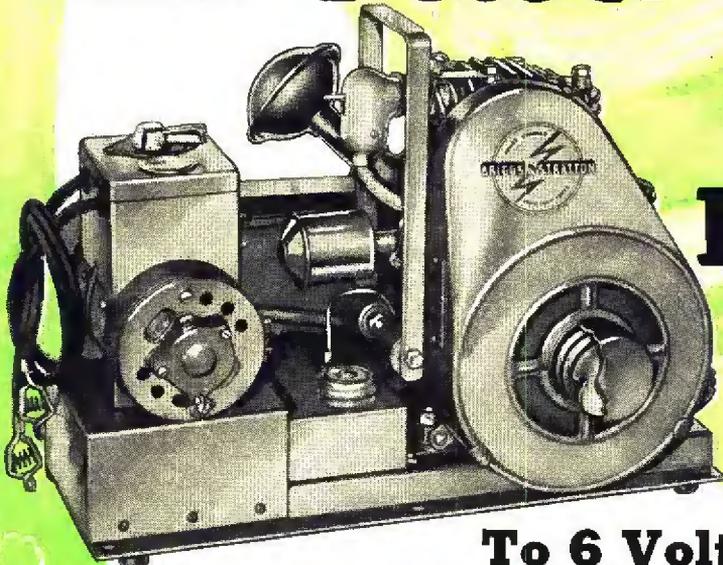
Trav-ler Radio & Television Corp., 1036 W. Van Buren St., Chicago, Ill. (Trav-Ler)							
46R		\$18.50	550-1750	AC-DC	7 $\frac{1}{2}$ x10x5 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	
50A		20.50	550-1750	AC-DC	8x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	
50AM		22.80	550-1750	AC-DC	8x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	
41	Deluxe	17.95	550-1750	AC-DC	6x8 $\frac{1}{2}$ x4 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	
442	Oval	19.95	550-1750	AC-DC	11 $\frac{1}{2}$ x7 $\frac{1}{2}$ x4 $\frac{1}{2}$	6D6, 6C6, 43, 25Z5	
512		26.95	550-1750	AC-DC	11x6 $\frac{1}{2}$ x5 $\frac{1}{2}$	6A8, 6K7, 6Q7, 25A6, 25Z6MG	456
60A		28.75	550-4800	AC-DC	9x11 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5	456
623		29.95	550-4800	AC-DC	13 $\frac{1}{2}$ x9 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A7, 6D6, 75, 43, 25Z5	456
511A		33.95	545-2730	AC	12 $\frac{1}{2}$ x13x7	6A7, 6D6, 75, 42, 80	456
633		44.95	550-18,000	AC	15 $\frac{1}{2}$ x12 $\frac{1}{2}$ x8	6A7, 6D6, 75, 42, 80	456
634	Flat table	43.50	550-18,000	AC	17 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
163	Flat table	64.50	550-18,000	AC	36x21 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A7, 6D6, 75, 42, 80	456
733	Console	59.50	550-18,000	6DC	17 $\frac{1}{2}$ x11 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 2-34, 3-30, 19	456
173	Console	74.95	550-18,000	6DC	36x21 $\frac{1}{2}$ x11 $\frac{1}{2}$	1C6, 2-34, 3-30, 19	456
542	Auto.	39.95	1550-550	6DC	7 $\frac{1}{2}$ x8 $\frac{1}{2}$ x7 $\frac{1}{2}$	6C6, 6D6, 75, 6B5, 84	456
642	Auto.	44.95	1550-550	6DC	7 $\frac{1}{2}$ x8 $\frac{1}{2}$ x7 $\frac{1}{2}$	2-6D6, 6A7, 75, 6B5, 0Z4	456
525		42.50	1750-550; 3500-18,000	6DC	13 $\frac{1}{2}$ x12 $\frac{1}{2}$ x6 $\frac{1}{2}$	1C6, 1A4, 75, 30, 19	456

United American Bosch Corp., Springfield, Mass. (American Bosch)							
604	Personal	\$19.95	530-3000	AC-DC	7 $\frac{1}{2}$ x11x6 $\frac{1}{2}$	6A7, 6C6, 43, 25Z5, K55C	465
515	Personal	29.95	540-3600	AC	9 $\frac{1}{2}$ x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	6F7, 6D6, 75, 42, 80	465
610	Personal	29.95	540-1700; 2000-7200	AC-DC		6A8, 6K7, 75, 25A6, 25Z6, K49C	465
605	Personal	37.95	540-1700; 2000-7200	AC	9 $\frac{1}{2}$ x18 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 75, 6P6, 80	465
640	Personal	47.95	540-4500; 5500-16,500	AC	9 $\frac{1}{2}$ x18 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 6P6, 5Y3	465
620	Personal	49.95	540-4500; 5500-16,500	AC-DC	9 $\frac{1}{2}$ x18 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A8, 6K7, 6H6, 6F5, 25A6, 25Z6, K42C	465
605C	Console	49.95	540-1700; 2000-7200	AC	36 $\frac{1}{2}$ x21 $\frac{1}{2}$ x10 $\frac{1}{2}$	6A8, 6K7, 75, 6P6, 80	465
660T	Personal	62.95	540-18,500	AC	12 $\frac{1}{2}$ x23x10 $\frac{1}{2}$	2-6K7, 6A8, 6H6, 6P5, 6P6, 5Y3	465
650	Console	65.95	540-4500; 5500-16,500	AC	38 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 6K7, 6H6, 6P5, 6P6, 5Y3	465
625	Console	67.95	540-4500; 5500-16,500	AC-DC	38 $\frac{1}{2}$ x20 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8, 6K7, 6H6, 6P5, 25A6, K42E, 25Z6	465
660C	Console	79.95	525-18,500	AC	34 $\frac{1}{2}$ x22 $\frac{1}{2}$ x12 $\frac{1}{2}$	2-6K7, 6A8, 6H6, 6P6, 6F5, 5Y3	465
670S	Console	99.50	150-375; 525-18,500	AC	40x22 $\frac{1}{2}$ x12 $\frac{1}{2}$	2-6K7, 6A8, 6C5, 6H6, 6F5, 2-6F6, 5Y3	465
670C	Console	109.50	150-375; 525-18,500	AC	40 $\frac{1}{2}$ x25x12 $\frac{1}{2}$	2-6K7, 6A8, 6C5, 6H6, 6F5, 2-6F6, 5Y3	465
680	Console	179.50	150-375; 525-18,500	AC	42 $\frac{1}{2}$ x25 $\frac{1}{2}$ x13 $\frac{1}{2}$	4-6K7, 6A8, 2-6H6, 6P5, 5Y3, 5Z3, 2-6L6, 6C5	465
600	Table	39.95	540-1725; 2000-7000	6DC	18 $\frac{1}{2}$ x14 $\frac{1}{2}$ x7 $\frac{1}{2}$	6A7, 6D6, 75, 41	465
601	Table	37.95	540-1725; 2000-7000	2DC&B	18 $\frac{1}{2}$ x14 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 2-1A4, 1B5, 30, 19	465
602C	Console	74.95	540-1725; 2200-16,000	2DC&B	36 $\frac{1}{2}$ x21 $\frac{1}{2}$ x10 $\frac{1}{2}$	1C6, 2-1A4, 1B5, 30, 1J6G	465
602T	Table	59.95	540-1725; 2200-16,000	2DC&B	21 $\frac{1}{2}$ x16 $\frac{1}{2}$ x8 $\frac{1}{2}$	1C6, 2-1A4, 1B5, 30, 1J6G	465
536	Auto.	39.95	550-1500	6DC	9 $\frac{1}{2}$ dia. 7 $\frac{1}{2}$ deep	6A7, 78, 75, 42, 84	456
636	Auto.	49.95	540-1600	6DC	9 $\frac{1}{2}$ dia. 7 $\frac{1}{2}$ deep	2-77, 78, 75, 42, 84	175
637	Auto.	54.95	540-1600	6DC	9 $\frac{1}{2}$ dia. 7 $\frac{1}{2}$ deep	2-77, 78, 75, 42, 84	175
836	Auto.	59.95	540-1600	6DC	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 0Z4	175
737	Auto.	64.95	540-1600	6DC	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 0Z4	175
738	Auto.	67.95	540-1600	6DC	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 6P6, 0Z4	175
838	Auto.	76.95	540-1600	6DC	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ x6 $\frac{1}{2}$	6A8, 2-6K7, 6H6, 6P5, 2-6F6, 0Z4	175

Universal Battery Co., 3410 So. LaSalle St., Chicago, Ill. (Universal)							
8410	Console	\$81.00	550-4000; 16,666-50,000	AC	38x21 $\frac{1}{2}$ x12	6N6G, 6G5, 5Y35, 6J7G, 6K7G, 2-6C5G, 6Q7G	465
8210	Mantel	65.00	550-4000; 16,666-50,000	AC	26x15x12	6N6G, 6G5, 5Y35, 6J7G, 6K7G, 2-6C5G, 6Q7G	465
6310	Console	60.00	550-4000; 16,666-50,000	AC	36x21x12 $\frac{1}{2}$	5Y3G, 6P6G, 6K7G, 657G, 6Q7G, 6C5G	465
6110	Console	42.00	550-4000; 16,666-50,000	AC	18x12x9 $\frac{1}{2}$	5Y3G, 6P6G, 6K7G, 657G, 6Q7G, 6C5G	465
5010	Mantel	29.50	550-4000; 16,666-50,000	AC-DC	9 $\frac{1}{2}$ x13 $\frac{1}{2}$ x7 $\frac{1}{2}$	25Z6G, 6A8G, 6K7G, 6Q7G, 25A6G	465
8432	Console	90.00	550-4000; 16,666-50,000	32DC	38x21 $\frac{1}{2}$ x12	6C5G, 2-6K7G, 6A8G, 6H6G, 6P5G, 6G5, 6P6G	465
8232	Mantel	72.50	550-4000; 16,666-50,000	32DC	26x15x12	6X5G, 2-6K7G, 6A8G, 6H6G, 6P5G, 6G5, 6P6G	465
6332	Console	65.00	550-4000; 16,666-50,000	32DC	36x21x12 $\frac{1}{2}$	6A8G, 6K7G, 6Q75, 25A6G, 2-48	465
6132	Mantel	46.00	550-4000; 16,666-50,000	32DC	18x12x9 $\frac{1}{2}$	6A8G, 6K7G, 6Q75, 25A6G, 2-48	465
5032	Mantel	30.00	550-4000	32DC	18x12x9 $\frac{1}{2}$	6AHG, 6K7G, 6Q7G, 6J7G, 48	465
74A6	Console	90.00	550-4000; 16,666-50,000	6DC	38x21 $\frac{1}{2}$ x12	2-1D5G, 1C7G, 1H6G, 2-1H4G, 1J6G	465
72A6	Mantel	72.50	550-4000; 16,666-50,000	6DC	26x15x12	2-1D5G, 1C7G, 1H6G, 2-1H4G, 1J6G	465
63A6	Console	75.00	550-4000; 16,666-50,000	6DC	36x21x12 $\frac{1}{2}$	2-1H4G, 1D75, 1D5G, 1H6G, 1J6G	465
61A6	Mantel	57.50	550-4000; 16,666-50,000	6DC	18x12x9<		

THE *Power-Charger*

WILL PAVE THE WAY



To 6 Volt Battery Radio SALES—

Folks beyond the power lines — have long been eager for continuous good radio reception. You have the 6-Volt Radio Sets but your problem is to provide them with dependable electric power to assure full-time, high quality radio performance — eliminate "run-down" batteries . . . the annoyance of distant charging service . . . The new Briggs & Stratton Power Charger is the answer. Fully engineered — designed and built as a unit — this electrically started, gasoline-motor-powered plant keeps a 6-volt radio battery fully charged all of the time. In addition, it provides electric light up to 200 watts and direct motor power take-off for driving small equipment. Compact, dependable, efficient, fool-proof and moderately priced. Furthermore, you make a worth-while profit on the Power-Charger, plus regular trade profit on 6-volt radio.

Power-Charger Alone Has All These Features

Gasoline Motor — Standard Briggs & Stratton Motor, 4-cycle, single cylinder, air cooled. Over 500,000 in use. Trouble-free, economical to operate.

Built-In Magneto — Moisture-proof, located in motor fly-wheel. Motor can be started and run without battery, as battery supplies current for electric starting only.

Multiple Control Switch — 4 settings — Start, Neutral, Low and High. "Low" delivers trickle charge in final charging stage, conserving battery life.

Voltage Regulator Terminals — Provide for easy installation of automatic voltage regulator. Available at small extra cost.

Electric Generator and Starting Motor — Special high efficiency unit — ample overload capacity. Armature full ball-bearing, fan cooled. Generator acts as starting motor — will crank gasoline motor on low battery.

Safe and Fool-Proof — All moving parts and wiring are fully enclosed.

Ignition Shielding — Includes motor, magneto and spark plug. Operation of plant does not cause radio interference.

Power Take-Off and Emergency Starting Pulley — Provide direct gasoline motor power to drive small equipment. Notched pulley for rope starting without battery.

Carburetor Choke Knob and Starter Button and all controls — Conveniently located at top of plant.

Power-Charger is serviced by the nation-wide Briggs & Stratton Authorized Service Distributors operating under factory supervision. . . Write or mail coupon today. Learn more about the new Dual-Profit opportunity which the Briggs & Stratton Power-Charger offers you.

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



Powered by the famous Briggs & Stratton, 4-cycle Gasoline Motor — over 500,000 in use.

Standard Equipment

Electric Starting — multiple control switch — cut-out — ammeter — battery leads — voltage regulator terminals — ignition shielding — motor power take-off and starter pulley — air cleaner — muffler — stop button — choke knob — emergency starter rope — carrying handle — tools and complete instructions.

Power-Charger

BRIGGS & STRATTON

6 VOLT - 200 WATT

Briggs & Stratton Corp., Milwaukee, Wis.	
Send complete information at once on the 6-volt, 200 Watt Power-Charger.	
Name of Radio handled.....	
Dealer.....	Distributor.....
Firm.....	
Street Address.....	
City.....	State.....
Signed.....	RT-2

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMEN-SIONS	TUBES	I. F.
Westinghouse Radio Merchandising Hdqtrs., 150 Varick St., New York City. (Westinghouse)							
WR 102	Compact	\$19.95	540-3200	AC-DC	7½x11x6½	6A7, 6C6, 43, 25Z5, K55C	465
WR 103	Compact		540-3200	AC-DC	9x14½x8	6A7, 6D6, 75, 43, 25Z5, K49C	465
WR 209	Table	29.95	540-3200	AC	9½x15½x7½	6A7, 6D6, 75, 42, 80	465
WR 210	Table	34.95	540-7000	AC	9½x18x8	6A8, 6K7, 75, 6F6, 80	465
WR 310	Console	49.95	540-7000	AC	37x20½x10	6A8, 6K7, 75, 6F6, 80	465
WR 211	Table	49.95	540-4500; 5500-16,500	AC	10½x19x8	6A8, 6K7, 6H6, 6F5, 6F6, 80	465
WR 311	Console	69.95	540-4500; 5500-16,500	AC	38½x20½x11½	6A8, 6K7, 6H6, 6F5, 6F6, 80	465
WR 116	Table	49.95	540-4500; 5500-16,500	AC-DC	10½x19x8	6A8, 6K7, 6H6, 6F5, 2-25Z6, K42E	465
WR 316	Console	69.95	540-4500; 5500-16,500	AC-DC	38½x20½x11½	6A8, 6K7, 6H6, 6F5, 2-25Z6, K42E	465
WR 212	Table	65.95	540-18,500	AC	13x23x10½	2-6K7, 6A8, 6H6, 6F5, 6F6, 6G5, 80	465
WR 312	Console	84.95	540-18,500	AC	40x23x13	2-6K7, 6A8, 6H6, 6F5, 6F6, 6G5, 80	465
WR 214	Table	89.95	150-375; 540-18,500	AC	24x17½x11	2-6K7, 6A8, 6C5, 6H6, 6F5, 2-6F6, 6G5, 80	465
WR 314	Console	109.95	150-375; 540-18,500	AC	41x23x12	2-6K7, 6A8, 6C5, 6H6, 6F5, 2-6F6, 6G5, 80	465
WR 315	Console	139.95	540-18,500	AC	42x25x13½	3-6K7, 2-6A8, 6J7, 6H6, 6Q7, 2-6L6, 6G5, 5Z3	465
WR 603	Table		540-1725; 2000-7000	6DC	18½x14½x7½	6A7, 78, 75, 41	465
WR 604	Table		540-1725; 2000-7000	2DC&B	18½x14½x7½	1C6, 1A4, 1B5, 30, 19	465
WR 605	Table		540-1725; 2000-16,000	2DC&B	21½x16x8½	1C6, 2-1A4, 1B5, 30, 19	465
WR 606	Console		540-1725; 2000-7000	6DC	37x19½x11½	6A7, 78, 75, 41	465
WR 607	Console		540-1725; 2000-7000	2DC&B	37x19½x11½	1C6, 1A4, 1B5, 30, 19	465
WR 608	Console		540-1725; 2000-16,000	2DC&B	40x22½x12½	1C6, 2-1A4, 1B5, 30, 19	465

Wilcox-Gay Corp., Charlotte, Michigan.							
A-11	Table	\$19.95	540-4000	AC	14x7½x8½	42, 6A7, 80, 78, 75	175
A-15	Table	27.95	540-4000; 5500-15,500	AC-DC	14½x11½x7½	6A7, 78, 75, 43, 25Z5, L49B	175
A-16	Table	22.50	540-4000	AC	14x7½x8½	42, 6A7, 80, 78, 75	175
A-17	Table	36.95	540-4000; 5500-15,500	AC-DC	14x8	6A7, 78, 75, 43, 25Z5, L49B	175
A-18	Table	39.95	540-4000; 5500-15,500	AC	19½x7½x9½	6A8, 6K7, 6Q7, 6F6, 5Z4, 6E5	175
A-19	Console	49.95	540-4000; 5500-15,500	AC	37x21x10	6A8, 6K7, 6Q7, 6F6, 5Z4, 6E5	175
A-20	Console	69.95	540-1500; 3000-15,500	AC	40x24x13	42, 2-76, 78, 6J7, 6K7, 6E5, 80	175
A-21	Console	99.95	540-4000; 5500-15,500	AC	41x26x15	6A8, 2-6K7, 6H6, 2-6F5, 2-6L6, 2-SZ4	456
A-22	Table	24.95		2DC&B	16½x13½x9½	1C6, 1A4, 1B4, 19	175
A-23	Console	39.95		2DC&B	37x21x10	1C6, 1A4, 1B4, 19	175
A-24	Table	36.95		6DC	16½x13½x9½	6A7, 2-15, 38	175
A-25	Console	49.95		6DC	37x21x10	6A7, 2-15, 38	175

Zenith Radio Corporation, 3620 Iron St., Chicago.							
1000-Z*	Console	\$750.00	535-63,600	AC	50½x30x19	6-6D6, 6A7, 76, 85, 79, 2-76, 2-42, 8-45, 3-5Z3	
16-A-63	Console	295.00	141-375; 550-1780; 2100-23,000	AC	43x30x18	6A8, 3-6K7, 6H6, 6F5, 5-6F6, 4-5Y3, 6C5	
16-A-61	Console	295.00	141-375; 550-1780; 2100-23,000	AC	47x28x16	6A8, 3-6K7, 6H6, 6F5, 5-6F6, 4-5Y3, 6C5	
12-U-159	Console	175.00	538-19,000	AC	45x16x27½	2-6K7, 6L7, 2-6C5, 6H6, 6F5, 3-6L6, 2-5Y3	
12-U-158	Console	149.95	538-19,000	AC	43x14x27	2-6K7, 6L7, 2-6C5, 6H6, 6F5, 3-6L6, 2-5Y3	
10-S-160	Console	139.95	538-19,250	AC	42x15x26	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-155	Console	119.95	538-19,250	AC	42x15x27	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-147	End table †	119.95	538-19,250	AC	23x18x28	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-157	Console †	109.95	538-19,250	AC	40x13x24	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-156	Console	109.95	538-19,250	AC	42½x13½x26	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-153	Console	99.95	538-19,250	AC	40½x14x26	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
10-S-130	Table	84.95	538-19,250	AC	22x13x17	2-6K7, 6A8, 6H6, 3-6C5, 2-6L6, 5Y3	
8-S-154	Console	89.95	538-19,250	AC	41x15x24½	2-6K7, 6A8, 6H6, 6F5, 6F6, 6C5, 5Y3	
8-S-129	Table	74.95	538-19,250	AC	22½x12x17	2-6K7, 6A8, 6H6, 6F5, 6F6, 6C5, 5Y3	
6-S-147	End table †	84.95	538-19,250	AC	22½x18x28	6A8, 6K7, 6H6, 6F5, 6F6, 5Y3	
6-S-157	Console †	79.95	538-19,250	AC	40½x13x24	6A8, 6K7, 6H6, 6F5, 6F6, 5Y3	
6-S-152	Console	69.95	538-19,250	AC	40x12x24½	6A8, 6K7, 6H6, 6F5, 6F6, 5Y3	
6-S-137	End table †	64.95	538-19,250	AC	23x13x18	6A8, 6K7, 6H6, 6F5, 6F6, 5Y3	
6-S-128	Table	59.95	538-19,250	AC	22x12x16½	6A8, 6K7, 6H6, 6F5, 6F6, 5Y3	
5-S-161	Console	64.95	538-19,250	AC	39½x13x23½	6A8, 6K7, 6Q7, 6F6, 5Y3	
5-S-151	Console	59.95	538-19,250	AC	42x15½x27	6A8, 6K7, 6Q7, 6F6, 5Y3	
5-S-150	Console	52.95	538-19,250	AC	38x13x22	6A8, 6K7, 6Q7, 6F6, 5Y3	
5-S-119	Compact	44.95	538-19,250	AC	11½x9x20	6A8, 6K7, 6Q7, 6F6, 5Y3	
5-S-126	Table	39.95	538-19,250	AC	11x9½x13½	6A8, 6K7, 6Q7, 6F6, 5Y3	
5-S-127	Table	39.95	538-19,250	AC	18½x9½x13½	6A8, 6K7, 6Q7, 6F6, 5Y3	
6-D-116	Compact	29.95	533-5100	AC-DC	8½x13½x7	6A8, 6K7, 6Q7, 25A6, 25Z6, ballast	
6-D-117	Compact	34.95	533-5100	AC-DC	8½x14½x7	6A8, 6K7, 6Q7, 25A6, 25Z6, ballast	
6-D-118	Compact	39.95	533-5100	AC-DC	9½x16½x8	6A8, 6K7, 6Q7, 25A6, 25Z6, ballast	
7-D-126	Table	44.95	538-19,250	AC-DC	11½x9½x13½	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-127	Table	49.95	538-19,250	AC-DC	18½x9½x9½	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-119	Compact	54.95	538-19,250	AC-DC	11½x9½x20	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-138	Table †	59.95	538-19,250	AC-DC	23x13x18	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-148	End table †	84.95	538-19,250	AC-DC	22½x17½x23	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-151	Console	69.95	538-19,250	AC-DC	42x15½x27	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-162	Console	79.95	538-19,250	AC-DC	40x12½x24½	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
7-D-168	Console †	79.95	538-19,250	AC-DC	40½x13x24	6K7, 6A8, 6H6, 6F5, 25A6, 25Z6, ballast	
6-B-164	Console	89.95	538-19,250	6DC	41½x15½x24½	2-6D6, 6A7, 75, 76, 19	
6-B-129	Table	69.95	538-19,250	6DC	22½x12x17	2-6D6, 6A7, 75, 76, 19	
4-B-132	Compact	39.95	540-1800	6DC	11½x9½x13½	2-15, 75, 38	
4-B-131	Table	39.95	540-1800	6DC	17½x9½x12½	2-15, 75, 38	
6-B-107	Boat & trailer	69.95	538-19,250	6DC	13½x12x16½	2-6D6, 6A7, 75, 76, 19	
4-B-106	Boat & trailer	39.95	540-1800	6DC	8½x8½x11½	2-15, 75, 38	

* Stratosphere.
† Zephyr.

Zephyr Radio Co., 13139 Hamilton Ave., Detroit, Mich. (Zephyr)							
Z	Table	\$13.90	550-1750	AC-DC	6½x8½x4	38, 76, 6C6, 6D6	TRF
RKSD	Table	22.95	540-1750; 2300-6500	AC-DC	7½x12½x5	25Z5, 50B2, 6C6, 6D6, 43	TRF
D	Laydown	29.25	540-1750; 5500-20,000	AC-DC	8x13x5	6K7, 25Z5, 6A7, 43, 75	456
DD	Table	31.75	540-1750; 5500-20,000	AC-DC	13½x13x8½	6K7, 25Z5, 6A7, 43, 75	456
DC	Console	41.00	540-1750; 5500-20,000	AC-DC	32½x18x8½	6K7, 25Z5, 6A7, 43, 75	456
DA	Laydown	29.25	540-1750; 5500-20,000	2DC&B	8x13x5	1A4, 1B5, 1C6, 19, 30	456
DDA	Table	31.75	540-1750; 5500-20,000	2DC&B	13½x13x8½	1A4, 1B5, 1C6, 19, 30	456
DAC	Console	41.00	540-1750; 5500-20,000	2DC&B	32½x18x8½	1A4, 1B5, 1C6, 19, 30	456
GR	Table	42.95	540-18,000	AC	16x12½x7	6A7, 6B5, 6D6, 6E5, 6F5, 6H6, 80	456
GRC	Console	66.95	540-18,000	AC	36x22x10½	6A7, 6B5, 6D6, 6E5, 6F5, 6H6, 80	456
GHR	Table	42.95	540-18,000	AC-DC	16x12x7	6A7, 6D6, 6E5, 6F5, 6H6, 25Z5, 43	456
GHRC	Console	66.95	540-18,000	AC-DC	36x22x10½	6A7, 6D6, 6E5, 6F5, 6H6, 25Z5, 43	456
GBR	Table	49.95	540-18,000	6DC	16x12½x7	1A4, 1B5, 1C6, 19, 30, 6E5, V6	456
GBRC	Console	74.00	540-18,000	6DC	36x22x10½	1A4, 1B5, 1C6, 19, 30, 6E5, V6	456
NT	Table	58.75	540-19,000	AC	18x13½x10	6A8, 6K7, 2-6B5, 6E5, 6D6, 75, 2-76, 80	456
NTC	Console	80.50	540-19,000	AC	38x22x11	6A8, 6K7, 2-6B5, 6E5, 6D6, 75, 2-76, 80	456
A-321	Table	32.95	540-16,000	AC	14½x11½x7½	6A7, 6D6, 42, 75, 80	456
A-3282	Table	42.95	540-20,000	32DC	11x14½x8½	6A7, 6D6, 2-48, 75, 76	456
AA	Portable	31.25	540-1750	3DC&B	8½x9½x4½	1A4, 1A6, 1B4, 1P4S	456
A5	Auto.	33.95	540-1600	6DC	5x6½x10½	6A7, 78, 75, 41, 84	456
B102	Auto.	45.50	540-1600	6DC	7x9x7½	6A7, 2-6D6, 42, 75, 0Z4	175
J-80	Auto.	49.50	540-1600	6DC	7x9½x7½	6A7, 2-6D6, 2-41, 75, 76, 84	175

EXTRA

Sentinel News

SENTINEL RADIO CORPORATION
2222 DIVERSEY PARKWAY · CHICAGO

EXTRA

Sentinel Announces 1937 Farm Radio!

THE MOST COMPLETE, LOWEST PRICED, QUALITY BATTERY RADIO LINE!

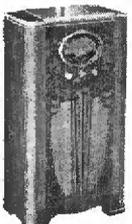
2, 6 and 32 Volt Models PRICED AS LOW AS \$29.95 Complete with Batteries

ADVERTISED TO 5,158,000 FARMS LEADING FARM PAPERS NOW CARRY SENTINEL ADS

A smashing, forceful campaign in leading farm papers is now carrying Sentinel's story to 5,158,000 farms, to your prospects, in your territory. An elaborate campaign of direct mail material, dealer displays, circulars for dealer distribution is being prepared. Every farm family is going to hear about the marvelous 1937 Sentinel radio through this aggressive advertising that will back up the word of mouth advertising created by the thousands upon thousands of satisfied owners of "Sentinel" the pioneer farm radio.

We'll bring them in to you, you sell them! An easy task with this many-featured low-priced quality Line.

NEW CONSOLETTA MODELS WIN DEALER APPROVAL



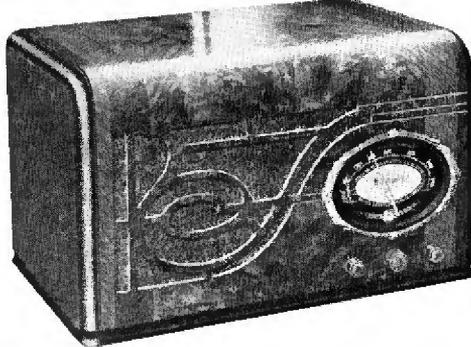
Increase Profit Opportunity

Here's something entirely new in Farm Radio, the Sentinel Consolette, a beautiful, compact miniature console, economical in floor space, ideal for the small farm home, outstanding in design and sales appeal. It's a splendid trade-up from the

lower priced table models and enables the dealer to increase his profit margin. It's the smash hit of the year in radio cabinets.

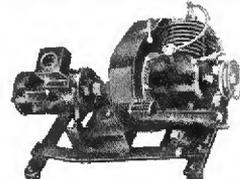
HAVE EVERY FEATURE OF FINEST CITY RADIO

Sentinel again demonstrates its leadership in Farm Radio with this sensational 1937 Sentinel Line. Model for model, feature for feature, in performance, in beauty of appearance, Sentinel Farm Radio is the equal of the finest city radio. Look at these amazing features, that you can now offer the farmer:
Tei-Eye Tuning—The magical eye that permits split hair and silent tuning of both distant and local stations.
Dynamic Speakers—In every model give tone quality equal to the finest AC models.
Foreign Reception—Brings in Europe, Asia—South America—the romance and excitement of the whole world brought to the farmer's home.
14 Models—A complete line, with 2 volt, 6 volt and 32 volt models to offer to your prospective customers.
Lowest Prices—Make it possible for you to compete with mail order and chain store competition.
Latest Cabinets—The latest "Lay Down" table Cabinets, a brand new and exclusive Consolette, and splendid consoles that will beautify the finest home.
And a dozen more features we can't describe here! Send the coupon for full description.



Special Farmpower and Wincharger Deals Farmer Saves As Much As \$29.50

Sentinel customers will again have the opportunity to make substantial savings on the purchase of Sentinel Farm Powr, the sensational gas-engine generator that not only keeps radio batteries fully charged at all times but provides electric light and power for a multitude of different uses on the farm at low cost. This portable generator was the sensation of the 1936 season,—the solution to the battery charging problem and the answer to the crying need for electricity on the farm. Sentinel dealers are "going to town" with this outstanding battery charger.



The genuine \$44.50 De Luxe Wincharger, too, is available to purchasers of Sentinel Radios at a saving of \$29.50. This unit has revolutionized radio performance throughout the country by eliminating battery charging troubles and has made farm radio even more economical than city radio.

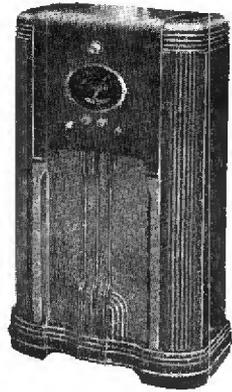


UNPARALLELED PROFIT OPPORTUNITY FOR FARM RADIO DEALER

The 1937 Sentinel Line is made to order for the Farm Radio Dealer. There's more sales appeal, more beauty, more performance, more dollar for dollar value packed in every Sentinel Model than you've ever had before. It's the hottest Radio line that's ever been presented, and it will be backed by the most aggressive advertising campaign in Sentinel history.

You've never had a line that presents so great an opportunity for sales and profits. Sentinel, the pioneer of farm radio, has continuously made money for its distributors and dealers —this year will be even better than ever before—with this complete, up to the minute line, the finest farm radio ever built—and the lowest priced. You can't miss!

Get on the band wagon and go to town with the Leader in Farm Radio. Send in the coupon for complete details on our dealer plan today.



MAIL THIS COUPON!

Sentinel Radio Corporation
Dept. RR, 2222 Diversey Parkway
Chicago, Illinois

Please let me hear full particulars on the Sentinel Line immediately.

Dealer

Address

City State

THE PIONEER OF FARM RADIO

HERE, MR. RADIO DEALER, IS YOUR ANSWER...

1937 2-VOLT FARM RADIO
 Very Limited Reception Only
 Cost
 A battery 89.50
 four B batteries 11.80
 C battery .60
TOTAL \$110.40
 Operating Cost
 3 HOURS A DAY FOR
 5 Years 249.75
TOTAL 5 YEAR COST \$360.15

1937 6-VOLT FARM RADIO
 World Wide 4 Band Reception
 Console 89.50
 Battery 12.00
 Wincharger 15.00
TOTAL \$116.50
 Operating Cost
 10 hours a day for
 5 years at 50¢
 per year 2.50
TOTAL 5-YEAR COST \$119.00

"I NEVER REALIZED B BATTERY REPLACEMENT AND RECHARGING COST SO MUCH ON A 2-VOLT RADIO"

"YES, A 2-VOLT RADIO COSTS LESS, BUT CONSIDERING OPERATING COSTS AND LIMITED RECEPTION, YOU REALLY PAY 3 TIMES AS MUCH"

Deluxe WINCHARGER

Actual floor display of Household Appliance Co., Sioux City, Iowa.

How will you increase your farm radio sales? The answer is Wincharger—Wincharger which has given to the legitimate radio dealer the most powerful sales weapon since radio began.

Wincharger, when properly presented to the consumer, not only proves the merits of the new 6-volt radios, but the economy of their operation as well. When powered by a Wincharger, the "new" 6-volt farm radios can be operated 10 hours a day for less than 50 cents a year. No more battery replacement expense common to 2-volt radios featured by mail order houses.

Eighteen leading radio manufacturers have endorsed Wincharger. Hundreds of dealers handling these radios are enjoying an amazing increase in sales. Wincharger has brought radio business back to the legitimate dealer where it belongs.

The millions of unwired homes throughout the country offer you a practically unlimited sales market.

Act Now. Get in on the ground floor for the big fall business. Write for list of radio mfrs. recommending Wincharger.

An intensive advertising campaign, embracing 4 National Farm papers and leading State Farm and Trade Papers, is proclaiming the amazing sales possibilities of the New 6-Volt Radios in combination with the New Genuine Wincharger, Model '37.

In Every corner of the land, thousands of prospects will be reading these ads. Tie in with this extensive campaign. Watch your sales go up and your profits roll in.

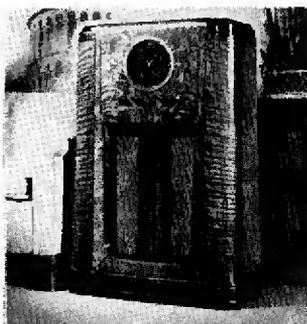


FREE RADIO POWER



WINCHARGER CORP. 2700 HAWKEYE DRIVE SIOUX CITY, IOWA DEPT. T-2
 MFRS. OF 32-VOLT WINCHARGERS SINCE 1927
WORLD'S LARGEST MFRS. OF WIND DRIVEN BATTERY CHARGERS

Review of New Products

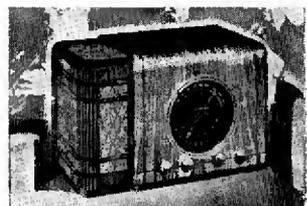


Stewart Warner 1485

STEWART WARNER Line

A "Copper Photo-Tone" speaker makes its appearance in the 1937 radio line of the Stewart Warner Corp., 1826 Diversey Blvd., Chicago. The unit is electro-welded to the speaker shell, thus eliminating screws, bolts, etc., and assuring a perfect center of the voice coil. This speaker reproduces with exceptional clarity and fidelity over the entire musical range, the maker claims.

S-W's Magic Dial has been improved and includes such features as shadow beam tuner, automatic band spreader, multi-color wave bands, two speed precision tuning. An automatic band indicator



Stewart Warner 1451

shows the frequency range on which the receiver is being operated.

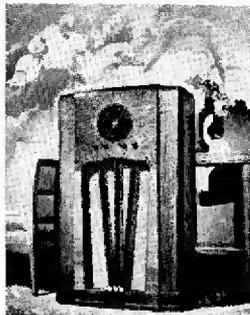
The "Duo-Circuit" Ferro-dyne chassis has trilinear automatic volume control, automatic and dual bass compensation, automatic antenna system.

There are three horizontal table sets and six consoles in the line. Model 1441, table, 5 glass tubes, 530-1725 and 2300-2600 kc., is \$22.95; 1451, table, 6 tubes, Magic Dial, all-wave, \$52.95; 1461, table, 7 tubes, all-wave, Magic Dial, \$64.95.

The consoles are: Model 1475, 8 tubes, Phototone speaker, \$94.95; 1485, 10 tubes, Phototone speaker, allwave, \$119.95; 1465, 7 tubes, Phototone speaker, allwave, \$82.95; 1455, 6 tubes, allwave, \$64.95;

1425, 5 tubes, 530-1725 and 2300-2600 kc., \$39.95 and 1495, 12 tubes, twin Phototone speakers, allwave, \$149.95.

A complete battery operated line is also offered. There are four horizontal table sets and three consoles. Both 2 and 6 volt models are included ranging in size from 5 to 7 tubes.—*Radio Retailing*, July, 1936.

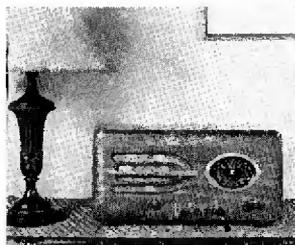


Stewart Warner 1455

WESTINGHOUSE Radios

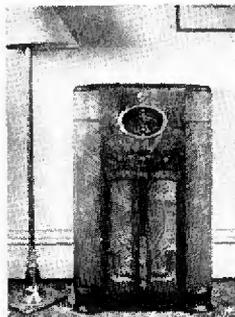
Twenty sets are being presented for the 1937 season by the Westinghouse Radio Merchandising Headquarters, 150 Varick St., New York City.

Model WR-102, ac-dc table set with built-in antenna, uses 5 tubes, \$19.95; WR-103, horizontal table, 6 tubes, built-in wave trap; WR-209, horizontal table, 5 tubes, spectrum dial, \$29.95; WR-210, horizontal table, built-in wave trap, 5 tubes, \$34.95; WR-212, horizontal table, precision tuner, precision hand, spot-lite tuning, precision eye, 7 tubes, \$65.95; WR-312, same



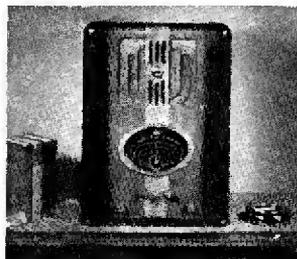
Westinghouse 116 and 211

as 212 console cabinet with 14 in. speaker and full-vision spectrum dial, \$84.95; WR-214, vertical table, spectrum dial, station stabilizer, precision tuner, eye and hand, 10 tubes, \$89.95; WR-314, same as 214 in. console cabinet with 14 in. speaker and high quality output, \$109.95; WR-315, console, improved precision tuner, eye and hand, spectrum dial, automatic frequency control, 9 tubes, audi-



Westinghouse 315

torium speaker, all metal tubes, \$139.95; WR-310, console, same as 210 except for full sized dynamic speaker, \$49.95; WR-211, horizontal table, low volume base compensation, spot-lite tuning, built in wave trap, 6 tubes,



Westinghouse 214

\$49.95; WR-116, horizontal table, same as 211 but with different tube line-up and an additional tube, \$49.95; WR-311, same as 211 but in console cabinet with 14 in. speaker, \$69.95; WR-316, console, same as 116 but has 14 in. speaker, \$69.95.

The battery sets include: WR-306, 6 v. battery including vibrator, 4 glass tubes, vertical table; WR-604, 2 v. battery, 5 glass tubes, vertical table; WR-605, 2 v. battery, 6 glass tubes, vertical table; WR-606, same as 603 but a console; WR-607, same as 604, in console cabinet; WR-608, same as 605 but in console cabinet.—*Radio Retailing*, July, 1936.

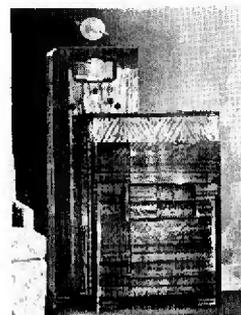
Aircraft Receiver

A small, single unit receiver for aircraft use, combining three important services may be obtained from the Western Electric Co., 195 Broadway, New York City. This set brings to the pilot reception in the beacon and the broadcast bands as well as in the short-wave bands employed for communication with ground stations.—*Radio Retailing*, July, 1936.

STROMBERG CARLSON Sets

Complete details of what is said to be its longest line have just been released by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. 27 models with 15 chassis are available.

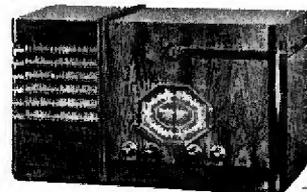
This year 12 of the 27 models include the S-C Acoustical Labyrinth which takes



Stromberg Carlson 145P

the unnatural boom out of radio voices and provides deep bass notes with unusual fidelity. Tri-Focal tuning using the 6E5 cathode ray tuning indicator with long range action is new. It derives the name "Tri-Focal" from the fact that it will work on all types of signals—weak, medium and strong. All 10½ in. speakers utilize Carpinchoe leather as speaker cone support.

The DeLuxe Index type of Selectorlite dial is used in six models. Each range is exactly indexed on the es-cutcheon and only the range in use is illuminated. A trifocal tube set in the top center of the dial indicates



Stromberg Carlson 140H

accurately when the signal is properly tuned in. Indicators on either side show exact volume setting and degree of fidelity the controls are set for. Beam power tubes are employed in several of the higher powered models.

The pivot model of the new series is No. 145L listed at \$197.50. This set has beam power output, Labyrinth, covers from 145-370, 525-18,000 kc., and has index type
(Please turn to page 61)



BIG BATTERY VALUE

BOND MONO-CELLS give brilliant, steady light—longer. Recuperate their power promptly when not in use. Exclusive **DOME TOP** safety seal prevents short-circuits. Bond quality satisfies customers — brings them back for **MORE**.

Send for Yours NOW!

PILED high with fresh, new, high-power Bond Mono-cells, this modern "basket" merchandising display keeps customers shelling out for cells! Set it right out on your counter to attract flashlight users—customers who have come in for other vacation needs. No need to remind **YOU** how effectively the basket idea **WORKS!** You know. And in this new Bond display you have it at its best. Bright pleasing colors—a pleasant reminder—the price—and the merchandise ready to hand. Customers get the vacation "flash"—like it. Display holds plenty of Mono-cells, still takes only 8½ x 11 inch space. Get this timely sales booster **NOW**—set it up and see how customers go for it. It's **FREE** with your order for only 48 Bond Mono-cells—with or without Flashlights. Place your order through your wholesaler **TODAY**.

BOND ELECTRIC CORPORATION • NEW HAVEN, CONN.

There's a Bond Battery for Every Battery Need



Stromberg Carlson 140L

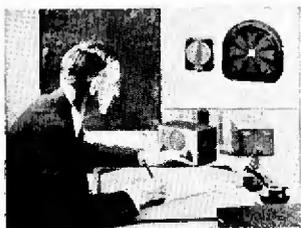
(*Stromberg Carlson—Cont.*)

of Selectorlite dial. It is a metal tube receiver using 10 tubes.

Illustrated is a cabinet of most unusual design. It is found on Model 145P automatic radio-phonograph. It combines a lowboy for the phonograph mechanism with the radio set in the "column" cabinet.

For farms, Model 115 console is offered. Operates from one 6 v. storage battery, 7 tubes. Three tuning ranges.

Complete specifications and prices on the entire line will be found in the Set Listing in this issue.—*Radio Retailing*, July, 1936.



BELFONE

A new, low-priced, intra-department, communicating system, carrying the trade name "Bellphone," is offered by the Bell Sound Systems, Inc., 61-63 E. Goodale St., Columbus, Ohio. The price of the system runs as low as \$39.50 for a complete two station hook-up.

With a flip of a key a person's normal voice can be transmitted to other departments. The person at the receiving end can hear and reply from whatever point in the room he may be standing.

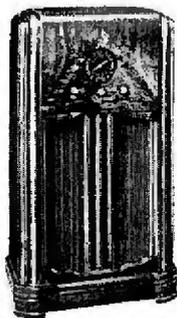
The equipment is made up of three standard units. First, the amplifier unit designed for universal current; second, the loud speaker unit with a 6-in. Hylflux speaker and third, the mike unit.

With a combination of the three standard units and very simple wiring a number of variations of multiple hook-ups may be provided.—*Radio Retailing*, July, 1936.

AMERICAN BOSCH Line

An important technical development, the "Automatic Maestro," is incorporated in the new line of the United American Bosch Corp., Springfield, Mass.

The Automatic Maestro centralizes the radio elements of the chassis on the separate CentrOmatic unit, isolated and insulated from the audio section. It is claimed this de-

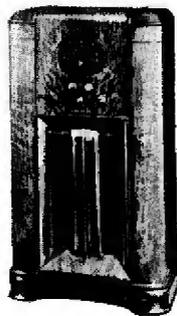


American Bosch 605C

velopment simplifies tuning, brings in more stations.

An important acoustical contribution is the "Band Stand" baffle to eliminate boom and echo, promote resonance and improve the tone by an ingenious use of the baffle area. Each model has over-size speaker—all consoles have a 14 in. speaker except the deluxe Model 680 which contains a 15 in. speaker.

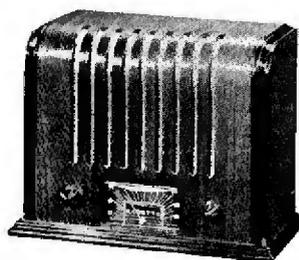
Semaphore tuning is another interesting feature. With this tuning system the station is automatically "flagged"



American Bosch 680

with electrical precision and the wave band is indicated by a colored beam. Super-size clock dials with split second tuning indicators also help to make tuning easier.

Other of the 24 features include: metal tubes, multi-wave range in every set, noise suppression on and between stations, high fidelity modulators, built in wave traps.—*Radio Retailing*, July, 1936.

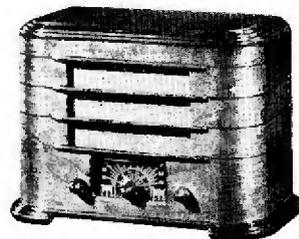


Kadette 76

KADETTE Sets

While complete data on the full line of 23 sets is not available for publication this month, following are specifications on several of the new Kadette table radios made by the International Radio Corp., Ann Arbor, Mich.

Model 87, 7 tube, worldwide, ac-dc superhet, 4½ in. convex crystal enclosed airplane dial which is golden finished in 3 colors and illuminated, 6 in. speaker, lay-down table cabinet, \$29.95; Jewel Model, ac-dc compact, scratchproof cabinet with grille settings representing precious stones, — Bakelite



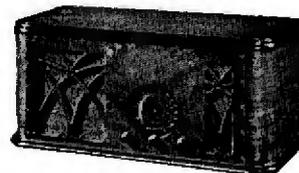
Kadette 86

case, \$10, walnut, \$12.50, ivory or chinese red, \$14.

Model 76, 6 tubes, ac-dc, t.r.f., 5 in. speaker, 550-1750 kc., \$14.95; 86, 6 tubes, ac-dc superhet, 550-1600 kc. and 70-185 meters, table cabinet, \$22.50; 66X, 6 tubes, ac-dc superhet, 550-1600 kc. and 70-185 meters, \$19.95.

Two battery sets are also offered. Model 400, 4 tubes, superhet, 540-4300 kc., battery saver device, Perm-O-Flux 6½ in. speaker, table cabinet, \$29.95, and Model 500 5 tubes, 2 v. operation, 4½ in. airplane dial protected with an unbreakable convex dial, Perm-O-Flux speaker, lay-down cabinet, \$32.50.

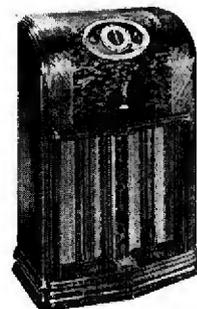
There will be straight a.c. sets and consoles in the balance of the line to be announced later.—*Radio Retailing*, July, 1936.



Kadette 500

CONTINENTAL Radios

"Tilt tuning," a revolutionary departure, may be had in four sets in the new line of Admiral radios made by the Continental Radio and Television Corp., 325 W. Huron St., Chicago. This new type of tuning prevents "back bending" to see the dial. The bent panel is made of 5/16 in. butt walnut formed by pre-heating and subjecting the wood to pressure. "Fly wheel



Continental AM889

tuning" is available in several other models. A flick of the finger and the pointer moves.

The line is made up of:

Model B125, 5 tubes, ac, \$19.95; B225, 6 tubes, ac-dc, \$27.50; A126, 5 metal tubes, ac, \$32.50; Z344, 6 metal tubes, ac, \$39.95; AZ393, 6 metal tubes, console, \$59.50; M351, 8 metal tubes, upright table, 4 band, fly wheel tuning, \$59.50; AM387, 8 metal tubes, console, 4 band, tilt tuning, \$79.50; AM688, 10 metal tubes, tilt tuner console,



Continental A126

\$99.50; AM889, 17 tubes, two speakers, tilt tuner console, \$175.

For farm use, there are Models Z544, 6 tubes, 6 volt table set, \$49.50; AZ593, as a console, \$69.50; and M551 and M587, table and console, 7 tubes, 6 volt, fly wheel tuning, \$59.50 and \$79.50.

A 6 tube auto set with "inclined speaker" is also made. Uses metal tubes, has series fed antenna, dash mountings for all cars, \$39.50. A twin speaker for header installation or back of front seat is available, \$6.50.—*Radio Retailing*, July, 1936.



CUSTOMER INSURANCE

"I'VE INSURED MY CUSTOMERS' GOOD-WILL . . . I'M SELLING SYLVANIA TUBES!"

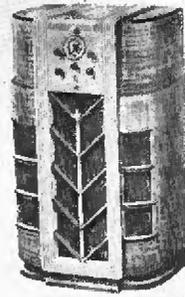
• You can count on it! When you sell a customer Sylvania tubes . . . he'll be pleased. And what's more important, he'll come back. *That's customer insurance!*

Thousands of dealers have found it out. It *pays* to stock Sylvania! For Sylvania tubes on your shelves mean a greater margin of profit . . . fair list prices . . . and all the technical and sales helps that Hygrade Sylvania gives you.

Start putting your tube business on a safer, more profitable basis *right now!* You can get complete sales and technical information by writing to the Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

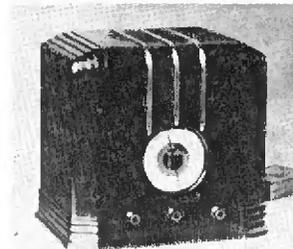
THE SET-TESTED RADIO TUBE



Sparton 1867

SPARTON 1937 Receivers

The "Photochromatic" dial the Sparks Withington Co., Jackson, Mich., has placed on its 1937 sets blends perfectly with the cabinet when not in use—that is, not illuminated. This is due to the fact that the figures are photographed with crystal legibility on crystal clear glass. The colorings which indicate the different bands are applied to the reverse side of the transparent glass dial and are transmitted through it. At the bottom of



Sparton 517B

the dial, an illuminated diamond appears in the same color as the band in use.

Tone expansion, another development, is brought into play by a control switch on the panel. If desired, the set may be used without the tone expansion feature for ordinary speech where "even" volume is desirable.

Sparton sets are automatically matched with the wave band in use. A "Viso-Glo" tuning device facilitates accurate tuning. Metal, octal base and glass tubes are used.

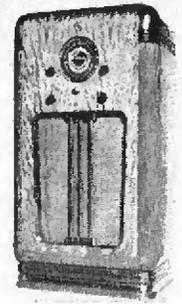
Model 1867 Triolian, 18 tubes, 3 speakers, allwave, in a gold leather and walnut cabinet is \$300; 1567, 15 tubes, allwave, \$180; 1167, 11 tubes, allwave, \$129.50; 987, 9 tubes, allwave, \$99.95; 867, 8 tubes, allwave, \$89.95; 667, 6 tubes, allwave, \$69.95; 577, 5 tubes, allwave, \$59.95; 567, 5 tubes, domestic, foreign, police and airplane bands, \$39.95.

The table sets are: 517, 5 tubes, ac., 2 band, \$29.95; in ebony or old ivory, \$32.50; 617, 6 tubes, allwave, \$49.95; 537, 5 tubes, allwave, \$34.95; 727, 7 tubes allwave \$64.95;

827, 8 tubes allwave \$64.95; 557, 5 tubes, foreign, domestic, police, airplane calls, colorful crystal glass, chrome and wood cabinet of unusual design, \$39.95.

The round glass set introduced last year is being continued.

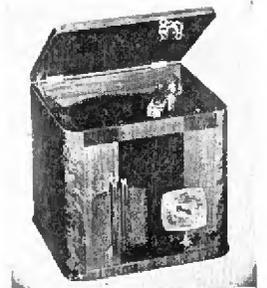
For farms, Sparton offers a 5 tube upright table set and a 5 tube console, 2 volt, air-cell or battery, domestic, foreign and shortwave.—*Radio Retailing*, July, 1936.



Sparton 1167

EMERSON Radios

Model L-143 combination radio and phonograph made by the Emerson Radio and Phonograph Co., 111 Eighth Ave., New York City, comprises a 5 tube receiver—American, foreign and police—and an efficient electric motor for playing 10- and 12-in. records, \$59.95. A portable combination is also offered, Model G-125, \$79.95. This has a 6 tube set—American, foreign and police—for ac.-dc. operation. The phono plays 10- and



Emerson L143

12-in. records. Front cover is removable. Durable woven material covers entire surface. Storage space for records.

Another interesting portable model is the illustrated portable battery set, H-137. Tunes from 175-555 meters, low battery drain, Alnico permanent magnet dynamic speaker, acoustically constructed cabinet of walnut with attractive decorative motif worked out in gold-finished metal. The carrying



Emerson H137

handles fit flush when not in use. \$39.95.

Model L-135 console is a 5 tube job listing at \$44.95. Covers the following ranges: 172-555 meters and 40-136 meters.—*Radio Retailing*, July, 1936.

SIMPLEX Radios

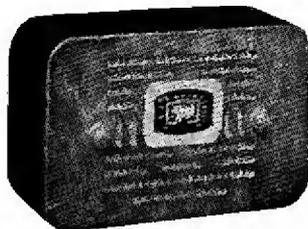
A most complete and comprehensive series is offered for 1937 season by the Simplex Radio Co., Sandusky, Ohio. The line ranges from a 10 tube console to a 4 tube battery "sports" model.

Model NT, table and console, has 10 tubes, all wave,



Simplex D Console

Magic Eye, worldwide reception, \$49.95 and \$68.45; Model G, table and console, may be had for ac, ac-dc or 6 volt operation, allwave, Magic Eye optional, 6 tubes, \$33.95 and \$54.45; Model D, compact, upright table or console, is a



Simplex RK

5 tube job for ac-dc or 2 volt operation, 540-1750 and 5500-20,000 kc., \$24.95, \$26.95, \$34.95.

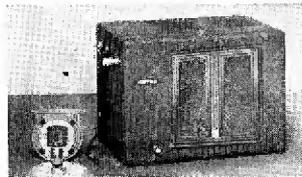
The following are table sets of the horizontal type: Model RK, 540-1750 kc., may be had in two different cabinets,

\$17.45 and \$18.75; Model Z, 4 tube, ac-dc, 540-1750 kc., 5 in. magnetic speaker, two cabinets, \$12.45 and \$13.25.

All the above sets are available with longwave band, 800-2000 meters, at \$1.50 additional.

The Sportsman Model, described last month in detail, is a portable 4 tube battery superhet, \$26.50.

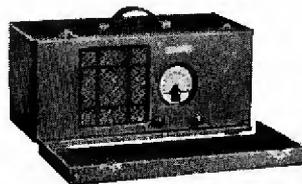
A 6 tube auto-radio, Model Q, is \$39.95.—*Radio Retailing*, July, 1936.



NOMAD Auto Radio

A 6-tube Hi-Q superheterodyne using a Mallory synchronous vibrator is being marketed by the Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill. Spark plug suppressors are not necessary on ordinary installations. The entire power supply is built into a copper plated box as a unit and plugged into the chassis with two bayonet plugs, to reduce vibrator noise. Tuning control matches any dashboard.

For quick servicing the entire chassis, power unit, vibrator and tubes may be removed without dismounting the set. The speaker is a 6-in. dynamic and iron core coils are used throughout. \$49.50 list.—*Radio Retailing*, July, 1936.

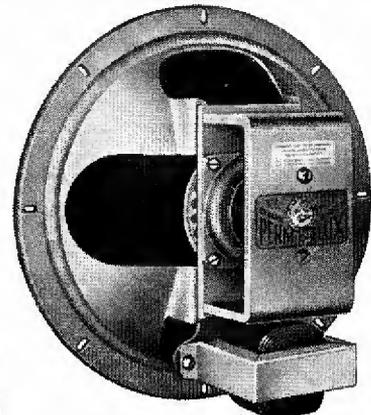


FREED-EISEMANN P-55

A portable, 5 tube, dry battery operated, portable superhet with large Perm-O-Flux speaker has been added to the line of Freed-Eisemann radios made by the Freed Mfg. Co., Inc., 127 W. 17th St., New York City. All batteries are self-contained, antenna and counterpoise are supplied with each set. Mounted in a fabrikoid covered carrying case with detachable front cover. Tuning range: 1700-540 kc.—*Radio Retailing*, July, 1936.

NOW! IN HEAVY PRODUCTION to meet a TREMENDOUS DEMAND

PERM-O-FLUX
PERMANENT MAGNET
Dynamic Speaker



Your Set Manufacturers' Requirements Are Assured
by Our Unlimited Supply of a Rare New Magnetic Metal

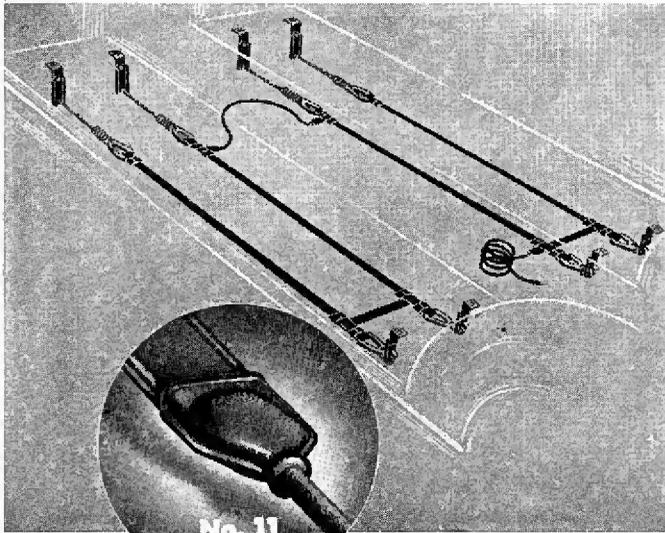
The metal was developed in the Continental laboratories and is manufactured right in the Continental plant. Continental engineers have brought this metal to such a degree of perfection that it is unequalled for radio speaker reproduction. Prominent set manufacturers are finding that the superior tone qualities of Continental PERM-O-FLUX Dynamic Speaker has materially contributed to increased set sales.

Among the PERM-O-FLUX features are: (1) a new type voice coil suspension that eliminates all possibility of rubbing; (2) a permanent flux density in the gap requiring no outside energy for field excitation, thereby reducing battery drain; (3) simplicity of installation; (4) no shielding required in automobile installation. The PERM-O-FLUX Speakers are available in many models and sizes. Complete literature on request.

Continental Motors Corporation

Radio Speaker Division
12801 East Jefferson Ave. - Detroit, Michigan

THE MOST DURABLE UNDER-CAR ANTENNA



1 OF 12 EXCLUSIVE FEATURES

Connections for the shielded Lead-in and Cross Lead are soldered, tested and sealed by Rubber Boots.



Grueling tests on automobile proving grounds and by leading radio manufacturers have proved that INLANTENNA is the most durable under-running board antenna ever developed. It is completely rubberized—weather, abrasion and rust-proof. It is impervious to water, gravel, calcium chloride, salt, tars and oils. It is rattle-proof and least visible.

A specially compounded rubber resists moisture and ice formation. Insulator links are rubber moulded over Bus Tire Cord to repel moisture and insure insulation. The springs and brackets are rust-proof. Perfectly sealed lead-in wire and cross lead are heavy duty, low loss insulated.

Amazing Signal Pick-Up

In half a million installations INLANTENNA has proved its ability to provide better reception, greater sensitivity and amazing signal pick-up. Its continuous metal strip under each

running board is folded so that there are no joints or leaks. Its design and construction eliminate directional effects, weather and road interference. The connections of the shielded lead-in and heavy-duty cross lead are soldered, tested, and sealed by rubber boots. And INLANTENNA is installed two to four inches from any metal.

Easily Installed—No After Service

No holes to drill—adjustable brackets fit perfectly any under-car construction. A sturdy, adjustable chain furnishes accurate length and positive lock.

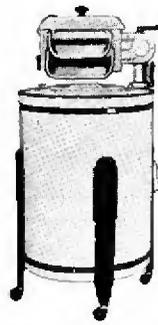
Adopt INLANTENNA. Leading automobile and radio manufacturers have approved and are using INLANTENNA as the only permanently weather and rust-proof antenna. It comes complete and individually boxed with instructions. Available through your present sources.



THE INLAND MANUFACTURING COMPANY

A GENERAL MOTORS SUBSIDIARY

DAYTON, OHIO



HOLLAND Farm Washer

Dealers catering to the farm trade will be glad to learn of a farm washer equipped with 12 v. motors so the machine may be operated by two 6 v. storage batteries. Made by the Holland Farm Washers, Sandusky, Ohio.

To eliminate necessity of taking batteries to be charged, Holland, in cooperation with Pioneer Gen-E-Motor Corp., offers a combination deal whereby a 200-watt automatic combination 6 and 12 v. charger and a Holland 12 v. washing machine may be purchased for less than \$90. With only the additional expense of two 6 v. storage batteries, the farmer may now operate the washer and have ample current for a small lighting system, radio or small electrical appliances.—*Radio Retailing*, July, 1936.



C-B Oscillator

From the laboratories of Kendall Clough comes another development in test oscillator design, the Clough Brengle (1134 W. Austin Ave., Chicago) Model OM-A frequency modulated r.f. signal generator. The inductor sweep principle embodied in this instrument employs a small copper vane which is rotated in the magnetic field of the oscillator coil. As this vane rotates, it causes the inductance of the coil to vary sufficiently to cause a plus and minus 20 kc. "wobble" of the oscillator output frequency. Rotation is secured by a synchronous motor, operating at what is practically zero load.

This instrument employs metal tubes throughout. It is said to be the first instrument to provide both single and double trace alignment methods.—*Radio Retailing*, July, 1936.

TURNER "Music Master"

Three "Music Master" sound systems may be obtained from the Turner Co., Cedar Rapids, Iowa. They are the Senior, Standard and Junior models, listing at \$165, \$150 and \$135, respectively. The Music Master is especially adapted to school use.

Each system comes complete with 35 ft. of cable, two 10-in. dynamic speakers, two mike inputs, phonograph input, and operates on 110 volts, a.c.

Compact and portable, weighing but 43 lb. and measuring 17½ x 17½ x 11½. The Senior model has 20-watt output, the Standard 15, and the Junior 12.—*Radio Retailing*, July, 1936.

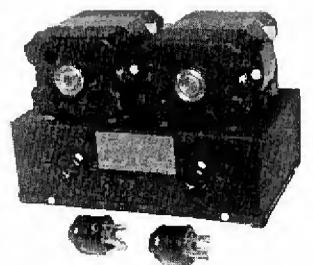


QUAM Chromatic Speaker

The principal innovation in the design of the chromatic speaker of Quam-Nichols Co., 1623 W. 74th St., Chicago, is a patented snubbing device which prevents rattle on high amplitude notes and does not affect the normal fine sensitivity of the speaker, the statement reads. This new chromatic speaker has a wide tonal range.—*Radio Retailing*, July, 1936.

CARTER Genemotor

For two-way ultra short-wave police radios and transceivers, the Carter Motor Co., 361 W. Superior St., Chicago, Ill., makes a dual unit. One of the Genemotors delivers 250 volts at 50 m.a. for operating the receiver and the other unit delivers 350 volts at 100 m.a. for the transmitter. Filtered for ultra short wave. Price with filter is \$60; less filter \$40.—*Radio Retailing*, July, 1936.

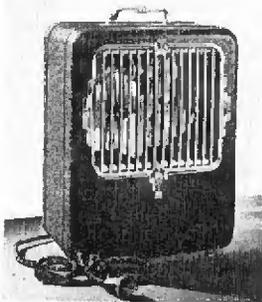




"Hi-Way" Battery Charger

An auxiliary battery charging unit for use on trucks, camp trailers and semi-trailers has been placed on the market by the Wincharger Corp., Sioux City, Iowa. A specially designed generator is driven by a metal propeller patterned after the well known Albers Airfoil Curve. This unit begins charging at a road speed of about 22 miles per hour and reaches its maximum charging rate of 20 amp. at about 40 to 45 miles per hour. Protection is provided against overheating or damage when driving into strong winds.

Connections may be made from the generator direct to the truck or car battery, or a separate system may be used in the case of camp or semi-trailer. An ammeter and relay are furnished so the operator may keep watch of the charging rate developed.—*Radio Retailing*, July, 1936.



Portable KLEEN-AIRE

A portable, moderately priced, all-season air conditioner for home and office, carrying the trade name "Kleen-Aire," is ready at the plant of the Continental Motors Corp., Detroit, Mich.

This device circulates the air gently, cleanses it by washing and neutralizes odors from cooking, tobacco smoke.

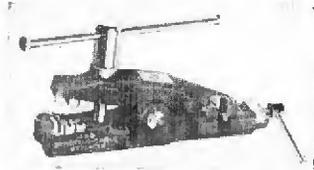
A heating element with "finger tip" switch control is built in for the circulation of warm, humidified air. Splendid for sinus, hay fever and asthma sufferers as it provides the necessary moisture to the air.

May also be used as an electric cooling fan. Size 13 in. high by 10 in. wide by 7 in. deep. Weight 10 lb.—*Radio Retailing*, July, 1936.

JFD Remote-O-Cable

J. F. D. Distributing Co., 5024 Fort Hamilton Parkway, Brooklyn, N. Y., makes a "Remote-O-Cable" replacer to easily and quickly remove old fittings, cut cable to exact length, and prevent unravelling and replace old fittings on new cable. \$47.50, list.

To eliminate the expense of replacing complete assemblies, J. F. D. offers a box of 100 assorted dial drive friction rubbers for \$5.75. A box of 24 assorted is \$1.50.—*Radio Retailing*, July, 1936.



Demonstrator Aerial

An efficient portable aerial which can be installed in five minutes providing an efficient demonstrator aerial for both standard broadcast and short-wave reception, may be obtained from the Philco Radio & Television Co., Philadelphia, Pa. This aerial may be quickly attached to the window when making home demonstrations. \$6.—*Radio Retailing*, July, 1936.

AMPERITE Transformers

The new input transformer of the cable type made by the Amperite Corp., 561 Broadway, New York City is designed to operate low impedance microphones directly into amplifiers having high impedance input. It permits the cable of the low impedance microphone to be any length up to 2,000 ft. Makes high gain amplifiers immediately adaptable to any location.

As many as four microphones may be fed into one transformer. Hum pickup is



said to be entirely eliminated by the hum neutralization design of the transformer. Either a 50 or 200 ohm microphone may be fed into the standard input impedance of 200 ohms. Other impedances available upon request.—List price \$5.00—*Radio Retailing*, July, 1936.



THEY KNOW IT IN CALIFORNIA

WARD BROTHERS RADIO, Long Beach, California, have long known that radio tubes, in addition to being made right, must also be sold right if a retailer is to make money handling them.

WARD BROTHERS RADIO have found that Tung-Sol tubes are made and sold to protect the interests of the independent retailer. They write:

"Tung-Sol helps their agents to secure a fair price and a satisfactory profit."

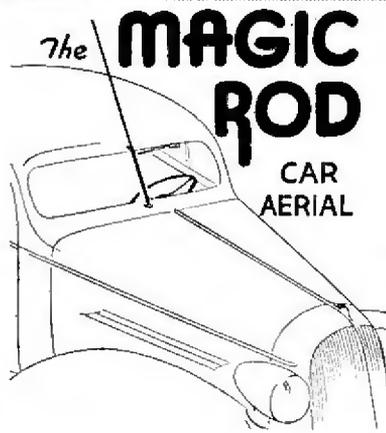
There are still desirable locations where independent radio retailers and service organizations could qualify as Tung-Sol retail agents. Write our nearest sales office.

TUNG-SOL
Flow radio Tubes

TUNG-SOL LAMP WORKS, INC.
Radio Tube Division

SALES OFFICES: Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Kansas City, Los Angeles, New York.

GENERAL OFFICE: NEWARK, N. J.



The **MAGIC ROD**
CAR AERIAL

The SOLUTION
to the
CAR AERIAL
PROBLEM

THE BIGGEST CAR RADIO ITEM YET

BE THE FIRST IN YOUR TOWN TO INSTALL
A MAGIC ROD—AND WATCH THE RESULTS

PROVE THESE FACTS FOR YOURSELF:

The MAGIC ROD is the most efficient type car aerial on the market. MORE stations—MORE volume—lowest noise level—isolated from motor and wheel static—no kickbacks from road hazards—smart, neat, and trim—easiest to install—very low price—handsome profits for dealers.

Dealers and distributors: Write or wire for full story and discounts.

\$3.50

BLACK
BAKED
ENAMEL

RADIO ELECTRIC SERVICE

1918 NEWTON • SAGINAW, MICH.

\$4.50

Chromium
Plated

**Your Guide To
NEW SOUND DOLLARS
FREE!**

Never before was there such an interest in sound systems as there is now. Political campaigns are largely responsible as bands and spell-binders carry their own systems with them. Plenty of money has been made in sound in the past year; there's twice as much to be made during the next six months alone! Get on the SOUND wagon—it's going places. Learn all



about the different apparatus available, what it will do. Send the coupon NOW for free catalog, including prices.



For SOUND SYSTEMS

RCA MANUFACTURING CO., Inc., Camden, N. J.
Commercial Sound Section RR

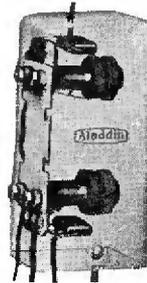
Please send me your free Commercial Sound Catalog 210

Name.....
Street.....
City..... State.....



Turret Projector

There are many instances where directional sound projection calls for a horn. The Model 42 turret projector of the Operadio Manufacturing Co., St. Charles, Ill., was designed and built to adapt a dynamic cone speaker to this type of horn. It is made of spun brass, a feature which is said to add much to the brilliant tone quality, and the entire ensemble is mounted on a searchlight type of bracket which allows for a wide range of sound direction. Designed to accommodate dynamic speakers of the 10-in. size only.—*Radio Retailing*, July, 1936.



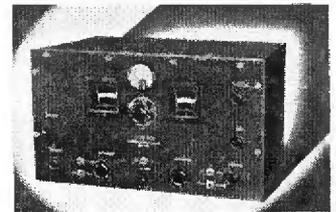
Aladdin Transformers

A new type intermediate frequency transformer, Type P, is offered by Aladdin Radio Industries, Inc., 466 W. Superior St., Chicago, Ill. The Polyiron cores of the primary and secondary coils are adjustable with a screw thread and the inductance values are not affected by vibration, humidity, or temperature changes. Fixed sealed condensers are permanently connected across the inductors. High gain and narrow band width characterize this transformer.

Aladdin also makes a three-circuit continuous flat-top hand-expansion i.f. transformer using Polyiron cores in all three coils. The center inductor may be rotated with respect to the other two, varying the selectivity while retaining a flat-topped, steep-sided characteristic through all degrees of band-width expansion with no appreciable loss in gain.—*Radio Retailing*, July, 1936.

TRIPLETT Portable Lab

A complete radio servicing laboratory in portable form has been placed on the market by the Triplett Elec. Instrument Co., Bluffton, Ohio. The four separate units of interchangeable size are: Master Unit Model 1200 volt-ohm-milliammeter; 1210A tube tester; 1220A free point tester and 1231 direct reading allwave d. c. signal generator. Each is housed in a compact metal case, 7 7-8 x 6 5-8 x 4 5-8 in. Panels are in matching modernistic silver and black. Leatherette carrying cases are available for 1, 2, 3 or 4 units. Price, complete, \$84.33. Units may be purchased separately at no difference in cost per item.—*Radio Retailing*, July, 1936.



**HAMMARLUND
Super Pro**

A 16-tube superheterodyne developed to meet the precision requirements of the professional and amateur operator is being marketed by the Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York City. This set has an electrostatically shielded input, a silver plated five-band switch, four air tuned i.f. transformers, continuously variable selectivity, high fidelity, two tuned r.f. stages on all bands, three audio stages, visible tuning meter, band spread tuning dial, variable beat oscillator.

The receiver is so designed that it may be used as an a.c. unit or as a battery unit without making any changes. The range of the Super Pro is from 540 kc. to 20 megacycles.—*Radio Retailing*, July, 1936.

WARD A-R Aerial

The Model 4 R.C. Streamline single aerial of the Ward Products Corp., 2135 Superior Ave., Cleveland, Ohio, may be installed in ten minutes without drilling the running board. Sealed in leak-proof rubber. Equipped with the Ward "Magic Bracket" and the molded lead wire connection. \$2.95.—*Radio Retailing*,

JACKSON Multi-Meter

Eighty per cent of all necessary receiver chassis measurements may be made with the Model 412 Multi-Meter of the Jackson Electrical Instrument Co., Dayton, Ohio. This meter is also useful in check-up on p.a. amplifiers and is a good general purpose tester for auto-radio work. Its compact, convenient size makes it possible to place near the receiver so the set does not have to be removed from the car. Also useful for testing 2, 6 and 32-volt farm radio sets. Has ranges for every necessary measurement of receiver and battery voltages. Size 5 x 3 x 2 in. \$9.85, net, with battery. — *Radio Retailing*, July, 1936.



LIFETIME Mike

The basic principles of the new velocity microphone being made by the Lifetime Corp., 1010 Madison Ave., Toledo, Ohio, eliminate many of the inherent faults of a pressure operated unit in that it contains no stiff diaphragm with its basic resonance peaks, but depends on the actual velocity of the sound wave actuating a lightly floating ribbon with no resonance point of its own excitation. Due to a new structural feature developed by Lifetime there is no accentuation of the base response even when working very close to the microphone, it is stated.

Furnished in either a high impedance unit operating directly to grid or in a low impedance unit to operate into a 200 or 500 ohm line. \$40.— *Radio Retailing*, July, 1936.

FOX Trumpet Horn

For auditorium and general indoor use where additional sound and long distance coverage are desired, and for outdoor use where extremely light weight and immunity from all dangers of exposure, humidity, etc., are important, the Fox Sound Equipment Corp., 3120 Monroe St., Toledo, Ohio, is making an alu-

minum trumpet horn. The three-piece construction makes for convenient handling, storing and transportation. The five-foot size is especially favored with sound truck operators.

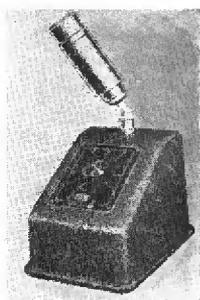
Fox is also producing a dual-throat aluminum trumpet with a capacity of 75 per cent more projection power than the regular type.—*Radio Retailing*, July, 1936.

TOBE Visual Indicator

A visual indicator designed about the 6E5 electric eye tube and a suitable amplifier has been brought out by the Tobe Deutschmann Corp., Canton, Mass. In addition to the electron ray tube, a Type 79 is employed in a two-stage resistance coupled amplifier. Sensitivity is adjustable and reported more than adequate for bridge work. The power supply is self-contained and uses an 84 type tube.

Tobe Deutschmann also offers a CRL bridge with visual null indication, also designed about the 6E5 cathode ray tube. Self-contained, comprising the usual standards and ratio arms, a 60 and 1200-cycle oscillator, power supply, amplifier and indicator tube.

The sensitivity of the elec-



Tobe Null Indicator

tric eye is adjustable. The range of the bridge is from 2 mmf. to 100 mn. in capacity, from a fraction of one ohm to one megohm in resistance, and from 10 microhenries to 100 henries of inductance.— *Radio Retailing*, July, 1936.

Compact Audio Units

A new series of ultra compact audio units as companions for acorn and metal type vacuum tubes has been released by the United Transformer Corp., 73 Spring St., New York City. Response, plus or minus 2 db., from 30 to 20,000 cycles. Primarily intended for noise meter, aircraft and remote pick-up work.—*Radio Retailing*, July, 1936.

Clarion PRESENTS..

A NEW DIFFERENT LINE of P.A. AMPLIFIERS

Here is the first completely N-E-W line of P. A. Amplifiers—new in appearance, performance and design. Big, modern, massive-looking! Built for heavy commercial use—dependable day in and day out operation. Extraordinarily clear, true-to-life reproduction. True high-fidelity. Newly developed high gain circuits eliminate additional pre-amplifiers; new "electronic" mixing and fading facilities. All models provide full output when used with any modern high-fidelity microphone. Complete line available—from 5 watts up, including portable and 6-volt models.

Here is equipment backed by a name that creates sales—priced to meet and beat competition—designed to help you cash in on the huge demand for P. A. Amplifiers and equipment. Write or wire for literature, prices and name of nearest Clarion distributor. Address Dept. 10.

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Clarion

AMPLIFIER

taking your old bedroom set off your hands. The mark-up doesn't permit it. Second-hand dealers in these lines handle the used article. But radio has a long enough profit to allow some playing around. Until we have one radio dealer to each 10,000 population there will be severe competitive pressure. Competition whets the trade-in allowance, which is another way of getting down from list prices. The solution is to cut price as little as possible. I think a Blue Book would be a swell idea, not because dealers would allow what such a standard advised but because it would permit the dealer to give \$5 more than the standard, satisfy the customer, and still be ahead of the game.

"The damage done by trade-ins does not come from excessive allowances which raise hob with the market but from the fact that the average dealer does not know his costs.

Cleveland Cross-Section

To our Cleveland editor was assigned the job of analyzing dealer practice and sentiment in this typical Ohio city. Back from Leonard

Church came the following report: "Dealer experience with the handling of trade-ins here appears to be following a common pattern. Practically all operators say that they are allowing no more than 10 per cent of the sale price of a new set on any trade-in; then break down and admit the utter impossibility of closing sales without going much farther, particularly as the season for a particular model advances. Horse-trading on every transaction, without too serious regard to straying beyond the 10 per cent limit, appears to be the order of the day. The assumption is that to let a would-be customer leave the store is to lose the sale to somebody else.

"A few dealers told me that they tried to reach their allowance figures by making a careful estimate of the cost of rehabilitating the set, basing their allowance to the customer on something between an outright ten and as high as a fifteen per cent allowance against the new set margin.

"The radio departments of department stores here dispose of their trade-ins generally through cash-and-

carry basements. Many dealers are destroying a high percentage of merchandise taken in, hoping to rid the market of merchandise which might otherwise come back to them a second and even a third time if permitted to go out in circulation. I found no single dealer who likes the idea of special models carrying sufficiently broad discounts to absorb large trade-in allowances. (Ed. Note: Such dealers are, however, encountered frequently in other parts of the country.) Department store men were particularly against this procedure since their policy practically forbids the sale of merchandise almost certain to bounce back later due to obvious over-pricing."

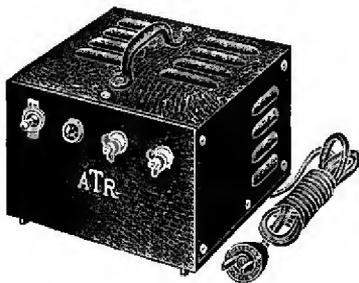
Finally, a retailer suggests this advertisement, which is not nearly so far-fetched as it sounds:

**See the Whoopla Radio
6-Tubes And All These Useful
Gadgets for \$39.95
\$10 Allowed for Your Old Set.
Actually, This Radio Can Be Sold
To You for \$27.50 Without
A Trade-In
Just As You Wish, Dear Public!**

FOR GREATER PROFITS.....

ATR
Auto Radio

"A" BATTERY ELIMINATOR
Specially designed for demonstrating and testing auto radio sets on regular A.C. Lines, 105-125 volts, 50-60 cycles.



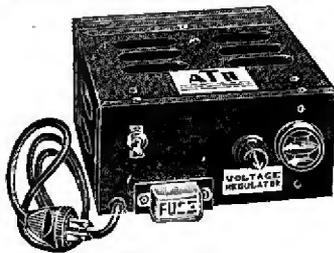
Dealers' Price
\$12.95 Net

Equipped with:
On-Off Switch... Pilot Light Indicator... 10 ampere fuse... Rubber Mounting Feet... 6-foot All-Rubber Cord set.
Cabinet is of heavy gauge metal having attractive black wrinkled finish. Size: 7½" x 7½" x 5". Shipping weight: 20 pounds (packed one to carton).

All Prices Slightly Higher West of the Rockies and in Canada
SOLD BY LEADING JOBBERS EVERYWHERE
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ATR
DC-AC INVERTERS

Produces A.C. CURRENT ANYWHERE—In CARS... On FARMS... In D.C. Districts.



List Price
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* Without radio filter, \$22.50 with built in filter. (Standard Discounts Apply.)

PROVEN—DEPENDABLE—GUARANTEED

- Outstanding Features:**
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 - New Improved Long Life ATR Vibrators.
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Available in 16 different types for operation on D.C. Input Voltages ranging from 6 to 220 volts and having A.C. Output Voltages of both 110 and 220 volts.

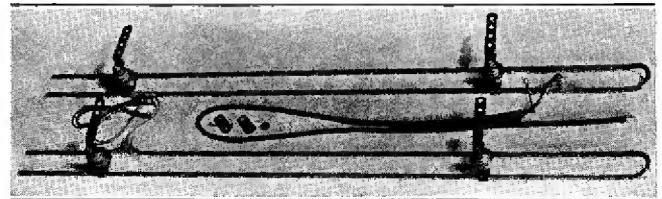


"An Auto Radio Is Only As Good As Its Aerial"

The WARD PRODUCTS Corp.

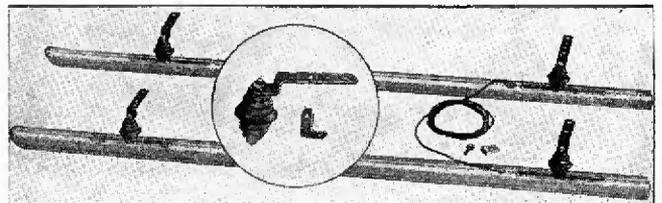
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Model 2 Ski—Duo Magic Ski List Price \$3.50
Model 1 Ski—Mono Magic Ski List Price 2.00
ORDER FROM YOUR JOBBER—Mail Coupon for more Information on WARD Aerials—and for free copy "Aerial News"

IMPORTANT Write for descriptive literature on ATR BATTERY CHARGERS. Designed for popping up storage batteries right in the car.

Manufactured By

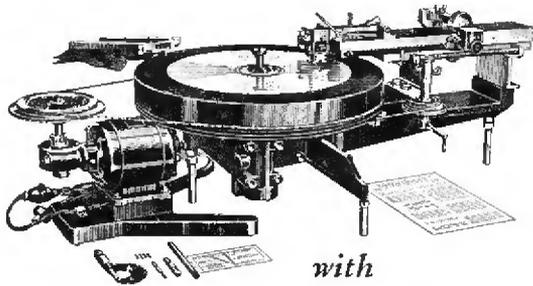
AMERICAN TELEVISION & RADIO CO.

St. Paul, Minnesota, U.S.A. Cable Address: "LIKEX," New York

To WARD PRODUCTS CORP.
2131 Superior Ave.
Cleveland, Ohio.

Please send more information about WARD Aerials—and send copy "AERIAL NEWS".
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Address

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Professional Recording Machine

New, improved design—scientifically correct—Superlative Performance—Solid, Heavy, Dependable—Precision machined for long and continued use—16 in. distortion proof turntable disc—Constant speed rim drive — 110 volt A. C. 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33-1/3 and 78 R.P.M. at 90, 110, and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment—Positively the last word in instantaneous recording equipment.

Write for latest folder giving detailed description.

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Select equipment now at your RCA Parts Distributor's. PUT IT TO USE IMMEDIATELY!

Small down payment, full year to pay. Instruments pay for themselves, and EARN YOU MANY TIMES THEIR COST with BETTER SERVICE—MORE CUSTOMERS! See easy terms below. Go to RCA Parts Distributor at once.

FAMOUS RCA OSCILLOGRAPH

Superior for simplifying service problems. Aligns tuned circuits visually, etc. With tubes \$84.50. EASY-PAYMENT PLAN: \$10 down, \$6.92 a month, 12 months to pay.



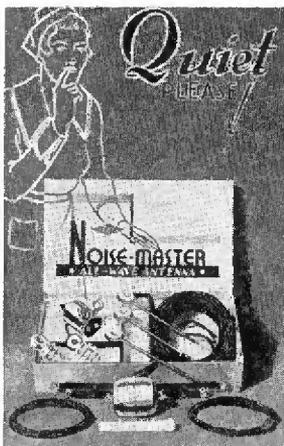
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Besides the Oscillograph, RCA Test Instruments include: RCA Test Oscillator, RCA Frequency Modulator, RCA Piezo-Electric Calibrator, RCA Regulated Power Unit, RCA Vibration Pickup, RCA Universal AC Bridge and RCA Beat Frequency Oscillator.



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"Noise-Master" makes every receiving set a BETTER set. Electrically AUTOMATIC in operation. Eliminates "man-made" static on both broadcast and short-wave lengths.

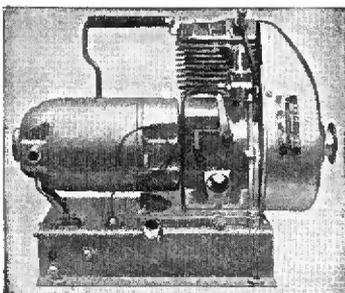
List price . . . **\$6.75**

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Make folks without electricity into customers.

6 V. 200 watt	.. \$59.95
12 V. 200 watt	.. 59.95
32 V. 300 watt	.. 72.00
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A. C.	\$4.00
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Dealers & Jobbers write or wire for details.

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Mankato, Minn., U. S. A.



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ARCTURUS offers you an unbeatable combination. It's the ONLY line which gives a dealer ALL 4 TYPES of TUBES his customers want — GLASS, "G", METAL and the NEW CORONET METAL TUBE for modernizing old glass-tube sets! FOUR ACES that guarantee you your full share of Sales and Profits!

For full details of the 4-WAY Arcturus line and the new Coronet Metal Tubes write:

ARCTURUS RADIO TUBE CO., NEWARK, N. J.

ARCTURUS CORONET METAL "G" and GLASS RADIO TUBES



WESTON

price reductions
save you up to
25%

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ORDER THROUGH
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Model 669 - Vacuum Tube Voltmeter

Weston Electrical Instrument Corporation
581 Frelinghuysen Avenue, Newark, New Jersey
Send full data on these and other WESTON test instruments.

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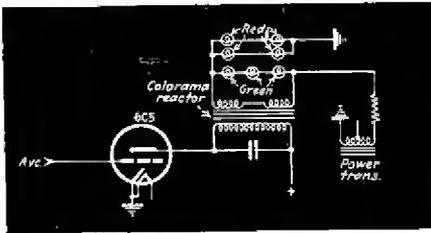
ADDRESS

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NEW CIRCUITS



Colorama Indicator

Here's the basic circuit of the Colorama resonance indicator used in GE 12 and 15-tube receivers. A 6C5 triode receiving input voltage from the avc system plus a two-winding saturable reactor causes the red pilots to glow between stations and the green pilots to illuminate while the reds decline after a station is tuned in.

In the no-signal condition the 6C5 has little negative bias, hence its plate current is relatively high. This current, flowing through the primary of the reactor, saturates its core and the reactance of the secondary is so low that the green pilots, connected in parallel with this winding, are effectively short-circuited. AC from the receiver's power transformer flows through the secondary and through the red pilots to ground, illuminating the reds.

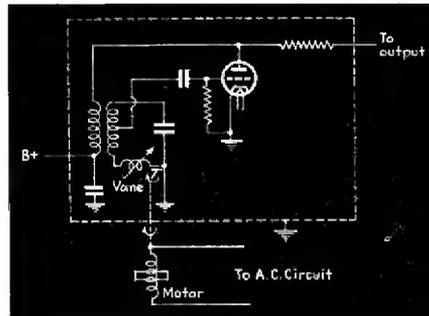
When a signal is tuned in avc action biases the 6C5 and reduces its plate current. The reactance of the control transformer's secondary increases to a point where the shunted green pilots represent an easier path for ac, hence these green pilots light. The reactance of the secondary plus its shunt green pilots is, however, much higher than in the no-signal condition hence ac current flowing through the red pilots is reduced and they dim.

"Inductor Sweep"

Clough-Brengle's new Model OM-A frequency-modulated r.f. signal generator, which may be used with the Model CRA or other standard oscillographs when visually aligning receivers, is

20-kc. "wobblated" in a manner not heretofore seen. As shown in the accompanying diagram, a small copper "vane" is rotated by a synchronous motor (operating at virtually zero load) in the field of the oscillator coil, varying its inductance.

This sweep circuit principle is also found in the Model 81-A frequency modulator unit with which test oscillators lacking "wobblation" may be equipped for use with oscillographs.



Acorn Pentode T.R.F.

A number of servicemen who are also amateurs have fooled around, like ourselves, with the 954 ahead of the usual self-quenching super-regenerative detector in home-rolled receivers designed for straight 5-meter "ham" work or to keep tabs on ultra-high frequency television activity. Most of the circuits tried have used untuned plate circuits and capacity coupling between r.f. and detector. Gain has been conspicuous by its absence.

Here's the r.f. and detector layout of National's new 1-10 receiver, designed to perk from 1 to 11 meters. Use of a coupling transformer puts a real load in the 954's plate circuit and gain should be appreciable even at very high frequencies. We use a similar system at W2TY but do the job with an auto-transformer rather than a two-winding gadget.

The detector is an ultra-audion, sometimes known as the "Minute Man",

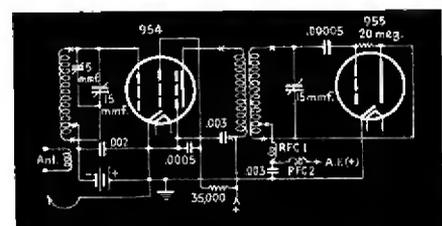
LOOK FORWARD . . .

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KTSA Plugs Service.....	page 20
Antenna Sales Aid.....	page 27
1937 Tubes, I.F.'s.....	page 39
New Testers, Parts.....	page 61

RFC 1 is necessary only at 56 mc. or higher. The .003 connected to it is the usual quench frequency condenser and the 20 megohm grid-leak from grid to plate, while connected in a position which may puzzle those other than experienced 5-meter amateurs, is nevertheless in common use in home-rolled receivers, at least in the East. Grid to plate connection rather than the usual position across the grid condenser seems to aid the inherent AVC action of the super-regen detector and "rush" is knocked down more solidly when receiving signals of a given strength. We use a grid leak similarly connected in a cathode-feedback detector circuit (sometimes erroneously known as "Electron Coupled") and substitute a 76 for the 955.

Experience has taught us that there is much more to an efficient 954 trf stage than just the circuit. National's tubes are mounted through holes in the stage shields. This appears to be essential for good results, as are also extremely short, direct r.f. leads, by-passing right at the tube socket terminals and a single, common ground point. In our own home-made receiver we use a double-shield.

Though not shown here the 1-10 has





A QUALITY-BUILT MOBILE SOUND SYSTEM WITH MANY DESIRABLE FEATURES

● Built by WEBSTER ELECTRIC—the name that means high quality sound equipment—this dual Mobile Sound System is replete with features.

It is light, compact, powerful. While it has been designed primarily for mobile installation, using a 6-volt battery, it can also be used as a portable unit where commercial current is available by simply adding a special power pack provided with cords and plugs.

Amplifier, power supply generator, phonograph turntable, pick-up and all controls are housed in a sturdy morocco finished metal case. Double controls, which permit superimposing voice through a microphone upon a musical background, are arranged for the greatest possible convenience. Separate circuit



switches permit great economy in battery current consumption.

Two speaker chassis with 10 feet of rubber-covered cord, spherical-type crystal hand microphone with 20 feet of cord and a shielded plug are regular equipment. Provision is made for two extra speakers.

Jobbers and dealers will find an existing and ready market for this quality-built system. Write for complete details of the WEBSTER ELECTRIC sales and merchandising plans.

Remember to look for the identifying "W" which appears only on sound systems manufactured by the WEBSTER ELECTRIC COMPANY. Be sure and address your inquiries to RACINE, WISCONSIN, U. S. A.

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WEBSTER ELECTRIC SOUND EQUIPMENT

a transformer coupled 6C5 first audio and a resistance-coupled 6F6 second audio stage.

Spiderweb Details

While sketchy diagrams of RCA's "Spiderweb" antenna system have appeared elsewhere none, to our knowledge, show complete details. The accompanying drawing, obtained from Engineer J. E. Albright, gives dimensions.

The system comprises five halfwave dipoles designed to resonate at or near the wavelengths noted in the lower left corner. The impedance at the center of a halfwave collector is approximately 70 ohms at resonance, becoming materially higher off resonance. When several dipoles are connected in parallel this value is not seriously disturbed as only one dipole can be exactly resonant at a time, exhibiting 70 ohm characteristics, while the others represent considerably higher values in shunt. A match between the various dipoles and a transmission line, satisfactory for all practical purposes, is readily obtained by using 90 ohm surge impedance twisted pair.

From 2150 to 60 meters, where noise-reduction by the downlead is of least importance, this system functions as an ordinary flat-top collector and single wire leadin, signals coming down the two conductors of the twisted pair in phase. At 49 meters dipole legs E and F (loaded by a center coil to reduce mechanical size) resonate and the transmission line assumes its low impedance signal transfer function at this and all shorter wavelengths, signals coming down the two conductors of the twisted pair out of phase, the line "cold" to both noise and signal pickup.

Dipole legs A and B resonate at 25 meters, the "vee-ed" center portion of this collector "tapering" center imped-

ance down to the low value preferred by the transmission line. C and D resonate at 16 meters. G and H, provided with loading coils so that their length may be reduced sufficiently to permit suspension within the network, resonate at 9 meters. K and L resonate at 5 meters, are suspended vertically to provide nearly non-directional pickup in this region where good local reception is desired and dx is achieved only under unusual climactic conditions.

The receiver coupling transformer (on which manufacturing details are not available) consists of two interwound sections A and B designed to balance out noise picked up capacitively by the transmission line or, perhaps more clearly, buck out signals coming down the two conductors of the line in phase at wavelengths below 60 meters. Such signals are passed to ground through the shield. Out of phase signals are aided by coils A and B, passed inductively to coil C and thence to the input of the receiver.

Signals above 60 meters, impressed on the system as a whole as explained in an earlier paragraph, pass through windings A, B and D, appear across condenser E and are fed to the input of the receiver through series winding C.

6H6 As Bias Rectifier

We note, in glancing through new circuits, that one of the 6H6's in Galvin's "Golden Voice" auto radio receiver functions as a fullwave rectifier, supplying bias voltage to the pair of 6F6's used as final push-pull output tubes.

The bias rectifier is fed from its own individual high voltage winding of the power transformer, has a filter consisting of a 15,000 ohm resistor with 16 mike, 100 volt condensers each side.

Five New Tubes

From National Union comes the following data on five new low-drain tubes. All have 6.3 volt, 0.15 ampere heaters. All are glass and all use octal bases except the 6N5. All were designed for operation at 135 volts plate but will (6N5 excluded) handle 250.

Following our standard practice, designed to eliminate the necessity for repeating socket diagrams whenever a few new tube types come out, base connections are given looking at the tubes from underneath, reading clockwise after the locator pin. "Open" means pin but no connection. "Blank" means no pin.

6D8G

A self-excited, electron-coupled converter. Pin connections: Open, heater, plate, screen, oscillator grid, anode grid, heater, cathode. Top cap is control grid.

Plate voltage.....	135
Anode grid voltage.....	135
Screen voltage.....	67.5
Control grid voltage.....	-3
Oscillator grid resistor.....	50,000
Conversion conductance.....	325
Conversion R_p40 meg.
Grid bias for 10 mhos conversion conductance.....	-25
Triode mutual.....	1,150
Cathode current.....	8

6L5G

Medium-mu voltage amplifier. Base connections: Open, heater, plate, blank, grid, blank, heater, cathode.

Plate voltage.....	135
Grid voltage.....	-5
Plate current.....	3.5
Plate resistance.....	11,300
Amp. Factor.....	17
Mutual.....	1,500

6N5

Tuning indicator incorporating a remote cutoff triode. Base connections; reading clockwise from two large heater pins: Heater, heater plate, grid, target cathode.

Plate supply voltage.....	135
Target voltage.....	135
Series triode plate resistor.....	.25 meg.
Triode plate current for zero grid voltage.....	.5
Triode grid voltage for 0° shadow.....	-12
Triode grid voltage for 90°.....	0

6Q6G

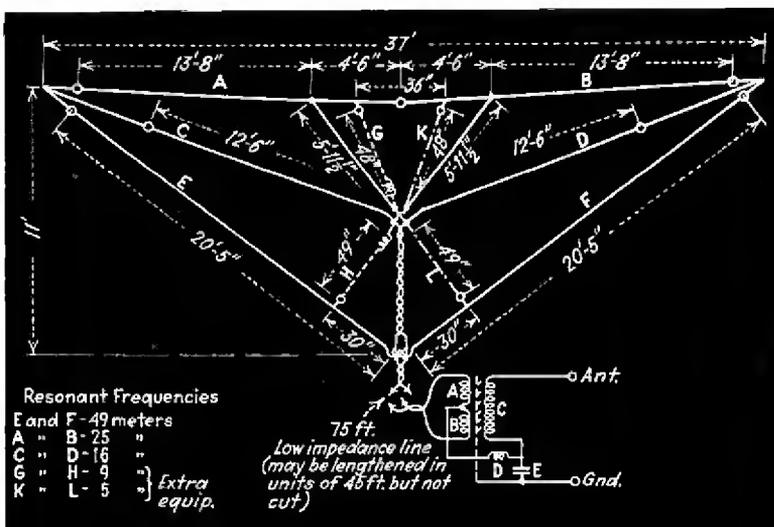
Diode, high-mu triode. Base connections: Open, heater, plate, blank, diode, blank, heater, cathode. Top cap is grid. (Note that this is a single diode).

Plate voltage.....	135
Control grid voltage.....	-1.5
Plate current.....	.9
Amp. factor.....	65
Mutual.....	1,000

6S7G

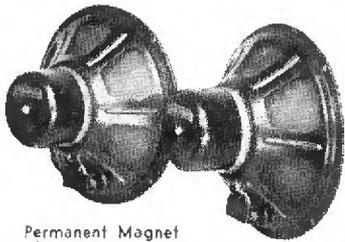
Remote cut-off pentode. Base connections: Open, heater, plate, screen, suppressor, blank, heater, cathode. Top cap is control grid.

Plate voltage.....	135
Screen voltage.....	67.5
Control grid voltage.....	-3
Suppressor.....	To Cathode
Plate current.....	3.7
Screen current.....	.9
Amp. factor.....	850
Mutual.....	1,250
Grid voltage for mutual of 10.....	-25



2 P. A. SYSTEMS FOR THE COST OF 1

UNIVERSAL 6 V (D.C.) OR 110 V (A.C.) (PATENT PENDING)



Permanent Magnet Speakers reduce storage battery drain by 5 amperes.

- 20 Watts Output
- Amplifier and Turntable built in one unit
- Two 12" Permanent Magnet Speakers
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System MP-420



- Strict Dealer Policy
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WEBSTER-CHICAGO manufactures a complete line of synchronized public address systems, sound equipment amplifiers and accessories of all kinds.

The economical system for the radio service dealer. This system can be used on either 6 V D.C. or 110 V A.C. by plugging-in the right power pack. Thus you have two complete systems. It can be used for any kind of rental and has many distinct applications for sales where this type is most ideal.

The plug-in type power pack is an exclusive WEBSTER-CHICAGO development (Patent Pending). The use of the phonograph turntable and pickup as an integral part of the system reduces size and cost. Excellent frequency response and low hum level.

System MP-420 is complete and has all the latest refinements. Hand-type crystal microphone, two 12" Permanent Magnet speakers with dustproof voice coil construction. Mixes microphone and phonograph. Tone control also incorporated. Phonograph unit has high fidelity pickup and Universal electric turntable motor.

All equipment including tubes furnished with the system.

See your nearest WEBSTER-CHICAGO jobber. This system and other models on display. Unexcelled quality, thoroughly competitive prices, full dealer protection and outstanding advertising and merchandising plans makes WEBSTER-CHICAGO the most profitable line for the dealer to handle and build up for the future.

WRITE FOR CATALOGUE

THE WEBSTER COMPANY
Section JL-8, 3525 W. Lake St., Chicago, Ill.

Without obligation please send me:

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- New 1936 Catalogue.

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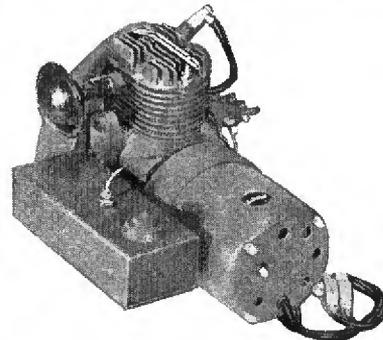
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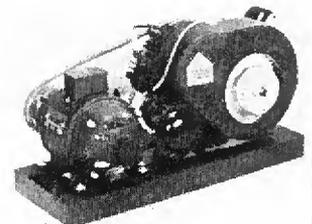
Pioneer Gen-E-Motor Corp.
464-T West Superior St., Chicago, Ill.
RUSH FULL DETAILS

- Gas Electric Power Plants
- Converters
- Dynamotors
- Gen-E-Motors

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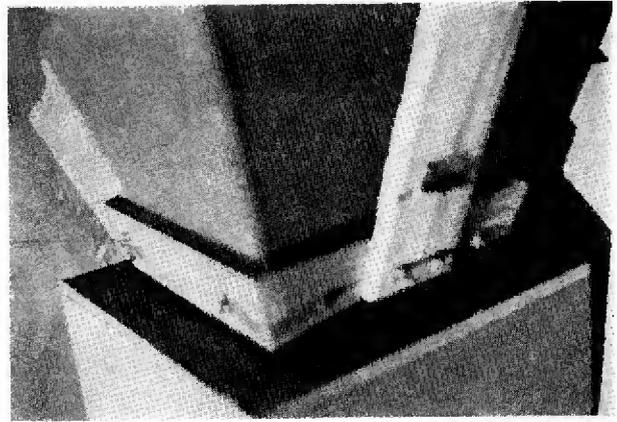


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Practical Exponential Horn

Design For Sound Systems

By Paul E. Grivet, B. Sc.



Details of speaker mounting, showing five-ply veneer used for box and horn frame

WHEN ordinary cone-type dynamic speakers are used for high power work, especially for sound equipment, their effectiveness and power can be increased enormously by the use of a horn. Such horns can be bought complete, but they are usually very expensive, sometimes three or four times as much as a good speaker. It is quite possible to design and build a home-made exponential horn, using simple hardware, five ply veneer for the speaker box and horn frame, and "Studio Board" or Celotex for the horn surfaces. Such a horn, having a square cross-section and designed for 100 cycle cut-off, can be built from materials costing only \$6.50, as against \$40 or

mit through the horn. This frequency is called the lower cut-off frequency of the horn, is measured in cycles per second, and is given the symbol F_c . From these figures it is possible to determine the size of the side of the square section at the small end of the horn, next to the speaker, and the side of the square at the mouth, or open end, as follows:

To find the side of the square section at the small end, multiply the diameter of the cone by 0.88623. In other words, if the size of the side of the small end is called a' , then

$$a' = 0.88623 D \text{ inches}$$

To find the size of the side of the large end, divide the lower cut-off frequency into 3000. That is, if the size of the side of the large end is called a_{max} , then

$$a_{max} = 3000/F_c \text{ inches}$$

To build the horn, of course, it is not only necessary to know the size of the small and large ends, but also to know how long to make the horn, and in what curve to bend the Celotex between the large and small ends. To determine the curve, the size of the side of the horn at various points along the axis can be found, by using the chart on the following page. This chart has been drawn to accommodate many different possible designs.

Example for a 6-inch cone and 75 cycle cut-off

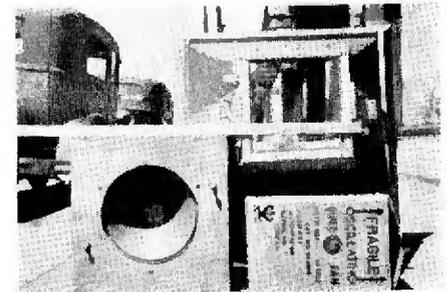
As an example of the use of the chart, consider a cone-type speaker whose actual diameter, exclusive of corrugations and frame, is 6 in. It is desired to design a horn for this speaker which will transmit all frequencies down to a lower cut-off of 75 cycles. Then

$$a' = 0.886 \times 6 = 5.32 \text{ inches}$$

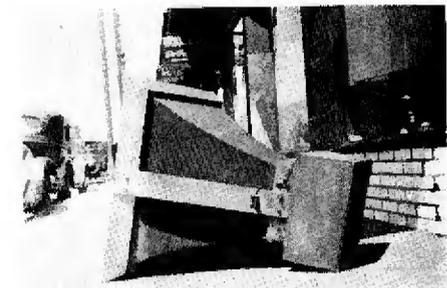
and:

$$a_{max} = 3000/75 = 40 \text{ inches.}$$

Looking at the left-hand scale of the chart, marked "a", find the value 40 inches and run along this line over to the curve marked "locus". Mark the point where the line and the curve meet



Square cross-section and speaker box shown dismounted



Complete horn, showing simple construction

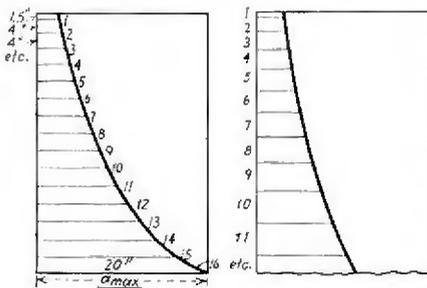


Fig. 1

Fig. 2

\$50 for the commercial type.

In designing a horn, there are two figures which must be known at the start. The first is the diameter of the speaker cone (not including the corrugations or the frame around the cone, which is often an inch or two wider). This diameter should be measured in inches; it will be indicated by the symbol D . The other is the lowest audio frequency it is desired to trans-

mit through the horn. This frequency is called the lower cut-off frequency of the horn, is measured in cycles per second, and is given the symbol F_c . From these figures it is possible to determine the size of the side of the square section at the small end of the horn, next to the speaker, and the side of the square at the mouth, or open end, as follows:

as P . The value of "X" (on the scale at the bottom of the chart) corresponding to this point is 122 inches. Lay a ruler between point P and the point O (at the extreme lower left-hand corner of the chart). Along the edge of this ruler corresponding values of a and X can be found. They should be set down in a table, choosing values of X every four inches, as follows:

X (inches)	a (inches)	"corrected" X (inches)
122	40	57.5
118	34	53.5
114	30	49.5
110	26	45.5
106	22.5	41.5
102	19.5	37.5
98	17	33.5
94	14.7	29.5
90	12.8	25.5
86	11.2	21.5
82	9.7	17.5
78	8.4	13.5
74	7.3	9.5
70	6.4	5.5
66	5.6	1.5
61.5	5.32	0

It will be noticed that the values of X

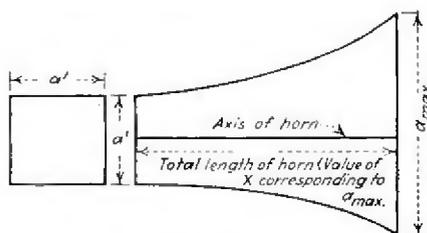
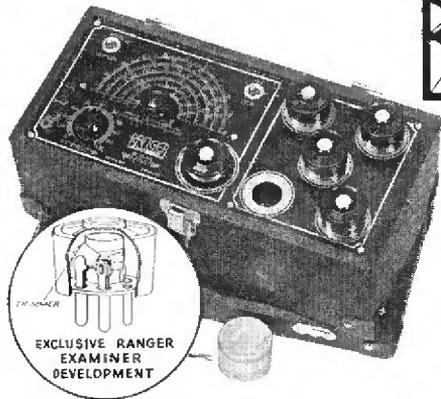


Diagram of horn dimensions

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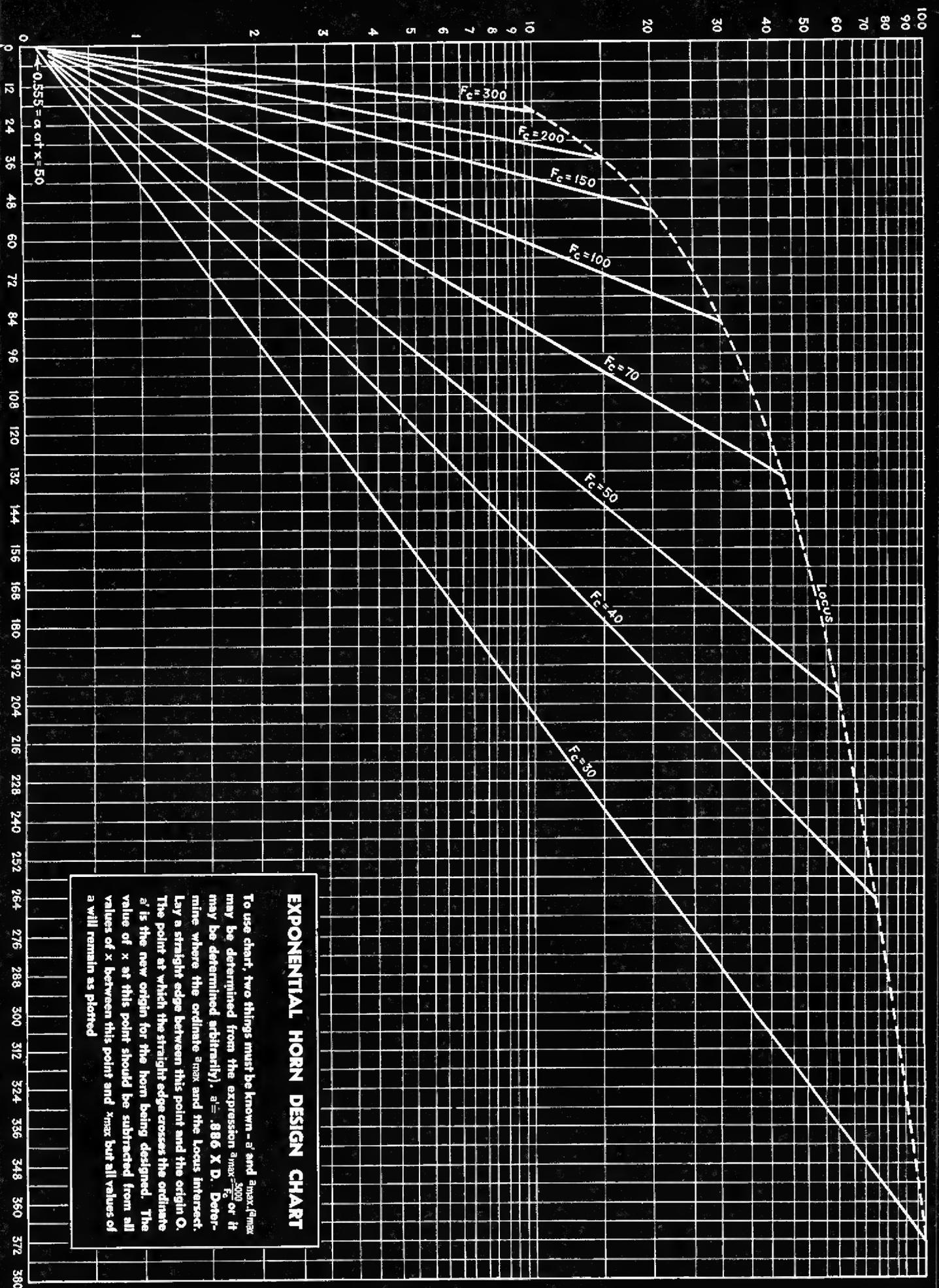
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a = SIDE OF SQUARE SECTION OF HORN, IN INCHES

X = LENGTH OF HORN MEASURED ALONG AXIS, IN INCHES



EXPONENTIAL HORN DESIGN CHART

To use chart, two things must be known - a and $\frac{a_{max}}{a}$ or $\frac{F_c}{F_{c,max}}$ may be determined from the expression $\frac{a_{max}}{a} = 886 \times D$. Determine where the ordinate $\frac{a_{max}}{a}$ and the locus intersect. Lay a straight edge between this point and the origin O. The point at which the straight edge crosses the ordinate a is the new origin for the horn being designed. The value of x at this point should be subtracted from all values of x between this point and x_{max} but all values of a will remain as plotted

FREE



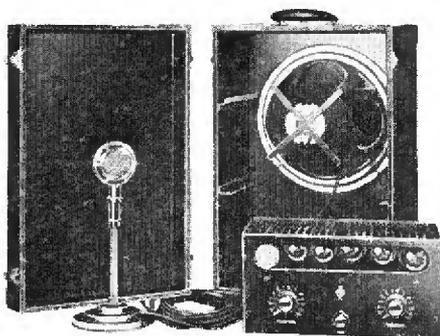
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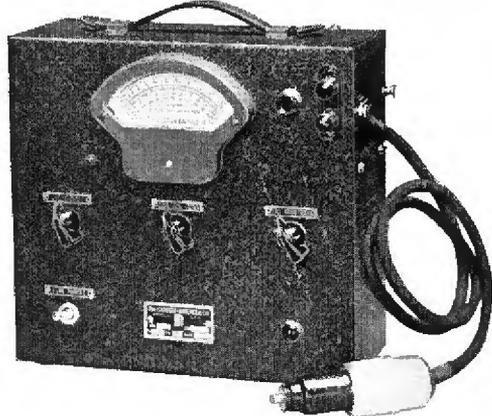
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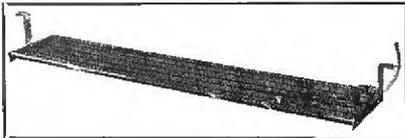
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in this table do not represent actual distances along the axis of the horn, because when a is 5.6 inches (as it is at the small end), the value of X read from the chart is 66 inches when it should be only an inch or so. It is necessary to find "corrected" values as X , as given in the third column of the table. To find the corrected values, look up the value of X corresponding to 5.32 on the a scale (5.32 is the value of a' previously calculated). This value of X is 64.5 inches. Subtract 64.5 from each value of X in the table to obtain the corrected values of X . Then the corrected value of X is the distance along the axis of the horn measured from the speaker outward, and the value of a opposite is the corresponding size of the side of the horn, in inches, at that point. The total length of the horn is seen to be 57.5 inches, that is, it is the value of X at a_{max} .

In using the values of a and "corrected" X in the actual construction of the horn, they must be laid out in a template or pattern from which the Celotex or Studio Board can be measured and cut. To prepare this template, secure a piece of heavy paper, wider than one-half the value of a_{max} (in this case, the paper should be wider than 20 inches), and about twenty-five per cent longer than the total length of the horn (the paper should be about 75 inches long for this case).

Along one of the long edges of the paper lay off as many intervals of 4 inches each as there are values of X . (The four-inch interval corresponds to the difference between values of corrected X in the table. For this purpose, in preparing the table, a convenient interval, such as four inches, should be used.) Draw at these points lines across the paper, at right angles to the edge. Lay off on these lines one-half of the values of a corresponding to the values of correct X , beginning at $X = 1.5$ inch, (for which a is 5.6, and the length to be laid off 5.6/2 or 2.8 inches), and continuing to $X = 57.5$ inches, (where a is 40 inches and the length laid off is 40/2 or 20). Through the ends of the lines thus laid off, draw a smooth curve, as shown in Fig. 1. The line thus drawn is the true length of the center line of one side of the horn.

On the same sheet of paper, but using a different colored pencil, and beginning at the end nearest the speaker, lay off new intervals along the edge of the paper, so that the distance between each is exactly the same as the length of the portion of the curve between the same points. By this means the length of the curve is laid out in a straight line. Draw new lines at right angles to the edge of the paper through the new points thus laid off, and on each line lay off the proper corresponding value of a . Through these points draw a second smooth curve. This curve will

be the template for one half of the side of the horn. It will look like Fig. 2.

If the length of the side at the open end and the diameter of the cone are given, a' is found as before, and a_{max} is, of course, given. The procedure is exactly the same from this point. The frequency of cut-off can be found from a_{max} , or it may be found from the chart approximately by referring to the diagonal lines radiating from the point O to the locus.

Materials for the horn

The best material to use for these horns is brown "Studio Board" or Celotex about $\frac{1}{4}$ " thick for horns up to 40" square and thicker for larger horns if it can be secured. A substitute for the thicker board is to brace the walls of the horn so that no reverberation effects can occur. REMEMBER that two sides of the horn must be wider than the others by twice the thickness of the material used. A good plan for fastening the corners and one which works quite successfully is to drill holes along the edges of all pieces about $\frac{1}{2}$ " apart

and a little farther in than the thickness of the material and double lace the corners together with heavy fish line. Build a 1 x 4" frame around each end of the horn and join together with front to rear bracing along two sides. Build a suitable box for the speaker at the rear end. Use angle brackets at all corners and fasten everything with bolts with the heads on the inside. The smooth side of the material used for the walls must be inside and should be given a smooth finish with suitable paint, varnish, or shellac. The outside does not matter except for appearance. A couple of hinges with removable pins fastened to the front to rear bracing at the point of balance of the whole assembly, when the speaker is installed, will be useful for mounting purposes under various conditions of use in the field.

The photos show various features of one of these horns that gives very excellent results.

The chart may be used for any side loudspeaker unit having a diameter of opening from .555 inches to about 10 or 12 inches.

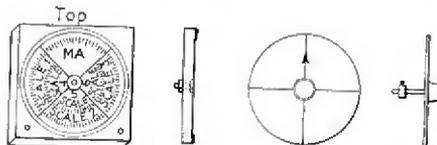
SHORTCUTS

Meter Scale Transfer Gadget

By Harvey H. Schock

Many service men who have extra millimeters would like to make these into resistance and capacity reading instruments but don't know how to do it without radically altering the scale. By the following method it is possible to read almost directly without overcrowding figures.

Secure a piece of smooth board, cut it to a 6 by 6 in. square, drill a hole through the center and insert a bearing



from an old receiver, making this flush topside as per the center drawing. Prepare a circular piece of paper about 5 1/2 in. in diameter by dividing it into four quadrants. On the upper quadrant duplicate the ma. scale of the meter to be used in ink. Glue the paper on the board as shown in the drawing at the left and around its periphery, right over the paper, glue a circular ring of paper about 1/4 in. wide.

Procure a 6 in. diameter piece of transparent, flexible celluloid or similar material from an old automobile side-curtain or phonograph recording disc. Scratch on four quadrants, filling in these scratches with ink. Put an arrow

on one of the quadrant lines to serve as an index point. Glue a small knob to the center of this celluloid disc and affix a shaft. Insert the shaft through the hole provided in the board and fasten it in place with a collar.

Two scales may now be lettered in each quadrant. A pinhole should be put in the disc at the quadrant lines so that each calibration point may be marked underneath and later filled in with ink.

I have a resistance meter which can be read easily from one-tenth ohm to 2 megs by the above scale transfer scheme.

Matching Voice-Coils

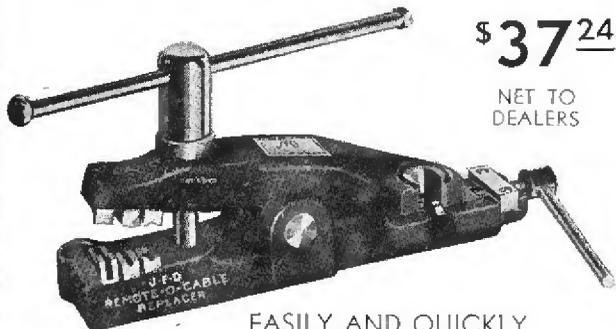
By E. Travis

When a circuit diagram is not available it is frequently difficult to determine the impedance of a speaker voice-coil, hence impossible to select a suitable replacement output transformer. Connect a flashlight bulb in series with one voice-coil lead and make connection to various taps on a "universal" type replacement transformer.

When the bulb glows brightest you will have the closest condition of impedance matching. When making this test the set should be putting out a strong, steady signal. Take the grid cap off one of the tubes with the volume turned up or use a modulated oscillator.

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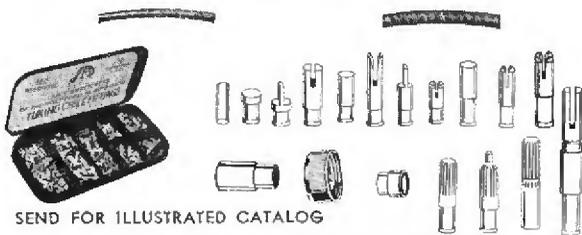
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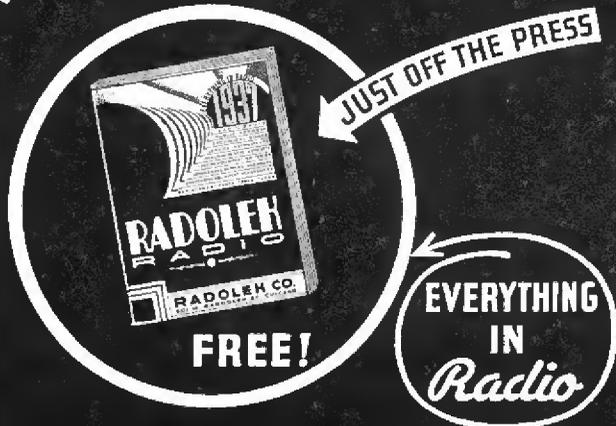
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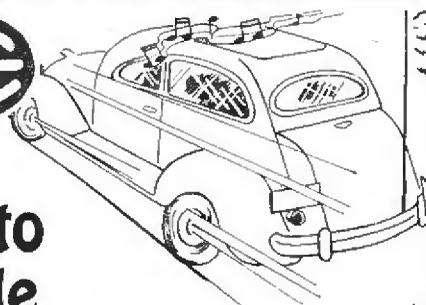
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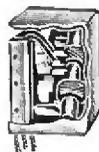
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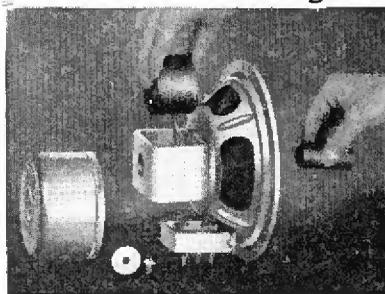
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GE J125.

Excessive a.c. hum . . . Twist dial light wires together and remove from vicinity of r.f. choke located on top of chassis.

MAJESTIC 9P6.

Rapid repair when one filter condenser of this powerpack shorts . . . Unsolder all wires and remove block from pack. Raise fibre strip as high as it will go, taking care not to break wires. Find two wires underneath strip going to fifth terminal, one white and the other red. Pull the white wire off the terminal, tape end and lay it toward the bottom of the can so that it cannot touch other wires. Replace fibre strip, bend over tin can edges, replace can in powerpack and re-solder wires. The shorted 2 mike unit eliminated in this manner does not noticeably increase hum or affect sensitivity.

MAJESTIC 55.

Replacing .002 tone control condenser . . . When this condenser fails substitute a .005 for better control. There is not enough room to use an iron so loosen the screw on the r.f. can next to the control, insert a soldering lug between the loosened screw and the metal chassis and solder the ground end of the new condenser to this lug. Sharp, metallic click when set is turned on . . . Tighten bolts holding power transformer together and to chassis so that metal plate constituting part of this assembly does not clatter against core. Noisy and intermittent reception . . . A wire from the variable condenser gang runs beneath the a.f. bypass condenser can under the chassis. Sometimes the sharp edge of the can lug scrapes insulation from this wire and it is difficult to locate the resulting short. Change position of wire, moving it away from lug, re-insulate.

MAJESTIC 90.

Set cuts out at short intervals and reception is choppy . . . Check center-tapped resistor across 27 heaters. Total resistance should be 1.6 ohms, frequently the center contact corrodes. Replace resistor if this trouble is found.

PHILCO 90.

Intermittent reception . . . Often due to a defective i.f. trimmer condenser. Usually the first i.f. secondary trimmer that can be reached from the back of the chassis. Try pushing on this trimmer gently with a balancing tool while set is in operation.

PHILCO 680

Muffled tone on high volume levels, especially if tuned on bass . . . Usually due to 1 mike electrolytic part number 172 in plate of second a. f. and a. v. c. amplifier opening up. This section is one of four in a single metal can.

RADIOLA 18

Continuous crackling at all volume levels . . . Usually caused by partial open in one of the link circuits of the r. f. coil primaries.

RADIOLA 64

Hum when terminal shield is replaced between power supply of set and that of the speaker. Due to a. c. leakage from disc rectifier stacks to chassis of field supply. Leave shield out.

RADIOLA 80

Distortion . . . Due generally to lowering in value of 110,000 ohm resistor in detector cathode circuit. Lack of sensitivity . . . Lowering in value of 14,300 and 8,000 ohm resistances in the screen circuits. Noisy operation which stops when either the first detector or an i. f. tube is removed . . . Partial open in plate circuit of an i. f. transformer. If noise persists, however, when the above tubes are removed test push-pull input transformer by resistance method.

RCA 80, 82.

Common troubles . . . Open primary input push-pull audio, defective .0024 detector plate by-pass, open and arcing i.f. coils, resistor bank value changes, leaky and open cathode and screen by-passes.

RCA TMV 122B OSCILLOSCOPE.

For greater amplification from voltage amplifiers . . . Replace the 0.1 meg resistors in the plate circuits of the voltage amplifiers with .25 megs. (R3 and R7). Disconnect common screen and bypass condenser lead from the terminal board on the underside of the chassis and connect two 1-inch, 0.1 meg. resistors in series between this point and the chassis (which has a connection, also, on the terminal board). Connect the common screen lead and bypass condenser lead to the junction between these two new resistors using short leads. Recenter the spot. To reduce distortion of waveform due to non-linearity of sweep voltage . . . Connect a 5,000 ohm resistor in parallel with the cathode bias section of the voltage divider network (R13) for the 885 and connect a 0.5 meg. resistor in parallel with R5, or replace R5 with a 0.25 meg. resistor. When the above changes are made it is possible to stretch out a given waveform to such an extent that the distorted portion at the end of the sweep may be thrown off the screen. In addition, the input sensitivity of the vertical deflection will be greatly increased.

RCA TMV 128 MODULATOR

Peculiar, high-pitched sound emitted . . . This is generally due to vibration of the spring finger forcing the grounding brush against the shaft alongside the variable condenser unit. Cut a piece of sponge rubber from a kneeling pad obtained from the five and dime store, about $\frac{5}{8}$ inches square and $1\frac{1}{4}$ in. long. Cut a slit in this, through the center lengthwise dimension, and slip it over the spring finger after removing the brush. Replace the brush and make sure the damping rubber just installed does not touch the variable condenser or put a constant strain on the spring finger, resulting in decreased pressure on the brush.

RCA C11, C13, C15.

Intermittent and violent increase in volume, v.c. will not reduce volume again when this occurs so long as tone control is on bass position. Turning tone control to speech lowers volume markedly, much as would a local-distance switch . . . Caused generally by defective condenser in tone control capacitor pack, hard to locate due to presence of resistors in this assembly. Replace entire tone control unit.

ZENITH 805.

Insensitive and inoperative above 900 Shorted oscillator plate condenser, .01 part 22-276.

GENERAL UTILITY Condensers



Handy cardboard-case electrolytics. In three sizes—standard (P), compact (PM) and ultra-compact (PBS) series. Color-coded pig-tails. PBS units provided with mounting flanges. •In 250, 325 and 600 v. peak ratings. All popular capacities. Single, dual and triple section units. Provide maximum capacity in minimum bulk and at lowest cost. •Write for catalog, E-29.



CORPORATION
74 Washington St. Brooklyn, N. Y.

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SERVICES AVAILABLE: Now representing a major manufacturer selling to all radio set manufacturers in the Chicago territory, also to jobbers. Representing same firm for 7 years, want one additional line. My own engineering, warehousing, offices, etc., in fact a complete set-up. Unquestionable references. RA 295, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

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PARTS and TUBES

Wholesale Catalog sent FREE on request.

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"WHAT'S HAPPENING IN RADIO TODAY"

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An unusual survey—not an imaginary treatise on what to expect in the future—but a **FACTUAL** report of what's happening TODAY! Gives an analysis of employment changes, salary advances in various branches of radio throughout the country. A limited number of copies available—write for yours today.

★ CAPITOL RADIO ENGINEERING INSTITUTE

DEPT. RR-7
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Get on the List FOR THESE CATALOGS

Here are the four big catalogs sent to every Burstein-Applebee customer this year. Each catalog is brim full of latest information and lowest wholesale prices on Radio, Electrical and Refrigeration Equipment. Write today—get on the list.

BURSTEIN-APPLEBEE CO.
1012-14 McGee St., Kansas City, Mo.

modulation exceeds 100 per cent. Action is similar to that of the circuit described on page 49 of *Radio Retailing's* March issue.

The 6L6 beam-power tube supplies as much as 42 watts of audio power on peaks in some receivers. No home could use all of this "gimp" but it is useful when receiving a program such as a symphony orchestra where short duration peaks rise considerably above normal level, just as an automobile able to hit the high spots at 100-miles-per handles like a baby-carriage at 40. We suspect that the beam-power idea will shortly be applied to other and possibly smaller power tubes and it is not beyond possibility that the principle will eventually run the whole gamut of r.f. tubes. Even now, amateurs are finding the 6L6 useful as an oscillator in transmitters.

Set makers now appear convinced that the public wants high-fidelity and sets good out to 6,000 cycles or even higher are available. Switches are invariably provided to cut out the broadening action in i.f. stages so that transmitters failing to put out such quality or heterodyned by other stations may be received in the usual sharp condition. Then too, these switches serve to pacify the gent who doesn't know high-fidelity when he hears it and prefers his programs

whittled down.

Bass compensation as a function of volume is the order of the day in better receivers, usually combined with tone control effective over a wider range. In some receivers having bass compensation voice-music switches are provided. This year's merchandise will not fall down on quality when the user lowers the volume. And this applies to merchandise much lower in price than the de luxe stuff heretofore so equipped.

A wad of new sets tune right down through the usual shortwave range to the ultra-shorts, some shooting all the way to 70 megacycles. Amateur stations operating in the 56-60 mc. band are included and their interesting mobile stations as well as home rigs will give the b.c.l. a new thrill, particularly when more "hams" modernize their transmitters to minimize frequency-modulation. Some big cities already have equipped police cars as well as station houses with ultra-shortwave transmitters and these too will appeal to local listeners. And there is a strong possibility that sound channels associated with television field tests conducted from high points will be heard over a wider than imagined area. Chain re-broadcasts obviously used as test programs in the neighborhood of 30 to 40 mc. are

already heard regularly on our home receiver located 12 miles from the center of New York.

Volume expansion, already described in the Service columns of back issues, appears in several forms, is now applied to radio reception as well as record reproduction.

Phonograph connections are found in more receivers than last year. So too are headphone jacks, which should be a godsend to the harrassed families of shortwave fans. One manufacturer, incidentally, makes table models for trailers, and boats equipped with an external speaker.

Iron-cored i.f. transformers are the order of the day. This means more program, less noise, to the consumer. And battery sets of both the 6-volt and the 2-volt variety now are equipped with tubes that permit the performance of power-line receivers to be duplicated, even on shortwaves.

Technically, everything is in today's receivers but the kitchen sink. They sound better and they look better. They are priced right and on the market fully two months earlier than usual. The public has more money to spend than last year and radio is right up there with automobiles in every survey of consumer interest.

The 1936 lines embody *design for selling* . . . Let's get going!

WHEN SALESMEN FLOP (Continued from page 19)

earnest but their forte is certainly not selling. Many people are sensitive about such things and anything which makes contact with the salesman even slightly repugnant is detrimental.

Men who have been successful as salesmen of "blue-sky" securities are rarely good at selling radios and appliances. Most former stock and bond men are accustomed to dealing with people of means and their frame of mind is wrong when attempting to sell the average working man.

No sales organization can be better than the man who directs it. Few salesmen are self-starters. If they were, more of them would be in business for themselves. The average run-of-the-mill salesman should not be expected to run continuously at high speed without some sort of external spark.

Newly appointed salesmen should be made to understand, clearly, that if they produce they will be with the company through lean times and booms. Nothing is more demoraliz-

ing than for a man to feel that at the first sign of tough going his employer will run out on him.

Lay out a definite campaign. It is no more possible to sell successfully than it is possible for an army to fight a battle without a definite plan. Just imagine the fate of a regiment of soldiers going into battle with no plan of attack or defense, just guns and ammunition. Defeat and demoralization would be the inevitable result. And experience has shown that the analogy between selling and fighting is a good one.

Take the men into your confidence. Tell them what you intend to do. Hold frequent sales meetings and address the force. Outline your ideas and their part in your plans. Don't hold round-table discussions. This results in crosstalk and consequent confusion. Talk to your force and not with it. Your definiteness and decision will inspire confidence.

Make it a point to discuss each day's work with every man every day.

If the force is very large, managers or supervisors should be appointed from among the more experienced employees to help with this job. Every salesman needs and deserves individual supervision. Mass methods rarely serve a useful purpose.

The worst thing possible is to turn a salesman loose with the admonition: "Go out and get some business." Such aimless instruction never produces results and the men rapidly deteriorate. Plan all advertising to be of the greatest direct benefit to the men. Have them file daily reports on all contacts which do not result in sales and discuss these cases regularly. Make a weekly analysis of each man's work.

It's a toss up who's to blame when salesmen flop, in my opinion. If men are properly selected, properly trained and then properly directed, turnover is rarely bothersome. A constant flow of men in and out of the salesforce denotes clearly that something is wrong . . . with the sales manager.

LETTERS

Three Hits—

I seldom take the time to read trade periodicals, but merely scan over some of the headings and ads. However, when the June issue reached my desk, one article in particular attracted my attention and I read it.

This led me to read a second and a third article and before long I realized how much I had been missing.

What aggravates me mostly, was that I had a very important engagement and on account of *Radio Retailing* I missed my man. I'll never forgive you for this, because if your articles weren't so darn interesting I would have kept my appointment.

NEW YORK

DAN R. BITTAN

I'd be passing up a wonderful opportunity for merited applause if I didn't write you these few lines.

Your June issue was a knockout. It not only contains a good deal of worthwhile and timely information for those connected with the merchandising of radio and allied products, but it also is attractively dressed up. I especially like the terse, to-the-point editorial style.

Keep up the good work.

AUSTIN C. LESCARBOURA
CROTON-ON-HUDSON, N. Y.

I certainly do like the advertising as well as the editorial sections of *Radio Retailing*. In fact, over \$100 in entirely new equipment has just been purchased from your advertisers, such as a new Jensen PM12 speaker which exceeded our fondest expectations in performance, a new Webster Hi Fi crystal pickup.

OLA, ARKANSAS

GERALD EVANS

—Two Errors

Regarding diagram "B" of the Tatro sketch and comment on page 65 of the June issue. The "failure of either pilot will, of course, raise the devil with voltage and current distribution" . . . but not nearly as much as wiring according to said "B" sketch!

You are right. Some companies have tricky circuits but at present your brainchild holds the record.

KIEL, WISCONSIN

PHILIP MATHES

I would like to comment upon an article in the Service Section for June. This article is on page 65. Frankly, I cannot agree with you. I cannot see how the failure of any filament would have an effect on voltage or current distribution. I will agree, though, that the very obvious short circuit in the drawing would raise the devil with the power supply!

CANANDAIGUA, N. Y. J. M. THOMPSON

It was spring. . . Sorry. We don sackcloth by pointing out, too, that all the B-bat-

teries in the full-page illustration on page 25 were labelled "A" while all the "A's" were labelled "B"!

EDITOR

Early Start Materializes

You will no doubt be interested to know that orders are rolling in like they usually do in September and October. Crops in this state are in excellent condition and it looks as though there is nothing that can prevent a very wonderful year in the radio business.

OMAHA

L. J. STRAIN
Major Appliance Company

Early announcement of merchandise has had its effect. Our problem now is getting merchandise fast enough, not selling it. You will grant that this is a very unusual condition for the month of June.

PHILADELPHIA

DAVID F. GOLDMAN
Trilling & Montague

On the Record

I read your article "What's Wrong With the Combination," recently, and note you invite correspondence from readers on this subject. The record angle was enough to discourage me from pushing combination jobs.

I discontinued the sale of records in my shop several years ago. I was a small dealer in radio and stocked records for the combination I was selling at that time. My initial order, so I was told, had to be twenty-five dollars net and cash on the line. I made up a list from the catalog sent me. When the records arrived I found several numbers substituted for those I had ordered. All of the substitutions were numbers that couldn't be moved with a ton of dynamite.

I didn't send them back. I didn't figure the loss worth the trouble to save it, after my attention was called to a clause in the contract concerning returns. I had not paid particular attention to this clause when I signed.

I reordered on some of the more popular stuff and would find a substitution now and then. After a few orders were filled in this manner I stopped ordering and closed out the remaining stock.

If the sales tactics used by some of the producers on the small dealer haven't changed I don't think they will do much business with the little fellow until they learn how to treat him.

LOUISVILLE, KY.

C. E. WEIGEL

Watch Your Mail

I have a problem which perhaps you could help me out on.

I live in a town of 1,000 and several others of about the same size are nearby. I spend my entire time in radio, stock about \$500 worth of parts for wholesale and retail sale, doing about \$25 a month net business. More than half is at wholesale and my discount to other servicemen and dealers is approximately 30 per cent.

My nearest jobber is 35 miles away and I get three or four day service. I would like to connect with some manufacturers, small or otherwise, who manufacture real quality merchandise and who would be interested in doing business in a small way at 50 and 10 per cent, orders to be \$10 to \$25 at a time.

Any help you can give me will be appreciated.

EARLVILLE, N. Y.

JOHN C. MORGAN

Not Our Function

I would like to see someone do something about "wholesale retailing" since over eighty per cent of the people who are my customers in this territory seem to have catalogs. Naturally, it is rather hard to convince them that my prices are fair.

Much has been said about this subject in your Letters column and I think it would be a smart move on your part to form a union among the legitimate dealers who would shy away from these wholesalers and purchase only from factories that back up the policy 100 per cent.

LITTLE FALLS, N. Y.

VICTOR SIVC

Others Interested?

Would be interested in reading an article or series of articles on radio interference, outlining the various causes of trouble and suggesting simple cures. Why not run such material?

HARVARD, NEB.

E. M. FIELD

Uses Our Charts

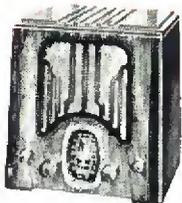
Referring to your May issue, would appreciate your sending us rate on which your "Comparison of Appliances" chart was based. We wish to compare it with our power rates for demonstrative selling.

Thanking you for this courtesy.

HUMPHREY'S MUSIC CO.
LONG BEACH, CALIF.

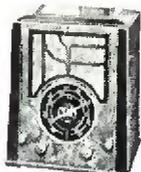
Based on E. E. I. average of 1934 bills. Refrigeration 4.0, ranges 2.5, water heaters 2.0 and all others 5.3 cents per kwhr.—EDITOR.

FOR THE GREATEST RADIO SEASON IN HISTORY . . .



CROSLY MODEL 250

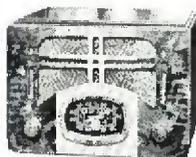
Five Glass Tubes, Two Bands... Illuminated, Full Vision, Magna-Ceramic Dial... Tone Control... Triple-Twin Output Tube. Cabinet front panel is of stamped walnut veneer. 13 1/2" high, 11 1/2" wide, 7 1/2" deep. **\$25.00**



CROSLY MODEL 251

Five Glass Tubes, Two Bands... A. C. - D. C. ... Attached Auroma... Illuminated, Full Vision, Magna-Ceramic Dial... Front panel of stamped walnut veneer. 7 1/2" high, 10 1/2" wide, 5 1/2" deep. **\$25.00**

Also available with metal tubes at... **\$26.25**



CROSLY MODEL 255

Features and tubes same as Crosley Five. This beautiful cabinet has striped walnut veneer on front panel and also on one end panel. Other end panel is decorated with flutings. 10 1/2" high, 16 1/2" wide, 7 1/2" deep. **\$29.95**



CROSLY MODEL 259

Features and tubes same as Crosley Model 251. A. C. - D. C. Cabinet front panel is of diamond matched pin stripe walnut veneer. 6 1/2" strips walnut veneer on back of cabinet. 8 1/2" high, 11 1/2" wide, 5 1/2" deep. **\$29.95**

Also available with metal tubes at... **\$31.20**



CROSLY MODEL 249

Five Glass Tubes, Two Bands... Octal-Base Tubes... Illuminated, Full Vision, Magna-Ceramic Dial... Automatic Volume Control... Tone Control... Triple-Twin Output... 13 1/2" high, 11 1/2" wide, 7 1/2" deep. **\$34.95**

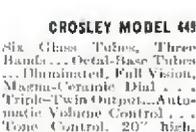
Also available with metal tubes at... **\$36.20**



CROSLY MODEL 315

Features and tubes same as Crosley Model 340. Equally as outstanding is the performance of the five-tube, two-band chassis it houses. The cabinet front panel is of stamped walnut veneer. 10 1/2" high, 10 1/2" wide, 7 1/2" deep. **\$39.95**

Also available with metal tubes at... **\$41.20**



CROSLY MODEL 448

Six Glass Tubes, Three Bands... Octal-Base Tubes... Illuminated, Full Vision, Magna-Ceramic Dial... Triple-Twin Output... Automatic Volume Control... Tone Control... 20" high, 14 1/2" wide, 4 1/2" deep. **\$44.95**

Also available with metal tubes at... **\$46.20**



CROSLY MODEL 495

Six Glass Tubes, Three Bands... Octal-Base Tubes... Illuminated, Full Vision, Magna-Ceramic Dial... Triple-Twin Output... Automatic Volume Control... Tone Control... 15" high, 19 1/2" wide, 8 1/2" deep. **\$49.95**

Also available with metal tubes at... **\$51.20**



PHANTOM CONDUCTOR

The Phantom Conductor (auto-expressionator), introduced for the first time in radio receivers by Crosley earlier in the year, has been further developed and refined, so that it now embodies a full size radio tube instead of two small bulbs. The Phantom Conductor not only restores the volume and expression range of music that in the case of crescendos and fortissimos must be monitored out, or suppressed by the orchestra leader in broadcasting, but it amplifies the expression to the fullness with which the composer intended the music should be played.

MULTIVOX CONTROL... FIDELITY CONTROL... VIBRACOUSIC FLOATING SOUNDINGBOARD AND GIANT CURVILINEAR SPEAKER... HIGH FIDELITY... NEW MAGNA-CERAMIC DIAL... CARDIAMATIC UNIT... many models have metal tubes.

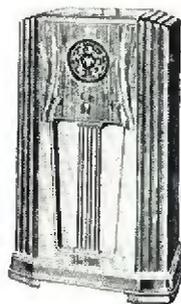
Different from anything ever heard! The Crosley new-type radio receiver transmits the thrill and feeling with the voice and deed. Until you have heard this new radio you can have no idea of what truly modern reception really is. For this is radio *plus* the Phantom Conductor—*plus* 9 other great features. Study the Crosley line shown here. With Crosley you are face to face with the greatest selling opportunity in radio.



CROSLY MODEL 499 CONSOLE

Five Glass Tubes, Two Bands... Octal-Base Tubes... Illuminated, Full Vision, Magna-Ceramic Dial... Automatic Volume Control... Tone Control... Triple-Twin Output. Receives standard and foreign broadcasts. 30 1/2" high, 24" wide, 10 1/2" deep. **\$49.95**

Also available with metal tubes at... **\$51.20**



CROSLY MODEL 639 CONSOLE

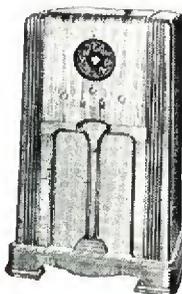
Six Glass Tubes, Three Bands... Octal-Base Tubes... Illuminated, Full Vision, Magna-Ceramic Dial... Timelox Tuning... Band Indicator on Dial... High Fidelity... Triple-Twin Output... Tone Control... Vibracoustic Sounding Board. 41 1/2" high, 25 1/2" wide, 12 1/2" deep. **\$69.95**

Also available with metal tubes at... **\$71.20**

CROSLY MODEL 839 CONSOLE

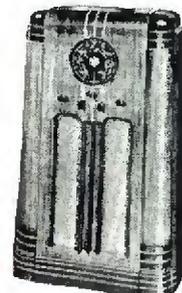
Eight Glass Tubes, Three Bands... Octal-Base Tubes... Phantom Conductor... Illuminated, Full Vision, Magna-Ceramic Dial... Timelox Tuning... Band Indicator on Dial... Shadowgraph Tuning Indicator... High Fidelity... Triple-Twin Output... Tone Control... Automatic Volume Control... Vibracoustic Sounding Board. 42" high, 27" wide, 13 1/2" deep. **\$89.95**

Also available with metal tubes at... **\$91.95**



CROSLY MODEL 117 CONSOLE

Nine Tube (Metal), Three Bands... Octal-Base Tubes... Cardiamatic Unit... Phantom Conductor... High Fidelity... Triple-Twin Output... Illuminated, Full Vision, Magna-Ceramic Dial... Timelox Tuning... Multivox Control... Vernipmatic Dial Drive... Tone Control... Automatic Volume Control... Vibracoustic Sounding Board... 12" Curvilinear Speaker. 42 1/2" high, 26 1/2" wide, 14" deep. **\$117.50**



CROSLY MODEL 137 CONSOLE

Ten Tube (Metal), Three Bands... Octal-Base Tubes... Cardiamatic Unit... Phantom Conductor... High Fidelity... Triple-Twin Output... Illuminated, Full Vision, Magna-Ceramic Dial... Band Indicator on Dial... Shadowgraph Tuning Indicator... Timelox Tuning... Multivox Control... Vernipmatic Dial Drive... Tone Control... Automatic Volume Control... Vibracoustic Sounding Board... 15" Curvilinear Speaker. 43 1/2" high, 27" wide, 14" deep. **\$137.50**



CROSLY MODEL 167 CONSOLE

Thirteen Tube (Metal), Three Bands... Octal-Base Tubes... Cardiamatic Unit... Phantom Conductor... Mystic Hand... High Fidelity... Illuminated, Full Vision, Magna-Ceramic Dial... Timelox Tuning... Fidelity Control... Automatic Volume Control... Vibracoustic Sounding Board... 15" Curvilinear Speaker. 44 1/2" high, 28" wide, 13 1/2" deep. **\$167.50**



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