

RADIO TODAY

Yearly

Caldwell-Clements, Inc., 480 Lexington Ave.

New York City

The Robinson-Patman Law and Radio

More new 1937 lines

- receiver features
- cabinet, dial novelties

Selling Sound

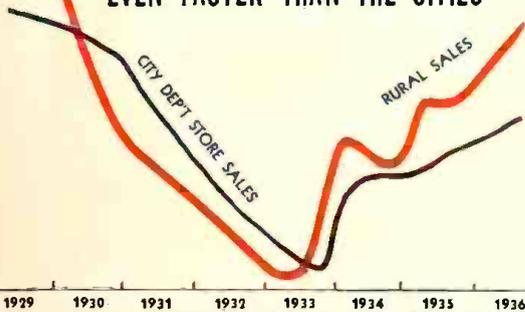
- installing
- servicing

Farm Radio

- sales tips
- specifications



THE RURAL MARKETS ARE BUYING EVEN FASTER THAN THE CITIES

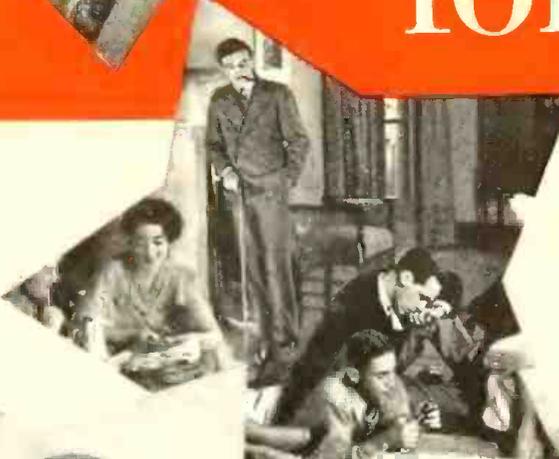


JULY
• 1936 •

Our Stars for Your Sales



Jack Benny



One Man's Family



Wayne King



Lowell Thomas



Maxwell House Show Boat

Again, in 1936, NBC Network Stars and Programs Win in "Star of Stars" Poll!

History repeats itself! And so will your sales of fine sets when the news gets around and you begin to cash in on the pull of these 1936 radio winners.

Radio Guide's third annual "Star of Stars" poll, just completed, reaffirms last year's steady listener preference for the programming of NBC, its clients, and their agencies. Here are the NBC first place winners:

Star of Stars: Jack Benny*

Musical Program: Maxwell House Show Boat**

Dance Orchestra: Wayne King (Also on CBS)**

Dramatic Program: One Man's Family**

Children's Program: Ireene Wicker, the Singing Lady

Male Singer of Popular Songs: Bing Crosby

Singer of Operatic or Classical Songs: Nelson Eddy

Comedian or Comedy Act: Jack Benny*

News Commentator: Lowell Thomas

*Won first place in performance classification in 1935

**Won the same classification in 1935

The overwhelming national applause which they received should be reflected in the demand for better receiving sets—sets which are worthy of the country's outstanding programs, as revealed by the votes of over one and a quarter million listeners.

So we say to you: "Talk up these famous NBC programs—they're all working for you. They couldn't do more to stimulate interest in the more expensive type of sets—not even if you hired them yourself! And this year, even better programs will be on the air over the great NBC networks."

NATIONAL BROADCASTING CO., Inc.

A RADIO CORPORATION OF AMERICA SERVICE

NEW YORK

WASHINGTON

CHICAGO

SAN FRANCISCO

ZENITH
TRADE MARK REG.
→ LONG DISTANCE ← RADIO
TRADE MARK REG.

**America's
 Most
 Copied
 Radio**

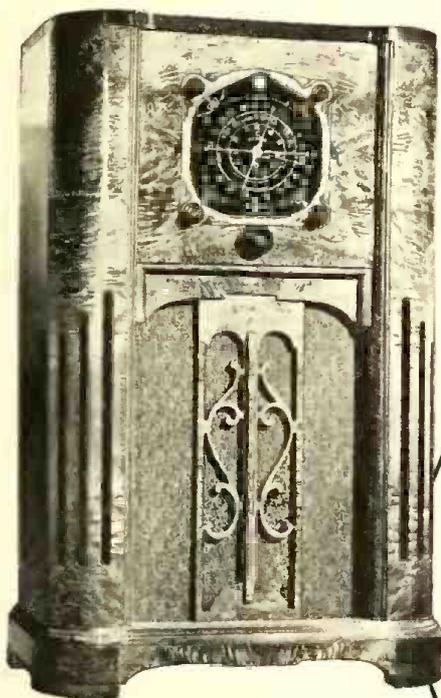
—again a year ahead!

—with the biggest selling feature in years

THE ACOUSTIC ADAPTER

FITS THE RADIO TONE TO ANY ROOM SIZE

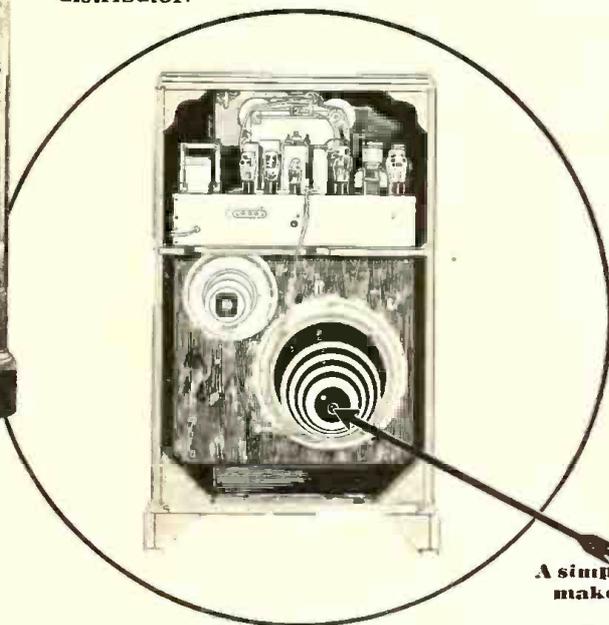
Going over big! That's the news we get from dealers and distributors everywhere on this remarkable new 1937 Zenith Super-Feature. By a simple adjustment that can be made either by dealer or customer, the instrument is balanced to provide the best tone quality for the particular room in which it is placed. So, through ACOUSTIC ADAPTATION, the same Zenith performs equally well whether it is in a spacious living room or a tiny bedroom—or anything in-between. Only Zenith has it, only Zenith dealers may sell it. It is one of the many ingenious new features found on the 1937 Zenith line. Investigate—see your Zenith distributor.



ZENITH MODEL 12-U-159

\$175.00

Prices slightly higher in West



**A simple adjustment here
 makes Zenith superior**

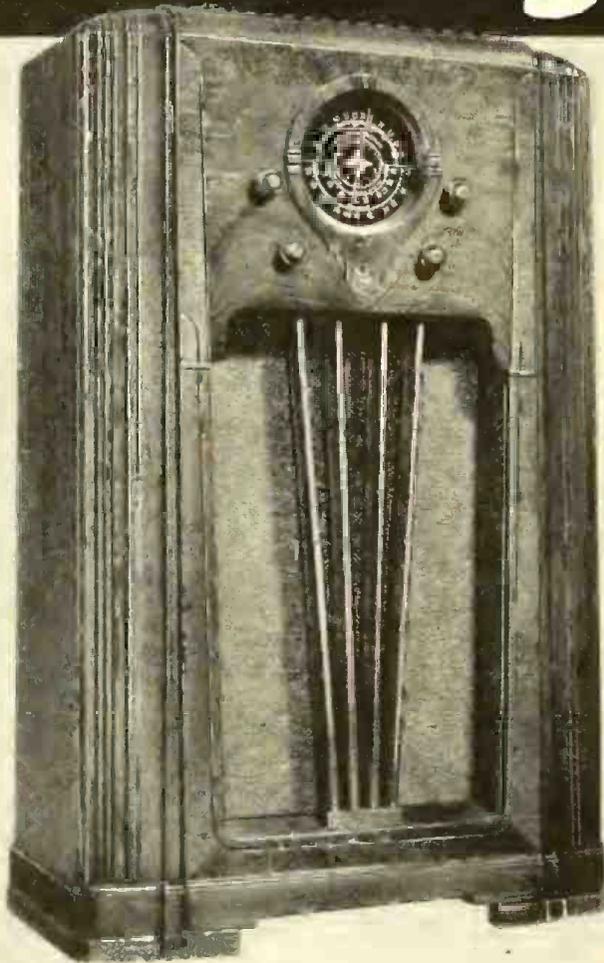
**Exclusive features
 patented**

**ZENITH RADIO CORPORATION
 CHICAGO, ILLINOIS**



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.

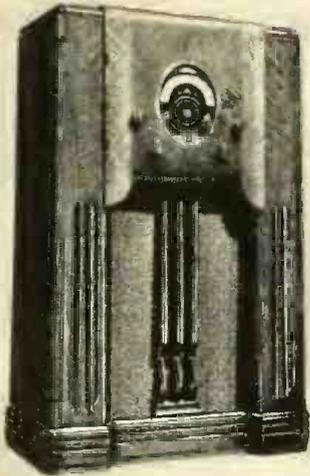
★ FAIRBANKS-MORSE presents radio dealers with super sales features in the 1937 F-M radio line. The chassis of F-M radio for 1937 operates inside an electrically shielded cage approximating the "screen room" reception employed by radio engineers in measuring chassis performance. Noise and interference 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.

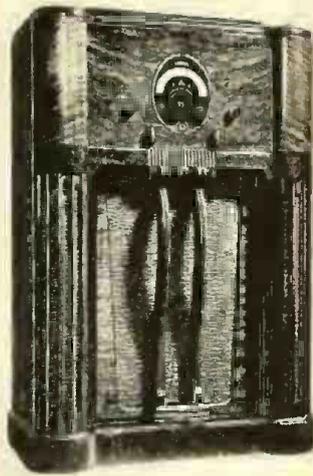
Watch this line! It's a winner. Better still, watch it work for you rather than compete with you. Write for the complete story and details of the F-M franchise. Address Fairbanks, Morse & Co., Home Appliance Division, Indianapolis, Ind.

MORSE RADIO

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

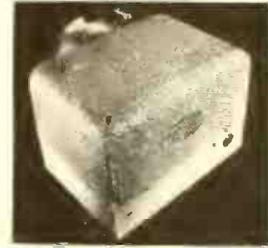


Model 91-C-4: Turret-Shielded, 9-tube superheterodyne with Tone Projector. Oversize, Turret-Shielded chassis. Metal tubes. Semaphore dial. Tunes American and foreign stations, police, aviation, and amateur conversation. Tuning range, four bands, including ultra short-wave. Dimensions: 42½ in. high; 26½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

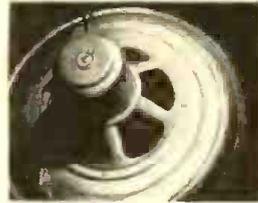


Model 12-C-6: 12-tube superheterodyne Turret-Shielded console. Tone projector. Metal tubes. Semaphore dial. Concert Deluxe dynamic speaker. Tunes American and foreign stations, police, aviation, and amateur conversation. Five wave bands, including ultra short-wave and long-wave weather band. Dimensions: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

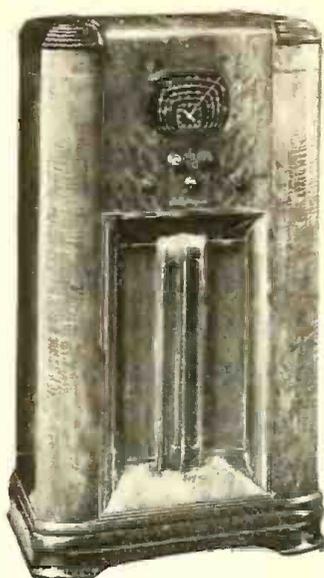
AND 13 OTHER MODELS

FAIRBANKS MORSE RADIOS

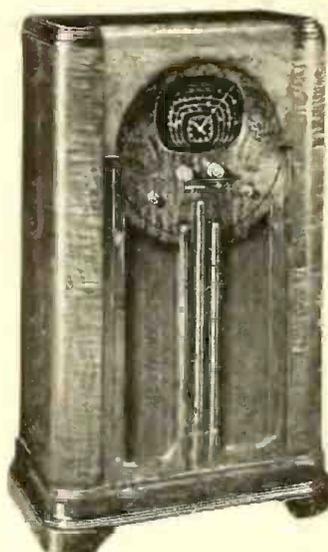
OTHER F-M PRODUCTS: REFRIGERATORS, WASHING MACHINES, IRONERS, AUTOMATIC COAL BURNERS



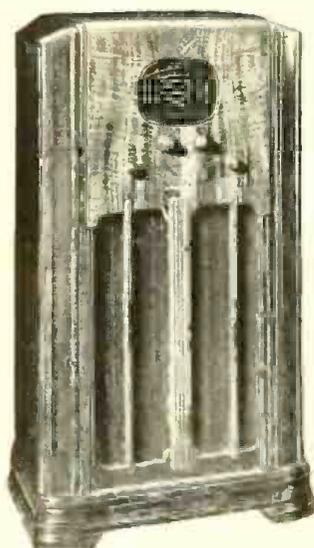
The "Automatic Maestro"... is only one of 24 all-star AMERICAN-BOSCH



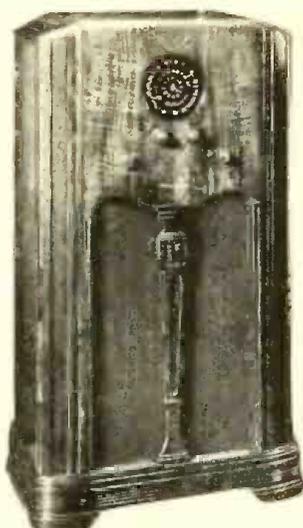
MODEL 680—"Automatic Maestro" model; High Fidelity 13 tube, 15 tube performance, All-Wave American, Police and Foreign, plus U. S. weather band, improved superheterodyne Console DeLuxe. Range: standard broadcast and police 525 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 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 6705—"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.

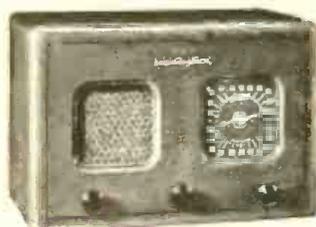


MODEL 650—6 tube, 9 tube performance Console for AC operation. American-Foreign-Police 3 Band improved superheterodyne. Range: standard broadcast 540 to 1500 Kilocycles; police and short wave 1500 to 4500 Kilocycles; short wave 5500 to 16500 Kilocycles.

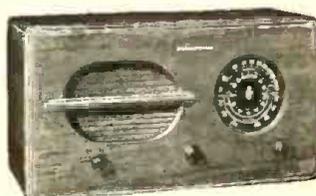


MODEL 605C—5 tube, 8 tube performance American-Foreign-Police improved superheterodyne Console. Range: 540 to 1700 Kilocycles, 2000 to 7200 Kilocycles. Super-size full vision black illuminated airplane dial; with scales of different color for each wave band. Perfect automatic volume control. High Fidelity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

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



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

24 Reasons

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

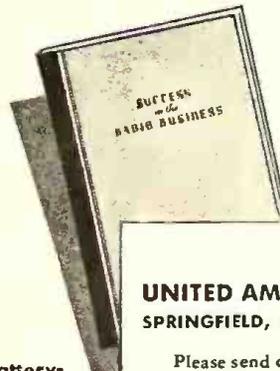
American-Bosch Radio is licensed under patents and applications of R.C.A. and Hazeltine Corp.



Watch For Announcements of Sensational
National Advertising Program

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

- ★ Automatic Maestra
- ★ 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



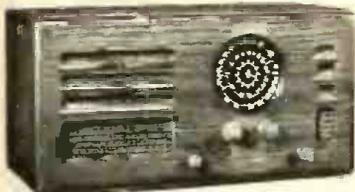
American-Bosch is the only radio line that offers this complete combination of up-to-the-minute features in radio performance, radio styling, radio standards.

UNITED AMERICAN BOSCH CORP., Dept. RT-7
 SPRINGFIELD, MASS.

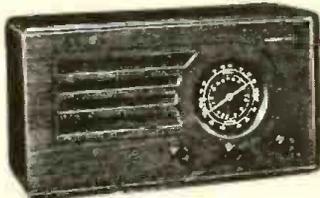
Please send copy of "Success in the Radio Business" containing complete information about the new American-Bosch line.

Name.....

Address.....



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 aircell, 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.

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



No. 160-L



No. 150-L



No. 140-L



No. 140-K



No. 145-P



No. 140-P



No. 160-P



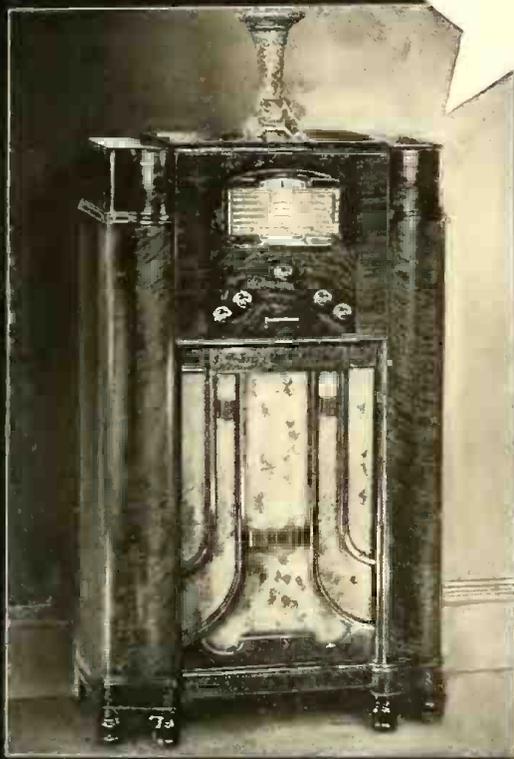
No. 72



No. 140-H

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**



No. 130-M



No. 63



No. 62



No. 130-L



No. 115

*There is nothing
finer than a
Stromberg-Carlson*



No. 74



No. 70



No. 180-L



No. 84



No. 58-L
61-LZ AC/DC



No. 65



No. 130-R



No. 130-H



No.
58-T



No.
130-U



No. 125-H

-Carlsons

STROMBERG-CARLSON TELEPHONE MFG. CO.
157 Carlson Road, Rochester, N. Y.
Send me the illustrated Brochure showing
the new line.
Name _____
Street _____
City _____
State _____



ONE MILLION SALES RESERVED FOR PHILCO DEALERS

PHILCO national advertising has been telling your prospects about the 1937 Philco *Foreign Tuning System* . . . with foreign stations named and located on the Philco Spread-Band Dial.

And now the same great weeklies and monthlies announce Philco Automatic Tuning . . . *completely automatic tuning* of favorite American stations that works unfailingly!

Because of the tremendous sales-making effect of these sensational Philco advantages, Philco dealers have a definite claim staked out for one million sales. And Philco . . . entering its seventh year of world leadership of the radio industry . . . has embarked on a carefully controlled production on one million sets to be ready for those one million sales!

Everything is contributing to make this radio's biggest year. And in America today "radio" means PHILCO!

PHILCO RADIO & TELEVISION CORPORATION



JUL 21 1936

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RADIO TODAY

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Vol. II, No. 7

BUSINESS UNSEASONABLY GOOD

★ Showing the reflection of bonus spending, retail business continued good in July, despite the usual drop-off with hot weather. Automobile sales for June ran 34 per cent ahead of the same month of 1935. Bank check transactions are running 15 per cent above last year.

Mid-year reviews issued by banks and others report a satisfactory first six months of 1936, with bright prospects for increased recovery during the last half of the year, shadowed only by labor disturbances.

Stocks of goods on hand continue under similar inventories a year ago; people are spending more money. Both imports and exports are gaining. Building contracts are 65 per cent ahead of 1935.

MANUFACTURERS SEE TELEVISION AND FACSIMILE

★ Two important steps in the RCA television program were taken within the last fortnight.

On June 29 field tests of television transmissions began from the Empire State Tower transmitter, 1,250 ft. above Fifth Avenue, New York. At Radio City one of the original NBC broadcast studios has been reconstructed and arranged with special lights for the intense illumination required by television. This studio is connected with the Empire State Tower by co-axial cable and also by short-wave links. Some one hundred experimental television receivers (see p. 16, May RADIO TODAY) are being placed in the New York metropolitan area. The 10-kw. transmitter delivers strong signals 90 miles.

On July 7, licensees of the Radio Corporation of America were shown both television and facsimile receivers in operation, but were advised that there are no plans for commercial television sets in 1936. Those appear-

ing on the television screen during the licensees' show were: David Sarnoff, General Harbord, O. S. Schairer, Henry Hull, Graham McNamee, Ed Wynn, twenty dancers and a number of fashion models. Motion picture films of army maneuvers, new trains, etc., were also scanned over the air.

AUTOMOBILE-RADIO SALES

★ RADIO TODAY receives many inquiries about the present magnitude of auto-radio sales and saturation, and presents below figures which have been used to answer questions often asked by readers:

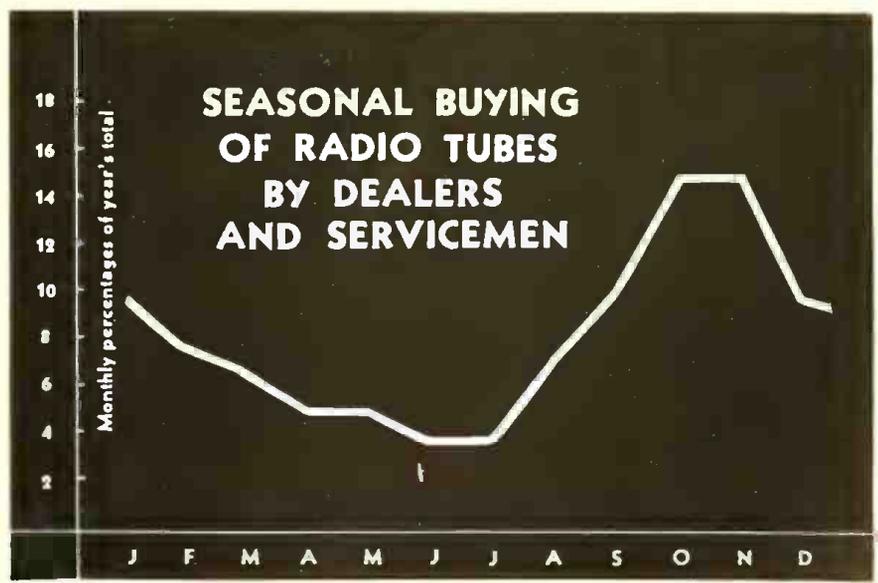
Total passenger autos in use...	23,000,000
Total passenger cars with radios	3,900,000
1935 sales passenger cars.....	3,400,000
1936 sales passenger cars.....	4,000,000
Passenger-car dealers	39,000
Passenger-car salesmen	117,000
Total workers in sales and service	1,121,750
Total vehicle retail outlets...	105,330
Repair shops	39,400
Part of world's autos in U.S. ...	71%
Autos per 1,000 of U.S. population	179
Total sales of auto-radios	
1933	750,000 \$37,500,000
1934	1,000,000 50,000,000
1935	1,200,000 60,000,000
1936	1,600,000 est. 74,000,000

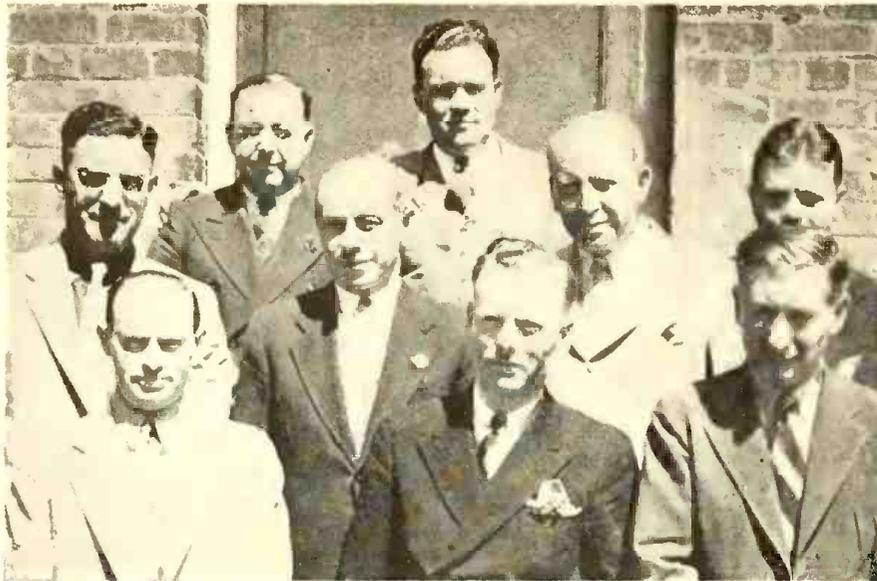
A large percentage of the new 1936 autos now leaving the factories are equipped complete with auto-radios. Following are estimates picked up in Detroit on proportion of new cars radio-equipped: Chryslers, 28 per cent; Packards, 50 per cent; Chevrolets, 22 per cent. Earlier in the Spring 28 per cent of the Fords coming through were radio-outfitted; this is now reported to have dropped to between 10 and 15 per cent.

118 BLUE EYES

★ Large, unbelievable section of an official report of the National Association of Broadcasters (Vol. 4, No. 29, June 18, 1936) was gayly devoted to nothing but the subject of blue eyes. NAB reports are, as a rule, long-faced and heavily befigured with data which is both trade-shaking and very dull reading.

E. C. (Sharp-Eyes) Mills, general manager of the American Society of Composers, Authors and Publishers, thought he had made rather a discovery when he found that some 120





Kadette Kompany, otherwise International Radio Corp., signals its execs to special meetings. First row, left to right—Albert Rapfogel, V. A. Searles, B. W. Glassman. Second row—J. L. Hursch, W. K. Jackson, H. C. Guterman, J. L. Woods, Jr., John Bradfield, Robert Wuerfel.

different musical compositions had been copyrighted under the title. "Blue Eyes." Mr. Mills put a neat little check by the ones which are included in the ASCAP repertoire, and sent the list to the NAB chief, who promptly went to print with the whole damned thing. Report was printed on regulation green paper; seems a pity not to have used blue.

MUTUAL TO COAST

★ Forthwith at MBS is an important Xmas present for the radio biz—a third national network to be strung across the continent by December. Mutual has just finished plans to make the Don Lee network of California a part of its web, has hooked up the necessary Rocky Mountain stations to complete the trans-continental pattern.

Mutual System is less than 2 years old; its swift advance into national coverage makes broadcast history. Key member stations are WOR, WGN, WLW, and CKLW. New outlets in Denver will be KFEL-KVOD, and the California stations of Don Lee are KHJ, KFRC, KGB, and KDB. Coast-to-coast project has been handled by Fred Weber, Mutual's general manager.

ANOTHER RIDE FOR RADIO

★ Now that 6,000,000 persons have convinced themselves they should be seen on bicycles, highways and byways are cluttered with pedalling figures ranging from portly to perfect. The bicycle people have been encouraged to turn out some

very fancy models, but there's one item still missing. Riders should have a radio.

Receivers have been adapted to more awkward places than bicycles, and for less reason. It appears that radio would be just the thing to lighten the pumping burden, and most cyclers should be in the mood for music. Whoever puts a tiny, trim "bicycle radio" on the market should have a nice racket for quite some time.



Ernest H. Vogel, popular exec, now General Electric radio sales manager.

BETTER SPEND IT THAN PAY 85% TAX

★ Radio business men who have sat down with their tax advisers during the past few weeks, have suffered a rude awakening as to just what can happen to their profits, under the new tax laws. With present schedules of Federal and state taxes, the radio manufacturer or distributor may find nearly all of his marginal net earnings swept into the tax collector's till.

For example, a radio manufacturer may have to pay the following maximum tax rates on his marginal earnings:

I Normal tax	15%
II Excess profits	12%
III Undistributed profits	27%
<hr/>	
Federal tax	54%
IV State tax (N. Y.)	6%
<hr/>	
V Federal surtax on "improper accumulations"	60%
<hr/>	
Total tax on profits	85%

Faced with this situation, radio manufacturers have concluded that it will be better business judgment to spend money for business promotion, advertising, etc., where they get full benefit of each dollar in building up the business—rather than to let the same money be carried into the net-profits column, with the possibility of retaining only 15 cents on the dollar.

ELECTRICAL BEST-SELLERS

★ Sharp indication as to what electrical lines are actually wanted by Midwestern farmers was noted in Wisconsin recently when a rural electrification project got under way in a place called Richland Center.

Project sponsor naturally wanted to know what the farmers would do with the juice when they got it; Richland Cooperative Electric Association had nicked the REA for \$250,000 to serve them with central station electricity to be piped from the local municipal plant at wholesale rates.

Grand total of 752 farmers said they would patronize the new power lines, and expressed a yen for certain new electrical additions to their homes. Radio ranked first; 381 farmers said they were interested in new sets. Washing machines were next, then water pumps, utility motors, vacuum cleaners, refrigerators, milking machines, water heaters, and ranges, in the order named.



When Ernie Alschuler (right), Sentinel president, wanted to get to New York for the licensees' television show, he flew. And with him flew Sentinel's comptroller, Milton Block, and engineer W. J. Schnell.

MUSICAL INSTRUMENTS IN U. S.

★ In looking into the opportunity for radio-tube musical instruments for American purchasers who want to make their own music, RADIO TODAY's research staff has dug up the following facts on musical instruments in U. S. homes before the advent of the radio:

Pianos	7,500,000
Pipe organs	50,000
Viols and smaller instruments	15,000,000
Annual sales of musical instruments	\$125,000,000

In 1925 the sale of musical instruments in America alone exceeded \$130,000,000, mostly for pianos and organs.

Last year the sale of radio-tube organs is estimated at over \$2,000,000, and at present probably well over one million dollars' worth of radio parts and accessories annually is going into the new types of electronic musical devices, which include organs, piano oscillators, and amplified violas, violins, guitars, and banjos.

PEOPLE NEXT DOOR

★ Slightly sour listeners have been writing to Station WOR to say that they enjoy radio programs, but not when heard full blast through the open window of some non-sensitive neighbor. Sympathetic WOR has therefore and pleasantly begun its annual warm weather "Be Kind To Your Neighbor" campaign, wherein the station makes nightly suggestions that listeners check up and decide whether their neighbors are also happy.

Announcement amounts to a brief

query as to whether the loudspeaker may not be stepped down a bit, in the interest of neighborhood quiet. This is the fifth year WOR has aired the friendly suggestion.

HANDSOME SHOWS N. Y. CITY, SEPT. 9-20

★ Leaping plans for the 1936 National Radio and Electrical Exposition, set for Sept. 9 to 19 at Grand Central Palace, New York City, seem likely to tangle themselves into a record event. Exhibitor space is already 40 per cent over the total works for last year; these exhibitors have had meetings and seem in the mood to out-shine each other.

Ralph Neumuller, chief getter-doner of the Electrical Ass'n of New York, expects a quarter million attendance. from the healthy look of things in general. On Sept. 18-20, the Institute of Radio Service Men will hold its meeting at the Hotel Pennsylvania, New York, a bit of a tonic for the show's closing days.

OVERPRODUCTION? "DUMPING" AHEAD?

Editor, RADIO TODAY:

What kind of a mess are we heading toward in the radio business this winter? It looks like big-scale "dumping" all over again, as I see it, if something isn't done to stop overproduction.

Every radio salesman who calls on us here tells me how his company is increasing its output this year. One manufacturer is stepping up 50 per cent. Salesmen for other companies

say they are doubling their 1936 production quotas. Everybody seems to be planning 50 to 100 per cent increases, and one or two smaller manufacturers, I hear, are talking 200 per cent!

Now please don't get me wrong; I have faith in the radio business, and I expect it to go ahead. I have been watching your production figures in RADIO TODAY and I realize that radio sales already this year are 12 to 20 per cent ahead of last year.

But I'm getting worked up about the 100 per cent increases in production the optimists are talking about. The only thing this can possibly mean is rank overproduction and widespread dumping by the end of the year.

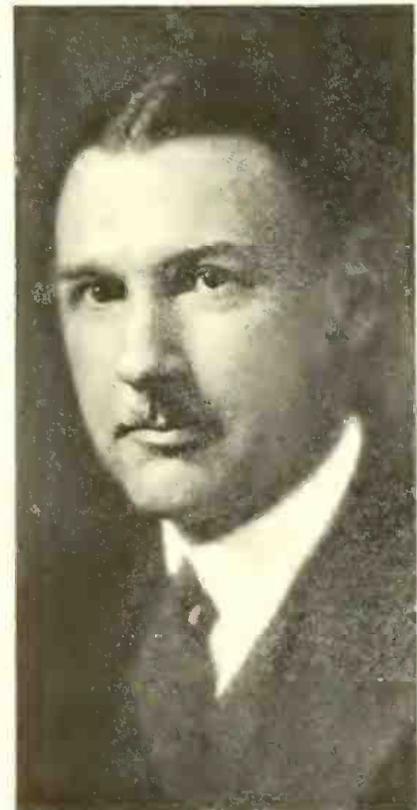
What are the manufacturers doing to avoid such a repetition of the overproduction troubles we've already been through? What steps are they taking to keep production within bounds before it is too late?

The situation is worrying me. And it probably is worrying you, too. I wish RADIO TODAY would tell us right away what measures are being taken or will be taken to save us from another smash-up of dumping and price-cutting in a season that ought to be radio's most prosperous year.

WORRIED DEALER.

July 3, 1936.

Well, *what is* the answer, gentlemen? RADIO TODAY invites the comments of manufacturers as to what is being done, or should be done, to prevent overproduction this fall.—Editor.



Roy Davey who presided at American-Bosch's coming-out party at the Waldorf June 22.

RADIO TRADE FACES

Robinson-Patman Act

[[1.1. Discrimination between purchasers of commodities of like grade and quality].—Sec. 2. (a) That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, and where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: PROVIDED, That nothing herein contained shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered: PROVIDED, HOWEVER, That the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce; and the foregoing shall then not be construed to permit differentials based on differences in quantities greater than those so fixed and established: AND PROVIDED FURTHER, That nothing herein contained shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade: AND PROVIDED FURTHER, That nothing herein contained shall prevent price changes from time to time where in response to changing conditions affecting the market for or the marketability of the goods concerned, such as but not limited to actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process or sales in good faith in discontinuance of business in the goods concerned.

[[1.2. Rebuttal of presumption of price discrimination; meeting of competition].—(b) Upon proof being made, at any hearing on a complaint under this section, that there has been discrimination in price or services or facilities furnished, the burden of rebutting the prima-facie case thus made by showing justification shall be upon the person charged with a violation of this section, and unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination: PROVIDED, HOWEVER, That nothing herein contained shall prevent a seller rebutting the prima-facie case thus made by showing that his lower price or the furnishing of services or facilities to any purchaser or purchasers was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor.

[[1.3. Brokerage].—(c) That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares, or merchan-

★ Restless to be home, our most recent Congress passed a bit of legislation which sent a tingle through the whole structure of radio manufacture, distribution and sales.

Robinson-Patman Anti-Price Discrimination Law went into effect June 20th last, when President Roosevelt signed it; the bill is another "fair trades" act affecting all types of business. Contracts made previous to the passage of the law will have to be revamped to meet its provisions.

Upshot of the law is that it establishes price uniformity quoted by a manufacturer, and by a jobber or dealer to all buyers. It was inspired and promoted by the U. S. Wholesale Grocers' Ass'n for the purpose of outlawing price concessions made to chain stores; it flashes more teeth, confesses more ambiguity, penalizes more common practices than any other statute of its kind.

Since the new law endows the Federal Trade Commission with a new field of action, that body will be found poking its legal nose into the radio business, particularly in respect to advertising allowances, private brands, special discounts, and big-scale purchasing direct from the manufacturer on the part of the chains. FTC has no price-fixing power, however.

End to spiffs?

Ben Gross, former NRA Code Administrator, long-time Stromberg-Carlson ambassador who is widely known as one of radio's ablest fair-practice crusaders, in reply to RADIO TODAY's request, expresses his view of the major intent of the new law, although he believes that "how far-reaching the law can be in our trade, in its present somewhat ambiguous form, cannot be predicted now."

Thus far Mr. Gross feels that the law will be chiefly used in radio (1) to eliminate so-called "inside deals" covering private extra discounts, advertising set-ups, spiffs, rebates, and other concealed practices, (2) to make all dis-

counts, allowances and terms available to all buyers under like conditions, and (3) to out-law selling "at unreasonably low prices for the purpose of eliminating or destroying a competitor."

Transactions within the boundaries of a single state are not covered by the law; only inter-state business is affected, but as Mr. Gross points out, "if state legislation follows this law then many more things might happen in the radio business that could materially help the trade."

Everything circled

As the law reaches final enforcement, it seems likely that the courts will place a broad interpretation on the clauses of the act in order to avoid having the whole thing stamped "unconstitutional." Many trade executives are aware of this, but are warned by their attorneys that casual violations may be dangerous.

Patman Act never affects a single sale, but only a comparison of sales; it is concerned with the problem of leveling off prices. Merchants may cut to, but not below, prices quoted by competitors. Incidentally, all prices will be forced out into the open because all sellers will have to know exactly what is quoted by competition.

Retailers who find themselves undersold by competitors may set up a howl in the courts, but chain stores who buy directly from manufacturers will have to think twice. The law is so framed that the acceptance, as well as the offer, of a price concession is a violation of the statute.

John W. VanAllen, general counsel for the Radio Manufacturers Association, and famed attorney of Buffalo, N. Y., answers RADIO TODAY with a valuable and distinguished interpretation of the new act. On the manufacturer-jobber relationship, he writes:

"Let us take the example of a manu-

Prices of
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Big Department Store	\$85
Chain Store	\$70
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A TRICK PRICE LAW

gets a noisy reaction

manufacturer selling to a jobber at better prices or discounts on a commodity of like grade and quality than is extended to other jobbers. Both the manufacturer and the jobber may be guilty of a violation because the special price may injure, destroy or prevent competition with that jobber or the manufacturer may give that special price to take him away from the competitor and thus injure, destroy or prevent competition with the jobber in the commodities of another competitor of the manufacturer."

Jobber angle

Judge VanAllen makes another important statement: "Section 2 of the law should cause every manufacturer or producer and every jobber or dealer who sells across state lines, to review his entire selling plan, program and practices, prices to different purchasers, quantity limits, advertising allowances, discounts, classification of customers, premiums, contributions and like matters and if not in conformity with the provisions of this new section, to make them conform thereto to avoid the penalties imposed."

Judge VanAllen continues: "Heretofore, a manufacturer or producer has classified his trade into jobbers or dealers in most instances based on the character of service rendered and method of resale of the commodity. Apparently under the new Act, he can make this classification on quantity only and that quantity is subject to the power of the Federal Trade Commission to fix and establish if buyers are few.

"It might appear from this that a dealer selling as many of a certain commodity as a jobber could command the same price, but as in the previous Act so in this one, a manufacturer and jobber may select his own customer in bona fide transactions and not in restraint of trade."

Will the Robinson-Patman Law put an end to this evil?

As for the present position of the Federal Trade Commission, all trades are looking to that body for some declaration as to how it means to interpret its share of enforcement; notice is expected ahead of court tests.

Once a seller is dragged on the carpet for making price discriminations, he is considered guilty until he proves that they were justified. It will be noted, however, that the law allows a generous number of reasons to be used as legitimate evidence in this respect. Further, price discriminations must have certain effects or the law does not apply, such as the lessening of competition or tendencies toward monopoly.

Burden shifted

Other miscellaneous eccentricities of the law are that raw materials and imports are affected provided they figure in interstate commerce; manufacturers may deliberately choose an entirely new set of outlets which could never be construed by the law to be in competition with each other; ignorance of the receipt of a price discrimination is legitimate defense.

Watch out

Radio dealers, jobbers and manufacturers are advised to be on the lookout for a test case which is expected to appear soon in the industry. The radio trade is particularly concerned because its department store problem is intrastate in many cases, it is likely to be one of the first trades to get a court test because many of its units are already enraged at price-cutting evils, and because of the nature of its merchandise it has less excuse for under-selling than many other industries.

Careful reading of the Patman Act is scarcely enough; better get a copy of the Clayton Act also (which the Patman law amends in its first section and which has been in force for 22 years) and better have a look at the Federal Trade Commission Act (1914), as well as the Sherman Anti-Trust Law (1890).

(Continued)

dise, either to the other party to such transaction or to an agent, representative, or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

[§ 1.4. **Payment of buyer for services or facilities**].—(d) That it shall be unlawful for any person engaged in commerce to pay or contract for the payment of anything of value to or for the benefit of a customer of such person in the course of such commerce as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale, or offering for sale of any products or commodities manufactured, sold, or offered for sale by such person, unless such payment or consideration is available on proportionally equal terms to all other customers competing in the distribution of such products or commodities.

[§ 1.5. **Furnishing of services or facilities by seller**].—(e) That it shall be unlawful for any person to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale, or offering for sale of such commodity so purchased upon terms not accorded to all purchasers on proportionally equal terms.

[§ 1.6. **Willful inducement or reception of discrimination in price**].—(f) That it shall be unlawful for any person engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by this section.

[§ 3. **Elimination of competition or competitors; Penalties**].—Sec. 3. It shall be unlawful for any person engaged in commerce, in the course of such commerce, to be a party to, or assist in, any transaction of sale, or contract to sell, which discriminates to his knowledge against competitors of the purchaser, in that, any discount, rebate, allowance, or advertising service charge is granted to the purchaser over and above any discount, rebate, allowance, or advertising service charge available at the time of such transaction to said competitors in respect of a sale of goods of like grade, quality, and quantity; to sell, or contract to sell, goods in any part of the United States at prices lower than those exacted by said person elsewhere in the United States for the purpose of destroying competition, or eliminating a competitor in such part of the United States; or, to sell, or contract to sell, goods at unreasonably low prices for the purpose of destroying competition or eliminating a competitor.

Any person violating any of the provisions of this section shall, upon conviction thereof, be fined not more than \$5,000 or imprisoned not more than one year, or both.

[§ 4. **Cooperatives**].—Sec. 4. Nothing in this act shall prevent a cooperative association from returning to its members, producers, or consumers the whole, or any part of, the net earnings or surplus resulting from its trading operations, in proportion to their purchases or sales from, to, or through the association.



RADIO TRADE FACES A TRICK PRICE LAW

(Continued)

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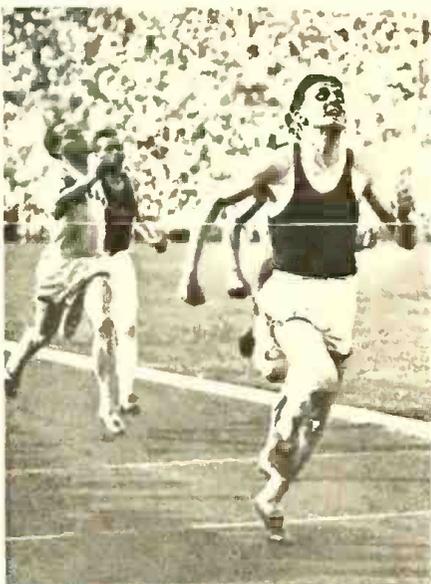
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(Continued on opposite page)

ETHERED FOR DEALERS



Look in the corner (upper right) for OK artists, Ann Shelley and Richard Svihus, of the favorite, "One Man's Family."

Fascinating gal resting the width of the page, Fox film star, Alice Faye, guest on Columbia's big Hollywood Hotel. Olympic events (below, left) have become one of the heavi-

est dialed items on broadcast schedules; August climax is ready to air.

Deservedly tops comedy team, Tim Ryan and Irene Noblette (below, center) takes the important Jack Benny spot.

Smooth, hard-to-forget Cornelia Otis Skinner now parades her talents on a weekly feature, thank Jergens.

RADIO'S COMMAND OF THE U. S.

By states, a dramatic statistical story written from what the Joint Committee on Radio Research found out about radio homes in the 3,073 counties of the United States. Committee has the dope on each county; we quote only the key-city ones. Our "radio density" column shows the number of radio homes per thousand of population.

	Population	Radio Homes	Radio Density		Population	Radio Homes	Radio Density
ALABAMA	2,646,248	258,000	97	NEVADA	91,058	21,700	238
Birmingham (Jefferson Co.)	431,493	62,100	144	Reno (Washoe Co.)	27,158	6,900	254
ARIZONA	435,573	62,500	144	NEW HAMPSHIRE	465,293	99,700	214
Phoenix (Maricopa Co.)	150,970	25,500	169	Manchester (Hillsborough Co.)	140,165	30,900	220
ARKANSAS	1,854,482	187,300	101	NEW JERSEY	4,041,334	897,500	222
Little Rock (Pulaski Co.)	137,727	24,900	181	Newark (Essex Co.)	833,513	200,300	241
CALIFORNIA	5,677,251	1,398,900	246	NEW MEXICO	423,317	48,300	114
Los Angeles (Los Ang. Co.)	2,208,492	592,800	268	Albuquerque (Bernalillo Co.)	45,430	9,100	200
San Francisco (San Fran. Co.)	634,394	170,000	269	NEW YORK	12,588,066	2,993,100	238
COLORADO	1,035,791	206,600	199	New York City (5 Counties)	6,930,446	1,663,000	241
Denver (Denver Co.)	287,861	73,800	257	NORTH CAROLINA	3,170,276	341,800	108
CONNECTICUT	1,606,903	373,200	232	Charlotte (Mecklenburg Co.)	127,971	24,600	192
Hartford (Hartford Co.)	421,097	98,500	234	Winston-Salem (Forsyth Co.)	111,681	15,200	137
New Haven (New Haven Co.)	463,449	106,100	229	NORTH DAKOTA	680,845	100,500	147
DELAWARE	238,380	47,100	199	Fargo (Cass Co.)	48,735	8,900	183
Wilmington (New Castle Co.)	161,032	35,000	217	OHIO	6,646,697	1,396,900	210
DIST. OF COLUMBIA	486,869	125,000	256	Cleveland (Cuyahoga Co.)	1,201,455	272,200	226
FLORIDA	1,468,211	233,900	160	Cincinnati (Hamilton Co.)	589,356	141,100	240
Jacksonville (Duval Co.)	155,503	30,800	198	OKLAHOMA	2,396,040	335,000	140
Miami (Dade Co.)	142,955	35,800	250	Okla. City (Okla. Co.)	221,738	50,100	227
GEORGIA	2,908,506	334,500	115	Tulsa (Tulsa Co.)	187,574	43,400	232
Atlanta (Fulton, DeKalb Co.)	388,865	77,700	200	OREGON	953,786	216,400	227
IDAHO	445,032	75,800	170	Portland (Multnomah Co.)	338,241	91,400	270
Boise (Ada Co.)	37,925	8,900	235	PENNSYLVANIA	9,631,350	1,938,400	201
ILLINOIS	7,630,654	1,674,300	220	Philadelphia (Phila. Co.)	1,950,961	430,300	220
Chicago (Cook Co.)	3,982,123	908,300	228	Pittsburgh (Allegheny Co.)	1,374,410	301,600	219
INDIANA	3,238,503	616,800	191	RHODE ISLAND	687,497	150,000	218
Indianapolis (Marion Co.)	422,666	102,900	243	Providence (Providence Co.)	540,016	120,700	224
IOWA	2,470,939	503,100	204	SOUTH CAROLINA	1,738,763	174,600	101
Des Moines (Polk Co.)	172,837	44,400	257	Charleston (Charleston Co.)	101,050	15,600	155
KANSAS	1,880,999	348,000	185	SOUTH DAKOTA	692,849	107,000	155
Kansas City (Wyandotte Co.)	141,211	21,900	155	Sioux Falls (Minnehaha Co.)	50,872	11,300	223
Wichita (Sedgwick Co.)	136,330	34,600	254	TENNESSEE	2,616,556	328,900	126
KENTUCKY	2,614,589	313,800	120	Memphis (Shelby Co.)	306,482	61,400	200
Louisville (Jefferson Co.)	355,350	71,700	202	Nashville (Davidson Co.)	222,854	47,300	212
LOUISIANA	2,101,593	260,000	124	TEXAS	5,824,715	862,100	148
New Orleans (Orleans Co.)	458,762	90,800	198	Houston (Harris Co.)	359,328	88,300	245
MAINE	797,423	163,600	205	Dallas (Dallas Co.)	325,691	80,400	247
Portland (Cumberland Co.)	134,645	30,300	225	UTAH	507,847	85,000	168
MARYLAND	1,631,526	320,000	196	Salt Lake City (Salt Lake Co.)	194,102	41,600	214
Baltimore (City & Balt. Co.)	929,439	211,300	227	VERMONT	359,611	72,400	202
MASSACHUSETTS	4,249,614	946,900	224	Burlington (Chittenden Co.)	47,471	10,600	223
Boston (Suffolk Co.)	879,536	190,900	217	VIRGINIA	2,421,851	336,900	138
MICHIGAN	4,842,325	936,600	193	Richmond (Henrico Co.)	213,239	47,100	221
Detroit (Wayne Co.)	1,888,946	398,300	211	Norfolk (Norfolk Co.)	213,353	44,800	210
Grand Rapids (Kent Co.)	240,511	51,800	215	WASHINGTON	1,563,396	346,900	222
MINNESOTA	2,563,953	535,600	209	Seattle (King Co.)	463,517	120,200	260
Minneapolis (Hennepin Co.)	517,785	122,300	236	Spokane (Spokane Co.)	150,477	38,000	246
St. Paul (Ramsey Co.)	286,721	65,200	228	WEST VIRGINIA	1,729,205	240,000	139
MISSISSIPPI	2,009,821	166,400	83	Huntington (Cabell Co.)	90,786	16,400	181
Jackson (Hinds Co.)	85,118	13,000	153	Wheeling (Ohio Co.)	72,077	16,900	235
MISSOURI	3,629,367	708,500	195	WISCONSIN	2,939,006	576,600	196
St. Louis (St. Louis City & Co.)	1,033,553	240,200	233	Milwaukee (Milwaukee Co.)	725,263	167,800	232
Kansas City (Jackson Co.)	470,454	121,000	258	WYOMING	225,565	44,600	197
MONTANA	537,606	91,700	171	Cheyenne (Laramie Co.)	26,845	6,200	231
Butte (Silver Bow Co.)	56,969	11,500	202	Casper (Natrona Co.)	24,272	6,400	264
NEBRASKA	1,377,963	266,800	193	Total United States	122,775,046	22,869,000	186
Omaha (Douglas Co.)	232,982	53,700	230				
Lincoln (Lancaster Co.)	100,324	22,300	223				

MORE FEATURES

Shining examples of advanced engineering in their own—to honor the seas

speakers capable of reproducing greater tone ranges than has previously been considered possible in medium and low priced sets.

Some of the more expensive sets utilize more than one speaker in order to obtain extreme tone and volume ranges. Power outputs up to 40 watts are employed in a few models. Stromberg-Carlson has what is known as the acoustical labyrinth—a patented method of realizing the same effects as an extremely large baffle. This device permits the re-

the position of the volume and tone controls, and indicate the position of the fidelity control. The following are a few of the sets having this feature in varying forms with two or more of the indications: Fada, Admiral, Westinghouse, Sparton, Stewart-Warner, Howard, Stromberg-Carlson.

A unique sensitivity control used in conjunction with a cathode-ray tuning indicator has been developed by Fada. The control serves to distribute the automatic volume control voltages to 1, 2, or 3 tubes—it allows maximum sensitivity for both the eye and the set itself in one position. The extreme opposite position allows reception from unusually strong local stations without overloading the set and causing distortion. The eye is used as an indicator of distortion and is employed in setting the "Phantom flash-o-graph" control properly.

For ease in tuning practically every set in the higher priced range and many in the medium class are equipped with cathode-ray tuning indicators. The names coined for the device should entice the prospective buyers—a few of them are: shadow beam tuner, vis-o-glo tuning, preci-



Magic dial—Stewart-Warner.

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Belmont's all-in-one controls.

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Deluxe Stromberg-Carlson radio-phonograph.

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Howard goes modernistic.



... Sell the new circuit

1937 RADIO LINES

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Clock or time tuning is employed in nearly all the sets with short-wave tuning having three or more wavebands. The dealer should point out the ease with which foreign stations can be logged and tuned in at a later date.

Some of the most interesting developments have come in the way of styling of both the cabinet and the dials. Oval-shaped dials are found on Westinghouse, Belmont, Admiral, and American Bosch sets. In cabinets there has been a definite departure from what was considered conventional for radio sets—some manufacturers have gone modernistic in a few of their models. Sets have been combined with furniture. Metal trim is being used to dress up otherwise simple styles.

Table models, particularly those having molded composition cases, are available in a variety of colors and black and white. Emerson, Fada, Kadette, Sparton, RCA-Victor, and others have such designs. Still others are using grain effects and inserts of colored or different woods to obtain artistic or modernistic styling. Sparton has several models employing colored glass.



Precision tuning by Westinghouse.

In the interest of highest quality the power outputs have been increased. Many sets are using the newly developed beam-type output tube—some of the radios having this tube are Fada, Sparton, Admiral, Westinghouse. Stromberg - Carlson,

Stewart-Warner. Sets using beam power tube have output wattage ratings from 10 to 40 watts.

Speakers to reproduce the high power of the 1937 sets and to provide better frequency response have been employed in most sets. Stewart-Warner have what they term the "Copper photo-tone" speaker. Fada's "K" models have a special oversize high fidelity speaker. Carpinchoe leather is used in the outer cone support of Stromberg-Carlson's speakers. It seems that in the larger console model of all sets a 12-inch electro-



Radio plus utility—Corona.

dynamic speaker is standard—and some of the table models have reproducers as large as 10 inches.

AC-DC sets have been improved immensely and the major manufacturers have these sets in their lines. As the result of the development of a cathode ray tuning tube that will work on the low voltage obtainable in AC-DC sets, many of the models have the familiar electric eye indicator. Metal tubes are found in many of the AC-DC sets this year.

The number of radio-phonograph combinations has increased considerably. Both console and table types are available—and manually operated models are unusually low in price. Among the manufacturers of combinations are Caphart, Stromberg-



Fada streamline radio.

Carlson, RCA-Victor, Emerson, and General Electric. RCA also have an electric record player with an amplifier mounted in a console.

For efficient short-wave reception automatic antenna matching systems are employed—sets not having this refinement are hard to find. Dual-ratio and high-ratio verniers make it easy to tune in the short-wave stations. Fada has an automatic vernier that disengages the vernier mechanism when fast tuning is employed—it saves wear on the mechanism.

The new 1937 sets provide practically every feature and variety of style that is necessary to convince the radio owner that his present radio is not providing him with the maximum enjoyment possible. And the prices, too, are the lowest ever for so many features. Every radio, too, can tap the 110 million dollars' worth of programs that are sent to every home.

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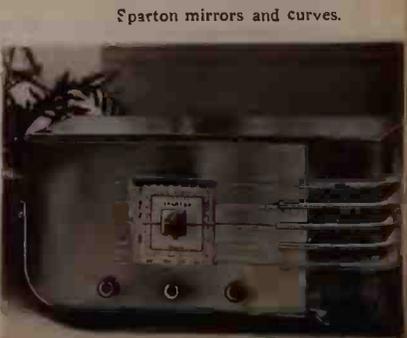


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... Sell the new circuits and styling of 1937 sets

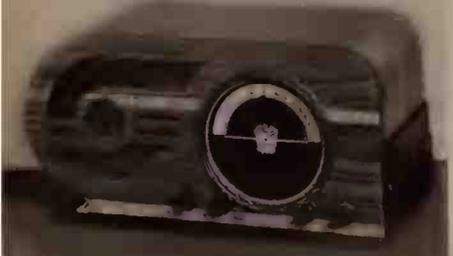
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FIELD TIPS FOR FARM SELLING

Dealers reveal their current sales schemes to receiverize rural districts

Green valleys, where the trim farm houses out-nestle each other in a season of profit and comfort, become a worth-hitting target for the merry merchandisers of radio's 1937 lines. Choice of a President, lifted incomes, happy solution of the power problem have brought Ruralaria a good mood; it's almost time out from all else until the farmer's front-yard gate be swung.

(Bet you midget to console that the gent in overalls becomes a better radio buyer this season than he's ever been. The farmer represents, however, a special problem in radio selling; following are the merchandising tricks discovered by RADIO TODAY, traveling in person and all ears through 3,000 miles of farm area.)

Wichita, Kan.—Remember that fewer and fewer farmers are one-crop raisers; trends are away from big bank rolls at one time of the year as a result of main harvests. Anymore, livestock, poultry and auxiliary products, which are marketed regularly, form a big part of the average farmer's total income.

Blairsville, Pa.—Farmers are more easily reached by mail than are other groups. Send your pieces in the form of price booklets which may be kept on the kitchen shelf for a while.

Marshall, Ill.—When you get up in the morning and see that it's going to be a rainy day, call up some of your farm prospects and ask them to come in and look over your new receivers.

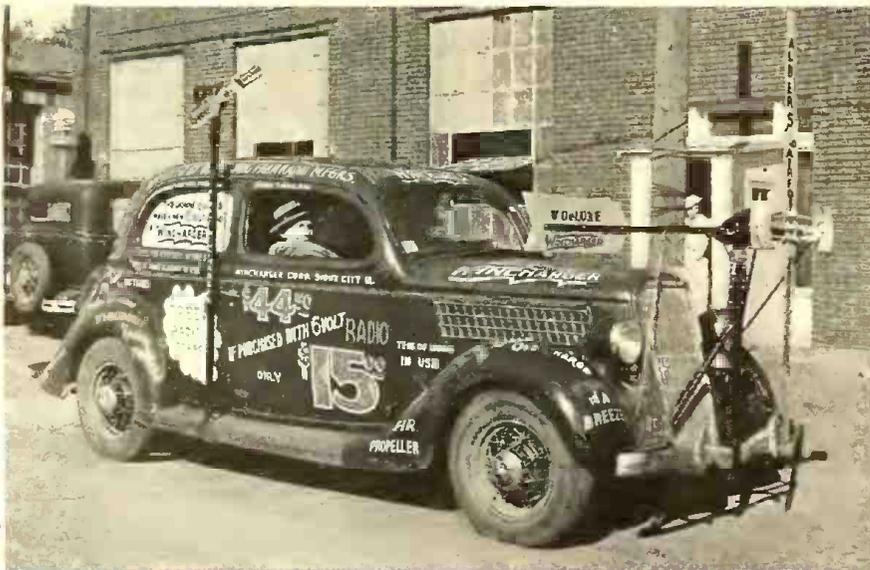
Wichita, Kan.—When you expect an unusual number of farmers to be in town for a day, run an ad and suggest that they drop in at your store before they start other shopping. Otherwise they may run across sets elsewhere.

Columbia, Mo.—Remember that farmers like promptness in the matter of having their credit checked. Do as much of it as you can ahead of time, and do what you can to save them an extra trip to town.

Emporia, Kan.—If your store happens to be in an area where there is an agricultural college, you can work up a lot of interest in research broadcasts, but you have to be careful to keep up to the minute yourself.

Indiana, Pa.—Give farmers the idea that you cooperate closely with possible sources of interference. Most of them don't know a great deal about it.

Marshall, Ill.—A good way to keep a record of your farm prospects is to keep them listed in your files according to "what this family will buy next."



Dealers' names as well as faces—Wincharger Corp.'s Autograph Car, equipped with De Luxe wind charger, spins around and collects them.

HARVEST ON THE AIR

National Farm & Home Hour is forever heard through the speaker: "The nation's bulletin board of agriculture comes to you again with 60 minutes of entertainment, music and information."

Local stations by the hundreds go on the air daily with broadcasts on grain market quotations, preparation of seed beds, planting and spraying methods, livestock quotations, soil - conservation, construction of farm buildings, crop selections localized, farm book-keeping, care of poultry and livestock; selection of dairy and beef herds, etc.

U.S. Dept. of Agriculture airs, through various outlets, the authentic low-down on current farm problems.

Topeka, Kan.—In spite of the fact that farmers are not salaried folk, a good plan for issuing credit among them is to ask a down payment and the rest in 5 equal monthly ones.

Marshall, Ill.—Impress upon every farmer you know whether he's a prospect or not, that a dependable radio is the place to get market reports. See that he makes a habit of it and depends upon his receiver to bring him actual cash advantages.

Blairsville, Pa.—It's not a bad idea to keep in your store some tables showing comparisons of current farm prices with those of previous years.

Springfield, Ohio—There's a good number of prospects among dairy men—milkers who spend a great deal of time in the cow barns are saying that they "can't juice the cows without the help of Lowell Thomas or Amos 'N Andy."

Indiana, Pa.—When you line up broadcast features that farmers like to hear, don't suggest any that are scheduled after 10 p.m., because farmers as a rule like to retire early.



Music for the modern plowman—radios on tractors are a new farm wrinkle.

Springfield, Ohio—If you'll take the trouble to call on farmers, now that they have more money, and take sets to their homes—you won't have any trouble selling them.

Wichita, Kan.—In areas where farmers depend upon main crops for lump incomes, remember that they plan a long ways ahead on how the money is to be spent.

Marshall, Ill.—Be sure to have your store and your special offers ready for farmers on Saturday afternoons, whether you make it any other day of the week or not.

Terre Haute, Ind.—It's a good idea to hook up with farm organizations and get your store mentioned as the official place to buy radios. Farm bureaus, Granges, Anti-Thief Associations, etc., are the ones to connect with.

Shawnee, Okla.—Farmers can be trained to 6-volt sets, if you find it more convenient to carry a specialized line of batteries and you can use 6-volt jobs in other branches of your business.

Marshall, Ill.—It pays for a dealer to use nothing but specialized salesmen for farm trade. Keep a man exclusively on that until he gets acquainted with every farmer in the country. Farmers like this better than other groups do.

Guthrie, Okla.—Remember that farmers depend upon their radio sets more than any other class of folks. Once they get used to radio, they expect to get practically all of their news and entertainment out of it.

Little Rock, Ark.—Listeners should be given sufficient program information so that they may plan their radio entertainment a week at a time. Thus they may learn to look forward to broadcast features, without finding their listening evenings interrupted by unorganized searches among program lists.

Forrest City, Ark.—Our special farm salesman leaves this store daily at about 4 p.m. Farmers get to know him, like to talk with him, and if they buy a new set at all are quite likely to buy ours.

Guthrie, Okla.—Be sure not to bother a farmer when he has work to do. That's where a good many salesmen make a mistake. Usually, a farmer will stop and talk, because that's his nature, but when the salesman has gone he remembers that he has been delayed.

Indiana, Pa.—Find out which farmers in your community are mail order sticklers so you may have in the background the main lead to their buying habits. For the benefit of these customers, keep all the latest mail order catalogues on hand in your private files at the store.

Springfield, Ohio—Don't expect to have a good day at the store selling farmers unless you know the latest quotations on livestock and

WHAT RADIO MEANS TO ME

I am a farm woman.

On dark mornings I hear the inspiring thunder of city pipe organs; gay singers salute me.

Mending husking mittens, I follow the China Clipper.

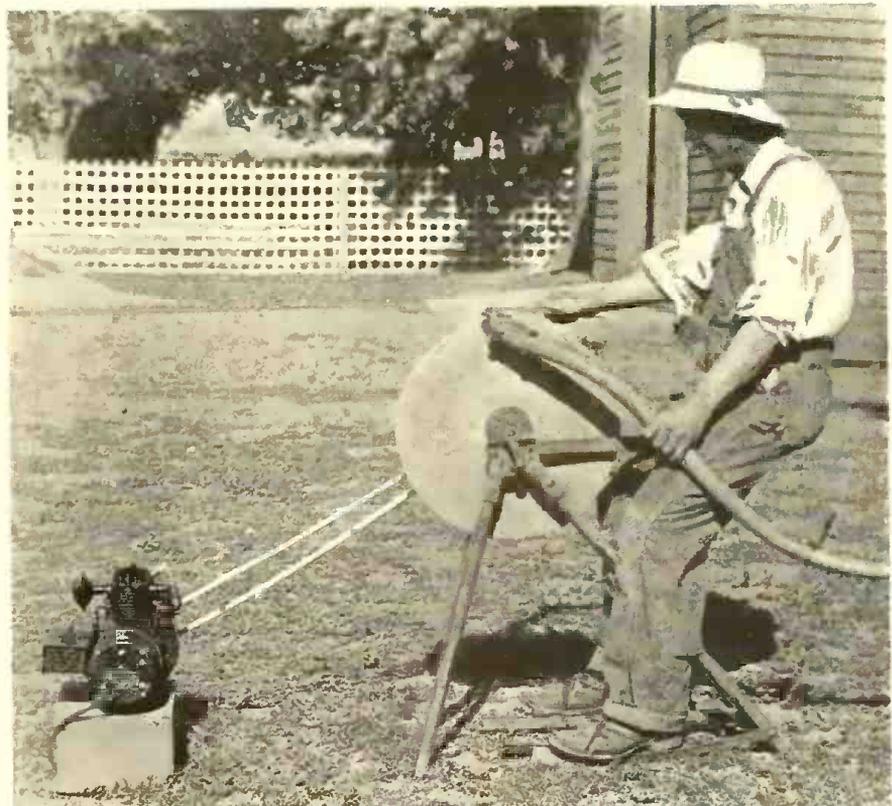
I pause in my churning to hear the chimes of Westminster Abbey.

Radio and its tireless workers widen my world.

(Above statement won first award in a letter contest sponsored by KFAB, Lincoln and Omaha. Author is Mrs. F. M. Paekwood, Bennett, Neb.)

grain prices. It is often a good way to open up.

Osage City, Kan.—Country school teachers like to get hold of up-to-date radio program schedules to post in their classrooms. These should have color and maybe pictures to attract the farm youngsters. That's why the teacher can't get the right sort of lists from newspapers—you should mail them regularly.



Farmerman grinds to a different tune, with a portable gas-electric plant (Pioneer Gen-E-Motor), OK for radio, lights, washer, churn, pump, etc.



RESTLESS JOBBER



With a light truck (above, left) and a known schedule, the parts jobber maps a service trip.

Order-filling at headquarters (above, right) cuts down confusion on the jaunt.

Dealer remembers additional needed items (center, left) when confronted by truck supply.



Traveling radio counter promotes small sets, too



Dealer rarely needs to make headquarters calls

PARTS JOBBER ON WHEELS

By AUSTIN C. LESCARBOURA

★ Taking a leaf out of the experience of one Mahomet, who went after the mountain when it wouldn't come to him, the present-day radio parts jobber has put on his skates and gone after those scattered service men. And here's why:

Regardless of how elaborate the jobber's stock, no matter how sumptuous and centralized his store, and even in spite of occasional cut-price bait, the service man wants what he wants only when he wants it. And that means a representative stock at his very doorstep, pronto, without any cash advance for an inventory.

Hence the radio-parts business has developed the interesting institution of the "jobber on wheels," whose varied stock rolls up to the service man's door and provides the latter with a readily accessible and remarkably complete stock. Not a bad idea at that, for the average service man hasn't much cash to put into an elaborate inventory of parts and replacements, yet his very livelihood depends on making prompt and satisfactory repairs on those 57 varieties of sets in the neighborhood.

Of course, the usual store jobber in the city can serve local service men over the counter. It may be just a few minutes' travel by car or bus, with a nickel or dime for transportation. That's easy. But when it comes to the service men scattered over the surrounding countryside, that's a horse of another garage.

One third parts sold en tour

It is estimated that better than one-third of the total radio parts business throughout the country is handled by perambulating jobbers. Even city jobbers with elaborate stores and a large volume of trade over the country are finding it more and more necessary to take part of their stock out on the road. In territories with few large towns and many scattered hamlets peppered about the wide open spaces, the wheeled stock is of paramount importance in building up a satisfactory volume of business. Many a jobber in the Middle West does as little as 10 per cent of his total sales over the counter, with 90 per cent accounted for out on the road from the stock on wheels. For

that matter, a wheeled jobber only 35 miles out of New York City, with headquarters well within the thickly populated metropolitan area, does virtually all his business on the road and keeps ahead of Cortlandt Street and mail order houses by rendering a doorstep service.

It should be noted that the wheeled jobber is using his car or truck for something more than a spot delivery service. The car or truck is his stock and counter as well. He actually sells right from the car or truck. The percentage of orders received in advance by mail or 'phone usually runs no more than 10 per cent, while the balance of the business is picked up on the road.

Keeps regular schedule

"It's one thing to sell a fellow from a catalog, with a few days between getting his order and delivering the goods, and another to show him the actual goods and offer delivery right then and there. That's where the counter transaction has heretofore had the big jump on the jobber sales out on the road with just an armful of literature and a glib tongue. But with our traveling stock," continues William R. Osborne of Croton-on-Hudson, N. Y., who covers a 50-mile radius in his travels, "we bring the store and stock right to the service man or dealer, show him the actual goods, and deliver just what he needs at the moment."

The wheeled jobber who knows his business operates with the precision of a bus line in the matter of exact route, scheduled stops and time table. Given itineraries are covered several times a month. In profitable territories, the service men and dealers are contacted two to four times a month, so that they enjoy a convenience almost as great as having their own stock of parts and replacements.

The car or truck is loaded with

THE "WAGON JOBBER"

... With piled up auto or truck, he now brings representative stock right to very doorstep of remote radio service man or dealer.

actual goods on order, together with box after box of assorted parts, replacements and supplies which are regular stock or staples. There are standard volume controls, condensers and resistors, with perhaps some of the more popular exact duplicate replacements. Some wheeled jobbers carry a stock of tubes on their travels, but the majority do not. "The particular line of tubes I handle," said a successful jobber of the road, "includes 148 different types. How can I carry a representative stock on my trips? Also, there's no profit in handling tubes these days. I carry along only the tubes ordered by customers on my route. Tubes are simply an accommodation, not a profit maker."

It's amazing how much territory some of the wheeled jobbers cover. One chap in the East has a two-ton truck with an enclosed body fitted up like a stockroom. There is a long corridor through the center, with shelves on each side. A folding cot, wardrobe, shaving outfit and several other conveniences take care of the truck's personnel while out on a typical sales trip extending from the vicinity of New York City out to Ohio. Some wheeled jobbers go several hundred miles on their rounds, but the vast majority are contented with daily runs of a hundred miles or less, returning to headquarters each evening.

Handle sets, too

Of course, these wheeled jobbers are concentrating on parts and accessories, although they do handle radio sets as a side line. "At certain times of the year there is a good demand for AC-DC midget sets and automobile sets among our service men," states one jobber. "During the early spring we sell quite a few midget sets and auto sets, because of the outdoor season at hand. That's why we carry along a few small sets and auto sets. But as for consoles and the bigger stuff, we don't carry them on our regular trips except when definitely ordered."

Despite reduced list prices and limited discounts, wheeled jobbers are able to show a nice profit on their operations. "Gasoline is cheaper than rent" is the way one such jobber puts it. "If we had to maintain a large city store, we'd be paying the landlord plenty. And anyway, you've got to have a salesman out on the road to sell those chaps who won't budge from their town, and the salesman might as well carry along a stock and sell and deliver on the spot."

STORIES FROM THE SALES FRONT

Tricky campaigns to clear the field for sensational 1937 lines

RAH-RAH ANGLE

★ Playing around with athletic and college groups is plenty profitable, according to the results already forthcoming to Philips Radio Service, Columbia, Mo., who have tried it. Local interest runs high in sports matches in such towns, and that's where Philips steps in to merchandise "sound" service and equipment.

Philips landed the contract for a series of night games, installed an OK public address lay-out, and began selling time to local advertisers over the system. Since the night series ran for 5 months, with three games every week and an average attendance of about 1,500 persons per event, Philips had a good thing. Local merchants were eased into the habit of plugging their products thusly and got results because the sport fans were already in town when they heard the ads, and could be encouraged to visit the stores within the hour.

HEAVY ON HOME DEMOS

★ Dealer who is willing to place the main foundation of his sales structure directly upon home demonstrations is W. B. Kella, Topeka, Kan. Kella's advertising, his sales organization, his special campaigns

are all based on the advisability of selling in the home. Reason is that service competition, price wars, and the natural stay-away attitude on the part of the public now demand an accent on work in the homes themselves.

Topeka dealer feels that the new interest in "personal radio" and the idea of selling a receiver for every room in the home, fit right in with his notion that radio salesmen must now go directly to the home with their merchandise.

NEW PUBLIC SERVICE

★ Radio men of Springfield, Ohio, are getting a good reaction from their set customers, old and new, by establishing themselves as news centers for local electrical matters. Changes in utility rates, construction of new power lines, shifts in radio station wattage, developments in the interference situation are items in which radio shops have interested themselves. They are able to give prospects an outline of larger and more important aspects of radio reception and thus establish themselves as a new type of public service group.

William Thompson of Tower Radio and W. H. Trainer of Haerr & Rosenberry are two radio men who happen to be active in their stores in this respect.

1937 SALESMAN

★ One way to approach a prospect with the notion that he should buy a brand new receiver is, according to Carl Truitt, Terre Haute, Ind., to give him the idea that you can handle all the interference problems connected with owning a sensitive, up-to-the-minute set.

In Serviceman Truitt's area, the interference problem is acute, and you can't sell a '37 model at all unless you parade your successes as an engineer who knows what to do about elimination of noise. Actual experiences, complete with the names of friends or neighbors, will convince them that they would be happy with a new receiver.

This is often a good method of opening your sales campaigns on individual customers, whether or not they were considering replacement.

HIGHWAY PROSPECTS

★ Conspicuous along the main highways near the town of Wewoka, Okla., are a whole series of soft-drink and drive-in lunch stands, each with a radio playing at the front in the open air.

Receivers are somewhat displayed so that drivers can see, in passing, that they will be able to listen if they stop. This market seems particularly important during ball game series, prize fights, or any important national news events, all of which are broadcast. Dealers who want to sell these stands a new radio may also mention the extremely pleasant aspects of outdoor radio music during evening periods.

BONUS \$ LEFT OVER

Dealers have noticed that each member of a veteran's family is likely to have a different idea on how the bonus should be spent in the home. Thus it becomes necessary for radio men to be sure that all members of the family are in on his sales presentations, so that a new receiver will be one thing that will be generally agreed upon. However, if the vet himself is obviously making the decision, it just happens that the summer broadcast program is particularly well adapted to selling him.



Camper-outers are a de luxe set of prospects for portable radios



***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.

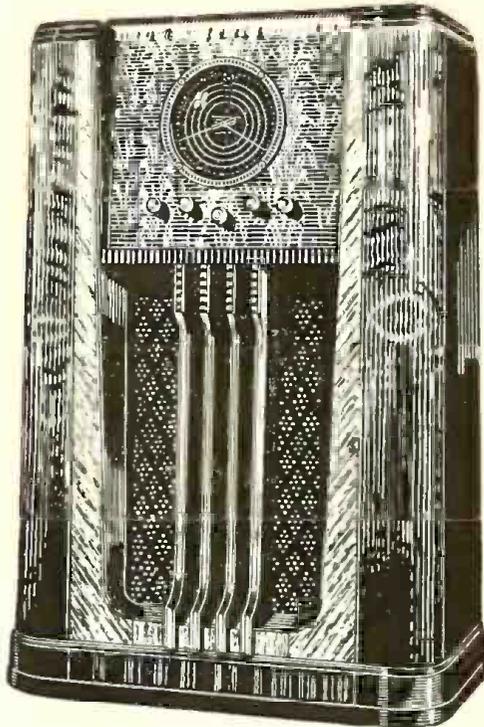
Read the facts in the following pages.

STEWART-WARNER

We've "TURNED ON THE HEAT"

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

COPPER PHOTO-TONE SPEAKER



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.

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

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

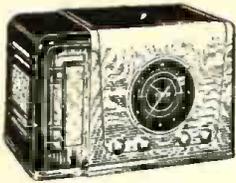
Radio's Biggest Money's Worth!

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

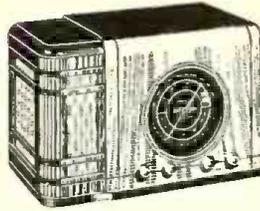
- ★ TWIN Copper PHOTO-TONE Speakers
- ★ ELECTRON BEAM Power Amplifiers in Push-Pull with driver stage giving 20-watt undistorted output
- ★ SHADOW BEAM Tuner using new-type Cathode Ray Tube
- ★ 12-Tube Duo-Circuit FERRODYNE Chassis—19 tuned circuits
- ★ Huge 7-inch MAGIC DIAL with new Automatic Band 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

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.

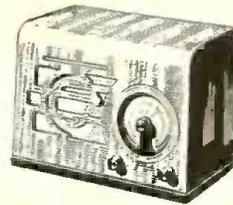
STEWART



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!

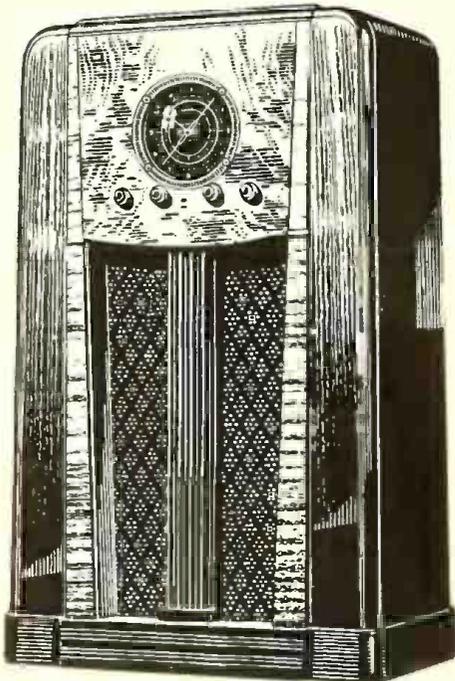
A NEW standard of radio performance for unwired homes—and a new profit builder for you. In these beautiful battery models, we've packed all the mellow tone richness, all the superb performance, that mark the other 1937 Stewart-Warner models.

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!

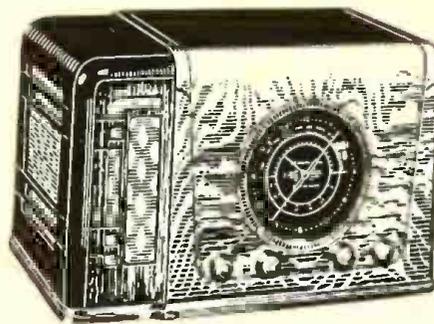
You'll want these great Stewart-Warners to skim the cream from the rich battery set market. Learn all about them—and the other super-values in the 1937 Stewart-Warner line—and you'll agree that *you'll go to town* with Stewart-Warner!



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

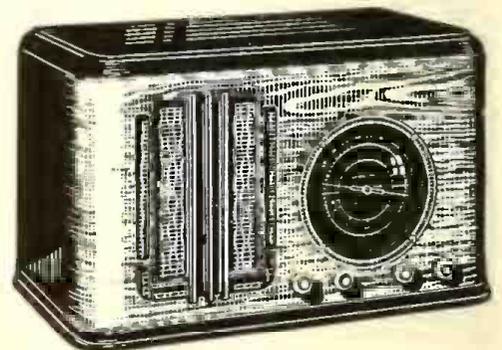


6-tube American-Foreign receiver plus 140-400 Kc. weather band. 8-inch dynamic speaker. Completely powered by a single 6-volt storage battery.



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

SELLING DISCS

★ Bright and sudden, an "OK" signal has been flashed by the makers of radio-phonograph combinations. It's for the benefit of radio dealers; it means plenty to the merchandisers of records.

The quality instrument which has been variously and darkly described as having "no field of its own" seems likely to chalk up its share of plus profits for dealers, beginning soon.

Five stimulants

Here's a series of news items which will mean pure tonic to the sale of combinations and records:

1. Unusual interest in portable radio-phonograph combinations for outdoor use this summer has done a great deal to convince the public that radio reception and record playing belong in the same instrument, or work very well together.
2. Technical improvements this year are impressive; bigger turntables, double speakers, higher-fidelity record playing, concealed remote controls, improved tone arms, synchronous motors, improved volume control, floated motor boards, etc., will be excellent sales stimulators.
3. Promoters have recognized the importance of using special names for their models. For instance, it is much easier to merchandise a "Radio Grand" than to try to put over a "C51" or "Smith Bros. Radio-Phonograph Combination."

Real promotion

4. High list prices are now less prohibitive to consumers because finance companies have regained their confidence in radio paper. Combinations costing several hundred dollars may now be conveniently purchased by families with modest incomes. (This market becomes increasingly important as the combination takes its place as an instrument indispensable to music students.)
5. For the quality market, the new cabinet designs lined up for 1937 will greatly fortify combination salesmen. Ultra-modern tendencies have appeared, combinations are now available with bars included, and an exceptional amount



Settled: some sales problems for the radio-phonograph combination.

of attention has been given the matter of wood trims and finishes.

BEST SELLERS AS WE GO TO PRESS

BLUEBIRD

Do You or Don't You Love Me?—Fox trot. **On the Beach at Bali Bali**—Fox trot. Both with Shep Fields and his Rippling Rhythm—B6417.

Would You?—Fox trot. **It's a Sin to Tell a Lie**—Fox trot. Both with George Hall and his Hotel Taft orchestra—B6378.

Is It True What They Say About Dixie?—Fox trot. **Moonrise on the Lowlands**—Fox trot. Both with Willie Bryant and his orchestra—B6362.

BRUNSWICK

When I'm With You—Fox trot. VC by Skinny Ennis. **But Definitely**—Fox



Brunswick's best-selling Hal Kemp.

trot. VC by Maxine Grey. Both from the Fox picture, "Poor Little Rich Girl," both with Hal Kemp and his orchestra—7681.

These Foolish Things Remind Me of You—Fox trot. VC by Marjory Logan. From the revue, "Spread It Abroad." **Take My Heart**—Fox trot. VC by Buddy Clark. Both with Nat Brandwynne and his Stork Club orchestra—7676.

There's a Small Hotel—Fox trot. VC by Maxine Grey. **It's Gotta Be Love**—Fox trot. VC by Skinny Ennis. Both from "On Your Toes," both with Hal Kemp and his orchestra—7634.

COLUMBIA

These Foolish Things Remind Me of You—Fox trot. Voc. Ref. with Carroll Gibbons and the Savoy Hotel Orpheans. **You Started Me Dreaming**—Fox trot. Voc. Ref. with Henry Hall and his orchestra—3136D.

She Shall Have Music—Fox trot. Voc. Ref. with Louis Levy and his orchestra. **Celebratin'**—Fox trot. Voc. Ref. with Billy Cotton and his band—3130D.

Red Rhythm—Fox trot. St. Louis Wiggles Rhythm—Fox trot. Both with Mills Blue Rhythm Band—3135D.

DECCA

Welcome, Stranger—Fox trot. VC. **Is It True What They Say About Dixie?**—Fox trot. VC. Both with Jimmy Dorsey and his orchestra—768.

It Ain't Necessarily So—Fox trot. **I Got Plenty o' Nuttin'**—Fox trot. Both with Bing Crosby, vocal with orchestra—806.

The Glory of Love—Fox trot. **Cabin in the Sky**—Fox trot. Both with VC, both with Ted Fio Rito and his orchestra—793.

VICTOR

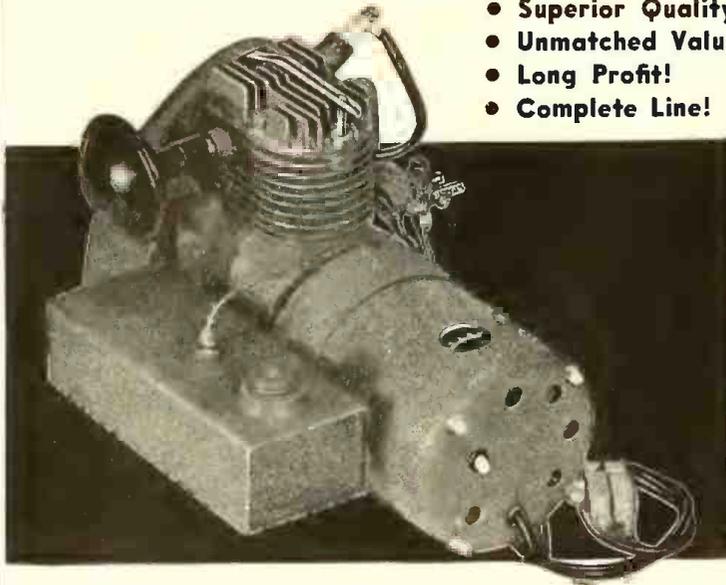
It's a Sin to Tell a Lie—Fox trot. **Big Chief De Sota**—Fox trot. Both with "Fats" Waller and his Rhythm—25342.

These Foolish Things Remind Me of You—Fox trot. From the revue, "Spread It Abroad." **Sing Me a Swing Song**—Fox trot. Benny Goodman and his orchestra—25340.

Is It True What They Say About Dixie?—Fox trot. Rudy Vallee and his Connecticut Yankees. **The Moment I Saw You**—Fox trot. Ray Noble and his orchestra—25313.

PIONEER GAS-ELECTRIC POWER PLANTS

- Superior Quality!
- Unmatched Value!
- Long Profit!
- Complete Line!



\$44.95
LIST

THE "CUB"—6 or 12 Volt DC

Imagine! 200 watt gas-electric plant to sell for \$44.95 with long profit! Direct drive! Push-button starting! Built-in ammeter! Powered by Smoothflo Lauson engine! 15 hours' operation on a gallon of gasoline! Auxiliary pulley on gas engine for driving small machinery mechanically! The finest small plant on the market at the lowest price!

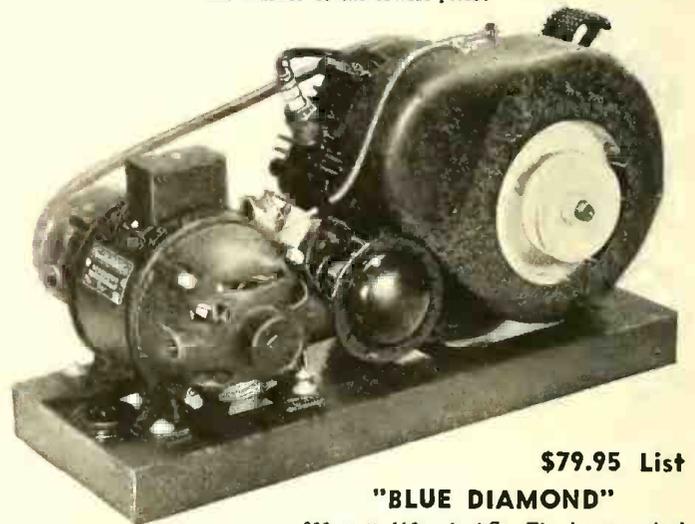
NEW PROFITS for Dealers and Distributors

For as little as \$44.95 the farmer, camper, cottager, merchant, boatowner, trailer-user, can now have electric light . . . can now end the nuisance of lugging radio batteries into town to get them charged . . . can now enjoy all the many conveniences of electric power.

Five-sixths of all farms are unelectrified. And it's an election year . . . every farmer who plans to buy or now owns a radio, and does not already have highline or private plant electricity, is an especially hot prospect for a Pioneer Gas-Electric Plant!

An unprecedented rich harvest of sales and profits will reward those distributors and dealers who get on the Pioneer "band wagon" and tie in with our consumer advertising this fall.

Wire, write or mail the coupon quick for full details and prices.



\$79.95 List

"BLUE DIAMOND"

300 watt 110 volt AC. The lowest priced "city" light plant on the market! Operates standard AC appliances. Ideal for PA work. In addition to supplying 110 volts AC, also has DC winding for charging 6 volt batteries. Kick-pedal starting! Filter available.

Other Pioneer Products

"Baby Jumbo" Gas Electric Plants with magneto ignition: 6, 12 volts, 150 watts DC; 6 volts, 200 watts DC; 12, 32, 110 volts, 250 watts DC. Also, complete line of Pioneer Dynamotors, Converters, Gen-E-Motors.

MAIL THIS COUPON!

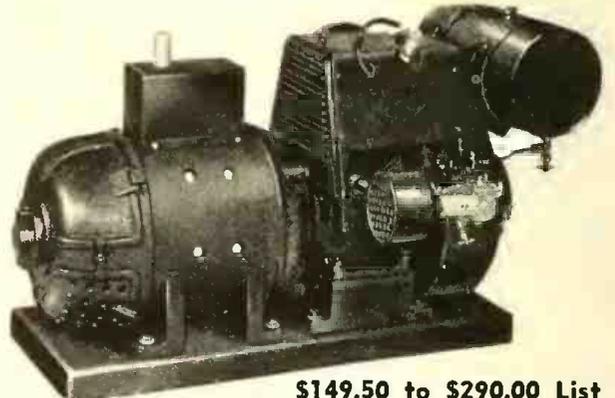
PIONEER Gen-E-Motor Corporation
464R West Superior Street, Chicago, Ill.

RUSH FULL DETAILS (Cable Address "Simontrice" New York)
 Gas-Electric Power Plants Converters Dynamotors Gen-E-Motors

Name

Address

City State



\$149.50 to \$290.00 List

"GOLD CROWN"

32 volts, DC 800 watts, self-excited, push-button starting, \$149.50 list. Same, but 110 volts, \$157.50. 110 volts, DC 1500 watts, \$267.50 list. AC plants. 110 volts, 60 cycles, 600 watts, \$165.00 list, 1000 watts, \$240.00 list, 1500 watts, \$290.00 list. The most economical plants for large wattage requirements.

NEW BATTERY SETS TOTAL 170

— prices range from \$19.99 to \$115; average \$55

— dry-cell models number 72; storage-battery 80

★ **GOOD PATH** to take these days is the first one to the farmer's door.

Along with you go the sensational advantages of selling the new farm sets, and plenty of better-selling plans for power supply in unwired homes. Power from the wind, power from improved batteries, power from new gas motors.

Look in on the mass of 1936-37 farm radio equipment now being offered and you will see that the manufacturers have engineered a season of economy and ease for all concerned. And when you speak to a farmer these days, you're not talking to anyone who's broke.

Country dwellers can now have sets with all the features enjoyed by city folks. Even cathode tuning indicators are found on a few of the higher-priced sets. Outputs of $\frac{1}{2}$ to 2 watts appear to be general practice. Magnetic speakers seem to be rapidly losing ground to the more efficient and higher fidelity permo-dynamic reproducers which use an alloy magnetic structure.

Dry vs. storage batteries

Classified according to the number of models available (see tabulation on page 30) dry-battery and storage battery operation run neck and neck. A total 72 models use dry batteries for the plate, and "air cells" or dry cells for the filaments. Storage-battery models with vibrator power supply number 80. For the farmer with a 32-volt system there are 8 models. **RADIO TODAY's** listing shows that there are 170 battery sets for battery operation—four of which are portable type.

Average price of these sets without batteries but with tubes is \$55. A 5-tube table model using 2-volt tubes and dry batteries can be purchased for as little as \$19.99. Top figure is \$115 for an all-wave 7-tube console. Sets for 6-volt operation, not requiring any B batteries start at \$29.95. Generally speaking the 6-volt set is \$10 to \$15 more expensive than the corresponding dry battery receiver.

Broadcasters brighten summer features; farm listeners delighted, city fans buy auto and office sets to keep up.

Summer bills now include opera, topflight speakers, important concerts, extraordinary dramatic and musical novelties.

Classy cabinets

Most of these farm radios have the same cabinets as the power line sets—same dial features, same tuning ranges. Because of the expensive nature of battery power, fewer tubes are employed. Class B amplifiers are used for high power outputs with little battery drain. The average set takes only 16-20 mils B current at 135 volts. Special low-filament current tubes have been developed to conserve power.

For the owner of six-volt sets there are many wind-driven and motor-driven chargers. For the convenience of dry battery users, plug-type connections are used; this new idea prevents wrong connection of the batteries and simplifies replacement.

Truly the country people now have the same facilities in radio as the rest of us. On their farms, with low noise

lines, and isolated from the rush of the big cities and towns, rural folk through the medium of their radios can be present at the big doings all over the country.

RADIO WILL ELECT THE NEXT PRESIDENT

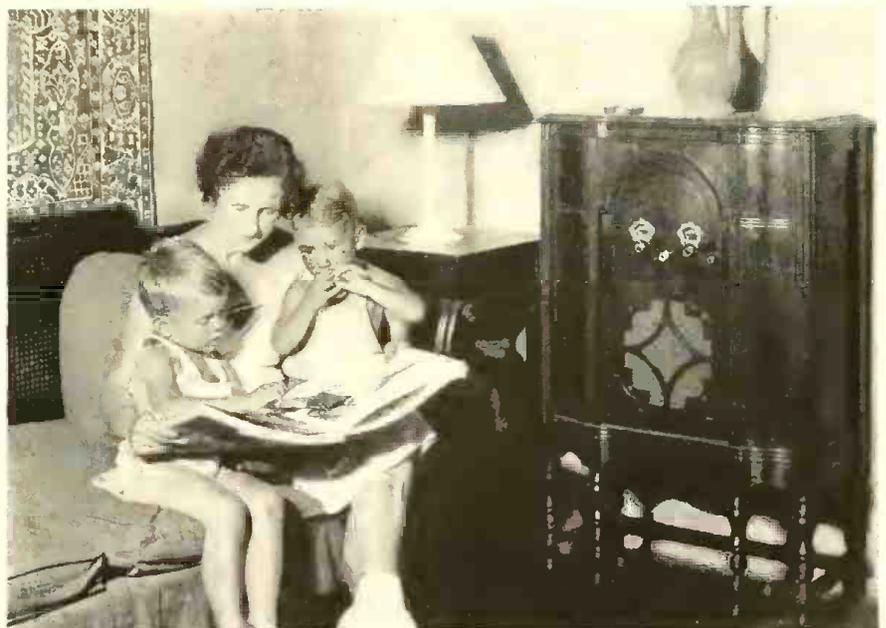
By **COMMANDER E. F. McDONALD, JR.**
President Zenith Radio Corporation

★ The factors that radio may add or subtract from personalities will play an important part in the coming Presidential campaign. Thousands will attend political meetings to see and to hear the candidates—but *millions* will be listening on the radio.

"By their voices, ye shall know them and judge them," will most likely be the almost-biblical injunction implied by every political broadcast, under whose influence many a vote will be finally cast.

Deprived of the potency of histrionic gestures, stripped of the accomplished orator's tricks of facial expression, unable to influence their public by the "cut of their jibs," the qualities of the speakers will actually rearrange themselves before the microphone according to the values of those things which are left in the voice alone. It becomes a question of how much of the magic of his personality the speaker can pack into his voice. Thus, radio itself assumes the position of an influencing factor in the campaign—a factor of no mean proportions. Here, indeed, is a field for imaginistic speculation.

All indications point to the prophecy that the 1936 political battle will in increasing measure be fought over the air. The attacks will be through the ear alone. The promissory oratory of the contending candidates will thunder dramatically into your home and my home, and will recreate itself over hundreds of thousands of radio loudspeakers.



Slick improvements in new battery equipment hit the farm home as items of special attraction this season.

BATTERY RADIO SETS—FARM AND PORTABLE

Complete specifications of 170 models compiled by Radio Today

Model No.	List Price	Cabinet Style	Wave Bands	No. of Tubes	Watts Audio Power	Speaker Type	Power Supply	Battery Drain			Wt. of Set	Dial Size	Pilot Light	I.F. Peak
								"A" Amps	"B" Volts	"B" Mils				
Annsley Radio Corp., 240 W. 23rd St., New York City "Annsley"														
1-1	\$39.50*	PO B	4G	4G	25	M 6	DB	.36	90	11	20	2 1/2	Yes	456
Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill. "Belmont"														
22-C	32.50	VT B	5G	5G	.25	M 6	DB	.37	90	15	NS	4	No	465
Climax Radio & Television Corp., 513 S. Sangamon St., Chicago, Ill. "Climax"														
10 NS	NS	FT B.S.	5G	5G	2	D 8	6 1/2 V	3	NS	NS	Yes	456
15 NS	NS	FT B.P.S.	6G	6G	2	D 6	6 1/2 V	3	NS	NS	Yes	456
15 NS	NS	CO B.P.S.	6G	6G	2	D 6	6 1/2 V	3	NS	NS	Yes	456
Continental Radio & Television Corp., 325 W. Huron St., Chicago, Ill. "Admiral"														
1587	\$69.50	CO B.P.S.	6G	6G	2.1	D 8	6V	1.4	NS	11	Yes	456
1587	79.50	CO W.B.P.S.	7G	7G	2.1	D 8	6V	1.7	NS	11	Yes	456
544	49.50	FT B.P.S.	6G	6G	2.1	D 6	6V	1.4	NS	6 1/2	Yes	456
Corona Radio & Television Corp., 420 N. Sacramento, Chicago, Ill. "Corona"														
23C	\$39.95	FT B.S.	4-O	1	1	D 8	6V	2.6	NS	5	Yes	456
23C	47.95	CO B.S.	4-O	1	1	D 8	6V	2.6	NS	5	Yes	456
28C	24.95	FT B.S.	5G	35	35	D 6	C-DB	.3	135	18	NS	5	No	456
28C	39.95	CO B	5G	35	35	D 6	C-DB	.3	135	18	NS	5	No	456
Crosley Radio Corp., Cincinnati, Ohio "Crosley"														
2DC6	\$47.50	VT B.P.	6G	NS	NS	D 6	32V	1.35	48	4	Yes	450
2DC6	64.50	CO B.P.	6G	NS	NS	D 8	32V	1.35	48	4	Yes	450
250	25.00	FT B.S.	5G	5	5	D 6	C-DB	1.35	16	16	NS	5	Yes	450
345	34.50	VT B.P.	5G	1	1	D 6	C-DB	1.35	16	14 1/2	NS	5	Yes	450
375	37.50	VT B.P.	4G	1	1	D 6	6V	1.95	47	5	Yes	450
425	42.50	VT B.P.	4G	1	1	D 6	C-DB	1.35	18	32	NS	5	Yes	450
445	44.50	VT B.P.	5G	1	1	D 6	6V	2.2	60	5	Yes	450
495	49.50	CO B.P.S.	5G	1.6	1.6	D 8	C-DB	.62	135	22	30	5	Yes	450
499	49.95	VT B.P.S.	5G	1.6	1.6	D 8	C-DB	.62	135	22	43	5	Yes	450
599	59.95	VT B.P.S.	5G	1.6	1.6	D 8	C-DB	.62	135	22	43	5	Yes	450
675	67.50	CO B.S.	5G	1	1	D 8	6V	2.2	57	5	Yes	450
695	69.95	VT B.P.	6G	2	2	D 8	6V	2.8	37	5	Yes	450
699	69.95	CO B.P.S.	6G	2	2	D 8	C-DB	.62	135	22	60	5	Yes	450
899	89.95	VT B.P.S.	6G	2.6	2.6	D 8	6V	2.8	37	5	Yes	450
899	89.95	CO B.P.S.	6G	2.6	2.6	D 8	C-DB	.74	135	28	42	4	No	450
899	89.95	VT B.S.	8C	2.5	2.5	D 8	C-DB	.74	135	28	65	4	No	450
899	89.95	CO B.S.	8C	2.5	2.5	D 8	C-DB	.36	135	16	15	3	No	450
919	19.99	VT B	5G	5	5	D 6	C-DB	.36	135	16	15	3	No	450
Detroit Radio Corp., 3630 W. Fort St., Detroit, Mich. "Detroit"														
03	NS	VT B.S.	5G	5	5	M 6	DB	.36	135	14	NS	6	No	480
03	NS	CO B.S.	5G	5	5	M 6	DB	.36	135	14	NS	6	No	480
17	NS	VT B.S.	5G	4	4	D 6	DB	.36	135	14	NS	6	No	480
17	NS	CO B.S.	5G	4	4	D 6	DB	.36	135	14	NS	6	No	480
28	NS	VT-FT B.S.	5G	8	8	D-M 6	6V	1.8	60	6	Yes	456
29	NS	VT-FT B.P.S.	7-O	2	2	D 8	6V	2.5	NS	6	2	456
29	NS	CO B.P.S.	7-O	2	2	D 8	6V	2.5	NS	6	2	456
38	NS	VT B.P.S.	7-O	8	8	D 6	DB	.54	135	20	NS	6	No	456
38	NS	CO B.P.S.	7-O	8	8	D 6	DB	.54	135	20	NS	6	No	456
Electrical Research Lab., 2222 Diversey Pky., Chicago, Ill. "Sentinel"														
0B	\$34.95	CO B	4C	5	5	D 6	DB	.5	90	14	NS	6	No	465
0BT	29.95*	FT B	4C	5.5	5.5	D 6	DB	.5	90	14	NS	6	No	465
5BC	59.95*	CO B.S.	5G	1.5	1.5	D 8	DB	.55	135	17	NS	6	No	465
5BC	39.95*	FT B.S.	5G	1.5	1.5	D 8	DB	.55	135	17	NS	6	No	465
5BC	34.95	CO B	4C	7	7	D 6	6V	1.8	NS	6	Yes	465
6BC	89.95	FT B.P.S.	8C	1.5	1.5	D 8	6V	3.0	NS	6	Yes	465
6BC	89.95	CO B.P.S.	8C	1.5	1.5	D 8	6V	3.0	NS	6	Yes	465
6BTE	69.95	FT B.P.S.	8C	1.5	1.5	D 8	6V	3.0	NS	6	Yes	465
6BTE	59.95	CO B.P.S.	8C	1.5	1.5	D 8	6V	3.0	NS	6	Yes	465
7LT	39.95	FT B.S.	6G	2.5	2.5	D 6	32V	1.55	NS	6	Yes	465
7BTE	89.95	CO B.P.S.	8C	1.5	1.5	D 8	6V	2.3	NS	6	Yes	465
7BTE	69.95	FT B.P.S.	8C	1.5	1.5	D 8	6V	2.3	NS	6	Yes	465
8HT	44.95	FT B.P.S.	7C	1.5	1.5	D 6	6V	2.3	NS	6	Yes	465
8BTE	54.95	FT B.P.S.	7C	1.5	1.5	D 6	6V	2.3	NS	6	Yes	465
Batteries included														
Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City "Emerson"														
1-130	\$29.95	PO B	6C	5	5	D 6 1/2	DB	.36	135	18	10	5	No	456
1-137	39.95	PO B	6C	5	5	D 6 1/2	DB	.36	135	18	26*	5	No	456
1-117	44.95	VT B	6C	7.5	7.5	D 6 1/2	6V	NS	NS	5	Yes	456
1-135	54.95	CO B	6C	7.5	7.5	D 6 1/2	6V	NS	NS	5	Yes	456
Fada Radio & Electric Co., 30-20 Thomson Ave., Long Island City, N. Y. "Fada"														
62C	NS	VT B.S.	6G	1.9	1.9	D 8	DB	.62	NS	22	59	4 1/2	Yes	456
62C	NS	VT B.S.	6G	1.9	1.9	D 8	C-DB	.62	NS	22	36	4 1/2	Yes	456
63C	NS	CO B.S.	6G	3	3	D 10	6V	5	65	4 1/2	Yes	456
63T	NS	VT B.S.	6G	3	3	D 10	6V	5	61	4 1/2	Yes	456
64C	NS	CO B.S.	6G	3	3	D 10	32V	1.38	NS	5	Yes	456
64T	NS	VT B.S.	6G	3	3	D 10	32V	1.38	NS	5	Yes	456
Fairbanks Morse & Co., 21 St. & N. W. Ave., Indianapolis, Ind. "Fairbanks-Morse"														
2C1	NS	CO B.	4C	7.5	7.5	D 8	C-DB	.610	135	20	NS	6	Yes	456
2C1	NS	FT B.	4C	7.5	7.5	D 8	C-DB	.610	135	20	NS	6	Yes	456
3C1	NS	CO B.	4C	35	35	D 8	6V	1.3	NS	6	Yes	456
3C1	NS	FT B.	4C	35	35	D 8	6V	1.3	NS	6	Yes	456
3C3	NS	CO B.P.S.	7C	2	2	D 8	6V	2.3	NS	6	Yes	456
3C3	NS	T B.P.S.	7C	2	2	D 8	6V	2.3	NS	6	Yes	456
Freed Mfg. Co., Inc., 44 W 18th St., New York City "Freed-Eisemann"														
55	\$49.95	PO B	5G	.34	.34	D 6 1/2	DB	.180	135	20	21*	2 1/2	No	456
Garod Radio Corp., 115 Fourth Ave., New York City "Garod"														
37	NS	VT B.P.S.	7C	2.2	2.2	D 8	6V	2	7	Yes	456	
General Electric Co., 1285 Boston Ave., Bridgeport, Conn. "General Electric"														
51	\$27.50	FT B.S.	5G	1.8*	1.8*	M 6	C-DB	.36	90	17	NS	6	No	175
51	49.95	VT B.S.	6C	1.5*	1.5*	M 6	C-DB	.36	90	17	NS	6	No	175
55	59.95	CO B.S.	5G	5*	5*	D 8	6V	1.2	NS	6	No	456
70	69.95	VT B.P.S.	7C	1.4*	1.4*	D 8	6V	1.4	NS	6	Yes	456
75	84.95	CO B.P.S.	7C	1.4*	1.4*	D 8	6V	1.4	NS	6	Yes	456
General Household Utilities Co., 2638 N. Crawford Ave., Chicago, Ill. "Grunow"														
10	NS	T B	4C	1	1	D 10	6V	1.7	NS	4 1/2	Yes	465
10	NS	CO B	4C	1	1	D 10	6V	1.7	NS	4 1/2	Yes	465
10	NS	T B	5C	1	1	D 8	C-DB	.48	135	30	NS	4 1/2	Yes	465
10	NS	CO B.P.S.	7C	2	2	D 10	6V	1.8	NS	6	Yes	465

Model No.	List Price	Cabinet Style	Wave Bands	No. of Tubes	Watts Audio Power	Speaker Type	Power Supply	Battery Drain			Wt. of Set	Dial Size	Pilot Light	I.F. Peak
								"A" Amps	"B" Volts	"B" Mils				
International Radio Corp., Ann Arbor, Mich. "Kadette"														
400	\$29.95*	FT B.P.	4G	4G	.450	D 6 1/2	DB	.14	135	9	25 1/2	3	No	448
500	32.50	FT B.S.	5G	5G	.700	D 6 1/2	C-DB	.55	135	18	35	4 1/2	No	448
550	44.50	CO B.S.	5G	5G	.700	D 6 1/2	C-DB	.55	135	18	35	4 1/2	No	448
600	NS	CO B.P.S.	NS	NS	NS	NS	6V	NS	NS	NS	NS	NS	NS	NS
660	NS	CO B.P.S.	NS	NS	NS	NS	6V	NS	NS	NS	NS	NS	NS	NS
*With batteries †Weight complete														
Laurehk Radio Mfg. Co., Adrian, Mich. "Musique"														
L-19	\$32.50	FT B.S.	5C	2.5										

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

1937 2-VOLT FARM RADIO		1937 6-VOLT FARM RADIO	
Very Limited Reception Only		World Wide - 4 Band Reception	
Cost	\$89.50	Console	\$89.50
A Battery	8.80	Battery	12.00
four B Battery	11.80	Wincharger	15.00
C Battery	.60		
TOTAL	\$110.40	TOTAL	\$116.50
Operating Cost		Operating Cost	
3 HOURS A DAY FOR		10 hours a day for	
5 YEARS	\$249.75	5 years at 50¢	2.50
per year		per year	
TOTAL 5 YEAR COST	\$360.15	TOTAL 5-YEAR COST	\$119.00

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 manufacturers recommending Winchargers.

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

MFRS. OF 32-VOLT WINCHARGERS SINCE 1927

DEPT. T-3

WORLD'S LARGEST MFRS. OF WIND DRIVEN BATTERY CHARGERS

SPENDING A COOL 15 MILLION!

Manufacturers undertake a super project to sell radio

★ FEW radio dealers or distributors fully realize the tremendous promotional effort which is being marshaled this year to sell the idea of radio to the public. Newspaper advertising, broadcasting, booklets, window displays, store set-ups, advertising novelties, have all been called upon — as never before — to do their share in pushing receiver sales to the public.

From this mass industry selling effort, every radio man benefits — no matter what line he sells, or where he sells it. The effect of the whole radio advertising drive is cumulative, and each dollar spent by any manufacturer is made the more effective because of help from other industry quarters.

Efforts have been made by RADIO TODAY to obtain first-hand figures as to the combined popular-advertising outlay of the radio industry during the current year and season. Individual figures are difficult to obtain in all cases, but by inserting conservative estimates where exact statements are not available, we estimate that about fifteen million dollars is being spent this season to sell new radio sets to the American public.

Believing that readers would like to know what individual set-manufacturers are doing, and the types of promotion through which they are turning their sales artillery on the

public, RADIO TODAY has invited reports on campaigns now underway. Some of these reports appear herewith; additional reports will be given next month.

"Newspaper and national magazine advertising on RCA-Victor schedules represents a 35 per cent increase over last year. And Victor Record advertising will top 150 per cent of last year's expenditure," reports R. N. Baggs, assistant to Tom Joyce of RCA Manufacturing Co., Camden, N. J.

RCA's bag of tricks

"In addition we are offering a host of valuable sales promotion aids. The ready-made ads for dealer's use in their own newspaper advertising campaigns are strong in their sales appeal. Instead of one store background this year, RCA-Victor offers two equally attractive home settings for use with a group of 1937 radios.

"The first window display features the Magic Voice, and is cleverly supplemented by a group of paper figures which, when pasted on the window appear as if they are interestedly looking at the display from the outside store front. It's the crowd to draw the crowd.

"Another cleverly conceived and extremely helpful sales aid is the RCA-Victor Feature Finder. It is constructed like a slide rule, and shows at a glance, the price and the important sales features of any model in the RCA-Victor line.

"Among the many other items available are: metal signs for use outside the store, identification cards and card holders to be placed on top of the radios displayed, a Magic Voice demonstration record, an impressive RCA-Victor giant banner, an inside neon sign, an outside neon sign, a neo-lettr sign, a Magic Mirror sign, Magic Voice cutout display, a lumiline lamp for illumination of the Magic Voice Acoustical chamber, and a large group of printed sales promotion pieces including a complete line folder, a book, 'Radio's Greatest Value,' explaining the sales features of RCA-Victor instruments, a roto RCA-Victor news section, and a brilliant two-color wall chart illustrating the complete line."

C. T. Wandres, in charge of radio advertising for the General Electric Company, Bridgeport, Conn., explains:

Selling G-E "Focused Tone"

"Our national and promotional campaigns are particularly designed to assist retail salesmen in their sales demonstrations. Every piece of advertising and promotional material carries the theme-song 'Focused Tone,' and wherever space permits, a complete description of what Focused Tone implies is given. Promotional material is offered to dealers on a service or subscription basis in either of two classifications — one for the small or average dealer, the other for the key dealer or department store. In the small subscription, more than 25 different promotional and advertising items are offered which embrace more than 85 separate individual display pieces. In addition there are an attractive and helpful photograph portfolio and a 'trade-up' pencil, which by revolving the outer barrel of the pencil proper, discloses the features of every model in the line. Thus a salesman has at his finger tips the complete story of Focused Tone Radio.

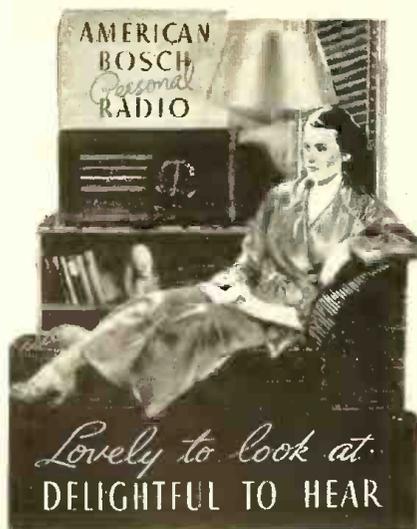
American-Bosch issues hit display

From the files of Roy Davey, American-Bosch radio sales manager, come bulletins which dramatize the vigor of the company's current promotion:

"Thousands of radio store windows and counters are blossoming forth with a full-color life-size reproduction of a beautiful girl, restfully reposing on a modern couch as she listens to an actual personal radio set.

Another bulletin: "What is believed to be an entirely new departure in assisting the radio dealer is a handsome, instructive book, just off the press, which has been privately printed for the United American-Bosch Corporation. It is titled 'Success in the Radio Business' and contains information which should be valuable to every radio dealer in planning his sales promotions for the coming season."

(Continued on page 34)



Girl among 11 colors is a display hit now ready for dealers.

JUNE SHIPMENTS EQUAL LAST JUNE, JULY, AUGUST

RCA Victor plant sets new record for the month
... distributors, dealers and public buy line eagerly

Camden, N. J., July 1—Shipments of RCA Victor radios from the famous plant here during the month just closed were actually equal to those during last June, July and August. This remarkable accomplishment caused a great wave of enthusiasm to sweep executive offices and factory alike, as the company enters the second half of the year. It is predicted that by the end of the year, RCA Victor will have reached a new high pinnacle of achievement in the field in which it has been so consistently the pioneer.

Executives regard the June shipments with great satisfaction, as representing the fruits of

their aggressive program of production and sales. Usually, June is considered an end-of-season month, but this year the new line was announced in May, and full pressure was put behind it immediately. Distributors and dealers went for it in a big way, placing unprecedented orders. A brief survey of retail business has shown that already the new line is moving in volume off dealer floors and into the homes of the country. Distributors confirm this, reporting dealers are wiring for increased shipments in July.

**THIS IS THE HOT LINE OF THE
YEAR, WITH BIG VALUES IN EVERY
PRICE BRACKET**

RCA Victor



RCA Mfg. Co., Inc., Camden, N. J., a Service of Radio Corporation of America



Fast Mover: Here is the famous 9-K-2 which at \$129.95 has the Magic Voice, and of course the Magic Brain, Magic Eye, and RCA Metal Tubes. The radio that sets a new standard in both reception and sales.

\$15,000,000 FOR SALES PROMOTION

(Continued from page 32)

"The display has three planes and provides a shelf for the display of an actual radio set. Above the set a silver-shaded lamp illuminates the radio set. Bookshelves, curtains, Venetian blinds—in short a typical home background—combine to give this colorful and ingenious display an amazing true-to-life quality that makes it a masterpiece of display design. It has a score of uses—in windows, on counters, in the center of display floors, as part of a background. A number of stores have spotted these displays, flanked on either side by an American-Bosch Console."

Zenith features farm appeal

Edgar G. Herrmann, advertising manager of the Zenith Radio Corporation, Chicago, declares the current campaign is the most comprehensive ever engaged in by Zenith.

"Preceding the Zenith Convention in Chicago May 15th, our distributors were equipped with a complete advance mailing campaign sent to all their dealers, together with full instructions for holding their dealer meetings. These were followed by the complete kit of materials including an elaborate portfolio in color, describing the entire Zenith program and policies. Some of the principal items placed at the disposal of dealers were a full-line folder showing all the sets in the natural color, a

full line silver and black deluxe catalog with center spread in full color, special Zenith farm radio folder with farm sets in colors, R.F.D. farm radio mailing piece which the dealer may mail to the farmer, banners, window streamers, newspapers, bill board posters, radio logs, giant match books, etc.

"The display program included two types of mammoth deluxe floor displays with revolving platforms. These displays accommodate three sets each. We also have a set of motion displays to be used, one at a time and a set of four still displays. In addition, there's a separate Zenith farm radio display for rural stores.

"Our national program consists of a comprehensive schedule in magazines like the *Saturday Evening Post*, *Colliers*, *Time*, the *New Yorker*, *Hollands*, *Sunset*, *Fortune*, etc. This is supplemented by a farm journal campaign and all of the principal national, sectional and state farm newspapers. Both AC and farm radio are pushed energetically in a special broadcasting program over 80 or more of the principal radio stations with special emphasis on the key cities of Zenith distributors. A country-wide bill board campaign is being promoted in cooperation with distributors and dealers."

Stromberg adopts a stride

Advertising Manager W. T. Eastwood of Stromberg-Carlson has on his desk a list of almost three dozen dealer helps and advertising plans, not counting mats offered by the company.

These include counter and monthly mailings, special backgrounds, revolving displays, posters, neon signs, animated dial displays, banners, cards, window and counter displays, booklets, logs, and a long series of ad mats.

A new display piece for the use of Stromberg-Carlson dealers has just been announced by the company. The new display depicts graphically the operation of Stromberg's patented and exclusive Acoustical Labyrinth which is used in 12 of the company's 27 new models. Printed on the front of the display is a four-color reproduction of a Stromberg-Carlson radio with a transparent cutaway of the "labyrinth." Back of the transparent portion are two ingeniously arranged heat motors, operating from the bulbs used to illuminate the display. Designs rotated by these heat motors throw moving images of musical notes on the transparency.

Kadettes are marched out

V. A. Searles, advertising and sales promotion manager of International Radio Corp., plans to give Kadette a special break this year. Searles speaking:

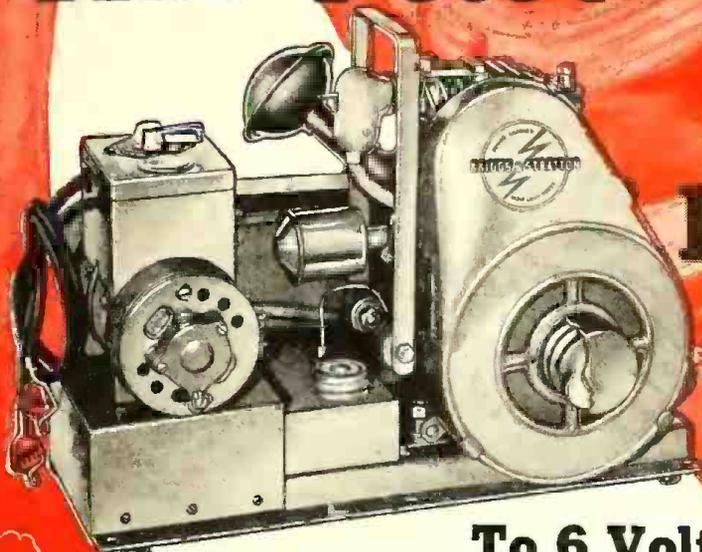
"As far as our promotional activities are concerned, I believe that you can truthfully say that our activities in this direction will also be very greatly increased over any previous year.

"We are planning a very elaborate promotion of our new models in the form of actual miniature photographs in a most attractive pocket binder for the use of distributor salesmen in announcing the extensive new Kadette line, consisting of 23 models, ranging from the ten dollar compact to the finest eight-tube consoles. A vast volume of direct mail will be sent by the factory to distributors and dealers. An attractive metal and enamelled sign has been prepared for re-distribution. Several types of window displays are being designed that will give Kadette a public presentation more effective than ever before. A wide variety of newspaper mats and electrotypes will be furnished free to Kadette dealers as well as special newspaper advertising plans, ad re-prints and a multiplicity of attractive booklets and folders. Special mailings to our distributors will be conducted frequently throughout the year, which will consist of elaborate broadsides as well as direct mail letters, helping them to more successfully merchandise our line."



Crowd of paper figures is a new window stunt available to radio dealers.

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..... RA 1



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 CO

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

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



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.

AMERICA • Radio City • NEW YORK
COMMUNICATIONS . . . BROADCASTING . . . RECEPTION





Flashing through Space

...aloft and invisible!



**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.

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

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

RADIO CORPORATION OF AMERICA • Radio City • NEW YORK

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICATIONS... BROADCASTING... RECEPTION



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 WEAF-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.

FOR RADIO-ELECTRICAL DEALERS

— farmers attracted by new power sources
— smaller towns lead in sales gains

★ Local item has crowded its way into radio headlines: "Farmers Develop More Uses for Electricity than any Other Type of Prospect!"

Result is that the manufacturers have turned their attention full upon the farmer, offering him improved types of power—better batteries, finer gas motor chargers, improved wind chargers, etc. Hence, a flourishing new market for electrical appliances which radio-appliance dealers find worth going after 100 per cent.

Sales Planning

Obviously the farmer has no more need for electric devices than he ever had, as far as the nature of his work is concerned, but the point is that only this season did he emerge as definitely switch-conscious, and only this year did his buying visits to "Main Street" reach a record sequence.

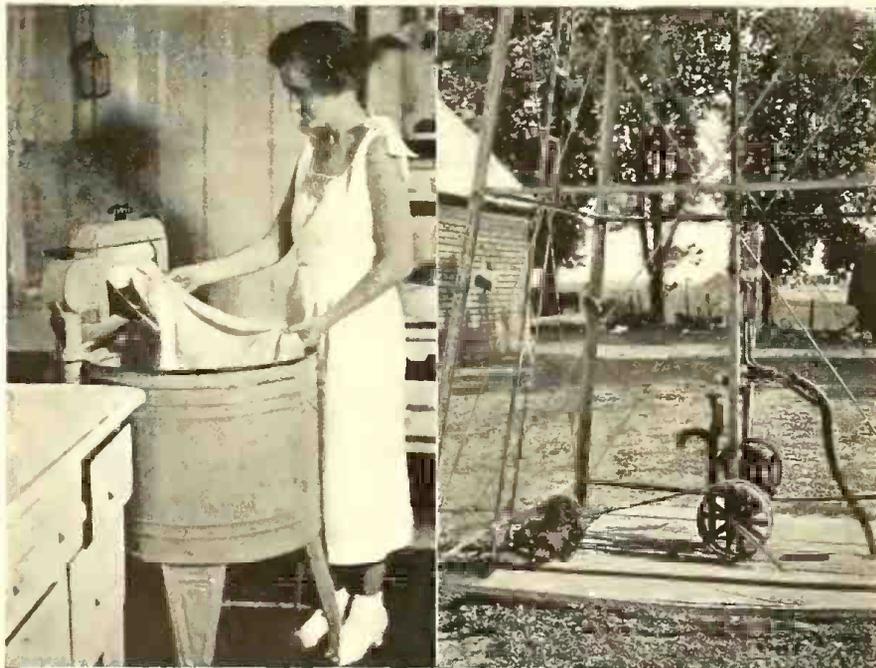
Figures show that gains in rural

sales have since 1933 marched ahead of gains in city sales. Business forecasts go out of their way to suggest that sales planning should consider the extra business which is clearly waiting in smaller towns and cities.

Such trends are general in respect to types of merchandise to be promoted in outlying districts; that is, manufacturers of striped overalls count on more business just as the radio dealer does. But it just happens that when it comes to electrical appliances the farmer is in a specially favorable mood, particularly if he has learned about new lines and has found out how cheaply and conveniently he may electrify his farm equipment, or drive it mechanically from the handy little gasoline chargers.

He gets more money for his products; he has noticed that a group of neighbors has gone electric with fine results; he is pleased with the new manner in which electrical engineers have tackled his problems.

Cover photo this issue by "Household Magazine"



Photos courtesy Holland-Rieger and Pioneer Gen-E-Motor Corp.

Husky scrubber, a 12-volt electric washer, simplifies Monday's job.

Small but mighty gas electric plants do the farmer's pumping.

GASOLINE "MOTOR" TACKLES MANY JOBS

★ Important new developments that have taken place in the farm radio and electrical field, since the introduction of gasoline-engine-driven battery chargers, are pointed out by David Bright, president of Pioneer Gen-E-Motor Corporation.

"These small, highly efficient battery-chargers will keep the radio batteries fully charged at all times, with only a very nominal expense. In eight hours of operation these small units consume in the neighborhood of a half-gallon of gasoline. In addition, these generators will operate a small number of electric lights and certain devices. They can also be used to drive, by means of a belt, a washing machine and some of the smaller mechanical equipment found on the farm," explains Mr. Bright.

Holland farm washers

★ Three washers presented as innovations among models of 1936-37 line. Operate from two ordinary 6-volt storage batteries connected in series. Will wash from 4 to 6 hours without re-charging. Price \$49.95 up. Merchandised along with Pioneer Gen-E-Motor Corp.'s gas engine battery chargers. Holland Farm Washers, Sandusky, Ohio—RADIO TODAY

Refrigerator News

★ Probably the largest individual express shipment of dealer helps ever dispatched by one company was the mass of refrigerator displays recently sent out by Crosley Corp., plugging Shelvador. Company covered 101 distributors, shipped a total of 12,500 pieces, used 24 railway express cars.

★ Hotpoint has a list of dealers ordering one or more carloads of electric refrigerators: Levinson Radio Store, Chicago; William Priest, Orange, Cal.; Charles Cross, Los Angeles; Radio Sales & Service, Santa Monica, Cal.; Gilbert-Weston-Stearns, Inc., Santa Ana, Cal. Carload orders also went recently to assorted dealers in Toledo, Philadelphia, Fresno, and Sacramento.

★ Frigidaire Corp., Dayton, Ohio, has launched a nation-wide "Is Your Refrigerator Cold Enough?" campaign, involving 20,000 salesmen and dealers, 1,500,000 cold gauges to be spotted in as many homes. Drive will feature newspaper and magazine ads, outdoor plugs, broadcasts, U. S. Govt. Bulletins, window displays, show room exhibits, miscellaneous literature.

★ New member of the sales staff at Seastruck Electric Co., Kelvinator dealer of Columbia, S. C., is J. H. Hudson.

★ T. E. Babson has been named head of the retail department of the Philip H. Harrison Co., GE distributor, Newark, N. J.

WANTED AT ONCE:

Aggressive Distributors + Dealers to
MERCHANDISE *The Newest*
Farm Appliance

EXCLUSIVE HOLLAND

Electric FARM WASHER

OPERATED BY TWO ORDINARY 6-VOLT STORAGE BATTERIES

THOUSANDS OF INQUIRIES FOR DEALERS!

**READ THIS ANNOUNCEMENT
 NOW APPEARING IN
 LEADING FARM PAPERS!**

NEW EASY PROFITS FOR DEALERS,
 DISTRIBUTORS!

**EVERY UNWIRED HOME
 IS A PROSPECT !!**

Just Imagine! EVERY FARM HOME can now have an ELECTRIC Farm Washer that operates just like a "city" washer! Powerline current is NOT NECESSARY! Only two ordinary 6-volt batteries connected in series are needed to operate the HOLLAND 12-volt FARM WASHER.

Thousands of farmers already own the new gas-engine battery chargers for use with farm radios and small light plants. For those who do not, there's an appealing SPECIAL DEAL on a genuine Pioneer Gas Engine Battery Charger—it saves \$20. for the purchaser and gives the distributor and dealer an ADDED profit. Think of the sales possibilities!

Backed by Generous, Sales Help!

The ad shown above appears in the August issue of "Copper's Farmer" and begins a campaign in leading farm papers that will reach nearly 7 million farmers this fall! There'll be THOUSANDS of inquiries for our authorized distributors and dealers. Generous tie-up material is available, including a full newspaper-size broadside in color for distributor and dealer mailing. Don't delay! Mail the coupon NOW for full details. We will need some one to handle farmers' inquiries in your territory at once!

NEW HOLLAND

Electric FARM WASHER

OPERATES ON TWO 6-VOLT STORAGE BATTERIES

\$49.95

MODELS AS LOW AS

Every convenience of the "city" washer. Unnecessary to have gas engine in the house. Just turn on switch and WASH! Don't even consider purchase of ANY farm washer until you have investigated this newest development in farm convenience. Mail coupon today for FREE literature giving full details and name of nearest dealer!

A COMPLETE Line! Electric and Gas Engine Models for Every Requirement

HOLLAND FARM WASHERS

MAIL THIS COUPON!

To HOLLAND-RIEGER, Inc., Sandusky, Ohio. Send FREE Full Information New HOLLAND FARM WASHERS. Also, how I can save \$20.00 on Gas-Engine Battery Charger.

Name _____
 Address _____
 Dealers, Distributors—Many valuable franchises still open. Write or wire.



\$59.95 BATTERY CHARGER for \$39.95

SPECIAL OFFER

SAVE \$20

Combination 6 and 12 volt 200 watt gas engine generator charges RADIO, AUTO and WASHING MACHINE BATTERIES—operates eight 25-watt electric lights—provides portable belt power for saws, separators, etc. Mail coupon for sensational offer!

THE ONLY ELECTRIC WASHER FOR UNWIRED HOMES

WIRE, PHONE, WRITE OR MAIL COUPON AT ONCE! VALUABLE FRANCHISES BEING PLACED WHILE THIS AD IS BEING WRITTEN!

To HOLLAND FARM WASHERS
 Sandusky, Ohio

RUSH FULL INFORMATION QUICK!

NAME

ADDRESS

If Dealer, Please Note Name of Your Jobber in Margin

"SOUND" STRATEGY

- dealers may plug own biz via amplifiers
- portable systems figure in seasonal work

★ COMPOUND profit still awaits the radio dealer who takes up the matter of 1936 merchandising of "sound" service and equipment.

That public address has become an important branch of radio is well known and it has deserved the emphasis. Sales of sound equipment have grown steadily during the past three years until today they represent a healthy per cent of the total annual sales of all radio merchandise. Yet it is an amazing paradox that at the beginning the radio dealer was neither responsible for these sales nor did he participate in the resulting profits to any appreciable extent.

Possibilities

At present sound equipment is being exploited by the enterprising independent service man, organizations specializing in sound installations, or is being sold direct by manufacturers to consumers. This may be because the dealer never got behind "public address," or because the very nature of the work requires direct contact with the user by experienced technical men.

Not only has the average radio dealer failed to get behind this "plus profit" business, but he has entirely overlooked its possibilities in his own

store. Before any salesman can sell a product successfully, he must be sold on it himself — that's an old truth. If the radio dealer would employ p.a. in his own business, he would be in better position to sell it to his customers.

The dealer's personal experience with the equipment, besides giving him the "inside" in problems of operation and servicing, will actually turn out to be a "leader" to larger and more important business in the p.a. field.

The manners in which sound equipment may be used to advantage by the dealer are numerous, and every dealer may devise his own variations and twists, according to local needs and opportunities.

Here's a start

Average dealer with a fairly good location may start with a portable outfit having an output of 6 watts. This set-up consists of an amplifier, a 10-inch dynamic speaker, a 2-button carbon microphone with a desk stand. The whole system is contained in a carrying case and weighs 28½ lbs. It has provisions for a phonograph pick-up input.

Here's the plan whereby the dealer

may use the outfit in his own business:

Place a radio, refrigerator or other appliance in front of the store where it may easily be seen by passers-by. Hook up the amplifier and place the speaker in the doorway or alongside the product which you are selling. The microphone is placed on the store counter or in any suitable place where you are likely to stand or sit most when not waiting on trade.

Whenever you can, you keep up a steady sales talk on the item on display, pointing out its features, price, time payment plan, etc. The pedestrian is attracted by the loud-speaker and his attention is automatically focused on the article on display.

Electric salesman

This portable outfit, with its 10-inch dynamic speaker, will reproduce records with a remarkable degree of fidelity, a wide range of tone, and with volume adequate for any occasion. It may be used as a record demonstrator in the dealer's store.

The speaker may be hung or placed in the doorway and used to furnish special music, announcements, or radio programs to persons within earshot.

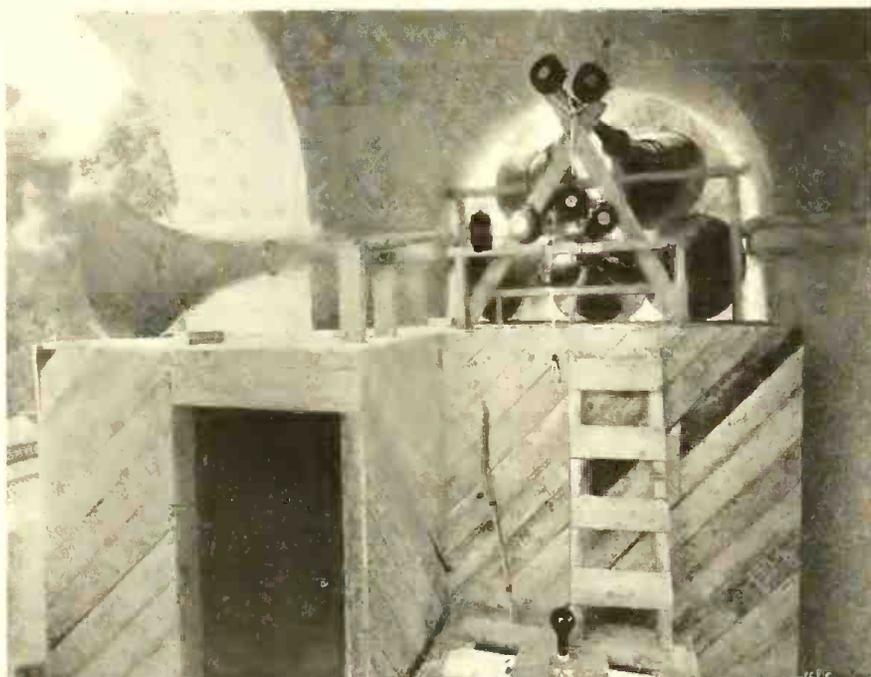
All these methods may be used by any type of retailer and, of course, the more a radio dealer uses them, the more likely he is to find profitable jobs of a similar nature among his neighbor merchants.

Product-plugging, store ballyhoo, is only one aspect of sound work, however, and the sound man may still count on dozens of applications of sound amplification for speakers, entertainers, and announcers; p.a. is rapidly finding new uses in miscellaneous situations where it is necessary for a voice to cover ground effectively.

Portable biz

Portable p.a. systems lend themselves admirably to rentals; more and more dealers are going after this profitable business. People have become very "mike conscious," due to the popularity of amateur hours on the radio and other novelty angles of the broadcasting biz.

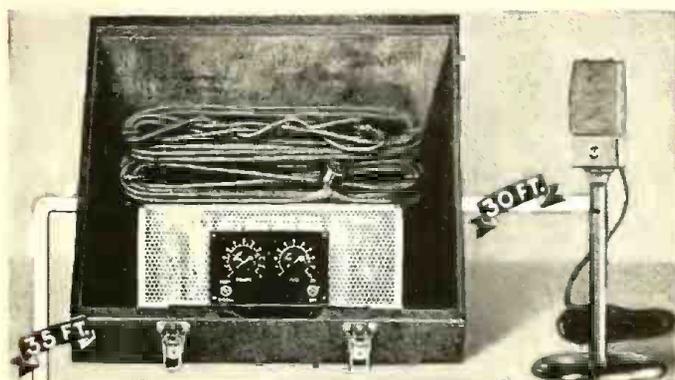
A window card reading, "We Rent Loud-Speaker Systems," and mention of it on the dealer's bills, letterheads, circulars, etc., will bring results. The outfit is usually rented out with a selection of records, suitable for the occasion to be serviced, whether it's a dance, banquet, demonstration, wedding, memorial service, etc.



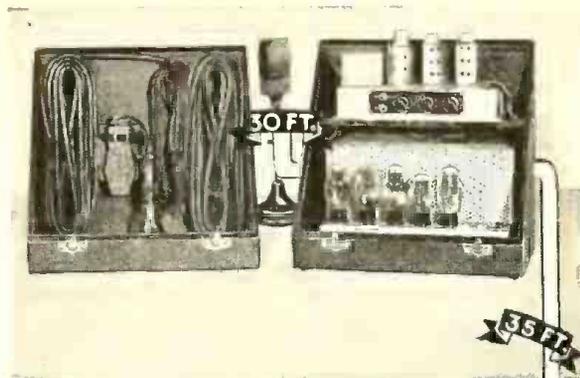
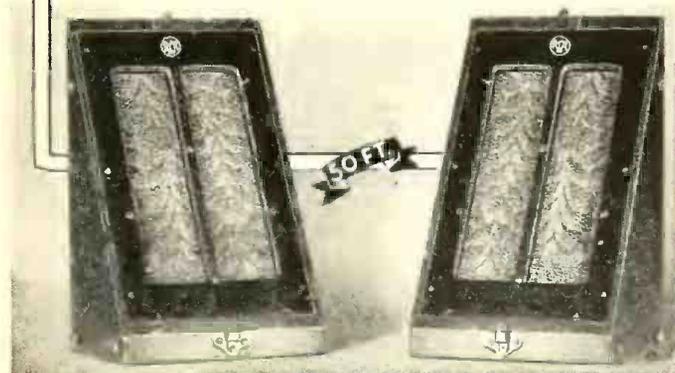
Every church belfry and clock-tower cupola is a prospect for sound amplifying equipment and reproducers, permitting special chimes effects.

THIS IS THE RCA P. A. YEAR

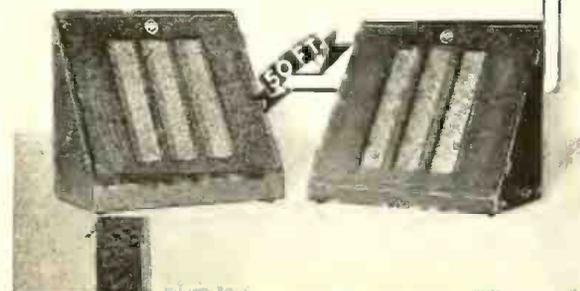
THE political campaigns are under way in dead earnest. Providing the biggest market of all time for Public Address Systems. RCA now offers two new P. A. Systems, one 12 watts, one 20 watts, at remarkably low prices. Whether you sell these outright to local committees, halls, parks, etc., or handle them on a rental basis, they will make more money for you. Each system embodies the fruits of RCA's unequalled experience in sound pick-up, amplification, and reproduction. Each gives you a Velocity Microphone. GET AFTER P. A. BUSINESS NOW—THERE'S MONEY IN IT!



12 WATTS. New RCA PG-98 Portable P. A. System will handle audiences up to 2000. In all other features it is essentially like the more powerful PG 62-E. Both are easily handled and operated, and are equipped with phonograph input jack. **\$179⁵⁰** Complete, f.o.b. Camden



20 WATTS. New RCA PG 62-E Portable Public Address Equipment includes 20-watt amplifier, the new RCA Velocity Microphone with adjustable banquet stand, and two special dynamic loudspeakers. Takes care of 3000 people indoors or outdoors. Operates entirely from 50 to 60 cycle AC, 115 volts. **\$299⁵⁰** Packs away into 2 cases. Complete, f.o.b. Camden



NEW RCA VELOCITY MICROPHONE **\$43⁵⁰**
An extremely high quality ribbon Velocity Microphone for P. A. Systems, at a reasonable price. High fidelity. Write for information.

GET THIS FREE P. A. CATALOG →
Describes RCA P. A. Systems and accessories, with complete information as to uses, power required, etc. Gives prices. An essential for all P. A. men. Sent FREE if you mail the coupon attached to your business letterhead.



for Public Address Systems

Commercial Sound Section, RCA MFG. CO., Inc.
Camden, N. J. • A Service of Radio Corp. of America

MAIL THIS COUPON TODAY

RCA Mfg. Co., Inc., Camden, N.J., Depr. RT
Please send me FREE P. A. Catalog.

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

"EYE VALUE" IN RADIO

- dealers may find prospects style-struck
- cabinets considered as decorative units

★ GEARED to the mode, that's what merchandise has to be, or it is likely to rot in a storehouse.

The slickest, smoothest-running car on wheels would be ignored by drivers if it were not streamlined, so firmly is the design phobia fixed in the minds of buyers.

Makers of radio cabinets face the same problem—continued attention to the matter of a design, or a trend in design—that dealers may present to the public as an item essentially styled to the taste of the day. If the appearance of a radio is both elegant and appropriate, that fact is a great asset to the dealer, and a great many of them have discovered the tricks to be used in sales talks on that particular point.

Replacement advantage

Swift-changing styles in radios, which sweep aside unsatisfactory designs, offer great opportunities for those who are willing to push an up-to-the-mode product. This does not mean that popular demand favors particular patterns, exclusively and one at a time, but that radio buyers are likely to take up currently popular theories as to what position the receiver should occupy in the home.

The vogue may declare that the radio should be concealed in other items of furniture, that it should stand alone as an ultra-modernistic item, that it should add color to a

room, or that it should be designed on an obviously functional basis but strictly in harmony with the special decorative scheme of the home.

In any case, dealers should present radio cabinets to their patrons with the fact in mind that the receiver is always present and visible in a home whether it is in use or not. And then the dealer should be in position to respect whatever standard the current style-setters (whoever they are) have built up in the mind of the customer.

Disturbing theory

Experts in period design, deep in their blueprints and their enormous concern for authentic detail, come right out and say that most radio cabinets on the market are unthinkable, atrocious, impossible, etc. It is their uniform belief that radio manufacturers have steadfastly blundered in their efforts to create a satisfactory cabinet, with the result that the market has been cluttered with effects that are positively comic.

If you mention certain departures from the usual radio cabinet forms, which a few manufacturers have tried out, this group of designers is likely to call them desperate and unfortunate freaks. But they do feel that there is a great popular market for a design that everybody will agree on, and they declare that people will buy it readily when it appears.

These artists will declare too that what the radio manufacturers need to learn is that the better, finer, more authentic designs are by no means the more expensive. They insist that "civilized" cabinets could be made for the same amount now being spent on lavish "junk."

Sloane angle

Cautious, discriminating steps have been taken by W. & J. Sloane, New York, in whose Fifth Avenue store is to be found a notable share of the decorative genius of the country. For a highly select trade, Sloane's will build special radio cabinets; as a rule they find it necessary to conceal the nature of the receiver and to use other pieces of furniture which may be readily converted into radio cabinets.

However, the Sloane experts did get an order for a series of modern cabinets from Mr. Edsel Ford, of Detroit, and called in the celebrated designer, Walter Dorwin Teague, to execute the job. Aside from the modern cabinets, sets were also ordered for coffee tables and night tables for remote control.

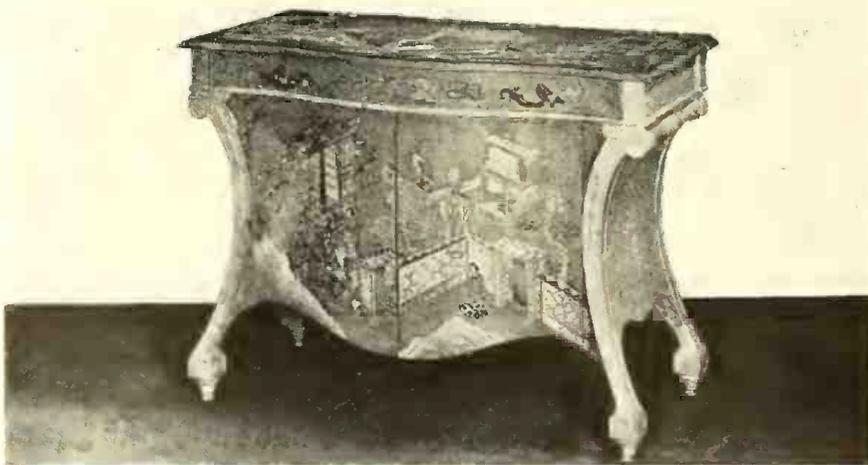
In Mr. Ford's home, as on all other jobs, the Sloane attitude was that each set should in itself be a thing of genuine and distinguished beauty, and that it should be a pleasant and appropriate unit of whatever decorative plan was in force in the room or the home.

Cabinets clash

The home decoration authorities at Sloane's do not include a radio receiver in the model apartments and rooms which are otherwise completely furnished as exhibits in the company's elaborate showrooms. Except in the modern scenes, any radio cabinet on the market would clash head-on with other furnishings of these rooms.

The influence of such a firm as Sloane's, standing as it does for natural elegance, authenticity to the last detail, and properly harmonic effects, will perhaps suggest to the radio dealer and the manufacturer that the matter of the cabinet now demands serious attention.

What these experts ask of the radio industry would not in its entirety shock the business greatly nor represent an abrupt about-face in cabinet manufacturing facilities. Amount of materials and effort would remain approximately the same, or perhaps less, since simplicity is often a safe keynote.



Graceful suggestion from experts on how radio may fit into carefully-planned homes; this commode has a receiver and is from the Adam period, with Chinese Chippendale tendencies.

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.

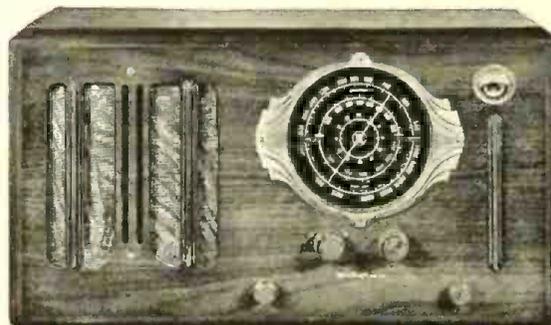


TABLE MODEL, WR-212. Standard, Foreign, and Police Bands, Precision Tuner, Precision Eye and Spot-lite Tuning.

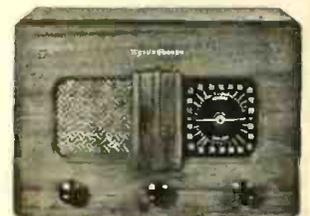


TABLE MODEL, WR-102. AC-DC. Standard and Police Bands.

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.

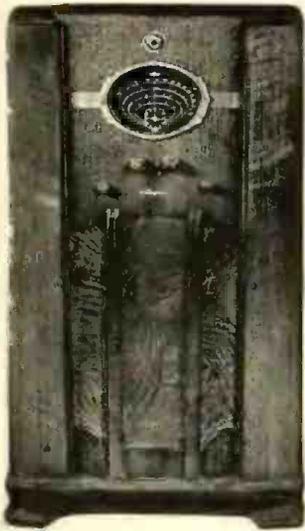
Console, WR-608. 2 Volt. All-wave.

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

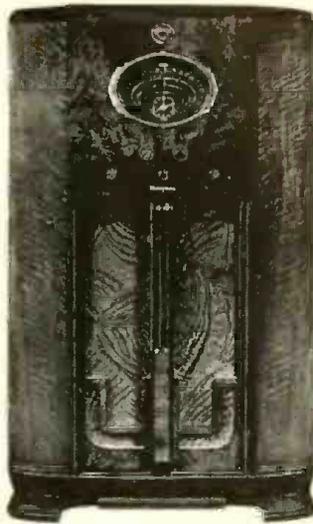
Westinghouse

Radio Today

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.

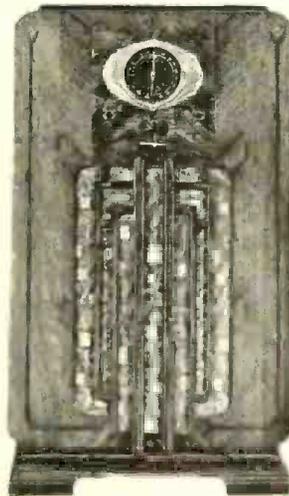


CONSOLE, WR-312. Standard, Foreign and Police Bands, Precision Tuner, Precision Eye and Spot-lite Tuning, Low Volume Bass Compensation.



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.

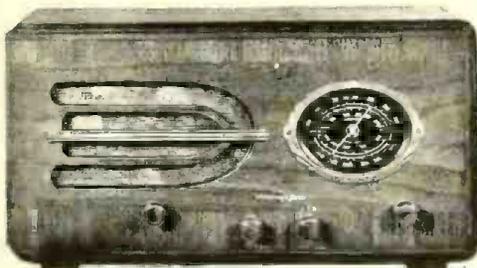


TABLE MODEL, WR-211. Standard, Police, and most popular European Bands, Spot-lite Tuning, Low Volume Bass Compensation, Full-Automatic Volume Control.

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

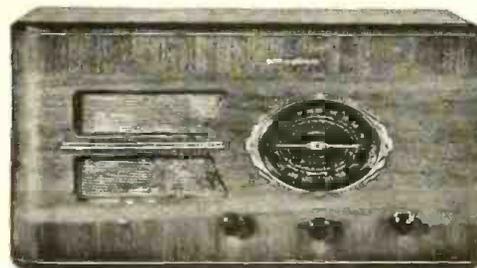


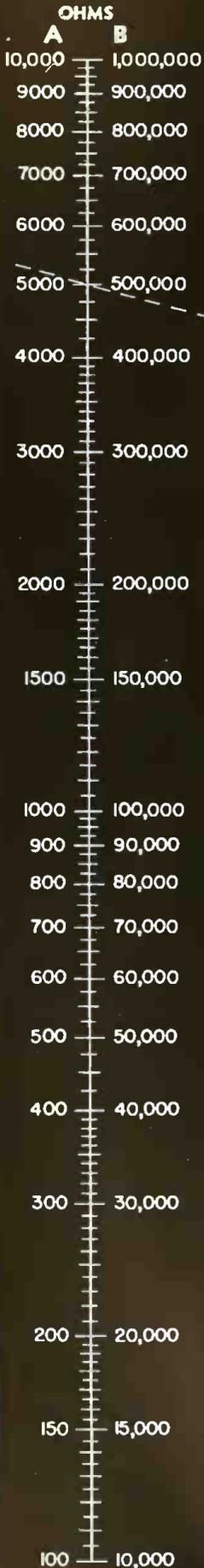
TABLE MODEL, WR-210. Standard, State and Municipal Police, 49 meter European Bands, Dynamic Speaker, Full-Automatic Volume Control, Tone Control.

1936-1937 Radios

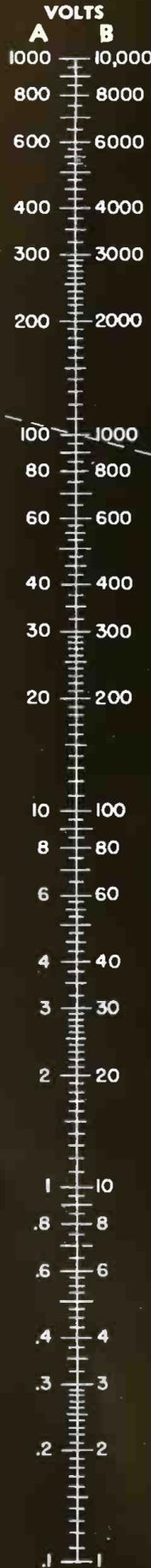
July, 1936

HOW TO TELL WHAT RESISTOR TO USE

RESISTANCE



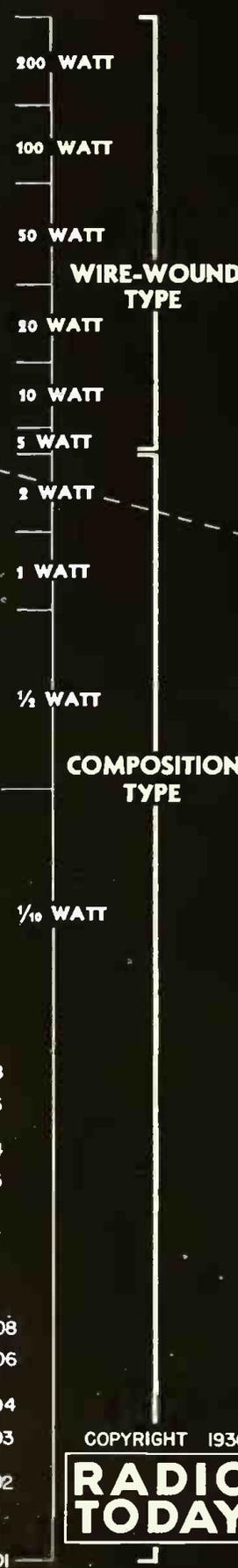
POTENTIAL DROP



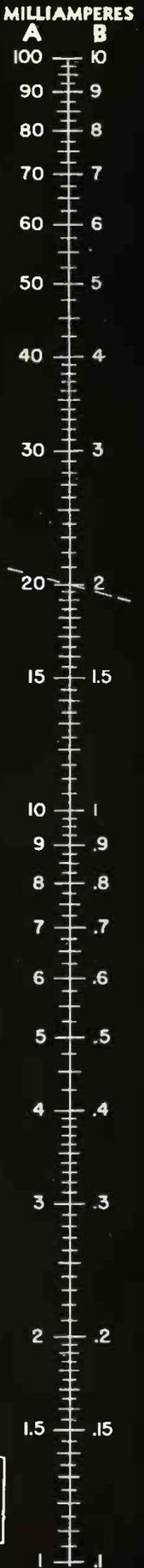
POWER DISSIPATED



USE RESISTOR LISTED BELOW



CURRENT



**HOW TO USE THIS CHART
TO FIND
WATTS, OHMS,
VOLTS, MILLIAMPERES**

With this chart it is possible to find two of the following items—current, voltage, wattage, resistance—if the other two are already known.

Lay a ruler or straight-edge across the chart so that it intersects the two scales at the points for which the values are known. The points at which the rule crosses the other two scales are the desired values. Do not use scale "B" with scale "A"—always employ the same scales—either "A" exclusively or "B" exclusively.

Since the ratings of resistors are given for a resistor mounted in free air (not under a radio chassis) the capacity of resistor for radio use is much less than its specified wattage. The recommended values for wattage are based on radio set practice.

As an example of the method of using the chart, dotted line indicates the following relationship:

On scale "A" R = 5000 Volts = 100
Watts = 2 Milliamperes = 20

On scale "B" R = 500,000 Volts = 1000
Watts = 2 Milliamperes = 2

R. M. A. COLOR CODE

BODY	END	DOT	
BLACK 0	BLACK 0	BLACK	0
BROWN 1	BROWN 1	BROWN	00
RED 2	RED 2	RED	000
ORANGE 3	ORANGE 3	ORANGE	0,000
YELLOW 4	YELLOW 4	YELLOW	00,000
GREEN 5	GREEN 5	GREEN	000,000
BLUE 6	BLUE 6	BLUE	0,000,000
VIOLET 7	VIOLET 7	VIOLET	0,000,000
GRAY 8	GRAY 8	GRAY	0,000,000
WHITE 9	WHITE 9	WHITE	

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RADIO TODAY

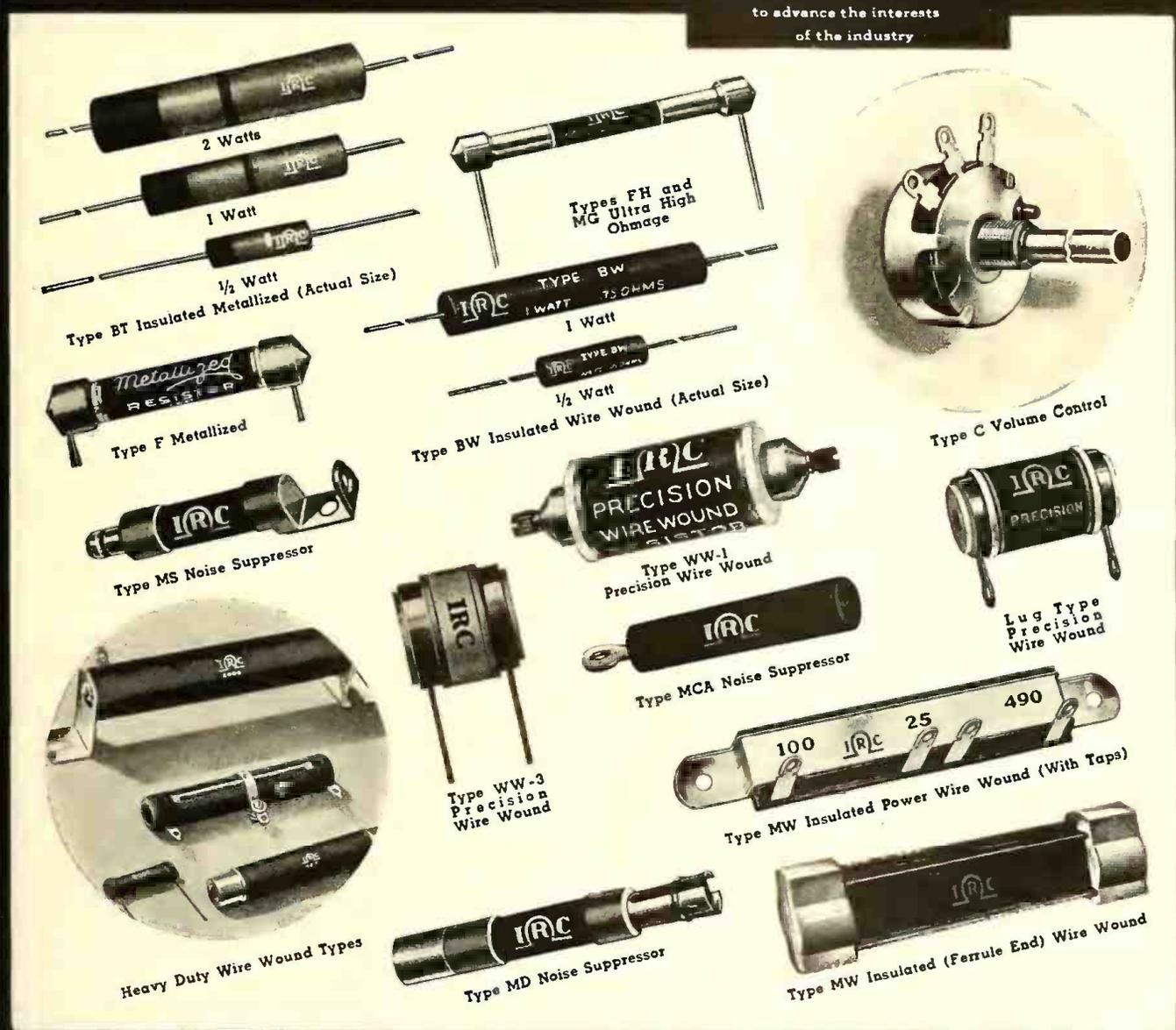
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WHAT SOUND EQUIPMENT TO USE

★ **SIZE** and type of sound installation is a problem to many service and P.A. men—particularly those who have had limited experience or who are new at the game.

For success in the sound reinforcement field the serviceman must be able to recommend and install the system with the least amount of difficulty. From the point of economy the system must not have a greater power capacity than will be needed, yet the outfit must be able to deliver ample power without breakdown or distortion.

Time lost in trying out various speakers and amplifier sizes represents reduced profits, and the customer is likely to lose confidence in the sound specialist who must spend hours tinkering with an ordinary installation. P.A. is simplified in most cases when a few basic concepts are understood.

The decibel or DB

Now, and even more in the future, the electrical unit known as the *decibel* or DB is playing an important part in the rating of sound equipment. The decibel itself is nothing more than a ratio, and this ratio varies logarithmically. The logarithmic relation is employed, since the ear responds logarithmically to changes in sound intensity.

The "Chart of gain at power levels" shown at the bottom of this page (Fig. 1) illustrates how the DB varies with power amplification. The right-hand column shows that for a 3 DB gain the power is doubled (power amplification = 2).

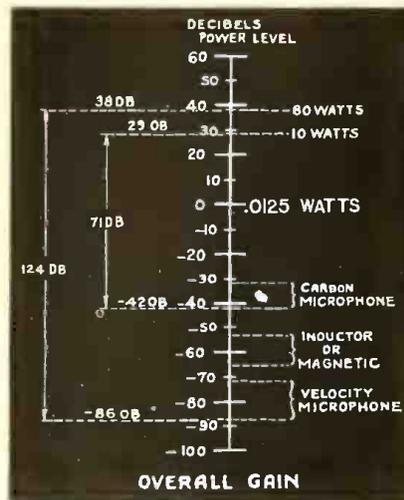


Fig. 2—Decibel values of microphones and amplifiers.

Taking it by jumps of 10 DB one observes that the power is 10 times greater; 13 DB gives an amplification of 20 and 23 DB equals an amplification of 200.

In addition to using the decibel to denote ratios, it is desirable to employ it in specifying definite quantities. For this reason it has been decided that a level of 0 (zero) DB shall be equal to a power output of 0.125 watts or 12.5 milliwatts. On this basis it is possible to build up a table of decibel values for various power outputs. The left-hand table of our chart shows the relationship. Each time the power is made 10 times greater the DB increase is 10. Likewise to double the power output 3 DB must be added.

In Fig. 2 the overall amplifier gains required and output levels of

the different microphones are shown. Note that the output of the carbon mike is far greater than that of the dynamic and velocity types of microphones. The chart shows that the amplifier must not only have the required power output, but also must have the necessary gain in decibels. Thus, for any sound job the serviceman should know the output level and gain involved.

Necessary power output

The power or output level depends mainly on three factors, the size of the room, the absorption qualities of the room (reverberation time), and the efficiency of the loudspeakers. A fourth factor, noise, may alter the requirements considerably—but usually sound reinforcement systems are designed on the basis of a rather high level of noise in the room.

Fig 3 shows in a tabulated form the power output required for various sizes of rooms with different types of loudspeakers. Rather than confuse the serviceman with reverberation times, it has been assumed that the absorption of the room is average. If the absorption is excessive more power will be needed.

Power output vs. speakers

Note that for a room of 100,000 cubic feet only 5 watts of power is required when a directional baffle type of speaker is employed. When using large electro-dynamic speakers with flat baffles 20 watts is needed, and if smaller speakers are used upwards of 40 watts will be required!

(To page 50)

WATTS POWER	DB LEVEL	DB GAIN	AMPLIFICATION
.0125	0	0	1
.125	+10	3	2
1.25	+20	6	4
2.5	+23	10	10
5.0	+26	13	20
10.0	+29	16	40
12.5	+30	19	80
20.0	+32	20	100
25.0	+33	23	200
40.0	+35	26	400
50.0	+36	30	1000
80.0	+38	40	10,000
100.0	+39	50	100,000
125.0	+40	60	1,000,000
		70	10,000,000

AMPLIFICATION = $\frac{\text{OUTPUT POWER}}{\text{INPUT POWER}}$

CHART of GAIN at POWER LEVELS

Illustrations courtesy RCA Mfg Co.

Fig. 1—How the decibel varies with power ratios.

VOLUME OF ROOM IN CU. FT.	DIRECTIONAL Baffle	APPROXIMATE ELECTRICAL POWER IN WATTS TO VARIOUS TYPES OF LOUDSPEAKERS				
		LARGE FLAT Baffle	SMALL FLAT Baffle	FLAT Baffle	SMALL FLAT Baffle	FLAT Baffle
1,000	0.05	0.2	0.4	0.8	1.2	1.2
2,000	0.1	0.4	0.8	1.6	2.4	2.4
4,000	0.2	0.8	1.6	3.2	4.8	4.8
8,000	0.4	1.6	3.2	6.4	9.6	9.6
20,000	1.5	6.0	12.0	24.0	36.0	36.0
50,000	3.0	12.0	24.0			
100,000	5.0	20.0	40.0			
250,000	10.0	40.0				
600,000	20.0					
1,500,000	40.0					
RECOMMENDED MAXIMUM HANDLING CAPACITY IN WATTS	10	10	5	5	2	0.5

* FLAT Baffle AS HERE USED TO MEAN SPEAKER MECHANISM MOUNTED ON A FLAT Baffle IN FREE SPACE, OR MOUNTED FLUSH IN WALL WITH PLAQUE, OR MOUNTED IN BOX ON WALL SURFACE.

Fig. 3—Electrical watts needed for various room sizes and speakers. Values given for a noisy audience.



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EQUIPMENT



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*Offer Does Not Apply to
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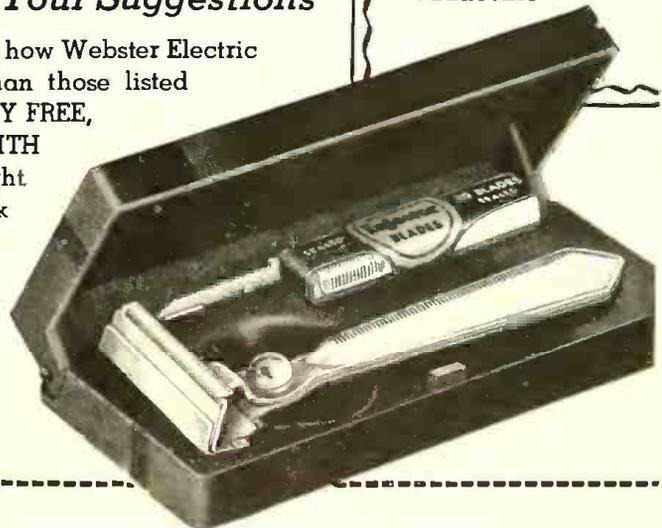
- Advertising Trucks
- Amusement Parks
- Arenas
- Armories
- Athletic Fields
- Auditoriums
- Band Stands
- Banquet Halls
- Baseball Parks
- Bathing Beaches
- Churches
- Clubs
- Colleges
- Conventions
- Dance Halls
- Gymnasiums
- Hospitals
- Hotels
- Lecture Rooms
- Lodges
- Memorial Parks
- Orchestras
- Parks
- Playgrounds
- Restaurants
- Schools
- Stadiums
- Summer Resorts
- Swimming Pools
- Theatres
- Undertakers
- Vaudeville

Suggestions for Unusual Applications of Webster Electric Sound Equipment!

● We want to know every unusual use or application that exists for Webster Electric Sound Equipment—Portable and Semi-Portable Sound Amplifying Systems, Electric Phonograph Pick-ups, and other units used in the installation of a sound system . . . Webster Electric Sound Equipment is noted for its high tone fidelity and the quality of its construction. It is fully licensed. It is sold on a "legitimate policy" basis.

FREE—this Schick Injector Razor for Your Suggestions

To everyone who sends in a suggestion as to where and how Webster Electric Sound Equipment may be used or applied—other than those listed in the column to the right—will be sent **ABSOLUTELY FREE, A \$1.50 SCHICK INJECTOR RAZOR COMPLETE WITH 20 BLADES!** . . . This is a real razor. It is light in weight and well balanced. Changing blades is simple, quick and easy. Razor is packed in an attractive moulded Bakelite box and will be mailed postpaid upon receipt of your suggestion on the coupon below . . . This proposition is open to Electrical Wholesalers, Electrical Contractors, Radio Parts and Service Organizations and their salesmen—to everyone who sends a suggestion. It is not limited in any way.



WEBSTER . . .
ELECTRIC . . .
SOUND . . .
EQUIPMENT .

WEBSTER ELECTRIC COMPANY, Racine, Wisconsin
Here is my suggestion: (Use letter if more space is required.)

Name _____

Firm _____

Address _____

Distributor Dealer Salesman Service Man

WHAT SOUND EQUIPMENT TO USE

(From page 48)

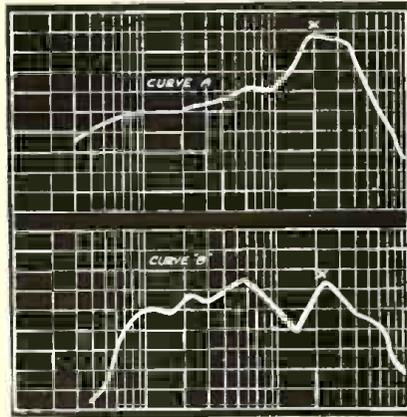
Audio power is expensive, particularly when the output is more than 10-15 watts. Common sense indicates that the choice of a speaker is extremely important. The directional baffle type is much more efficient than other arrangements; as a result it is often cheaper in the long run to use an expensive speaker with a smaller amplifier capacity. In addition to requiring less power output, an efficient speaker also reduces the AC power consumption since the amplifier is smaller.

Speaker power capacity

At the bottom of the chart power handling capacities of typical speakers are listed—these figures as well as those of required audio power are for average speakers of each classification and are not necessarily accurate for all makes. An interesting point brought out by the listing is that when small speakers are employed, many more of them are required because of their limited power capacity.

In the interest of economy and ease of installation the number of speakers should be limited, unless, of course, there is a special reason for having the sound come from a number of different sources.

Recently several manufacturers have introduced permanent-magnet dynamic speakers which rival the electrically excited type in operation and efficiency. These reproducers are ideally suited for many sound installations in that they require no field



Courtesy Webster-Chicago

Fig 6—Response curves of a typical microphone ("A") and loudspeaker ("B").

supply and are as compact as the regular dynamics. They should not be confused with the former permanent-dynamic speakers which are referred to in Fig. 3.

What equipment to use

In order that everyone in the audience can hear the proceedings a certain amplifier output power is required. After deciding what combination of speakers and power output is best suited for the installation, the next step is to figure out what amplifier gain is required for the job.

Fig. 2 gives the level of representative microphones. These outputs can be expected when the speaker is close to the mike. If the mike is far away, much lower levels will be obtained. A carbon mike requires a gain of 71 DB if a power output of 10 watts (or +29 DB) is desired.

Assuming that a power output of 80 watts is needed and that a velocity microphone with a level of -113 DB is used for pick-up, Fig. 4 shows that

a total gain of 113 + 38 or 151 DB is required. Rather than use a single 80-watt amplifier two 40-watt amplifiers have been chosen. In decibels the output of each one is +35 DB. Recalling the original decibel relationship of Fig. 1, double the power is the same as adding 3 DB. Therefore, two amplifiers with +35 DB output when paralleled have an output of +38 DB.

The gain of these amplifiers as stated by the manufacturer is 30 DB. Since the output of each one is +35 DB, it means that the input to the amplifiers must be +35 - 30 or +5 DB.

Voltage amplifiers

In order to bring the level of the microphone up to +5 DB two voltage amplifiers will be needed. A pre-amplifier with a gain of 58 DB and another amplifier with a gain of 80 DB are to be used. The combination of the two amplifiers provides an excess gain of 20 DB. However, such an excess is highly desirable.

A volume control or mixer is employed to provide a loss of 20 DB when operating under these conditions. Should the speaker move away from the mike, there is ample gain available in the system. The operator merely has to reduce the loss in the mixer or step up the gain.

Fig. 5 is block diagram of the sound system just described.

Much can be said about the frequency characteristics of amplifiers, but they are quite meaningless unless the response of the microphones and the speakers are known. Unfortunately, manufacturers of this equipment do not usually supply frequency response curves.

(To page 52)

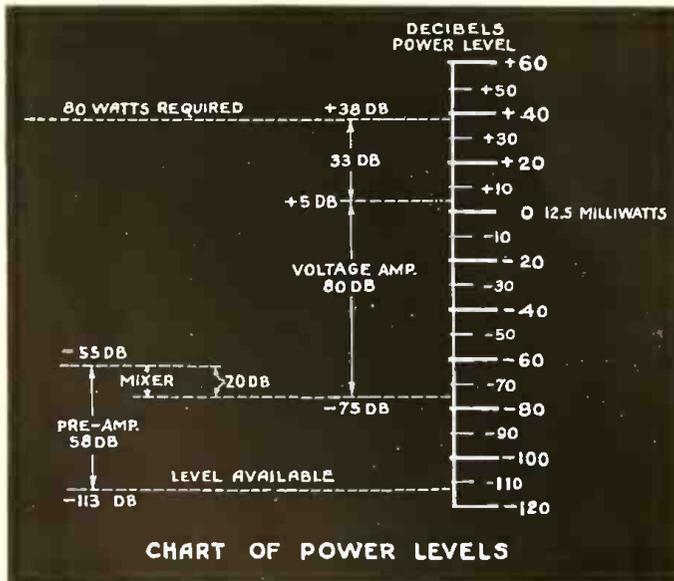


Fig. 4—Example of how amplifier requirements are calculated.

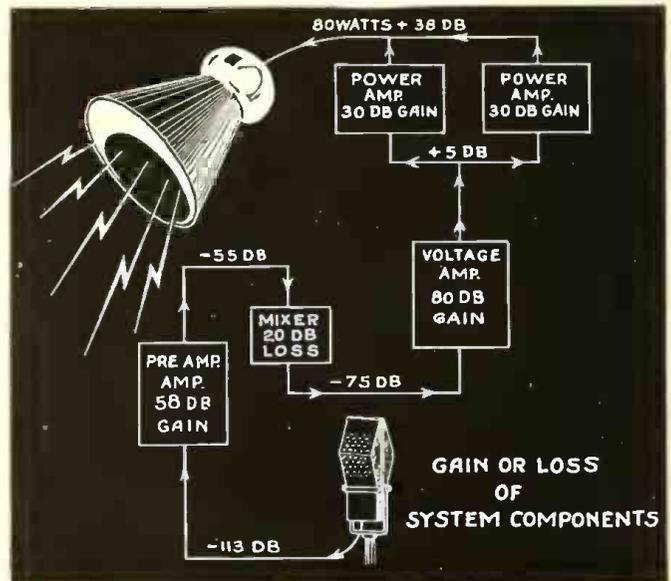


Fig. 5—Block diagram of amplifier gains.

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Now Ready . . . Get Your
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THOUSANDS of dollars and thousands of hours of painstaking work have gone into the making of this new Electrad Volume Control Guide. Service men who have found the previous editions a valuable troubleshaver and dollar-maker will find this edition even more complete, more helpful. And in addition, every service man on our list to receive the Guide, will now also receive the regular issues of the Electrad Contact, a service magazine edited exclusively for service men.

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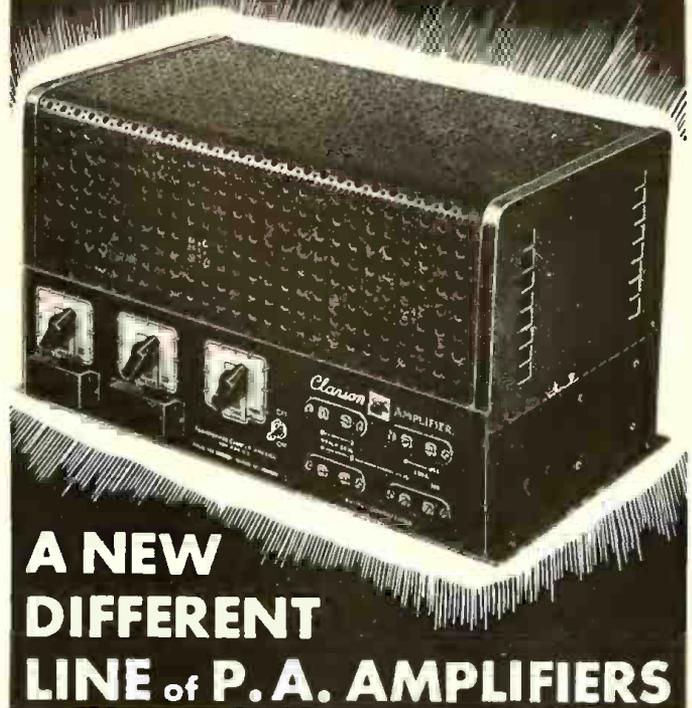
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Here is equipment backed by a name that creates sales—priced to meet and beat competition—designed to help you cash in on the huge demand for P.A. Amplifiers and equipment. Write or wire for literature, prices and name of nearest Clarion distributor. Address Dept. 11.

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SOUND—SERVICING

(From page 50)

Obtaining the correct combination of P.A. components is extremely difficult. For this reason the sound serviceman's problem is simplified by the use of complete P.A. outfits whenever practical. The use of home-built amplifiers and odd speakers (usually purchased for a song) does not usually result in an efficient sound system. In the long run such a practice means reduced profits.

Many servicemen feel that they can build quality amplifiers for less than they can purchase them—this idea is wrong when they consider the time involved. Also not a few sound men overlook the fact that they put in many parts they have laying around in their shops—they forget that these parts have a value. They base their cost on only the additional parts required.

Fig. 6 shows quite conclusively what is likely to happen if care is not taken in choosing the components of a P.A. system. Curve "A" is that of

a typical microphone. Curve "B" is that of a typical speaker. Assuming that the amplifier has a flat characteristic, the overall curve of the system will have a pronounced peak at the point X which is about 2,200 cycles.

Since the overall gain of the system is extremely high for this frequency, audio feed-back difficulties may be experienced as well as excessive response at 2,200 cycles. This is a true engineering reason why complete systems are desirable. And since only a few servicemen have apparatus for determining such characteristics, they may encounter such difficulties and fail to understand why their apparatus refuses to perform properly.

VOLUME CONTROL REPAIR

★ Tip for quick repair of a wire-wound type volume control is offered by F. Claude Moore, Pekin, Ill. First locate the break in the wire with an ohmmeter, marking the spot.

Then cut a small square of thin tin, usually about a quarter of an inch square—the clips used on coils of aerial wire are ideal for this purpose. Clean the defective region with Carbona (carbon tetrachloride) and insert the piece between the resistance wire and the fiber insulating strip, at the break of course. Be sure that the piece is shoved in far enough so that contact arm does not touch it. By making the tin strip just wide enough to bridge the gap, the total resistance of the control will not be altered to any great extent. Moore states that many of these repair jobs are in use after a couple of years' service.

ANTENNAS CRYING NEED

★ Even for those owners who have fairly modern all-wave receivers, it is a fair bet that not three in ten have a proper antenna suitable for receiving short-wave signals. Radio dealers and service men (who ought to know better) are still slapping up ordinary flat-top antennas or a few feet of cord around the picture molding and expecting all-wave receivers to bring in Cape Town or the Federated Malay States.

Modern all-wave receivers are marvelous devices and will perform wonders. *But no radio receiver is any better than its antenna.* And unless a modern receiver is given the full advantages of a modern scientifically designed short-wave antenna, it should not be expected to come up to specifications.

The finest receiver can do no better than amplify whatever signal it gets. A proper all-wave antenna is imperative for short-wave listening.

In other words, half of the radio listeners within walking distance of the radio-dealer's shop are prospects for a new all-wave receiver. *And nine out of ten are prospects for an adequate all-wave antenna.* These are markets still untouched that lie outside every radio serviceman's door.

TOO MUCH FOR GRANTED

★ A failing existing among service men is that too much is taken for granted.

This conclusion is generally voiced by those who have occasion to receive letters from service men. Service men take for granted that all receivers produced by the same manufacturer and bearing the same model number are, of necessity, alike. Consequently, an examination of servicing data is

(To page 62)



What do you mean, I'm passing up

PROFITS?

I go my way and you go yours. I'm doing my service work the best I know how and if I run into the red or find it hard to make both ends meet, that's my worry. Well . . . that was six months ago.

Today I feel foolish every time I think how bull-headed I was about my own business.

It happened this way. One of the Operadio boys dropped in, and before he left he kind of sold me on the P. A. business I was passing up in my neighborhood. Well, the long and the short of it was that I WAS passing up profitable business. Now I'm a P. A. man as well as a Radio Service man . . . and making REAL profits.

OPERADIO Portable P. A. Units and UNIT-Matched P. A. equipment are the REAL goods.

Get their catalog No. 10 and give them a whirl. Address Dept. RT

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THE RADIO
OF TOMORROW
TODAY

PHANTOM
FLASH-O-GRAPH
TUNING SYSTEM

RAY! RAH!

RAH!



MODEL 290C—9 TUBE AC ALL-WAVE SUPERHETERODYNE WITH METAL TUBES WITH "PHANTOM FLASH-O-GRAPH TUNING"—A few of the sensational features: *Tuning range 525KC to 18.5 MC *Free wheeling tuning *Variable selectivity including Hi-Fidelity reproduction *Edge lighted large aeroplane dial with each wave band identified by color *Push-pull beam power output system *Bass reproduction of low volume *Minute log tuning *Iron core coils *Full 12" acoustically fitted dynamic speaker *Cabinet made from choice figured butt walnut in smart two tone effect.

COMPLETE WITH TUBES

\$109.50

Dealers Everywhere
Acclaim the Advanced
Styling and Marvelous
Performance of the New
Fada "Streamline" Radio

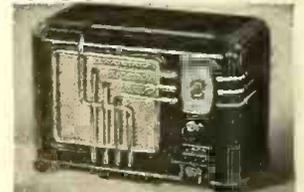
At every Fada showing, in Boston, Philadelphia and New York, radio dealers hailed the new Fada "Streamline" Radio as the outstanding line for 1937. The advanced streamline styling is definitely the accepted vogue of tomorrow. The amazing performance of every Fada model, from the lowest priced compact selling for only \$19.99 to the highest priced console, will win immediate consumer acceptance. The sensational new EXCLUSIVE Fada feature "PHANTOM FLASH-O-GRAPH TUNING" will prove to be the greatest consumer selling feature of the year. Fada "Streamline" Radio is the MUST line for 1937. See your local jobber or write direct for complete information



MODEL 2901—9 TUBE AC ALL-WAVE ALL METAL TUBE SUPERHETERODYNE WITH FADA "PHANTOM FLASH-O-GRAPH TUNING"—All chassis features identical with Model 290C described on left under console.

COMPLETE WITH TUBES

\$87.50



MODEL 260B—6 TUBE UNIVERSAL SUPERHETERODYNE IN ALL BLACK BAKELITE CABINET—A new conception of plastic cabinet beauty with FADA "Streamline" styling. Actual performance equal to B tubes. Extra selective and sensitive. Full 5" acoustically fitted dynamic speaker.

COMPLETE WITH TUBES \$19.99

Obtainable in Black and Chromium or Ivory and Gold \$5.00 additional list



MODEL 270T—7 TUBE AC ALL-WAVE ALL METAL TUBE SUPERHETERODYNE WITH FADA "PHANTOM FLASH-O-GRAPH TUNING"—A number of the sensational features: *Tuning range 525KC to 18.5 MC *Free wheeling tuning *Edge lighted aeroplane dial with each wave band identified by color *Iron core coil *No background noise *Acoustically fitted dynamic speaker.

COMPLETE WITH TUBES \$59.95

FADA RADIO AND ELECTRIC COMPANY

Long Island City, New York

Cable Address "Fadaradio"

NEW THINGS FROM THE MANUFACTURERS

Noise-elimination kit

★ Kit of condensers, chokes, combinations for noise elimination (man made static). Included is a 12-page interference manual. Part No. 45-2229—list \$15.50. Philco Radio & Television Corp., Tioga & C Sts., Philadelphia, Pa.—**RADIO TODAY**

1937 Stewart-Warner line



★ Nine sets form Stewart-Warner's line of home sets. Featured is the copper photo-tone speaker, ferrodyne chassis, and magic dial.

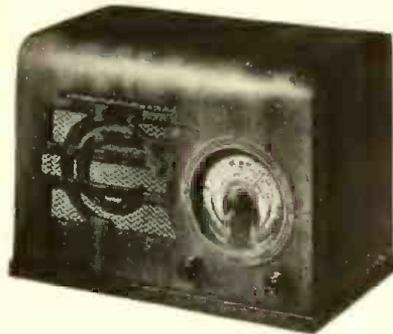
Largest model has 12 tubes with twin photo-tone speakers. Tuning range—140-400, 530-1750, 1720-5600, 5500-18,000 kc. 7-inch black dial with dual vernier clock tuning—cathode ray indicator. Beam type output amplifier. Separate amplified AVC—automatic antenna tuning. Model 1495—list \$149.95.

Other sets:

1425	5T 2-band cons.	\$39.95
1451	6T 3-band table	52.95
1455	6T 3-band cons.	64.95
1461	7T 3-band table	64.95
1465	7T 3-band cons.	82.95
1485	10T 3-band cons.	119.95



Medium-priced 8-tube console—3-band coverage. Shadow-beam tuner with 6G5 tube—6-inch magic dial—two speed station selector. Beam power amplifier—12-inch photo-tone speaker—variable tone control. Model 1475—list \$94.95.

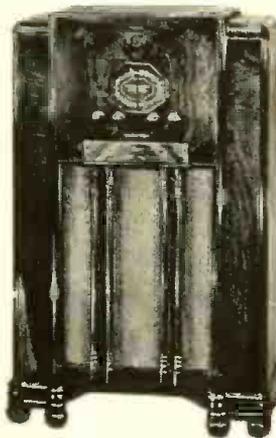


Model 1441 5-tube super—dual wave, 530-1725, 2300-2600 kc. Four-inch illuminated dial—2-point tone control. I.F. wavetrap and power line filter 2 watts power output. List \$22.95.

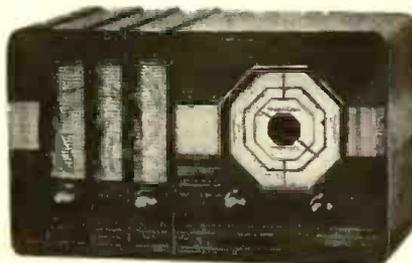
Stewart-Warner Corp., 1826 Diversey Pky., Chicago, Ill.—**RADIO TODAY**

Stromberg-Carlson 1937 models

★ New line by Stromberg-Carlson is composed of 27 models and 15 chassis. Acoustical labyrinth featured in 12 models—automatic antenna selector in all sets.



Model 140-L—9 metal tube console, 3-band high fidelity—acoustical labyrinth. Range 540-1500, 1450-3500, 5600-18,000 kc. Full-vision selectorlite dial. Carpinchoe speaker. List \$149.50.



Five-tube AC-DC 3-band receiver. Metal tubes—full-vision dial. Rose-wood cabinet—15 x 9½ x 8½ inches. Model 125-H—list \$49.95.

Other table models:

58-T	6T 3-band AC	\$59.50
130-H	7T 3-band AC	74.50
130-R	8T 3-band AC	84.50
130-U	9T 3-band AC	76.50
140-H	9T 3-band AC	99.50

Models with acoustical labyrinth.

140-P	9T 3-band comb.	\$199.50
145-L	10T 4-band cons.	197.50
145-P	10T 4-band comb.	299.50
150-L	12T 4-band cons.	235.00
160-P	14T 4-band comb.	495.00
180-L	17T 4 band cons.	325.00
70	13T 4-band cons.	495.00
72	13T 4-band comb.	795.00
74	16T 4-band comb.	985.00
84	12T 4-band cons.	285.00



Four-band hi-fi console. Tri-focal tuning with 6E5 cathode-ray tuning indicator. Edge-lighted selectorlite dial—micrometer sub-dial. Metal tubes—beam audio output of 30 watts. Acoustical labyrinth and carpinchoe speaker. Model 160-L—list \$275.

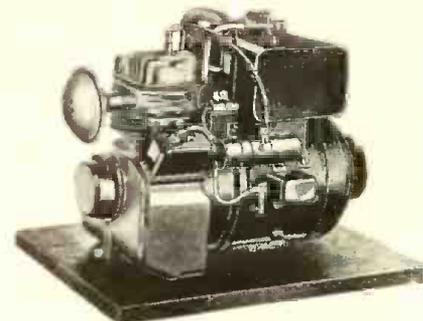
Other consoles

58-L	6T 3-band AC	\$ 78.50
61-LZ	6T 3-band AC-DC	87.50
62	8T 3-band AC	132.50
63	8T 3-band AC	145.00
130-L	7T 3-band AC	89.50
130-M	8T 3-band AC	107.50
140-K	9T 3-band AC	135.00

Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.—**RADIO TODAY**

Portable power plant

★ Six-volt 212-watt gas engine generator. Motor coupled directly to generator—pulley for driving small appliances. Speed electrically governed—controlled voltage from 6.6 to 8. Gas capacity for 7-8 hours. Weight 57 pounds. Tiny Tim generator—list \$55.



12-volt model—list \$57.50. Continental Motors Corp., 12801 E. Jefferson Ave., Detroit, Mich.—**RADIO TODAY**

(Continued on next page)

NEW THINGS

1937 Kadettes

★ Twenty-three models including battery sets will be featured in Kadette line starting with a \$10 compact to a fine 8-tube console.



Model 87—dual band AC-DC superhet with 7 tubes including ballast. Range—550-1600, 5500-15,500 kc. 2-gang tuning condenser— $4\frac{1}{2}$ -inch dial with planetary drive. Six-inch dynamic speaker. Size 10 x 16 x $6\frac{3}{4}$ inches—walnut cabinet. List \$29.95.

Other AC-DC models

66-X	6T 2-band table	\$19.95
76	6T 1-band table	14.95
86	6T 2-band table	22.50



Jewell models 40, 41, 43, 44 available in colors. AC-DC compact with magnetic speaker. Size $5\frac{1}{2}$ x $7\frac{1}{2}$ x $3\frac{3}{4}$ inches—weight $3\frac{3}{4}$ pounds. List \$10 to \$15 depending on color.

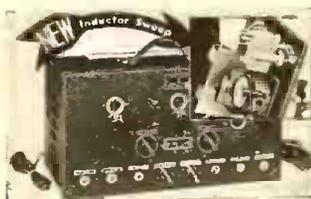
International Radio Corp., Ann Arbor, Mich.—RADIO TODAY

Isolantite grid cap assembly



★ Low-loss grid cap assembly made of Isolantite for use in metal-tube construction. Its use requires no change in design or assembly equipment. Reduces losses at high frequencies. Isolantite, Inc., 233 Broadway, New York City—RADIO TODAY

Inductor sweep oscillator



★ Sweep oscillator for alignment of sets when using the cathode-ray oscillograph. Frequency change created by changing inductance of coil—smaller copper vane is rotated in magnetic field of coil. Range 100 to 30,000 kc. with fixed sweep of 20 kc. Provides for single and double trace alignment. Model OM-A list \$57.75. Clough-Brengle Co., 1134 W. Austin Ave., Chicago, Ill.—RADIO TODAY

Auto antenna



★ Streamline auto antenna for mounting under running board. Bracket eliminates need of drilling holes—10-minute installation. 100 per cent rubber covered—moulded lead wire connection. Model 4R.C.—list \$2.95. Ward Products Corp., 2135 Superior Ave., Cleveland, Ohio—RADIO TODAY

Cathode ray oscillograph



★ Oscillograph for service and laboratory work. Sweep has extremely fast return allowing waves up to 1 megacycle to be observed—no amplifier used on sweep. Sweep frequency independent of amplitude adjustment. Amplifier on horizontal and vertical plates. Weight 22 pounds. Model PR100—list \$84.50. Electrolab, Inc., 15 Ward St., Bloomfield, N. J.—RADIO TODAY

Universal speaker

★ 12-inch speaker with universal transformer and universal field winding. Field resistances available 2500, 2200, 1800, 1500, 1000, 700, 300 and 1800 tapped at 300. Para curve diaphragm gives a wide frequency response. Model 990—list \$9.90. Wright-DeCoster, Inc., 2235 University Ave., St. Paul, Minn.—RADIO TODAY

Bruno cable connector

★ Small all-metal coupling unit for two single-conductor shielded cables—designed for microphone circuits. Self-shielded— $\frac{3}{4}$ inch diameter by $1\frac{1}{2}$ inches. Accommodates cables up to $\frac{5}{16}$ inch diameter. Model C1—list \$1.50. Bruno Labs., Inc., 20 W. 22nd St., New York City—RADIO TODAY

Directional horn

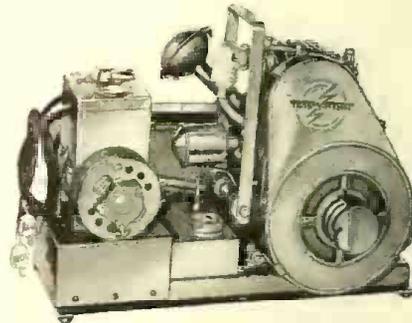


★ Speaker horn for use with ten-inch dynamic speakers—projects sound in desired direction thereby saving on amplifier power. Constructed of spun brass with black enamel finish. Mounted on searchlight type bracket. 18-inch bell and 17 inches long—weight 5 pounds. Model 42. Operadio Mfg. Co., St. Charles, Ill.—RADIO TODAY

New IRC volume controls

★ Composition type volume control using metallized resistance coating bonded to bakelite base. Multi-finger silver-plate contact. Moisture-proof—unaffected by humidity. Available with and without switch— $1\frac{1}{4}$ -inch diameter. Made in ranges from 200 to 2,000,000 ohms. Type "C." International Resistance Co., 401 N. Broad St., Philadelphia, Pa.—RADIO TODAY

Gas motor charger



★ 200-watt 6-volt battery charger. Fan cooled generator—multiple control switch varies charging rate. 4-cycle gas engine with shielded ignition. Complete with ammeter, cut-out, battery leads. Compact—only 14 x 12 x $20\frac{3}{4}$ inches. Weight 83 pounds. List \$59.50. Briggs & Stratton Corp., Milwaukee, Wis.—RADIO TODAY

Sound-level meter

★ Meter for giving quantitative measure of noise independent of personal element. Uses piezo-electric mike with flat response up to 8000 cycles. Range from 30-120 decibels. General Electric Co., Schenectady, N. Y.—RADIO TODAY

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FREE information on any of the products listed below may be obtained promptly by using the post card herewith. Numbers on the card correspond to the numbers below. Put a circle around the numbers of the items that interest you, fill out the card and mail. Please confine your requests to those items in which you have a specific interest.

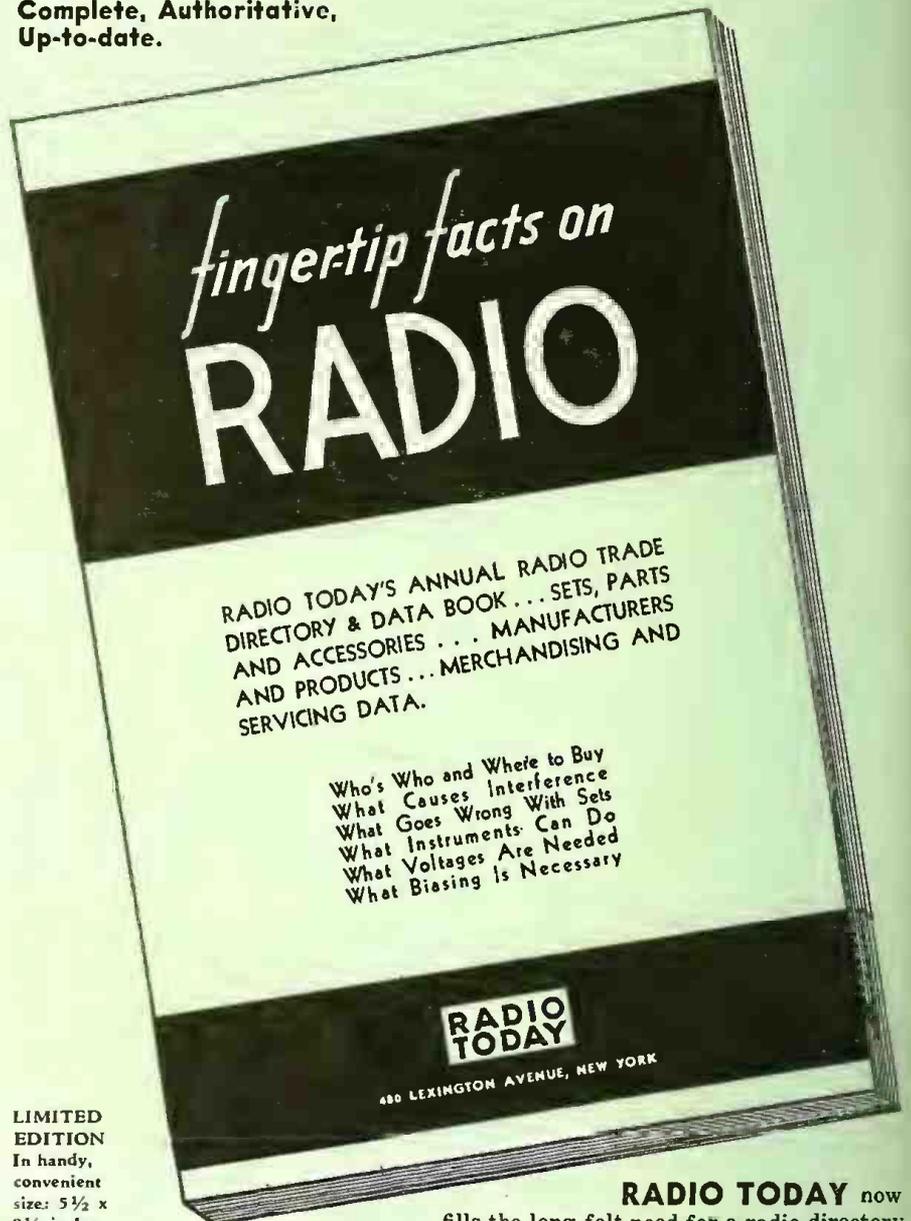
USE THIS POSTCARD TO GET FREE INFORMATION
NO POSTAGE REQUIRED

- 91** RCA-Victor. Comprehensive catalog of PA and sound systems, No. 210, covering microphones, amplifiers, speakers and accessories. Includes two new low-priced portable PA systems having 12 and 20-watt class "A" amplifiers.
- 92** Clarostat. 1936-7 edition of Clarostat volume control guide, an 84-page manual of replacements, supplemented with data, fundamental circuits, charts, etc., of great value to service men.
- 93** Continental Motors. Literature on "Tiny Tim" portable, low-priced power plant. Lights fourteen 15-watt lamps and charges 6-volt battery simultaneously.
- 94** Triplet. Literature on complete servicing instrument designed to protect the investment against obsolescence. Combines volt-ohm-milliammeter, tube tester, signal generator and free-point tester in one master unit test set.
- 95** Westinghouse. Literature on complete new line of 1937 receivers including six battery-operated sets for unwired homes.
- 96** Webster (Chicago). Details of a 20-watt public address system which combines two systems in one—amplifier and phonograph turntable built in one unit. Plug-in power packs permit operation on either 6 volts DC or 110 AC.
- 97** Stromberg-Carlson. Broadside announcing and illustrating the line for 1937. Featured by the acoustical labyrinth, cathode ray tuning, special speaker suspension and other improvements.
- 98** National Union. Details of a deal under which service men may obtain high efficiency sound systems free with the purchase of National Union tubes.
- 99** Holland. Announcement of low-priced farm washing machine operated by two 6-volt storage batteries. Sold to dealers with or without special price on Pioneer Gen-E-Motors for charging purposes.
- 100** J. F. Distributing. Circular on metal tube dating outfit in drop-front metal case. Stamps date on permanently, resisting heat and moisture.
- 101** Wright-DeCoster. Speaker catalog and engineering information on all types of public address and speaker installations.
- 102** Operadio. Catalog covering junior series of replacement speakers, 5 to 12 in. sizes. Also time payment plan applicable to Operadio public address systems.
- 103** Clarion. Literature on an entirely new line of PA amplifiers, from 5 watts up, including portable and 6-volt models.
- 104** Fada. Brochure presenting the 1937 Fada streamlined radio, featuring their phantom Flash-O-Graph tuning system, with many other improvements and refinements.
- 105** Corona. Franchise plan covering sale of Corona battery-operated sets and Corona gas-engine generating plants for radio and farm lighting.
- 106** Pioneer. Details of gas-electric power plants for radio, lighting and driving many types of small machinery. Sizes and types from 200 to 1,500 watts.
- 107** Wincharger. Service manual acquainting dealers and service men with the business possibilities in the sale and installation of wind chargers.
- 108** Stewart-Warner. Announcement of 1937 line of receivers featuring their new copper Photo-tone speaker, beam power push-pull amplifier and numerous other improvements.
- 109** Fairbanks-Morse. Details of the 1937 line of receivers featuring "turret shielded" receivers, new tone projector, new semaphore dial and other features. Complete line of AC and farm sets. Also details of dealer franchise.
- 110** Sentinel. Announcement of the 1937 line of Sentinel sets, in console and table types, featuring a complete line of farm radio receivers. Also information on gas engine generators.
- 111** Utah. Catalog covering an extensive line of units and parts—speakers, transformers and chokes, volume controls, switches, jacks, etc., including the Utah replacement vibrator guide.
- 112** Webster (Racine). Details of a plan to present Schick Injector Razors to those who submit acceptable suggestions for the use of Webster Sound Equipment in applications other than those listed in the offer.
- 113** Norwest. Literature on streamlined auto antenna designed especially for turret-top cars and equally adaptable to fabric tops. Completely insulated. No holes to drill.
- 114** Admiral. Announcement of 1937 line of receivers featuring console models with "tilt-tuning" and curved, inclined panels. Also battery sets and auto radio.
- 115** Stancor. Catalog of exact duplicate replacement transformers—power, audio and choke. Also transformers for microphone, line matching and all-purpose units.
- 116** Amertran. Bulletin on new midget audio transformers, made in 35 standard sizes for mixing, line matching, line to grid, interstage, plate to line and audio reactors.
- 117** Hammarlund. Folder picturing and describing the latest Super-Pro receiver, designed especially for amateur and professional use.
- 118** Briggs & Stratton. Folder announcing a low-priced 6-volt 200-watt gasoline engine driven generating plant designed for battery charging, lighting and many other purposes.

Radio's only TRADE DIRECTORY & HANDBOOK

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Complete, Authoritative,
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In handy,
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RADIO TODAY now fills the long-felt need for a radio directory that is complete, authoritative, up-to-the-minute! Charts and tables have been included to fill the demand for this type of information in handy, permanent form. Every progressive distributor, dealer and service man will find innumerable ways to put this directory and handbook to work.

CONTENTS: Names and Addresses of Manufacturers of Receiving Sets, coded to guide you in selecting amateur, commercial, farm and battery, home, radio-phonograph combinations and auto sets.

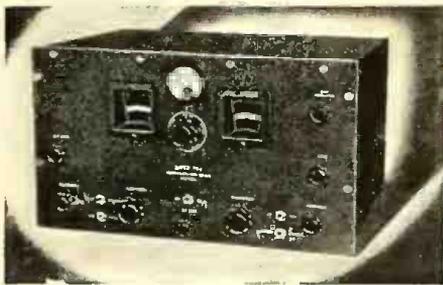
Names and Addresses of Manufacturers of Parts, Equipment and Instruments, segregated by lines to cover antennas, batteries, coils, condensers, generators, converters, line filters,

microphones, public address equipment, resistors, speakers, etc.

Servicing and Merchandising—**CHARTS! TABLES!**—just the kind of information every dealer and service man needs daily. It tells you what goes wrong with radio sets—and why; it gives you data on radio set analyzers; sources of radio noise—helps you look for interference—helps you in eliminating the trouble; it gives you tube ratings and bias resistor tables.

FILL IT IN—TEAR IT OFF—MAIL IT TODAY

Commercial receiver



★ All-wave 16-tube superhet designed for commercial and amateur use. Covers 540-20,000 kc. with continuous band spread. Each band has separate coil and air-dielectric trimmer condenser. Cam control switch selects proper coils. AVC, audio beat oscillator, tuning meter. Super Pro—list \$380. With crystal filter—list \$410. Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York City—RADIO TODAY

Portable sound system

★ Low-cost sound system for use where six watts gives sufficient coverage. Carbon microphone with 12-foot cable, feeds amplifier. Tone and volume controls. 10-inch dynamic speaker connecting cable. Total weight only 28½ pounds. 110 AC operation. Model PG63-B price complete—\$79.50.

Other portable sound systems with velocity mikes are: PG98, 12-watt class A—\$179.50; PG62-E 20-watt Class A—\$299.50. Commercial Sound Section, RCA Mfg. Co., Camden, N. J.—RADIO TODAY

Hi-way windcharger



★ Wind driven generator for use in charging trailer battery, etc. Charges at a road speed of 22 to 45 miles per hour—maximum rate of 20 amps. Propeller blade 22 inches—weight of unit 27 pounds. Complete with ammeter and relay. List \$19.95. Win-charger Corp., 2700 Hawkeye Dr., Sioux City, Iowa—RADIO TODAY

15-inch speaker

★ High-power speaker with curvilinear diaphragm—capacity of 20 watts average. Designed especially for use with 6L6 beam power tubes. Frequency range of 40 to 6000 cycles. Normal field excitation 13 watts. Model 305—list \$30. Magnavox Co., Fort Wayne, Ind.—RADIO TODAY

20-watt amplifier kit

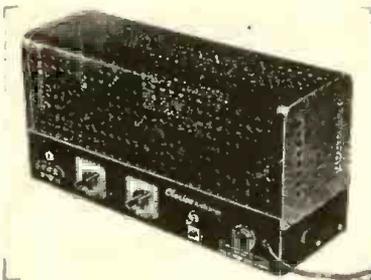
★ Push-pull amplifier with 6B5 tubes. Dual channel input. Gain of 98 and 138 DB. Flat frequency response and low harmonic distortion. Total list Jefferson parts \$20.50. Jefferson Electric Co., Bellwood, Ill.—RADIO TODAY

Recording supplies

★ Professional instantaneous recording and playback disc in following sizes—8, 10, 12, 13½, 16, 17 inches. Wider frequency response than usual. Cellulose mass totally free of foreign particles and substance.

Other products are a cutting lubricant, preservative, and conditioner. Universal Microphone Co., 424 Warren Lane, Inglewood, Calif.—RADIO TODAY

15-watt amplifier



★ High-gain amplifier for P.A. work. Flat response within 2 DB from 50 to 10,000 cycles—overall gain 125 DB. Mixing facilities for 1 high-gain and 2 low-gain input circuits. 15 watts average output. Field supply of 16 watts. 11 output impedances. Models for 115, 220, 240, 250 volts; 25 and 60 cycles. Model C-16 110-volt 60 cycles—list \$51.50. Transformer Corp. of America, 69 Wooster St., New York City—RADIO TODAY

Freed-Eisemann battery portable



★ Five-tube portable superhet for summer vacationers. Self-contained batteries, antenna, counterpoise. Tuning range—540-1700 kc. Perm-o-flux permo-dynamic speaker. Fabrikoid carrying case with detachable cover—weight 21 pounds complete. Model P-55—list \$49.95. Freed Mfg. Co., 44 W. 18th St., New York City—RADIO TODAY

Dual-impedance velocity mike

★ Velocity microphone with specially designed transformer and shielded four-conductor cable allows use of high or low impedance input circuits. Mike impedance automatically changed by plugging in proper plug—no undesirable dead

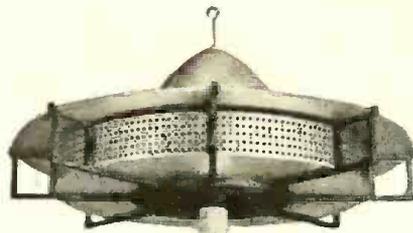
windings are left in circuit. Model RB-DI—list \$44. Amperite Corp., 561 Broadway, New York City.—RADIO TODAY

Ranger-Examiner signal generator



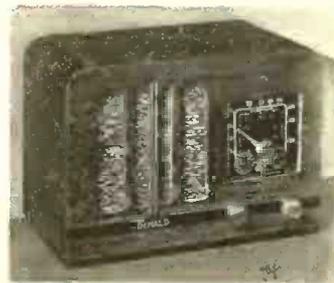
★ Low-cost test oscillator for servicing—plug-in coils. Five frequency bands—100-18,000 kc.—all fundamentals. Trimmer condensers built into each coil—individually calibrated. Accuracy 1 per cent on i-f. and broadcast frequencies and 3 per cent on shortwave. Self-contained batteries. Model 557—net price complete \$18. Readrite Meter Works, 126 E. College Ave., Bluffton, Ohio—RADIO TODAY

Speaker projector



★ Umbrella type speaker projector for sound systems where 360° sound coverage is necessary. Parabolic shaped unit houses a single dynamic cone speaker up to 12 inches diameter. Diffuses sound wave uniformly. Pipe flange support or ceiling suspension hook—size, 3-foot diameter by 14 inches. List \$90. Colortone, Inc., Sturgis, Mich.—RADIO TODAY

DeWald sets



★ Featured in the 1937 line is the Model 518 AC-DC 5-tube (including ballast) compact. Power output of 1 watt—dynamic speaker. Tuning range—540-4000 kc. Full-vision calibrated dial. Size—7¾ x 10¼ x 6 inches. List \$18.90.

Other models are:
 520 5T 2-band AC table \$26.55
 517 5T auto radio 29.95
 617 6T auto radio 44.95
 Pierce-Airo, Inc., 510 Sixth Ave., New York City—RADIO TODAY

NEW THINGS

(From preceding page)

1937 Corona line

★ Set illustrated, 5-tube dual-wave tuned radio frequency with ultra-modern cabinet. Tuning range—550-1600, 1400-4400 kc. 3½-inch colored and illuminated dial. AC-DC operation.



Other table models:

103	4T	1-band AC-DC	\$19.95
103SW	4T	2-band AC-DC	21.95
106	4T	1-band AC-DC	17.95
108B	6T	2-band AC-DC	27.95
110	5T	2-band AC	29.95
117	4T	2-band AC-DC	
118	6T	2-band AC-DC	29.95
130	5T	auto radio	34.95

Furniture model set, using chassis 108B or 110, illustrated on page 17. Corona Radio & Television Corp., 420 N. Sacramento Blvd., Chicago, Ill.—**RADIO TODAY**

1937 Westinghouse sets

★ New Westinghouse line features precision tuner, precision eye, precision hand, metal tubes, spectrum dial with spotlight tuning and dual drive.



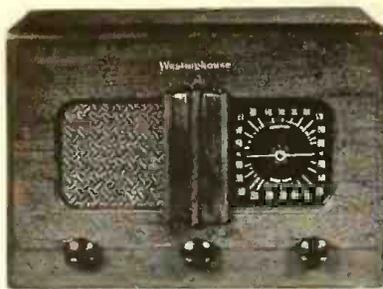
Twelve-tube console—4 bands, 150-375, 540-1800, 1800-6000, 6000-18,500 kc. Precision tuner and automatic frequency control. Variable tone control—push-pull output—auditorium speaker. Model WR-315—list \$139.95.

Other consoles:

WR-311	6T	3-band AC	\$69.95
WR-312	8T	3-band AC	84.95
WR-314	10T	4-band AC	109.95
WR-316	7T	3-band AC-DC	69.95

Other table models:

WR-103	6T	2-band AC-DC	\$29.95
WR-116	7T	3-band AC-DC	49.95
WR-209	5T	2-band AC	29.95
WR-210	5T	2-band AC	34.95
WR-211	6T	3-band AC	49.95



WR-212	8T	3-band AC	65.95
WR-214	10T	4-band AC	89.95

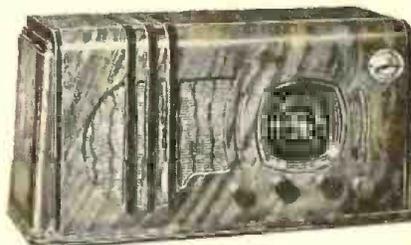
Five-tube (including ballast) AC-DC dual-wave compact. Range 540-1500, 1500-3200 kc. Illuminated dial with vernier drive. Superhet circuit—dynamic speaker—Model WR-102—list \$19.95.



Low-priced console—dual wave, 540-1700, 2200-7000 kc. 3 metal, 2 glass tubes. Full-vision vernier dial, AVC, wavetrap. Tone control—full-sized dynamic speaker. Model WR-310—list \$49.95. Westinghouse Electric Supply Corp., 150 Varick St., New York City—**RADIO TODAY**

Fada for 1937

★ New Fada line includes variety of AC, AC-DC, and farm sets. Featured is the flash-o-graph and phantom control. Metal tubes—high fidelity—beam power amplifiers.



Five-tube AC table 2-band set—range 535-1750, 2200-6900 kc. Full-vision color dial—vernier drive. Automatic overload control—6B5 double triode output. Tone control. Model 250T—list \$39.95.

Other table models:

211T	11T	AC-DC	3-band	\$87.50
172T	7T	AC-DC	2-band	49.95
212T	12T	AC	4-band	119.50
216T	12T	AC-DC	4-band	119.50
250W	5T	AC	2-band	34.95
250T	5T	AC	2-band	39.95
260B	6T	AC-DC	1-band	19.99
260D	6T	AC-DC	1-band	24.95
260G	6T	AC-DC	1-band	24.95
260T	6T	AC-DC	1-band	24.95
262D	6T	AC-DC	2-band	29.95

262G	6T	AC-DC	2-band	29.95
262T	6T	AC-DC	2-band	29.95
262W	6T	AC-DC	2-band	29.95
270T	7T	AC	3-band	59.95
272W	7T	AC-DC	3-band	39.95
280T	8T	AC-DC	3-band	59.95



AC-DC 11-tube 3-band superhet. Flash-o-graph tuning indicator—phantom control. Variable selectivity control—free-wheel tuning. Colored band indicator and dial—“minute log” tuning. Push-pull audio system—8-inch speaker. Cabinet 23 inches high. Model 211T—list \$87.50. Model 290T—9T AC type—list \$87.50.

Console sets:

211-C	11T	AC-DC	3-band	\$109.50
212-C	12T	AC	4-band	149.50
216-C	16T	AC-DC	4-band	149.50
250-C	5T	AC	2-band	49.50
270-C	7T	AC	3-band	79.95
271-C	7T	AC	4-band	84.95
280-C	8T	AC-DC	2-band	59.95
281-C	8T	AC-DC	3-band	64.95
290-C	9T	AC	3-band	109.50
291-C	9T	AC	4-band	114.50
311-C	11T	AC-DC	4-band	114.50
312-C	12T	AC	5-band	154.50
316-C	16T	AC-DC	5-band	154.50

De luxe “K” models list \$20 additional.

Fada Radio & Electric Co., 30-20 Thomson Ave., Long Island City, New York—**RADIO TODAY**

Sparton 1937 sets

★ Sparton line for 1937 features photochromatic dial, viso-glo tuning, tone expansion, antenna matching on all-wave sets, centralized nerve system.



Triolian model 1867—18-tube all-wave console. High fidelity—tone (or volume) expansion. Sparton radio log—weather band coverage. Viso-glo cathode ray indicator—three speakers. Gold novelty leather and walnut finish. List \$300.

(To page 60)

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!

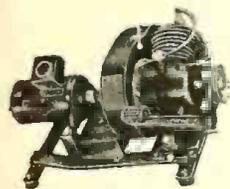
2, 6 and 32 Volt Models **PRICED AS LOW AS \$29⁹⁵** Complete with Batteries

**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.

Special **FARMPWR** 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.



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:

TEL-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.

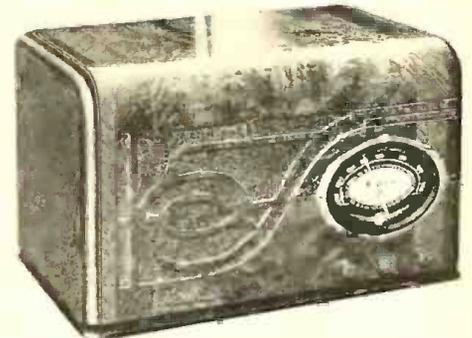
FOREIGN RECEPTION—Brings in Europe, Asia, South America—the romance and excitement of the whole world brought to the farmer's home.

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.



MAIL THIS COUPON!

SENTINEL RADIO CORPORATION
Dept. RT, 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

NEW THINGS

(From page 58)

Other console models:

567	5T	2-band	\$39.95
577	5T	3-band	59.95
667	6T	3-band	69.95
867	8T	3-band	89.95
967	9T	3-band	99.95
1167	11T	4-band	129.50
1567	15T	4-band	180.00



Five-tube 3-band table superhet with speaker mounted in top of cabinet. Band separation dial. Walnut finish—tapered cabinet. Size—14¼ x 14¼ x 9¾. Model 537—list \$34.95.

Other table models:

517	5-T	2-band	\$29.95
517-B	Ebony black		32.50
517-W	White		32.50
557	5T	2-band	39.95
617	6T	3-band	49.95
727	7T	3-band	64.95
827	8T	3-band	74.95

Sparks-Withington Co., E. Ganson Ave., Jackson, Mich.—RADIO TODAY

Emerson portable set



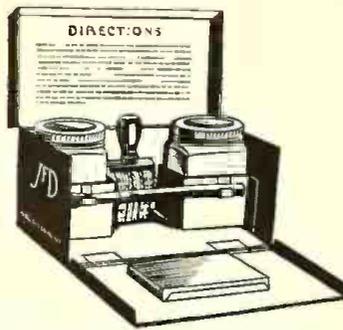
★ Six-tube battery portable superhet. Operates from self-contained dry batteries—weight 26 pounds. Battery conservatively estimated at 150 hours' service. Permo-magnetic speaker—3-gang condenser. Sturdy walnut cabinet. Model H-137—list \$49.95 with batteries.

Other new Emerson sets:

L-135	5T	2-band AC cons.	\$44.95
L-143	5T	2-band radio-phonograph	59.95
L-144	5T	2-band radio-phonograph	69.95

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City—RADIO TODAY

Metal tube dating kit

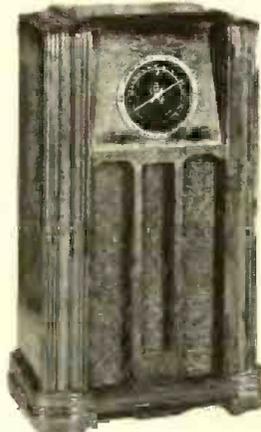


★ Kit for stamping the date permanently on metal or glass tubes. Not affected by heat or moisture—eliminates need of stickers—date on tube itself. Kit complete with ink, solvent, brush, and dater. List \$4.75. J. F. Distributing Co., 5024 Ft. Hamilton Pky., Brooklyn, N. Y.—RADIO TODAY

Wide-range crystal mikes

★ Microphone of crystal type with response from 40-10,000 cycles. "Cruciform" crystal mounting provides extremely high output level—dual-drive high-capacity grafoil bimorph crystal. Available in non-directional, swivel and standard types. Types 702A, 700A, 701A—list \$25. Shure Bros., 215 W. Huron St., Chicago, Ill.—RADIO TODAY

Howard all-wave 6



★ Six-tube 3-band superhet with 3-gang tuning condenser. Range—540-18,000 kc. Large 3-color dial—cathode-ray tuning indicator. Tone control—4 watts output. Modernistic table model illustrated on page 16. Howard Radio Co., 1731 Belmont Ave., Chicago, Ill.—RADIO TODAY

Belmont hi-fi console

★ 11-tube high fidelity console using metal tubes. Frequency range—530-18,500 kc. 9¼-inch illuminated oval dial with cathode-ray indicator. (Illustrated on page 16.) Model 1170—list \$99.50. Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill.—RADIO TODAY

Noise "check valve"

★ Noise silencer of the Lamb type for use with superhets. 3 metal tubes are employed—6H6, 6J7, 6L7. Plate potential is obtained from set which must have at least 2 i.f. stages. Amplivox Radio & Sound Labs., 227 Fulton St., New York City—RADIO TODAY

Extension Speaker

★ Permo-dynamic speaker for use at remote places. Unit housed in baby grand type of cabinet—may be used with many models or radios. Field requires no energizing—connects to speaker transformer terminals in set. Part No. 45-1224. Philco Radio & Television Co., Tioga and C Sts., Philadelphia, Pa.

Admiral 1937 sets



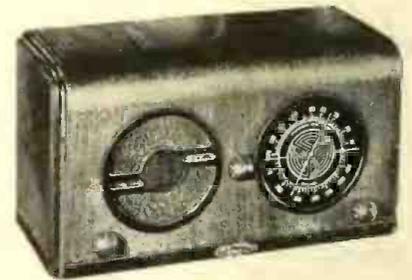
★ Main feature of the Admiral line is the tilt-tuning console—dial set at an angle for easy tuning. See June issue, page 13.

Model AZ393 console illustrated—6T AC 3-band chassis—range 18.5-550 meters. 6¼-inch dial—3-gang condenser. 8-inch dynamic speaker—3 watt audio output. List \$59.50.

Other consoles:

AM387	8T AC	4-band	\$79.50
AM688	10T AC	4-band	99.50
AM889	17T AC	4-band	175.00

Low-priced AC "laydown" superhet. 5-tube, 2-band—range, 540-6500 kc. AVC—6-inch dynamic speaker. Model B125—list \$19.95.



Other table models:

A126	5T AC	2-band	\$32.50
B225	6T AC-DC	2-band	27.50
M351	8T AC	4-band	59.50
Z344	6T AC	3-band	39.95

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

6-volt White windcharger

★ Wind driven generator with maximum charging rate of 18 amps. Cuts in at speed of 350 r.p.m. 6-foot wooden propeller. Equipped with relay, ammeter, and tower. Super model—list \$50. Jr. model—list \$30. White Wind Electric Co., 2300 E. Douglas Ave., Wichita, Kansas—RADIO TODAY

PAID	RECEIVED
BY LETTER	BY CHECK
DATE	NO.
INITIALS	AMOUNT
REMARKS	

WESTERN UNION

CHECK
 NO. 12345
 TIME PAID

CDV 180 16 CHICAGO ILL 910 AM 20

WATCH FOR NEW UTAH DEVELOPMENTS
 TO BE ANNOUNCED SOON STOP
 IMPORTANT TO EVERY JOBBER AND
 SERVICEMAN

UTAH RADIO PRODUCTS CO
 CHICAGO ILL

For nearly twenty years, the Utah Radio Products Company have been leaders in the radio parts field — pioneers of many of the important developments in VIBRATORS, SPEAKERS, TRANSFORMERS, CHOKES, VOLUME CONTROLS, TONE CONTROLS, RESISTORS, JACKS, JACK SWITCHES, PUSH BUTTON SWITCHES and PLUGS.



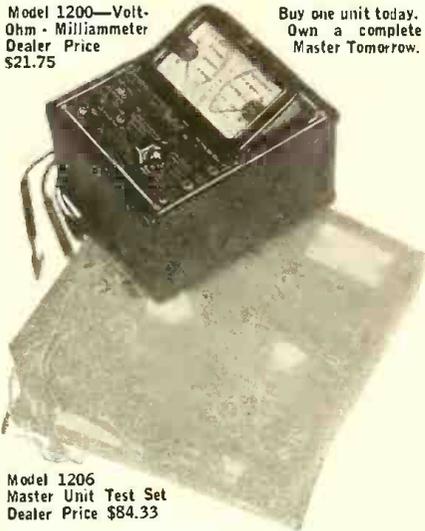
Only the most modern methods are used in the Utah production line shown above.

**U T A H
 R A D I O
 P R O D U C T S
 C O M P A N Y
 O R L E A N S S T R E E T
 C H I C A G O**



MAKE YOUR INVESTMENT TODAY PAY BIGGER DIVIDENDS TOMORROW

Model 1200—Volt-Ohm-Milliammeter
Dealer Price \$21.75



Buy one unit today.
Own a complete
Master Tomorrow.

Model 1206
Master Unit Test Set
Dealer Price \$84.33

OBSOLESCENCE is the bugaboo of radio. It is particularly the bugaboo of the radio serviceman when it comes to investing in test equipment.

Of course there are going to be changes in radio; of course this industry is going forward. But test equipment can be designed whereby possible loss from obsolescence is minimized. For instance, it is hard to conceive of a radio change that would obsolete the Triplet Volt-Ohm-Milliammeter, as this measures the electrical standards of the volt, the ohm and the ampere.

Consider also, the Triplet Master Unit Test Set is built up of four distinct units, the Volt-Ohm-Milliammeter, the Tube Tester, the Signal Generator and the Free Point Tester. Every precaution has been taken against obsolescence with each individual unit. But if a revolutionary change should come along, all units would certainly not be obsoleted. Compare this then, with other equipment from the standpoint of obsolescence and you will realize why your investment today in Triplet will pay bigger dividends tomorrow.

More and more dealers are learning that the right service equipment to own must combine with quality, these additional features: portability, compact size, maximum protection against obsolescence and minimum risk from unavoidable damage. If you too want all of these features, insist on Triplet.

SEE YOUR JOBBER



The Triplet Electrical Instrument Co.
197 Harmon Drive
Bluffton, Ohio

Without obligation please send me

More information on Triplet Master Unit Test Set.

Name

Address

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

SERVICE NOTES

(From page 52)

casual, and is seldom sufficiently critical to note the existence of data indicating that changes have been made in the chassis.

Changes in chassis are far more numerous than they were in the past. True, the manufacturers identify these chassis by one form of coding or another, but much time is lost in many service shops because service men do not take the trouble to establish the presence of the identifying symbol indicating that a variation exists.

INCREASING PROFITS WITH AUTOMATIC LINE SWITCH

★ L. M. Parker, Sherrill, N. Y., tells in the RCA Service News how he turns a 50 cent job into a \$5 one.

"When called to service broken switches, I have cut out the defective switch, shorted the leads, and plugged the set in a 'Mark time' switch. This can be done in less than a min-

ute, and 7 out of 10 people are glad to pay the cost of a device which automatically turns the radio on or off at a predetermined time."

AUTO RADIO GROUNDS

★ Service note from Galvin Mfg. Co. (Motorola) strongly advocates complete grounding of auto radio sets.

"We have come to this conclusion after checking numerous installations, and in every case, without exception, we were able to eliminate all ignition interference by improving the ground connections at the following points:

1. Set mounting bolts
2. Junction box grounded to the cowl, not to the instrument panel
3. Dome lite filter grounded to the cowl—not to the instrument panel
4. Grounding the junction box to the frame of the car—not to the running board when using under-car aerial

(To page 64)

AUTOMOBILE ANTENNA AND BATTERY GROUNDS CHART

CAR	1930	1931	1932	1933	1934	1935	1936
AUBURN.....	P...NO	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES
AUSTIN.....	P...NO	P...NO	P...NO	P...YES
BUICK.....	N...NO	N...NO	N...NO	N...YES	N...YES	N...YES	N...NO
CADILLAC.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...NO
CHEVROLET.....	N...NO	N...NO	N...NO	N...YES	N...YES	N...(**)	N...NO
CHRYSLER.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
CONTINENTAL.....	N...NO	N...NO
CORD.....	P...NO	P...NO	P...NO	P...NO	P...YES
CUNNINGHAM.....	N...NO	N...NO	N...NO	N...NO	N...NO
DE SOTO.....	P*...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
DODGE.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
DUESENBERG.....	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO
DURANT.....	N...NO	N...NO	N...NO
ESSEX.....	N...NO	N...NO	N...NO	N...NO
FORD.....	P...NO	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES
FRANKLIN.....	P...NO	P...NO	P...NO	P...NO	P...YES
GRAMM.....	P...NO	P...NO	P...NO	P...NO	P...YES	P...YES	P...NO
HUDSON.....	N...NO	N...NO	N...NO	N...NO	P...YES	P...YES	P...NO
HUPMOBILE.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
LAFAYETTE.....	P...YES	P...YES	P...NO
LA SALLE.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...NO
LINCOLN.....	N...NO	N...NO	N...YES	N...YES	N...YES	N...YES	N...YES
MARMON.....	P...NO	P...NO	P...NO	P...NO	P...NO
MASV.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...NO
OLDSMOBILE.....	N...NO	N...NO	N...NO	N...YES	N...YES	N...NO	N...NO
PACKARD.....	P...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
PIERCE-ARROW.....	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES	P...YES
PLYMOUTH.....	N...NO	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES
PONTIAC.....	N...NO	N...NO	N...NO	N...YES	N...YES	N...YES	N...NO
REO.....	N...NO	N...NO	N...NO	N...YES	N...NO	N...YES	N...YES
ROCKNE.....	P...YES	P...YES
STUDEBAKER.....	P...NO	P...NO	P...YES	P...YES	P...YES	P...YES	P...YES
STUTZ.....	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO
TERRAPLANE.....	P...YES	P...YES	P...NO
WILLYS.....	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO	N...NO

* Some models have N. ground. ** Standard..YES - Neeter..NO

† Some models have built in antennae.

N - Negative battery terminal grounded to chassis. YES - Car equipped with built in antennae.
P - Positive battery terminal grounded to chassis. NO - Car not equipped with built in antennae.

Courtesy General Electric Co.

Radio Today

The Right Time Payment Plan Makes More Sales

TO get the benefit of all that a time payment plan has to offer in the way of profit-making possibilities, the dealer must take advantage of the best available service.

That service should provide a plan easy to sell, safety for all parties to the contract, be underwritten by a finance company in which the public has *unlimited confidence* and administered with *promptness, efficiency* and *courtesy*. Such a service plan is that offered by Commercial Credit Company through its local offices in the principal cities of the United States and Canada.

Behind the local offices which offer this plan, assuring you close personal service, stands the entire organization of the Commercial Credit Company whose record of handling more than \$600,000,000 of receivables and time payment financing during the past year speaks for itself.

Commercial Credit Company has a staff of highly trained men, who are at the service of dealers and distributors at all times. These men may be consulted on matters of financing without cost or obligation. One of them is as close to you as your telephone. Why not call him now?

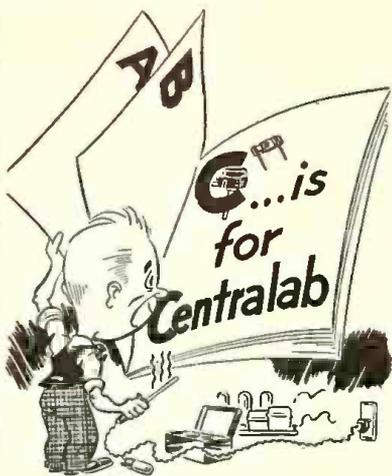
COMMERCIAL CREDIT COMPANY

COMMERCIAL BANKERS
CONSOLIDATED CAPITAL

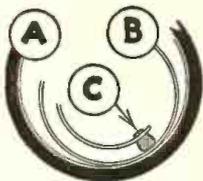


HEADQUARTERS: BALTIMORE
AND SURPLUS \$49,000,000

FINANCING SERVICE FOR MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH
170 OFFICES IN THE UNITED STATES AND CANADA

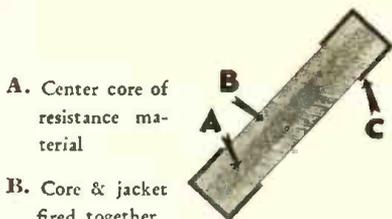


Big boy—you've learned your service lesson well when you've memorized this page. For it leads on to page "P" for PROFITS and page "S" for Success. Be wise—stick to CENTRALAB for ALL replacement work.



- A. Resistor strip on inner circumference
- B. Non-rotating metal band

C. Oilless wood bearing



A. Center core of resistance material

B. Core & jacket fired together

C. Pure copper end contact

Centralab

Milwaukee, Wis.

BRITISH CENTRALAB, Ltd.
Canterbury Road, Kilburn
London, N.W. 6, England

CENTRALAB
68-70 Rue Amelot
Paris, France

VOLUME CONTROLS
FIXED RESISTORS
SOUND PROJECTION CONTROLS

SERVICE NOTES

(From page 62)

5. Grounding rear edges of the hood when using roof aerial
6. Ground the steering column, if necessary, especially in Chrysler cars and in cars where the distributor suppressor is omitted

"If caution is used in securing better ground connections at the above points, the balancing of the Magic Eliminode and elimination of interference become a very simple and interesting procedure."

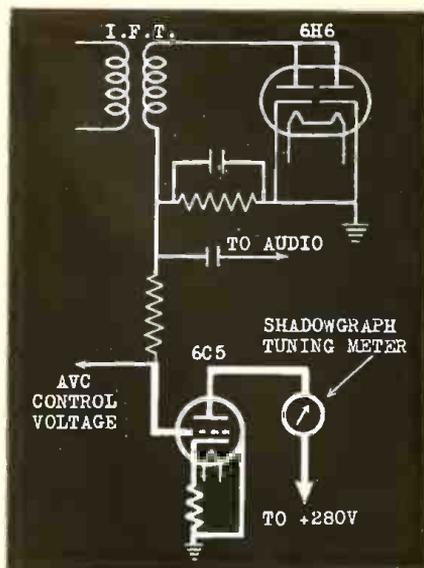
WHAT RESISTOR TO USE

★ On page 46 of this issue is a chart compiled by the editors of RADIO TODAY showing how to determine the values of resistors for various radio purposes. It tells what any two of the following are, if the other two are already known: RESISTANCE, CURRENT, VOLTAGE, WATTAGE. No calculations are required.

ZENITH SHADOW METER

★ Circuit for the shadowgraph tuning meter in Zenith 12-L-57, 12-L-58, 16-A-61, 16-A-63 sets differs widely from conventional method.

A separate tube is employed to operate the shadow meter mechanism. AVC control voltage is applied to grid of 6C5 tube. As AVC voltage goes negative (as station is tuned in) the current in the plate circuit decreases causing the shadow to narrow.



Zenith tuning meter circuit.



CONDENSER CARE!

DON'T let excessive humidities and temperatures worry you!



Cornell-Dubilier Electrolytic Capacitors, triply sealed, are scientifically designed to withstand the most abnormal summer conditions.

Retain your customer's confidence by insisting on C-D electrolytics. Available in a complete capacity range from 25 to 500 volts D.C., at all C-D authorized distributors.

THE MOST COMPLETE CONDENSER LINE IN THE WORLD
WET & DRY ELECTROLYTIC • MICA • PAPER • DYKANOL

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CORPORATION
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NEW YORK

10,000
RADIO PARTS



Parts to cover every radio need—get them from ALLIED. Fresh, clean stocks of highest quality—all at lowest prices. Order from the new ALLIED Catalog—Radio's Leading Supply Guide.

ALLIED RADIO

833 W. Jackson Blvd. Dept. 15-G
Chicago, Illinois

Send me your FREE Radio Catalog.

Name

Address

SERVICE NOTES

If tuning meter does not perform properly or is not sensitive enough, difficulty usually is with the control tube—try a new 6C5 tube before looking for trouble elsewhere. Also check meter for open circuit.

VOLUME CONTROL REPLACEMENTS

★ Reviewing the experiences of thousands of servicemen in handling volume control replacements, George Mucher, Chief Engineer of Clarostat Mfg. Co., offers the following "don'ts":

Don't attempt to replace C-bias and antenna C-bias controls before checking—

1. Control tubes for "shorts."
2. Bleeder resistor (if used).
3. Whether original control has a built-in bias resistor. In such cases use external bias resistor if exact duplicate control is not available.

Don't attempt to replace screen grid control before checking—

1. Control tubes for "shorts."
2. Screen by-pass condensers for "shorts."

Don't attempt to replace plate circuit tone controls before checking series condensers for "shorts." Due to high AC voltages generated across control on loud signals, we strongly recommend the use of wire-wound controls for such applications.

Failure to heed the foregoing "don'ts" may result in burned-out controls.

HEADPHONES ON ANY SET

★ Addition of headphones to supplement speaker reproduction is comparatively simple and will produce additional profits for the wide-awake serviceman.

When installing headphone jack or adapters there are a few musts to be followed: high voltage DC must be eliminated from headsets, and some method of disabling the speaker must be employed.

High voltage can be eliminated by connecting the headsets in low voltage circuits—such as secondary of a-f. transformers, or by placing condenser (.1 to 1 mfd.) between one terminal of phones and high-voltage and grounding other terminal. Phones can well be placed from plate terminal of audio tube to ground, across secondary of interstage audio transformer, or across secondary of output transformer.

(To next page)

"The World's Best Value"



KADETTE RADIOS

INTERNATIONAL RADIO CORPORATION, ANN ARBOR, MICHIGAN, U.S.A.

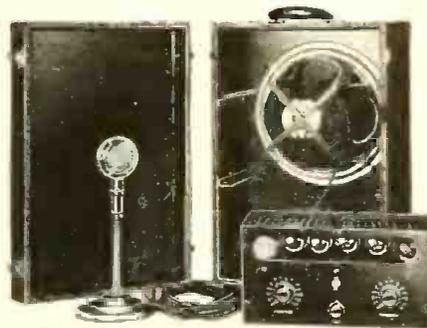
FREE



POPULAR P. A. SYSTEM

on

NATIONAL UNION PLAN



Webster-Chicago Model PA-417A



A complete portable sound system having a dual diaphragm crystal microphone, a 4-stage amplifier using 6 tubes (furnished), a dual input mixing system, and one D.C. dynamic speaker; all contained in carrying case.

Other National Union Offers

In **SOUND EQUIPMENT** items available include 17-watt portable system, 10-watt portable system, 6-watt portable system, phonograph pickup and turntable, etc.

In **SERVICE EQUIPMENT** items available include tube testers, analyzers, oscillographs, signal generators, modulators, meters, etc.

In **SHOP EQUIPMENT** items available include stock cabinets, coats, display signs, etc. All items available free on attractive National Union deals.

**The Largest Per Cent of Increase
This Year in the Radio Business is
Being Done in Sound Equipment . . .**

National Union believes this field should gravitate to the radio service dealer. Now is the time to get started. National Union makes it easy for you to go into this business by furnishing equipment on National Union deals, requiring minimum outlay of cash. Further, National Union will help you learn the business; how to sell, how to rent, how to expand, how to explore the possibilities, just the same way that they did in helping service dealers build up service work. Don't delay—Get into sound now!

The National Union Way

Through National Union's help, radio service dealers everywhere have been able to set up better equipped shops to do better work; also to obtain merchandise helps that produce more customers. National Union has constantly put the latest advances in scientific equipment as well as modern selling aids within reach of the service dealer. The National Union deal calls for a dealer deposit which is rebated when the specified number of tubes have been purchased. Over 50,000 completed deals. Every service dealer should investigate.

**Act Now! Send Coupon!
Let National Union Help You!**

National Union Radio Tubes are handled and recommended by more Service Dealers than any other make. See your National Union Jobber. Write for complete information.



THE ROAD TO BETTER BUSINESS

1. Full guarantee on highest quality radio tubes.
2. Cut price business not solicited.
3. Price Protection.
4. N. U. jobber stocks are complete...No hunting for odd types.
5. Timely business building aids.

NATIONAL UNION RADIO CORPORATION,
570 Lexington Ave., New York City (RT736)

... Free offer for Webster-Chicago Model PA-417A

... Free offer for

Dealer's Name.....

Address

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



**The
WINNING
HAND**

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.



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Completely revised—right up to the minute—everything in radio—at the right price. Radolek makes money for you. Over 10,000 Repair Parts—a complete selection of Receivers, Amplifiers, Tubes, Tools, Books, Instruments—always in stock—ready for speedy shipment to you. You need this big Radio Parts Catalog. It's free! Send for it.

Radolek endeavors to restrict distribution of The Profit Guide to those actively and commercially engaged in the Radio business. Please enclose your Business Card or Letterhead.

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614 W. RANDOLPH—CHICAGO

Send Me the Radolek Radio Profit Guide FREE.

Name

Address

Serviceman? Dealer? Experimenter?

SERVICE NOTES

(From preceding page)

Speaker can be disabled by opening voice coil lead, by shorting primary of output transformer, by shorting secondary of input transformer. Choice depends upon where headphones are connected. Either a separate switch can be employed or a multiple spring jack which performs the operation automatically as the headphones are plugged in.

When connections are made to high-voltage circuits be sure to use condensers with rating of at least double the voltage encountered. For economy it is usually desirable to make connections in low voltage circuits.

It is usually a simple matter to sell the installation when a set is in the shop—some reasons for headphones are: reception without disturbing rest of family, for short-wave and DX reception. If desired an adapter kit can be sold, eliminating circuit changes in set.

**"COMPLETE SERVICE JOBS"
SOLD THRU PROGRAMS**

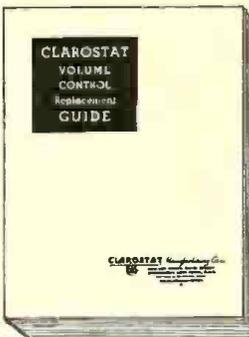
★ "The average radio serviceman today is intelligently interested in every scrap of information he can get about his profession," says Paul S. Ellison, Eastern sales supervisor for Sylvania radio tubes.

"The recent change in format of *Sylvania News*, to provide a separate 4-page technical section, has opened our eyes to the fact that servicemen have become not only better technicians, but better salesmen. From all over the United States, servicemen wrote to thank us for the additional service and technical information made possible by the new section. We rather expected that, however. What we did not expect were the numerous intelligent comments on sales, display and practical customer-contact articles which have been featured.

"We discovered also that servicemen are learning to use radio entertainment as a sales argument. It has always been a pet theory of ours that the radio dealer who sells entertainment rather than sets or tubes, will in the end sell more sets and tubes than his brother who harps only on fidelity and volume control. Some of them tell us that they have less difficulty in getting their customers to permit a complete service job when they are able to draw the family into a discussion of favorite programs."

Matched!

It's easy to match original volume control equipment. Just look up the set in **CLAROSTAT Guide**. Presto! There's the dope. Your jobber can furnish the unit called for.



Composition - element type for wide resistance range.

Wire-wound type for handling appreciable current.

Choice of resistance values and tapers.

Velvety rotation . . . noiseless . . . dependable . . . long-lived.

It costs you less when you use CLAROSTAT Exact Duplicate Replacements. You save time, trouble, kicks.

Write for your copy of CLAROSTAT Replacement Guide No. 2. Meanwhile, ask your jobber for CLAROSTAT controls.

CLAROSTAT
MANUFACTURING CO.
Incorporated
285 North Sixth St.
Brooklyn, N. Y.

**JFD REMOTE-O-CABLE
REPLACER**
The ONE MACHINE that DOES IT ALL!



\$37.24
NET
TO DEALERS

Designed especially for auto radio work, the REPLACER easily and quickly removes old fittings—swedges cable to prevent unravelling—cuts cable to exact length—replaces old fittings on new cable.



Auto radio control cable and housing, same as originally used by leading set mfrs. 50, 100 and 200 ft. lengths. Plain and gear-type fittings and housing-ends. Exact duplicates of size and quality. Equips you for 95% of all jobs. Write for 5-page catalog now ready.

J. F. DISTRIBUTING CO.
5024 Fort Hamilton Parkway
Brooklyn, N. Y.

WITH THE WHOLESALERS

concerning Holly . . .

★ New distributor for Arcturus tubes in Albany, N. Y., is Ray-Lab, Inc., 641 Broadway. Albany office is a branch of Elmira, N. Y. and it will be managed by L. R. "Holly" Hollenbeck.

dealer noise . . .

★ More than 150 radio dealers in Chicago territory were the guests of Menard-Coen, Inc., at the Hotel Sherman, July 1, when the new Fairbanks-Morse radio line was presented to the local trade. Jobbing organization pro-

vided open house for the dealers, and among the Fairbanks-Morse executives who were present were W. Paul Jones, Vice-President and General Sales Manager, and Parker H. Erickson, Radio Sales Manager. Mr. Erickson was in charge of the demonstration.

bandwagon . . .

★ L. C. Wiswell & Co., Chicago, one of the leading wholesale organizations in the Middle West, has joined up with the Stewart-Warner band-wagon and is now a distributor of Stewart-Warner radio sets. Les Wiswell attended the recent Stewart-Warner radio conven-

tion at the Drake and was delighted with the company's merchandising plans for the coming season. Among other products distributed by the Wiswell organization are Leonard Refrigerators and Easy Washers.

open houses . . .

★ Execs at Sutton Elec. Corp., GE jobbers of Wichita, Kan., are also showmen of special ability. For 200 dealers in Kansas and Oklahoma they have recently held exceptional open house dealer showings in Dodge City, Salina, and Wichita, Kan. G. L. Gruenwald, sales manager, gets instantly enthusiastic when you mention GE's new farm set, and Sutton's have plans for an A1 job in this direction. R. M. Sutton heads the firm and H. S. Fox is vice-pres. and treas.

2 P.A. SYSTEMS FOR THE COST OF 1

Universal 6 V (D.C.) or 110 V (A.C.) (Pat. Pending)

- 20 Watts Output
- Amplifier and Turntable built in one unit
- Two 12" Permanent Magnet Speakers
- Hand Type Dual Diaphragm Crystal Microphone



- Strict Dealer Policy
- Fully Licensed
- TIME PAYMENT PLAN

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.

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.

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

THE WEBSTER COMPANY
 Section JL-9, 3825 W. Lake St., Chicago, Ill.
 Without obligation please send me
 More information on Model MP-420.
 New 1936 Catalogue.
 Name
 Address
 City State



CUSTOMER INSURANCE

"I'VE INSURED MY CUSTOMER'S 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!

prices . . . and all the technical and sales helps that Hygrade Sylvania gives you.

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

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.

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THE SET-TESTED RADIO TUBE

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Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

Our complete dealer sales plan opens the way to better business. Write for it today.

Genuine
Glass or All-Metal
Radio Tubes



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KEN-RAD
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Division of The
Ken-Rad Tube
and Lamp Corporation
OWENSBORO
KY.

Also Mfrs. of Ken-Rad
Incandescent Elec. Lamps

SENSATIONAL

**New Auto Antenna Brings In
Stations • Brings In Business**

It's new, efficient, stylish and streamlined. Thousands already in use . . . it's the fastest seller imaginable.

NORWEST
STREAMLINE
AUTO ANTENNA
PAT. PENDING U.S.A. & CANADA

Designed especially for Turret Top cars. No holes to drill . . . increases pickup in isolated districts where signal strength is weak. Low motor noise level obtained by shielding effect of car top. Will not short out from ice, water or mud. Works well anywhere all the time. Nothing comparable on the market. Insures more distance, less noise and more volume. Mounts on rubber vacuum cup standoffs, adds to streamline appearance. Works equally well on fabric top cars. Easily and quickly installed.

New Low List Price { Sedan or Coach - \$5.50
Coupe - \$5.00

**NORWEST RADIO
LABORATORIES**

Main Office and Factory
(DEPT. 7-2)
3454 FULLERTON AVE.
Chicago, Illinois

Western Division, Shelby, Montana

**JOBBER
AND DEALERS
WRITE FOR
DETAILS
N-O-W**



IT SELLS AND IT SATISFIES

WHOLESALE

transfer . . .

★ Ray H. Turner, Philco representative in Kansas City, Mo., for the last year, has shifted to Wichita, Kan., where he will work with Spurrier's, Inc., distributors of the south central Kansas area. Turner will supervise Philco distribution in Kansas and western Missouri.

trio . . .

★ Three distributors reporting that they will stock Zenith in place of Atwater Kent are E. B. Latham Co., Newark, N. J.; Brown Electric Co., Oklahoma City, Okla.; Strauss Frank Co., San Antonio, Tex.

daily except Sunday . . .

★ Reporter from RADIO TODAY happened in upon a gala radio show at Kansas City, staged by Earl J. Goetze, RCA distributor. Billing said "special presentations daily except Sunday, Sunday showing by appointment." More than 400 dealers of the area were attracted; assisting Mr. Goetze as hosts were Tom Condon, sales manager, and Herman Embrecht, sales representative for Northern Missouri. Show occupied an entire building, loudly advertised outside; there were lunches, movies, addresses during the meeting and afterwards the floors were opened to the public. RCA factory men on hand were H. C. Bonfig, F. B. "Ted" Ostman and H. T. Stockholm.

new one . . .

★ Important distributing organization, exclusively Philco, has been set up in Dayton, Ohio, at 427 E. Third St. Firm is called Dayton Radio Co., Inc., president is R. V. Ford, who last month made a special statement to RADIO TODAY. Company will distribute parts and tubes, and will offer complete installation and service on auto sets, throughout 11 counties of Ohio. Treasurer is W. W. Bennett; secretary, Harrison Godsell.

radio drama . . .

★ Westinghouse distributors from Maine to Atlanta, and from Pittsburgh east, met in New York City recently for a dramatic announcement of the company's new line. Similar meetings are being held in Chicago, St. Louis and the West Coast, where merchandising policies, advertising and sales promotion plans will be outlined as at the New York meeting.

special group . . .

★ Emerson has made exclusive distributor arrangements with these firms: E. J. Edmonds, White Plains, N. Y.; D'Elia Electric Co., Bridgeport, Conn.; Albany Distributing Corp., Albany, N. Y.; B. W. Smith Co., Cleveland, Ohio; Columbus Ignition Co., Columbus, Ohio; Buhl's Sons & Co., Detroit, Mich.; Auto Equipment Co., Denver, Colo. Latter company covers all of Colorado, adjacent counties in Kan., Neb., N. Mex., and Wyo.

E. J. Edmonds held an important dealer showing July 10.

WRIGHT-DECOSTER New 12-inch Speaker



Model 990
Cone diameter 12 inches
Overall depth 7 inches

Features:

- Universal Field Coil
- Universal Transformer
- Para-Curve Diaphragm
- Appearance
- Improves any Radio

The Universal field coil furnishes all standard resistances and is a brand new feature.

LIST PRICE \$9.90
There's a big market waiting for this item.

Write for complete catalog and name of nearest distributor. Wright-DeCoster distributors are always anxious to cooperate.

WRIGHT-DECOSTER, INC.

2265 University Ave., St. Paul, Minn.
Export Dept.: M. Simons & Son Co., New York
Cable Address: "Simonrice"
Canadian Office: Wright-DeCoster, Inc., Guelph, Ont.

COMPLETE ELECTRIC PLANTS



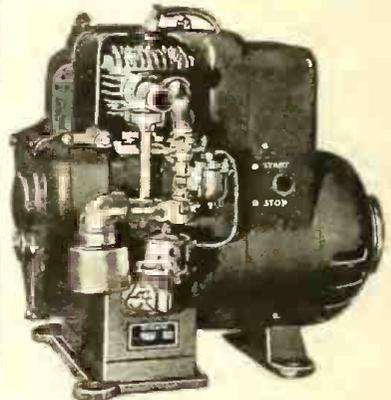
**ONAN ALTERNATING
CURRENT PLANTS
OPERATE A.C. RADIO,
PUBLIC ADDRESS
SYSTEMS, SOUND CAR
EQUIPMENT, MOTION
PICTURES.**

Can Be Used Anywhere

Supply Electricity for Camps, Cottages, Farms, Boats, Commercial Purposes and places where current is not available from power companies. Will Operate Water System, Refrigerator, Household Appliances.

Sizes to Suit Every Purpose

Built in sizes 350 to 50,000 watts, \$110 and up. Supply 110 or 220 volt, 60 cycle, single or three phase current. Operate on Gasoline, Gas or Distillate. Also 32 volt, D.C. Models. All Models furnished complete, ready to run.



Write for details

D. W. ONAN & SONS

563 Royalston Ave. Minneapolis, Minn.

TRADE NEWS

— Eckhardt new Grunow exec
— Webster Electric expands

★ Walter L. Eckhardt, one of the best known executives in the radio and allied industries, has been appointed general director of sales of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow radio sets and refrigerators. Mr. Eckhardt needs no introduction to the radio industry; he has been identified with the manufacturing and marketing of radio products from the very inception of the industry; his personal executive and marketing experience dating back more than over thirty years. His association with the Grunow organization in an important executive capacity should not only be successful and profitable but a very happy one, for Mr. Eckhardt has been a close personal friend of W. C. Grunow for many years, in close touch with Mr. Grunow's business activities. Mr. Eckhardt personally knows the great majority of jobbers, and his familiarity with the marketing of specialty products will undoubtedly be reflected in the cooperation given to Grunow distributors and dealers in the stimulation of sales. Mr. Eckhardt states that he will have some interesting information to give the trade around August 1, regarding the company's merchandising and sales promotion plans.

★ Webster Electric Co., Racine, Wis., has announced that it now offers to the trade a full line of sound systems licensed under patents owned or controlled by Western Electric and the American Telephone & Telegraph Co.

★ Triangle Electric Co., 600 West Adams St., Chicago, recently bought the good will, trade marks, and patent rights of the old Grigsby-Grunow organization, manufacturer of the nationally known Majestic radio sets and refrigerators. N. L. Cohn, one of the pioneers of the radio industry, is president of the newly reorganized Majestic Radio and Television Co. Executives of the company are not quite ready with exact details as to their merchandising plans in connection with Majestic products. Mr. Cohn states that the company will have an exclusive franchised distributing plan for dealers that will enable them to develop sales potentialities to a maximum degree.

★ Paul Galvin, president, Galvin Mfg. Corp., Chicago (Motorola), accompanied by Mrs. Galvin and their son, sailed on the S.S. "Rex" June 27 for a visit to various European countries. They return to America on the "Queen Mary" early part of September.

★ Utah Radio Products Co. announces the appointment of O. P. Smith as sales manager. 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 Co. and the Kodel Radio Co. Coincident with this, for a period of 14 years, represented the Hertner Electric Co., manufacturers of motor generator battery charging equipment.

For the last 4 years he has represented the Radiart Co. of Cleveland and the Quam Nichols Co. of Chicago. Prior to this time he was for 4 years representative of the Wright-De Costa Speaker Co. Smith brings to Utah a very valuable asset in his ten years of experience, particularly with radio loud speakers and other accessories, which represent the principal products of the Utah Radio Products Co.

★ Cinaudagraph has announced the appointment of Arthur Rocke as general export manager, with offices at 100 Varick St., N. Y. C. Export dept. recently expanded from old address at 15 Laight St.

★ Ray T. Perron is the new sales director for the New England territory for Cornell-Dubilier Corp., condenser makers of Bronx, N. Y. Further announced by CD: R. W. Mitscher is sales representative for the State of New York, excepting New York City.

★ Pierre Boncheron, formerly advertising manager for RCA-Victor, is now general merchandising manager for the Remington Arms Co., Inc., Bridgeport, Conn.

SELL Both FARM LIGHTING SYSTEM - and a RADIO an Exclusive OFFER!

IT'S a NATURAL combination deal, exclusively for Franchised Corona dealers. All over the country they are preparing to "go to town" with it!

An efficient Corona Gas Engine Plant (6 volts—150 watts) and the finest American—Foreign—Police—battery radio ever built—with plenty of profit for YOU! There has never been an offer like this in radio history. It's the greatest opportunity farm radio and appliance dealers ever had!

And it has a powerful national advertising campaign behind it!

YOUR CUSTOMERS SAVE \$20⁰⁰

NATIONALLY ADVERTISED TO 3,064,892 FARMS!

CORONA
RADIO & TELEVISION CORP.
420 N. Sacramento Blvd., Chicago, Ill.

MAIL THIS COUPON

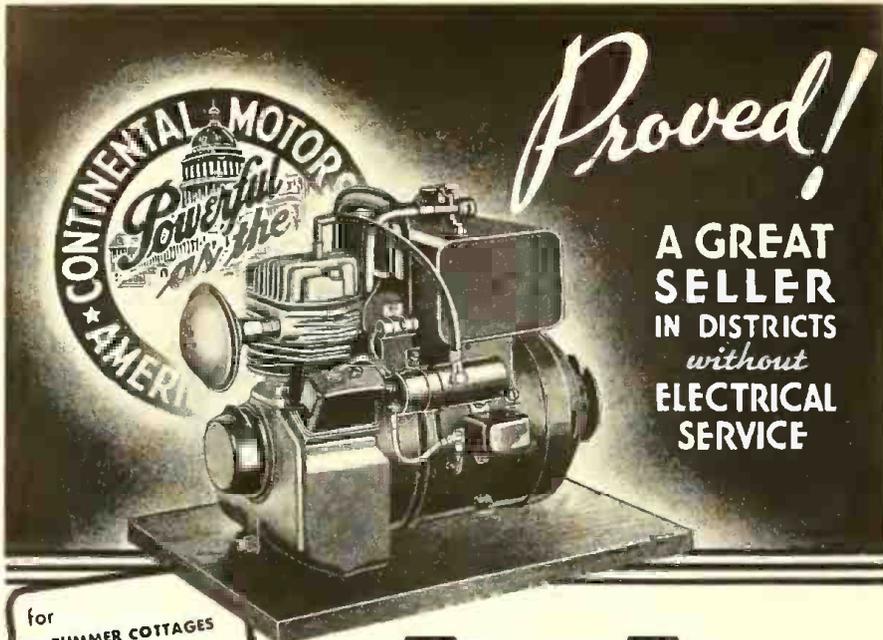
CORONA RADIO & TELEVISION CORP.
420 N. Sacramento Blvd., Chicago, Ill.

Rush me full details on the Exclusive Corona Radio and Farm Lighting Plan.

Store

Address

By



Proved!
A GREAT SELLER
 IN DISTRICTS
without
ELECTRICAL SERVICE

- for
- SUMMER COTTAGES
 - FARM HOMES
 - CAMPS
 - WAYSIDE GARAGES
 - SOFT DRINK STANDS
 - MOTOR CRUISERS
 - AUTO TRAILERS
 - SAIL BOATS

Tiny-Tim

Radio Battery Charging and PORTABLE Power Plant

Cash in on this demand for new type small, low-cost, portable power plants. Don't confuse this with the big, expensive plants. Here's something entirely different. There's big profit opportunity for you in this simplified, portable power plant with its genuine Red Seal engine and entirely new type of generator. Designed in the Continental laboratories, TINY TIM provides dependable service at a minimum cost. It will operate eighteen to twenty hours on one gallon of gasoline. Will light fourteen 15-watt electric lamps, and will at the same time charge a 6-volt battery. Weighs only 57 pounds. Controlled voltage (your battery will not receive an over-charge due to high voltage—an exclusive feature). TINY TIM will sell and sell big in your territory. That's already a proved fact. Retail price \$55.00. Write for discounts and information on profitable dealer proposition. We also have a new, simplified installation wiring system which can be installed in less than an hour at slight additional cost.

Continental Motors Corporation

12801 East Jefferson Avenue . . . Detroit, Michigan



This ad pinned to your letterhead will bring you complete data on the great Baldwin line of Replacement Speakers.

CONSOLIDATED RADIO PRODUCTS CO., 61 W. SUPERIOR ST., CHICAGO
 60 E. 42nd STREET, NEW YORK, N. Y.

WHOLESALEERS

life in Florida . . .

★ J. E. "Jimmie" Johnson has resigned as president of the Cooper-Louisville Co., Crosley distributors, Louisville, Ky., because he wants to live in Florida. At Tampa, Fla., he has founded a new company also to distribute Crosley, called the Johnson Distributing Co., of which he is president.

S. J. "Syl" Rapter, formerly vice-president of Cooper-Louisville, was enthusiastically named president of the firm, to succeed Johnson.

plans a-plenty . . .

★ A. L. Cowles, young Memphis gentleman who speaks without a trace of a Tennessee drawl, has mentioned the details of how his company, Riechman-Crosby, is building a big wholesale set-up for Grunow in the area. This jobber firm, of which Cowles is radio and refrigerator manager, has already lined up 125 dealers in Arkansas, Tennessee, Mississippi, in the midst of what is described as a popular cry, "We want Grunow!" J. A. Riechman heads the company; R. Alcott is vice-president.

federal men . . .

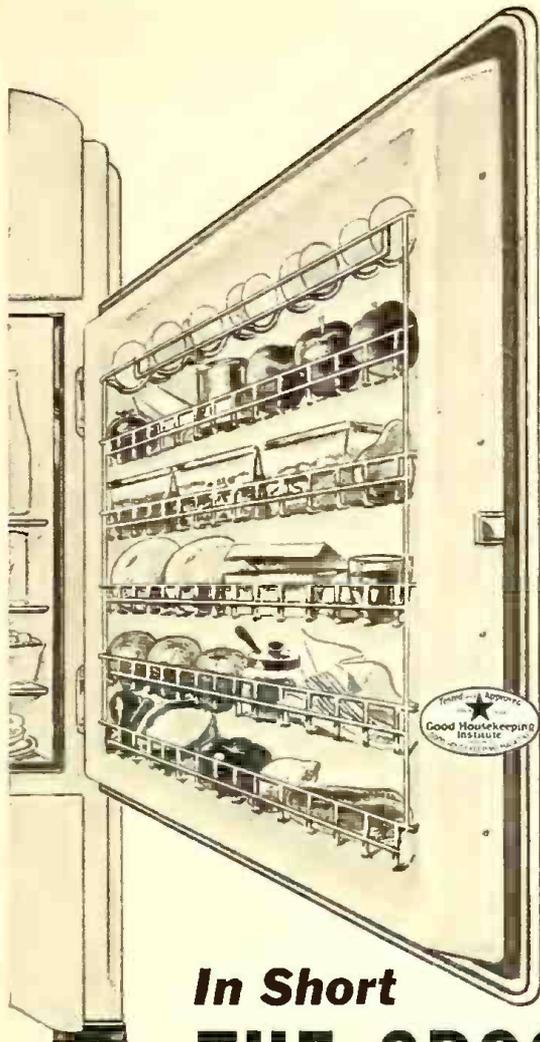
★ Federal Distributing Co., Zenith wholesaler at 2004 Grand St., Kansas City, Mo., is re-franchising all its dealers in the area, which includes Western Kansas and Eastern Missouri. Nearly 100 dealers have already completed the agreements and have ordered over 1000 sets; last year at this same time the firm hadn't even held its initial showing. G. S. Dulin, Federal's secretary-treasurer, expects the season's volume to be up 200 per cent, due to wave of interest in wind chargers. Home demonstrations is the keynote of Federal's drive, which will also include broadcast plugs on 3 stations; WDAF, Kansas City; KFEG, St. Joseph, Mo.; and KWTO, Springfield, Mo.

count 'em . . .

★ List of Crosley distributors who have held recent dealer shows featuring 1937 lines: Pollard Hasselbalch Co., Omaha, Neb.; Cooper-Louisville Co., Louisville, Ky.; Peirce-Phelps, Inc., Philadelphia; Graybar Electric Co., San Antonio, Tex.; Davidson Sales Co., South Bend, Ind.; Frankelite Co., Cleveland; Harry T. Wilson, Inc., Memphis, Tenn.; Hieb Distributing Co., Des Moines, Ia.; Kiefer-Stewart Co., Indianapolis; Harrisburg Standard Electric Corp., Harrisburg, Ill.; Milton-Ryan Co., Jackson, Miss.; W. E. Titus Radio Corp., Oklahoma City, Okla.; Stimpson Sales and Investment Corp., Wichita, Kan.; Stanley Distributing Co., St. Louis, Mo.; Shield Co., El Paso and Fort Worth, Texas.

windy city . . .

★ J. P. McIlhenny is the new district manager of appliance sales, GE Supply Corp., Chicago. For 22 years, McIlhenny was with the Elliott-Lewis Electrical Co., Philadelphia, and finally became sales manager for that firm.



Yes Sir-

SHELVADOR IS TOUGH COMPETITION!

No one knows that better than dealers trying to sell other makes

TOUGH to sell against . . .

this much more in a Shelvador

TOUGH to sell against . . .

the world's most beautiful refrigerator

But mighty sweet to fall in line . . . To push the refrigerator that, for four consecutive years, has shown the fastest sales growth; the refrigerator that is now making merchandising history; the refrigerator that fits the millionaire's kitchen and the working man's purse . . .

In Short

THE CROSLLEY SHELVADOR

Priced from \$99.50 to \$211.95 including delivery and installation. Five-year Protection Plan. (All prices slightly higher in Florida, Texas, Rocky Mountain States and West.)

SHELVADOR DEALERS' ENTHUSIASM REACHES NEW HIGH AS SALES AND PROFITS SOAR!

- *from Massachusetts*
300% SALES INCREASE
- *from Tennessee*
SELLS 1000% OF QUOTA
- *from Ohio*
SELLS SEVEN TIMES MORE THAN ALL COMPETITORS

The American Housewife vote for Shelvador is at flood tide. Dealers are profiting as never before. Surely—Now is the time to tie up with the leader!

THE CROSLLEY RADIO CORPORATION
POWEL CROSLLEY, Jr., *President* CINCINNATI

July, 1936

ELECTRIC WASHERS REFRIGERATORS RADIO	ERLE HYDE, Inc. <i>Electrical Appliances</i>	ELECTRIC RANGES WATER HEATERS IRONERS
123 Eighth Ave., North	PHONE 6-1119	Nashville, Tennessee
Crosley Radio Corporation, Cincinnati, Ohio		
Gentlemen:		
Immediately on organizing this business, we took on the complete Crosley line.		
Starting with a very limited capital, we have been successful in selling 200 Crosley Shelvadors in our first season, realizing quite a satisfactory net profit on our sales therefrom. Our inventory turn-over has been very rapid and our service expense has been low. Furthermore, our customers are uniformly happy and satisfied.		
When Crosley first announced the Shelvador it appealed strongly to me and my experience in 1934 as Sales Manager for a company handling a competitive line made me appreciate still more the sales and profit possibilities with Crosley. It was <u>hard</u> competition.		
The Crosley dealership is a real opportunity. An active organization can operate on a small investment, secure fast turn-over and make a real profit. Crosley gives you more than just a line -- it gives you a 12 months' business.		
We do not feel it is necessary to handle competing lines -- for Crosley covers the field and Crosley acceptance -- created by WEA and Crosley advertising -- brings sales volume easily and quickly.		
With the splendid cooperation of the Crosley factory and the Gambill Distributing Company, the Crosley wholesalers in this, the TVA territory, we look forward to a substantial increase in our business this next season.		
With the new models and the "word of mouth" advertising of <u>many satisfied</u> Crosley users -- there surely will be a "sales slide" to Crosley in 1936.		
Sincerely, <i>E. L. Hyde</i> ERLE HYDE, INCORPORATED		
EHL:LC ALL MAKES OF RADIO SERVICED		

TODAY'S TRADE TOPICS

★ Clough-Brengle Co., manufacturer of oscillators, cathode-ray oscillographs, and multi-meters recently moved its factory to 2815 West 19th Street, Chicago. This move was contemplated some time ago for the company has been handicapped by a lack of sufficient space to keep pace with the tremendous growth of its business. In its new home ample facilities are afforded for giving adequate service to the company's clients.

★ Chas. E. Forrest, managing director of International Radio Co., Ltd., of Sydney, Australia, and Auckland, New Zealand, is now making his yearly visit to the U.S., to connect with any American or Canadian manufacturers desiring representation in his countries. Forrest will be here during July, August and September, has a special interest in Australian manufacture of radio lines, royalty basis. Communications may be addressed care RADIO TODAY.

★ Transformer Corp. of America announces the opening of a new, modern plant at 69 Wooster Street, New York City, to make radio and allied products under the Clarion trademark. Company has recently been reorganized; Hubert Shortt, public address engineer, has been elected president and general manager; Frederick H. Skrotzki becomes treasurer and sales manager.

★ H. C. Abbott, identified with the radio industry for many years, has joined the sales staff of the General Household Utilities Co., Chicago (Grunow Radio Sets and Refrigerators); covering southeastern territory including the states of North Carolina, South Carolina, Florida, Georgia, Alabama, and Eastern Tennessee.

★ Robert M. Karet, for four years associated with The Radiart Corp., Cleveland, Ohio, in the development of jobber sales, has joined the Utah Radio Products Co., Chicago. He will concentrate on the development of replacement jobbers business.

★ Ray G. Olson, formerly connected with the engineering staff of the Zenith Radio Corporation and more recently with the Magnavox Company, has joined the Utah organization to take charge of equipment business with key accounts in Chicago territory.

★ Triplett Electrical Instrument Co., Bluffton, Ohio, was host last month to its U. S. and Canadian sales representatives at a 4-day sales conference at the Triplett plant. Feature was a preview of new electrical measuring and radio testing equipment. Dr. O. H. Caldwell, editor of "Radio Today," was one of the speakers at the event.

★ Leslie F. Muter, president of the Muter Co., Chicago, announced recently the appointment of John R. Scanlan as vice-president and sales manager of the company. Fred Stevens becomes vice-president and western sales manager and will be in a position to offer the company's clientele even more efficient service than heretofore.

John R. (Jack) Scanlan needs no introduction to any branch of the radio industry for he has been identified with radio since its inception and has a legion of friends among manufacturers and jobbers. He was for a number of years an executive of the Muter organization and in recent years was general sales manager of the Utah Radio Products Co. It is understood that Muter is planning some very interesting expansion plans which will be announced soon.

★ Powel Crosley, Jr., president, Crosley Radio Corp., has bought control of the Cincinnati Reds. Mr. Crosley has been interested in the club for more than two years; this month he exercised an option for purchase of the controlling interest in the Cincinnati Baseball Club Co.

★ Additional facilities at the Newton, Mass., plant of the Raytheon Production Corp., tube makers, will be in operation by Aug. 1. Important new addition to the huge main plants is now getting carloads of new equipment.

★ S.S. "Rotterdam" will leave New York Sept. 4th for a 4-day cruise to Nova Scotia, arranged by GE for 250 radio dealers and their wives. Gala plans for the summer cruise are under the supervision of D. W. May, district radio sales manager; all reservations must be in by July 15.

★ Four new directors have been named for the board of the Magnavox Co., Ltd., Fort Wayne, Ind., from exec positions in the firm. These are Joseph B. Brennan, works mgr.; J. Irving Cornell, chief engineer; Stanley S. Sondles, sales mgr.; and Frank Freimann, chief of the Electric Acoustic Products Co., a Magnavox subsidiary.

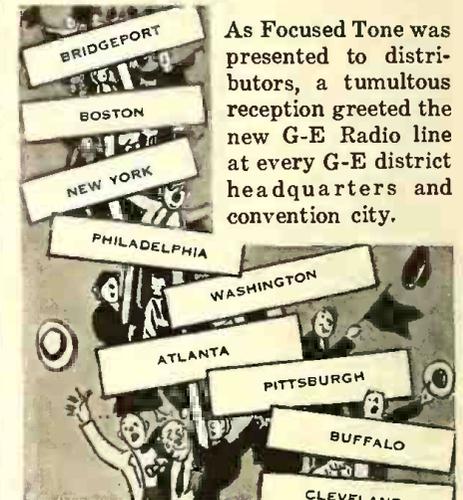
★ Irving Sarlin, veteran hard-hitting radio merchandiser of New York City, has been named as buyer for the radio department of the Ludwig-Bauman chain.

★ Radio executive from Paris, Yvan Dreyfus, will be in New York City at Hotel New Weston, Madison Ave. at 51st St., beginning July 21. Dreyfus is interested in radio sets, parts, short wave equipment, portable battery sets, microphones, amplifiers, all electrical novelties.

★ Harbour-Longmire Co., Oklahoma City, furniture store, which ranks third in volume nationally, is now a Crosley dealer.

G-E FOCUSED TONE NOMINATED BY ACCLAMATION!

Focused Tone was nominated unanimously for No. 1 Profit Maker on the first ballot at convention after convention as the G-E Radio Bandwagon triumphantly carried its candidate from coast to coast.



As Focused Tone was presented to distributors, a tumultuous reception greeted the new G-E Radio line at every G-E district headquarters and convention city.

In 48 states, at dealer meetings held shortly after each distributor presentation, Focused Tone swept the day, as dealers poured in an avalanche of orders to assure themselves of PROFITS in the 1936-1937 radio season.

Jump on the G-E Radio Bandwagon. Focused Tone has been nominated by dealers everywhere as the biggest profit-making radio line yet! Here's one candidate that's sure to win!

WATCH G-E IN 1936!

JOIN THE

GE *Focused Tone*

**RADIO
PARTY**

BANK



The Fast Selling Campaign for GREATER PROFITS

In cities, towns and villages all over the United States, G-E Focused Tone Radio has received the heaviest endorsement of any line in all radio merchandising. General Electric's FOCUSED TONE RADIO is designed to meet the exacting requirements of today's market. The new line incorporates every feature the public wants and demands. It has the sales features of a champion that fully justify a logical step-

up in price—features your salesmen can really demonstrate.

You can lead in sales and greater profits with General Electric *easy-to-demonstrate and easy-to-sell* Focused Tone Radio. You'll be supported by the most dramatic advertising and sales promotion program in General Electric Radio history. You can go places with General Electric Focused Tone Radio in 1936. Cash in on this campaign NOW!

G-E FOCUSED TONE

Revolutionizes Tuning! Automatically assures *Perfect Tone!* It's the combination of the new and revolutionary G-E radio inventions and developments that automatically and instantly shift into hair-line tuning—perfect tone.

GENERAL  ELECTRIC

Focused Tone Radio

APPLIANCE AND MERCHANDISE DEPT., GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT



Off-Focus Tone

G-E Focused Tone

Off-Focus Tone



EVERY now 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.

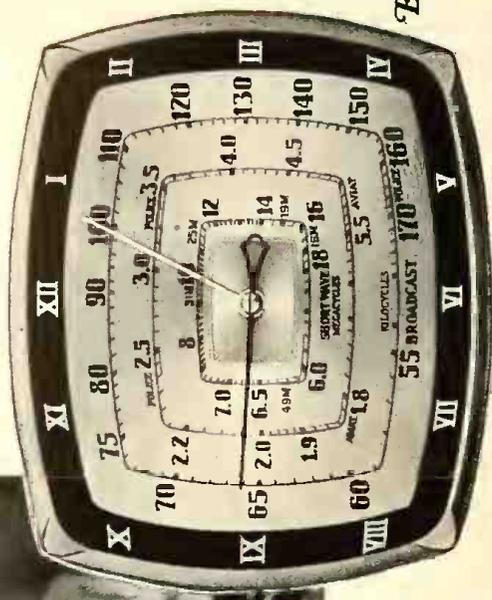
CONSOLES, **Compacts**, **Table Models**, **Farm Radio**, **Combination Radio and Phonograph**, **Portable Sets**, **Auto Radio**.

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

WE welcome distributor and dealer inquiries.

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

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.