

RADIO TODAY



KICK-OFF for Radio's Greatest Season—
Getting Set for September—See page 12.

AUGUST, 1937

Sell

**STONE... BEAUTY
ACTION... VALUE**



— and you have a
SATISFIED CUSTOMER



No. 231-F Coffee Table. Price, **\$155**



No. 231-R Arm Chair. Price . . . **\$145**

This is fundamental. And in *Tone*, on account of the Acoustical Labyrinth and Carpinchoe Leather Speaker, Stromberg-Carlson stands apart . . . in *Beauty*, the cabinets by Worthington speak for themselves . . . in *Action*, Flash Tuning and Telektor Automatic Remote Control, among other features, provide every operating convenience that radios possess . . . in *Value*, every model from \$57.50 to \$1050, offers more than can be obtained in any comparative set.

Prices quoted are for all sections except Southeastern States and West of Mississippi.

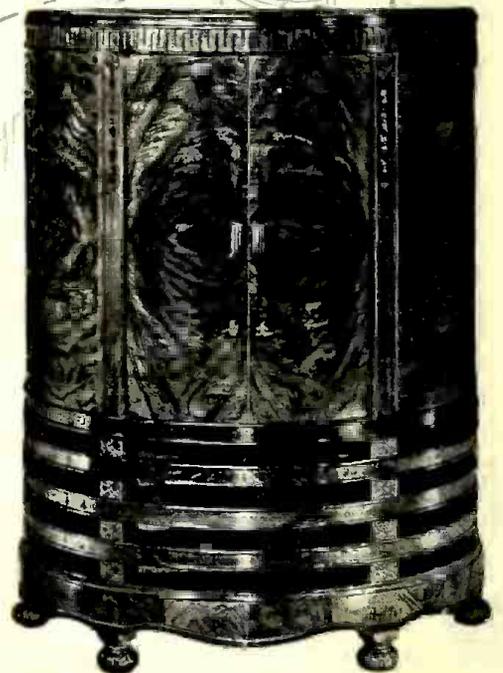
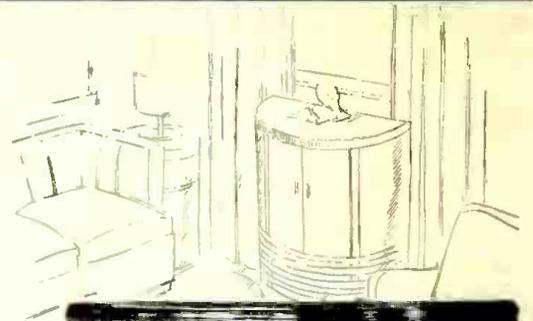
**STROMBERG-CARLSON TELEPHONE MFG. CO.
ROCHESTER, N. Y.**



No. 240-S Drop-Door Console with Labyrinth. Price . . . **\$250**



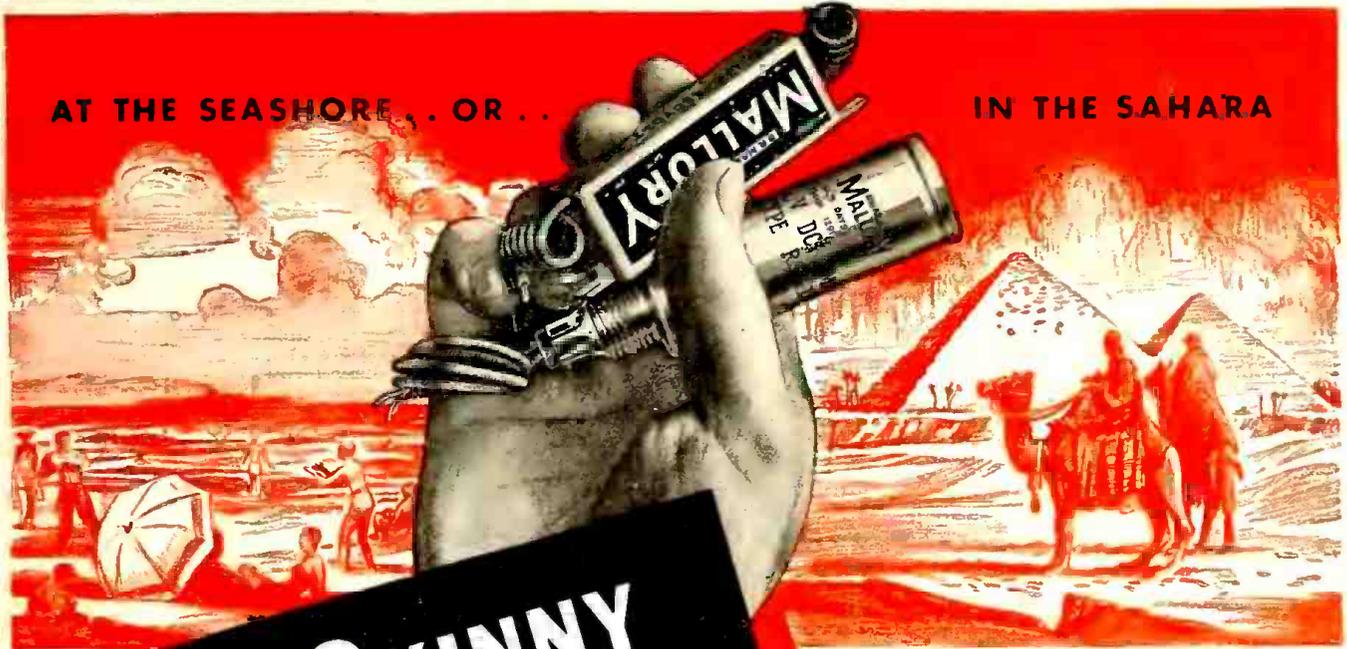
No. 240-W Mahogany Desk with Labyrinth. Price **\$250**



No. 240-R Hall-Round Console. Price . . . **\$215**

There is nothing finer than a
Stromberg-Carlson

DEPENDABLE PERFORMANCE



AT THE SEASHORE . . . OR . . .

IN THE SAHARA

**NO SKINNY
MICROFARADS**

in **P. R. MALLORY & CO. Inc.**
**MALLORY
REPLACEMENT
CONDENSERS**

When you buy Mallory Replacement Condensers you get full capacity. There are no "skinny mikes" to account for . . . no *lean* performances to alibi.

The generous capacity of Mallory Condensers is important. So is the lower power factor. Together they mean improved filtering and better performance. And—better performance means better satisfied customers.

What is done to assure the *permanence* of Mallory Condenser characteristics?

Plenty!

The famous Mallory Metal Seal *hermetically closes* each Mallory Condenser against the effects of moisture and dryness.

That's why you can depend on Mallory Replace-

ment Condensers for dependable performance any time, anywhere—at the seashore or in the Sahara Desert.

Mallory Replacement Condensers have established a position of national leadership in the service field—yet Mallory Replacement Condensers cost no more. The longer you use them the more readily you'll agree that they actually *cost less in the long run!*



**Are You Missing the Biggest
Help a Service Man Ever Had?**

Have you delayed asking the Mallory-Yaxley distributor about *your* copy of the MALLORY-YAXLEY RADIO SERVICE ENCYCLOPEDIA? See him now before the edition of this great book is exhausted.

Use

P. R. MALLORY & CO. Inc.
MALLORY
REPLACEMENT
CONDENSERS . . . VIBRATORS

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address: PELMALLO

Use

YAXLEY
REPLACEMENT
VOLUME CONTROLS

A NEW THRILL IN RADIO

CODE CONQUERED WITH THE AMERICAN CODE READER



HAVE YOU A PUNK FIST? WATCH IT AND IMPROVE IT WITH AMERICAN CODE READER.



GOV'T. REQUIRES A LOG OF EVERYTHING SENT AND RECEIVED BY HAMS. IT'S A SIMPLE TASK WITH AMERICAN CODE READER.



BE THE ENVY OF YOUR FRIENDS. JUST GET UR YL A CODE READER & TK TO HER IN CODE ON SHORT WAVE.



NOT GOOD AT COPY? AMERICAN CODE READER COPIES FOR YOU!!



AND NOW YOU CAN GET IN ON ALL THE SPEED THAT COMES OVER!

DEALER'S OPPORTUNITY

Mr. Average Radio Listener is going to want this sensational new Radio Thrill. Every amateur and beginner NEEDS the American Code Reader. Cash in on this Big opportunity. Get the facts TODAY.

Foreign Inquiries Solicited!

ANNOUNCING A SENSATIONAL NEW DEVELOPMENT FOR WHICH AMATEURS, BEGINNERS AND LISTENERS HAVE BEEN WAITING

The development of the American Code Reader has opened up a new field in radio . . . the first really NEW development of wide general interest since the popularizing of short waves.

THE AVERAGE LISTENER

Remember back 15 years ago, how folks were hounds for DX? Recall how they used to brag about the "distance" they could get? Then 5 years ago came All Wave sets. It was a new thrill. Europe, South America, Africa, police calls, ships at sea came in at the turn of a switch. CODE? It took an expert to read it. NOW the American Code Reader may be attached to any radio receiver. Magically it transforms code signals to a *visual record* on a specially treated tape which anyone can decode. Truly a new thrill in radio!

FOR THE AMATEUR

The American Code Reader is a boon! It makes any station or listening post complete! If you are poor at copy, the Code Reader copies for you. If your speed is not great enough, the Code Reader will get it all *for you!* If you have a punk fist, Code Reader will improve it. And, at last you can keep an accurate record of everything sent and received for government records!

FOR THE BEGINNER

Just breaking in, The American Code Reader is a big help. It has been adopted



and is recommended by leading radio schools. Not only will it record code as it comes in but you can practice at any speed desired. Used in connection with our oscillator and key you can *see* and *hear* your fist at the same time.

HOW CODE READER WORKS

Just connect across the voice coil of any radio and code signals are translated *electrically* into dots and dashes on a motor driven tape. No ink to blot or smudge or clog. NO punching of tape. Recording is done directly on a chemically treated paper tape at all speeds up to 300 words per minute, (standard model 50 words per minute). Current may be adjusted to make a temporary or permanent record. Two-speed adjustment for average or very fast recordings.

The American Code Reader is unique. There's nothing like it. See it at your Dealer's today! If he cannot supply you, write direct to us with remittance (with dealer's name and address) and we will see that you are supplied. List price Standard Model, less tube (1-56 required) \$20.; subject to usual trade discount.

AMERICAN COMMUNICATIONS CORP.

1650 Broadway, Dept. 9R, New York, N. Y.

- I enclose \$_____ for Standard Model American Code Reader. Please ship at once.
- Send me complete data on the new American Code Reader. I have indicated my interest at the right.

Name _____
Address _____
City _____ State _____

- AMATEUR
- BEGINNER
- LISTENER
- DEALER
- JOBBER

Cash-in on the big

\$50,000
Contest



in your own store

NOW—the easiest tubes in the world to sell become *still easier* to sell. Philco announces a great Mystery Contest over the air! A contest with \$50,000 in cash prizes! A contest that will drive listeners to your store.

This novel broadcast series starts early in September! Your distributor has planned special promotions . . . has prepared special

advertising materials . . . and is ready to provide Official Entry Blanks.

Contestants will have to call at a Philco Tube dealer's store for these Official Entry Blanks. Make sure that you get in touch with your Philco distributor immediately . . . so that you'll have them on hand when the Philco Tube Contest goes on the air!

PHILCO
TUBES

The Easiest Tubes in the World to Sell



Fairbanks-Morse Turret Shielded Radio, Model 9AC4

TURN PROSPECTS INTO CUSTOMERS

Visible plus-value features of Fairbanks-Morse Turret Shielded Radios turn lookers into buyers

Demonstrate *any* model from the 1938 line of Fairbanks-Morse Turret Shielded Radios to a prospect—and you will have made a *sale*. Some day, perhaps, all good radios will have features like those that make today's Fairbanks-Morse Radios sell on sight. But today, only Fairbanks-Morse offers them.

First—*Turret Shielding* and monitor base chassis, an exclusive Fairbanks-Morse development that shuts out much of the crackling and popping noise that ruins foreign reception on ordinary sets. Add to this the natural built-in ability of Fairbanks-Morse Radios to bring in foreign stations clear and strong, and you begin to realize what a demonstration of this feature means when the prospect is "on the fence"!

Second—the exclusive Fairbanks-Morse
The men who sold



Tone Projector that gives this radio new faithfulness and beauty of tone. Your prospects *see* what it is—*bear* what it does—like it—buy it and show it to their friends.

Third—today's finest development in *automatic tuning*—true automatic tuning with *true automatic frequency control*.

And that's not all. The Fairbanks-Morse 1938 Turret Shielded Radio has everything worth-while found in any radio—plus these and other sales-clinching features found in no other line.

No other radio makes as favorable an impression on the prospect as does a 1938 model Fairbanks-Morse.

Write for the complete story. There is a substantial net profit in it for you if your territory is open. Address Fairbanks, Morse & Co., Home Appliance Division, 2060 Northwestern Avenue, Indianapolis, Indiana.

them last year know!

FAIRBANKS-MORSE

1938 *Turret Shielded* RADIO

You'll make
more money
with
C. I. T.

C. I. T. BUSINESS BUILDER

The localized
national
finance
service

AUGUST

Prepared by C. I. T. Corporation, unit of Commercial Investment Trust Corporation, capital and surplus over \$100,000,000

1937

Radio Dealers Find C. I. T. Finance Plans Lead To Greater Profits in Summer Sales Drive

**America's largest independent finance company offers
all-round service that helps dealers sell new lines**

Summer radio sales are on the rise. This didn't "just happen." It is the result of returning confidence on the part of the radio buyer, PLUS the early showing of the wonderful new lines of models. The C.I.T. Budget Plan is a tremendous sales booster for the larger, more profitable models. Backed by a name that is nationally known, the C.I.T. Budget Plan offers a simple way for the buyer to pay for his new console or big table model *out of current income.*

Cash in on the New Models Now

Recent research exploded the myth of a summer slump in radio listening. Radio is now recognized as an all-year, not a seasonal, need. So manufacturers advanced their new-line presentations. Right now, when business is most needed, is the time to cash in on the interest created by the early showings. A good proportion of the estimated 34,000,000 sets that are in active use at this time are obsolete. Your present customers are your

best prospects. And the C.I.T. Budget Plan is your best salesman!

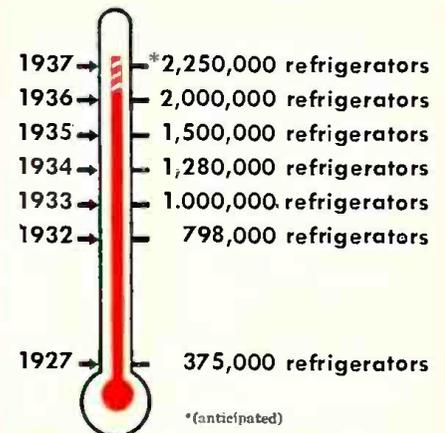
How Limited Recourse Helps You

Under the C.I.T. Limited Recourse Plan your endorsement of radio paper, or other appliance paper, becomes without recourse after the purchaser has paid the first four monthly instalments. Think what this means! You may do a larger volume of business on the same capital. You may add to capital while reducing liabilities . . . You receive 100% cash at once, leaving your capital fluid. Your current assets increase and are not frozen beyond immediate reach. Remember also that the C.I.T. Floor Plan is at your service. It enables you to stock a complete line of many popular sellers at *fractional cash outlay.*

C. I. T. Handling More Radio Paper Daily

Every day C.I.T. is handling an increased

volume of radio paper—mainly on the higher-priced models. This means just one thing: bigger profits for the dealer featuring C.I.T. It is a name that is recognized everywhere as typifying the best in time-buying service. Dealer and consumer alike appreciate the friendly, efficient credit investigations and the minimum of "red tape." If you have not done so already, call the local C.I.T. branch and ask for a supply of the familiar C.I.T. posters, and other display material. Put C.I.T. to work, and watch your profits soar!

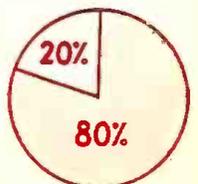


Here's the way sales of automatic refrigerators have mounted in the past 10 years.

DID YOU KNOW THAT...

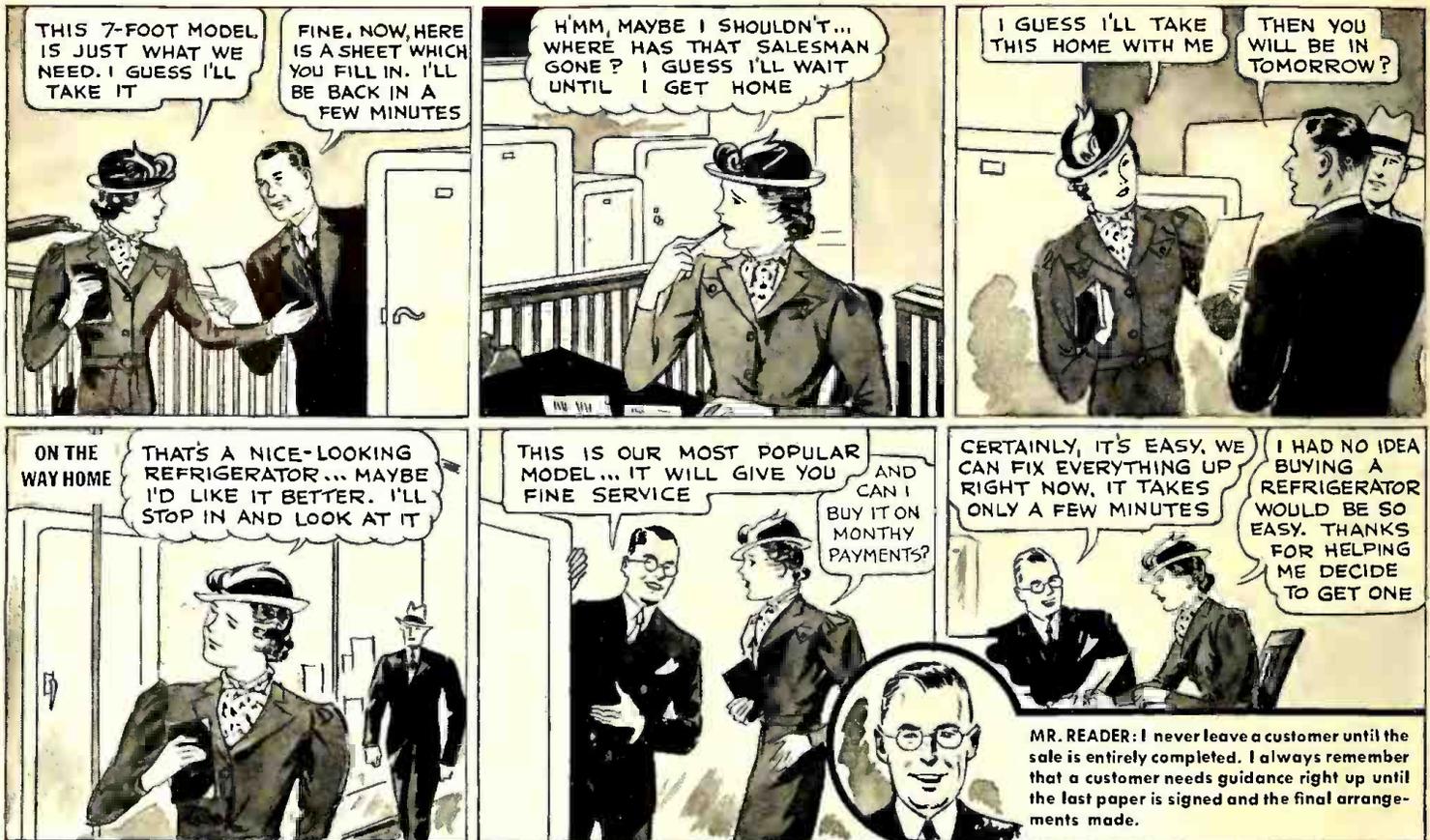
More than two million domestic electric refrigerators were sold and installed in 1936. This is another milestone in the continually expanding refrigerator business. It is computed that there are approximately nine million electric refrigerators in active use and that over 2,250,000 will be installed during the current year—another new high.

Over 80% of all refrigerator sales are on a time-basis. To countless buyers, C.I.T. is the recognized way to finance the purchase of a new refrigerator or other appliance needed in the home.



By keeping the C.I.T. display card always in sight, this appliance dealer lets everybody know that he offers the friendly, efficient service of America's largest independent sales finance company.

STICK WITH 'EM TILL THE DEAL IS CLOSED - by Westcott



C. I. T. Offers "Summer Plan" for Automatic Heating

The automatic heating field is apparently headed for one of its biggest years. And summer is the time when business is done! Smart dealers are not content to wait until fall. Oil burners, furnace stokers, gas furnaces, water heaters and other utility devices of similar character can be installed most economically during the summer months. Skilled labor is available. Working days are not interrupted by bad weather or family demands on the present water and fuel systems, etc.

To meet this situation, the C.I.T. dealer makes use of the C.I.T. Summer Plan. Under this plan, the consumer pays no instalments until September or October. Think what this means! The equipment is put in, tested, and proved ready to work before the first regular monthly payment is due. Starting in the fall, a convenient, easy-to-understand system of monthly payments takes care of the unpaid balance. The purchaser knows just what this accommodation is costing him. You, the dealer, get your money promptly. Your profit is sure.

Tactful Credit Investigations

For nearly 30 years C.I.T. has been investigating the credit of time-buyers. A system has developed which is as rapid as it is efficient, yet each investigator is trained to gather information with quiet good taste.



The prospective purchaser of automatic heat usually finds it advantageous to buy in August.

A Dealer Advises Young Mothers!

The following novel sales plan seems particularly well suited to regular users of direct mail —

Dealer B watches carefully the arrival of new heirs in the homes of his customers. Then he sends a letter of congratulation to the mother, accompanied by an inexpensive keyhole type flashlight whose faint glow is ideally suited for her use in stealing a glance at the sleeping child. The dealer also encloses a list of things which other mothers have found very useful in filling the added responsibilities imposed on them:—

A new temperature-controlled refrigerator.

A new washing machine for those daily washings of baby's linen.

An ironing machine to make baby things smoother, dry them in bad weather.

An electric dishwasher to save time.

Automatic heating plant to keep the temperature uniform day and night.

A room cooler for the summer months.

A small electric room heater for special-time winter use.

These are but a few of the appliances suggested. Naturally Dealer B recommends payment on the C.I.T. Budget Plan!



THE PHILOSOPHY OF "DEALER DAN"

Most people are in a good humor in vacation time. But sometimes they're in an awful rush. A man came into my office the other day who wanted a refrigerator in a big hurry. If it hadn't been for C.I.T.'s quick credit service, I might have lost a good sale. As it was, I made the sale, and a new friend as well.

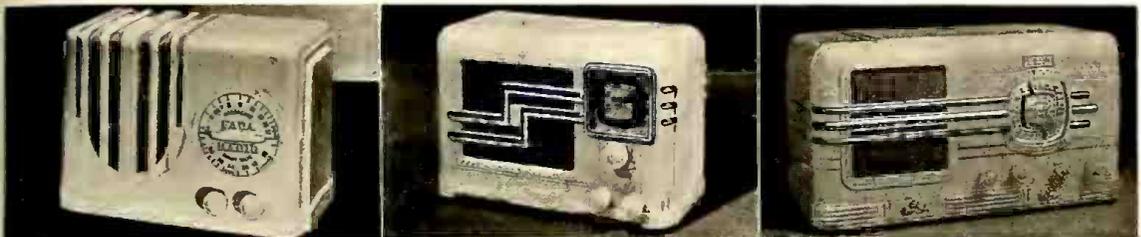
* * *

An old customer complained to me that several members of his family always wanted to listen to different programs. Along with his new console, bought through C.I.T., I sold him a small table model. Most everyone will pay a dollar or two more a month for an "extra" radio—and a little family peace.



THE RADIO LINE THAT HAS EVERYTHING!

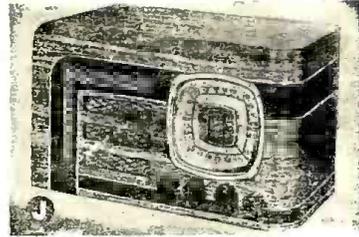
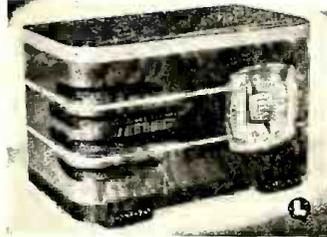
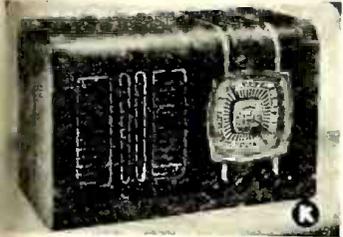
There's no disproving this fact . . . Fada Radio is the line that has everything! They offer the dealer "Stay Sold Performance" in every price range . . . and backed by a reputation of dependability which dates back to the first days of radio. There are models to suit every buying desire . . . for every type of operation . . . for every class of buyer. This year, more than ever before, the "Buyword" of radio is BUY FADA!



"COLORADIO"

America's Most Beautiful Compact Radios

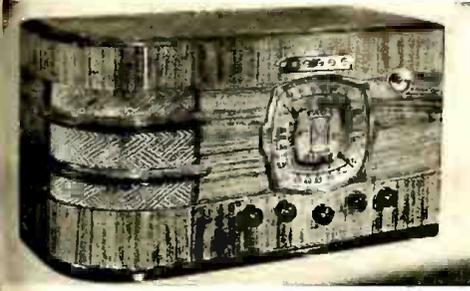
This year Fada presents the most glamorous radios ever conceived in color. Featured in 8 glorious color combinations . . . Walnut; Black; Black and Gold; Black and Chromium; Ivory; Ivory and Gold; Chinese Red; Chinese Red and Chromium. They are priced lower than ever and there are models for AC, AC-DC and Battery operation.



COMPACTS

of Popular Woods

This year Fada presents the most beautiful compact models in its history. Smartly proportioned, moderne in design and made from the finest selected Walnut, Maple and other choice woods. There are models for AC and AC-DC operation and they have been priced for greatest consumer acceptance.



THE RADIO OF TOMORROW TODAY!



TABLE MODELS

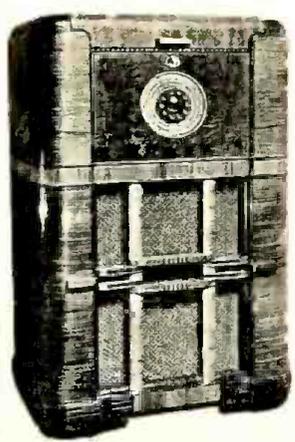
With Greater Sales Appeal

This year Fada presents table models that set a new standard for beauty and performance. Featured with the sensational new exclusive Fada "Flash-o-matic" Tuning system . . . for AC, AC-DC and battery operation. Made from the finest Walnuts and other choice woods they are the value leaders in their class.



FADA'S NEW SALES DISPLAY

The most practical display ever offered to radio dealers. Four separate pieces: Can be displayed as an entire unit or set up into four separate displays. Illuminated . . . finished in Black, Ivory and Chromium. Available through Fada's liberal co-operative advertising program.

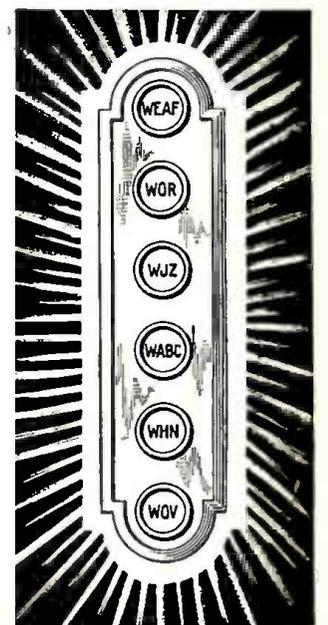


CONSOLES PHONO-RADIOS PORTABLES

The new Fada Consoles, Radio-Phonographs and portables are the last word in performance and value. Consoles feature Automatic frequency control and other important performance requisites.



AUTOMATIC TUNING



Only Fada Has

FLASH-O-MATIC Tuning

Featured in two series . . . the Flash-o-matic 6 and the Flash-o-matic 10. It is the most accurate automatic tuner yet devised. Tunes in the desired station instantaneously and accurately without variation once set at the desired stations.

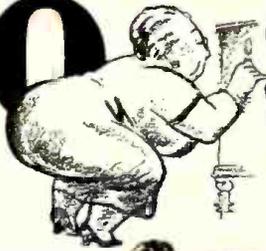
And the New Fada GLO-DIAL

The most beautiful dial ever built into a radio cabinet. In Gold or Silver to match the color harmony of the cabinet.



Write Your Jobber or
FADA RADIO AND ELECTRIC COMPANY
Long Island City, New York

NO SQUAT



NO STOOP



NO SQUINT



***6 WORDS HAVE CHANGED
THE WHOLE RADIO PICTURE!***

JUST a few weeks ago Philco introduced the Inclined Control Panel . . . and told the whole wide world about it with a six-word slogan . . . **NO SQUAT . . . NO STOOP . . . NO SQUINT!**

Now there's no place in America where you can miss seeing and hearing those six words! The big national magazines carry that message. Newspapers everywhere are doing their part. The same six words flash at you

from the bill-boards. Boake Carter hammers them home three evenings a week on his coast-to-coast network. They're on display in every busy radio store!

A year ago Philco introduced Automatic Tuning . . . and people everywhere realized that radio had entered a new era. And now for 1938 *everyone* knows that once more there is something really new in radio. *Six words have changed the whole radio picture!*

PHILCO RADIO & TELEVISION CORPORATION

Staff—

DARRELL BARTEE
M. H. NEWTON
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RADIO TODAY

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Vol. III, No. 8

FAVORED FALL—BUMPER CROPS, INDUSTRIAL RECOVERY— RADIO SALES

★ Principal noise in the current radio month arises from reports about what trading to expect. Several important income curves are traveling so stoutly upward that Fall volume looks like a surprise cinch.

Assorted retail surveys show that business will now begin to realize improvement ranging from 10 to 20 per cent over last year. Detailed figures reveal that the goods to receive the most attention are items for the home. Radio, with an awakened genius for promotion of its new lines, is therefore awarded a special promise.

Bumper crops, more employment to be had, higher wages and vigorous building activity are the factors responsible for the unusual condition.

BROADCASTS, PICTURES, SELL RADIO TO U. S. PUBLIC

★ Radio will be "sold" to the American public this Fall as never before! New promotion methods are being introduced, and new campaigns started.

Zenith, for example, goes on NBC Blue 68-station network. Sunday, Sept. 5, 10 P.M., beginning fifty-two weekly half-hour programs, expected to reach 80 million listeners. The Zenith program, say its sponsors, will set a new trend in radio entertainment, but further information is withheld.

RCA takes a 6-to-8-page supplement monthly in the magazine *Life* to tell the picture story of radio progress and radio adventure in all the various activities in the far-flung RCA organization. The supplement will be entitled "Listen," and is expected to set a new style in pictorial advertising. Copies will be distributed among radio men separately. On

Sunday afternoon, the "Magic Key" periods will continue on the NBC network, with outstanding stars and personalities.

Meanwhile Philco has put Boake Carter on approximately double the former number of CBS stations, three nights a week, and is providing its Phyl Coc murder-mystery tube replacement transcriptions for spot use the remaining nights.

Stewart-Warner continues its highly-popular Horace Heidt "Alemite Brigadier" dance orchestra over the CBS network Monday evenings—a great orchestra with a brilliant group of talented musicians.

AUG. 26, FIELD DAY FOR SALES AND SERVICE

★ Rare spot for some profitable action on the part of dealers and servicemen is Aug. 26, when NBC will broadcast blow-by-blow reports of the Louis-Farr championship fight, on both Red and Blue nets. Arrangements for airing the match are more elaborate than for any title affair to date; popular interest is boundless.

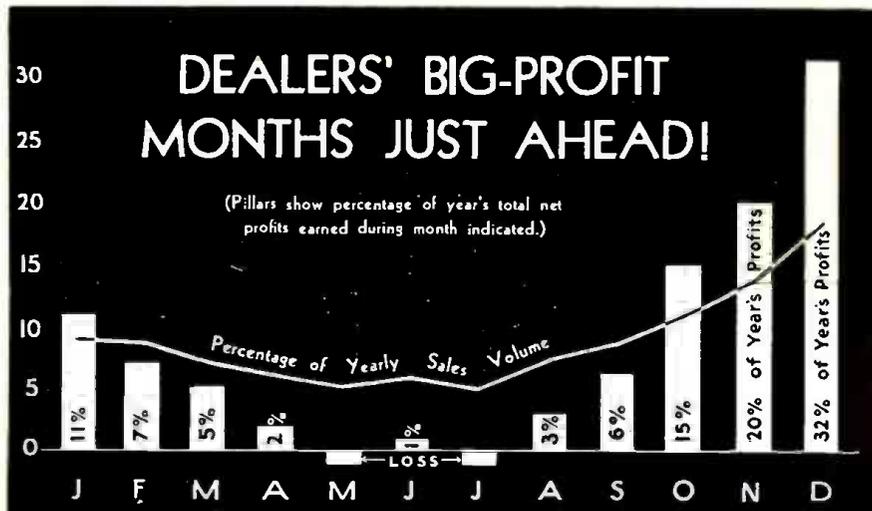
Few broadcast events make the public so universally rabid for sales and

service as does a good ring battle. Store promotions begin several days ahead of the fight date, as tube replacements and "personal radio" come in for real plugging. With slick new lines to promote, the set-up is a cinch.

THREE MONTHS WHEN THE MONEY ROLLS IN!

★ The radio industry has long realized that the three final months of the year are the months of maximum retail sales, running in relation to the whole year's sales volume, respectively October, 11 per cent; November, 13 per cent; and December 18 per cent—a total of 42 per cent of the year's business.

But few radio dealers have stopped to appreciate that because of this large sales volume, these are months of even larger profit ratios, as compared with net profits earned during all the rest of the year—totalling about two-thirds of the year's profits, as shown by the accompanying chart. How these profit items can be figured in advance for any monthly volume of sales, is shown by the handy "Radio Dealer's Profit Computer" on page 19 of this issue.





David Sarnoff and the late Senator William Marconi, during an inspection of RCA radio stations at the time of Marconi's last visit to America. The Italian pioneer of wireless died in Rome, July 20.

ANALYSIS OF RADIO OPERATIONS

★ Dun & Bradstreet have issued the results of their 1936 retail survey and to the radio trade is presented a detailed analysis of the year's operations of 79 radio stores, with repairing. Aggregate net sales of these concerns for the year were \$920,500, and the typical net sales total among them was \$7,500.

In this particular survey, the Dun & Bradstreet research experts have dealt only with stores whose merchandise is purely radio. Stores which sold refrigerators, other appliances, or musical instruments are not in-



John Bradfield, new vice-president and general manager International Radio Corp., Ann Arbor, Mich.

cluded in this group. No special bracket is provided for income or expenses connected with radio servicing.

The typical figure for per cent increase in volume over the previous year is 42.2 per cent, a figure considerably higher than the gain reported in other similar surveys. Last year the per cent of increase was only 24.9 per cent. Typical operating costs, expressed in per cent of net sales are listed below. (Service labor is included in the expenses.)

Salaries of owners and officers	17.1%
Salaries and wages of employees	11.1%
Rent	4.1%
Advertising	1.5%
Light and heat	1.3%
Taxes	0.5%
Bad debts	1.0%
All other expense	4.2%
Total expenses	40.8%
Cost of merchandise	53.3%
Profit	5.9%

EXPECT BUSINESS UP 10%

★ The National Retail Dry Goods Association has just completed a survey of local conditions in principal business centers throughout the nation, and reports that average retail business is expected to be up 10% over last year, "as the result of bumper crops and continued industrial recovery."

The estimated gains in Fall business for retailers in principal cities included in the survey follow:

City	Per Cent Increase
Boston	10-15
Providence	5-10
Binghamton	8-10
Pittsburgh	10-15
Akron	5-10
Cincinnati	10
Des Moines	5-10
Chicago	10-15
Kansas City	10
Little Rock	10
Oklahoma City	12
St. Paul	5-10

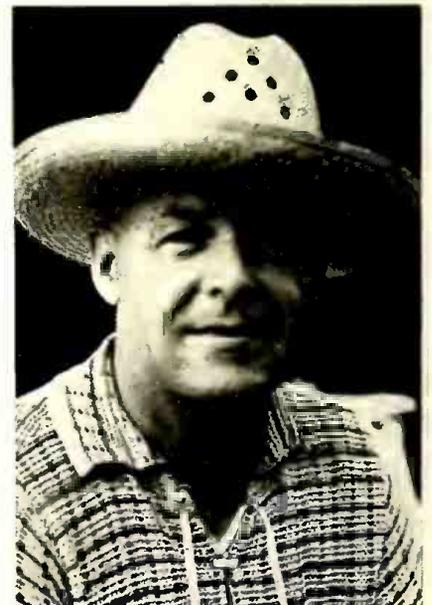
Atlanta	11
Greenville, S. C.	10-20
Salt Lake City	13
Seattle	10
Bridgeport	8-10
Baltimore	10
Buffalo	10
Washington	5-10
Cleveland	10-12
Davenport, Ia.	14
Detroit	10-20
Huntington, W. Va.	8.5
Lansing	15
Omaha	10-15
St. Louis	5-10
Youngstown	20
Dallas	5-10
Portland, Ore.	6-8

NEW YORK PARTS SHOW, OCT. 1-3

★ The New York Radio Parts Trade Show, Oct. 1 to 3, is going to be a real show, something to really get up and shout about, according to A. A. Berard, sales manager for the Ward Leonard Company, chairman of the Sales Managers Club, Eastern Group, and vice-president of the Show corporation.

"The fact that within two weeks after announcement of the Show went out to the trade, despite the vacation period, the number of booths contracted for was as great as for the same period before the Chicago Show, is an indication of the manufacturers' acceptance.

"This fall showing is one of the greatest assets to the entire parts industry," continued Mr. Berard. "It comes right at the opening of the fall and winter season, and enables us as manufacturers to show our trade what we have to offer, and provides a central point for the trade, including the jobber, engineer, serviceman, and amateur to get an inside view of the latest devices offered for their use."



Centralab's H. E. Osmun, who is new director of RMA and succeeds Fred Williams on board of Parts Trade Show corporation.

37 MILLION U. S. SETS BY END OF YEAR

★ Some of radio's statisticians have been beguiling the summer days making advance estimates of the number of radio sets which will be in use by the end of the present year, assuming a 1937 radio-set production of 9,000,000 radios. These statistics-hounds usually check with RADIO TODAY, and swap figgers by phone.

As the result of these dog-day phone calls here is our hot-weather estimate of the radio listening picture a week after next Christmas.

Dec. 31, 1937

U. S. homes with radios.....26,000,000
Extra sets in above homes... 6,000,000
Auto-radios in use..... 5,000,000

Total radio sets in U. S.....37,000,000

RADIO SET-SALES UP 23 PERCENT TUBES INCREASE 21 PER CENT

★ Radio-set figures for the first quarter of 1937, taken from manufacturers' license records, show a total of 1,579,136 radio sets sold during January-March, 1937, an increase of 23 per cent over the 1,287,463 sets sold by set-makers during the same period of 1936.

Average retail value of sets sold during 1937 period was \$52.25, a decrease of \$2.75, or 5 per cent, from the \$55 average retail value of 1936 sets.

Tube sales totalled 22,393,997 during the first quarter of 1937, an increase of 21 per cent in number of



Les Muter, with beret. Popular exec of Muter Co., now in fourth term as president of RMA.

tubes over the 18,475,077 sold during the corresponding period of 1936. Dollar value of these tubes was \$7,170,900 for the first 1937 quarter, up 18 per cent as compared with 1936.

U. S. excise taxes on home radios and phonographs for June, 1937, were \$394,641, compared with \$442,696 a year ago. 1937 total so far, up 10 per cent.

STAMPEDE TO SETS

★ Noticed nationally is a robust trend to the 5-day week. Unionization of more industries, new labor legislation and further acceptance of business codes are in the air. It's an atmosphere where radio will positively thrive.

Besides the increased purchasing power which follows the employment of more persons, the 5-day week will hike radio listening like nothing else. The shortened labor week will mean more time to dial, more results for program sponsors, more persistent audiences, a break for the radio outlet.

When the NRA was in force, it took longer to add up box office receipts. Saturday became a leisure-day, and folks spent freely to be entertained. Since radio entertainment is free and more first-rate than ever, it's an easy first choice for those with extra time on their hands.

PRICE INCREASES ON SETS

★ Taking its cue from the automobile industry which announced substantial price increases as the result of rising material and labor costs, the radio industry is also facing a general price increase.

Effective August 2, Zenith announced a price advance averaging \$5 per model. Previously RCA-Victor had advised its dealers of price increases on certain models to take effect with August. Philco and other manufacturers are expected to take similar steps shortly.

In the midst of this general feeling looking toward price-increases, comes word that one maker has reduced list prices on several models.

BIGGEST FALL, BIGGEST ADS.

★ On following pages are reported some of the tremendous bar-rages of advertising which the radio industry will direct at the general public this Fall, through newspapers, magazines, and broadcasting — the greatest promotional campaign in the history of radio.

Advertising to the radio trade is also feeling the stimulation of greater consumer buying power this Fall. The issue of RADIO TODAY now in the readers' hands has been chosen by the Stewart-Warner Corporation and its distributors to carry to the radio trade a 21-page advertisement, the largest cooperative ad which has appeared in the radio press in many years.



Don Crosby, holder of many district-managerships for Crosley, becomes manager, radio division, Crosley Radio Corporation.



Harry Alter, long identified with Grunow interests, becomes president General Household Utilities, Chicago, makers of Grunow sets.

"KICK-OFF" IN SEPTEMBER—GETTING

August is time to plan for vigorous selling.
Bumper crops, higher earnings, prosperous Fall.

★ SEPTEMBER will see the start of the greatest selling season ever experienced by radio. September marks the kick-off of a new radio year when all past records will be broken. There is every sound basis for such expectations.

Farmers are harvesting an all-time bumper crop which will be converted into vast new buying power in rural communities and small towns everywhere.

Industrial employment in the cities is up by several millions as compared with last year. General wage-levels and business incomes are all ahead of twelve months ago.

Smash advertising

Simultaneously with all this, comes the greatest barrage of radio-set advertising in the history of radio selling. Campaigns directed at the general public will reach new dizzy heights in millions spent in news-

papers this fall. And new and enlarged broadcast campaigns will go "on the air" to sell radio sets to American listeners.

Striking new features in the 1938 radio-receiver lines will give buyers the impulse to replace old sets, as never before. And the broadcasters have many novelties planned which will make listeners in every bracket restless to have the newest and latest receivers.

So the national stage is set for a banner radio season. It is now up to each radio dealer to measure himself for his share of the big radio pie that will be cut in September, and served daily from then on until Christmas!

Start now!

Each radio dealer and radio salesman must get ready to serve his customers and prospects in his own way. From his own experience he will



Use the telephone.

know the methods that work best in his own neighborhood and city.

But there are some general principles which apply everywhere, and which will help get the good old selling machine running at full speed by the time the opportunity for radio sales is at its top.

First of all, the most urgent warning is to "Start Now." Don't let any more days of August slip by without making a beginning to *shape up plans* for your *big drive to be launched with September*. Plan Now, and complete preparations that must be finished when the work of actual selling begins.

Survey prospects

Get your prospect list in shape.

Go over the names of people who have bought radios or other things from you in the past.

Check over the names which have had service calls.

Go over the list of telephone users in your local phone directory.

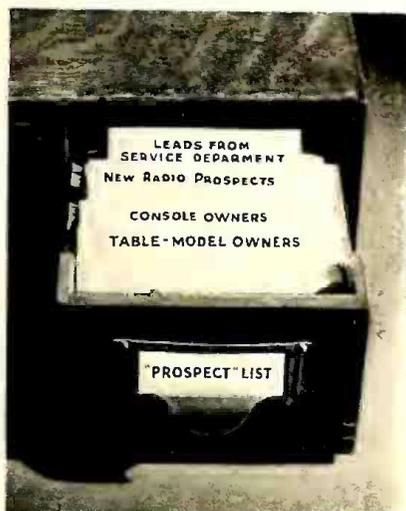
Ask the manager or sales agent of your electric-light company if his office keeps a list of electric-appliance and radio users, which you can look over.

Start your boys—or girls—out making a street-by-street inspection of antennas in the residential sections. Four out of every five of these antennas need replacing, you'll find. Make a list of the bad aerial jobs, and call at these houses later, using the inadequate antennas as an excuse to sell a new antenna and a new set.

Plan now any direct-mail pieces



READY FOR RADIO'S BIGGEST YEAR



Get lists up-to-date.

you expect to send out in September and October. The manufacturers have much valuable material to help you here. But get your campaign "thought out" and worked out *now*, and send in orders for the literature you will need.

Shape promotion

Order early, before the rush, and so be sure of getting the best pieces before they are exhausted.

Plan now any newspaper advertising campaign you will carry out later. When the selling rush is on, you won't have time to plan, so use the comparative leisure of August days to shape your advertising for Fall.

Line up the sales people who are to help you during the selling season. Take time now to pick the man or men you want and use these slack days to train them to sell effectively.

Plan for a young-woman helper to get your lists in order and to make telephone calls to open doors for you. Telephone selling is used effectively by many successful sales organizations. Plan this Fall to increase your own effectiveness with the aid of the telephone.

Store windows

Then you have your store displays and windows to think about. Show windows are the best sales aids you can have if your store is well-located. Now is the time to plan ahead for the window displays you will put in, when the selling rush begins.

Store arrangement is important

August, 1937

Prepare prospect lists. Plan advertising promotion. Line up selling. Budget expense and PROFIT.

too, after the customers are in your store. See that your merchandise layout puts emphasis on quality sets and sells the customer "up" to better values in the higher radio brackets.

Trade-in allowances can be a valuable aid to selling new sets. Adopt a trade-in policy and use it to replace old receivers with up-to-date merchandise. Most dealers feel that the amount of the trade-in allowance should depend on the price of the new set being sold, rather than on any assumed value of the old set being taken in. (A tabulation of trade-in allowances based on new-set prices is shown in this issue.)

Budget a profit

Make a budget for the mouths of September, October, November and December. Estimate your possible sales and income. Add up your expected expenses.

Don't forget any items of expenses in your plans.

For it won't be worth while making big sales this Fall unless these sales earn their fair share of profits.

Plan to sell a lot of radios.

But plan to sell them at a profit!

THAT "KICK-OFF" PICTURE ON THE COVER

Every football fan has seen a placement kick, but no one has known what actually happens in that fraction of a second when the booter's toe meets the pigskin.

This high-speed electrical flash photograph, taken at an exposure speed of one 100,000th of a second by Prof. Harold E. Edgerton of the Massachusetts Institute of Technology, reveals for the first time what the eye has never seen.

The kicker, Wesley E. Fester, former All-American star at Ohio State University, now kicking coach at Harvard, used a ball inflated to standard playing pressure of 13 pounds per square inch. Measurements show that the boot penetrated at least half the diameter of the hard ball.



MUST SELL LISTENING

Get more people to listen, more hours each day
All radio men can help. Advertising needed, too.

★ NOT one listener in a thousand begins to appreciate the wonderful things that are continuously on the air these days and nights. Busy with their daily rounds, too many people "forget about the radio," and so million-dollar program features of the most intense popular interest, fall on "turned-off" receivers.

Here is a situation in which the help of every radio man is needed. For prevention of listener indifference is vital to every branch of the radio business—not alone broadcasting—but radio-set manufacturing, distribution, retailing and servicing as well. Popular listening and lively popular interest in the broadcast programs make up the very life blood of the radio business.

Radio men to the rescue!

Radio men must be ready to help quash thoughtless criticism of programs—must vigorously assail rapid and superficial attacks on broadcasting. The air waves of the U. S., daily and nightly, carry "the Greatest Show on Earth." Certainly he is a knave or a fool who would discredit these marvelous distillations of all the

world's best in talent, music, drama, humor, culture and news.

Radio men—the radio industry and trade—can do their part with face-to-face defense of radio. They can help in the front-line effort with the millions whom they daily contact in cities, towns, and on the farm.

Broadcasters must help

But the broadcasters themselves must help, with a broad background of public education.

The broadcasters have spent millions for complete coverage.

The broadcasters have spent millions to build, maintain and operate stations.

They have paid millions to the telephone company for lines.

The broadcasters and their advertisers have spent millions for programs and talent.

Yet the broadcasters have spent little to tell listeners and prospective listeners what is to be heard on their radio sets.

Broadcast station management has spent little to advertise its facilities to buyers of advertising and to executives.

The selling of broadcast "time" by advertising is as important as the designing, building and operating of a great broadcasting system. It is as important as building programs.

Radio broadcasting will still go on expanding. But the radio honeymoon is over.

Radio, a new art, grew fast because it was new and because a good job had been done.

Great listening audiences have been built.

The next step is to sustain and develop further this listening habit. Coverage must be turned into circulation (listening). To do this, radio must continue to improve and extend its facilities, improve its programs—and tell people what is available—why it is in their interest to spend more time listening.

The campaign to develop broadcast "circulation" (listeners) will also improve cooperation between stations, promote the broadcasting industry, and increase radio-set and tube sales. It will put the broadcasting organizations on their toes, to live up to the story the advertising will tell.

But primarily it will insure present volume and develop millions more in revenue.

The broadcasters are in the advertising business as well as the show business. Both businesses depend on advertising. The broadcasters can sell more advertising by using advertising to promote their own business and the business of their customers.

ONE RADIO = 41 WORK HOURS HERE; 211 IN ENGLAND

★ Persons wishing to own themselves a radio set of average quality will need to work about 41 hours for it, at the average American wage-scale. In the U. S. it takes 853 working hours to earn a car, 2.2 hours to get a shirt, and about one hour to pay for a day's food for family of four, according to figures worked out by Leonard Rogers, N. Y. *World-Telegram*.

How much better the U. S. set-up is than that abroad, is shown by following figures giving the number of hours' work necessary to earn a radio in 11 foreign countries: Hours

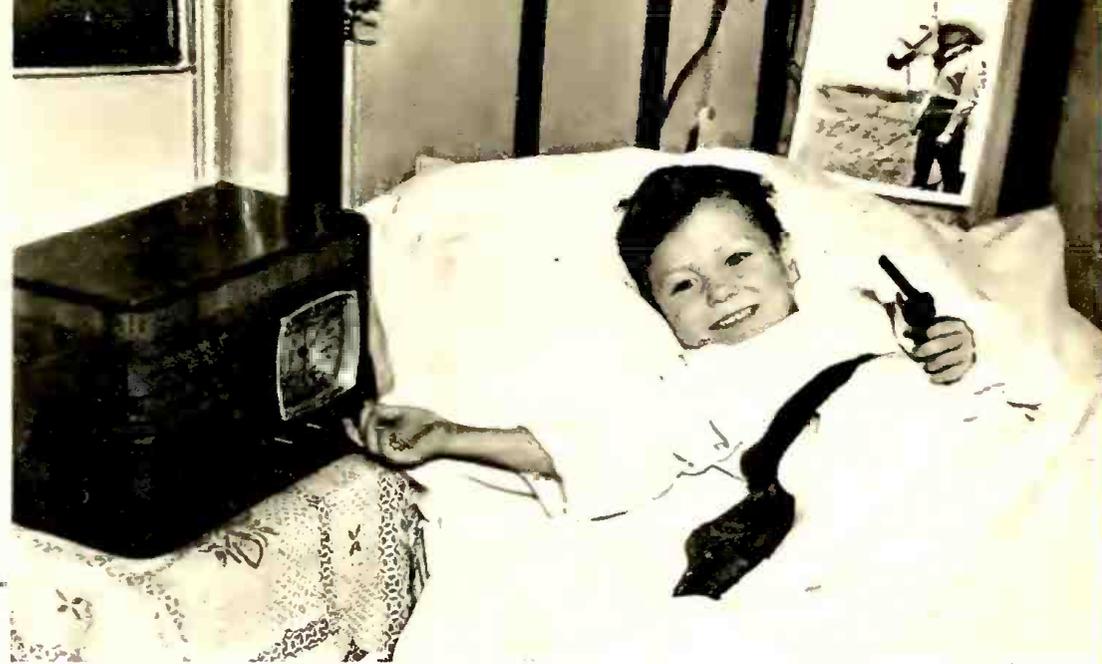
Belgium	265
Italy	247
Norway	223
Great Britain	211
Netherlands	182
France	181
Denmark	180
Sweden	176
Switzerland	172
Germany	162
Canada	58



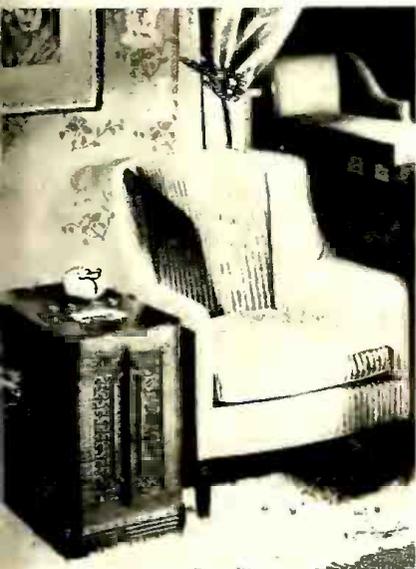
No college-student's room is complete without a radio, these days, to supplement the school curriculum with direct news events of the big world outside—and the latest musical hits, too! (Set shown is a Philco.)



Kadette keeps bachelors happy.



A youngster and his good friend Emerson.



Old folks drift to the dial.

A PAL FOR EVERYBODY

Sell "personal radios" as the perfect every-hour companion.

Everybody is a prospect!

And NOW is the time to sell personal sets to all the youngsters starting soon for school and college.

Stewart-Warner says "relax with chairside radio."

Here's how to lighten the kitchen-worker's work.



GE almost competes with the college-girl's boy friend.



THE NEW 1937-38 SETS ANALYZED

For complete specifications and selling features of all the new lines, refer to July issue of *Radio Today* and Part II of the June number.

★ AN ANALYSIS of the 1,200 1938 models listed in *RADIO TODAY*'s specifications of the 1938 receivers, shows that the average price for all models listed (excepting farm) is \$67.50 as compared to \$65 for a year ago. And the average number of tubes is $7\frac{1}{4}$ as contrasted with slightly less than 7 for 1937.

Table-model receivers line up very closely with last year's figures. The "average" AC-DC model lists for \$36 and has $6\frac{1}{8}$ tubes; for AC models the values are \$44.50 and $6\frac{3}{8}$ tubes. A composite gives an "average" table model with $6\frac{1}{4}$ tubes for \$40.50; the 1937 average was 6 tubes at \$41.90.

Prices up

An upping of the price in console receivers is quite noticeable, in spite of many lower-priced models that have been introduced. The AC-DC consoles "average" $8\frac{5}{8}$ tubes, while the AC type has one more, a total of 9 $\frac{5}{8}$. The AC average model lists at \$122.50 while the AC-DC is valued at \$92.50. The average for all console models is \$116 and $9\frac{1}{2}$ tubes as compared with \$101.25 and $8\frac{3}{4}$ tubes for 1937.

The changes in the type tubes used are illustrated in the chart appear-

ing on this page. The upper bar of each pair represents the 1937-38 model, while the lower bar shows the percentage of sets using that type last year. The white portion shows the number of models using that type of tube exclusively; and the shaded section represents the use of that type of tube (mainly) in combination with other kinds. Note how the octal glass tube is used in a greater percentage of the models this year. (If a glass-type cathode-ray tuning indicator were included in the tube ensemble, it was neglected in arriving at the type of tubes used.)

In 1937, 53 per cent of the consoles used metal tubes exclusively excluding glass rectifier, if used; and $4\frac{1}{2}$ per cent of the consoles used metal in combination with other types. For 1938 only $10\frac{3}{4}$ per cent of the combinations are using metal exclusively while 18 per cent of them use metal in combination with other types.

40 chair-sides, 18 makers

An examination of the specifications shows that chairside sets are greatly on the increase. More than forty models are offered by 18 companies, with some organizations offering several chairside sets. A few

of these sets have been combined with a phonograph or a bar. The chassis employed offer the same features found in the better type table models and medium priced consoles.

Phonograph-radio combinations are definitely on the rise, with 88 models listed in *RADIO TODAY*'s "spec"—last year's figure was only one-third. And this number does not include electric phonographs without a radio.

Automatic tuning

Automatic tuning is greatly on the increase—push-button tuning has been announced by eight manufacturers. This includes both the motor driven and instantaneous types. Seventeen companies have models using telephone dial or a similar method of tuning. Five organizations use other types of automatic tuning.

As contrasted with last year's models, a large number of these automatic tuning sets are built without AFC, and for that reason are found on sets priced as low as \$25. Generally speaking, AFC is found only on models listing over \$100.

Price-ranges

Price ranges of this year's models are about the same as before—from \$10 up to many hundreds. Consoles for as little as \$30 are featured by some of the manufacturers—but \$40-\$50 can be considered as the average minimum price.

Special woods and fine finishes are points greatly stressed by sales representatives of most of the 1938 sets, in demonstrating their new wares. Particular grains of woods and special fine inlays are being emphasized this year, while the main outlines of the cabinet designs are conservative. Elegance in line and material seem to be the key-notes, this season, rather than bizarre super-styling.

There is more dollar sales value in every model but the lowest priced. Automatic tuning, greater number of tubes, finer cabinets, and many other features give the radio dealer the biggest selling points he has ever had, indicating that 1937-1938 will be a 9-million set year.

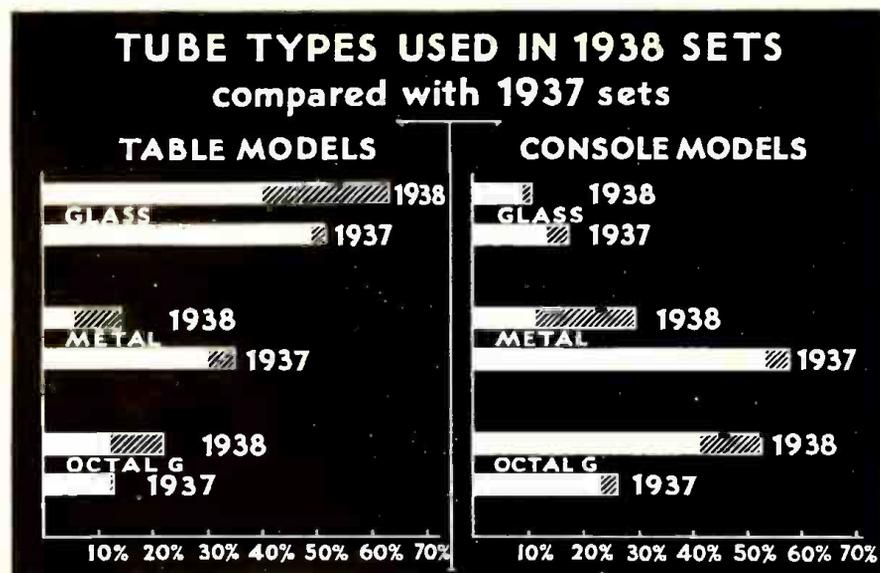
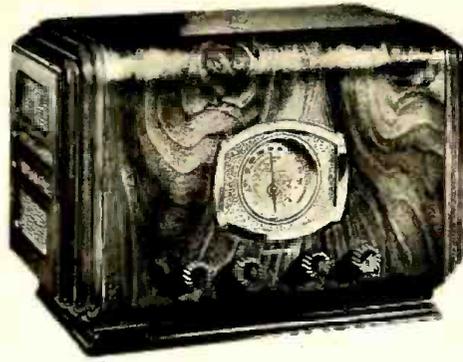


Chart showing the percentage of radio sets using the various types of tubes. White portions of the bars represent percentage of sets using that type of tube exclusively, while shading means that the tube type (mainly) is used in combination with other types. Sets using a combination of tube types are grouped by the predominating type.



Stewart-Warner model 3041 (left) which can be used vertically, on its back or its side. Model 1802 (right) is a 5-tube set with dual band tuning.

manner. In this way the time for station selection is cut to a minimum—less than 1 second. An electric motor provides the power for operating the mechanism.

Most of the push button models to date use a series of electrical contacts which make or break when the condenser gang is in the proper position to tune the desired station. The contacts either throw in a clutch which disconnects the motor from the shaft or open the motor circuit causing it to stop dead. A reversing switch is employed to change direction of rotation when the condenser gang reaches either extremity.

MORE 1938 SETS

★ Completing its description of the new receiver lines, RADIO TODAY illustrates on this page additional lines that were announced in the past month. In the July issue the following models were described and illustrated:

- | | |
|---------------|--------------|
| Fada | Howard |
| Erla-Sentinel | Phileo |
| Kadette | Hetro |
| Emerson | Detrola |
| Crosley | Mission Bell |

- The June number of RADIO TODAY featured:
- | | |
|-------------------|-----------------|
| Stromberg-Carlson | Fairbanks-Morse |
| Sparton | Grunow |
| Arvin | Wilcox-Gay |
| General Electric | Clarion |

- | | |
|---------------------|----------------|
| Troy | RCA-Victor |
| Remler | Belmont |
| Zenith | Admiral |
| Lehman Port-o-matic | Climax |
| Knight | Freed-Eisemann |
| Wells-Gardner | Espey |

Push button tuning models have been introduced by Westinghouse and Stewart-Warner. (See page 22 for pictures of dials). Total of manufacturers having automatic tuning sets is now 25.

The Stewart-Warner tuning system works differently from other push button systems. The tuner using push buttons is mechanical in nature and it goes directly from one station to another—in the shortest possible

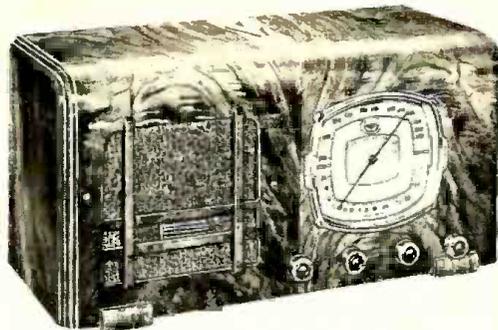
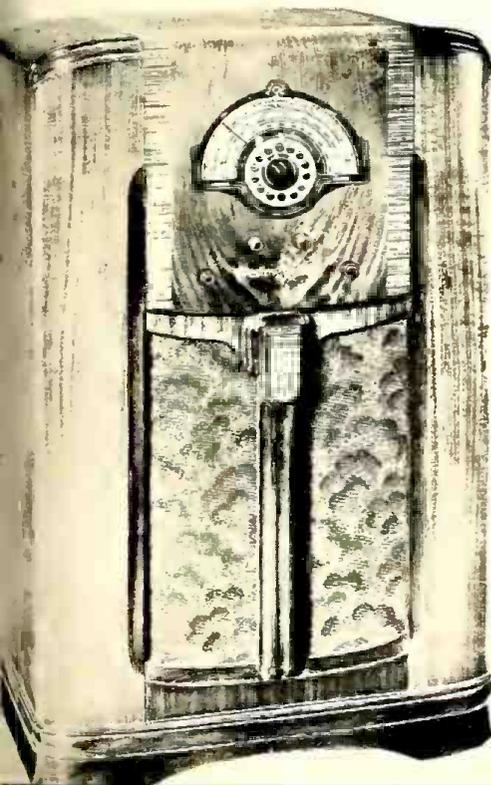
FARM FUNDS COMING UP

★ Sunshiny activity in July in farm-radio equipment proved to be lively and universal, but several aspects of the situation remain to be developed within the next two months. Last month thousands of dollars were earmarked both by dealer and consumer for new battery models; now the dealers are out actively selling at the very peak of this season for closing farmers' orders.

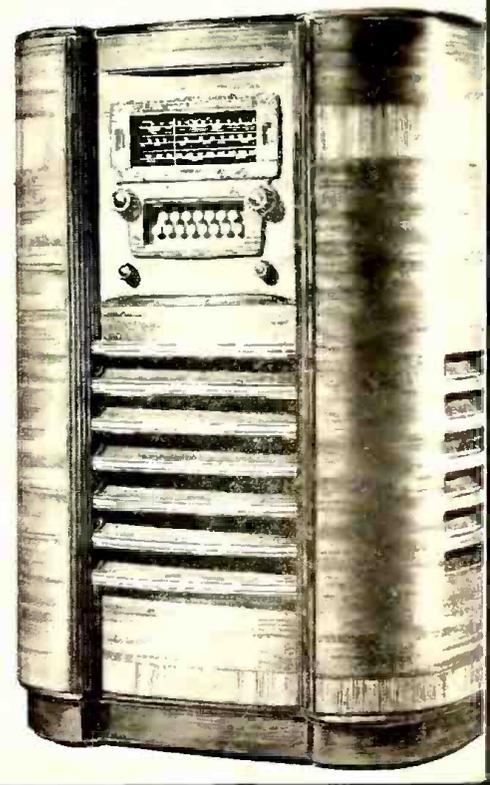
At this point farmers have paid their scheduled debts, and have a final check-up on their funds. Late harvests, better reception following the usual summer difficulties, and the fall return of broadcast favorites are important elements in the situation. The picturesque tobacco markets, during which the southern agriculturists realize their profits, are currently under way. See page 48.

Westinghouse WR-336—electric push button Lafayette (Wholesale Radio) 7-tube all-tuning selecting 14 stations—12-tube all-wave.

Stewart-Warner model 1865 with Magic Keyboard electric tuning—14 metal tubes



Radiobar's arm chair model No. 40-10 with 5-tube Philco radio, chrome leak-proof mixing bar and necessary glassware.



SALES BETS FOR THE NEXT MONTH

Dealers suggest promotions specially designed for current period

Cash in on the Louis-Farr fight on Aug. 26. Publicize the broadcast time, the sports announcer covering it and the significance of the clash. Suggest a definite list of sets appropriate for sports fans.

Install a charger on the roof of your store to attract farm prospects. Run the wire to a complete set-up in your window, with radio, lights and battery in full view of passers-by.

Start a check-up among your salesmen to make sure that they are as gracious to those customers who purchase in small amounts as they are to patrons who are in position to make more impressive purchases.

Get acquainted with more of the youngsters in your community. Teach them how to operate your new receivers, with a view of using their influence with parents, for wanting a set of their own.

Publicize a photo of your own personal car, with new type antennas installed. Make an offer, along with the picture, to take car radio prospects a ride for demonstration purposes. Be sure that the customer actually operates the set during the trial trip.

Advertise your service to persons who bought their sets elsewhere because of price. Take advantage of their shopping around and make their acquaintance; indicate that you are still a necessary part of their radio life.

Ask all the college people in your area when they leave for school in September and demonstrate personal radios as one item which must go back to the campus with them. Use pennants in your window.

Send prospects a sheet divided into two columns, giving the details on how the program interests of various members of the family clash if there is only a single receiver in the family.

Make a list of radio commentators handling the subject of the Chino-Japanese conflict and suggest that people keep up to date on this subject, via radio. Plug the idea as long as the topic remains the leading newspaper story of the day.

Find out who are the leading travelers in your community and address them as such in a letter outlining advantages of new model portable combinations. Watch the "personal" columns in your local newspapers in buildings up these lists.

Open up a series of familiar national magazines, to pages showing ads run by radio manufacturers. Display them in a group and to add interest to the stunt keep the best magazine covers visible.

Paint on your floor in lively colors some attractive sketches of new dials and controls. Use only the most modern devices to illustrate and exaggerate the gadgets which represent the utmost in convenient tuning.

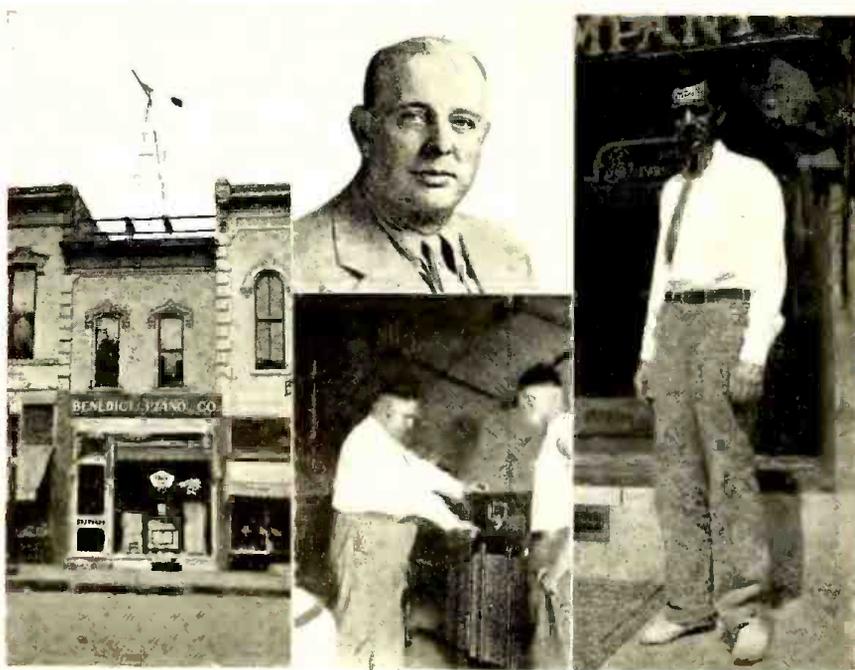
Encourage your salesmen to circulate among all the radio personalities in your community. Broadcast station executives, engineers, utility officials and musical big-shots are included. Be sure that you know all the news about them, and that they are conscious of your store.

Get large families interested in adding a "music room" in the household. Outline its advantages in terms of education, relaxation, or just a hobby and be sure that a phonograph-radio combination, or a record-player of some type, is included in the suggested furnishings.

To improve the mood of prospects being sold a radio-bar, serve them cold drinks from the glasses included with the instrument. Use the same technique that a refrigerator salesman uses when he dishes out cold refreshments from a demonstrator.

Make provision for actually setting your customers in an easy chair when you are demonstrating chair-side models. One chair can be used in the window with an invitation (on a placard beside it) to come in and relax, try out the radio.

Four radio stores, represented by the pictures at the left, contributed to this month's calendar of sales ideas. The store with the charger on the roof is Benedict Piano Co., Clarinda, Iowa. The gentleman standing in front of his store is Phil Yahn, of Yahn Radio Co., Larchmont, N. Y., and the scene where the youngster is being shown a set is from Guenther Electric Co., Beaver Dam, Wis. Other photo is that of George W. Kuersten, Ardmore Radio Service, San Francisco, Calif.



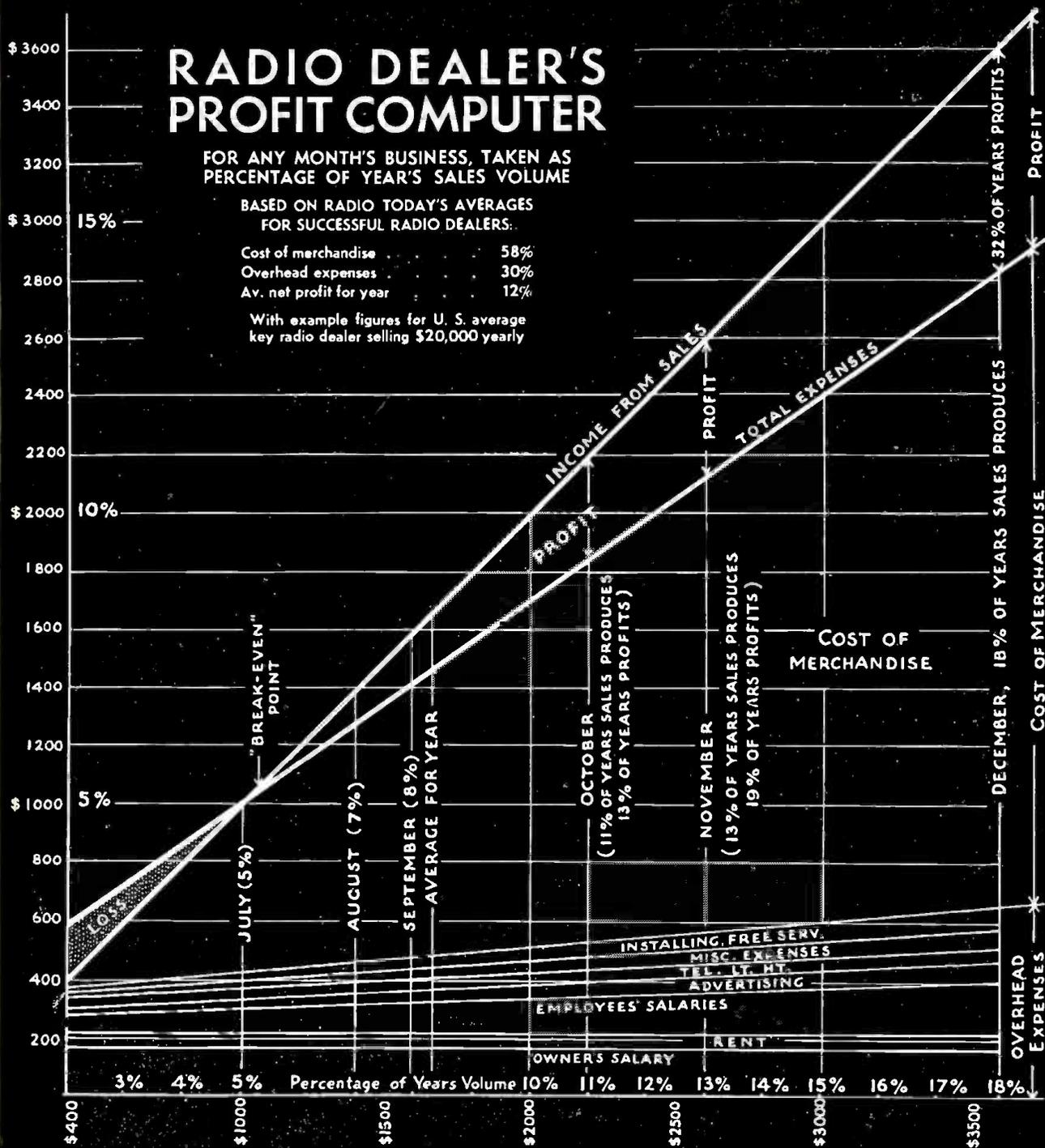
RADIO DEALER'S PROFIT COMPUTER

FOR ANY MONTH'S BUSINESS, TAKEN AS
PERCENTAGE OF YEAR'S SALES VOLUME

BASED ON RADIO TODAY'S AVERAGES
FOR SUCCESSFUL RADIO DEALERS:

Cost of merchandise	58%
Overhead expenses	30%
Av. net profit for year	12%

With example figures for U. S. average
key radio dealer selling \$20,000 yearly



★ With this chart, based upon averages of radio dealers' costs, the radio merchant can predict the approximate net profit he may expect, for any given volume of sales during a month. The horizontal figures show the percentage of the year's total sales made during the month. Owner's salary and rent are uniform and do not change with sales volume, hence are shown by bands of equal width across the chart. Employees' wages may go up with sales, as will advertising, installation and miscellaneous expenses.

Cost of merchandise (radio sets) is

taken as 58 per cent of sales. Total income is plotted as 100 per cent of sales. Then the amount by which Income exceeds the top of the Total Expenses line, represents Profit. When Income falls below Total Expenses there is a corresponding Loss.

In July when the average radio dealer does only 5 per cent of his year's total, he shows a slight loss.

In December he does 18 per cent of his yearly volume. From the 18 per cent point, erecting a vertical line, we find this line intersects the Total Expenses line at about 14¼ per cent or

\$2,850—and also intersects the Income line at 18 per cent or \$3,600. The difference indicates a net profit of 3¼ per cent of the year's total business, or \$750. This is the dealer's expected profit for December. Since his total profit for the year (12 per cent of \$20,000) will be \$2,400, the December earnings, \$750, represent about 32 per cent of the year's net profits.

While the dollar figures in the chart show its application to the business of an average U. S. "key radio dealer" doing \$20,000 yearly, the reader may substitute his own figures.

ONE PARTS LINE OR SEVERAL?

Parts distributors see merits on both sides of question
Many favor single line, but yield to customers' demands

★ Should the radio-parts jobber push only one line?

RADIO TODAY finds there is a great difference of opinion on this issue. Some jobbers feel they should concentrate their efforts on a single manufacturer's product. Others point out that certain lines are in such demand it is important to consider multiple lines when stocking radio parts.

The question of limited distribution is also involved in this issue, from both the manufacturer's and distributor's standpoints. If the jobber is to handle multiple lines, a point is soon reached, declare some, where it becomes not worth while for any jobber to carry a line which is also handled by four or five competitor jobbers in exactly the same territory.

RADIO TODAY has asked a number of leading radio-parts jobbers for their views on this question of "one-line vs. multiple lines," and presents on this page a number of replies received, expressing different angles and shades of opinion.

One line reduces investment.

M. B. James
Seattle Radio Supply Co.,
Seattle, Wash.

We believe that it pays dividends to push one major line in each field because pioneering and promotional work in each particular line brings dividends right back to our store. The volume on individual lines is increased in this manner and the factories can afford to limit their distribution outlets, thereby making a more attractive proposition to the jobbers pushing the line. They do not share the results of their sales promotion efforts with a number of local competitors.

Perhaps the most insistent reason for not carrying half a dozen brands of transformers, condensers and such, is the greatly increased investment. The majority of radio parts distributors operate with stocks as close to the minimum as possible, therefore there would be no logic in carrying an additional few thousand dollars invested in items which would be almost duplicates of each other, especially when the gross sales would be only slightly affected by not having the additional stock.

The correct answer to this problem

seems to be that the radio jobber must be well advised in choosing his lines and must then do a real selling job. Instead of being a depot where the customer comes and gets what he wants, the salesman must sell what he has because the best judgment of the company tells him the product in stock is the best possible thing the customer can buy. Quality must be stressed because it creates repeat business. This can only be done by having one good line of each item and having it complete. The money that ordinarily would be frozen in duplicity of stock must be made to work if the jobber is to stay in business.

Simplifies selling and ordering

J. C. Jordan
Specialty Distributing Co., Atlanta, Ga.

We cover the major part of Georgia and a few counties in the adjacent states regularly with skilled radio-parts salesmen. For more than a year we have delivered parts direct from trucks to the dealer trade.

We have always believed in pushing one manufacturer's line to the exclusion of all others on such items as condensers, resistors, speakers, batteries, controls, and transformers, and at the present time have no duplication of stock, with the exception of transformers.

By sticking to a policy of this nature, our salesmen are in a position on each trip to add talking points and sales features to those already used, and by adhering to policy originally decided upon, we have been successful in having the greater portion of our dealers order by part number, which simplifies shipping.

By giving all our business to a single manufacturer, we reduce inventory, prevent obsolescence, and make our business to the individual manufacturers desirable to the point that we secure a greater degree of cooperation.

Safeguard against labor delays

C. B. Cooper
Cooper Radio Company,
St. Petersburg, Fla.

We emphatically believe that a jobber should handle more than one line of such basic units as power transformers, volume controls, resistors, condensers, etc. No single manufacturer makes a complete-coverage line, to our knowledge; many customers have decided preferences as to brands desired; certain numbers of some makes are superior to similar numbers in other makes, and vice-versa, making it highly desirable to carry both brands; having access to more than

one manufacturer in a given line makes the jobber less vulnerable to labor-trouble delivery delays.

At the present time we carry only one brand of tubes, but if our capital and business justified it we should not hesitate to add another brand.

Sometimes one line will not cover

M. P. Mims
Mims Radio Co., Texarkana, Ark., Tex.

Insofar as possible we feel it better to concentrate our efforts on one line in cases where that line covers its field properly.

All too frequently, however, the line does not cover its field and in those cases it becomes necessary to handle and push two lines at the same time. In doing this we try to select the better articles from the two lines and concentrate our efforts on them.

Protect jobber against excessive outlets

F. J. Quement
Radio Specialties Company,
San Jose, Calif.

It is my opinion that as a rule it will prove more profitable to concentrate on a single manufacturer's product. Of course the manufacturer must also cooperate by limiting distribution and giving the jobber some protection against excessive outlets. Manufacturers who sell to all jobbers cannot expect jobbers to go exclusive on their line.

It is far better to stock one line complete than to stock several incompletely.

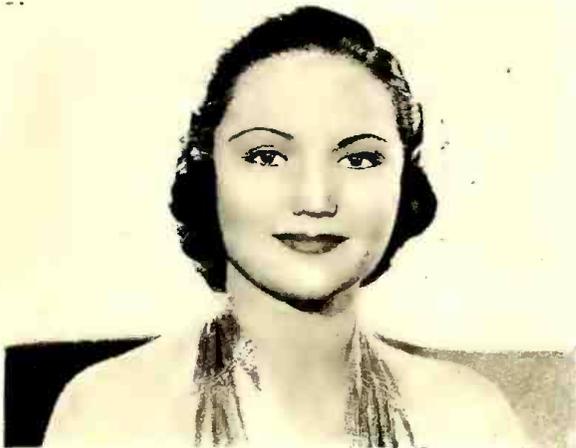
Too many tastes, too many brands.

J. V. Duncombe
J. V. Duncombe Company, Erie, Pa.

After five years of serving radio dealers and servicemen in the field as a parts distributor, we believe that it is impossible for any distributor to continue to thrive and progress if he attempts to "put all of his eggs in one basket."

There are too many nationally known manufacturers of similar products to make this condition possible. Take the condenser field, for instance. We can name six major manufacturers who are well known and nationally advertised, in addition to about 20 less known manufacturers of such products.

We find that servicemen are sold on certain brands to some extent and it
(Continued on page 54)



Shirley Lloyd, who airs favorite songs at NBC.

DOUBLE VALUE

Network beauties who have also made new recordings.



Dorothy Lamour, a hit in the movies, is back to the Red Net.



Celebrated Marion Talley captures an audience.



Shirley Ross, singing her way to certain fame.



Kay Thompson leads the Rhythm Singers on a Columbia feature.

*There's Nothing Else Like it
In Radio!*



STEWART-WARNER

Mystic Mechanism with the

MAGIC KEYBOARD

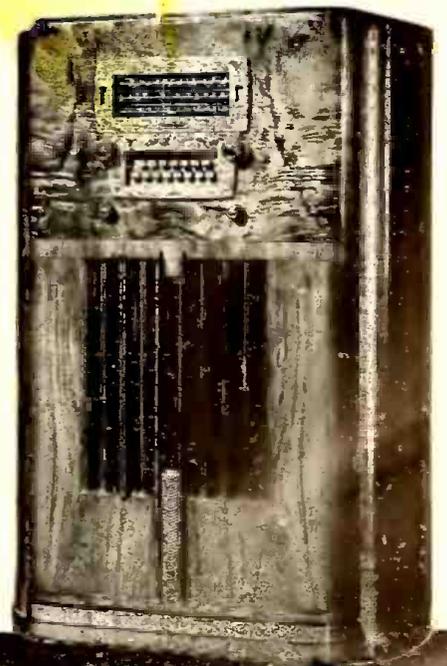
Utterly new . . . absolutely exclusive.



Different—faster—better—simpler
than any other automatic radio control.



Possible only because of Stewart-
Warner's 30-year experience in the
manufacture of precision products.



STEWART

Mystic Mechanism with Does What Nothing Else in Radio Can Do.

Here's a radio invention that makes even last week's new radios obsolete! A development that's utterly new—absolutely exclusive—that makes every radio owner a prospect again!

And it's not just another imaginary improvement or advertising claim—it's a reality that your prospects can see and operate and *believe!* A fine precision machine your prospects will agree is worth \$50 by itself—built into a superb radio—at a price you'd expect the radio alone to bring.

Don't confuse it with any tuner in other radios. It's different in every way—a genuine precision instrument made possible only by the combined resources of Stewart-Warner's radio and precision-instrument laboratories. And it's as far ahead of other tuners as the others are ahead of hand tuning.

SPLIT-SECOND SPEED! Goes directly—instantly—to the desired station. No slow travel to a switching point and back.

EASY TO SET UP! Keys are set from front—without tools—and any key can be re-set easily without disturbing others.

ABSOLUTE SILENCE! No hum—no between-station noise.

ENTIRELY AUTOMATIC! No hand-switching from manual to automatic tuning.

UTTERLY FLEXIBLE! Can be set for *any* 15 stations—in *any* order—regardless of frequency—and *all* 15 keys can be used.

ABSOLUTELY ACCURATE! Doesn't depend on A. F. C., which is used only as a safeguard against careless initial setting.

Available for any line voltage or frequency.

An Ideal, Automatic, Year-Round Station Log



The Magic Keyboard provides an ideal 15-station log. And every key can be used, because *any* number of the keys can be set to a *single* station. Thus all keys may be used for different stations—or a few may be marked by call letters, and the balance for individual programs. You can even mark the keys with pictures for tots too small to read—and a touch will tune in for them instantly, perfectly!

Easily Set Up—Saves Money for YOU!



Installation service won't steal your profits with this amazing invention. either. The keys are set from the front, without tools. You simply slip off the hand tuning knob, pull out the concealed setting control, and tune in the desired station for each button and the owners can re-set one key or more the same easy way, without disturbing the setting of the others!



Model 1865—14 metal tubes—Mystic Mechanism with Magic Keyboard—Magic Dial—All-wave (525-18,100 kc.)—Visual Tuning Indicator—Hi-Speed Manual Tuning (spinner type)—12-Inch Copper Photo-tone Speaker—A.F.C.—Selectivity and Tone Controls—and all other worthwhile modern features.



Model 1835—8 tubes—All-wave (525-18,100 kc.)—Magic Dial—Spinner-type Hi-speed Tuning with 70-1 ratio—Visual Tuning Indicator—12-Inch Copper Photo-tone Speaker—Electron Beam Power Amplifier—Electrostatic Shield—and all other worthwhile improvements.

Model 1845—10 tubes—Mystic Mechanism with Magic Keyboard—All-wave (525-18,100 kc.)—Magic Dial—12-Inch Copper Photo-tone Speaker—A. F. C.—Visual Tuning Indicator—Spinner-type Hi-speed Manual Tuning—and all other worthwhile improvements.

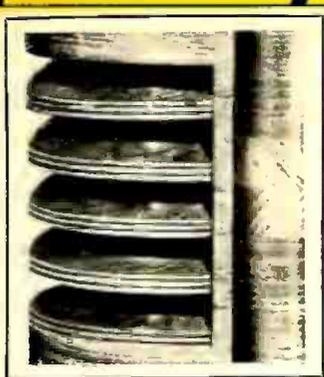


ON PRECEDING PAGE—Model 1855—11 tubes—same features as Model 1845 described above.

WARNER

the **MAGIC KEYBOARD**

Offers *Profit Power* Nothing Else Can Equal



This distinctive grill style is a feature of several of the 1938 Stewart-Warner De Luxe models. It not only adds a new note of beauty to the cabinet, but acts to diffuse throughout the whole room all the beauty and richness which marks the tone of these radios. It's a feature customers will like.

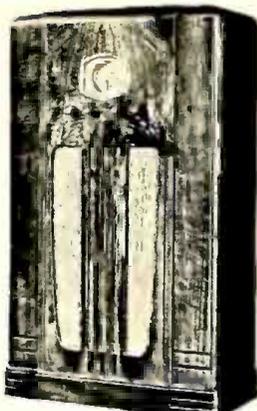
AGAIN — EXCLUSIVE FINANCE PLANS THAT LEAD THE FIELD

Year after year, the outstanding record of Stewart-Warner products for "staying sold" has enabled us to arrange special finance plans with unusual advantages — exclusively for Stewart-Warner dealers. And we've done it again! This year it's the "add-on" contract, which enables any Stewart-Warner Refrigerator owner to finance a Stewart-Warner Radio by simply "adding-on" the radio to their existing refrigerator finance contract. This means no down payment — and special extended terms. It avoids any minimum on monthly radio payments — gives more time to pay — encourages new sales to present customers.

26 Distinctive Models Cover Every Price Level



AC-DC Model 1883—A top-quality AC-DC radio with 6 tubes—illuminated Magic Dial—Two Bands (540-1,720 kc. and 5.8-18.2 mc.)—A.V.C.—Full Variable Tone Control—8-inch Dynamic Speaker—in a superb modern arm-chair style cabinet.



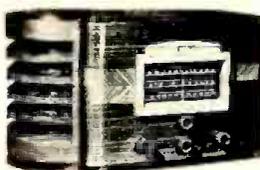
Model 1805—A console with real performance for the modest budget—with two tuning bands (525-1,750 kc. and 2,200-7,000 kc.)—8-inch Dynamic Speaker—5 tubes—Automatic Volume Control—Tone Control—Code Rejection Filter—Electrostatic Shield.



Model 1833—Same powerful 8-tube chassis as Model 1835, described on preceding page—housed in a handsome arm-chair table with new tone-diffusing grill. Plate glass cover over controls slides into hidden well when radio is in use. A new radio style thousands are demanding this season.



Model 3043—One of three new lower-priced Stewart-Warner models designed to let you meet price competition at a profit. A beautiful, modern cabinet with 5-inch Dynamic Speaker and 5-Tube chassis covering 540-1,720 kc. and including Automatic Volume Control.



Model 1821—Powerful 7-tube All-wave receiver—525-18,100 kc.—with Magic Dial—Visual Tuning Indicator—Automatic Band Indicator—A.V.C.—8-inch Dynamic Speaker—Electrostatic Shield—Code Rejection Filter—and many other modern improvements.



Model 1811—Rich-voiced 6-tube all-wave radio—525-18,100 kc.—with Magic Dial—Visual Tuning Indicator—Automatic Band Indicator—A.V.C.—Tone Control—6-inch Dynamic Speaker—Electrostatic Shield—Code Receptor Wave Trap—and other improvements.

Again! This Famous Orchestra Will Make
Actual Sales for You - With Coast-to-Coast Broadcasts for

STEWART WARNER



If you were on the inside last year, you know how Horace Heidt and his famous Alemite Brigadiers made actual sales of Stewart-Warner Radios for you. You remember how this wave of sales rolled even higher during the past refrigerator season when this same crew went to bat for you on a nation-wide radio hook-up.

So just let your own judgment tell you what's bound to happen when this great crew swings into its third radio series this

fall, with radio's greatest invention to add power to their selling.

Here is one of America's most popular radio dance bands—with millions of fans and followers—on a Coast-to-Coast Columbia network—selling for you. When they start telling hundreds of prospects around your store about what you have to sell, things are bound to happen. These programs will send prospects to you already sold.



PLUS The Most Powerful Advertising and Merchandising Plans in Our History

Of course, Stewart-Warner's national advertising is only the spearhead of the selling drive. We've stepped up the power of every part of our promotion—included more and better selling aids for every purpose.

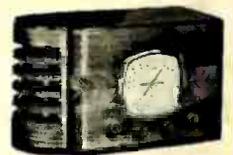
Newspaper ads, literature, banners, every help you need is ready to start pulling in sales and profits. Shown here is the new, eye-catching DeLuxe store or window background. There is also a special illuminated animated display that explains the new Mystic Mechanism—and actually helps close the sale.



For Farm Homes, Too! — Battery and FREE-WIND-POWER Models



6-VOLT BATTERY MODELS 1921 and 1925 — All-wave (540-18,200 kc.)—6 tubes—Lighted Magic Dial—Precision Station Selector—A.V.C.—Permanent Magnet Dynamic Speaker—Lamp Outlet. No B or C Batteries are required.



2-VOLT BATTERY MODEL 1905 — Two Bands (540-1,720 kc., 5.7-18.2 mc.)—Magic Dial—A.V.C.—8-Inch Permanent Magnet Dynamic Speaker. No C Battery. Same chassis is also available in table model.

6-VOLT BATTERY MODEL 1911—5 tubes—540-1,720 kc.—Same features as Model 1921. Also available in console.





ARM CHAIR MODEL 1833—A precision-built 8-tube radio—All-wave (525-18,100 kc.)—with Multi-color Wave Band Magic Dial—Spinner-type Hi-Speed Tuning with 70-1 ratio—Visual Tuning Indicator—8-Inch Dynamic Speaker—Electron Beam Power Amplifier—Electrostatic Shield—Bass Compensation—Tone Control—Iron Core Coils—Automatic Band Indicator—and other improvements. Housed in a handsome arm-chair table with new Tone-Diffusing Grill. Plate glass cover over controls slides into hidden slot when radio is in use. A new radio style already winning wide popularity.

STEWART-WARNER

In the
**ATLANTA-
BIRMINGHAM
TERRITORY**



**STEWART-WARNER
DISTRIBUTING CO.**



Don't be fooled about the difference in radios this season. Don't confuse any so-called electric or push-button tuner with what we offer you in the new Stewart-Warner. There's absolutely nothing else in radio like the Stewart-Warner Mystic Mechanism with the Magic Keyboard.

A Stewart-Warner franchise on this sensational new radio line right now will put you ahead of any competition in this territory—and keep you ahead. Let us tell you the whole story now.

449 W. Peachtree St., N. E., Atlanta
8 S. 13th St., Birmingham

In the
**BALTIMORE
TERRITORY**



**R. W. NORRIS
& SONS**



That Stewart-Warner Mystic Mechanism with the Magic Keyboard is faster, simpler, more accurate than any "radio tuner" you've seen or heard of. Goes direct to the station without waiting, switching, humming or blasting. Has keys for 15 stations—and *all 15 can be used.*

Put yourself out in front of any competition in this territory by getting the whole story of this new line—backed by such support as coast-to-coast broadcasts by Horace Heidt and his famous Alemite Brigadiers—and you'll see for yourself how much more profit you can make with the beautiful new 1938 Stewart-Warners.

GAY & HIGH STREETS

In the
**BLUEFIELD
TERRITORY**



**Bluefield
Hardware Co.**



Dealers know their possibilities with Stewart-Warner products—now that they've seen how fast the refrigerators sold this year. That's why there's been so much talk about the Mystic Mechanism with the Magic Keyboard on the 1938 Stewart-Warner Radios.

Be the first in your community to flash the news! And when your prospects come in to see this amazing radio invention, you have plenty of other Stewart-Warner features to help you sell. There are more models and a wider price range than ever before—powerful merchandising aid—the exclusive Stewart-Warner-C.I.T. finance plan—and Horace Heidt on the air with his famous Alemite Brigadiers to sell for you! Get in touch with us **TODAY** for complete information.

400 BLUEFIELD AVE.

NO OTHER RADIO OFFERS PROSPECTS SUCH INSTANT, ACCURATE TUNING!



You can out-demonstrate any competing radio made when you start to sell the sensational new Stewart-Warner Mystic Mechanism with the Magic Keyboard! It's faster! . . . goes *direct* to the station *within a split second*. It's quiet! . . . no hum or buzz, no between-station noise. *It's more flexible!* . . . handles *any* 15 stations, regardless of order or closeness on the dial. *It's simpler!* . . . easier to set up, easier to re-set. *And it's utterly accurate!* . . . so accurate *mechanically* that A.F.C. is used only to off-set careless initial setting!

STEWART

In the
BOSTON
TERRITORY

★
**HUNT-
MARQUARDT, INC.**

★
Why waste your energy trying to sell one trivial gadget against another? Why not sell the only radio that pulls in prospects with the most sensational new feature you've seen in years? Examine all the others if you wish, but try the 1938 Stewart-Warner Mystic Mechanism with the Magic Keyboard. You'll discover that here is silent, instant, precise tuning absolutely unequalled by anything else in radio today.

Add that to powerful merchandising aid — exclusive finance plans — coast-to-coast broadcasts by Horace Heidt and his famous Alemite Brigadiers that will make actual sales for you—a complete line of models and a full range of prices! It adds up to the year's best radio story—and we want to give you the details now.

664 Commonwealth Ave.

In the
BUFFALO
TERRITORY

★
**Buffalo Nipple
& Machine Co.**

★
Here's the easiest radio line to sell we've ever seen—and it's competition-proof! Because your prospects can look at all the others—go right down the line from top to bottom—without finding another radio that can do what the Mystic Mechanism with the Magic Keyboard does.

Let us tell you the whole Stewart-Warner story at once. Then learn from experience why thousands of dealers agree with us in saying—“Thanks—I'll stick with Stewart-Warner.”

335 Glenwood Avenue

In the
CHARLESTON
TERRITORY

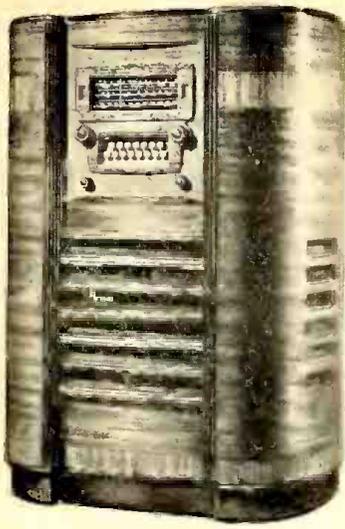
★
**R. H. KYLE
& CO.**

★
Dealers in our territory know what happened when Stewart-Warner stepped out in refrigeration, with exclusive developments buyers could understand, and wanted.

Now the same thing's happened in radio. That Mystic Mechanism with the Magic Keyboard is as different and as far ahead of any other tuning device as the SAV-A-STEP Refrigerator was ahead of ordinary refrigerators.

Let us show you how the whole Stewart-Warner set-up—merchandising, finance plans, features and complete range of models and prices—puts you out in front of any competition.

1353 Hansford Street



MAGIC KEYBOARD MODEL 1865—A superb receiver with 14 metal tubes—Mystic Mechanism with Magic Keyboard—Multi-color Wave Band Magic Dial—All-wave (525-18,100 kc.)—12-Inch Copper Photo-tone Speaker—Hi-Speed Spinner-type Manual Tuning with 70-1 ratio—Visual Tuning Indicator—2 Electron Beam Power Amplifiers in push-pull—4-Point Tone Control—2 Intermediate-Frequency Stages—A. F. C.—A. V. C.—Selectivity Control—Bass Compensation—Electrostatic Shield—Iron Core Coils—Automatic Wave Band Indicator—and every worth-while modern development. Cabinet of choice woods has new Tone-Diffusing Grill.

WARNER

In the
CHARLOTTE
TERRITORY



Shaw
Distributing Co.



You—and your customers—will search a long time before you find anything as good as the 1938 Stewart-Warner radio line. It's the easiest selling set-up we've ever seen.

You can demonstrate the Mystic Mechanism with full confidence that it's by far the simplest—fastest—most silent, complete and accurate tuning device ever seen. And you'll find these great new models have everything else prospects want, too—including a wider range of models and prices than ever before.

The 1938 Stewart-Warner is the hottest line in radio! Watch for the announcement of our dealer meeting.

205 West First Street

In the
CHATTANOOGA
TERRITORY



Mills & Lupton
Supply Co.



In all fairness, we suggest you investigate the claims for other methods of simplified tuning. But after you've seen them all, we are confident you'll say none of them offers as much as the Mystic Mechanism with the Magic Keyboard. There is absolutely nothing else in radio like it—nothing that can match its marvelous performance.

So be sure you see this amazing new invention as soon as you can. Find out the other reasons, too, why so many dealers in our territory are switching to Stewart-Warner Radio. Phone, wire or write us for full information today!

1152 Market Street

In the
CHICAGO
TERRITORY



STEWART-WARNER
DISTRIBUTORS CO.



Dealers in our territory are still talking about their sensational success with the Stewart-Warner Refrigerator. Here's another chance for you to climb aboard, with the 1938 Stewart-Warner Radio. The Mystic Mechanism with the Magic Keyboard will certainly put you far out ahead of competition. It's the greatest attention-getter and sales-closer we've seen in years.

Get the whole story now about our powerful merchandising cooperation, the exclusive Stewart-Warner-C.I.T. finance plan, and the whole Stewart-Warner line—with more models and a wider price range than ever before.

2545 S. Michigan Ave.



MODELS 1812 and 1815—Here are two outstanding models for the buyer who wants real performance at a modest price. The chassis in both uses 6 tubes—gives all-wave coverage (525-18,100 kc.)—and has Magic Dial—Visual Tuning Indicator—Automatic Band Indicator—Automatic Volume Control—Tone Control—Electrostatic Shield—Code Rejecting Wave Trap—and other advancements. The console has the latest improved 10-Inch Copper Photo-tone Speaker—and the table model has the latest 6-Inch Dynamic Speaker.

STEWART

In the

CINCINNATI TERRITORY



The Dietz
Distributing Co.



We're celebrating the completion of our first year as a Stewart-Warner distributor—and what a celebration it is! Because this new Mystic Mechanism with the Magic Keyboard gives us—and our dealers—the same edge in radio that we've been enjoying in refrigeration.

Honestly, there just isn't anything in radio like it. Even the *claims* made for other radios and their automatic tuners don't equal the *facts* about the speed, accuracy, simplicity and all-round performance of this amazing invention. It makes every radio owner in your neighborhood a prospect again. Let us prove that to you now, by giving you the whole story.

626 Broadway

In the

CLEVELAND COLUMBUS TERRITORY



The Kane Co.



We're proud to announce that we've taken over the distribution of the new 1938 Stewart-Warner Radios in the Cleveland-Columbus territory. We've never distributed radios before—because we've never seen a radio line that offered genuine, exclusive advantages over any competition.

But this year, there isn't a single radio development that can match the Stewart-Warner Mystic Mechanism with the Magic Keyboard. We grabbed the Stewart-Warner franchise ourselves, because it lets us offer you more profit and easier selling than you'll get with any other radio line this season.

1006 Webster Ave., Cleveland
412 N. High St., Columbus

In the

DALLAS TERRITORY



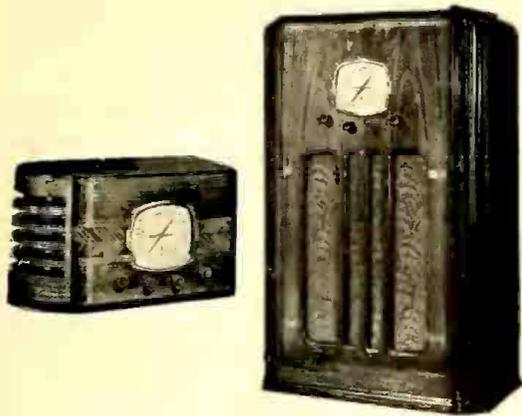
Radio Equipment
Co. of Texas



We're proud to introduce the sensational new Stewart-Warner Mystic Mechanism with the Magic Keyboard to our dealers, because it's not "just a radio assembly-line proposition." It's precision-designed and precision-built by the only radio factory in the world with *watch-makers' accuracy* as a 30-year tradition.

And that means that you'll do more selling and less servicing—make more money and keep it—when you feature the greatest radio invention in years—the sensational new Stewart-Warner Magic Keyboard.

939 S. Lamar St.



6-VOLT BATTERY MODELS 1921 and 1925 — These improved 6-tube Superheterodyne radios bring farm reception fully equal to the finest city radio. Both have the same chassis with 6 tubes—All-wave (540-18,200 kc.)—7 Tuned Circuits on Broadcast Band and 6 on Short-Wave—Lighted 5½-Inch Magic Dial—Precision Station Selector—Automatic Volume Control—Tone Control—and Outlet for 6-Volt Lamp. One 6-Volt Storage Battery supplies all power. And the console model has built-in shelf for battery. 6-inch Permanent Magnet Dynamic Speaker in table model, 8-inch in console.

W A R N E R

In the
DENVER
TERRITORY

★
DAVID C. DODGE,
INC.

★

FLASH! Every radio home in the Denver territory is now a prospect again! That's because the sensational new Stewart-Warner Radio makes even last week's new radios obsolete. No matter how good the tone is, or how beautiful the cabinet, a radio without the Mystic Mechanism with the Magic Keyboard is like an automobile without a self-starter.

Let us show you why, and give you the whole Stewart-Warner profit story, at once.

1330 Broadway

In the
DES MOINES
TERRITORY

★
Luthe
Hardware Co.

★

The exclusive, sensational new Mystic Mechanism with the Magic Keyboard will pay you extra profits for many reasons. It will increase your store traffic, because nowhere else can be found such complete, instant, silent tuning. It will make your selling easier because it's so far ahead of competition that it makes even last week's new radios seem obsolete. It saves you installation service expense, because the keys can be adjusted quickly, easily, without tools—*from the front of set!*

Don't fail to hear the complete story of what Stewart-Warner Radio will do for you. Phone, wire or write for full information at once.

817 Cherry Street

In the
DETROIT
GRAND RAPIDS
SAGINAW
TERRITORY

★
Morley Bros.

★

We know the Stewart-Warner Mystic Mechanism with the Magic Keyboard will be the most popular radio improvement in years.

When prospects see how they can forget dial numbers—be free from the nuisance of slow adjustments—and have the station instantly and perfectly tuned by just a touch of a key—it means an easy sale. Get the facts now.

5943 Second Boulevard
Detroit

ONLY THE MAGIC KEYBOARD PERMITS SUCH VARIETY IN STATION CHOICE



The sensational Mystic Mechanism with the Magic Keyboard meets any demand any prospect can make! There's absolutely no limitation on the choice of stations. You can set one key for 550 kc., the next for 1,500, and the next half way between. Or you can set them for 15 successive station channels. If the prospect wished, all 15 could be set on only one or two stations, and marked for individual programs! Thus you might have one key marked with the station letters—another (set to the same station) marked for Jack Benny, Horace Heidt, or other favorite entertainers. A few keys might even be marked only with pictures, so tots too young to read could find their favorites without help!

STEWART

In the

DUBUQUE TERRITORY



**THE HOME
SUPPLY CO.**



Why burn up time and money hunting for prospects for "just another radio" when the sensational new Stewart-Warner Mystic Mechanism with the Magic Keyboard can make your store a magnet for everyone who could possibly buy?

The 1938 Stewart-Warner line includes more models than ever before—offers a wider choice of prices—leads the field in sales-making features. And with Horace Heidt and his Alemite Brigadiers on the air making actual sales for you—it leads the field in profit possibilities for you dealers, too. Let us tell you the whole Stewart-Warner story.

1154 Iowa Street

In the

DULUTH ST. PAUL BILLINGS TERRITORY



**KELLEY-HOW-
THOMSON CO.**



We took on the Stewart-Warner line a year ago, because Stewart-Warner had stepped ahead of any competition in refrigeration with real features that no other manufacturer offered. We knew those refrigerators would smash sales records—and you know they did.

Now Stewart-Warner has done it again—with a sensational radio development that's absolutely untouched by any competition. We're proud to start our second year with Stewart-Warner as distributors for this sensational radio line. We know it's going to smash sales records, too—and put plenty of profits in the pockets of alert dealers. Let us tell you the whole story—at once.

309 S. Fifth Ave., West, Duluth
2295 University Ave., St. Paul

In the

EL PASO TERRITORY



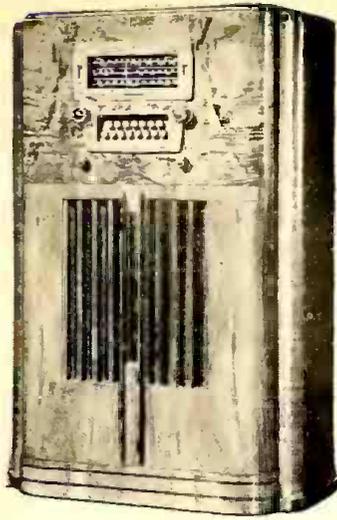
**Peterson Lumber
& Paint Co.**



The Mystic Mechanism with the Magic Keyboard gives you an advantage over competition no other radio can offer, and the complete range of models and prices offered in the beautiful 1938 Stewart-Warner Radios will satisfy any demand.

Don't let prospects walk out on you because you can't show them the best that 1938 can offer. Get in touch with us immediately. We'll be glad to give you all the dope on the year's most amazing radio invention.

1630 Texas Street



MAGIC KEYBOARD MODEL 1855 — A superb receiver with 11 latest type tubes—Mystic Mechanism with Magic Keyboard — Multi-color Wave Band Magic Dial—All-wave (525-18,100 kc.)—Visual Tuning Indicator—Spinner-type Hi-speed Manual Tuning with 70-1 Ratio—12-Inch Copper Photo-tone Speaker—A. F. C.—2 Electron Beam Power Amplifiers in push-pull—Bass Compensation—Tone Control—Automatic Band Indicator—Automatic Antenna System—2 Intermediate-Frequency Stages—Iron Core Coils—Electrostatic Shield—and all other worth-while modern features.

W A R N E R

In the
EVANSVILLE
TERRITORY



**Small &
Schelosky Co.**



Here's the most outstanding radio improvement in years! . . . and an opportunity for you to cash in on Stewart-Warner Radio sales this fall, just as so many dealers are doing with Stewart-Warner Refrigerators! Not an imaginary advantage, nor an unnecessary gadget—the Mystic Mechanism with the Magic Keyboard is a revolutionary new invention never before available at any cost!

Your customers will be intrigued and fascinated by this sensational new tuning method. And when they learn it's *included* with the 1938 Stewart-Warner for a price they'd be glad to pay for the set alone—watch your sales zoom! Phone, wire or write us immediately for full details.

4th & Vine Streets

In the
HARTFORD
TERRITORY



**Wood, Alexander
& Company**



Suppose you were lucky enough to be selling the only make of automobile with a self-starter. Your edge on competition would be comparable to selling the 1938 Stewart-Warner Radio and the Mystic Mechanism with the Magic Keyboard. No other radio can offer your customers such an instant, quiet, accurate—*complete*—tuning system! That's why smart dealers everywhere in this territory will switch to Stewart-Warner for 1938, and be ahead of competition.

Get in touch with us immediately about this amazing new invention—and the 1938 Stewart-Warner sales plans.

555 Asylum Street

In the
HOUSTON
TERRITORY



**Houston Wholesale
Appliance Co., Inc.**



The beautiful 1938 Stewart-Warner Radio line offers everything you need for a successful radio season. New cabinet designs from the conservative to the ultra-modern, arm-chair radios and table sets—plus a complete new line for unwired homes. All of them engineered to the minute—matchless in tone, range and selectivity. And, in addition, there is the exclusive advantage of the Mystic Mechanism with the Magic Keyboard—the most amazing advance in radio design in years.

A Stewart-Warner franchise on this sensational new radio line will mean real profits for you, with easier selling. Get in touch with us today!

910 Calhoun Street



MODELS 1821 and 1825—These powerful 7-tube All-wave Receivers cover everything from 525-18,100 kilocycles and have Multi-color Wave Band Magic Dial—Visual Tuning Indicator—Automatic Band Indicator—Automatic Volume Control—Tone Control—Automatic Bass Compensation—Electrostatic Shield—and Code Rejecting Wave Trap. The attractively styled console has the latest 10-Inch Copper Photo-tone Speaker—permanently free from rasp—and the table model has a genuine full 8-Inch Dynamic Speaker of latest design.

STEWART

In the
JACKSONVILLE
TERRITORY



PEASLEE - GAULBERT
CORPORATION



In all fairness, we suggest you investigate the claims for other methods of simplified tuning. But after you've seen them all, we are confident you'll say none of them offers as much as the Mystic Mechanism with the Magic Keyboard. There is absolutely nothing else in radio like it—nothing that can match its marvelous performance.

So be sure you see this amazing new invention as soon as you can. Find out the other reasons, too, why so many dealers in our territory are switching to Stewart-Warner Radio. Phone, wire or write us for full information today!

2401 Main Street

In the
KANSAS CITY
TERRITORY



Stewart - Warner
Alemite Co.



A good hot prospect is worth a lot of money. When you catch one in *your* store be sure you've got what it takes to keep him there 'til he's sold. That's why the Mystic Mechanism with the Magic Keyboard means *real money* to you. It's got what it takes to gain attention—create interest—*clinch the sale!* Let us show you at once how far ahead it puts you in any competition.

Remember, too — Stewart-Warner offers more models and a wider price range than ever this year—to fit every prospect's demands. And Horace Heidt and his famous Alemite Brigadiers on a coast-to-coast radio network will send you prospects *already sold!*

2425 McGee Trafficway

In the
KNOXVILLE
TERRITORY



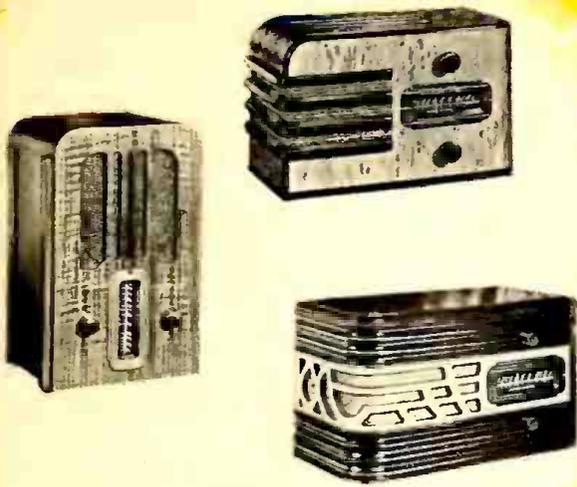
HOUSE-HASSON
HARDWARE CO.



You'll find that the Mystic Mechanism with the Magic Keyboard will be the greatest attention-getter in radio this season. Plenty of people will flock to see it, because nowhere else can they find such a marvel of simplified tuning. It's a sensational new invention that will stimulate plenty of attention for your store. And the complete line of beautiful 1938 Stewart-Warner Radios, in all price ranges, will satisfy any demand.

Investigate the possibilities for extra radio profits with Stewart-Warner this fall. Get in touch with us—immediately—for a demonstration and full details about the valuable Stewart-Warner radio franchise.

757 Western Avenue



MODELS 3041, 3042 and 3043—Here are 3 new Stewart-Warner models which enable you to meet price competition with real quality. All 3 models use the same chassis—with 5 latest-type tubes. The chassis incorporates Automatic Volume Control and covers 540-1,720 kilocycles. The 5-Inch Dynamic Speaker gives better than usual tone quality with ample volume for any home use. The distinctive cabinet styling and handsome grain of the woods match those of radios selling for much more. You will find these profit-makers a real asset to the line.

WARNER

In the
**LEWISTON
TERRITORY**



**Northeastern
Sales Corp.**



The exclusive, sensational new Mystic Mechanism with the Magic Keyboard will pay you extra profits for many reasons. It will increase your store traffic, because nowhere else can be found such complete, instant, silent tuning. It will make your selling easier because it's so far ahead of competition that it makes even last week's new radios seem obsolete. It saves you installation service expense, because the keys can be adjusted quickly, easily, without tools—*from the front of set!*

Don't fail to hear the complete story of what Stewart-Warner Radio will do for you. Phone, wire or write for full information.

157 Lisbon Street

In the
**LITTLE ROCK
TERRITORY**



**BRANDON
COMPANY**



Dealers in our territory are still talking about their sensational success with the Stewart-Warner Refrigerator. Here's another chance for you to climb aboard, with the 1938 Stewart-Warner Radio. The Mystic Mechanism with the Magic Keyboard will certainly put you far out ahead of competition. It's the greatest attention-getter and sales-closer we've seen in years.

Get the whole story now about the powerful merchandising cooperation, the exclusive Stewart-Warner-C.I.T. finance plan, and the whole Stewart-Warner line—with more models and a wider price range than ever before.

608 E. Markham St.

In the
**LOUISVILLE
TERRITORY**



**Bomar Mfg.
Company**



Yes, the Mystic Mechanism with the Magic Keyboard is the greatest selling feature in years—something that makes every radio owner a prospect again.

And it's not only tops as a sales feature—but it saves you money on installation service, too. The keys are set—*from the front of the radio*—as fast as you can tune the stations in on the dial! Compare that simple adjustment with the usual "automatic" tuner!

And when you add the powerful merchandising promotion and the exclusive Stewart-Warner-C.I.T. finance plan, you're on the way to a new high in radio profits. Get in touch with us—**NOW**—for full details!

1114 Bardstown Rd.

NO COSTLY INSTALLATION SERVICE NEEDED WITH THE MAGIC KEYBOARD



The amazing simplicity of the Mystic Mechanism with the Magic Keyboard means money in your pocket on every sale! Because there's no slow, costly process required to set up the stations a prospect asks for. *The whole job is done from the front of the radio—without tools.* And it takes only a few minutes to set up the 15 desired stations! You simply pull off the large tuning knob to reveal the setting knob—tune in the desired station for each key—snap in the printed call letter tabs furnished with each radio—and slide the large knob onto the shaft again! And the owner can re-set any one key to any new station the same easy way—without disturbing the other 14 settings!

S T E W A R T

In the
M E M P H I S
TERRITORY

★
**Stratton, Warren
Hardware Co.**

★
We're proud to introduce the sensational new Stewart-Warner Mystic Mechanism with the Magic Keyboard to our dealers, because it's not "just a radio assembly-line proposition." It's precision-designed and precision-built by the only radio factory in the world with *watch-makers' accuracy* as a 30-year tradition.

And that means that you'll do more selling and less servicing—make more money and keep it—when you feature the greatest radio invention in years—the Stewart-Warner Mystic Mechanism and Magic Keyboard.

37 E. Carolina Avenue

In the
M I L W A U K E E
TERRITORY

★
**Shadbolt &
Boyd Co.**

★
Here's your best opportunity in years to get out in front of the radio parade! The sales and profit possibilities with the 1938 Stewart-Warner are practically unlimited, because the Mystic Mechanism with the Magic Keyboard makes even last week's new models obsolete! It's the 1938 feature hit! No other radio can match the split-second speed, hair-line accuracy and simple precision design of this amazing invention.

There are plenty of other standout features, too. Everything you need for a successful 1938! Get in touch with us at once for full information!

413 N. Second Street

In the
M O N R O E
TERRITORY

★
**Monroe Furniture
Company, Ltd.**

★
You—and your customers—will search a long time before you find anything as good as the 1938 Stewart-Warner radio line. It's the easiest selling set-up we've ever seen.

You can demonstrate the Mystic Mechanism with full confidence that it's by far the simplest—fastest—most silent, complete and accurate tuning device ever seen. And you'll find these great new models have everything else prospects want, too—including a wider range of models and prices than ever before.

The 1938 Stewart-Warner is the hottest line in radio! Watch for the announcement of our dealer meeting.

132 N. Second Street



MAGIC KEYBOARD MODEL 1845—Here is a true precision-built 10-tube radio, incorporating the Mystic Mechanism with Magic Keyboard—at a price you would expect for the radio alone. All-wave (525-18,100 kc.)—with Automatic Frequency Control—Multi-color Wave Band Magic Dial—12-Inch Copper Photo-tone Speaker—Visual Tuning Indicator—Spinner-type Hi-Speed Manual Tuning—2 Intermediate-Frequency Stages—Electron Beam Power Amplifier—Automatic Bass Compensation—Automatic Band Indicator—Tone Control—A. V. C.—Iron Core Coils—Electrostatic Shield—and every other worth-while advancement.

W A R N E R

In the
**NEW YORK CITY
NEWARK
TERRITORY**

★
**Wholesale Radio
Equipment Co.**

★
We introduce the 1938 Stewart-Warner Radios in our territory with the greatest enthusiasm in our history.

With Stewart-Warner Radios, you have a really sensational feature to sell—not just a minor change backed by big advertising claims. The Mystic Mechanism with the Magic Keyboard is a feature prospects can see—feel—*appreciate*—and it gives them what no other radio can offer.

Get in touch with us—NOW—for full information about the Stewart-Warner radio franchise.

902 Broadway, New York

In the
**NORFOLK
TERRITORY**
★
**Dix
Bowers Co.**

★
Why waste your energy trying to sell one trivial gadget against another? Why not sell the only radio that pulls in prospects with the most sensational new feature you've seen in years? Examine all the others if you wish, but try the 1938 Stewart-Warner Mystic Mechanism with the Magic Keyboard. You'll discover that here is silent, instant, precise tuning absolutely unequalled by anything else in radio today.

Add that to powerful merchandising aid—exclusive finance plans—coast-to-coast broadcasts by Horace Heidt and his famous Alemite Brigadiers that will make actual sales for you—a complete line of models and a full range of prices! It adds up to the year's best radio story—and we want to give you the details now.

1605 Granby St.

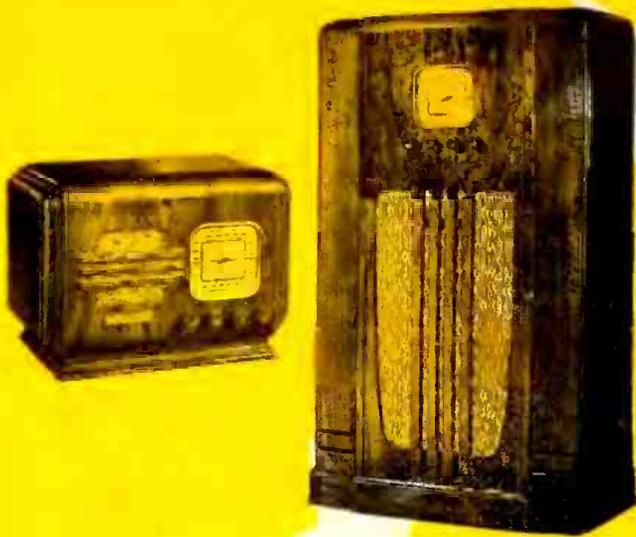
In the
**OKLAHOMA
CITY
TERRITORY**

★
**Southwest Radio
& Equipment Co.**

★
Don't be fooled about the difference in radios this season. Don't confuse any so-called electric or push-button tuner with what we offer you in the new Stewart-Warner. There's absolutely nothing else in radio like the Stewart-Warner Mystic Mechanism with the Magic Keyboard.

A Stewart-Warner franchise on this sensational new radio line right now will put you ahead of any competition in this territory—and keep you ahead. Let us tell you the whole story now.

704 N. Broadway



6-VOLT BATTERY MODELS 1911 and 1915—Free wind power with an inexpensive wind-driven 6-volt battery charger supplies all power needed for these economical 5-tube Super-heterodyne Farm Radios. No "B" or "C" batteries are required. The chassis used in both of these radios covers standard broadcasts and police calls over the 540—1,720 kc. range—has illuminated 5-Inch Magic Dial—6 tuned circuits—Precision Station Selector—Automatic Volume Control—Variable Tone Control—Outlet for 6 Volt Lamp. The table model has full 6-Inch Permanent Magnet Dynamic Speaker, and the console an 8-Inch Permanent Magnet Dynamic Speaker.

STEWART

In the
OMAHA
TERRITORY



H. C. Noll
Company



The Mystic Mechanism with the Magic Keyboard is such a revolutionary invention that it obsoletes even new radios—makes every radio owner a prospect again! You'll find the Mystic Mechanism will pull even luke-warm prospects into your store for a demonstration—and that's a long step toward another sale.

With more beautiful models and a wider range of prices than ever before, you can satisfy any prospect's demand. You'll get additional selling help from the powerful merchandising promotion. And Horace Heidt and his famous Alemite Brigadiers on a coast-to-coast network will make actual sales for you. Switch to Stewart-Warner and get out in front of competition!

2226 Harney St.

In the
PHILADELPHIA
TERRITORY



Philadelphia
Distributors, Inc.



With the excellent variety of programs on so many different stations in this area, you'll soon find that the Mystic Mechanism with the Magic Keyboard will be a smash hit in this territory. The speed and accuracy with which it finds these programs—with just a touch of the finger—make it a sure-fire selling feature that will go over with a bang! No other radio on the market can offer such complete, silent, instantaneous control!

See and try this amazing new radio invention for yourself. Phone, wire or write us for further particulars and a demonstration today!

240 N. 11th Street

In the
PITTSBURGH
AKRON
TERRITORY



Brown - Dorrance
Electric Company

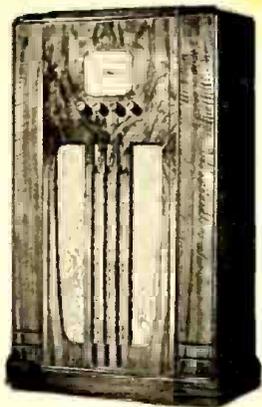


Dealers in our territory know what happened when Stewart-Warner stepped out in refrigeration, with exclusive developments buyers could understand, and wanted.

Now the same thing's happened in radio. That Mystic Mechanism with the Magic Keyboard is as different and as far ahead of any other tuning device as the SAV-A-STEP Refrigerator was ahead of ordinary refrigerators.

Let us show you how the whole Stewart-Warner set-up—merchandising, finance plans, features and complete range of models and prices—puts you out in front of any competition.

632 Duquesne Way, Pittsburgh
21 West Market Street, Akron



AC-DC MODELS 1881 and 1885—Here are two handsome models designed to meet the demands of those who want real quality in AC-DC receivers. The table model has 6 tubes— $4\frac{1}{2}$ -Inch illuminated Magic Dial with two bands covering 540 to 1,720 kilocycles and 5.8 to 18.2 megacycles—Automatic Volume Control—Tone Control—and latest-type 6-Inch Dynamic Speaker. The console uses the same 6-tube chassis, but has an 8-Inch Dynamic Speaker. In addition, the same chassis is available in a beautiful arm-chair table cabinet.

WARNER

In the
**PORTLAND
SPOKANE
TERRITORY**

★
**Alemite Co.
of the N. W.**

★
Why burn up time and money hunting for prospects for "just another radio" when the sensational new Stewart-Warner Mystic Mechanism with the Magic Keyboard can make your store a magnet for everyone who could possibly buy?

The 1938 Stewart-Warner line includes more models than ever before—offers a wider choice of prices—leads the field in sales-making features. And with Horace Heidt and his Alemite Brigadiers on the air making actual sales for you—it leads the field in profit possibilities for you dealers, too. Let us tell you the whole Stewart-Warner story.

315 N. Tenth Ave., Portland
106 N. Monroe St., Spokane

In the
**PROVIDENCE
TERRITORY**

★
**Good Housekeeping
Shops**

★
Here's the easiest radio line to sell we've ever seen—and it's competition-proof! Because your prospects can look at all the others—go right down the line from top to bottom—without finding another radio that can do what the Mystic Mechanism with the Magic Keyboard does.

Let us tell you the whole Stewart-Warner story at once. Then learn from experience why thousands of dealers agree with us in saying—"Thanks—I'll stick with Stewart-Warner."

79 Sabin Street

In the
**RICHMOND
TERRITORY**

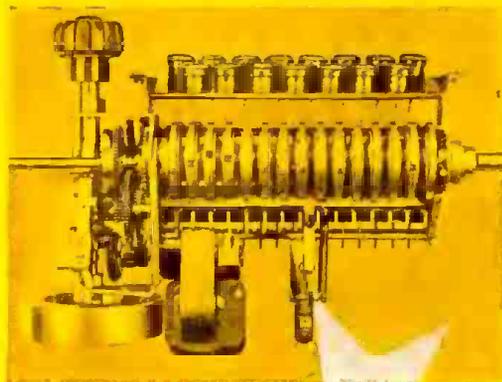
★
**A. R. TILLER,
INC.**

★
Dealers in this territory know what happened last year when Horace Heidt and his great Alemite Brigadiers orchestra started selling for them over a nation-wide radio network.

So it's great news that Heidt and his 35 musicians—one of the very top favorites among radio dance bands—will be telling their millions of fans this fall about the amazing Mystic Mechanism with the Magic Keyboard and all the other features of the new Stewart-Warner line.

1800 W. Broad Street

A PRECISION INSTRUMENT THAT ONLY STEWART-WARNER COULD MAKE



Set the Mystic Mechanism with the Magic Keyboard once—and, one time or ten thousand, a touch on any key brings the dial to exactly the original setting, with absolute accuracy! Because the Mystic Mechanism depends on finely machined steel—not clutches, switches and complicated wiring—for its accuracy. It is built by men with years of experience in watch-making accuracy—not by a radio assembly line or punch-press operations. It operates so accurately that A.F.C. is used only to compensate for careless initial setting! It's a precision mechanism unmatched by anything else ever seen in radio—a mechanism that no factory devoted to radio alone could build successfully.

STEWART

In the
ST. LOUIS
TERRITORY



Witte
Hardware Co.



FLASH! Every radio home in the St. Louis territory is now a prospect again! That's because the sensational new Stewart-Warner Radio makes even last week's new radios obsolete. No matter how good the tone is, or how beautiful the cabinet, a radio without the Mystic Mechanism with the Magic Keyboard is like an automobile without a self-starter.

Let us show you why, and give you the whole Stewart-Warner story, at once.

704 N. Third Street

In the
SALT LAKE
CITY
TERRITORY



United Electric
Supply Co.



You'll find competition mighty keen this year. There'll be plenty of business, but the dealers who want "to go to town" will need a really outstanding instrument to offer. That's why so many dealers will switch to Stewart-Warner—because the Mystic Mechanism with the Magic Keyboard is so far ahead of any other feature in 1938 radio. No other manufacturer can offer so much!

Don't waste energy and spoil good prospects quibbling over minor "talking points." Phone, wire or write us today for full information on the 1938 Stewart-Warner. Get this great advantage for yourself!

117 W. Fourth South St.

In the
SAN ANTONIO
TERRITORY



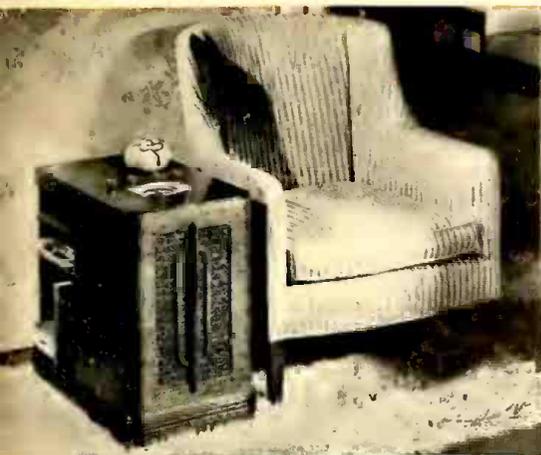
Alemite Co. of
San Antonio



The most complete line of new models in Stewart-Warner history—and the widest price range—cabinets from the conservative to the ultra modern—arm-chair sets—table sets! . . . Powerful merchandising promotion! . . . The exclusive Stewart-Warner-C.I.T. finance plan! . . . All these mean easier selling and more profits for you with the 1938 Stewart-Warner Radios. Then add the Mystic Mechanism with the Magic Keyboard and you'll have a combination that gives you a tremendous advantage over competition!

Get the complete story from us without delay. Phone, wire or write us for a demonstration and complete information NOW!

201 North Presa Street



ARM-CHAIR MODEL 1803—A popularly-priced radio of the new arm-chair style that is already a definite hit. Many of your customers will demand this type of cabinet this season, because it moves radio away from the wall out into the room—without wasting floor space. And it puts the dial within easy reach, so there's no need to jump up every time a different station is wanted. This model has two tuning bands—525-1,750 kc. and 2,200—7,000 kc.—Automatic Volume Control—Tone Control—5 Tubes—Code Rejection Filter—Electrostatic Shield—and latest 8-Inch Dynamic Speaker.

WARNER

In the
**SAN FRANCISCO
LOS ANGELES
TERRITORY**

★
**Moore Electric
Supply**

★
No radio line in America—no radio distributor south of the Oregon line and west of the Sierras—can offer a radio dealer such opportunity as we can with the new Stewart-Warner and the Mystic Mechanism with the Magic Keyboard.

That's why more smart dealers every year are making more money by buying more Stewart-Warner Refrigerators and Radios from us—and why you owe it to yourself to ask about the Stewart-Warner franchise now—before we hit the peak of the radio season.

In the
**SCRANTON
TERRITORY**

★
**D.T. Lansing
Co., Inc.**

★
The minute your prospects see how fast and accurately they can tune with the Magic Keyboard you'll find your 1938 feature problems solved. No one can say he's "seen a better one" because no other set has anything that can touch it!

But that's only one of the advantages you get with the 1938 Stewart-Warner line! There are more models and a wider range of prices than Stewart-Warner ever offered before! . . . plus hard-selling coast-to-coast broadcasts by Horace Heidt and his famous Alemite Brigadiers! . . . powerful merchandising! . . . the exclusive Stewart-Warner-C.I.T. finance plan! . . . and much more! Get in touch with us TODAY for full information!

342 Gibson Street

In the
**SEATTLE
TERRITORY**

★
**Domestic Utilities,
Inc.**

★
Here's the most outstanding radio improvement in years! . . . and an opportunity for you to cash in on Stewart-Warner Radio sales this fall, just as so many dealers are doing with Stewart-Warner Refrigerators! Not an imaginary advantage, nor an unnecessary gadget—the Mystic Mechanism with the Magic Keyboard is a revolutionary new invention never before available at any cost!

Your customers will be intrigued and fascinated by this sensational new tuning method. And when they learn it's *included* with the 1938 Stewart-Warner *for a price they'd be glad to pay for the set alone*—watch your sales zoom! Phone, wire or write us immediately for full details.

509 Westlake Ave., North

**550 5th Street—San Francisco
2045 S. Santa Fe Ave., Los Angeles**



2-VOLT BATTERY MODELS 1901 and 1905—They're easy on batteries—these two new Stewart-Warner Farm Radios designed to give top performance on a minimum of current. Both have the same 5-tube superheterodyne chassis—Two Tuning Ranges (540-1,720 kc. and 5.7-18.2 megacycles)—6 Tuned Circuits on each band—5-Inch Magic Dial—Precision Station Selector—Automatic Volume Control—Band Indicator—and Permanent Magnet Dynamic Speaker, 6-Inch size in table model and 8-Inch in console. Space for "A" and "B" batteries provided in both cabinets. No "C" batteries required.

STEWART

In the
SYRACUSE
TERRITORY



**City Electric
Company**



Of course the Mystic Mechanism with the Magic Keyboard is the year's top radio feature—but that's not all you have to sell in this great Stewart-Warner line. There's just as much good news in those handsome new arm-chair models.

Your prospects will cheer for these new, handier models, because they move radio away from the wall out into the room, and bring the dial right to your fingertips. Let us give you the whole Stewart-Warner story, and explain all the advantages this great line offers you.

522 S. Clinton Street

In the
TOLEDO
TERRITORY



**The Baumgardner
Distributing Co.**



There's a gold mine of selling help for you in the Mystic Mechanism with the Magic Keyboard! Watch the interest when the word gets 'round that your store is headquarters for this revolutionary new invention! Because, particularly in radio, people like to be "first with the latest." The Mystic Mechanism is a fool-proof device they can see and use themselves. Once they try it, it will be the clincher for an easy sale.

So don't be left out in the cold when the word gets 'round. Ask us for full information TODAY!

1013 Jefferson Avenue

In the
TROY
TERRITORY



**H. A. McRae
& Co.**



You'll find that the Mystic Mechanism with the Magic Keyboard will be the greatest attention-getter in radio this season. Plenty of people will flock to see it, because nowhere else can they find such a marvel of simplified tuning. It's a sensational new invention that will stimulate plenty of attention for your store. And the complete line of beautiful 1938 Stewart-Warner Radios, in all price ranges, will satisfy any demand.

Investigate the possibilities for extra radio profits with Stewart-Warner this fall. Get in touch with us—immediately—for a demonstration and full details about the valuable Stewart-Warner radio franchise.

137 River Street



MODELS 1801 and 1802—These attractive, compact models provide a perfect answer for the prospect who wants a small radio with more than usual tone, power and performance. The 5-tube chassis includes Automatic Volume Control—Variable Tone Control—Electrostatic Shield—Code Rejection Filter—and covers two tuning ranges (525-1,750 kc. and 2,200-7,000 kc.). Model 1801 has a 5¼-inch Dynamic Speaker and Model 1802 has full 8-Inch Dynamic Speaker. Same chassis and 8-Inch Dynamic Speaker also are available in a beautiful console—Model 1805—and a handsome new Arm-Chair Model 1803.

W A R N E R

In the
UTICA
TERRITORY



**Miller Electric
Company**



That Stewart-Warner Mystic Mechanism with the Magic Keyboard is faster, simpler, more accurate than any "radio tuner" you've seen or heard of. Goes direct to the station without waiting, switching, humming or blasting. Has keys for 15 stations—and *all 15 can be used.*

Put yourself out in front of any competition in this territory by getting the whole story of this new line—backed by such support as coast-to-coast broadcasts by Horace Heidt and his famous Alemite Brigadiers—and you'll see for yourself how much more profit you can make with the beautiful new 1938 Stewart-Warners.

11 Hopper Street

In the
WHEELING
TERRITORY



**The Front
Company**

Dealers know their possibilities with Stewart-Warner products—now that they've seen how fast the refrigerators sold this year. That's why there's been so much talk about the Mystic Mechanism with the Magic Keyboard on the 1938 Stewart-Warner Radios. And now that it's announced, the news is twice as sensational as dealers expected!

Be the first in your community to flash the news! And when your prospects come in to see this amazing radio invention, you have plenty of other Stewart-Warner features to help you sell. There are more models and a wider price range than ever before—powerful merchandising aid—the exclusive Stewart-Warner-C.I.T. finance plan—and Horace Heidt on the air with his famous Alemite Brigadiers to sell for you! Get in touch with us **TODAY** for complete information.

1117 Main Street

In the
WICHITA
TERRITORY



**The Stewart-Warner
Products Co.**



The Mystic Mechanism with the Magic Keyboard certainly gives you an amazing advantage for city sales. But don't overlook the rich possibilities for additional profits in the amazing new Stewart-Warner Farm Radios.

No "B" or "C" batteries needed, free power from the wind for the "A" battery, selectivity and tone equal to the finest high-line set. And you'll find a range of cabinet sizes and styles that will satisfy any demand.

Get your share of profits from this hard-hitting double-edged sales combination. Phone, wire or write us for full information.

415 East Second Street



Yvonne King, a beautiful Brigadier.



On the CBS network with a great show, Stewart-Warner's Horace Heidt and Alemite Brigadiers.



Frank Hiter, vice-president and genl. sales mgr.

John Ditzell, radio. refrig. sales mgr.

"Bob" Brunhouse, Ditzell's right-bower.

Clif DeWees, radio, refrig. ad. mgr.

Mystic mechanism with the Magic Keyboard introduced to Stewart-Warner jobbers at gigantic convention at Chicago's Edgewater Beach Hotel, Aug. 4.

ard Chairman Knowlson.

Two groups of jobbers enjoying convention luncheon.

Ad manager Cross.



HY-TOWER GIVES DEALER A PROFIT

Saves CUSTOMER \$12⁰⁰

STEWART
WARNER

HY-TOWER
CHARGER
\$29⁵⁰

LO-TOWER
CHARGER
\$24⁵⁰



Here's the charger that will get you those 6-volt farm radio sales! The Stewart-Warner Hy-Tower charger built for long, dependable, trouble-free service. Makes a 10-ft. installation, putting the machine up above the broken breeze stream area where it can take full advantage of every breeze and increasing its efficiency up to 25 per cent over most low tower installations. The only charger having the Genuine Dunn propeller speed control, assuring greater efficiency and better performance in both 2- and 6-volt charging.

Through a special arrangement, you can now use the Stewart-Warner Hy-Tower to build sales, not only of battery sets, but also batteries and lighting equipment, in the year when Farm Radio sales will be the greatest of all time. It will pay every dealer to have a Hy-Tower charger on the floor this fall ready to show to the hundreds of prospects coming to your store to learn more about the all electric farm radio and how to get Free Power from the wind.

Less Than 1 Cent a Week to Operate

HERE ARE REASONS WHY STEWART-WARNER IS RECOMMENDING THE HY-TOWER 100 PER CENT

- 1 More efficient governing principle.
- 2 Less working parts in governor.
- 3 Less propeller breakage in high wind.
- 4 Less damaging vibration.
- 5 Less tower strain.
- 6 Greater amp. hr. output over a given period.
- 7 Safer in high winds.
- 8 More efficient in low winds.
- 9 Greater quality value for dollar invested.
- 10 Greater sales appeal.

Ask your distributor, or write direct to the manufacturer, for further information about the Hy-Tower charger—truly the World's Best Wind Charger.

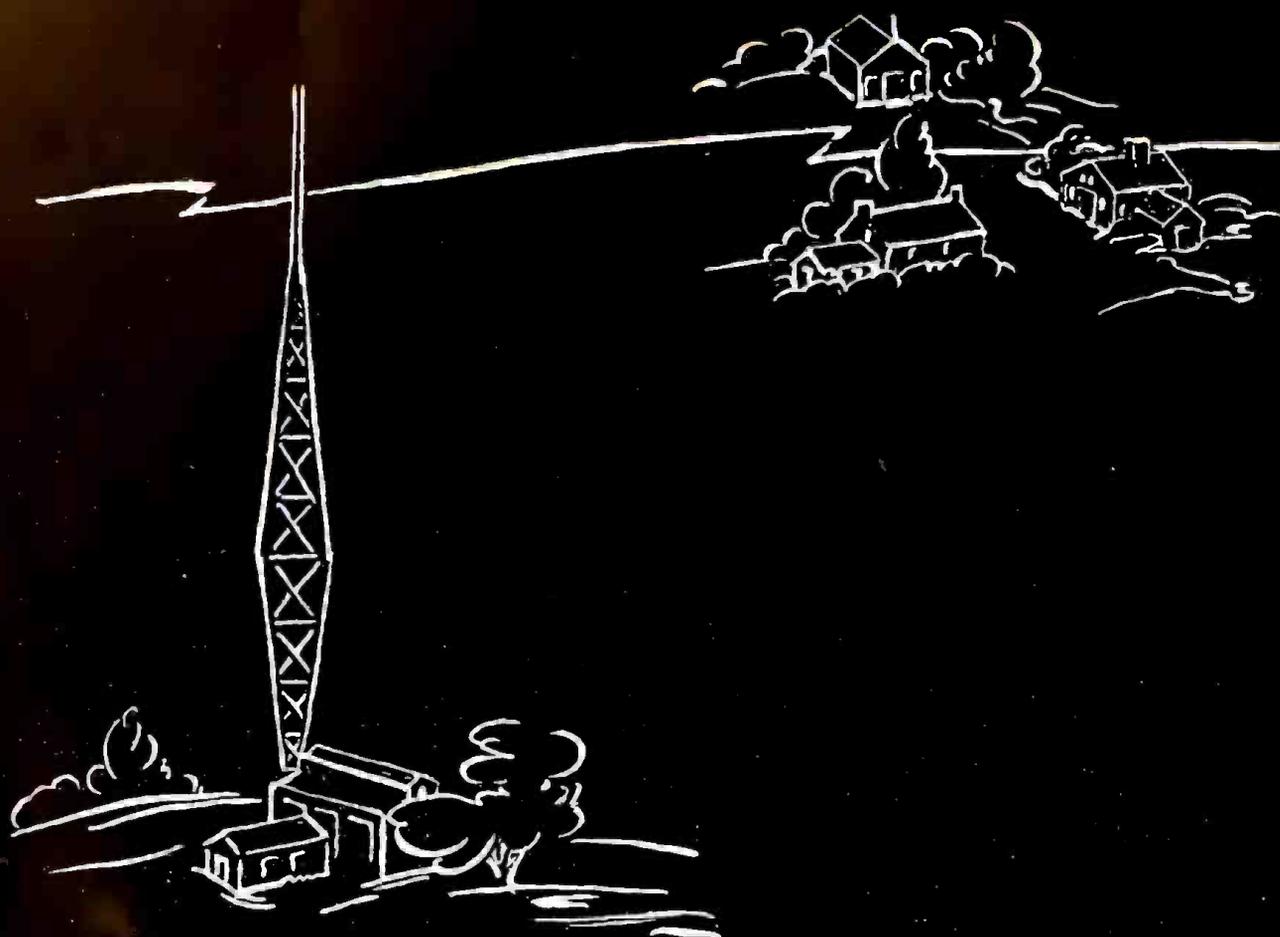
FREE FREE

New wind-electric technical and sales manual. Most attractive and complete instruction manual ever printed. Explains everything about wind charging and our merchandising plan. Write Parris-Dunn Corp. for your copy today.



MFD. BY
PARRIS-DUNN CORPORATION-CLARINDA, IA.

FROM THE BROADCAST ANTENNA INTO MILLIONS OF HOMES



AS the radio broadcasting stations carry the finest of programs into millions of homes throughout the country, Isolantite ceramic insulators contribute their share to the perfect functioning of the broadcasting equipment—to the radiation of the invisible rays from the transmitting antenna—to the perfection of their reproduction in the home.

From crystal frequency generator throughout radio frequency circuits Isolantite insulators reduce dielectric losses. Isolantite coaxial transmission line systems and antenna insulators give maximum efficiency in transmission and radiation. In the home, receiving sets insulated

with Isolantite give dependable broadcast reception.

To the service of its customers, Isolantite brings its long experience in the design and manufacture of ceramic insulators for the broadcasting industry. Isolantite engineers will gladly cooperate in the selection or design of suitable insulators for every broadcasting application.

ISOLANTITE INC.

CERAMIC INSULATORS

Factory: Belleville, N. J. • Sales Office: 233 Broadway, New York, N. Y.

PROMOTING PLATTERS

SUBSTANTIAL COME-BACK

★ Importance of records in the dealer's new profit schedule is indicated by a review of the facts concerning public interest in discs at the moment. These facts reveal what is being done to promote the public appetite for recorded music, and are reported from the recent address made by Thomas F. Joyce, RCA Victor advertising manager, at the annual convention of the National Association of Music Merchants.

In 1936 the ratio of record playing devices to the number of radio sets in use was about 1 to 20. Currently this ratio is about 1 to 10.

Today, about 200 newspapers carry record columns, and about 150 college papers regularly handle the subject.

Many persons are influenced by what they see in the movies and 20 new feature films have included scenes where the players are seen using some form of record-player. Great interest surrounded the film "The March of Time," which featured recording processes in connection with the Dixieland Band.

SWING SESSIONS

★ "Tried successfully in New York and California record shops and in taverns in New Jersey and Pennsylvania" is a promotion stunt sponsored by Master Records, Inc., 1776 Broadway, New York City. To stimulate the sales of hot discs the dealer is encouraged to be a factor in "swing sessions" held evenings or Sunday afternoon at some appropriate local spot.

Suggested session consists of a 90-minute program (12 records) played automatically, with a master of ceremonies making lively explanations. Guests are invited by letter or telephone, and feature stories are prepared for local papers. Master Records has other details for those interested.

PHOTO-ENLARGEMENT WRINKLE

★ Ansley Radio Corp., 240 W. 23rd St., New York City, is issuing to its authorized dealers a sales aid in the form of a placard plugging portable radio combinations as a part of the air traveler's luggage. Each placard carries an actual photo-enlargement of an instrument finished in summer fabric. Picture features air-travel accessories and background.



Decca presents an all-electric portable phonograph with high fidelity reproduction through an 8-in. speaker. The instrument has a crystal pick-up, automatic volume control, separate turn-table switch. It operates on AC and retails at \$59.50.

WAX WORTH WATCHING

AFRAID TO DREAM AND THE LOVELINESS OF YOU. Both with Jolly Cohorn and his orchestra, both from the 20th Century Fox film "You Can't Have Everything."—Bluebird B7083.

HAVE YOU GOT ANY CASTLES, BABY? and AM I DREAMING? Both with Jolly Cohorn and his orchestra, both from the Warner Bros. film "Varsity Show."—Bluebird B7081.

IT'S THE NATURAL THING TO DO. Vocal chorus by King Sisters. **THE MOON GOT IN MY EYES.** Vocal chorus by Larry Cotton. Both with Horace Heidt and his Aleutite Brigadiers, both from the Paramount film "Double or Nothing."—Brunswick 7927.

PUBLIC MELODY NUMBER ONE. Vocal chorus. From the Paramount film "Artists and Models." **OLD MAN MOON.** From the MGM film "Topper." Both with Rudy Bundy and his orchestra.—Variety 615.

THE LOVELINESS OF YOU and DANGER—LOVE AT WORK. Both with Hal Kemp and his orchestra, both from the 20th Century-Fox film, "You Can't Have Everything."—Victor 25628.

THE MERRY-GO-ROUND BROKE DOWN and GOOD MORNIN'. from the Paramount film "Mountain Music." Both with vocal chorus, both with Dick Robertson and his orchestra.—Decca 1334.

THE OLD FEELING and LOVELY ONE. Both with Guy Lombardo and his Royal Canadians, both from United Artists film "Walter Wanger's Vogues of 1938."—Victor 25629.

THE OLD FOLKS AT HOME (Swanee Ribber) with Louis Armstrong and Mills Bros. **LONG ABOUT MIDNIGHT** by Mills Bros.—Decca 1360.

VOUS QUI PASSEZ SANS ME VOIR? (Why Do You Pass Me By?) and LA CHANSON DES RUES— slow fox chante. Sung in French by Jean Sablon with orchestra conducted by Wal-Berg.—Columbia Masterworks 4158M.

★ Plant capacity of Presto Recording Corp., 139 W. 19th St., New York City, will be doubled. Space has been leased in an adjoining building and expansion will be inspired by the company's current 265 per cent increase in sales. Shipments of Presto's instantaneous recording equipment to foreign countries has been heavy since March, and recording activity here has been generally lively.

★ Designers for Industry, Inc., of Cleveland, Ohio, industrial designers and product stylists, have established New York headquarters in International Building, Rockefeller Center, according to announcement by President Chas. H. Oppenheimer. A designing staff will be maintained in the New York office, which is in charge of H. C. Gooding, who was transferred from the Chicago office to become business manager for the Eastern district. George E. Henry has been appointed sales promotion manager, with headquarters in the New York office.



Courtesy Wichita Beacon
Illustrating the use of recorders in modern music schools. Instructor F. O. Tompkins, University of Wichita, Kansas, gives split-second suggestions to a student recording her voice through a second microphone.

FARM SALES CLIMAX

August finds dealers actively moving battery sets

TO GET LONG BATTERY SERVICE ON 2-VOLT SETS

★ Surveys conducted by RADIO TODAY have revealed that of the 860,000 battery radio sets sold last year for farm use, perhaps 70 per cent were 2-volt sets, and 30 per cent were 6-volt units.

With this large majority of 2-volt radios, it becomes important that the radio dealer advise the customer regarding proper battery equipment for those 2-volt sets. While dry-cells are sometimes considered for 2-volt radio supply on account of their lower first cost, the National Carbon Company (which makes both dry cells and "Air Cells") gives some pertinent advice on the advantages of water-filled "Air Cells" which its engineers developed especially for farm-radio service.

Heavy pull

"New radios are used excessively for the first few weeks until the novelty wears off and the customer settles down to a more systematic habit of listening. This means that the first battery gets severe usage and as a result it won't last long. *Very frequently the first dry cell A battery lasts less than a month.* If the customer has been led to believe that the battery ought to last six weeks, or any other definite time, he will claim short life and this makes trouble for everybody.

"The second battery probably will last longer than the first one. If the customer switches to another make for his second battery, he may conclude that it is a better battery because it lasted longer. This is not so. The second or third battery lasts longer, not because it is better but because it isn't being used as hard.

"The way to avoid trouble, dissat-



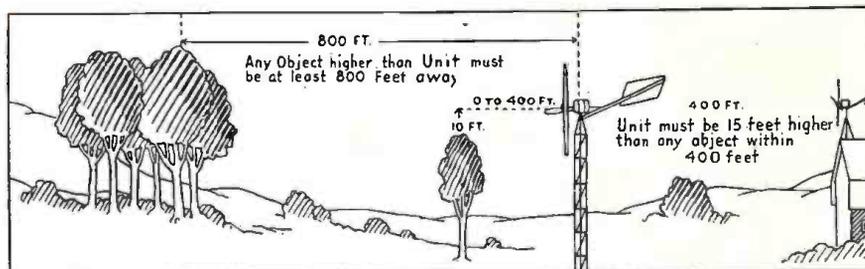
Dry Cells vs. Air Cells.

isfaction and expense is to sell Eveready 'Air-Cell' A Batteries as initial equipment. This battery has such long life that it can stand the punishment of the first few weeks of excessive use and come through with enough left over for many hundreds of hours of additional trouble-free, low-cost service. On a 1/2-ampere radio it will give at least 1200 hours of life and it will do this at any rate of usage, clear up to 24 hours per day.

Six times as long

"On heavy service, typical of new radios, the 'Air-Cell' will give 6 or 7 times as much life as a dry cell A battery in the class of the Eveready No. X-125, and on light service it will last 3 or 4 times as long. Yet it costs less than twice as much!

"If a customer refuses to buy the 'Air-Cell' battery but insists on 'saving money' by taking the small, cheap dry-cell A battery, do not hold out any false hopes as to how much life he should expect. The small dry-cell A battery was made to sell at a price. Its only reason for existence is to make possible a low total selling price for a radio. It represents



Showing the proper location of a charger, as sketched by Breez-Electric.

about the least that can be put together and still function after a fashion as an A battery."

MORE FARM SALES

★ Definite suggestions as to how dealers may stimulate farm sales, and the latest details on developing the business are now available to radio men. New angles on these subjects are being made available by Win-charger Corp., Sioux City, Iowa, in a big series of releases to the trade.

Attracting attention are lists of 1937-38 sales devices, figures on wind velocity, collections of letters from satisfied users, instruction booklets on installation, and figures giving the general characteristics of the farm market. Latest in the series is a new farm radio selling manual, "More Farm Radio Sales."

GENERATING SATISFACTION

★ "Public acceptance has been secured for the wind-electric radio-operation principle," according to Prentiss Cleaves, vice-pres. of Breez-Electric Corp., Chicago, makers of Superchargers. Thus the promotion of wind generating equipment by dealers and distributors establishes a place of its own in the trade.

Important part of the dealer's success has to do with rules governing the installation of the equipment. Mr. Cleaves' firm has issued a series of suggestions for consumers to follow and for dealers to use:

No. 1—Location. The charger must be installed so as to have an unobstructed sweep of wind from all directions. It should be higher than any tree or building within 400 ft. If regular tower is not high enough, use 1 1/4 in. pipe of required height, a wooden pole or platform surmounted by a short section of 1 1/2 in. pipe, or special towers which are made up to 80 ft.

No. 2—Wire Sizes. The charger must be located within 250 ft. of the battery. As for wire sizes, for distances under 50 ft., use No. 8 copper wire; from 50 to 100 ft., use No. 6; from 100 to 250 ft. use No. 4. Two wires are required from charger to battery.

No. 3—Batteries. Use a radio or farm light type battery, the bigger the better, never an auto battery. Size needed will vary with the locality. The smallest size recommended for radio operation alone in 140-hour capacity. If local wind conditions permit the use of lights, too, use from a 240 to 400 ampere-hour battery.

A SMASHING SUCCESS!



Sentinel with RAD-O-FONE

What is
RAD-O-FONE?



Rad-O-Fone is a sensational, exclusive development that makes every Sentinel a "DOUBLE PURPOSE" Radio. It consists of an extension speaker, that duplicates the performance of the Sentinel radio exactly, and, in addition, can be used as a two station communication system for two way conversation! Think of it! The equivalent of two radios, plus a private telephone system, all for a price your customers would pay for an ordinary radio alone. It's the biggest selling feature of the decade!

Other Sentinel Features!

- ★ Automatic Tuning
- ★ 2-Volt, 6-Volt, 32-Volt Farm Models
- ★ Sensible Prices from \$19.99 to \$99.95
- ★ Finer Performance than ever before
- ★ New Battery Economy. No "C" Batteries required
- ★ 6-Volt—110 Volt Alt. Current Combination Model
- ★ Sensational Merchandising Campaign
- ★ Nationally advertised

THE SPECTACULAR NEW DEVELOPMENT WITH REAL SALES PUNCH!

WHAM! Sentinel's 1938 Line has hit the radio market like a ton of bricks. All over the country, on farms, in cities, they're talking about and buying RAD-O-FONE, the most spectacular radio development since the invention of the vacuum tube. It's got more real sales punch than any feature you've ever had—an absolute knock-out—a feature that you can really demonstrate—that's tangible—something that you can talk, can show, can SELL!

It lifts Sentinel clear out of the "entertainment only" class—and makes it a valuable household and commercial utility.

But Sentinel has more than just RAD-O-FONE. This smashing new line is packed with features—features like the New Sentinel Automatic Tuning Dial, an instant hit! It's complete with 110 Volt A.C. models and 2, 6, and 32 volt Farm models. It's sensibly priced with leaders at \$19.99 and \$24.95, sensational values, and really outstanding de luxe 11-Tube models for as little as \$99.95.

Go to town with Sentinel this year. Get on the Band Wagon—mail the coupon for complete information today!

MAIL THIS COUPON NOW!

SENTINEL RADIO CORPORATION

2222 Diversey Pkwy., Dept. RTA, Chicago, Ill.

Please send me complete information on the 1938 Sentinel Line.

Name _____

Address _____



Sentinel

THE DOUBLE PURPOSE RADIO

ADVANCE IN SOUND SALES

New developments in public address and intercommunicating systems

WHERE THE SOUND BIZ IS HEADED

★ An analysis of national sales trends in the sound business has been made by **RADIO TODAY**. The survey was an attempt to determine the extent of improvement made over last year's activity.

Distributors in the states of Kansas, Indiana, Maine, Kentucky, Oklahoma, Washington, Missouri and Washington, D. C., were first asked, "How do unit sales of sound equipment compare with sales a year ago?" Exactly 25 per cent of those replying said "larger by 40 per cent" or phrases to that effect. "25 per cent increase" was reported by 12.5 per cent of the jobbers, and 37.5 per cent of them said simply, "they are better." Reports from 12.5 per cent of the group estimated that sales were "10 per cent better," and a similar section of houses remarked "favorable."

Asked whether total dollar volume of sound equipment sales was increasing or decreasing, 88.9 per cent of the jobbers said "increasing," 11.1 per cent said "decreasing."

SPOT FOR PORTABLES

★ Important news of another market for portable sound equipment has been reported by Webster-Chicago. It concerns a travelling lecturer, Elder C. Anderson, an authority on Eskimo life, who makes appearances at churches, schools, clubs, etc., and must have sound effects with each lecture.

Many of the halls where the addresses are given do not have sound systems, and the lecturer must supply his own. New models among portable outfits are the answer to the problem. Dealers will be able to sell quality gadgets of the more expensive type, because the lecturer wishes to be 100 per cent certain that the system is dependable.

MONEY-MAKING SOUND TRUCK

★ To make the sound business profitable, H. M. Pinson has designed and constructed at Lexington, Ky., a sound truck which has many unusual advantages. During a period

of six months it was used by evangelists, advertisers, politicians, auctioneers and singers.

Marked advantage of this type of sound truck over the usual kind is that the speakers or singers can go to the audience rather than having the audience come to them. In the recent political campaign, political speakers were able to make as many as ten stops in an evening, sometimes in places where it would have been a difficult matter to command an audience without the advantage of the attractively lighted back platform. This is a good selling point when attempting to rent the system at a profitable rate.

Velocity microphones are used exclusively by Mr. Pinson because of the long range pick-up insuring freedom for gestures and expression, thus eliminating the stiffness of speech resulting from using close-talking mikes. A 110 volt AC generator, powered by 32 volt batteries, furnishes the power for the 40 watt Clough-Brengle amplifier. Where line current is available an extension line can be plugged into the side of the truck in a few minutes. The truck carries its own battery charger, which can be hooked up to line current while stopping over night. Batteries have sufficient capacity to take care of a full day's use or more.

Two speakers of the dynamic type are mounted fore and aft. The baffles are made of Celotex and were also shop built. Two auxiliary speakers are carried inside. These have parabolic aluminum baffles and can be plugged in whenever the size of the audience demands a larger coverage. They may either be set on the ground or hung from the limb of a tree or side of a building.

Safety material

Walls and ceiling of the back platform are lined with a heavy sound-absorbing material in order to prevent feedback from speaker sounds. This was important because, regardless of the power output of the amplifier, only a certain amount is available, undistorted, if the microphone is placed in a position to pick

(Continued on page 75)



Fancier than the usual truck, this one by H. M. Pinson, Lexington, Ky., has special platform lights, sleeping quarters, and p.a. gadgets to attract politicians, evangelists, advertisers, lecturers, singers, etc.

THE COMPLETE LOUD SPEAKER — NO BAFFLE REQUIRED

PERI-DYNAMIC REPRODUCERS

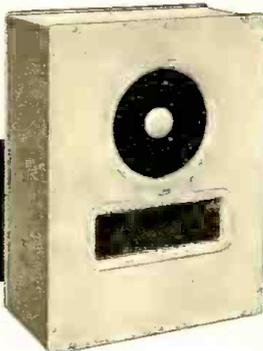
Models KM and KV

**... OFFERED IN SIZES TO MEET
ALL REQUIREMENTS**

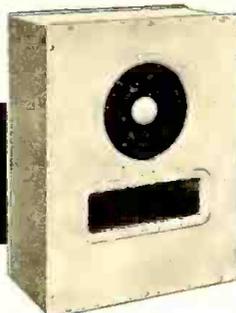


Model
KM-15

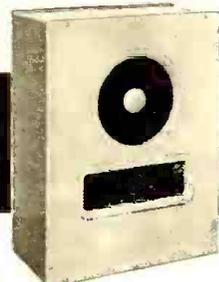
For 15"
Speaker



Model KM-12
For 12" Speaker



Model KM-10
For 10" Speaker



Model KM-8
For 8" Speaker

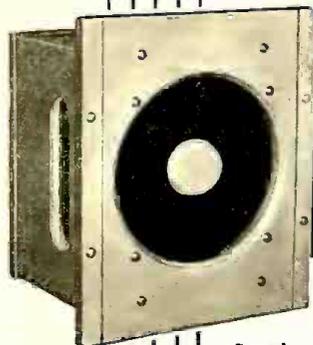
Model KM

Recommended for all kinds of voice reproduction and reinforcement, involving both voice and music, they are absolute essentials to the best reproduction in music because of their incorporation of the *Bass Reflex* Principle. This model should be used with radio receivers, phonographs, and in all cases where reproduction of

music is the predominate requirement. Available with specially designed 8, 10, 12 and 15-inch Jensen Speakers.

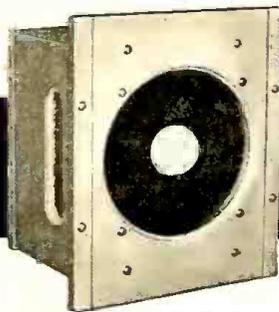
Model KV

Recommended for use where reinforcement or reproduction of voice is the predominating requirement, for speech reinforcement, stage, ballroom, for paging and similar uses. Broadly stated, *Model KV* should be used for speech only when music is an incidental background for voices. Offered with specially designed 8, 10 and 12-inch Jensen Speakers.

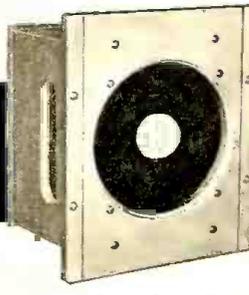


Model
KV-12

Speaker
For 12"



Model KV-10
For 10" Speaker



Model KV-8
For 8" Speaker

Be sure to choose *Peri-Dynamic Reproducers* with your next sound system. Now offered with all systems by leading manufacturers of public address equipment.

The day of the loud-speaker with nondescript baffle is as out of date as the automobile with a hand crank.

Whole octaves added to music, speech crisp and intelligible, objectionable resonance and boom eliminated, performance independent of acoustic environment. Jensen *Peri-Dynamic Reproducers* mark a new era as definite as that created by the electro dynamic speaker. Models KM and KV are shipped in knock-down kits. The kits consist of speaker and knock-down enclosure, each packed in separate corrugated box containers, shipped together. All necessary screws, bolts, grilles, brackets, etc., included for assembly. Assembly instructions are complete. No tools necessary except an ordinary screw driver.

Enclosures are finished with two coats of French gray. Prices are very economical, and compare with ordinary speakers, considering that no baffle is required. For example, Model KM with 8-inch speaker, has a list price of only \$20.50, Model KV with 8-inch speaker lists at only \$12.50.

*Knock-Down Enclosure and Speaker
Ready for Shipment*



Jensen

*"The Name
Insures the Quality"*

JENSEN RADIO MFG. COMPANY,
6601 S. Laramie Ave., Chicago, Ill.

RT-837

Please send me FREE 12-page folder, "The Guide to a New Day" and other descriptive literature . . . giving complete technical information about these New Jensen Peri-Dynamic Reproducers.

Name

Address

City State

"OPEN DISPLAY" IN SELLING PARTS

Distributor tries "Let 'em handle" policy with fine results

★ YOU are selecting a necktie. The clerk takes it out of the case, holds it up for your inspection. Automatically, you reach out and take the tie into your own hands. Though you can see it displayed more advantageously in the clerk's hands, as it will look to others when you are wearing it, you still want to handle the article yourself!

And that illustrates the basic principle underlying "open display." Bring the buyer into contact with the merchandise—let him hold it, feel it, turn it upside down, smell it if he wants to—and let him sell himself!

The principle applies directly to radio parts as much as to other merchandise—perhaps more so, because radio dealers and servicemen are mechanically minded and the intricacies of design and construction in a mechanical unit almost demand close scrutiny and interest.

Not only to permit, but actually to encourage minute inspection of its merchandise is a cardinal principle of operation with the Pacific Radio Exchange, 729 S. Main St., Los Angeles, old-time Southern California distributors of radio parts and supplies. A widely diversified stock, carefully selected, gives the management a feeling of confidence based on the assurance that such merchandise will stand inspection by the dealer or serviceman. That faith in turn seems to transmit itself to the customer, driving home subconsciously the real-

ization that the merchandise would not be proffered so freely if the distributor did not feel it good enough to sell itself.

"It reminded me"

Open display encourages random, unintentional buying, declares Frank LeBell, general manager. Frequently a dealer or serviceman, having made a purchase, says,

"Well, I didn't intend to buy anything when I came in, but I just happened to see that there and it reminded me—"

That's it! Just "happened to see it there" and it reminded him to buy it.

The reasons for the success of "open display" are not entirely clear but something of the explanation may lie in this common procedure: a prospective customer approaches a table-full of merchandise. An article attracts his attention. He stops, picks it up, examines it, puts it down, picks up another article of similar type and looks that one over. He takes up the first article again, obviously weighs one against the other in his mind and, before long, looks around for a clerk. The sale is completed.

But, in the beginning, when the customer first looks at the merchandise—should a clerk approach him at that moment, the come-back is very apt to be "No, just looking around"

and the prospective customer walks off without buying. Why? Nobody knows, exactly, but the sale seems to become "pretty well set" during that interval, says Manager LeBell, when the customer stands with the merchandise in his hand, looking it over, making his own decision without a sales-talk blasting in his ear.

Up go sales

But whatever the explanation may be—it works. Put the merchandise where the prospect can handle it, and up goes the sales curve on that merchandise.

But what of pilferage? Don't they steal plenty?

"The answer is Yes and No," says Mr. LeBell.

"Naturally, we watch, and frequently we catch them. Sometimes we don't. But charge up the loss to advertising, selling expense or what have you. We feel that the increase in sales more than offsets the loss by theft.

"It might be pointed out that expensive, easily concealed units are not placed on open display promiscuously. Microphones, tubes, meters and similar articles repose securely on our shelves back of the counters. Transformers are laid out in the open, but to tuck away an article as heavy and cumbersome as a transformer is difficult and our loss from this department is almost nil."

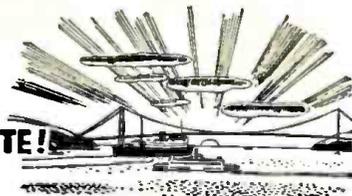
SPECIAL STYLE IN PARTS DISTRIBUTING — NOTHING IS HIDDEN AND EVERYTHING EASIER TO SELL





FROM THE ROCK-BOUND COAST OF MAINE

TO CALIFORNIA'S GOLDEN GATE!



1938 RCA Victor Sets are *Setting new Sales Records!*

55 selling features, led by Electric Tuning, Overseas Dial and Sonic-Arc Magic Voice are ready to work for you—just as they are working for thousands of dealers!

IN every corner of the land people are reading impressive advertising about the new 1938 RCA Victor radios—visiting dealers' stores—watching the sets in operation—buying!

This great new line, with 39 beautiful models ranging from \$20 up, offers 55 sales-compelling features that make it easy for dealers to *convince* prospects of the true quality and exceptional value RCA Victor offers!

Foremost of these features is RCA Victor Electric Tuning. It's truly automatic! Simply push a button—there's your station. Gets either foreign or domestic stations, more accurately than even a radio engineer could tune them.

And just look at these other sales-making features! Armchair Control—which permits automatic tuning by your customer from his favorite armchair or from another room. Overseas Dial—which makes foreign tuning as easy as domestic tuning. New Sonic-Arc Magic Voice, which you can really show and demonstrate—and which greatly improves tone fidelity. Impressive Beauty-Tone Cabinets, improved Magic Brain, Magic Eye, RCA Metal Tubes, and scores of other outstanding new features.



This year RCA Victor gives you a Victory Line to sell. When your customers come in for demonstrations, talk and show the features—for features will sell for you. They're actual, visible, believable facts that mean money in your cash register!



RCA Victor End-Table Model 86E. Handsome, streamlined 6-tube end-table model—not too extreme—one that's a sure-fire seller. New Sunburst Dial listing foreign stations, Vernier Pointer, RCA Metal Tubes, 12-inch speaker, 4½ watts output.

(left) RCA Victor Model 811K Electric Tuning at surprisingly low cost! 11 powerful RCA tubes. New Sonic-Arc Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes. New Sit-a-right-Line Dial.

RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. D. T., on NBC Blue Network

RCA Victor

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

300 MILLION

RCA RADIO TUBES HAVE BEEN BOUGHT BY RADIO USERS... IN TUBES, AS IN RADIO SETS, IT PAYS TO GO RCA ALL THE WAY!

FOR THE PARTS JOBBER — ONE LINE, OR SEVERAL?

(Continued from page 20)

becomes quite a difficult proposition for a distributor to resell them on a different brand. In order to retain such a serviceman's business and good will, the distributor must carry at least two, or possibly three, of the popular nationally known brands of such merchandise.

We have in mind a particular experience that very clearly illustrates this. One line of condensers has given several of our service accounts considerable trouble in the way of breakdowns. If we had not had a different brand of condensers to offer these accounts after their reported difficulties with that brand, we would have entirely lost their condenser business.

Too many preferences

Henry Klaus
Klaus Radio & Electric Company,
Peoria, Ill., Davenport, Iowa.

I believe that several lines of parts should be carried by the parts jobber. There are too many accounts and too many preferences to concentrate on one line of parts.

Exclusive territory desirable

W. Ross Hahn
Radio & Sound Service, Inc.,
Knoxville, Tenn.

Basing an opinion on a limited experience of four years in the wholesale game, it has been our experience that no manufacturer makes a complete universal replacement line—transformers, for instance—hence the necessity of handling two kindred lines.

Naturally such lines will overlap,

but usually one line will complement the other.

In such instances where the manufacturer makes a complete line—tubes for instance—and has some semblance of an exclusive territorial sales policy, it is advantageous to "push that line."

The manufacturers who have, or will adopt, an exclusive territorial sales policy, with inquiries and help extended to their jobbers, will be the ones who will enjoy the support of the trade, and prosper most.

A primary and secondary discount.

John Q. Stoll

It might be wise for manufacturers to have two jobber's discounts. The first distributor in a territory who carries a complete stock of a line should get an extra 10 per cent or so to help protect his investment and as a just reward for making such line popular. Any additional jobbers appointed would not hurt the first jobber because the servicemen in all probability would continue to patronize him.

Different customers, different demands.

J. S. Shaw
Pacific Wholesale Co.,
San Francisco, Calif.

We are of the opinion that in only a very few cases should a parts jobber handle only one line of a certain commodity. However, we do think it is advisable to push one certain line such as transformers, condensers and volume controls, but a second line in some cases should be carried to meet certain requirements.

There is also the element of a number of dealers and servicemen who

want one line and cannot be induced to use some other, and then there are other dealers who will want a different line from the first group, making it impossible to sell every dealer the same line of merchandise.

We do feel it is to the jobber's interest to keep his inventory down as much as possible by handing a limited number of lines.

PROBLEM: FIND THE KNOB

★ Poor, miserable unfancy control knobs, they're about the only visible hickey on a radio set that hasn't been re-designed to fit the fury of our times. There really isn't any reason why they should be perfectly round; no reason why they should be so tiny; gad, no reason why they should be such a deadly color.

Half the sport, they say, of modern motoring is the massive steering wheel and an enormous gear shift. The makers of stems for watches got wise to the "big" idea years ago. Maybe what this industry needs is a tuning wheel which, in some way or other, fairly yells for the listener hand.

PUBLIC TASTE IN RADIO HITS NEW TEMPO

★ New factors in customer-merchant relations are ushering in a new era in merchandising, full of threat for the leisurely retailer but full of promise for the merchant who understands the new tempo, according to Harry Boyd Brown, Philco's national merchandise manager.

Rapid business recovery, increasing buying power and the resulting sudden release of the public's long pent-up desires for new things are introducing a speed and tempo new on the sales front, Mr. Brown finds in his tours all over the country.

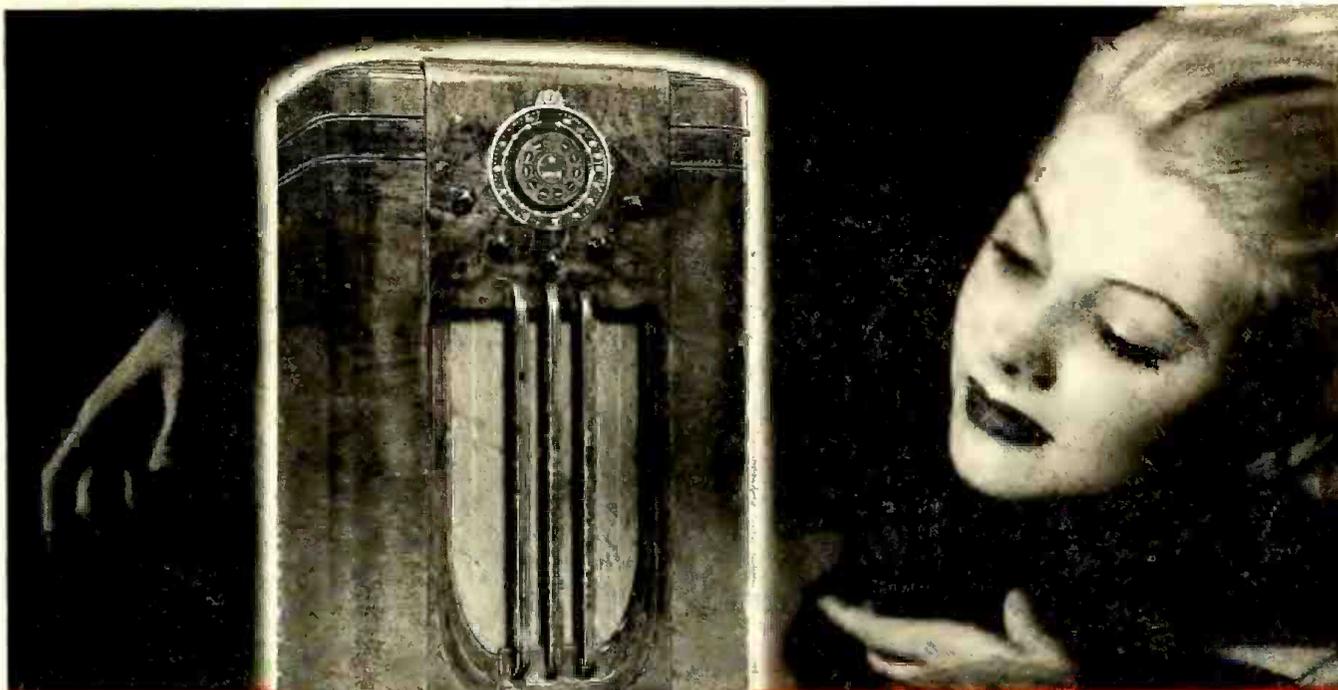
An amazing feature of the new tempo, Mr. Brown pointed out, is the incredible rapidity with which the public's likes and dislikes, tastes and buying habits are changing.

"This means only one thing . . . rapid obsolescence of merchandise," he said. "Goods are becoming out-fashioned faster than at any time in the country's history. This alone is enough to make the merchant sit up at nights, but he also has the problem of advancing costs."

Safety and prosperity for the merchant, Mr. Brown said, lies in flexibility in adapting his business to the new trend, more wisdom and keener judgment in buying and, above all, the courage to buy liberally of the things the public wants, especially if the merchandise is the latest in design, style and, most important of all, utility.



"Mass display" in windows as well as counter-bins, is a feature of the parts-selling practice of Pacific Radio Exchange, Inc., Los Angeles, Cal., whose store interior is pictured on a preceding page.



PROFIT BY THE *Sales Appeal*
OF THE NEW 1938 ARVINS WITH THE
Phantom Filter Circuit



A complete line of distinctive radios with every modern improvement headed by Arvin's big dominant sales feature...

The Phantom Filter Circuit

The Arvin Phantom Filter Circuit means simply this: Better Radio Reception—because—it filters out noise—improves tone quality—increases station range—and clarifies radio programs. That, plus Arvin's beautiful cabinet styling and attractive prices, form a combination that wins sales and profits for you.

The new Arvin line is fired with sales appeal that's plenty hot—and with the nation-wide advertising, impressive merchandising displays and other promotional material available—you have a real opportunity to cash in on Arvin radios. See and hear the new Arvins... and ask your jobber about Arvin's sales-producing support.

ARVIN Phantom Bachelor Model 628CS—6 tubes. A popularly priced chairside radio.

Above ARVIN Phantom Girl Model 518A—5 tubes. • Below: ARVIN Phantom Junior Model 618—6 tubes.

NOBLITT-SPARKS INDUSTRIES, INC.
 Columbus, Ohio. Also Makers of Arvin Phantom Filter Car Radios.

WHAT JOBBER CAN DO FOR PARTS BUYER

—adequate stock, catalog, salesmen prime requirements

—but knowledge, sincerity and good will are essential

★ "IN the hustle and bustle of everyday trade, we often lose sight of fundamentals," declares Charles Golenpaul, of the Aerovox Corporation. "Hence this plea for just seven minutes of your time in order to clarify your position, responsibility and opportunity in the radio industry as a jobber of radio parts.

"Always remember, a jobber is simply a bridge that spans the gap between remote manufacturer and local parts buyer, be he serviceman, amateur or experimenter. Since the manufacturer cannot maintain hundreds and even thousands of scattered stock-rooms, and since the local buyer cannot buy in large lots that can be handled economically and profitably by the manufacturer, the jobber comes into the picture as an indispensable factor to both manufacturer and the local trade. And that jobber deserves the fullest cooperation of both sides, while both sides are entitled to the utmost jobbing service.

Defining "jobber"

"Unfortunately, the term 'jobber' is loosely used these days. In the old days it meant the individual or organization undertaking to handle a certain portion of the manufacturer's total production for the forthcoming year, warehousing the goods bought far in advance of ultimate sale, and then distributing said goods to local retailers. Today all too many jobbers carry little or no stock, and actually compete with retailers and servicemen by selling at retail and handling more service work than jobbing.

"And so it is a genuine pleasure for a parts manufacturer to find a worthy jobber here and there. Aerovox salutes the real parts jobbers throughout the nation because such organizations do precisely what is expected of them by manufacturer and local parts buyer alike, namely:

Eight "musts"

"1. The worthy jobber carries an adequate stock of high-class merchandise, meeting the requirements of servicemen, amateurs, experimenters and retailers. The trend today is to carry less conflicting lines, in many instances just a single line for a given category of parts, but to carry a representative stock of

that line. It is the completeness of any given line, rather than the choice of several improperly represented and very much overlapping lines that determines the value of the jobber's stock to the local buyer.

- "2. A worthy jobber issues his own catalog, featuring those lines and items which he is in position to supply locally. After all, the serviceman, amateur or experimenter is thinking solely in local stock, and prompt delivery terms.
- "3. Aside from maintaining store and stock, the worthy jobber travels salesmen throughout the territory, so that servicemen can be contacted at their places of business where needs are more readily ascertained and orders more easily placed for rush items.
- "4. On the other hand, the good jobber also keeps in close touch with his manufacturers, so as to follow merchandise trends, new products, price fluctuations, obsolescence, engineering data and so on.
- "5. In the matter of prices, the worthy jobber is fully comparable with the next jobber who intends to stay in business. The jobber's own discount is little enough when his

services and investment are taken into consideration.

- "6. Realizing that correct knowledge is as important as the radio part itself, the real radio parts jobber today has technicians on his staff who can and do supply much needed data and suggestions to servicemen, amateurs, experimenters and others. As often as not these technicians are licensed radio amateurs or former radio servicemen. But the point to guard against here is that these technicians shall be primarily salesmen. Many a jobber has found his technicians more interested in discussing circuits and stunts and communications than in selling goods.
- "7. The worthy jobber believes in sincerity. He handles goods strictly on their merits. He makes no lavish claims. He does not attempt to "switch" sales to inferior products on which there is longer discount and, therefore, a greater profit.
- "8. Finally, the real jobber believes in building up a lasting trade. He sells with the idea of selling again—tomorrow, the next day, next year. And as his trade grows and the demands of the territory increase, he builds up his stock, sales force and service. Thus the real jobber is a permanent asset to the local buyer as well as to the manufacturer.

"MUSIC WHILE YOU PLOW" THE 1937 FARMER KEEPS IN TOUCH WITH WORLD



Donald Barteo, Mulvane, Kan., is one of many farmers who prefer headphones for radio listening during tedious hours on their tractors.

Does he qualify?

"To the parts manufacturer, a good jobber is a real asset indeed. The day is past when the same parts manufacturer is prepared to hand out distributorships right and left. Rather, the jobbers are carefully selected, and only if they can qualify, and if there is a legitimate place in a territory for a new jobber is the distributorship granted. Most manufacturers now employ a questionnaire form designed to bring out the information on which a would-be jobber can be satisfactorily judged.

"The time has come when the jobber enjoys a definite franchise. He can well be proud of the lines he is handling, if he has had to fight to get them. If, on the other hand, the lines have been virtually thrown at him, he can be sure they are worth very little indeed.

"Radio parts jobbing today is a genuine business. It is a profitable business. It is a dignified business. It is a business that will last."

FROM THE 1938 CROSLY ALL-STAR RADIO LINE SENSATIONAL NEW **CROSLY FIVERS** WITH BRILLIANT AMERICAN AND FOREIGN RECEPTION



Combining smart cabinet styling and other advanced features—such as American and Foreign Reception and the Crosley 3-dimensional Mirro-Dial—with superlative performance and lowest price, these new Crosley Fivers are easily the outstanding values in radio. Designed to meet every preference in cabinet style, this spectacular group of Crosley Fivers is now available in upright table, compact table, chairside and console models. See, sell and stock these new Fivers and cash in on the unmistakable “swing to Crosley.”



CROSLY FIVER

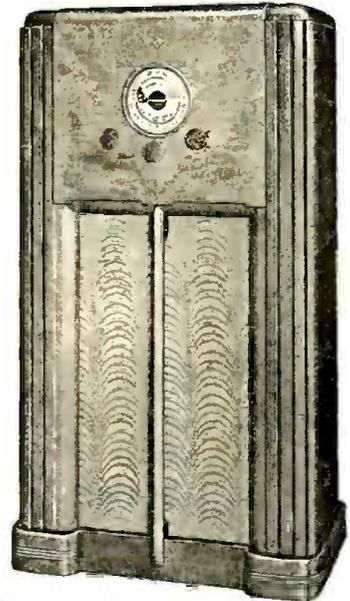
A strikingly beautiful cabinet of pleasing proportions plus new Foreign wave band and the 3-dimensional Mirro-Dial make this new Fiver more than ever “the World’s Greatest Radio Value.” The gracefully rounded front and side panels are of figured walnut veneer with black trim on top and bottom of front panel. Dimensions: 12 1/2" high, 10 1/2" wide, 6 1/2" deep. With Crosley Quiktune Dial. \$22.95



CHAIRSIDE FIVER

A new Crosley creation that provides the ultimate in radio tuning convenience. Serves also as a smart and useful piece of furniture. Blends harmoniously into the decorative scheme of any room. Incorporates regular Fiver chassis with American and Foreign wave bands and new Mirro-Dial. Dimensions: 17 1/2" high, 12 1/2" wide, 10 1/2" deep. Available in 3 attractive color combinations: Chinese Red bakelite top, red feet, black knobs, and jet black wrinkle finish cabinet. \$24.95

Brown wrinkle finish cabinet with black bakelite tray, black feet and brown knobs. \$24.95
Beautiful walnut grained finish with black bakelite tray, brown knobs and black feet. \$27.50

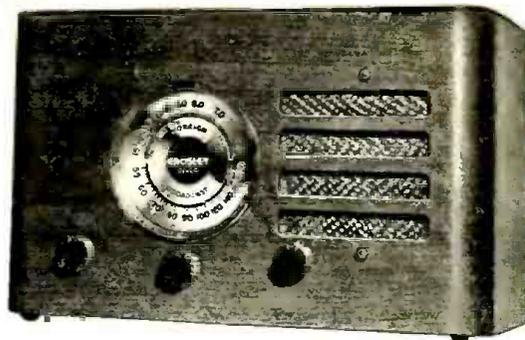


FIVER CONSOLE

A superb 5-tube console model Fiver that offers all the famous features of the regular Fiver plus an 8" Electrodynamic Speaker. Top and front panels are figured stump walnut with fluted pilasters. Dimensions: 38" high, 22 1/2" wide, 10 1/2" deep. Also with Crosley Quiktune Dial. \$39.95

QUIKTUNE DIAL

Swing quickly from one station to another with a simple flick of the dial. Hand hammered bronze escutcheon with ten openings. Call letters provided for insertion in dial openings.



FIVER COMPACT

Another brilliant Fiver in the popular compact type cabinet. Uses the same Fiver chassis and offers all the famous Fiver features. receives both foreign and American signals. Rounded front and side panels of figured walnut veneer. Dimensions: 8 1/2" high, 13 1/2" wide, 6 1/2" deep. With Crosley Quiktune Dial. \$22.95

THE CROSLY RADIO CORPORATION - CINCINNATI POWEL CROSLY, Jr., President
Home of “the Nation’s Station”—WLW—500,000 watts—70 on your dial

YOU'RE THERE WITH A CROSLY

TO REPLACE OLD TUBES

—manufacturers report Fall promotion plans
—public to be urged to pep up home reception

★ TUBE manufacturers are beginning to realize that with over 200 million tube sockets now in use, present annual replacement sales of 40 million tubes are inadequate indeed—and that vigorous sales promotion is needed to stimulate tube renewals in home radios.

RCA-Radiotron plans extensive consumer advertising around the RCA "10-pt. check-up." This advertising will be run in 140 cities in newspapers and spot broadcasts. The messages will appeal to the consumer from these angles:

"Periodic inspection and check-up of radio set is necessary. Worn parts, tired tubes and loose connections cause inefficient radio reception and performance. To get your favorite programs, news flashes, sports events, music and drama, keep your radio set in good operating condition. Replace worn parts and weak tubes. See that all electrical appliance connections, antenna and radio connections are properly functioning—call a radio serviceman."

During the period of Sept. 15th to Dec. 1st, in further support of the above activity, RCA will offer promotional material free of charge to dealers to enable them to tie-in with local and national RCA advertising. This will include window displays, direct-mail pieces (post cards and letters), mats for newspaper use, records for electrical-transcription spots, etc., which will have a definite consumer appeal and should bring many prospects to the dealer using them.

Crime mystery broadcasts

Philco radio tubes will be featured this Fall in a series of novel "murder mystery broadcasts" occupied with the thrilling adventures of Phyl Coe, beautiful girl detective. Some \$50,000 in cash prizes will be offered to those who solve the crimes. The grand prizes run from \$5,000 to \$50, and in addition there will be weekly prizes of \$500 to \$10, totalling \$2,500 a week for the 16 weeks during which the broadcasts will be on the air, from Sept. 5 to Dec. 22, 1937.

This Phyl Coe mystery contest is expected to pull many thousands of listeners into radio dealers' stores, since it gives every radio listener an

equal chance to win huge cash prizes without spending a cent. "People like mysteries—people like games—people want money. This radio mystery game pays cash to the winners who play it." In addition, Manager C. E. Carpenter has provided a complete program of dealer helps, displays, mailing pieces, and booklets to help dealers and servicemen clinch radio-tube replacement sales.

Shop equipment

The Arcturus Radio Tube Company, Newark, N. J., will shortly announce a new plan to assist its distributors, dealers, and servicemen in increasing their tube sales, through up-to-date shop equipment procurable on an unusually attractive basis, reports Resale Manager J. Geartner. A wide array of display store and service, sales promotion and general advertising materials will also be available to the trade for Fall use by dealers and servicemen. Included among these items are numerous helps which the trade can use effectively with the public to awaken them to the need of replacing worn-out tubes. In addition to these sales—building helps, there will be display material definitely tying in with current events, as they happen. A direct-mail campaign for dealers and a special campaign specifically designed for servicemen will also be released.



Winner of \$600, G. F. Chastain, Monett, Mo., left, collects from Earl Dietrich, the grand prize in Raytheon's serviceman contest.

Sylvania sales-promotion items planned for the Fall are as follows:

(1) World Series window posters. (2) new football score booklet. (3) new Fall window and counter displays. (4) new technical manual for servicemen. (5) tube complement booklet containing tube complements for 10,386 set models—complete compilation of I.F. peaks—lists 142 companies—lists 556 trade names—175 pages. (6) new booklet for jobbers, featuring complete array of Sylvania sales, technical, and service helps. This book will feature 3 big radio months of the year, October, November, December and emphasize the radio-selling seasons.

Other new promotional items will be produced within the next three or four months and, of course, Sylvania will continue making available the hundred or more sales and service items of a standard nature that have always been supplied to the trade.

Tube testers

National Union Radio Corporation is expanding its policy on equipment this Fall, and will have a number of types of testers available, according to G. E. DeNike, advertising manager. These new instruments will be fully described and illustrated in the new National Union catalog to appear in September. The company also has provided new displays for dealers and servicemen, to stimulate tube replacement, and will have a complete array of new literature for popular distribution.

Replace ALL tubes

Raytheon, through its distributors and their affiliated dealers and servicemen, plans this year to encourage complete replacement of all tubes, rather than one or two, in sets which have been in service for a fairly long period, explains Earl S. Dietrich, manager of distributor sales.

"For too long a time, all in radio have regarded a receiving tube as a link in a chain, with the chain as good as new following replacement of a weak or broken link. It would be more accurate to compare receiving tubes with spark plugs in the engine of an automobile. The replacement of a single cracked plug after a year's use will permit the engine to run—but only a complete replacement of all spark plugs will bring back new performance. Similarly, the owner of a receiver with old tubes will notice real improvement in sensitivity and tone quality if all of the tubes are changed at one time."

THE BEST "BUYS" ARE MADE FOR CASH!*

THE DEPRESSION'S
OVER—I'M BACK
BUYING RAYTHEONS
AGAIN!

RAYTHEON

* By "CASH" we mean your jobber's regular terms

During the years when "sinking-or-swimming" was an everyday problem, a lot of business men, pressed for cash, got into "no investment" merchandise deals. One by one, most of them have fought their way back to sound business principles. And *only* by buying the *finest quality merchandise at lowest possible cash prices* have they been able to prosper.

In the tube field, RAYTHEON offers the highest quality tube made—at cash* prices that save money for dealers every time they buy RAYTHEONS! That is why RAYTHEON business has more than tripled in the last two years . . . why RAYTHEON dealers are prosperous business men! Ask your RAYTHEON jobber.

THE AVERAGE DEALER INVESTS HIS MONEY IN RAYTHEON

7 TIMES A YEAR

SAVING HIMSELF 5% OR MORE EACH TIME

7x5% = 35% SAVINGS BY BUYING RAYTHEON for CASH!

RAYTHEON

445 Lake Shore Drive, Chicago, Illinois
555 Howard Street, San Francisco, Cal.

420 Lexington Ave., New York, N. Y.
55 Chapel Street, Newton, Mass.

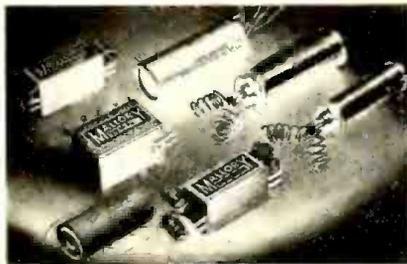
415 Peachtree Street, N. E., Atlanta, Ga.

NEW THINGS FROM THE MANUFACTURERS

Low-cost recording machine

★ Junior recorder for making high-fidelity noise free records up to 12 inches playing 5 minutes on each side. Portable, uses standard radio tubes, operates on 110 AC, will play standard phonograph records. Comes complete with microphone—and can be set up in a few minutes. List \$149. Presto Recording Corp., 139 W. 19th St., New York, N. Y.—RADIO TODAY.—see also advt. p. 89.

Replacement condensers

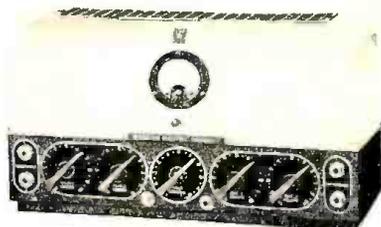


★ Mallory replacement condenser line has been expanded to meet new requirements. In addition a number of special universal condensers have been added to the line which are designed for receivers requiring parts of unusual mechanical construction. P. R. Mallory & Co., Indianapolis, Ind.—RADIO TODAY.—see also advt. p. 1.

Dielectric measuring unit

★ Device for measuring the Q or power factor of dielectrics including the very low loss ones. Used in combination with the standard Q-meter unit—measures differences in Q as small as 2 per cent with an accuracy of about 5 per cent. Larger Q differences may be measured within 2 per cent or better. Unit contains precise 50 microampere meter and line-voltage regulator. Boonton Radio Corp., Boonton, N. J.—RADIO TODAY.

Webster Electric amplifiers



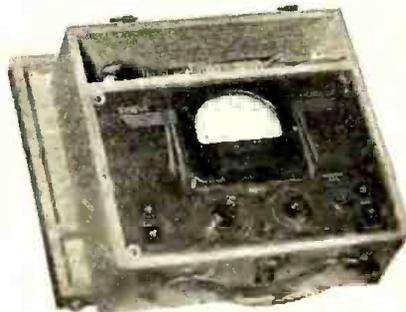
★ Line of 5, 10, 25, 50 watt amplifiers supplemented with pre-amplifier mixer unit and mobile-portable phonograph-amplifier system. Black base and pearl grey hood. Stabilized feed back to improve frequency characteristics and cathode ray tube overload indicator. Pre-amplifier illustrated mixes 4 channels—direct reading DB output meter. Webster Electric Co., Racine, Wis.—RADIO TODAY.

Contact microphone



★ Magnetic type contact microphone for use with string instruments. No tools or drilling necessary—mounts under tail piece or with special adhesive tape. Flat response from 40 to 9000 cycles. Output of -40 DB. Foot operated volume control increases the volume range and effects of the instrument. Amperite Co., 561 Broadway, New York, N. Y.—RADIO TODAY.—see also advt. p. 76.

Supreme test equipment



★ Model 551 analyzer using plug and cable, has a meter with 20 ranges—AC and DC volts, DC mills, DC ohms, output ranges—net \$38.95. Model 541 illustrated has same ranges at 551 but does not have plug and cable feature.—net \$26.95. A frequency modulator for test oscillators when using the oscilloscope is available as model 529—band width variable from 0 to 30 KC—has phase control. Supreme Instruments Corp., Greenwood, Miss.—RADIO TODAY.

Micamold resistors

★ Power type wirewound resistors in ratings from 10 to 100 watts. Cement coating processed in live steam so that resistor is proofed against humidity. In fixed and variable types with sliders and brackets. Wound with wire of low temperature coefficient. Micamold Products Corp., Flushing & Porter Aves., Brooklyn, N. Y.—RADIO TODAY.

Code reading device

★ Tape recording device for code which can be used on any radio set—connected across the voice coil leads. Translates dots and dashes on a chemically treated tape—thus the code signals can be easily interpreted and un-

derstood. For the average listener who is interested in reading code signals, for the ham, and for the beginner. List \$20. American Communications Corp., 1650 Broadway, New York, N. Y.—RADIO TODAY.—see also advt. p. 2.

Wireless interphone

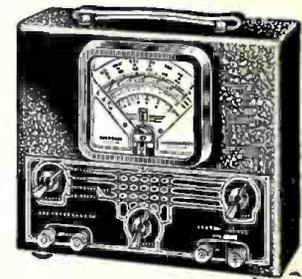
★ Carrier current operated interphone system using the power line for guiding communication currents. Press lever to talk—release to listen. Operates on AC or DC. Walnut cabinets 8 x 12 x 6 inches. 8-foot attachment cord. United Sound Products, Inc., 816 W. North Ave., Chicago, Ill.—RADIO TODAY.

Line noise analyzer



★ Portable device with various forms of filters that can be thrown into the circuit by means of a selector switch. Different filter arrangements can be tried out and when noise is reduced to a minimum, the analyzer indicates the standard filter unit to use. Inserted between noise producing appliance and line or between radio and line. Net \$7.50. Aerovox Corp., 70 Washington St., Brooklyn, N. Y.—RADIO TODAY.

Clough-Brengle analyzer



★ 20,000 ohms per volt analyzer with DC voltage ranges of 3½/7/35/140/350/1400. AC voltage ranges at 7000 ohms per volt of 3½/7/35/140/350/1400. Ohms scales of 3M/30M/3megs/30megs. Decibel ranges from minus 14 to plus 61. Accuracy with 2% of full scale deflection. Rotary switch for range selection. Housed in metal case. Model 120. Clough Brengle Co., 2815 W. 19th St., Chicago, Ill.—RADIO TODAY.—see also advt. p. 84.

Only RCA Radiotron offers this valuable complete service!

Sales Aids . . . Store Equipment . . . Technical and Business Helps—RCA offers them all in this non-profit service to Dealers and Service Men

SALES AIDS



The Tube display shown is life-size—a dramatic, appealing interior or window display that attracts attention. Part of year-round window display service.



Many tested direct mail pieces like the famous Hatchet Letter and the Listening Ear Card shown here are forceful sales producers. RCA provides them with your imprint—inexpensively.

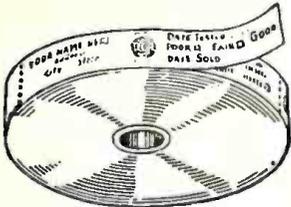
STORE EQUIPMENT



This Neon Sign is unique! Famous RCA Monogram glows when bulb is put in electric outlet. Special device permits "RCA" to face in any direction. An ideal night light. Only 60¢



The Metal Flange Sign (left) means quick identification. Durable. Four-color enamel job, with your name on bottom panel. Also available a novel Three Dimension Mirror Sign.



RCA offers imprinted Tube Test Stickers—that do not char from use on metal tubes—and Package Tape Machine that can also be used to hold stickers.



A beautiful two-color 20-inch diameter Illuminated Clock with Hammond motor is amazingly inexpensive. An outstanding value from an advertising and practical standpoint. Other store equipment that increases your prestige, builds customer confidence—and which only RCA offers at very low cost—includes leaflets, book matches, service garments, lantern slides, etc.

TECHNICAL HELPS



The RCA Service Engineers Pencil. A necessity for service engineers. Has non-metallic screw driver under metal tube cap, and patented resistor drums are made of celluloid composition, so they cannot wear off.

Other technical helps that answer puzzling questions include Socket Layout Guide, RCA-Radio Tube Manual, RCA Pin Index and many others—all yours at extremely modest cost

BUSINESS HELPS



"Radio Service Business Methods" by John F. Rider and J. Van Newenhizen, tells you how best to conduct your business profitably. "101 Service Sales Ideas" is a booklet of fact—every idea a successful one.

RCA also offers you the only complete Service Accounting System available—with printed forms to cover every phase of your business.

FREE

A wide variety of counter displays is available without cost—while they last. Full details from your distributor. Get yours now. Full details about all the above items—plus many others RCA has for you—in free booklet "RCA Radiotron Sales Aids for Radio Dealers and Service Engineers". Ask your distributor for your copy today—or use the coupon.



Radiotrons

RCA MANUFACTURING COMPANY, CAMDEN, NEW JERSEY
A Service of the Radio Corporation of America

RCA Radiotron Division, RCA Manufacturing Company, Camden, New Jersey

Please send me without cost or obligation the booklet "RCA Radiotron Sales Aids for Radio Dealers and Service Engineers".

Name _____

Street _____

City _____ State _____

NEW THINGS

Rotary converters



★ Converters for changing direct current to alternating current. Built in capacities from 35 to 3,250 watts (unity power factor) for all usual voltages. Available with or without all-wave filters. Dynamotor type construction. Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.—**RADIO TODAY**—see also advt. p. 82.

National Union cat-ray tube

★ 2-inch cathode ray tube with octal base wired same as 1-inch tube. High-voltage anode rating of 600 maximum. Sensitivity of deflecting plates .14 to .23 mm. per volt DC depending upon anode voltage. Overall length of 6½ inches. Type 2002—list \$7.50. National Union Radio Corp., 570 Lexington Ave., New York, N. Y.—**RADIO TODAY**.

Automatic record changer



★ Record changing mechanism for electric phonographs and phonograph-radio combinations. Silent, smooth-running motor, balanced pick-up. Model L illustrated plays and changes 7 12-inch or 8 10-inch records. Available for all frequencies and voltages. General Industries Co., 3728 Taylor St., Elyria, Ohio—**RADIO TODAY**—see also advt. p. 88.

Wired Talk-Bak units



★ Speaker units designed for interphone system and which require no equalizing circuits. Junior unit illustrated with busy indicator button and talk button. Wired station selector switch. Furnished complete with cord to connect to system. List \$17. Senior

models available with or without amplifiers. Above units designed for sound men who wish to build up their own systems. Wright DeCoster, Inc., University Ave., St. Paul, Minn.—**RADIO TODAY**—see also advt. p. 94.

Hickok oscillograph

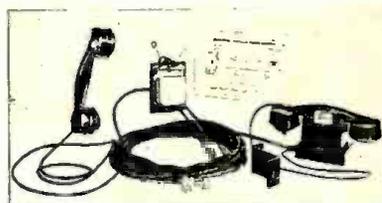
★ Compact cathode ray oscillograph with built-in electronic frequency modulator. Tube screen mounted in recess which shields it from extraneous light. Variable sweep from 1 to 150,000 cycles. Case is 11 x 9 x 7. Model RFO-3. Hickok Electrical Instrument Co., Cleveland, Ohio—**RADIO TODAY**.

Handy-Phone intercommunicator



★ Loudspeaking type interphone, comprised of master unit and 1 to 4 remote stations. Remote stations may be located up to 2,000 feet—wire connections. Sensitive enough to pick up speech at distances of fifty feet. Operates on AC or DC—remote stations require no power line connection. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—**RADIO TODAY**.

Cal-Fon intercommunicator

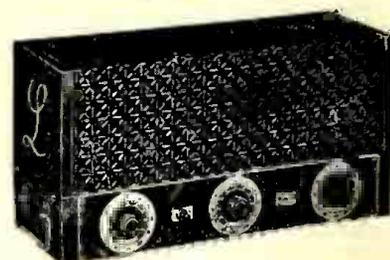


★ Telephone type intercommunicating system designed especially for trailers. Desk or wall set for trailer and handset for automobile. Call buttons operate buzzers when it is desired to establish communication. Plug and socket arrangement permits easy disconnection when trailer is detached from car. Universal Microphone Co., 424 Warren Lane, Inglewood, Calif.—**RADIO TODAY**—see also advt. p. 91.

IRC metallized power control

★ Volume control capable of dissipating 2 watts power. Unexcelled for plate circuit tone control. Incorporates all features of well-known type C including metallized type resistance element permanently bonded to bakelite base, 5-finger contact. Copper heat conducting plate provides for rapid heat dissipation from element. Same size as standard units. Type C-P. International Resistance Co., 401 N. Broad St., Philadelphia, Pa.—**RADIO TODAY**—see also advt. p. 73.

20-watt amplifier

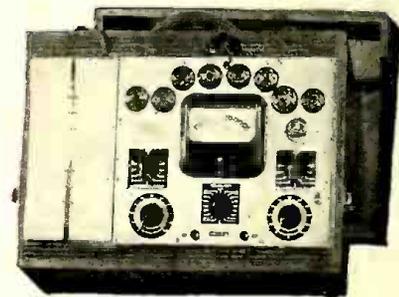


★ Metal tube amplifier for all sound system uses. Two high-gain and two low-gain input channels. Output of 20 watts into 500 ohm load. Inverse feedback reduces distortion to 3 per cent level. Field supply current of 24 watts. Glowing red neon control dials easily operated in dark. Lafayette model 131-A. Wholesale Radio Service Co., 100 Sixth Ave., New York, N. Y.—**RADIO TODAY**.

Interphone kit

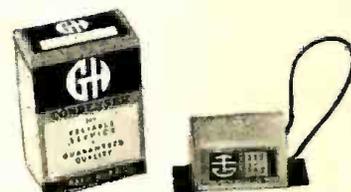
★ Line of two-station master systems and fully intercommunicating master systems in kit form. Master systems handle six stations. Both one and two-way operation is provided. Kit complete with chassis, cabinet and all parts. Amplifier kit, net \$9.94 less tubes. Selector switches, remote stations extra. Sound System, Inc., 6545 Carnegie Ave., Cleveland, Ohio—**RADIO TODAY**.

Philco tube tester



★ High-quality, low-cost tube checker for testing every tube type. Large, easy-reading English scale meter. Neon short test. Tube chart based upon test readings on more than 50,000 tubes. For counter or portable use—with sloping panel. Test covers all characteristics of the tube at once. Model 066. Philco Radio & Television Corp., Tioga & C Sts., Philadelphia, Pa.—**RADIO TODAY**.

Replacement condensers



★ Line of unsealed paper condensers with 300 to 1,300 volt rating in usual capacities. Other units are paper type for replacing electrolytics—rating 500 working voltage; midget, standard can type and exact replacement type electrolytics complete the line. Girard-Hopkins, Oakland, Calif.—**RADIO TODAY**.



They're ALL in the Market!

Be sure your tube policy is sound—and sell them tubes that enhance your reputation for dependability!

• • •
This year the industry is selling a lot of radio merchandise. Are you getting your share?

If you've been selling good tubes like Sylvania—your chances are bright. If you have been tempting trouble with "cheap" tubes... switch

to Sylvania now, and build confidence among the very people who are "in the market" for new sets.

Sylvania quality is guarded through scores of exacting tests during every step of manufacture. No tube ever leaves the Sylvania factory unless it is sure to function perfectly. Sell Sylvania—they'll tone up your business. For complete sales and technical information, write to Hygrade Sylvania Corporation, Emporium, Pa.

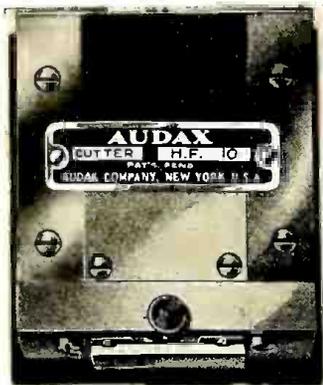
SYLVANIA THE SET-TESTED
RADIO TUBE

NEW THINGS

Bell sound system

★ 12-watt beam power output amplifier with 124 DB gain. Frequency response of amplifier plus or minus 2 DB from 35 to 10,000 cycles. Dual 10-inch P.M. speakers with 25 feet of cable. Crystal mike with desk stand and 25 ft. cord. Housed in Kerotol covered carrying case 16 x 19 x 13½ inches. Model PA412. Bell Sound Systems, Inc., 61 E. Goodale St., Columbus, Ohio.—RADIO TODAY.

Professional cutter



★ Recording cutter for use on nitrocellulose and wax records. Effective to well over 8,000 cycles on nitrocellulose with input of about 18 to 20 DB. Easily interchangeable, needing only a screwdriver to effect replacement. Type 10-A. Audax Co., 500 Fifth Ave., New York, N. Y.—RADIO TODAY.

AC-DC multi-meter

★ Portable AC-DC test instrument. Measures 0/5/50/250/1,000 volts AC and DC at 2,000 ohms per volt. Current ranges 0/1/5/250/1,000 AC and DC. Resistance scales 0/20/200M/2 meg with self-contained batteries. 5-inch bakelite cased meter accurate with 2 per cent on all ranges. Uses vacuum tube for rectifier on AC ranges—measures AF and RF voltages. Net \$13.95. Ultra Precision Instruments Co., 123 Liberty St., New York, N. Y.—RADIO TODAY.

DC to AC inverters



★ 32 types on inverters for changing DC to AC. Operate on DC voltages of 6 to 220. Outputs 110 or 220 AC, at various capacities. Vibrators have ¼-inch diameter tungsten contacts mounted on dual arm arrangement. Exceptionally long life and reliability. American Television & Radio Co., St. Paul, Minn.—RADIO TODAY.

Kreisler interphone systems



★ Wireless and wired intercommunicating systems which plug into the electric line. Master unit with privacy headphone illustrated. All-master systems provide two-way conversation without the use of a talk-listen switch. Master systems handle up to 18 stations. Wireless systems for 2-way 2-point conversations. Kreisler Communications, Inc., 250 W. 57th St., New York, N. Y.—RADIO TODAY.—see also advt. p. 65.

Tri-Polar crystal mike

★ Microphone with both "velocity" and "pressure" operated elements. Uni-directional response with both elements. Velocity element alone give bi-directional, while non-directional pick-up is obtained with the pressure element alone. A switch selects either one or both of the elements. Response within 5 DB from 40 to 10,000 cycles. Can be used with all high-gain amplifiers designed for use with crystal mikes. Model 720A—list \$39.50 with 25 feet of cable. Shure Bros., 225 W. Huron St., Chicago, Ill.—RADIO TODAY.

Hi-fidelity velocity mike



★ Small size velocity microphone with zero cavity resonance, integral shock absorber, reduced feedback. High-fidelity operation, with freedom from hum. Suitable for tropical service. Model V-1—list \$25 with cable and connector. Electro-Voice Mfg. Co., 338 E. Colfax Ave., South Bend, Ind.—RADIO TODAY.—see also advt. p. 83.

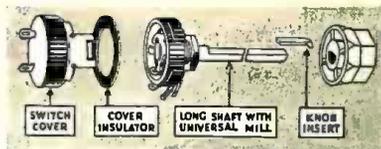
Mica condensers

★ High-voltage type mica condensers housed in porcelain case, provided with heavy brass terminal studs and lock nuts. Designed for radio transmitters and certain electronic applications. Capacities range from .00005 to .1 mfd. DC test voltages from 2,000 to 12,500. Maximum R.F. current that unit can handle is printed on label. Aerovox Corp., 70 Washington St., Brooklyn, N. Y.—RADIO TODAY.—see also advt. p. 94.

Dumont cathode ray tube

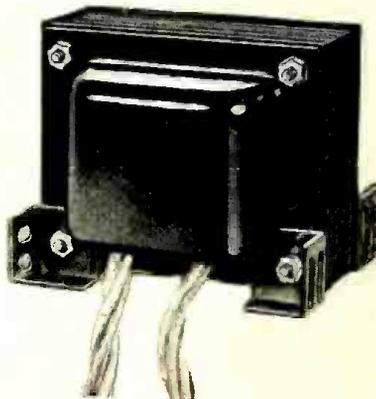
★ 2-inch cathode ray tube with electrostatic deflection. Uses octal type base and will replace 1-inch tube, thereby giving 4 times as much screen area. Type 24XH has short persistent screen with greenish hue. Deflection sensitivity .23 to .14 mm. per volt DC. Allen B. Dumont Labs., Upper Montclair, N. J.—RADIO TODAY.

Midget replacement volume controls



★ Complete line of midget replacement controls in all popular resistance and taper values. 5000 ohms to 2 megs with tone compensating taps. Long milled shaft for push-on knob, knob insert, insulated cover, and optional switch. Centralab, 900 E. Keefe Ave., Milwaukee, Wis.—RADIO TODAY.—see also advt. p. 85.

Universal duplicate transformers



★ Universal type of power transformers to fit all requirements. May be mounted in any position—and always be shielded. Long flexible leads R. M. A. color coded. Narrow vertical, wide vertical, half-shell type mountings. Static shields reduce noise to minimum. Provide neat looking job on chassis. 18 types to handle almost every job. Universal audio transformers and chokes also available. Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.—RADIO TODAY.

U. T. C. aircraft filter

★ Combination band pass and band rejection filter unit. Permits simultaneous voice and beam reception on aircraft receivers. Band rejection portion of filter eliminates the 1020 cycle beacon signal from the voice communication channel. The band pass section eliminates the voice signal from the 1021 cycle "on course" signal from the range indicator. Weight only 3¼ pounds—model BA-189. United Transformer Corp., 72 Spring St., New York, N. Y.—RADIO TODAY.

A WORD *of* THANKS *from*

Kreiser

to the distributors and jobbers who promptly took on the Kreiser line and proved its greater salability—And a timely suggestion to all who sell, or should sell, intercommunicating equipment.

Last month we said "You can outsell the field with Kreiser," and we gave the reasons. In the past month, many distributors and retail outlets have convinced themselves that Kreiser is a greater merchandising opportunity.

HERE ARE THE PRINCIPAL REASONS

In various territories, under a wide variety of customer-requirements, the Kreiser line is selling—and **STAYING SOLD**. There is no mystery or magic about it. Kreiser is the only company making both wireless and wired types, enabling you to give the customer the system that is exactly suited to his particular needs.

In addition to having instruments of the finest type, Kreiser gives you three absolute essen-

tials of success in this field:

- Adaptable to all requirements. WIRED, up to 18 stations. WIRELESS, 2-point, 2-way communication. Both types give direct, instant communication with perfect voice reproduction.
- No quotas to make; no territories to be taken away; substantial discounts. Kreiser relies solely on aggressive selling.
- Actual sales help by experienced Kreiser merchandising men.

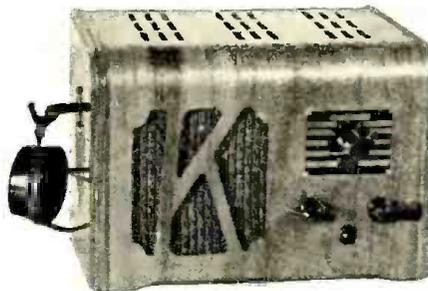
WE REPEAT: WITH KREISLER SYSTEMS, YOU CAN OUTSELL THE FIELD

WIRED SYSTEMS—2 to 18 Stations. This type enables you to meet every need, from the simplest two-station system, consisting of a master and one outlying station, up to an 18-station system in which the master may converse with any or all of the others. The customer may have either of several models, such as:

1—**COMMUNICATION** between master station and remote stations, in which any remote station may call the master but the master is the only station that can call selected remote stations. All remote stations can be called simultaneously which makes it ideal as a paging system. The master unit can be equipped with earphone permitting secrecy of reception.

KREISLER REMOTE STATIONS

These stations are used in systems where cross-communication is not required. The remote unit is simple and fool-proof. It operates without a talk-and-listen switch. The unit may remain turned off completely, yet the master station can call it into action by a buzzer signal. The volume can be controlled by the master station to rise above a high level of room noise without loss of clarity or tone. Has no tubes; therefore no operating cost.



Kreiser Master Unit



Kreiser Remote Unit

2—**ALL MASTER SYSTEM** giving full cross-communication. Any one of 18 stations may call any other station, thus permitting nine separate and distinct conversations at the same time and without interference.

A feature of this model is that a two-way conversation may be carried on without the use of a talk-and-listen switch and with complete privacy of reception.

3—**WIRELESS, 2-Way, 2-Point System**. Plugs into electric light or power line. Permits instant two-way communication without the use of wires. Perfect for homes, large estates, doctors, offices, stores, factories, etc., requiring only two-point communication.

Remember, Kreiser alone gives you both wireless and wired systems. Kreiser assures you complete adaptability. No sales lost because of unsuitability; no improper installations.

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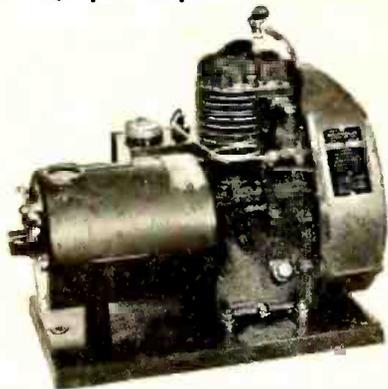
Everything in Office, Factory or Home Communications.

August, 1937

65

NEW THINGS

Wedge power plant



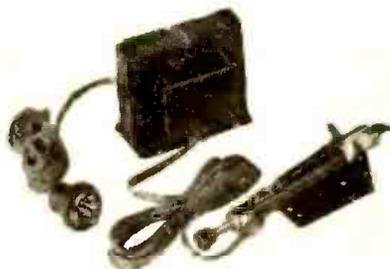
★ Farm power plant delivering 6, 12 or 32 volts DC—output up to 200 watts. Two-pole generator direct connected to 4 cycle $\frac{1}{2}$ H.P. gas engine governor controlled for constant speed. Starts by push-button from battery. Built-in magneto for hand starting. Operates up to 18 hours on a gallon of gas. Wedge Mfg. Co., 2334 S. Michigan Ave., Chicago, Ill.—RADIO TODAY.

Portable sound system



★ Self-contained Clarion amplifier operating from 6 volts or 110 AC. Built-in phonograph turnable with crystal pick-up. High-gain 20 watt amplifier. Dual speakers and microphone supplied. Housed in metal container—space for carrying records in cover. Transformer Corp. of America, 69 Wooster St., New York, N. Y.—RADIO TODAY.

Instantsolder outfit



★ Electric soldering outfit, using a small arc for heat production. Joints soldered in less than 10 seconds—power used only when switch is depressed. Iron is only $\frac{1}{8}$ inch in diameter. Corrosion of tip practically elim-

inated. Complete unit consists of iron, transformer, stand, 3 extra electrodes. List \$10. Cole Radio Works, 86 Westville Ave., Caldwell, N. J.—RADIO TODAY.

Compact transmitting condensers

★ Low-priced variable condensers for medium and low-powered transmitters. Suitable for high and ultra-high frequencies. Available in single and split stator sizes with capacities ranging from 20 to 530 MMF and breakdown voltages from 1,000 to 6,000 volts. Heavy aluminum frames and plates. Isolantite insulation and silver-plated beryllium contact wiper. Type MTC. Hammarlund Mfg. Co., 424 W. 33rd St., New York, N. Y.—RADIO TODAY.

6-volt 110 AC amplifier



★ Universal type amplifier with electric eye monitoring for checking quality and volume of sound. High or low impedance inputs—dual channel. Output of 20 watts with 6L6's—122 gain on each channel. Dynamotor supplied in external chassis. Noise level 55 DB below maximum output. Model 20-E—list \$110. United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.—RADIO TODAY.

High-voltage oil capacitors

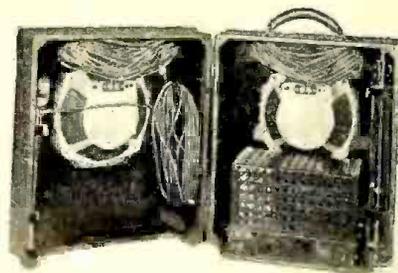


★ Space-saver high voltage units housed in very small square steel cans provided with high-tension pillar insulator terminals. Oil filled and hermetically sealed. Available in DC working voltages of 600 to 2,000 and capacities of 1, 2 and 4 mfd. Aerovox Corp., 70 Washington St., Brooklyn, N. Y.—RADIO TODAY—see also advt. p. 94.

Tichenor "Over-car" aeriels

★ Six auto antennas for side, cowl, and top mounting. Reduce tire static and engine noises. Positively rust-proof construction and streamline design. Tichenor Co., 7323 W. Chicago Blvd., Detroit, Mich.—RADIO TODAY.

Philco sound system

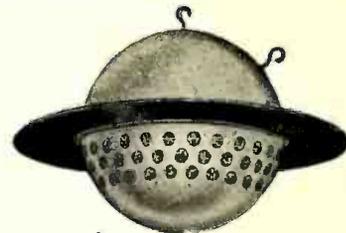


★ 10-watt high-gain portable sound system for all uses. Phono and mike inputs—music-speech control. Crystal type microphone with telescopic stand and 25-foot cable. Case provides baffle for 2 8-inch perma-dynamic speakers each supplied with 35 feet of cable. Weight only 35 pounds. Model 905—net \$66. Philco Radio & Television Corp., Tioga & C Sts., Philadelphia, Pa.—RADIO TODAY.

Top-Tenna auto aerial

★ Universal antenna for all cars—attached to top of car roof. Adjustable front pick-up wand is mounted by drilling 1 hole in cowl. Waterproofed insulated lead-in bushing. Double rod on top of car. Model 119—list \$4.95. Other type available. Philson Mfg. Co., 156 Chambers St., New York, N. Y.—RADIO TODAY.

Speaker housing



★ Ornamental type speaker housing to be suspended from ceiling. Available as a plain sphere or with baffle ring as shown. May be hung at angle for 180° sound distribution or vertically for 360 coverage. Satin finish aluminum ball 15 inches diameter with 24-inch black baffle ring. Will accommodate 12-inch dynamic unit. Model U24—list \$30. Colortone Acoustic Devices, South Bend, Ind.—RADIO TODAY.

Gas engine chargers

★ Line of 6, 12, 32-volt battery chargers with gas engine drive. Equipped with ammeter, cutout, and push-button starting. Model B7 rated at 200 watts 6 volts with battery ignition—list \$47.25. Midwest Mfg. & Distributing Co., S. 13th St., Sheboygan, Wis.—RADIO TODAY.

Hand velotron mike

★ Hand type of microphone—close talking type which will not pick up extraneous noises. Extremely light—black japanned wooden handle with cable connector at end. Output of —50 DB—requires polarizing voltage of 150 to 350 volts. Weight 13 oz.—chrome finish. Model HA—list \$23. Bruno Labs., 30 W. 15th St., New York, N. Y.—RADIO TODAY.

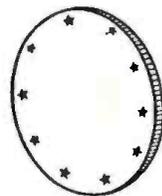
COLLECT YOUR PROFITS *in* Advance

IT'S a rare occasion in any business when profits can be collected in advance . . . when you can "take yours" first, when you can sell before you buy.

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Under this unique merchandising plan, you make your sales and take your profits before you pay one cent for your stock . . . You always have an *adequate* stock of these high-grade tubes...and you run no risk of loss through obsolescence or price changes.



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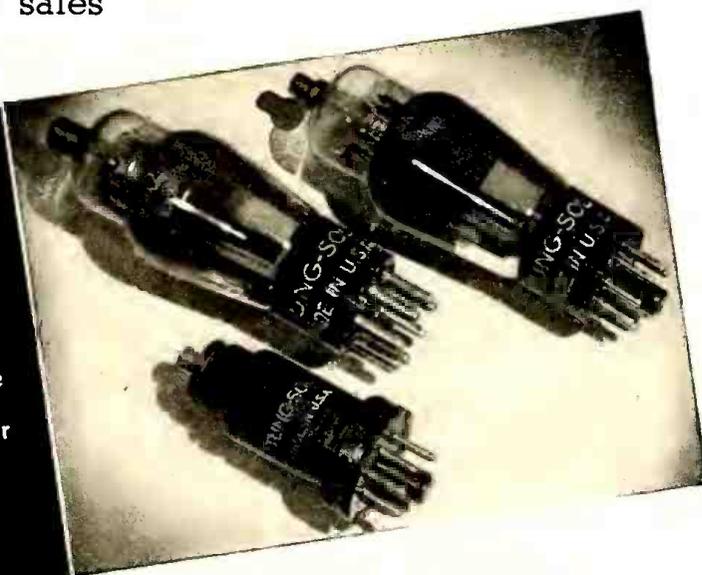
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CIRCUITS IN THE NEW SETS

Explanations of some of the new or unusual radio circuits

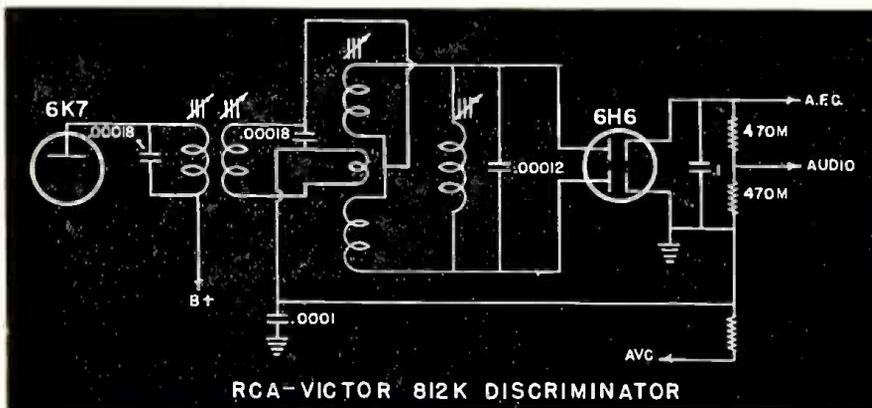
A. F. C. DISCRIMINATOR

★ A new type of discriminator circuit is employed in the new RCA-Victor electric tuning receivers. A tripled-tuned arrangement is used in place of the usual dual type. The circuit illustrated on this page is comprised of a tuned plate winding connected to the plate of a 6K7 I.F. amplifier tube. The secondary is a tuned circuit with a small coil connected in series with the .00018 fixed condenser—this coil is coupled to the discriminator secondary coils which are center tapped.

The first two tuned circuits are housed in a separate shield can and known as the 3rd I.F. transformer. They are adjusted for peak output by means of the magnetite cores.

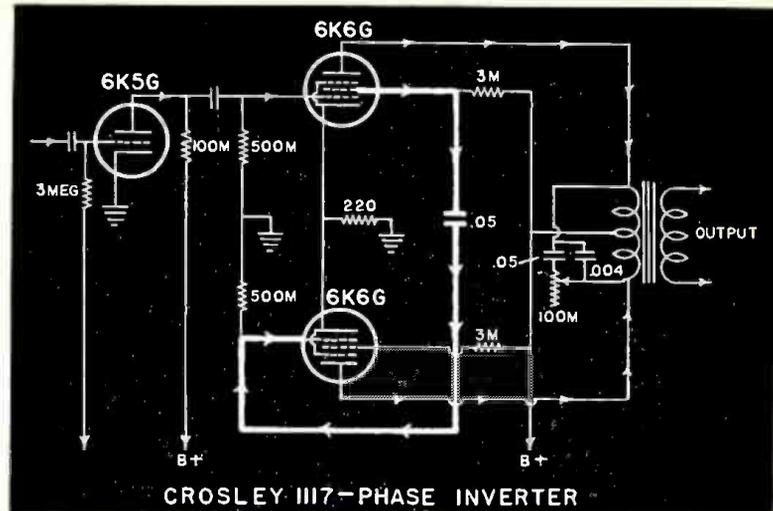
The 4th I.F. transformer contains the discriminator secondary coils and the small coupling coil. The center-tapped coils are adjusted at the factory for balance by means of the magnetite core and should not be disturbed. Tuning of the discriminator secondary is accomplished by adjusting the core of the winding shunted across the center-tapped coils. The zero beat method using a broadcast station and signal generator is recommended for aligning the discriminator secondary. This method was described on pages 78 and 81 of *RADIO TODAY* for June.

One of the outstanding features of this circuit is that 3 tuned circuits are employed instead of two with a resultant increase in selectivity.



RCA-VICTOR 812K DISCRIMINATOR

Automatic frequency control discriminator circuit in the RCA-Victor sets has a triple-tuned circuit using inductance tuning with magnetite cores.



CROSLY 1117-PHASE INVERTER

PHASE INVERTER

★ The push-pull output stage in the Crosley 1117 receiver uses a novel method of phase inversion. The usual arrangement in phase inverters is to feed a portion of the plate output voltage of the upper tube to the grid of the lower tube. This is usually done by tapping either the plate or grid resistor of the upper section at a point that will give the required voltage to drive the grid of the lower tube.

In an output stage there is no plate coupling resistor or grid resistor for the following stage so the usual method cannot be used. The Crosley receiver operates the screen of the 6K6G as a circuit element with a load resistance. The load resistance is 3000 ohms—and for purposes of discussion,

the screen can be considered as a second plate in the tube operating independently of the regular plate. The phase inverter circuit is shown in extra heavy lines in the accompanying diagram.

As in any amplifier stage, the voltage at the plate (screen in this case) is 180° out of phase with the grid voltage. Since the grids of a push-pull stage are 180° out of phase, the grid of the other tube can be coupled to the plate. If the voltage is too great for the grid, the grid can be connected to a tap on the load resistance. In this case, with a 3000 ohm load, the screen develops just the right amount of voltage to drive the grid.

In order to provide symmetrical operation in both output tubes, the lower 6K6G is operated similar to the upper with a screen load resistor of 3000 ohms. No connection is made to the screen, however. Arrowheads in the diagram show the path of the signal currents.

BASS ACCENTUATOR TONE CONTROL

★ Sentinel's tone control is of the 4-point type and is designed to accentuate the bass when in position 1. Position 4 gives maximum high frequency response.

A center-tapped 2 meg volume control is employed in the tone control circuit. In position 1 a 200,000 ohm resistor is shunted across half of the volume control which reduces the sen-

sitivity of the set slightly. In addition a .05 condenser connected to the plate of the 6C5 tube is grounded through the 10 mgf grid return by-pass condenser, giving maximum bass response.

In position 2 the series combination of the .005 and .007 condenser are connected to the center-tap of the volume control through a 75,000 ohm resistor—the other side is grounded through the 10 mfd. condenser. This combination of capacity and resistance decreases the high frequencies, somewhat—but not as much as position 1. It also reduces the sensitivity due to the shunting effect of the 75,000 ohm resistor.

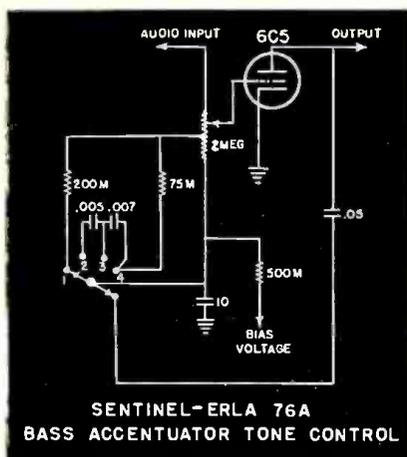
Position 3 is similar to 2 except that a .007 condenser is used in series with the 75M resistor. Sensitivity is reduced even more than in position 2.

In position 4 no capacitance is used at all—but the 75,000 ohm resistance is connected directly across the lower half of the 2 meg volume control. This connection appreciably decreases the gain of the receiver, which is a desired feature in this case, since the purpose of the tone control is to accentuate the bass, when in that position.

The bass accentuation is accomplished by decreasing the audio sensitivity of the set when the tone control is in the maximum high frequency position. As the control is turned to the bass position, the sensitivity of the set increases and is maximum at bass (position 1).

DOUBLE TROUBLE

★ Serviceman friend of ours, W. A. Wenzel, Quincy, Ill., exhibits the trim slogan, "For Radio Trouble, We Have No Double!"



CONNECTING EXTRA SPEAKER TO RADIO

★ There are two main things to consider when connecting an extra speaker, states D. H. Wright, President of Wright-DeCoster. One is the disturbance of the impedance relations between the output tube (or tubes) and the speaker which is in the radio. The other is the division of power between the speaker in the radio and the extra speakers so that the volume of sound from each speaker is proper for the individual case.

In the majority of cases, especially when the output tubes in the radio are triodes, a mismatch in impedance of plus 100 per cent or minus 50 per cent may be tolerated with very little noticeable change in either tone quality or power output. This fact allows the addition of at least one and sometimes two or even three extra speakers, especially where the volume of sound required from the extra speakers is low compared to the speaker in the radio.

A P.M. speaker is admirably adapted to extra speaker use as the problem of supplying field energy is automatically eliminated.

A standard universal transformer is ideally suited to this purpose, as a multitude of different impedances may be obtained, thereby automatically adjusting the volume of the extra speaker to the proper level with the least disturbance of the normal radio set operation.

In connecting the extra speaker, the primary leads of the output transformer of the extra speaker are connected directly across the entire primary of the transformer feeding the speaker in the radio. The two voice coil leads of the speaker are then tried on various taps of the universal transformer secondary until the desired result is obtained.

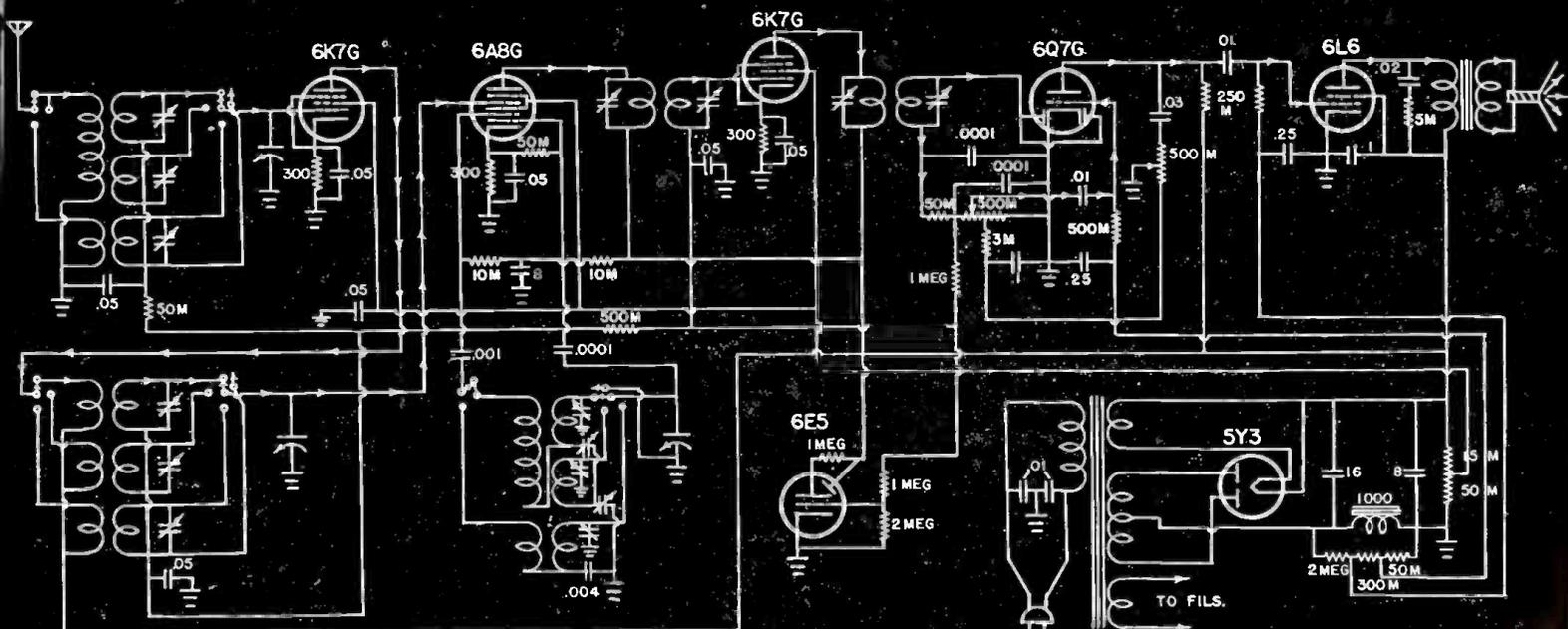
It is usually unwise to attempt to operate the extra speaker at a higher volume level than the speaker in the radio as this means, as a rule, that an impedance altogether too low is being used which may result in a considerable amount of distortion being generated by the output tubes and resulting poor quality of reproduction.

SIGNAL ADMISSION CONTROL

★ The Stromberg-Carlson receivers employ what is known as a signal admission control. Purpose of this device is to adjust the amount of energy that is picked up by the antenna to the proper level for best reception. It is adjusted for clearest reception in the evening on the broadcast band.

The sensitivity of the set is adjusted by the control which serves to by-pass part of the antenna energy
(Continued on page 72)

FAIRBANKS-MORSE CHASSIS 72



**WESTON
MODEL 775 SERVISSET**
A complete tester . . .
really portable! Con-
tains all the features
of Models 772 Ana-
lyzer and 773 Tube-
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**WESTON
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20,000 ohms per volt . . .
actually measures 50
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FIRST IN THE FIELD!

**WESTON
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Special, approved Mas-
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present tubes . . . spare
socket . . . noise test.



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**WESTON
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Contains all the fea-
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plus built in, rapid ref-
erence rotator tube
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**WESTON
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Ideal field estimator
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5W4-G

Not just a new and smaller rectifier tube but an improvement over anything of its type yet produced ... such is the Arcturus engineering record with the 5W4-G. Here's why:

An unique new and exclusive Arcturus construction feature:

1. Eliminates static noise originating in this tube due to vibration and
2. Keeps operating noise at an exceptionally low level.

The design of the glass supporting stem definitely avoids danger of electrolysis. Manufacturing processes assure uniformity of output, long life, and freedom from reverse current which so often causes failure in ordinary rectifier tubes. Then too: the Arcturus actual radio circuit tests doubly guarantee every tube of meeting Arcturus standards—the highest in the field.

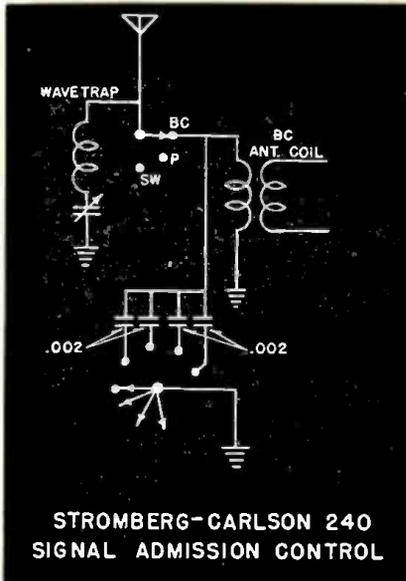
Of course the 5W4-G is a new tube type. You probably haven't had much cause to handle it yet. But when you do—play safe. Follow the lead of critical engineers who buy on the basis of tests—not claims. Use Arcturus!

ARCTURUS PIONEERED "G" TUBES
ARCTURUS
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Newark, N. J.

ARCTURUS

INDEPENDENT TUBES FOR DEALERS WHO
DO THEIR OWN INDEPENDENT THINKING

NEW CIRCUITS



STROMBERG-CARLSON 240
SIGNAL ADMISSION CONTROL

when it is any position other than the most sensitive one. A series of .002 condensers are connected to the antenna terminal of the BC antenna coil. As the control is turned for less sensitivity, the condensers are cut into the circuit one by one. The more capacitance that is shunted across the antenna circuit, the smaller the signal voltage is that reaches the grid of the R.F. amplifier tube.

The admission control is not used on the short-wave or police bands. The wavetraps in this set is used on all bands and is of the series or low impedance type.

PRESELECTOR STAGE

★ New Motorola home sets not having an R.F. amplifier stage employ a preselector antenna stage on the broadcast band to reduce image response and I.F. interference.

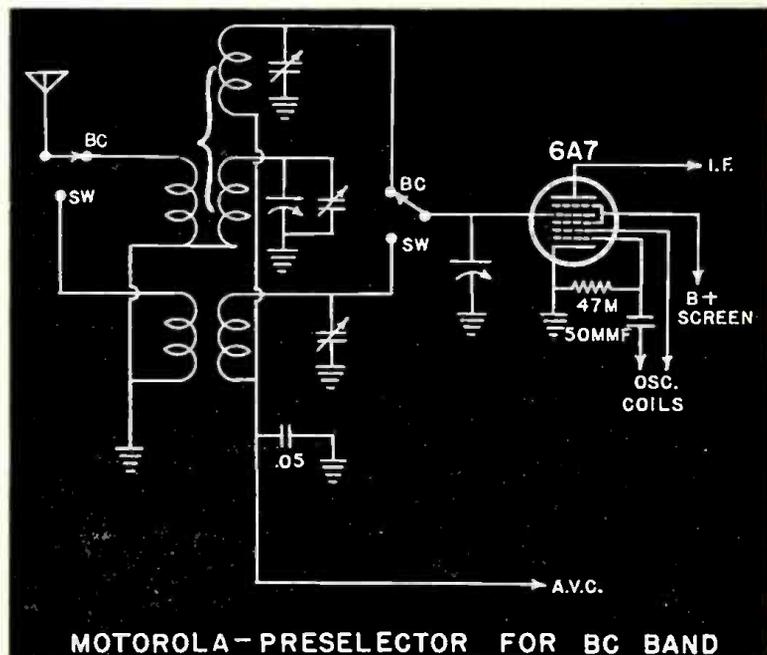
Signal is fed into the antenna primary coil where it is inductively coupled to the secondary of the antenna transformer. The secondary is tuned by the third section of the condenser gang—trimmer condenser mounted directly on the gang condenser since this section is used only on the BC band.

The secondary is inductively coupled to another tuned secondary (shown directly above on the diagram). This latter coil goes directly to the grid of the converter tube.

The dual tuned stages give additional selectivity on the broadcast band. On shortwave, the extra condenser section is cut out of the circuit, and the set functions similar to any other receiver using a 2-gang condenser.

LARGER FILTER CONDENSERS

★ Radio engineering is an art which seldom stands still. This last season has seen a multitude of new improvements and advances in radio engineering the equal of which has not been observed since the advent of the A.C. screen grid tube in 1930. Along with the more spectacular developments has been a quiet continuation (Continued on page 78)



MOTOROLA-PRESELECTOR FOR BC BAND

Pre-selector as used in all Motorola home sets not having R.F. stage.



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Initiative — Resourcefulness — Cooperation
to advance the interests
of the industry

Announces

... Effective September 1st, IRC Metalized Type Volume Controls will be available in a complete line of *exact duplicate replacement* types.

... Hot off the press on this same date will come the new IRC Volume Control Guide listing duplicate replacements for practically every receiver.

Remember the time — September first! Ask your jobber for an IRC Guide now — or write direct to us. Prepare to use the finest proved controls on EVERY job!

**GET THIS NEW
GUIDE — FREE!**

... "The Name
Tells You It's a
Masterpiece"



INTERNATIONAL RESISTANCE COMPANY

401 NORTH BROAD STREET, PHILADELPHIA, PA

Factories or Licensees in Canada, England, France, Germany, Italy, Denmark and Australia

MAKERS OF RESISTANCE UNITS OF MORE TYPES, IN MORE SHAPES, FOR
MORE APPLICATIONS THAN ANY OTHER MANUFACTURER IN THE WORLD

EXPERTS A-SELLING REFRIGERATORS

Radio dealers take more than a stab at merchandising appliances

POST-HONEYMOON SELLING

★ Exceptional success in selling refrigerators has been chalked up by Hollis D. Griffin, of Johnson-Biermann Co., Inc., Port Chester, N. Y. Part of the sales technique has concerned newlyweds.

To get the names of newly married couples right off, Mr. Griffin makes it his business to be acquainted with all agencies for companies connected with the setting up of a new household in his community. Some tips come from coal companies, others from house furnishings suppliers. Local newspapers are watched carefully for significant notices.

Griffin suggests taking a refrigerator catalog or circular along on a first call at the new home. The salesman takes it for granted that the couple will have a lively social life, and tactfully helps to figure out what the family needs will be in refrigeration.

SPECIAL DEVELOPMENT—AN AUTOMATIC WASHER

★ Very latest in washing machines is a product which automatically soaks and agitates the clothes, washes them, gives them three fresh water rinses, and after the last rinse spins clothes damp dry. Just announced by

Bendix Home Appliances, Inc., Detroit, the machine resembles a modern radio cabinet in design, handles a 9-lb. wash at a time, does all the work with no attention from the operator.

Bendix engineers worked three years on the machine, while company officials surveyed American housewives on washer needs. The final home laundry machine is hooked directly to hot and cold water pipes, has two controls with which to govern water temperatures and washing times. It even washes itself out when the job is finished.

Multiple features of the product will be promoted in an elaborate ad campaign. It is to be marketed through a national distributor organization recently built up by Bendix.

In charge of sales for the firm is Vice-President J. S. Sayre, veteran merchandiser, well known for past work with RCA, Kelvinator and Montgomery Ward.

SALES APPROACH TO WOMEN

★ Novel analysis of sales arguments to be used on female prospects for refrigerators has been offered by Westinghouse bulletins. Theory is that "women go through 5 phases of life . . . buying and spending habits change with each phase." These classifications are:

1. Girlhood—No spending power

of her own but a great influence in family spending. Largely influenced by her crowd, likes everything modern.

2. Romantic Period—The Bride—Wants everything new for her person and her home, anxious for her marriage to be conspicuously successful.

3. Good Manager—Mother Age—Juggles the family budget and is a keen shopper. Needs a means of escape and time for outside interests.

4. Keeping-Young-at-All-Costs Period—Spends money like water to keep young, is keyed up to going places and having one last fling.

5. Period of Final Relaxation—Not in accord with radical changes—inclined to be conservative.

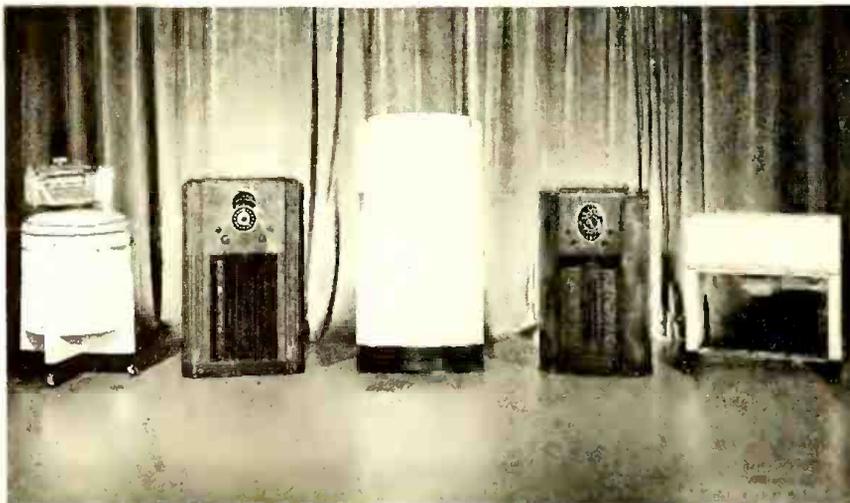
AIR CONDITIONER STORY

★ Important selling angle for radio dealers who have been attracted by the extra profits involved in selling air conditioners has been dug up by Pleasantaire Corp., New York, N. Y. The suggestion is that radio men use a competent refrigeration serviceman throughout their activity in air conditioners.

In refrigeration and in conditioning, the mechanisms and servicing procedures are very similar. By linking the two in an efficient manner, and by giving himself appropriate publicity on the subject, the radio dealer can establish a highly profitable attitude among his prospects.

★ Executive committee of the National Retail Furniture Association, at a recent meeting in Chicago, adopted a resolution on installment selling of home appliances and sent copies to refrigerator manufacturers. High points of the resolution were "long-term credit in all kinds of home appliances is now being over-emphasized" and further, "the logical conclusion is that appliance credit terms should be shortened to a period of 2 years."

★ Harold W. Goldstein, general manager, Anchor Lite Appliance Co., Crosley distributors of Pittsburgh, reports that his firm sales have averaged more than a carload of washers a week since the introduction of the new 1938 All-White line. All this in spite of considerable labor trouble in the area.



Showing how the matter of modern design results in extra sales appeal for four different appliances; Fairbanks-Morse radios, washer, refrigerator and ironer.

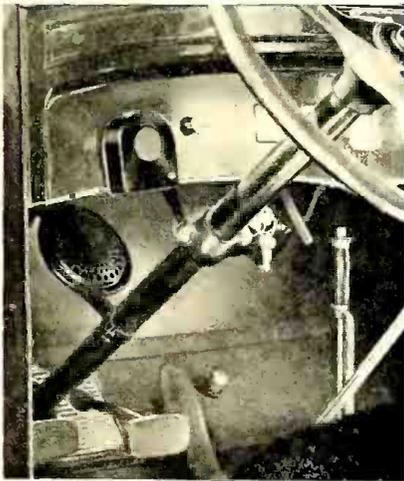
(From page 50)

up sound from the speakers. After all reflecting surfaces in the cab were insulated, enough undistorted power was available to make speaking intelligible for distances up to a half mile. Of course, phonograph music could be heard for greater distances because the entire undistorted power of the amplifier could be used.

The control room is separated from the speakers' platform by an insulated door. Besides the amplifier, generator, charger, phonograph and control board, there are racks for extra speakers and boxes for microphones, extension cords and accessories. The room is large enough to offer sleeping accommodations to the operator. Eight four volt batteries are carried in the compartments shown underneath in back. The whole is mounted on a ton and a half truck chassis.

Complete truck cost about \$1,200; the equipment about \$600. Prices charged were \$20 to \$25 for all day, and \$10 to \$12 an evening. Political campaigning for the last election brought in about \$100 gross receipts.

TRAILER TALK



★ Further development has appeared in intercommunicators for motorists. During the current driving season dealers have found thousands of cases where the interphones were needed in limousines for communication between driver and passengers; now there's a new sales angle in the trailer business.

Dictograph Products Co. have developed two models to take the danger and the mystery out of traveling by trailer. In one case the occupant of the trailer may speak to the driver at any time—in the other, two-way simultaneous talk is provided. In no instance does the driver take his hands off the wheel.

(Continued next page)



**Perfect For Sound Trucks
Yet Can Be Used Anywhere**

MP-530 HAS

Plug-In Power Pack for either 6-Volt DC or 110-Volt AC operation.

Hand Type Crystal Microphone.

Phonograph and High Fidelity Pickup Built into Amplifier.

Two Heavy Duty P.M. Speakers.

Mixes Microphone and Phonograph, Tone Control also incorporated.

Economically Priced.

Model MP-530 is designed to answer the problem of one sound system that will perform anywhere. This is the first system that all dealers should own. It will take care of any kind of rental demand, inside auditoriums, outside pavilions, sound trucks, roadside



Model MP-530 Operates on 110 V. AC or 6 V. DC

stands, camps, water fronts. Handles any size to approximately 5000 people—outdoors—twice this number indoors. Everything you need is included—even a phonograph is built into the amplifier. . . . Get into this fast-growing sound market today.

WEBSTER-CHICAGO 60-Watt Amplifier

This amplifier is a five-stage, 12-tube, high gain design, with a four position electronic mixer with four input controls and master control. An up-to-the-minute high power system for elaborate installation having possible requirements for up to four microphones or three microphones and phonograph input. System is designed for increasing power in multiples of 60 watts by paralleling additional power stages. Thoroughly suitable for indoor or outdoor work, handling audiences of 12,000 to 20,000—depending on conditions.



STRICT DEALER POLICY

SEE YOUR JOBBER

WRITE FOR CATALOG

WEBSTER-CHICAGO
SECTION AU-9, 5622 BLOOMINGDALE AVE., CHICAGO, ILL.

Please send me more information on Model MP-530 All Purpose.

Sound System
 Model 4P-60 Amplifier

Name
Address
City State

the AMPERITE VELOCITY with NEW DESK STAND

the
LEADING VALUE IN P. A.
EQUIPMENT TODAY!

NAME



A modern, versatile combination. Ideal for Desk, Pulpit, Footlights, Banquets. Leaf spring suspension acts as extra shock absorber,

STAND ONLY
LIST \$4.00

Name Plate with maximum of 10 letters.
LIST \$2.00

Microphones:

Models RBHn (High Imped.); or RBMn (200 ohms); with Cable Connector & Switch... LIST \$42.00.

Models RBSn, RSHn, streamline design, slightly lower output than above, with switch only... LIST \$32.00.

NEW "HAM MIKE"

No Peaks! No Splashing! Real Broadcast Quality!

RF CHOKE CIRCUIT INCLUDED IN MICROPHONE

Finest mike ever designed for "hams". No peaks, thereby allowing a higher percentage of modulation without splashing. Output, -68 db. Operates directly into grid of tube. Rugged. Not affected by climate or pressure changes.

MODEL HAM (High Imped.) or MODEL HAL (200 Ohms) Gunmetal, LIST \$22.. Chrome, LIST \$23.00. Price includes special Ham Desk Stand with individual call letters, and 6 feet of cable.

AMPERITE MODEL RAL

A popular Amperite \$22 LIST
Velocity of very high excellence. Used for both speech and music. No peaks. Flat response over audible range. Output, -68 db. Triple shielded. Fitted with shock absorber and swivel bracket. MODEL RAL (200 ohms) with 8 ft. of cable; MODEL RAH (2000 ohms) high impedance, with 12 ft. of cable. Gunmetal, LIST \$22.00 Chrome, LIST \$23.00



FREE: Window Decal & Window Display

AMPERITE Co. 561 BROADWAY, N. Y. Cable Address: A.Kern, New York

AMPERITE
Velocity
MICROPHONE

ELECTRIC BUGLER

★ Army buglers—the gents who sleepily sound out the "Reveille" at 5 a.m. in the morning—now find the work considerably simplified. The "get-up" call has been wired for sound.

At Mitchel Field, an Air Base on Long Island, N. Y., a Lafayette amplifying system has been provided by Wholesale Radio Service Co., so that the bugle calls are now heard from powerful loudspeakers atop the administration office. The bugler's entire performance has been put on a record, so that all he does these days is to set the pickup on the disc.

Set-up features a 60-watt amplifier, piezo-electric crystal pickup, and two Cinaudagraph speaker units.

CODE RECORDER FOR RADIO HOMES



This device hooks to any radio set, records code signals as printed dots and dashes on a ticker tape. It's made by American Communications Corp.

UNIMPEDED TWO WAY CONVERSATION

★ Everyday use of the telephone, for years past, has taught most people to want to talk without flipping switches, when they operate loud-speaking intercommunicators.

To be forced to work a switch, each time one talks or listens, becomes annoying to some, and their objections have given a strong impetus to efforts to arrange or adjust circuits to avoid "feed-back," so that loud-speaking intercommunication can be carried on without "talk-listen" switches.

Similar demands are now manifested in the presently active police-

radio field. The "two-channel" two-way police radio system, by which headquarters can talk continuously with a car, while the officer in the car has an uninterrupted channel back, over another wavelength, has strong appeal to policemen and laymen.

In both intercommunicators and police-radio this demand for unimpeded and full two-way conversation is now being recognized, and systems are being brought out to meet these special requirements.



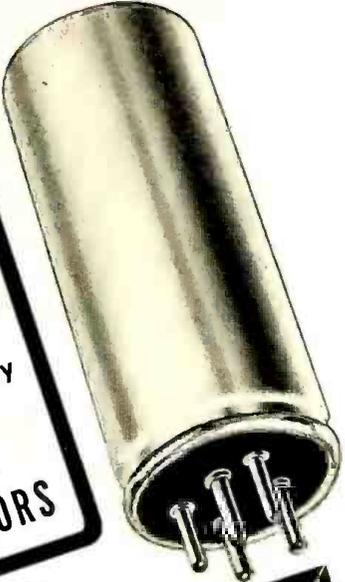
M. B. Lester, Kreisler sales exec, demonstrates new master unit permitting two-way conversation without talk-listen switch.

What do you look for when buying Vibrators?

UTAH

1. Buyer Acceptance
 2. Ability to "Take it"
 3. Quiet Operation
 4. Price

—That's why I specify
UTAH VIBRATORS



ORIGINAL EQUIPMENT IN MORE THAN A MILLION SETS

JUST IMAGINE! Over three and one half million people have radio sets equipped with UTAH parts. You touch a responsive chord when you say "It's a Utah." And remember, over a million sets are factory equipped with UTAH vibrators. Here is the vibrator that has earned customer preference—the vibrator easiest and most profitable for you to sell.

The 1937 UTAH vibrator is the finest and toughest ever made—gruelling tests PROVE it! Exclusive UTAH design and construction mean "no comebacks" for you. UTAH vibrators work better, last longer, but cost no more. Order yours today!

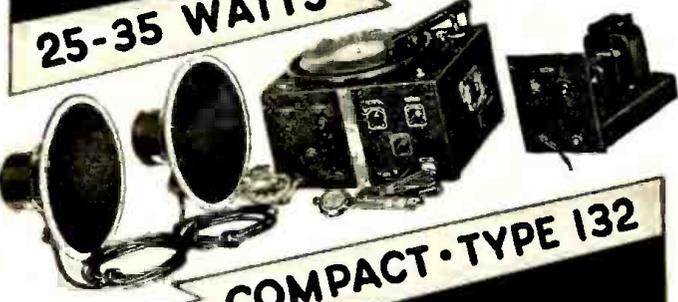
UTAH RADIO PRODUCTS CO.
 CHICAGO, U. S. A.

TORONTO ONTARIO, CANADA (UCOA RADIO PRODUCTS CO.)
 BUENOS AIRES

"16 YEARS OF LEADERSHIP"

**6 VOLT D.C.
 110 VOLT A.C.**

25-35 WATTS



RUGGED • COMPACT • TYPE 132

MOBILE P.A. SYSTEM

Uses Beam Power Tubes . . . Electronically mixes one Microphone and one Phonograph . . . Includes Dual Diaphragm Crystal Microphone Hand Type . . . Two 12" Heavy Duty Permanent Magnet Speakers . . . Interchangeable Power Packs . . . can be used in conjunction with Radio Set by using a Model A-3960 Radio Matching Unit.



Model 108
 8-15 Watt Portable Unit

Complete with Model 813 Amplifier, velectron microphone with combination band and banquet stand, 10" Electrodynamic speaker and \$83⁰⁰ tubes

Model 813 Amplifier alone including \$38⁰⁰ Tubes

● Extremely rugged, compact and ready to go in every case where a temporary installation is required. A simple change of parts and it's ready for 110 Volt A. C. or 6 Volt D. C. Beautifully finished in baked black stipple, this unit never falls down on the job expected of it.

PRICE—Unit only, 6 Volt D. C. \$142⁵⁰ operation including Tubes

Additional for two 12" Permanent Magnet Speakers and Crystal Micro- \$75⁰⁰ phone

A. C. Power Unit only, with Tubes.. \$22⁵⁰

(Above prices subject to usual jobbers' and dealers' discounts.)

The Most COMPLETE Line of Intercommunicating Systems, P. A. EQUIPMENT, P. A. SPEAKERS AND RADIO REPLACEMENT SPEAKERS THE MARKET AFFORDS. EASY TIME PAYMENT PLAN.

THE PRICED RIGHT LINE . . . THE LIBERAL DISCOUNT LINE . . . THE 1937 PROFIT LINE!

For NEW 1937 Illustrated Catalog address Dept. R8T

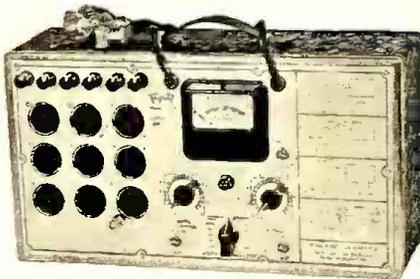
TO ESTABLISHED IMPORTERS ABROAD: The MOST VALUABLE FRANCHISE in the PUBLIC ADDRESS SYSTEMS field is still available for some countries. Write TODAY for details.

Foreign Division: 145 West 45th Street New York City, N. Y. Cable Address: Lopreh, New York

OPERADIO

MANUFACTURING COMPANY
 ST. CHARLES • • • ILLINOIS

Now you can test
All Automotive
and
Home Battery
Radio
VIBRATORS



with Model 1670
VIBRATOR-TESTER
An Approved
DeLuxe Model
DEALER PRICE \$24.00
(Metal Case)

Locate Service Troubles Quickly . . .
Sell More Vibrators

- Tests All Types Vibrators
- Three Scale Triplett Instrument
- Uses Approved 500 Ohms Load

This new Triplett Vibrator Tester has been constructed with the engineering cooperation of leading manufacturers of vibrators. It will test all types and makes. A load of 5000 ohms recommended by vibrator engineers is applied. The 3-scale meter shows the following: 0-10 volt scale shows voltage input to the vibrator; the GOOD-BAD scale shows output; scale marked 0-100 per cent shows per cent of output voltage as reflected by change in input voltage. Low damped meter permits needle to follow voltage fluctuations caused by faulty vibrator contacts.

MODEL 1670 in Portable Metal Case with Black Wrinkle Finish Attractive Etched Panel. DEALER NET \$24.00

MODEL 1670 in Portable Leatherette Case with Removable Cover and Compartment for Accessories. DEALER NET \$28.00

SEE YOUR JOBBER—WRITE FOR MORE INFORMATION

TRIPLETT
Precision
ELECTRICAL INSTRUMENTS

THE TRIPLETT ELECTRICAL INSTRUMENT CO.
198 Harmon Avenue, Bluffton, Ohio

Please send me more information on Model 1670;
 I am also interested in

Name
Address
City State

SERVICE NOTES

ous movement towards refining the various receiver components, simplifying receiver construction, increasing compactness and lowering production costs.

A noticeable trend in receiver design is the tendency to use simpler filter systems with greatly increased capacity, according to P. R. Mallory & Co. Inc. When A.C. receivers were first introduced filter capacities as low as 1/2 mfd. were employed. This capacity has gradually increased until individual filter sections at present are as large as 16, 18 and even 40 mfd.

These filter capacities are effective in reducing receiver hum to an absolute minimum, and at the same time provide a reservoir of power to meet the peak current demands of the receiver when reproducing loud orchestra passages, etc. The design trend in the bypassing of audio circuits has shown a similar characteristic. Originally as small as 1/2 mfd. bypasses as high as 65 mfd. are now being used in some modern receivers. These large capacity condensers greatly improve tone quality by providing improved bypass action.

CURRENT ANALYSIS OF RADIO SETS

★ Here's what B. O. Burlingame, Supreme's representative in New York has to say about the current analysis method of servicing receivers, after reading RADIO TODAY's article "Each tube in set a vacuum tube voltmeter" on page 55 of the July number:

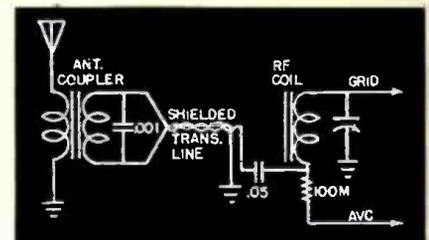
"We have constantly plugged the idea that a radio set tester with analyzer jacks, so that current readings could be made without tearing into the wiring of the set, was the most desirable type of set tester that could be made. Of course, any set tester made with analyzer jacks is also available at full efficiency as what is known as a radio set tester.

"It really surprises me the number of service men who think an analyzer can only be used through the circuit breaking jacks, and are firmly convinced that it cannot be used as a point-to-point checker; whereas a true analyzer is adaptable for both services, and a so-called set tester is only adaptable for point-to-point work.

"Please do not misunderstand me. I do realize that lots of checks can be made very rapidly on a point-to-point basis using the test probes right into

the circuit. In fact, I do a lot of this work myself from time to time. However, it is my contention, and has been for years, that the first indication of trouble in a bad stage in a radio—be it IF, RF or ΔF—is indicated by the plate current or cathode current reading. This actually occurs so many times that a service man who will use the current checking method will recognize his trouble in a moment's time, and can then spend his time on the actual trouble instead of hunting all over the green pastures to find it."

PHANTOM FILTER CIRCUIT



★ The Arvin phantom filter as used in the 1937 car receivers consists of an antenna matching transformer located at the aerial. A transmission line of the shielded twisted pair type conducts the radio signals to the R.F. coil of the receiver.

Antenna coupler is designed to resonate at 500 KC with an antenna capacity of 75 mfd. With higher capacities the primary circuit will resonate at lower frequencies.

The low impedance line is coupled to the low-side of the R.F. coil through a .05 by-pass condenser. Gains in the antenna stage vary from 14 to 24.

PROMISSORY NOTE CUTS LOSSES

★ The San Pedro Radio Co., San Pedro, Calif., has reduced its credit losses on repair charges by better than 75 per cent through inclusion of a promissory note covering the bill, on the bottom of the statement sent with the delivery.

Just below the repair listings appears this printed statement: "Customer's Report—Repairs completed to my satisfaction." Then comes the note form. It reads: "I, the undersigned, for value received, within 15 days, promise to pay to the order of W. H. Liggett, at

1938 RCA RECORD CHANGERS

give outstanding performance at moderate price

The upward swing of record sales gives you a golden opportunity to cash in on sales of new RCA Automatic Record Changers. Tell your customers about them. They mean *continuous* record music. Play a complete record album without interruption. Ideal for dance enthusiasts, too.



Stock No. 9800

eight 10" records—repeats last record. Plays and repeats one 12" record. 1400 ohms impedance.

List price, \$49.95.

Stock No. 9820... provides top needle loading with automatic position adjustment. New crystal pickup, with 40,000 ohms impedance. Changes either eight 10" records or seven 12" records. List price, \$99.50.

Stock No. 14818... 40,000 ohm crystal pickup and arm—used on No. 9820 record changer—available separately. List price, \$14.95 including needle bracket.

Stock No. 9800... small, fits most instruments formerly using manual boards. Changes



Parts FOR PROFIT

RCA MANUFACTURING CO., INC. • CAMDEN, N. J.
A Service of the Radio Corporation of America

RED TOP

GAS-O-LECTRIC POWER PLANTS



LIST
\$98.50

A
**Sensational
Development
"2 Plants in 1"**

COMBINATION A. C.—D. C.

The new all purpose RED TOP combination A.C. and D.C. light and power plant provides both 110-V., A.C.; 300 watts for lighting, household appliances, small electric tools, and up to 325 watts D.C. for charging 6, 12, and 32-V. batteries. The only practical "2-in-1" gas electric plant for farm, home, trailer, boat, etc. Prices from \$98.50 f.o.b., Chicago. Push button starter.

For D.C. Only

RED TOP Gas-O-Lectric Power Plants, for charging 6 or 12-volt batteries, 175 watts, available at \$54.50 and \$57.95 list. Portable. Efficient. Push button starter. Also other plants from 100 to 2000 watts A.C. or D.C.

Send for dealer discounts and complete literature.

Pioneer Gen-E-Motor Corporation

Manufacturer of "PINCO" Products
466 W. SUPERIOR ST., CHICAGO., ILL.
Dept. No. R-2H

Go **RED TOP**
IN 1937!

A PIONEER GEN-E-MOTOR PRODUCT

COMPARE



Majestic

with

THE FIELD!

C
O
M
P
A
R
E

... THE EXCLUSIVE MAJESTIC FACTORY-TO-DEALER PLAN

Merchandising advantages that guarantee mark-ups, protect profits and safeguard territories!

... THE BEAUTY OF THE MARVELOUS NEW COMPLETE 1938 LINE OF CONSOLE, CHAIRSIDE AND TABLE MODELS!

... MAJESTIC ADVANCED TECHNICAL FEATURES

A. B. C. (Automatic Base Compensation)
A. V. E. (Automatic Volume Expansion)
A. F. C. (Automatic Frequency Control)
Telematic Automatic Tuning. Complete range of models with exclusive MAJESTIC Electric Automatic Tuning.

... THE PRICE RANGE THAT MEETS EVERY MERCHANDISING REQUIREMENT!

Make These Comparisons
NOW!

WRITE TODAY FOR COMPLETE INFORMATION REGARDING AN EXCLUSIVE DEALER FRANCHISE FOR YOUR TERRITORY!

MAJESTIC RADIO & TELEVISION CORP.

2600 W. 50TH ST. • CHICAGO, ILL., U. S. A.
Cable Address: "MAJESTICO—Chicago"

SERVICE NOTES

his place of business, 378 West Sixth Street, San Pedro, Calif., the sum of Should this note be placed in the hands of an attorney for collection or any other expense be incurred to enforce payment of this note, I agree to pay the costs of said action and such additional sum as the Court may adjudge reasonable as attorney's fees in said suit. The makers and endorsers of this note hereby waive diligence, demand, protest and notice of protest."

Speeds deliveries

"The note serves several purposes," explains manager W. H. Liggett. "In cases where we deliver a machine and nobody but the maid or a relative is at home so that we can't collect, the note provides us with reasonable protection. It is usually advisable to leave the machine both from the standpoint of saving time for us as well as that of prompt delivery.

"We hand the form to the customer to read before signing it, but actually very few people read it through. If they are honest and intend to pay,

that makes no difference. If not, we have an effective 'lever' for enforcing payment. Of course, in many cases, the size of the bill would hardly justify going into court with it—even though the note provides that the customer has to pay the costs—but the fact that we hold such a note brings payment results. The average person will not attempt to evade payment when he has signed a note. We wouldn't ever attempt to handle a repair business on any other basis now. The note form has meant the differ-

ence between getting a good average profit on repairs and not doing so, owing to account losses."

RADIO LOG BUILDS SERVICE BUSINESS

★ An unusual radio log has given E. D. Grant of Grant's Sales and Service, Los Angeles, Cal., entree into over 3,000 homes, since he started using it as a door-opener.

The log card is folded triangularly, so as to stand upright, making it more prominent. Divided into three sections, the log fastens together to form a trilateral figure which is set upright on the radio.

One side gives the log of stations heard, names radios sold, and mentions the service department. The front gives listings of "news" flashes and time they go on the air. The other side carries advertising for Grant's. News flashes are quite popular; everyone likes to have a local listing of them! That is why the log will be kept.

Grant's solicitor merely asks permission to leave the log on top of the householder's radio. This gives him an opportunity to inspect the radio briefly and talk sales and service. However, no attempt is made to conclude a sale, unless the prospect is very obviously interested.

Grant finds that the triangular log atop the radio reminds prospective customers of his store every time they tune in, a fact sufficient to bring service calls which afterwards often develop into sales.

WPA PROJECT TO ELIMINATE INTERFERENCE

★ A campaign to locate and eliminate radio interference is being carried out in Newark, N. J., and surrounding territory, with WPA funds,

PICK-UP QUALITIES OF AUTO ANTENNAS

Type	Lead-in Capacity	Voltage on Grid 1st Tube
Fishpole-Up	96 Mmfd. (no shielding)	7780 μ v.
Roof Antenna DeSoto '34.....	20 " (no shielding)	6000 μ v.
Hinge-Rod.....	0 " (no shielding)	5970 μ v.
Fishpole-Up	150 " (shielded).....	5570 μ v.
Double Hairpin	74 " (shielded).....	3070 μ v.
Top-Flow	84 " (shielded).....	2900 μ v.
Single Hairpin.....	74 " (shielded)	1403 μ v.
Fishpole-Down.....	96 " (no shielding).....	1058 μ v.
Single Hairpin	148 " (shielded).....	979 μ v.

*This is the measured capacity to the ear of the lead-in and includes shielding, if any is used, but does not include the shielded lead-in furnished with the receiver which has an additional capacity of 100 Mmfd.

Comparison of the pick-up qualities of various antennas as measured by General Electric Co. with their auto radios. The fish-pole up with no shielding was mounted at the cowl near the set—it has the best pick-up of all types when extended.

THE C-D EQUATION for Greater Profits

BETTER QUALITY CONDENSERS

BETTER PRODUCT MERCHANDISING

GREATER PROFITS

Cornell-Dubilier Electric Corporation is the only organization that produces a complete line of condensers for every requirement. We invite you to write for details.

HERE IS THE C-D

PLUS PROFIT LINE FOR YEAR ROUND SALES DRY ELECTROLYTICS
in tubular, cardboard, aluminum and silvered containers. Many other types to fill your every need.

PAPER CAPACITORS
bypass and filter, "dwarf-tiger" tubulars, and others for high and low voltage applications.

MICA CAPACITORS
for receiving circuits, low loss R.F. bypass and blocking high voltage and heavy current micas for broadcast transmitters.

DIKANOL CAPACITORS
for amateur and broadcast station applications.

WET ELECTROLYTICS
for bath panel and sub-panel mounting in a complete capacity range at voltages up to and including 500 volts.

CORNELL-DUBILIER
ELECTRIC CORPORATION
South Plainfield, New Jersey

Hungry Vibrators



In Ye Olden Days before the discovery of proper buffer and transformer vitamins — **HUNGRY VIBRATORS THAT ATE POINTS NEEDED EIGHT POINTS**

Radiart made some of these several years ago.

- Today Radiart furnishes you with the same kind of vibrator that they furnish directly to the manufacturers, whose tests have proved what is best for their own sets.
- Play safe — for Exact Duplicate Vibrators insist on Radiart from your dependable Radiart Jobber.

Announcing the **REMLER**
NEW 1938
32 Watt Power Amplifier



• The new Remler AP2-184 is a high fidelity, two channel power amplifier designed for Public Address, paging systems and centralized sound installations where more than usual power is required.

The unit is a push-pull 6L6G beam tube amplifier. 9 tubes—32 watt output; ample gain for sound cell crystal or for high impedance dynamic or velocity microphones. Two high impedance inputs with individual preamplifier tube and volume control.

Auxiliary independent phonograph input for low impedance pick-up; electronic mixing; dual tone control for bass or treble compensation. Attractive brushed-dural \$140 panel, black wrinkle-enameled case. List price, **\$140**

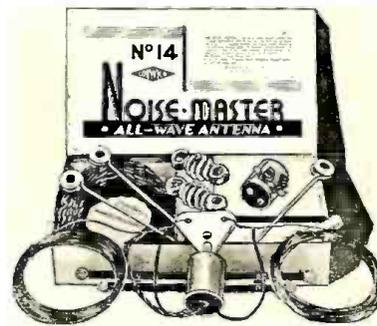
REMLER COMPANY, Ltd.
 19th at Bryant San Francisco
 REMLER—THE RADIO FIRM AS OLD AS RADIO



NOT in years has there been such a heavy demand for wire in connection with the Serviceman's business. You have noticed it—we have noticed it.

With Public Address going like a prairie blaze and Radio a seething hotbed of activity which promises to be sustained, you will be needing **GOOD WIRE.**

CORWICO Wires are scientifically produced to do their job 100%. Antenna Systems, P-A Cables, Hookup Wires—"made by engineers for engineers." Use **CORWICO** on your next contract.



NOISE-MASTER
 ALL-WAVE ANTENNA

Eliminates "Man-Made" Static on Broadcast as Well as on Shortwave Bands

Licensed by Amy, Aceves & King, engineered with traditional **CORWICO** care, this masterly aerial system fits every set and every location. Filters out nuisance noises caused by electrical devices. Improves reception generally—widely endorsed by Service men.

No. 14 (illustrated above) **\$675** List

For broadcast and shortwave frequencies, designed to eliminate "man-made" static and afford better reception. 2 to 6 sets can be operated at the same time with an additional lower transformer for each added unit. Other "Noise-Master" units available. **WRITE FOR INFORMATION.**

CORNISH WIRE CO., Inc.
 30 CHURCH STREET NEW YORK CITY
 CORWICO Wire Catalog available to Service men.
 Distribution is exclusively through jobbers

SERVICE NOTES

\$20,433 having been allotted for the purpose. While the primary purpose is to clear up the police short-wave channels, broadcast listeners will also benefit.

The staff of 46 persons is composed of a supervisor, two electrical engineers to act as party chiefs, 12 senior field clerks, 18 junior field clerks, two junior engineers, a senior draftsman,

three draftsmen, two radio repair men, a woman secretary, two typists, a file clerk, and a timekeeper.

Approximately 18,000 miles of highways will be checked during the survey, and all disturbances recorded on street charts. Eleven maps—one for each two of Essex County's 21 municipalities and one for the City of Newark—will be made from the field charts, showing volume levels of audibility.

ASK ANY MECHANIC" he'll tell you

IF IT'S QUALITY YOU'RE LOOKING FOR, REMEMBER THE NAME KRAEUTER



You can't do a good job with poor tools. It pays to buy the best. The Krauter Line has always been the favorite of experienced radio mechanics. And these tools will help YOU turn out better work with less time and trouble. For full information write Dept. "T".



No. 497 — OFFSET SCREW-DRIVER. Especially designed for reaching screws in inaccessible places. Double ended, really 2 tools in one. 3 sizes: 1/4" x 4 1/2"; 3/8" x 8"; 5/11" x 6".



1831

No. 1831 — ELECTRICIANS' HEAVY DUTY PLIERS. Just the thing for general wiring work. Sturdily constructed with sturdy wire cutters. 4" to 8" sizes.

KRAEUTER & CO.
(Pronounced KROY-TER)
NEWARK, N. J.

Manufacturers of Highest Quality Pliers and Tools Since 1860

SERVICE TIPS*

Airline model 62-76 Improving bass response

Change the resistor in the plate circuit of the first a-f-stage (type 57) tube from 50,000 ohms to 25,000 ohms. Also shunt a condenser, preferably .006 mfd. from the variable arm of the manual tone control to the high potential end of the same potentiometer.

Apex model 26 Poor selectivity, low volume

Check the condition of the grid wires where they run through the chassis. Insulation may break down here, causing considerable trouble.

Buick 1933 Brake static

Inspect the cotter pin in the front wheels, and make sure that it is tight. Place a lock washer under each pin to hold it tight if necessary.

Chevrolet 1933 Generator interference

Connect a condenser to the second field wire of the generator. Its value should be 1/2 to 1/4 mfd. If the stop light makes a noise when the foot brake is used, bridge the switch with a 1 mfd. condenser, connecting it from

*Service tips are selected from the files of H. K. Bradford, President, Capitol Radio Research Labs., Washington, D. C.

terminal to terminal instead of from terminal to ground. This will be found very effective.

Chrysler Static when idling

This may be attributed to the drag of the emergency brake on the drive-shaft and may be prevented by mounting a small brush holder to hold a small carbon brush firmly against the emergency brake drum. When the brush is inserted it should be well grounded.

Crosley model 124 Intermittent reception

Test all of the condensers in the hat-tub type can which contains 4 condensers in a single compartment. Inasmuch as this unit is very inaccessible it is the last thing to be suspected. Replace the entire unit to avoid further trouble of this nature.

General electric model K-40A Greatly reduced volume

Inspect the antenna wire at the loop on top of the tuning condenser. If this is accidentally grounded, one terminal of the 25Z5 tube is likely to be burned off. Before replacing the rectifier, be sure that this trouble has been cleared up.

Jackson bell models using 4-24's, a 45 and an 80 tube Volume changes

Take down the gang condenser and replace the fibre washers between the sections and the trouble will be cured.

Kolster model 70 Fading

Since this trouble is due to a gassy a-v-c tube, others must be tried until one is found which will operate perfectly. One with a well carbonized plate to insure a minimum of gas content free in the tube is advised.

Lyric S-6 Low volume distortion

The 1 meg. resistor on the power transformer is likely defective if this trouble occurs. It is brown, black and green in color and should be replaced.

Majestic model 15 Bond sensitivity variation

Change the first det.-osc. cathode bias resistor from 10,000 ohms to 5,000 ohms. This will overcome excessive biasing of the det.-osc., which is usually responsible for the trouble.

CALLS TENNIS FOULS— THIS EAGLE-EYED ELECTRIC EYE

★ The baseball umpire may next be relegated to oblivion by the electric eye. But right now it's the tennis referee whose job of calling "foot-fouls" is taken over by a photo-electric cell (electric eye to you!).

J. Warren McLaughlin, radio engineer of New York, has developed this electronic umpire, which combines amplification of sound and light impulses for its operation.

JANETTE ROTARY CONVERTERS

FOR CONVERTING DIRECT TO ALTERNATING CURRENT



● Built in capacities from 35 to 3250 volt amperes —with or without all wave filters. Dynamotor construction—economical to operate—ruggedly built for years of trouble-free service—used or recommended by the largest manufacturers of sound apparatus—in use in all countries of the world—Send for prices and data.

Janette Manufacturing Company

556-558 West Monroe Street Chicago, Ill. U. S. A.
BOSTON - NEW YORK - PHILADELPHIA - CLEVELAND - MILWAUKEE - LOS ANGELES
DETROIT - SEATTLE

SMALL SIZE WITH TOP PERFORMANCE NEW V-1 VELOCITY MICROPHONE



- The Smallest High-Fidelity Velocity Microphone
- Zero Cavity Resonance
- Integral Shock Absorber
- Cable and Connector
- Dependable—Suitable for Tropical Service
- Thoroughly Hum-Free
- Reduces Feed-Back

• The new V-1 has all the features of microphones in the higher priced brackets.

SEE YOUR JOBBER
Write for Catalog

LIST PRICE **\$25**

ELECTRO-VOICE

MANUFACTURING COMPANY
338 E. COLFAX AVE., SOUTH BEND, IND.
Export Office: 100 Varick Street, New York, N. Y.

COMING NOV. 10TH RIDER MANUAL VOL. VIII



YOU NEED THE UP-TO-DATE KNOWLEDGE IN THESE TWO **NEW RIDER BOOKS** TO SERVICE UP-TO-DATE RECEIVERS

AUTOMATIC FREQUENCY CONTROL SYSTEMS

With Automatic Frequency Control Circuits in many new higher-priced models, knowledge of "AFC" means money in your pocket!

Learn the practical facts, from the easy to understand explanations by John Rider. Get your copy today and have the timely information enabling you to cash in on profitable "AFC" repair work.



HARD COVERS
144 PAGES
\$1.00

VIBRATOR POWER SUPPLIES

by GARSTANG and RIDER

It becomes increasingly important that servicemen have the information on vibrator supply systems which is contained in this book. For vibrators are

used in auto radio sets, 32-volt farm receivers, mobile P. A. systems, coin operated phonograph and radio sets, etc., etc.

280 Pages—Profusely Illustrated—Hard Covers \$3.00

JOHN F. RIDER, Publisher, 1440 Broadway, New York

YOU NEED ALL **8**

Rider
MANUALS



The New STANCOR LINE OF

Battery Operated VIBRATOR-TYPE TRANSFORMERS

for

Auto Radios • Rural Radios

Hit! Me eye! It's a HOME RUN. For the Stancor line of Battery-Operated Transformers is the **ONLY COMPLETE LINE** that can be bought.

Again Stancor leads! Why waste your time and handicap your service by ordering replacements from a dozen sources? Stancor has *everything* you need! Complete lines of Exact Duplicate and Universal Transformers for every requirement . . . complete assurance of highest quality . . . and a sure profit under Stancor's price policy.

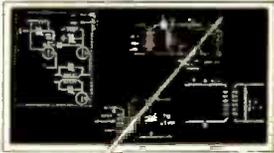
Write for price sheets and complete information.

STANDARD TRANSFORMER CORPORATION

850 Blackhawk Street

Chicago

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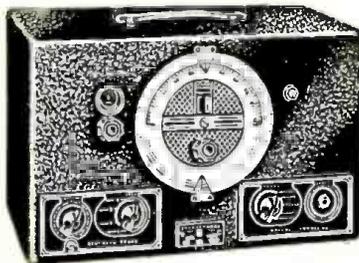


RADIO TRAINING!

CLOUGH-BREngle and Midland Television engineers have cooperated to bring you complete authoritative instructions on the modern use of precision test equipment.

These lessons show you how to
SAVE MONEY
SAVE TIME
SAVE GRIEF

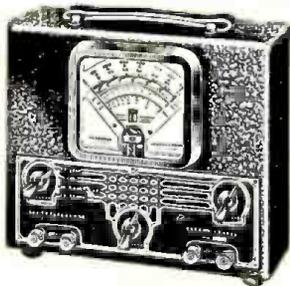
COMPLETE INSTRUMENT COURSE FREE WITH THE PURCHASE OF ANY C-B UNIT



MODEL 110

A new direct reading signal generator with 1/2 of 1% accuracy on all bands. Dial reads like a meter. Full attenuation without sacrificing maximum output on even the highest frequency bands. Incorporates auto-inductor switching, push-pull audio modulation, r-f iron core coils, air trimmers, and a fundamental frequency range from 100 kc to 31 mc.

MODEL 110 \$43.50
 \$5.00 down, 10 monthly payments of \$4.40



MODEL 120
SUPER ANALYZER
 20,000 ohms per volt

Perfectly selected voltage ranges. Most used voltages (2.5-5.0-6.3-115-100-250) fall at approximately 3/4 scale where sensitivity is best. Functionalized switching eliminates bothersome pin jacks and unnecessary binding posts. Higher a-c sensitivity, 7000 ohms per volt.

MODEL 120 \$43.50
 \$5.00 down, 10 monthly payments of \$4.40

Mail Coupon Now!

The CLOUGH-BREngle CO.
 2827 W. 19th St. Chicago, Ill.
 Send C-B catalog with complete information on new instruments.

Name _____
 Street _____
 City _____
 State _____

The device is intended to prevent service-line fouls—to detect whether a player on serving, puts his foot into the back-court area before his racket has hit the ball.

So Mr. McLaughlin sets up a couple of microphones on the back service line, to "listen" for the impact of the ball on the strung gut. Also, he has a light beam projected along the service line, and eventually striking a photocell which is thus on watch for feet that cross the line.

If the light-beam is interrupted by the server's feet dashing into the court, an alarm would be rung. But if the microphones have reported the sound of the racket even the slightest fraction of a second before the electric-eye signal, then the ball is in free play, no foul has been committed, and the audio-actuated relay effectively blocks any alarm that would be sent in by the electric eye.

Mr. McLaughlin says the apparatus is readily portable, and can be set up on any tennis court in half an hour.

TRADE-IN ALLOWANCES ON STANDARD 6-TUBE SETS

★ There have been many compilations of trade-in allowances offered in chart form for radio dealers, and most of these have depended chiefly on the assumed value of the old set being turned in.

Metropolitan dealers feel that the most important factor controlling the amount of the trade-in allowance is, after all, the amount of money the customer proposes to spend on the new set.

One Madison Avenue, New York, dealer has drawn up the schedule below as a recommended table of allowances for 6-tube trade-ins.

On New Radio Selling for	Trade-in Allowance on Old 6-tube Set Dated			
	1933	1934	1935	1936
\$25 to \$50	\$5	\$6	\$7	\$8
\$50 to \$75	10	12	14	16
\$75 to \$100	15	18	21	24
Over \$100	20	24	28	32

★ Sayre M. Ramsdell, Philco's vice-president, has announced a Guarantee Plan, open to Radio Manufacturers' Service members. Under the new plan, "the set and aerial are thoroughly tested and checked by qualified engineers at the dealer's establishment before delivery; on delivery the set and aerial are installed only after careful surveys of local conditions; within 5 days thereafter the engineer returns for checking and 30 days after that he returns for another test. At that test the set is subjected to no less than 14 different operations and checks; and for a full year after delivery the owner is assured of engineering supervision."

NEW BOOKLETS

★ "More Farm Radio Sales—And How to Get Them" is the title of a new 32-page booklet issued by Wincharger Corp., Sioux City, Iowa. This brochure analyzes the farm market in general, and explains Wincharger's merchandising approach. It is free to radio dealers who write the company.

★ Philco has announced the heaviest farm advertising campaign in the firm's history. Supplementing it will be the distribution of literature "into virtually every rural mail box in the U. S."—a four-color, four-page newspaper listing the complete battery line and carrying a coupon worth \$12 when applied on a purchase of a set and a Sky-Charger.

★ New booklet called "The Versatile Service of Bakelite Materials" has been released by Bakelite Corp., 247 Park Ave., New York City. Various Bakelite materials are described according to development, characteristics, properties and applications.

★ Released by Goat Radio Tube Parts, Inc., 314 Dean St., Brooklyn, N. Y., is a new eight-page booklet, No. 4, containing a general description of the firm's radio tube parts.

★ Six catalogs rolled into one, a new 1938 Winter book has been issued by Wholesale Radio Service Co., 100 Sixth Ave., New York City. The catalog No. 69, has 180 pages, with sections on home, farm and auto radios, PA equipment, ham equipment, parts, tubes, test equipment and a line of appliances. Catalog is free from any of the firm's six branches.

★ Ready for distribution is the 15th anniversary edition of the Aerovox catalog, a 32-page book, listing a long and diversified list of condensers together with essential resistors. New handy method of listing is featured. Eight pages of exact duplicate replacement condensers are included. Available from Aerovox jobbers or from headquarters at 70 Washington St., Brooklyn, N. Y.

★ Bulletin which presents 10 different classifications of sound products has been issued by Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y. Folder includes specifications, prices, illustrations, etc.

★ Universal Microphone Co., Inglewood, Calif., is mailing its annual catalog supplement sheets to the trade. New publication describes 2 new types of ribbon mikes, as well as a line of carbons and stands.

★ "1938 Sale-O-Grams" is a new booklet being issued twice a month to Stromberg-Carlson dealers. Retail sales methods and new business-building ideas are listed, along with selling features of new lines. Booklet is edited by Lee McCanne, Stromberg's radio sales manager.

★ Ballast Tube catalog has just been issued by the Muter Co., 1255 S. Michigan Ave., Chicago. Replacement charts and cross-indexes are arranged in special handy form.

ATTENTION

« The United States Patent Office has issued patent No. 104968 to The Ward Products Corporation, covering the aerial models S.T.R. and T.A., also known as The "Stratosphere" and The Tur-ette". Legal action will be taken against all infringers.



NOTICE TO WARD DISTRIBUTORS

This patent protects you against any imitations of these Ward aeri-als. Please report infringements.

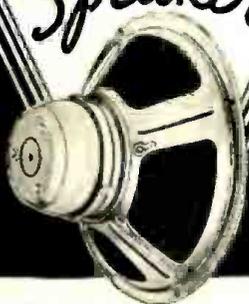
INSIST ON GENUINE WARD AERIALS

PROMPT DELIVERIES

WARD PRODUCTS CORP.
WARD BUILDING CLEVELAND, OHIO

CINAUDAGRAPH

Speaker



CINAUDAGRAPH Magic Magnet Speakers

—extensively utilized by all leading radio receiver and P. A. equipment manufacturers—are available in a complete range of sizes from 5½ to 18 inches, to meet your every radio requirement.

If you demand utmost dependability and fidelity of reproduction from your equipment—in-sist on Cinaudagraph P. M. speakers. Carried in stock by all progressive distributors. Free descriptive literature on request.



CINAUDAGRAPH CORPORATION
Speaker Division • Stamford, Conn.

★ Radiobar Co., 7100 McKinley Ave., Los Angeles, Calif., has just issued a new folder for consumer use presenting complete details on the 1938 Streamlined Radiobars.

★ American Phenolic Corp., 502 Throop St., Chicago, have announced a new radio parts catalog, revised up to the minute. Contains many items never shown before, and is free upon request.

★ Presto Recording Corp., 139 W. 19th St., New York, N. Y., is currently issuing new material on instantaneous sound recording equipment. Booklet, folders and broadsides cover technical applications as well as sales angles.

★ Revised to include 145 types of tubes, Arcturus has issued a new wall chart of tube characteristics, available free to dealers and servicemen through Arcturus jobbers.

★ A new bulletin by Wright-De-Coster, Inc., St. Paul, Minn., describes methods of calculating the correct load impedance of a number of unlike impedances in parallel. In the same bulletin (A 16) it is shown how to calculate the proper impedance of each speaker when it is desired to have one or more speakers in a multiple-speaker installation operated at a higher level than others.

★ A new catalog and a new instruction book are being issued by Meissner Mfg. Co., Mt. Carmel, Ill. Catalog has 32 pages carrying a complete list of coils; it is available free at supply houses or from Meissner at Dept. R. Instruction book has 112 pages, with diagrams, schematics, wiring instructions, chassis lay-outs, alignment data and operating instructions for 20 modern receiver kits. Net price is 50c at supply houses only.

★ New 12-page booklet titled "A Guide to a New Day," will be sent free to dealers requesting it from Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago. It covers all phases of use, operation and installation of Peri-dynamic reproducers.

★ Available to engineers and manufacturers interested in measuring coils, condensers, dielectrics and insulator at radio frequencies, is a series of new bulletins released by Boonton Radio Corp., Boonton, N. J. Booklets are free to those writing on business letterheads.

TONE AND BEAUTY

★ Black-and-gold booklet titled "For Tone and Beauty," has been presented to the trade for consumer distribution by Stromberg-Carlson, Rochester, N. Y. This circular gives details on each receiver of the company's new line, accenting 1938 features.

Earlier booklet, "How to Choose a Radio," with which the firm has had unusual success, is mentioned in the new publication.

CENTRALAB VOLUME CONTROLS cannot be Equalled!

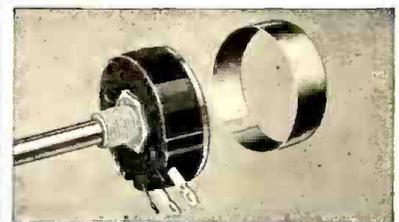


Says Mr. Owen O. Tressler
of Elmira Heights, N. Y.

"SIR," says Old Man Centralab, "I am overcome with pride of this overwhelming vote of confidence. But (ahem) I cannot feel but that my long years of smooth service to the radio industry merit this recognition."

Yes . . . Mr. Tressler is but one of the thousands of radio men from coast to coast who takes his hat off to OLD MAN CENTRALAB . . . and who is doing a better and more satisfactory service job because of the smooth performance of these world famous volume controls.

Get the 1937 Volume Control Guide



STANDARD RADIOHM

Centralab

Milwaukee, Wis.

Division of Globe Union, Inc.

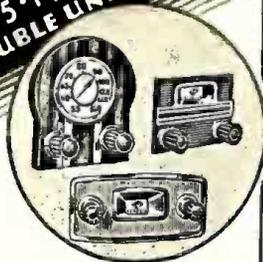
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Canterbury Road, Kilburn
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CROWE

Auto Radio PANEL CONTROLS

for 1935-1936-1937 Cars
NEW DOUBLE UNIT DESIGNS



SAME CONTROLS FOR ALL CARS.

Same controls and shafts can be put on any car and re-used when moving radio to another car. A panel kit is the only part required on re-installation jobs.

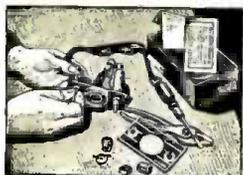
LESS STOCK INVESTMENT.

This interchangeable Crowe feature enables the distributor and dealer to have a flexible, readily available stock, with much less stock investment.

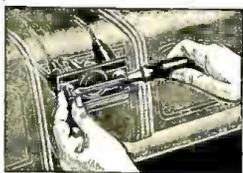
HERE'S ALL YOU NEED!



1. Tuning Control Unit. 2. Volume Control Unit. 3. Panel Mounting Kit.



Quickly assembled at bench—not in crowded driver's compartment!



Fits the instrument panel without mutilation. No sawing, filing or drilling

Six gear ratios and other optional choices such as power switch, two-point or variable tone control, sensitivity switch, wave-band selector, are added features.

Ask for Bulletin 202 which contains complete details.



PHILCO DEALERS!
Ask for Bulletin 201, especially for you!

CROWE NAME PLATE & MFG. CO.
1771 Grace Street
CHICAGO, ILLINOIS

METAL SIGNS FOR OUTSIDE

★ For attaching to the exterior of store fronts is a new metal sign made available by Arcturus Radio Tube Co., Newark, N. J. The gadget has a flange so that it can be affixed to any solid surface and is done in weather-resistant blue and white enamel. Designed to harmonize with any type of front, it has the same message on both sides. Arcturus distributors have them.

MOVEMENT IN DISPLAY

★ New show pieces with which dealers may display 1938 Stromberg-Carlson radios have been issued by the company. Series includes an animated gadget featuring the acoustical labyrinth, three backgrounds for displaying sets and three groups of eased cards.

The labyrinth is an improved version of last year's set-up, which shows the movement of notes, both clear and distorted.

Backgrounds are designed for use in Fall, at Christmas, and a special one is presented for use in New York.

Cards are for use in windows or on counters. Each has an actual photograph of one of the Stromberg features, with decorative effects in lacquered colors on foil.

LITTLE GIANT SHOW CARD



★ Offered to the trade by Solar Mfg. Co., 599 Broadway, New York City, is a new show-card done in black, red and silver, designed to set off the silver-packaged "Little Giant" capacitors. To be used for wall, counter or window display, the gadget has an easel back. Those writing to Solar will be given further details.

★ Castlewood Mfg. Co., 12th and Burnett, Louisville, Ky., is a new firm incorporated recently to produce radio cabinets, special cabinets for electrical and medical trades, acoustical products, other items. N. P. Bloom, for nine years president of the Adler Co. and for many years director of the RMA, is president, and George Allen Bush, vet woodwork specialist, is vice-president. John Prood, formerly with Atwater Kent and with Adler, is superintendent. Castlewood has made its start in a modern plant occupying a full city block.

MASS DISPLAY



★ Silent salesman made available by Fada has four sections. These may be used separately, but when combined will demonstrate 11 midgets and two floor models. Special platforms are provided for the latter sets, with eye-catching enamels and chromium trims.

For the midgets, the main display piece has an upper section holding seven or eight sets, and a lower section with space provided for four receivers. These sections have a series of compartments with trick lighting, lively colors, panel overlays, unusual trims. The display is complete with lamps, receptacles, wire and rubber plug, ready to plug in.

★ Training course project for radio servicemen has been undertaken by Clough-Brengle Co., Chicago. Idea is to assist servicemen in the use of new testing equipment; lessons are offered to those buying the company's instruments. Registration cards come with Clough-Brengle equipment, and servicemen are entitled to receive a course from the Kansas City radio school, Midland Television, Inc.

★ Educational campaign sponsored by the Parts and Service Dept. of Philco has entered its second stage and will now be concentrated on improved methods in setting up concentric automatic tuning. First part of the campaign consisted of 150 "class room" meetings for dealers' servicemen, conducted by Philco engineers under the supervision of Robert F. Herr, Parts and Service Manager.

★ Building operations in the huge radio and automotive manufacturing enterprises of the Bendix Aviation Corp. have been started at Bendix, N. J. One hundred acres of the company's 500-acre tract have been laid out for immediate construction of research and production buildings; the major part of 10 structures will be complete in November, it is expected. L. A. Hyland is vice-president and general manager of Bendix Radio Corp.

SELLING SOUND



A NEW PUBLISHING SERVICE
FOR DEALERS, SERVICEMEN
AND DISTRIBUTORS SPECIAL-
IZING IN SOUND EQUIPMENT



COMING IN THE FALL
Watch For It!



Another service of RADIO TODAY
... and at no additional cost

THE VOICE of RADIO'S FAST-GROWING SPECIALTY

First Issue in September

A COMPLETE MAGAZINE AND HANDBOOK OF SOUND
PATTERNED TO FIT THE NEEDS OF SOUND SPECIALISTS

featuring

Markets and merchandising methods
Sales promotion ideas and aids
Installation and operating data
Photos and data on new merchandise
Financing, sales training, etc.
Statistical pictures of the industry

NO EXTRA CHARGE TO SUBSCRIBERS

New Subscribers to RADIO TODAY
will receive SELLING SOUND in
September, if order is entered now.

● Published semi-annually as
Part 2 of Radio Today—a sep-
arate section of the magazine.

●
ONE YEAR — \$1.00

12 ISSUES OF RADIO TODAY
2 ISSUES OF SELLING SOUND

DON'T DELAY--MAIL COUPON TODAY

RADIO TODAY,
480 Lexington Ave., New York, N. Y.

I am interested in your circulation offer.

I enclose One Dollar.

I understand that in subscribing now, or renewing my sub-
scription now, I will receive 12 issues of RADIO TODAY and 2
issues of SELLING SOUND.

Name

Street address

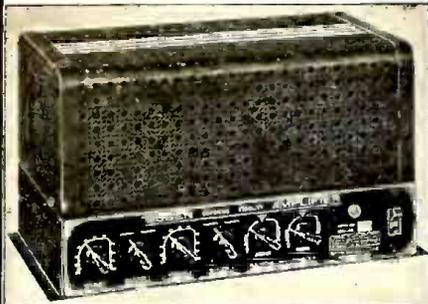
City and state

My principal line of business is:

DISTRIBUTOR DOINGS

BOGEN SUPREME 30 WATT AMPLIFIER

The Famous Model CX30 with
Electronic Tone Corrector.



• The most unusual amplifier in years. Creates any range of tone desired, regardless of the acoustic conditions of the installation.

The Electronic Tone Corrector is not the usual tone control or frequency equalizer for high and low compensation, but a new, exclusive circuit permitting complete control of frequency reproduction.

Acclaimed as the most radical development in years.

DEALERS—Ask your jobber for a demonstration. Do not fail to hear the BOGEN CX30 Amplifier.

Ask your jobber for new "P. A. Blue Book" or write direct to

DAVID BOGEN Co., Inc.
663 Broadway New York City
"Pioneers in P-A Development"

★ Announced by Emerson are these new distributors: Richmond Hardware Co., 101 S. 14th St., with branch offices at 1407 E. Cary St., Richmond, Va., for Virginia and central North Carolina; Mayflower Lamp & Sales Co., 816 N. 11th St., St. Louis, Mo.; Cloud Bros., 902 S. Michigan St., South Bend, Ind., for northern Indiana and southwestern Michigan; William Distributing Co., 406 N. 6th St., Clarksburg, W. Va., with branch in Charleston, for W. Virginia, southeastern Ohio and north-eastern Kentucky; Midland Implement Co., Inc., Billings, Montana, with branches in Butte and Great Falls for Montana and northern Wyoming; Inland Radio Co., 922 First Ave., Spokane, Wash., for eastern Washington and Idaho; and Home Electric Co., 1316 A. St., Tacoma, Wash., for western Washington and Alaska.

★ New dealers lined up by the Anchor Lite Appliance Co., Crosley jobbers of Pittsburgh, Pa., during the month of July added up to 162. Harold W. Goldstein, Anchor Lite's general manager, also reports terrific volume in repeat orders in spite of many labor troubles in the area.

★ Fairbanks - Morse have announced the appointment of several new distributors: O. S. Stapley Co., Phoenix, Ariz., for the state of Arizona; Brown-Camp Hardware Co., Des Moines, Iowa, in Des Moines and 79 counties; Motor Hardware & Equipment Co., San Diego, Calif., for San Diego and Imperial counties; Radio Electric Service Co., Baltimore, to cover that city and trading area; Saginaw Distributing Co., Saginaw, Mich., for northeastern Michigan; C & B Distributing Co., Peoria, Ill., to handle Peoria and central Illinois; and C. M. McClung & Co., Knoxville, Tenn.

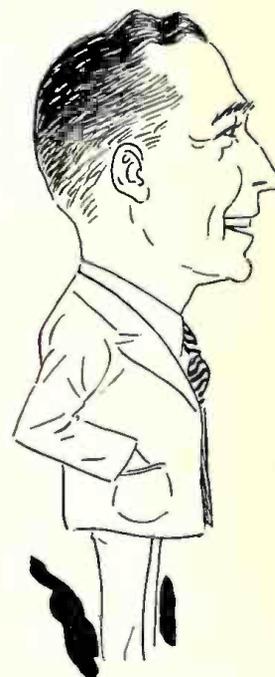
★ R. H. McMann, Inc., has been named by Westinghouse as radio distributor in the New York metropolitan area.



GEORGE B. JONES
POTTSVILLE, PA.

★ Frank Lebell, the West Coast jobber, whose "open display" methods have attracted wide attention and are described elsewhere in this issue of RADIO TODAY, now has a 16-employee organization at his Pacific Radio Exchange, Inc., Los Angeles. Specialists in the jobbing of nationally known radio parts since 1932, the firm serves dealers, servicemen and amateurs of the area and has 2 outside salesmen. Mr. Lebell is chairman of the Radio Parts Jobbers Association of Southern California.

★ New salesman for Power City Radio Co., Sioux Falls, S. Dak., is Eber Cline.



Harry E. Hicks,
Lincoln, Neb.

Low-Cost Changers  Sell Combinations

Get in on the Growing Record Changer Demand



CASH in on the "sit-down" listeners—who prefer to enjoy their music without attention to changing the records. Give them the best in radio-phonographs at moderate cost. Install General Industries record changer units. Silent, smooth-running FLYER Motor; latest flat-type flexible, balanced pick-up; accurate, reliable changer mechanism. Completely assembled in a compact unit—choice of two models—ready to place in your cabinets with low installation cost.

The GENERAL INDUSTRIES CO. 3738 Taylor St.
Elyria, Ohio

Order Test Samples

Model "L" shown above, plays and changes eight 10-inch or seven 12-inch records. Model "K" plays and changes eight 10-inch records; plays 12-inch records; changed by hand. Be sure to specify exact voltage and frequency of current you use.

ANNOUNCING

RURALITE

A Complete New Line
of Wind Driven
Electrical Chargers

offering
**A REAL DEAL FOR
DEALERS**

A new product manufactured
in a new modern plant by ex-
perienced engineers who ac-
tually pioneered the wind
charger industry. Sensational
new-type 6, 12 and 32-volt
plants are now available. And
best of all, RURALITES will
be offered to progressive deal-
ers exclusively on a really
profitable basis!

WRITE TODAY
FOR FULL PARTICULARS
RURALITE
ENGINEERING CO.
SIOUX CITY, IOWA



ONE CUSTOMER TELLS ANOTHER

The "good word"
about Ken-Rad Tubes
spreads, and you
make more money.
Take the first step to
building better busi-
ness



Manufacturers of a complete line
of Standard Glass Types, G Series,
and Genuine All-Metal Radio Tubes.

Ken-Rad Radio Tubes

KEN-RAD TUBE & LAMP CORPORATION, Inc., Owensboro, Ky.

(Also Manufacturers of Ken-Rad Electric Light Bulbs)



H. E. STRATTON
TULSA, OKLA.

★ Brown Supply Co., St. Louis, Mo., were recently hosts to more than 500 dealers from eastern Missouri and southern Illinois, at a 3-day affair at the Coronado Hotel. Program details and display stunts were arranged to accent Grunow features, as well as those of the Kadette line. Grunow's district manager, W. C. Hutchings, was present, and Brown Supply officials on the program included Norman S. Brown, president; Fred A. Wiebe, exec. vice-pres. in charge of sales; and P. A. Ware, sales promotion manager. Kadette execs on hand were G. C. Kuffer, district manager, and Robert McManus, factory rep.

★ Crosley jobber of Cleveland, Ohio, Frankelite Co., sponsored a big radio display at the Cleveland Exposition. Series of radio stars from WLW appeared in person at the booth, for special broadcasts. E. J. Rueth is Frankelite's sales manager.

★ Solar Mfg. Corp. announces the appointment of Leo C. McCarthy as representative in the Chicago metropolitan area, for jobbing accounts. Leroy Eschner will continue as senior representative for Northern Illinois manufacturing accounts, while Irvin Aaron, Milwaukee, will visit northern Illinois jobbers.

★ Sketches of prominent jobbers on these pages are the work of Lew Merrell and are used through the courtesy of National Union Radio Corp.



Raymond Beem,
Little Rock, Ark.

ANNOUNCING
THE NEW
PRESTO
JUNIOR
PORTABLE
RECORDER



HALF THE SIZE

20" x 15" x 10"

HALF THE WEIGHT

35 Pounds

HALF THE PRICE

of any Presto sound
recorder ever made.

The machine that will close sales for hundreds of dealers whose customers are asking for a low priced home recorder. The Presto Junior Recorder makes high quality phonograph records that can be played 50 to 100 times with ordinary steel needles on any phonograph. It plays any phonograph record. It is sold complete with microphone. It connects to any radio set to record programs off the air.

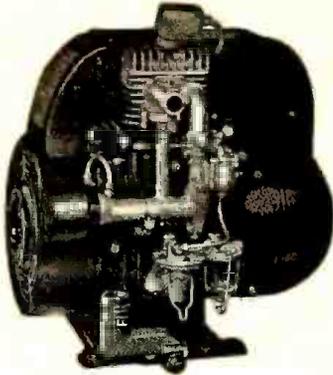
**ORDER NOW FOR OCTOBER
DELIVERY**

PRESTO RECORDING CORP.

137 W. 19th St., New York, N. Y.

ONAN ALTERNATING CURRENT PLANTS

operate **AC RADIO, PUBLIC ADDRESS, SOUND CAR** and **MOTION PICTURE EQUIPMENT**



These PLANTS supply electricity for Domestic and Commercial places where current is not available. Operate Water System, Refrigerator, Household Appliances.

SIZES TO SUIT EVERY PURPOSE

Operate on Gasoline, Gas or Distillate. Sizes 350 to 50,000 watts, \$110 and up. Also 6, 12, 32 and 110 volt. DC Models. All Models furnished complete, ready to run. Write for Details.

D. W. ONAN & SONS
578 Royalston Ave. Minneapolis, Minn.



TOP QUALITY
at
BOTTOM PRICE

The "Salt-Shaker" assures typical Western Electric performance, either as a non-directional mike (left) or as a directional

mike (right). Putting on or taking off the acoustic baffle takes only a moment.

Dealers: use and specify this 2-in-1 mike for public address work. Its low price will surprise you!

Distributors: Graybar Electric Co.
In Canada: Northern Electric Co., Ltd.

Western Electric
2-in-1-MIKE

GRAYBAR ELECTRIC CO., Graybar Bldg., New York.
Please send bulletin on Western Electric 633A Mike.

Name _____ RT-8-37
Address _____
City _____ State _____

DISTRIBUTORS

★ James M. Skinner, president of Philadelphia Storage Battery Co., attended the annual sales conference of Canadian Philco distributors held last month in the Manoir Richelieu, Murray Bay, Quebec. Others from Philadelphia attending the meeting at which the new 1938 Philco line was introduced were Larry E. Gubb, president and Ernest B. Loveman, advertising manager of Philco Radio and Television Corp.; E. S. Peyton, secretary, and John Timmons, purchasing agent, of the Battery Co. Sessions were sponsored by Philco Products, Ltd., Ontario.

★ Formal opening of new headquarters for Emerson's distributor in Newark, N. J., Emerson-New Jersey, Inc., 122 Branford Place, took the form of a lively 2-day celebration and dealer reception late last month. Sam Gross, president of Emerson-New Jersey, was chief host.

★ Appointment of sales representatives in 11 key trade spots of the country has been announced by J. T. Kane, sales manager for Transducer Corp., New York City. The following will handle the company's line in "Bullet" dynamic microphones: J. A. McCaffry, 49 Collingwood, Detroit, covering the state of Michigan; W. B. Weyrick, 247 Russell Ave., Akron, Ohio, for Ohio and Indiana; Morris F. Taylor, Silver Spring, Md., for south Atlantic seaboard; George W. Sipe, 130 N. Belvedere, Memphis, Tenn., for Kentucky, Mississippi, Louisiana and western Tennessee; Lee Maynard, 6734 Clayton Ave., St. Louis, Mo., for the Middle West; Hal F. Corry, 3522 Gillon Ave., Dallas, Tex., for Texas, New Mexico and Oklahoma; Sam Egert, 56 W. 45th St., for metropolitan New York; C. G. Van Loan, 4th and State, La Crosse, Wis., for Minnesota, Wyoming, Montana, the Dakotas and Wisconsin; Dave Ormont, 214 Essex St., Boston, for New England, and Nathan Lazarus, 680 E. 7th St., Brooklyn, N. Y., for New Jersey, Pennsylvania and New York.



S. E. Benjamin (left) head man at Morley Radio & Music Co., Sarasota, Fla., jobbers who have just lined up with Admiral, NU, Stancor and Ward.

★ Appliance Sales Co., Wichita, Kan., with offices and a modern warehouse at 522 W. Douglas, has been organized by Jack Hennigh, former manager for the local Spurrier's, Inc., to distribute Crosley products. New firm has taken over the personnel and contracts of the Stimpson Sales Corp., the other Crosley jobber in Wichita, and will serve 750 dealers in southern Kansas. E. T. Legg, former Stimpson exec, is the new company's representative.

★ Hughes & Co., Spokane, Wash., distributors for Stromberg-Carlson, were recently hosts to dealers from the whole state of Washington and as far as Missoula, Montana. Jobber picked a spot in a local hotel where a panelled background set off the design and finish of Stromberg cabinets, got unusual effects and a fine reaction.

★ Allied Radio Corporation of Chicago announces the expansion of its facilities to include an additional 10,000 square feet of space in its building at 833 W. Jackson Boulevard. This is the second space increase in the last 2 years. Expansion was attributed by A. D. Davis, president, to the steady increase in business.



Fairbanks-Morse jobbers in a convention mood—left to right, J. M. Coen, V. V. Dawson and Ben Menard of Menard-Coen, Chicago; H. B. Hanson of Whitney Sporting Goods, Denver, Colo.

TODAY'S TRADE TOPICS



Gere Burns is in charge of Kadette's advertising and sales promotion; formerly he worked with Majestic and Hygrade.

★ R. M. Karet, director of sales, wholesale division of the Utah Radio Products Co., returned to Chicago recently after a swing through the Middle West distributing centers, including Minneapolis, St. Paul, Omaha, Kansas City and St. Louis. He reports that distribution of Utah amateur transmitter kits has been taken over by the Lew Bonn Co. in Minneapolis, Radio Accessories Co. in Omaha, and Burstein Applebee Co. in Kansas City. Mr. Karet found business holding up beyond his expectations in all of the centers he visited, with Utah acceptance still on the up-grade and the outlook for increased sales very promising.

★ Wincharger Corp., Sioux City, Iowa, have found it necessary to more than double production on their 6-volt and 32-volt Winchargers. Firm reports steadily increasing orders here and abroad for the equipment as a power source for radio and other electrical appliances on farms.

★ George W. Russell, sales manager of the Sentinel Radio Corp., Chicago, has been spending most of the last six weeks on "wheels" visiting the company's jobbers throughout the west as far as Denver, and attending dealer meetings which have drawn between 200 and 400 dealers at each gathering. Mr. Russell who is a "veteran" in visiting farm areas and a recognized authority on the development of farm radio sales, states that in his opinion there has never been more activity throughout the Southwest at any time in the past decade. The new Sentinel line is meeting with an enthusiastic reception throughout the country with the new Rad-O-Fone receiving particular attention from the dealers.

"Bill" Schnell, Sentinel chief engineer, finally listened to the orders given by his chief, E. A. Alschuler, and ran away from his desk for about

two weeks for a well deserved vacation. Edward G. May, Sentinel advertising manager, has been receiving the sympathy of his many friends upon the recent death of his father.

★ Frank A. Hinners, veteran radio engineer whose experience has been with Bell Telephone Labs., Hazeltine Corp. and other prominent firms, has been named chief engineer for Fada.

★ J. H. Clippinger, vice president and sales manager of Continental Radio & Television Corporation, Chicago, returned recently from a trip to the West Coast, during which he participated in a number of successful dealer meetings sponsored by Admiral jobbers, including dealer gatherings held by Kierluff & Co., Los Angeles, Calif.; Northwest Radio Supply Co., Portland, Ore., and the Northern Radio Co., Seattle, Wash. Mr. Clippinger also closed arrangements with a number of well known jobbers to distribute Admiral sets, including McLendon Electric & Radio Co., Waco, Tex.; the Strauss-Bodenheimer Co., Houston, Tex.; Leibfried Sales Co., Denver, Colo., and the H. Pohl Electric Co., Toledo, Ohio. In New York, August 16th, Mr. Clippinger attended a successful dealer showing held by Dale Parts, Inc., Admiral metropolitan distributor.



JIM QUAM Says

• I never realized till the other night the full importance of the serviceman's part to the radio trade. Knowing I'm in the radio business, my friends call me when they want their radios fixed. This last time they want my neighbor, so I called the local serviceman, and when he arrived, I went over to see what the trouble was. The first thing that impressed me was the big investment in instruments this fellow had made, in order to give folks efficient service. But what I really want to tell you is that before this fellow was through, he sold my neighbor on trying a new model radio. And just tonight he told me he was going to keep the new set. Just magnify this picture thousands of times and you have a small idea of what the serviceman is doing for the radio business. He's the best salesman we've got. Mr. Serviceman—my hat's off to you!

QUAM-NICHOLS CO.
 33rd Place & Cottage Grove 1674 Broadway
 CHICAGO NEW YORK





"The World's Best Value"

KADETTE RADIOS

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

TWO-WAY COMMUNICATION



\$15
per station
List Price

DEALERS AND JOBBERS WRITE FOR DISCOUNT

MICROPHONE DIVISION

UNIVERSAL MICROPHONE CO., LTD.

430 WARREN LANE • INGLEWOOD, CALIF., U. S. A.

Everything NEW in Radio

RADIO TUBES
PUBLIC ADDRESS
12,000 RADIO PARTS
NEWEST TEST EQUIPMENT
TOOLS - BOOKS
RADIO RECEIVERS
AUTO SETS

1937
RADOLEK
Profit Guide!

NEWEST BOOK The Radolek 1937 Profit Guide is the most complete and up-to-date radio parts book ever published. 164 pages of radio buying information. TECHNICAL information and helps for servicemen are featured throughout the book.

12,000 PARTS The Right replacement items for every radio that you will service. A complete new selection of Receivers, Amplifiers, Test Equipment, Tubes, Tools, and Books—always in stock—ready for prompt shipment.

FASTER SERVICE Radolek SPECIALIZES in serving the radioman. Our organization is geared-up to serve you best—to give you what you want when you want it and at the RIGHT PRICES. This BIG new book is FREE! Send for your copy NOW!

---RADOLEK---

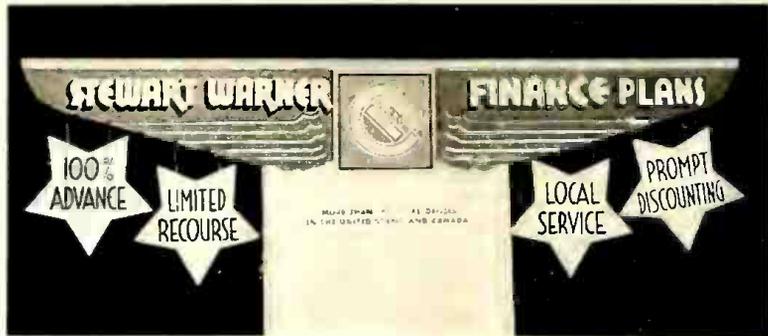
601 W. Randolph, Chicago, Dept. D-10

Send me the Radolek Radio Profit Guide FREE.

Name

Address

Serviceman? Dealer? Experimenter?



News trends in finance plans. Stars on this rostrum banner brought out the high lights of John Ditzell's convention keynote talk at Chicago, Aug. 4.

★ Frank Andrea, president of the Andrea Radio Corp., Long Island City, N. Y., announced this week the appointment of R. M. Coburn as sales manager of the company, and John I. White as export manager. Mr. Coburn, who was recently general sales manager of the National Union Radio Corp., is a veteran in the merchandising of radio products and has been identified with the industry since its very beginning, having been associated with several prominent set manufacturing organizations. Mr. White was recently manager of the electrical division of the American Steel Export Co. and is well known throughout export circles. The new Andrea set line will be announced within the next 2 weeks and will comprise a complete line of table models, consoles, battery sets and phonograph combinations. A jobber-to-dealer policy will be the keystone of the company's merchandising program.

★ Maitland K. Smith, Utah representative in the Southern states and one of the best known members of the Southern radio fraternity, has moved his offices from 440 Peachtree St., Atlanta, to 635 N. Highland Ave., N.E., Atlanta.

★ Ed. Bessey Day was held on July 31st at the Crystal Lake Country Club, Crystal Lake, Ill., and again proved to be one of the premier events for the Chicago radio trade. The popular president of the Oak Mfg. Co. prepared a program of amusements and sports that lasted from early morning till late at night, the high point as usual being an all-day golf tournament. Luncheon, dinner and a floor-show were also features of the day's activities, together with several bridge games at which Jack Scanlan and Larry O'Brien once more acquitted themselves admirably.

The golf tournament was divided into classes A and B, Class A being made up of men engaged in the manufacture of radio sets, radio instruments, and similar products, and class B being composed of sales representatives, salesmen, and friends doing business with the class A men.

These are the official winners: Class A; J. J. Neri, Wells-Gardner Mfg. Co., low gross; E. J. Doyle, Triumph Mfg. Co., low net; the other winners finishing in the following order: F. M. Lund, Corona Radio &

FREE! NOW-GREATER SAVINGS THAN EVER

NEW LATEST CATALOG

CONTAINING HUNDREDS OF AMAZING RADIO VALUES

At New Low PRICES

Post Radio Corp. 72 Cortlandt St. Dept. B New York, N.Y.

PHILCO 826

AUTO RADIO LIST \$42.95 TREMENDOUS DISCOUNT

FREE! Sets and Accessories

TREMENDOUS DISCOUNTS On Tubes Amplifying Equipment, Public Address Systems, Auto, Home, and Farm Radios in all Styles, Types and Voltages. We can supply you with any Manufactured Set.

ALL MERCHANDISE GUARANTEED Factory Sealed Cartons. No Seconds.

Choice Exclusive Territory Available to Live Representative

110 VOLTS AC ANYWHERE

KATOLIGHT, JR., AC PLANTS
 Sells itself! 55 pounds. Self-cranking 300 watts, and rope-cranking 350 watts. Also 6, 12, 32 and 110 volts DC.

300 TO 10,000 WATT AC PLANTS
 Specially designed for sound-truck, amplifier, P.A., radio and other work. Self-contained. Self-cranking by connecting to auto batteries.

DIESEL PLANTS
 Full Diesel AC & DC plants. 2, 3, 5, 6 KW sizes.

AC, DC Generators, Rotary Converters; DC Plants; Windmill Lighting Plants.

Dealers, Jobbers, write for details and discounts

KATO ENGINEERING COMPANY
 MANKATO, MINNESOTA, U. S. A.

NEW YORK OFFICE: 259 WEST 14TH ST. Chelsea 2-7330



Edw. F. Bessey, president of Oak Mfg. Co., was recently host to Chicago radio trade at a big frolic at Crystal Lake.



Pulling out on a special train well-remembered in the parts biz, left to right, B. B. Greenberg, radio parts buyer; Paul M. Deeley, chief engineer electrolytic division and Wm. M. Bailey, chief engineer, industrial division Cornell-Dubilier; Leon L. Adelman, CD sales manager, and Harold Reiss of Reiss Advertising.

Television Corp.; P. O. Krumm, Sentinel Radio Corp.; J. Just, Ultramar Mfg. Co.; J. W. Million, Million Radio & Television Co.; C. E. Underwood, Zenith Radio Corp.; A. W. Leline, Radio Products Corp.; C. G. Walters, E. H. Scott Radio Labs.; Sam Caplan, Zenith Radio Corp.; P. J. McCarthy, Triumph Mfg. Co.; P. J. Kennedy, Triumph Mfg. Co.;

E. G. May, Sentinel Radio Corp.; R. E. Wood, Consulting Engineer; S. Benson, Zenith Radio Corp.; G. W. Oehlsen, Stewart-Warner Corp.; E. A. Duffner, Sears-Roebuck Co.; R. E. Witt, Ultramar Mfg. Co.; R. L. Barr, Clough-Brengle Co.; W. J. Morey, Monarch Mfg. Co.; E. J. Stanmyre, Stewart-Warner Corp.; C. E. Curtis, Sears-Roebuck Co.; W. J. Arnos, Galvin Mfg. Co.; L. J. Smetana, Stewart-Warner Corp.; Allan Williams, Galvin Mfg. Co.; I. E. Morrison, Ultramar Mfg. Co.; William J. Schnell, Sentinel Radio Corp. Among the winners in class B were Fred Schulz, of the National Lock Co.; C. F. Martin, Mica Insulator Co., and H. W. Nordendale, Nordendale Mfg. Co. A prize for special merit was given to Paul M. Komm, of the Stewart-Warner Corp.

In handling the many details of this all-day frolic Mr. Bessey was assisted by R. A. O'Reilly, sales manager of the Oak Mfg. Co.

★ Howard Briggs, vice-president of Howard Radio Co., Chicago, recently announced that Hollingsworth & Still, Atlanta, Ga., a leading organization in Southern territory, is now Howard representative in Southeastern states. Mr. Briggs, accompanied by Charles Shapiro, general sales manager of Howard Radio Co., a few weeks ago visited a very successful dealer gathering held by the Taylor Distributing Co., Harrisburg, Pa., attended by 400 dealers.

Sales executive dinner was staged by Majestic Radio & Television Corp., with divisional sales managers gathered at the Drake Hotel, Chicago, last month. Event celebrated the opening of the new line showing at Majestic headquarters, Suite 525 in the American Furniture Mart, Chicago. N. L. Cohn, company president, presided and outlined vigorous plans for the new sales year.

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

TRIAD

TRIPLE CHECKED RADIO TUBES

IMPROVE YOUR RECEPTION

Used by Leading Set
Manufacturers and
Preferred by Expert
Servicemen.

A PROFITABLE LINE TO HANDLE

Write for Particulars

TRIAD
MANUFACTURING CO.
INCORPORATED
PAWTUCKET RHODE ISLAND

The Quality Name in Radio Tubes

TALK-BAK*



MODEL TBU 1700
Size—6½" diameter, 3" high

Lasting Wear • Perfect Operation Attractive Appearance

The most complete, best looking Talk Bak* Unit manufactured. A steel cabinet with a taupe suede finish so soft as to protect the finest furniture.

FREE NEW TECHNICAL AND SALES PAMPHLET

gives complete information regarding all known inter-communication systems. Method of connecting different Talk-Bak* Units and full detail information on what they will accomplish. Write for it and be sure to include your distributor's name.

Wright-DeCoster Distributors are always anxious to cooperate.

WRIGHT-DeCOSTER, Inc.
2265 UNIVERSITY AVENUE, ST. PAUL, MINN.
Export Dept.: M. Simons & Son Co., New York
Cable Address: "Simontrice"

Canadian Representatives:
Wm. F. Kelly Co., 1207 Bay St., Toronto, Ontario
Taylor & Pearson, Ltd., Edmonton, Alberta

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HYVOL HIGH-VOLTAGE CAPACITORS



★ Handy. Inexpensive. Oil-filled capacitors for high-voltage filter circuits.

★ Compactness due to new exclusive HYVOL—the superdielectric oil.

★ Inverted screw mounting. No larger than usual electrolytic. 1½" dia. Either 2½" or 4½" tall.

★ By using insulating washer, grounded can may be insulated from chassis.

★ 5 to 4 mfd. 600, 1000 and 1500 v. D.C. working.

★ Conservatively rated. Cool operation. Long life. A lot of capacity for little money.

New CATALOG...

15th Anniversary Edition. 32 pages. Many new items. Ask your jobber—or write direct.



★ Edward Straus, veteran of the phonograph and music industries, and identified with these trades for many years, has been appointed Eastern representative for the Magnavox Phonograph Division of Electro-Acoustic Products Co., with headquarters at 101 Park Ave., New York.

★ Edwin A. Nickel, formerly sales promotion manager of Hygrade Sylvania Corp., makers of Sylvania radio tubes, has been named as sales manager of the W. P. Woodall Co., mail selling and advertising firm of New York. Mr. Nickel's 18 years' experience in direct advertising and selling with such firms as Dictograph Products Co., Fada Radio Corp., Chas. W. Hoyt Co., Lennen & Mitchell and others, will be available to those accounts served by the Woodall organization, which operates its radio mailing service in connection with Radio Today.

★ General sales manager Charles B. Shapiro of Howard Radio Co., has announced the appointment of the following new distributors: Birmingham Electric Battery Co., Birmingham, Ala.; Glasgow-Allison Co., Charlotte, N. C.; Hatry & Young, Hartford, Conn.; Kaemper-Barrett Corp., Ltd., San Francisco, Calif.; Nelson Hardware Co., Roanoke, Va.; R. M. Ralston, Inc., Kalamazoo, Mich.; Southern Sales Co., Oklahoma City, Okla., and Taylor Supply Co., Harrisburg, Pa.

★ The Ultramar Manufacturing Co., Chicago, Ill., well known in the export field, is now expanding its activities by arranging for the distribution of its products in the domestic trades and is planning to follow a direct-to-dealer policy. A complete line of radio sets will be announced to the trade within the next few weeks. M. G. Prieto is president and general manager of the company; J. P. Mulkern is advertising manager, and H. A. Arroyo is export manager.

★ L. J. (Lou) Stutz, sales manager, Majestic Radio & Television Corp., Chicago, has announced his new sales organization, operating in states as follows: Edw. Fairchild, upper N. Y.; David Brest, East Central; Max Hoffman, Ohio, Pa., Md., Del., D.C.; D. W. Hackett, Va., N. C., S. C.; L. L. Banford, Ind., Ky.; Jack Cather, Ill., except Cooke Co.; W. M. Wilson, Neb., Kan.; A. S. Douglas, N.M., Tex.; Steven Kugler, Wyo., Utah, Colo., Neb.; Lloyd Sutton, Pacific Coast; George Helmer, Wis., Iowa; Alva Herzog, Fla., Ga., Ala.; Albert Baldwin, La., Miss.; Jos. Briggs, Okla., Ark., Tenn.; Frank Hawley, Minn., Iowa, Mo.; A. F.

Reding, N. D., S. D., Minn. Frank Hawley functions as supervisor in his territory. Majestic N. Y. division, 915 Broadway, under direction of Harry Stein, covers Eastern N. Y. and Pa., N. J. and New England. Claude C. Levin is sales promotion and advertising manager at Chicago, and Wm. Stockman is ass't sales manager. N. L. Cohn, Majestic president, states that plan of selling direct from factory to dealer, is meeting marked success. He outlined in detail Majestic program for dealer cooperation at sales managers' meeting, Drake Hotel, Chicago.

★ Admiral distributors and dealers were notified this week of a reduction in the list price of the 11-tube Admiral sets whereby the 940-11S model was reduced from \$109.50 to \$99.95, and the 935-11S Tilt-Tuner was reduced from \$119.50 to \$109.50. Both of these models are equipped with electric push-button tuning.

★ Eugene A. Tracey, vice president and general sales manager of Zenith Radio Corp. is back at his desk after a trip around the circuit which included nearly every trade center between Boston and Chicago. Dealer meetings were held by Zenith jobbers in all of these cities with the new line being heartily praised and particular interest centered on the new arm-chair models. Jobber sales of Zenith sets are running far ahead of last year, reports Mr. Tracey, with the movement to dealers showing better than a 100 per cent increase over 1936.

★ Andrea Radio Corp. is the new name of the Woodside, N. Y., firm which has been widely known as F.A.D. Andrea, Inc. F.A.D. Andrea, radio pioneer, is president and has recently announced successful negotiations for an RCA license.

★ Lively increase in company activity is reported by Post Radio Corp., 72 Cortlandt St., New York City. Stock on hand has been brought to a peak in preparation for Fall business. Says Ralph Post himself: "I predict the biggest Fall volume since 1929. Mail order business has become a 10-month affair rather than a 6-month one, and business seems generally more stable than it has ever been since we began 16 years ago."

★ Harry Robin will head the central sales district of the Vocograph amplifier division of Electronic Design Corp., according to news from John Meck, Electronic president, Robin is currently touring the Middle West and will establish headquarters at the Chicago factory, 164 N. May St.



Jobbers order chargers by the carload to meet the farm demand. Here's a train loaded by Parris-Dunn Corp., Clarinda, Iowa, said to be the record shipment of its kind.



TOUCH TUNING

MEANS *More* SALES *More* PROFITS FOR YOU



MODEL F-107—10 TUBES—3 BANDS



Just press a button—that's all

It's a natural sales scoop—packed with sales features that give your customers **MORE FOR THEIR MONEY**. It's packed full with sensational features that give you more to talk about—more to demonstrate—more to sell—o bigger opportunity for profits.

G-E TOUCH TUNING—with 16 button controls. Fully automatic. Just press a button—that's all.

G-E TONE MONITOR—an amazing improvement... this newly perfected circuit corrects tone distortion.

G-E LOUVER DIAL—"easy to read as a ruler" from natural standing or sitting position. Incorporates **VISUAL 4-point TONE** and **VOLUME CONTROLS**.

G-E "Custom-craft" **CABINETS**—smartly styled.

Beautiful and rare veneers—plus 10 additional sales features.

General Electric is Backing Its Sensational New Line with the Most Far-reaching and Sweeping Advertising Program in Its History.

in **MAGAZINES**—o smashing schedule that will help you sell G-E Radios.

in **NEWSPAPERS**—Right now . . . 637 newspapers in 473 cities are telling the G-E Radio story to still more millions.

ON THE AIR—every week the G-E "Hour of Chorm" tells the G-E Radio story to still more millions.

ON BILLBOARDS—throughout the nation the G-E Radio story is told to America's outdoor population.

with **ACTION WINDOW DISPLAYS**—in thousands of windows telling the G-E Radio story.

and 10 **SALES-MAKING SALES PROMOTION ITEMS**—to help you sell G-E Radios.

GET ABOARD THE G-E RADIO BANDWAGON FOR EXTRA SALES AND PROFITS



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

Appliance and Merchandise Department, General Electric Company, Bridgeport, Connecticut

Motorola
Presents
Three Different
Home Radios
Ready Now for Immediate Delivery



MOTOROLA • **TWO SPEAKERS!**
5-T-2
It's Different!

A DeLuxe 5-tube, 2-band superheterodyne with two 6-inch dynamic speakers. Tuning range: 540 to 1,720 and 5,650 to 18,000 kc. 3-gang condenser, Golden dial, tone-voice control, AVC.

MOTOROLA
9-A

It's Different!

A totally new version of the "armchair" design. 9-tube, 3 band superheterodyne. Tuning range: 540 to 1,720 kc.; 2,200 to 7,000 kc.; 7,000 to 22,000 kc. "Talking Dial," Tuning Eye, Acoustic Amplification, 3-gang condenser, AVC, tone-voice control, beam power tube, 12-inch Super Fidelity Speaker. Cabinet Height 20 1/4 in.; Width 17 1/2 in.; Length 27 in.



★ Here they are: Three beautiful, new, Motorola Home Radios—different from anything you've ever seen, and better in every way! The new Motorola 9-R is the most compact phono-radio combination on the market today. Conveniently fits into corners and odd-spots in any room. Acoustic amplification gives finest record or radio reproduction you've ever heard. Let sales convince you you can't go wrong selling Motorola leadership and quality!

MOTOROLA PUSH BUTTON ELECTRIC TUNING FOR 19 STATIONS IS QUIET AND REALLY AUTOMATIC

Motorola offers alert radio retailers a complete line — but not an "overstuffed" line — Fifteen AC and DC models, and four battery operated farm sets, giving all-inclusive coverage in every price bracket.

GALVIN MFG. CORPORATION
4545 AUGUSTA BOULEVARD, CHICAGO, ILL.



MOTOROLA 9-tube, 3 band, All Electric Phono-graph Radio. Electric phono-graph has automatic stop, heavy duty motor, record-radio switch on motor board. Plays 10-inch and 12-inch records. Radio tuning range: 540 to 1,720 kc.; 2,200 to 7,000 kc.; 7,000 to 22,000 kc. "Talking Dial," Tuning Eye, 3-gang condenser, AVC, tone-voice control, beam power tube, 8-inch Super-Fidelity Speaker. Cabinet Height 41 1/4 in.; Diameter 18 1/2 in.

9-R
It's Different!

Motorola

AMERICA'S FINEST RADIO
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