

The RADIO WEEKLY

Electric Home Appliances—Entertainment Merchandise

Vol. 38—No. 13

NEW YORK, WEDNESDAY, SEPTEMBER 26, 1934

Per Year—\$4.00

PILOT'S International Reputation Lifts You Above Competition

At the Radio Exhibit in New York (Booth 11, Main Floor)

PILOT Line Proves Show Sensation!

PIONEER "ALL WAVE" MAKER
PRESENTS 12 NEW MODELS
EMBODYING ALL THE LATEST
ACHIEVEMENTS IN RADIO

5 TO 11 TUBES
(Superheterodyne Models)

1 TO 12 WATTS
(Undistorted Output)

EXQUISITE MODERN CABINET DESIGNS

Available in AC and DC and Battery Models

New Dialing Features

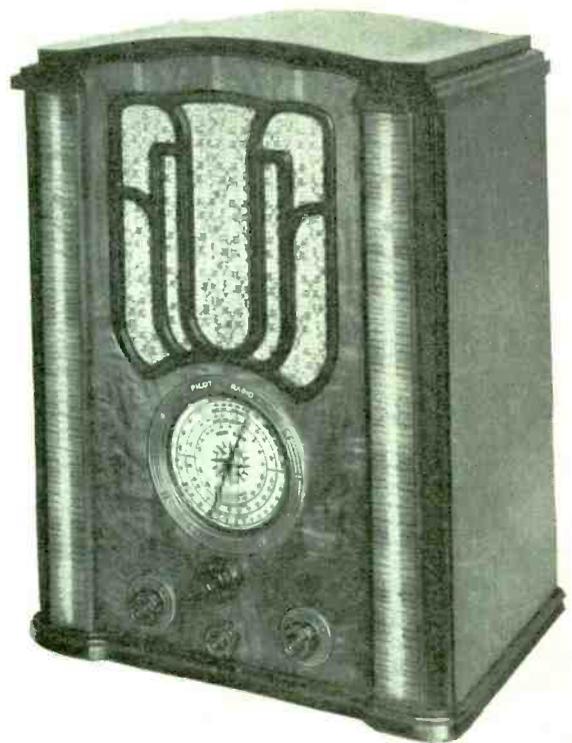
New "Quiet" Features

5 to 12 Inch Speakers

List \$29.50 to \$150

GUARANTEED TO GET "FOREIGNS" LIKE "LOCALS"

You Can Prove This in Your Store Demonstrations



PILOT "63"

CHALLENGES COMPARISON IN ALL WAVE
WORLD WIDE PERFORMANCE

Presented In
TABLE—CONSOLE and PHONO-MODELS

Radio Builders Since 1908



See the PILOTS this week—At the Show, At your Jobber or Write
for complete details of this PROFIT Making Friend Building line.

PILOT RADIO CORP. 37-04 36th ST., LONG ISLAND CITY, NEW YORK
CABLE ADDRESS PILOTRADIO NEW YORK

Pilot RADIO

The Standard of Excellence in ALL WAVE WORLD WIDE Radio

"TRADE NEWS RIGHT WHEN IT HAPPENS"

RCA cartoon - pg 9



The ALL-WAVE RADIO everyone is talking about!

Covers 540 to 25,000 KC (555 to 12 meters)

Reaches out with extreme sensitivity—yet is amazingly quiet.

Operates with equal efficiency at all points on the dial—no dead spots.

“Hangs on” unbelievably well to stations that fade.

No. 68 All-Wave Radio (Illustrated). Push-pull Class A Triode Amplification. 15 watts output. Visual Tuning Meter. Automatic Volume Control. Low Tone Compensation. Selectorlite Dial. Price \$175 (East of Rockies).

A radio with the splendid Stromberg-Carlson Natural Tone, not only on American standard but on foreign short wave programs as well.

The tuning of short wave stations with its unique Selectorlite Dial fascinates every prospect who comes into your store — no matter what radio they originally came in to see.

I. H. Kattell, of Binghamton, New York, official Short Wave Observer for a technical publication in New York, says: “This is the first receiver I have ever had in my 18 years’ experience in radio that I was not disappointed with in some way or other”.

Stromberg-Carlsons range in price from \$69.50 to \$889.50 (East of Rockies). Desirable dealer territories and outlying distributor territories available.

“There is nothing finer than a Stromberg-Carlson”

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



1894

Stromberg-Carlson



1934

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN FORTY YEARS

The RADIO WEEKLY

ELECTRIC HOME APPLIANCES—ENTERTAINMENT MERCHANDISE

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1,124,420 'BOXES' SOLD IN FIRST SEVEN MONTHS, RECENT SURVEY SHOWS EXCEEDS TOTAL 1933 SALES

Producers Have Already Sold 150 Per Cent. of Quotas for Seven Months — State of New York Leads With Sale of 145,358 Units — Pennsylvania Second, Illinois Third.

During the first seven months of this year, manufacturers of electric refrigeration in this country sold 1,124,420 household "boxes," according to figures released by the Electric Refrigeration Bureau of the Edison Electric Institute. This number is 150.4 per cent. of the quota realization for the period, inasmuch as the Bureau had set a quota of 747,774 "boxes" for the seven months. Seven month sales also eclipse the year's quota of 1,010,506 set by the Bureau.

In the seven months, 145,358 "freezers" were sold in New York state. This is 126.9 per cent. of the quota. Pennsylvania was second with 104,656 units, or 163.2 per cent. of its quota. Next was Illinois with 81,088, or 142 per cent. of its quota.

Other large states together with their sales for seven months and the percentage of quota realized are: Ohio,

(Continued on Page Twenty-six)

GEORGE LYONS HEADS NEW PROMOTION DEPT. OF ATWATER KENT CO.

PHILADELPHIA, PA., Thursday—The sales promotion department of the Atwater Kent Manufacturing Co., which was discontinued some time ago, has been re-instated, it was disclosed here today by F. E. Basler, general sales manager. George A. Lyons, widely known throughout the Atwater Kent distributing organization, has been appointed head of this new department.

During the days of the old Atwater Kent sales promotion department, Mr. Lyons was its assistant manager. In that capacity, he worked with distributors in practically all parts of the country. In addition to field work, he wrote many of the promotional material and dealer and distributor bulletins for the company. Before joining Atwater Kent, he was associated with the Brunswick Radio Corp. and the Victor Talking Machine Co.

For the past twenty months, he has been a divisional sales manager of the company, and in this capacity has kept in close contact with changing conditions in the radio industry.

FIRST WEEK OF SHOW ATTRACTS THRONGS OF PUBLIC AND TRADE TO MADISON SQUARE GARDEN

RADIO AND HOME UTILITY LINES ON PARADE
Prominent Members of the Industry Seize Opportunity to See All the Season's Newest Offerings—First Exclusive Resume of Happenings by The RADIO WEEKLY.

James A. Moffett, director of the Federal Housing Administration, delegated by President Franklin D. Roosevelt officially to open the 1934 National Electrical and Radio Exposition at 10:00 P. M. last Wednesday made the formal opening speech from his offices in the new Post Office building at Washington. His voice was relayed by Columbia Broadcasting System radio hook-up from Washington to the Crystal Studios in Madison Square Garden and instantly re-broadcast over Station WABC and the entire Columbia network. Pressure of business at Washington prevented Mr. Moffett coming to New York to open the exposition here in person.

Immediately thereafter Admiral Richard E. Byrd sent a radio flash by short wave relay from Little America, Antarctica, a distance of 10,000 miles, to the Garden to open the second of the twin Crystal Studios. The regular Wednesday night Admiral Byrd radio broadcast from his south polar exploration expedition was then re-broadcast directly from the Show.

Mr. Moffett at 10:15 P.M. repeated his opening address from Washington over the entire network of the National Broadcasting Co.

Following the opening ceremonies, the radio singer selected in the national contest conducted under the auspices of the exposition was crowned as the radio queen of 1934. Miss Irene 'Bee' Beasley, former Memphis, Tenn., school-teacher, won this honor and the title, "Miss Radio of 1934," with more than 298,000 fans voting. Colonel John Reed Kilpatrick, president of Madison Square Garden Corp., presented Miss Beasley with a symbolic silver cup. The ceremonies of crowning the queen of radio were broadcast over the NBC network out of the show studios from 10:30 to 11 P.M.

MADISON SQUARE GARDEN, All Week—The 1934 National Electrical & Radio Exposition has worked out not only as a tremendous public attraction but a comprehensive Trade Show. Practically all manufacturing officials of prominence and hundreds of wholesale and retail executives throng the Garden afternoon and evening.

Capt. William Sparks, founder and president of the Sparks-Withington Co., Jackson, Mich., is expected this week. Harry G. Sparks, vice-president, and his brother, Clifford M. Sparks, are in Wyoming on a big game hunt. Arthur T. Haugh, general sales manager, Ed T. H. Hutchinson, radio sales manager, Guy C. Core, advertising manager, accompanied by Mrs. Core and Howard Clark, Eastern sales representative, were the Spartan officials present this week. They showed a cosmopolitan

(Continued on Page Nineteen)

PHILCO BROADCAST FOR THE TRADE ONLY MONDAY AFTERNOON

VIA NATIONAL HOOK - UP

Economist, Musical Authority and Noted Patron of the Arts Will Talk on Important Position in Business Life Held by Radio Wholesalers and Dealers —Public to Be Asked Not to Listen.

Next Monday afternoon, October 2, at 2:45 o'clock standard time the Philco Radio & Television Corp. will conduct a national broadcast expressly to the radio trade, proffering a program which is thought to be one of the most unusual ever put on a country-wide network.

The public will be asked particularly not to listen in.

According to Sayre M. Ramsdell, vice-president of the Philadelphia manufacturing organization, Monday's Philco broadcast will aim at interpreting through important authorities from outer fields, the position and responsibility of the radio dealer as a unit in the commercial and economic life of the country. Boake Carter, Philco announcer and news commentator, will be master of ceremonies. A well known economist will speak on the function and individuality of the radio retailer and will point out ways and means through which a merchant in this industry can make his operations more effective in their relation to the community at large. A prominent musician will follow the economist, describing the relationship of high-fidelity radio to broadcasting service and a distinguished patron of musical art will close the program, outlining his concept of the dealer's usefulness and social importance.

The entire purpose of the broadcast, said Mr. Ramsdell, will be to impress upon radio distributors and dealers generally and Philco wholesalers and retailers in particular the fact that people are watching the radio trade closely. As a matter of public interest and necessity, good and profitable business methods and high ideals of useful service should be inculcated in the trade, he pointed out. It is believed that if a sense of direct responsibility to the public for first-class radio performance can be cultivated among jobbers and dealers, materially healthier general business will follow.

that practices of "buying sales" are obsolete in other large industries. Mr. Cunningham pledged a new era of accomplishment for the RCA Victor trade.

Monday evening's meeting will be reported in greater detail in next week's issue of The RADIO WEEKLY, October 3.

BRILLIANT SPEECHES AT WALDORF DINNER FOR RCA VICTOR

OVER 1,400 IN ATTENDANCE

David Sarnoff Characterizes Radio as Vital Force—E. T. Cunningham Describes Progress; Urges Higher Ethics.

In one of the most brilliant addresses he has delivered in recent years, David Sarnoff, president of the Radio Corp. of America, on Monday evening before 1,400 members of the RCA Victor New York-New Jersey retail fraternity characterized radio as a power, such as electricity, or a force, such as steam, and urged his hearers to take pride in their business since the radio dealer is the only avenue through which interpretations of radio power, in merchandise, can reach the public.

Stating that in broadcasting radio had given civilization a new "tongue," Mr. Sarnoff predicted that the art would also furnish a new "eye" and a new "ear" to mankind. He added that it is impossible at this time to make definite prediction when the newer attributes will be commercially realized. Introduced by Gabriel Heatter, radio announcer, Mr. Sarnoff heard read a memorandum which he had written in 1915 to the then Marconi Wireless Telegraph Co., sketching substantially the state of radio as it is today.

Elmer T. Cunningham, president of the RCA Victor Co., speaking with equal force, reviewed in particular the growth of the radio business. Taking a pioneer view from his own beginning in the business in 1911, Mr. Cunningham sketched the development of the business year by year. He vigorously urged a higher standard of ethics throughout the business, pointing out

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Vol. 38

NEW YORK, WEDNESDAY, SEPTEMBER 26, 1934

No. 13

New Yorkers Without Radio

THERE ARE NEARLY 475,000 HOMES WITHOUT A RADIO IN THE CITY OF NEW YORK ALONE. The fact speaks eloquently against too broad acceptance of the assumption that the industry faces a saturated market. As an earlier authority said in the phonograph industry some years ago, "Until people stop marrying and stop having children, the talking machine market will never be saturated."

Of well-nigh half a million radio-less homes in the City of Seven Million, many belong to newly-weds who must plan their purchases and who, incidentally, are characteristically "low resistance" in having things sold to them. Probably a small percentage of this great prospect list is so poorly situated in point of funds that for them radio can never be afforded, just as there will always be homes that are squalid and bare.

But in the thirteenth year of the industry's age and with some seventeen million sets in consumer possession it is encouraging to know that a wide field stays permanently open for original sale of the festive all-wave and the kindly combination. "The world moves" and there is no more possibility of stopping the continuous creation of new families of buyers than there is a way of stopping the passage of time.

WE OBSERVE WITH DEEP SATISFACTION THE DISAPPEARANCE OF DEFEATIST TENDENCIES AMONG THOSE WHOSE DUTY IT IS TO DISCOVER RADIO DEMAND AND FILL IT. The inclination, popular a year ago and two years ago, to assume that the business was going to stop has vanished altogether. It is not many moons since various and experienced men in the trade were wont to say that to their mind radio had relegated itself permanently to the position of a side-line. COMPREHENSIVE RETURN OF HIGHER UNITS OF SALE HAS QUICKLY TAKEN CARE OF THAT NOTION, TOO.

Show Demonstration

The Madison Square Garden radio show is again proving its worth in arousing general public interest and specially in re-assuring the trade of its own stability. EVERY EXHIBIT DISPLAYS MORE USEFUL AND MORE EXPENSIVE MERCHANDISE THAN THE INDUSTRY HAS OFFERED FOR YEARS. And the public is looking most, not at cheap sets, but at good ones.

If anything is lacking in completeness of presentation of the sales story that the exposition embodies, IT IS THE

WANT OF ACTUAL DEMONSTRATION FACILITIES FOR THE PRODUCTS REPRESENTED. There are sound-proof booths for the purpose at the rear of the hall, of course, but their use is limited and their operation is unwieldy for practical ends. Since the "stands" are open, display demonstration of sets might seem impossible for anything but bedlam. Study of the matter will prove, however, that exhibitors might by agreement demonstrate simultaneously on THE SAME PROGRAM FROM THE SAME STATION, as is done at the British "Radiolympia" in London. Or each exhibitor might be given his right and chance at filling the auditorium with sound by an allocation of hours of show-time. Whether the lines present, one at a time, or all at the same time, united in affording the audience of show-goers a rousing program of actual radio entertainment, THE RESULT WOULD BE VERY MUCH MORE IN CHARACTER FOR A RADIO EXPOSITION AND WOULD PROVIDE THE PRACTICAL ADVANTAGE OF ACTUAL DEMONSTRATION TO VISITING BUYERS.

The automobile people go as far as they can on the demonstration principle at a show when they wheedle you at length into sitting in the car, or behind the wheel. THEY KNOW THAT THE NEARER A DISPLAY GETS TO ACTUAL USE, THE BETTER THE CHANCE OF COMPLETING A SALE. Moreover, radio exhibition is in the nature of a gala occasion and what is more properly representative of radio entertainment than the actual performance of real radio sets, whether singly or in battalions?

Bringing Europe Nearer

Many new sets dramatize and emphasize the presence and availability of foreign programs from foreign stations. Some show dial markings, and time for, broadcasts from Daventry, England, Eiffel Tower, Paris, Funchal, Madeira, and so on.

ACTUALLY, HOWEVER, COMPARATIVELY LITTLE EUROPEAN RADIO COMES OVER DURING NORMAL AMERICAN RECEPTION HOURS DUE TO THE DIFFERENCE IN SOLAR TIME. One American interest, the Philco Radio & Television Corp., has gone to the expense and trouble of arranging and maintaining a Spanish broadcast at a Sunday afternoon hour entirely convenient to most of the American audience. WHEN THE SO-CALLED FIVE-POINT PLAN, WHICH IS NOW BECOMING A THREE-POINT PLAN, GOES INTO OPERATION IT CAN BE HOPED THAT MANY ANOTHER FOREIGN PROGRAM AT TIMES WHEN WE OVER HERE ARE NATURALLY AWAKE CAN BE ARRANGED.

England, France, Germany, Italy, Norway, Sweden, the Netherlands and Central Europe have millions of their nationals and descendants of their nationals in the United States. In the interest of world-wide goodwill these countries might

U. S. RADIO PLANTS SHIPPED 34,909 SETS ABROAD DURING JULY

916,624 TUBES EXPORTED

New Zealand, Union of South Africa, Brazil and the United Kingdom Leading Purchasers During Month — Australia a Heavy Importer of U. S. Tubes.

WASHINGTON, D. C., Thursday—American manufacturers exported 34,909 radio receiving sets to foreign countries during July, according to a report just issued by the Electrical Equipment Division of the U. S. Department of Commerce. These sets were valued at \$1,030,693.

Leading purchasers of American-made radios during July were New Zealand where 4,675 sets were shipped, valued at \$121,265; Union of South Africa with 4,555 sets valued at \$238,769; Brazil with 4,343 radios valued at \$115,198, and United Kingdom with 2,522 sets valued at \$42,891.

In the same month 916,624 radio tubes were shipped abroad at a value of \$469,491. Leading purchasers of American-made tubes were Australia with 406,155; Argentina with 151,740 tubes; New Zealand, 95,859 tubes, and France 87,761.

Also during July receiving set components valued at \$462,966 were exported with Argentina, Australia, Canada and Belgium being the heaviest purchasers. American speaker manufacturers sold 15,270 units abroad during July at a value of \$40,270.

These figures do not include shipments to Alaska, Hawaii and Puerto Rico and do not include parcel post shipments.

C. R. Brogan Gets New Kelvinator Corp. Post

DETROIT, MICH., Thursday—R. I. Petrie, domestic sales manager of the Kelvinator Corp., this city, last week disclosed the appointment of C. R. Brogan as district manager over the territory comprising North Carolina, South Carolina and Virginia. Mr. Brogan was for the past six months in charge of Kelvinator sales at the branch in Atlanta, Ga. He now assumes a post left vacant since the death of J. K. MacCarthy on August 14.

Succeeding Mr. Brogan in charge of the Atlanta office is George Bryant, since March a special sales representative under the former. Mr. Brogan came to Kelvinator in 1926.

wholesomely contrive typical radio offerings systematically for American hearers. We stand ready to do as much for them.

When Anglo-Americans or Italo-Americans or Scandinavian-Americans know that at periodic AND CONVENIENT INTERVALS they can listen to racial broadcasts from across the sea, there will be more and better all-wave set business. The actual production of these attractions is by no means an insuperable task. The right handful of men in the Radio Manufacturers Association could do it as soon as the sinews of war are available under the organization's adoption of the 5 and/or 3-point promotion. Big rewards await the new work and we are glad to see responsible people getting behind it.

C. F. Cannon, Headset Manufacturer, Seeks New York Senate Post

SPRINGWATER, N. Y., Thursday—Charles F. Cannon, founder and president of the C. F. Cannon Co., this city, manufacturer of radio headsets, crystal sets and magnetic speakers, has recently been nominated as the Democratic candidate for State Senator from the Forty-fourth New York State Senatorial District. He will oppose Senator Joe Hanley, Republican incumbent, in the November elections.

Fifteen years ago Mr. Cannon started in a small way the manufacture of radio headsets. The Cannon-Ball line is now sold throughout the country and in a number of foreign countries. The C. F. Cannon Co. is said to be the largest producer of radio headsets in this country. Hospitals and prisons are the largest purchasers of radio headsets. A number of the leading penal institutions and hospitals throughout the country have Cannon-Ball radio headset installations.

Mr. Cannon has played an important role in the civic life of this section, having served as president of the local Board of Education. He is a past president of the Wayland Rotary Club and is in popular demand for club addresses and political gatherings. He is also active in the affairs of St. Peter's Memorial Episcopal Church at Dansville and in the F. & A. M.

A firm believer in the NRA, Mr. Cannon placed most of its provisions in operation in his plant long before it became effective, and not one of his employes has been without a job during the years of the depression.

Mr. Cannon has a swimming pool on his home grounds which is open mornings to the boys and girls of Springwater. Next to his factory a park is under construction for football, softball and other games.

DAVE GOLDMAN, GOLFER, IS NOT GOLDMAN OF RADIO

Dave Goldman, manager of the Newark, N. J., branch of the Wholesale Radio Equipment Co., was the recipient last week of a number of messages congratulating him on his fine play in the national amateur golf championship at Brookline.

But, it's all a mistake. Dave Goldman of the radio business is not Dave Goldman the golfer, although the former hacks around a golf course. The namesakes are unrelated and are alike in name only. Dave Goldman of the radio business is a champion merchandiser. The other Dave Goldman was runner-up to Lawson Little for the golf title.

James M. Skinner and Walter E. Holland Congratulate Miss Bori on Philco Program



Noted Soprano Felicitated on Brilliant Performance
in Philco High-Fidelity Tone Test

Miss Lucrezia Bori, prima donna soprano of the Metropolitan Opera Company, was heartily congratulated upon the conclusion of her nationally-broadcast tone test of Philco high-fidelity radio recently in New York when important officials of the Philco Radio & Television Corp., Philadelphia, Pa., expressed their approval of the unique comparative performance at the Waldorf-Astoria Hotel. Five hundred in-

vited guests, principally persons of authority in contemporaneous musical art, heard the recital directly and millions are estimated to have tuned in on the usual Philco quarter-hour for Miss Bori's performance.

In the picture, left to right, are Walter E. Holland, vice-president and chief engineer of the Philco organization; Miss Bori, and James M. Skinner, president of the Philco Radio & Television Corp.

See Early Liquidation Of Majestic Property, Reorganization Fails

CHICAGO, ILL., Thursday—Liquidation of the assets of the bankrupt Grigsby-Grunow Co., this city, formerly manufacturer of Majestic radios, electric refrigeration and tubes, was suggested as soon as possible by committees representing holders of first mortgage bonds of the corporation and unsecured creditors. A number of proposals for reorganization of the corporation and for liquidation have been submitted, but all have been rejected.

Several plans for a reorganization were proposed by C. E. L. Lipman, engineer who designed the Majestic hermetic unit. One called for the formation of three separate concerns, one a radio factory, the second a cabinet concern and the third a refrigeration and compressor plant.

In a recent report, it was pointed out that before any distribution to bondholders and unsecured creditors is possible, all priority claims must be discharged in full, the claims of this type aggregating \$1,200,000.

The committees have concluded that on liquidation the bondholders and un-

NEWARK RADIO SHOW TO OPEN OCTOBER 6

NEWARK, N. J., Friday—The fourth annual Electrical Show sponsored by the Essex Electrical League will open October 6 and continue until October 13 at the former American Insurance Co. building, 70 Park place, this city. The newest in radio sets, electric refrigerators, washing machines, vacuum cleaners, air-conditioning and allied appliances will be displayed.

A crystal studio will be installed at the show from which popular radio stars will broadcast over Station WOR. A number of other attractions have been arranged for the affair, including the General Electric "House of Magic," similar to the one which has proven so popular at the Chicago World's Fair.

J. H. Stapleton is general chairman of the exhibition committee; H. S. Stratton is in charge of the program and R. H. Osgood, sales.

secured creditors would receive in cash an amount at least equal to what the proposal provided in both cash and bonds. The committees have been uncertain as to what could be realized from the company's land, buildings, trade-name, patents and other assets.

R. F. CUTTING, FATHER OF COLONIAL OFFICIAL, DEAD; A CIVIC LEADER

TUXEDO PARK, N. Y., Saturday—Robert Fulton Cutting, father of Fulton Cutting, chairman of the board of directors of the Colonial Radio Corp., Buffalo and New York, died at his Summer home here yesterday of chronic nephritis. He was eighty-two years old and had been in poor health for a year.

The elder Mr. Cutting was widely known as a financier, civic leader and philanthropist, and was one of the pioneer settlers of this society colony, having spent his summers here for forty years. Mr. Cutting's city home was at 17 East Seventy-first street, New York.

Active in municipal affairs for half a century, Mr. Cutting was the principal sponsor of Seth Low, elected Mayor of New York in 1901. He served as the first chairman of the Citizens' Union, and was one of those active in the Fusion council of last year which nominated Fiorello H. LaGuardia for Mayor.

As a philanthropist, he was president for a number of years of the Association for Improving the Condition of the Poor, and was president and chairman of the board of trustees of Cooper Union Institute. Mr. Cutting also was one of the leading lay members of the Protestant Episcopal Church in this country, and recently completed fifty years as a vestryman of St. George's Protestant Episcopal Church, New York.

Born in New York, Mr. Cutting was a descendant of Robert Fulton. He was educated at Columbia College, being graduated in 1871 with an A.B. degree. Four years later he received an M.A. degree from Columbia. In 1904 his alma mater honored him with an L.L.D. degree.

After his graduation from Columbia, Mr. Cutting was trained as a private banker. He was interested in many fields of business.

His clubs included the Century, Tuxedo, Church and Jekyl Island. He was also a member of Delta Phi Fraternity and the American Economics Association and was decorated with the Belgian Order of Leopold II.

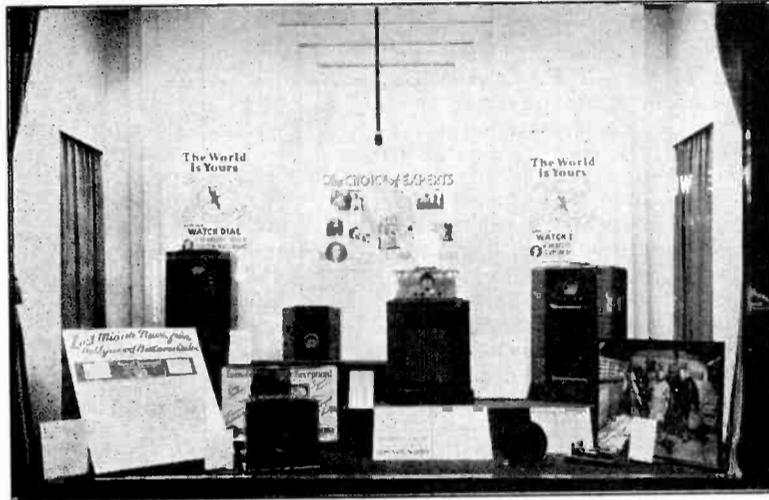
Funeral services will be held Monday morning at St. George's with Rev. Dr. Karl Reiland officiating. Burial will be in Greenwood Cemetery, Brooklyn.

HYTRON CORP. ADOPTS SEALED TUBE CARTON

SALEM, MASS., Saturday—To protect the prestige and good will of Hytron tubes, the Hytron Corp., of this city, has created a new sealed carton for all type tubes now being produced at the concern's plants in this city. The new container assures the purchasing public that the tube is received in the same perfect condition as when it left the factory, since all Hytron tubes are thoroughly tested before being shipped to the trade. In this way, Hytron officials feel sure that the practice of inserting used or old tubes in new cartons will be frustrated. The sealed carton will be one of the features stressed in the Hytron advertising campaign to the trade and public.

L. H. Coffin, president of the Hytron Corp., expressed confidence in the new packaging plan as another step in the company's policy to market quality tubes that perform perfectly in all model radio sets.

McMurdo Silver All-Wave Radios Featured by Boston Store, Chicago, in Window Display



McMurdo Silver Display

CHICAGO, ILL., Thursday—George Israel, radio buyer of the Boston Store, this city, one of the outstanding radio merchandisers in the country, is devoting an entire window to the all-wave sets made by McMurdo Silver, Inc., this city.

Located at State and Madison streets,

one of the country's busiest corners, the Boston Store display is seen by tens of thousands of shoppers daily. Sales have improved considerably since the McMurdo Silver models were put in the window.

The factory furnishes dealers with all the signs used in these displays.

RCA RADIOTRON, ADOPTING SEALED CARTON, ATTACKS COVERT SALE OF OLD TUBES IN GUISE OF NEW ONES TO RADIO PUBLIC

War against the growing fraudulent custom of selling traded-in old and used tubes as new ones is being waged by the RCA Radiotron Co., in a sealed carton crusade. The objective of the campaign, it is pointed out, is the destruction of the tube industry's "Public Enemy No. 1, the used tube racketeer."

The RCA drive is being conducted both directly by the company, and through its 25,000 authorized agents.

"This unscrupulous practice, little short of larceny," said an official of the concern on Friday, "has resulted not only in the public's being royally fleeced, but in dealers' being robbed of thousands of dollars in profits that rightfully should have been theirs. As chief weapon in a concentrated drive to run the used-tube racketeer out of business will be the RCA radio tube sealed carton."

"For years the RCA Radiotron Co. has been aware of the existence of the used-tube evil and has sought a workable method of ridding the industry of it. Investigation reveals that hundreds of thousands of used tubes are regularly bought from unsuspecting dealers, repolished, slipped into new-looking, open-flap cartons and resold to the public as new tubes."

The secret of stopping the racketeer was believed to lie in the carton. As long as cartons could be used over and over again, the practice would flourish. But if a carton that must be destroyed when the original tube was removed could be devised, the broadest means of disguising used tubes would be eliminated.

The RCA sealed carton is unique in design, since it permits the tube to be tested without removal from the pack-

age. Its most important function, however, it is pointed out, is that it restores to retail dealers a vast volume of sales which have been diverted to used tubes.

A publicity campaign of large proportions, said to be the most powerful concentration of advertising in radio tube history, is being launched by the company to back the trade in the new clean-up movement. It is believed that the public will help itself if it is given the facts.

Leading the parade of crusading ads is a series of fine double spreads in color in one of the greatest national publications and similar advertisements in color are scheduled for nearly a dozen other leading periodicals.

The RCA Radiotron company will also inform the public by means of a half-hour weekly broadcast of tremendous appeal. What is called the "Radio City Party," is built around the popularity of all the big stars in radio. Each Saturday night, from 9 to 9:30 Eastern Daylight Time (Eastern Standard Time after September 29th), the Radio City Party brings to listeners as guest artists leading performers of some well-established radio program. With John B. Kennedy as commentator, weaving together the various elements of each broadcast with wit and enthusiasm, a weekly fiesta of sparkle and glamour results. Accompanying each half-hour of entertainment is a forceful announcement aimed at the used-tube racket, with a warning to listeners that only by buying RCA radio tubes in sealed cartons from authorized agents, can they be sure of getting the kind of reception that fine programs deserve. In addition, the company is putting out a striking window display, featuring the sealed carton and employing miniature figures of outstanding radio stars.

E. R. FISKE IS NEW GENERAL SALES HEAD OF TRIAD MFG. CO.

Edward R. Fiske, widely known in radio merchandising circles, has been appointed general sales manager of the Triad Manufacturing Co., Inc., Pawtucket, R. I., manufacturer of Triad radio tubes, it was disclosed last week at the Hotel Edison, New York, headquarters of the firm during the National Electrical and Radio Exposition at Madison Square Garden.

Mr. Fiske has been associated with the radio industry since its infancy, and held executive posts with several tube manufacturing concerns. From 1925 to 1928 he was advertising manager and assistant sales manager of CeCo Mfg. Co., Providence. He resigned to join the Gold Seal Manufacturing Co. as general sales manager, remaining in that post until 1930.

That year, he entered the radio distributing field in New York, distributing Jesse French radio, Triad tubes and several electrical appliances. He later entered the set manufacturing field, operating a plant in New York and later in York, Pa.

During the past two years, Mr. Fiske has been general sales manager of the Ansley Radio Corp., New York, manufacturer of specialties and radio-phonograph combinations.

Upon joining the Triad company, Mr. Fiske devised a new merchandising plan for tube distributors, which is now in operation.

SUPERIOR CABINET ON DOUBLE SHIFT TO COPE WITH TRADE DEMANDS

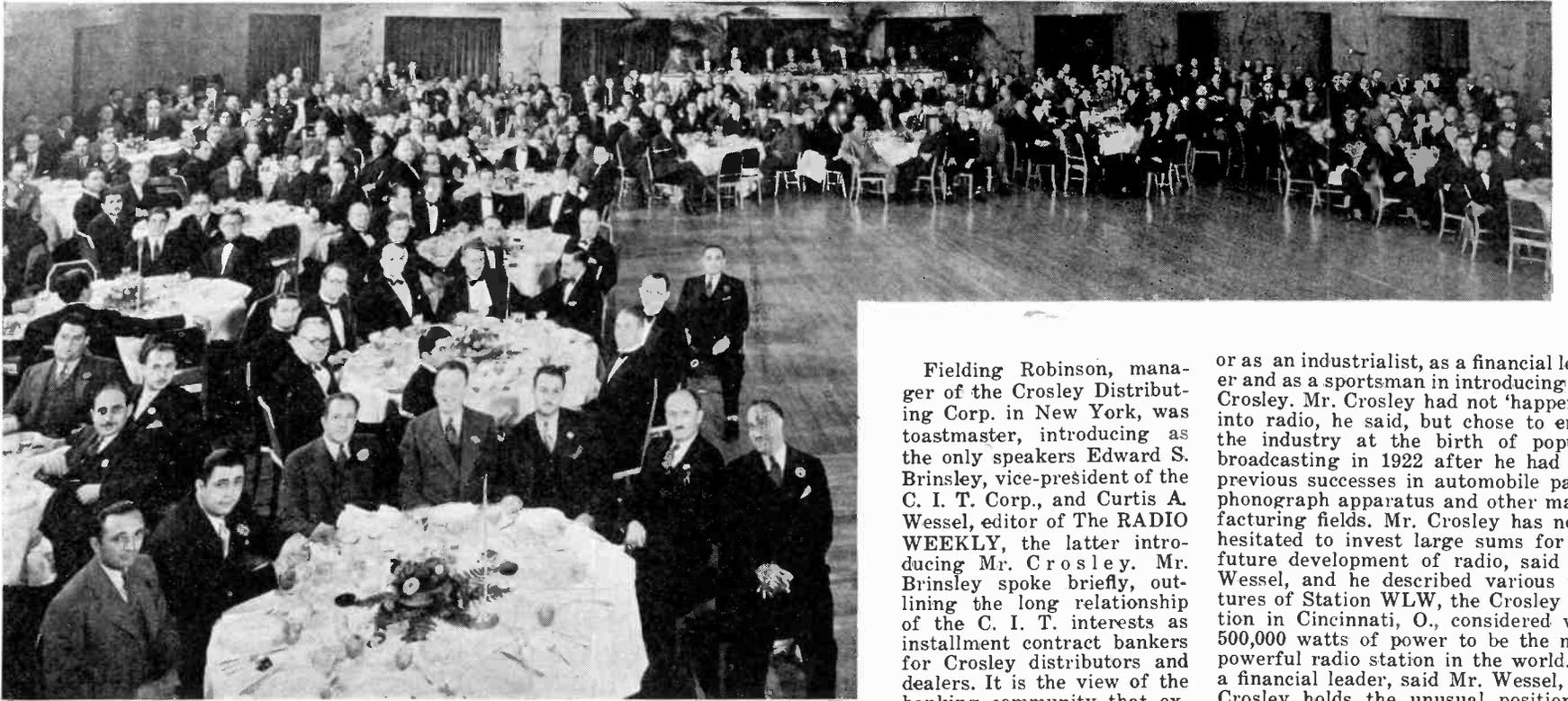
To combat the dire shortage of radio cabinets prevailing throughout the trade at the present time, the Superior Cabinet Corp., of Brooklyn, N. Y., has been operating on a double shift for some time past. Requirements placed with the company have been fulfilled according to contract and with additional space and man-power being put to work at the Brooklyn headquarters, it is the plan of Louis Arrone, president of the Superior firm, to catch up with the trade's requirements before the New York Radio Show is over. There are well over twenty different models in the new Superior line and panel cut-outs are being made to meet the specific requirements of all chassis.

The firm's double production schedule will be maintained as long as the demand persists, according to the prevailing opinion at the Brooklyn factory. Displays of the Superior product are being maintained at Madison Square Garden and at the Hotel Edison, New York all this week.

NEW ELECTROCHEF POST FOR WINANS

DETROIT, MICH., Friday — Gerald Hulett, vice-president and general manager of Electromaster, Inc., this city, has disclosed the appointment of W. R. Winans as head of the concern's new offices to be opened in New York. Mr. Winans was formerly in charge of the public utilities division of the Frigidaire Corp. In his new capacity he will contact power companies in all parts of the country in behalf of the Electrochef line.

NEW YORK TRADE STAGES TESTIMONIAL DINNER FOR POWEL CROSLY, JR.



Large Gathering at Dinner Tendered Cincinnati Radio Industrialist

The grand ballroom of the Waldorf-Astoria Hotel last Thursday was the scene of an impressive testimonial dinner to Powel Crosley, Jr., founder and president of the Crosley Radio Corp., Cincinnati, O., a brief program of informal oratory being supplemented by a floor show. Five hundred retail merchants of the metropolitan district gathered for the affair and most of the more prominent guests took occasion to introduce themselves or to be intro-

duced to Mr. Crosley, whose engagements have seldom permitted his appearance in person at New York trade assemblies.

The enthusiasm manifested on the occasion sharply reflected the esteem in which Crosley products and the institution generally are held in the New York market. The dinner was made expressly sociable rather than commercial and a spontaneous manifestation of popularity for the well-known Cincinnati industrialist was its chief motif.

Fielding Robinson, manager of the Crosley Distributing Corp. in New York, was toastmaster, introducing as the only speakers Edward S. Brinsley, vice-president of the C. I. T. Corp., and Curtis A. Wessel, editor of *The RADIO WEEKLY*, the latter introducing Mr. Crosley. Mr. Brinsley spoke briefly, outlining the long relationship of the C. I. T. interests as installment contract bankers for Crosley distributors and dealers. It is the view of the banking community that expansion of business in a selected group of standard lines such as Crosley radio and refrigeration will be warranted under prevailing conditions, said Mr. Brinsley, and he urged his hearers to concentrate on higher units of sale. Mr. Brinsley expressed the sense of satisfaction of his company at having been part for so long of the Crosley merchandising plan and he assured Mr. Crosley that every facility would be afforded the Crosley trade under the aggressive present activities of the Cincinnati organization.

Mr. Wessel discussed the guest of hon-

or as an industrialist, as a financial leader and as a sportsman in introducing Mr. Crosley. Mr. Crosley had not 'happened' into radio, he said, but chose to enter the industry at the birth of popular broadcasting in 1922 after he had had previous successes in automobile parts, phonograph apparatus and other manufacturing fields. Mr. Crosley has never hesitated to invest large sums for the future development of radio, said Mr. Wessel, and he described various features of Station WLW, the Crosley station in Cincinnati, O., considered with 500,000 watts of power to be the most powerful radio station in the world. As a financial leader, said Mr. Wessel, Mr. Crosley holds the unusual position of possessing exceptional confidence and being regarded as of the first integrity in important circles of the country's banking and as a sportsman he maintains active interest in several phases of outdoor life.

Following introduction as "a great industrialist, a great financier and a great guy," Mr. Crosley spoke briefly in a semi-serious, semi-humorous vein, referring to his experiences as president of the ball club and expressing the keen appreciation which his company has of the loyalty and support of the New York market.

SPARTON RADIO LINE FOR B. & O. FIRM IN NORTH JERSEY AREA

NEWARK, N. J., Monday—Appointment of B. & O. Radio, Inc., 23-25 Sussex avenue, this city, as exclusive distributor in Northern New Jersey of Sparton radio products, was announced here today by Ben Oppenheim, head of the wholesale organization. B. & O. Radio is also the distributor in this territory for Norge refrigeration, oil burners, washers and other allied products.

Negotiations for the Sparton distributing franchise were concluded at the Hotel New Yorker, New York, with E. T. H. Hutchinson, radio sales manager of the Sparks-Withington Co., Jackson, Mich., acting for the Sparton factory.

The Sparks-Withington Co. was founded in 1900 as an automotive parts manufacturing concern and entered the radio production field in the early days of broadcasting.

The B. & O. concern is one of the pioneer distributing houses serving the North Jersey trade and enjoys a large dealer following. The firm is headed by Mr. Oppenheim with Ed Fisher as treasurer. The company has had long experience in radio distribution and has represented some of the outstanding manufacturers in the industry, including Atwater Kent, Kolster and Fada. Mr. Oppenheim is chairman of the radio distributors' code authority for New Jersey.

Plans are under way for a vigorous Fall sales campaign in behalf of the

Sparton all-wave radio line, incorporating a number of exclusive features. In addition to a complete line of household sets in a wide range of prices, Sparton also manufactures automobile radio, having pioneered in this field. B. & O. will also distribute the Sparton auto set line.

Sylvania Invites Entire Trade to Visit Plants

EMPORIUM, PA., Thursday — For the second consecutive year the Hygrade Sylvania Corp. has issued an invitation to the entire radio trade to visit its four factories at Emporium and St. Mary's, Pa.; Salem, Mass., and Clifton, N. J. The invitations were in the form of illustrated folders with road maps showing the best routes to each factory.

All through the Summer, visitors have been accepting the invitation, and the fame of Emporium's Sylvania Club has spread from Seattle, Wash., to Johannesburg, South Africa; Chile, Mexico and France. Guests' comments, in various languages, on the club register, testify to the brand of hospitality they enjoyed.

Hospitality at Hygrade Sylvania does not cease with the Summer months. Emporium is the mecca for hunters from many states, and more than a thousand deer are shot in Cameron County each Fall. H. J. Shrader, of Kokomo, Ind., was one of the lucky radio-hunters last Fall.

White Distributing, Zenith Wholesaler, Holds Housewarming

GRAND RAPIDS, MICH., Friday—An old-fashioned house-warming was held on September 20 and 21 by the J. A. White Distributing Co., Zenith distributor here.

J. A. White, president of the company, extended invitations to all dealers in the territory served by them to attend their "open house," which marked their move to larger and more modern quarters in their new location at 219 Ottawa avenue, N.W. on September 17. Mr. White stated that the move was necessitated by increasing business and in order to better serve their rapidly growing dealer organization. He further mentioned that their personnel both in sales and service departments would continue the same.

At the house-warming for their new quarters the complete Zenith line of Triple Filtering radios for 1935 was displayed. Unusual enthusiasm was shown by the dealers attending which was evidenced by the large number of orders placed by dealers for the Zenith 1935 line.

In addition to Zenith radios, the J. A. White concern also handles Leonard electric refrigerators, Horton washers and ironers, L and H electric ranges, Ken-Rad tubes, Burgess batteries, Mixmasters and other allied lines.

Sparton Retail Rallies This Week at Scranton, Wilmington, Baltimore

Sparton radio and refrigeration activities throughout the East are stepping fast in pace with the busy season, according to Howard Clark, of the Sparks-Withington Co.'s sales department, who is covering Eastern territory for the development of factory contacts with distributing accounts.

B. & O. Radio, Inc., which has just acquired the radio line for the Northern New Jersey territory, will have an inaugural dealer assembly in Newark on October 3. Yesterday in Wilmington, Del., the Fred Gooding Co. held an enthusiastic Sparton dealer rally while today in Scranton, Pa., the Charles B. Scott Co., whose radio-refrigeration sales manager is the genial Ed Reif, is conducting a Sparton showing at the Sportmen's club. The event is preceded by a clay pigeon shooting contest, ending in time for an actual all-wave demonstration of Sparton sets on Davenport, England, broadcasts.

J. R. Hunt & Co., well known Baltimore, Md., Sparton wholesaler, yesterday held a conclave of dealers at the Maryland Country club with E. W. Bauernschmidt as master of ceremonies for the Hunt organization. The Maryland club was the scene of field sport and entertainment for the crowd up to six o'clock in the evening, when a program of foreign reception on the new sets was brought in, after which there was dinner and a sales conference to discuss the possibilities of the line.

JAMES E. FRANCIS PHOTOPHONE HEAD, E. O. HEYL RESIGNS

CAMDEN, N. J., Monday—James E. Francis has been appointed manager of the Photophone Division of the RCA Victor Co., replacing E. O. Heyl, resigned, according to an announcement by G. K. Throckmorton, executive vice-president of the concern, who also announces the consolidation of the company's sound-on-film recording activities with those involved in the sale of theatre reproducing equipment within the Photophone Division.

Mr. Francis is stated to bring to his new duties experience in sound-on-film recording and reproduction dating back to the time before they were made commercially available to theatres. With the entrance of RCA in the sound motion picture equipment field, he was placed in charge of installation and service. When the RCA Photophone activities were merged with the RCA Victor Co., Camden, N. J., Mr. Francis was placed in charge of Photophone film recording operations and licensing, duties which he retains in his new position.

Sylvania Holds Meeting Of Midwest Sales Staff

CHICAGO, ILL., Friday—A special sales meeting of Midwestern representatives of the Hygrade Sylvania Corp. was conducted at the company's offices here last week under the direction of Charles Pyle, sales supervisor.

Mr. Pyle stated that his company enjoyed the biggest August in its history. Reports from the field about September activities were highly optimistic. Among other things, Mr. Pyle mapped out the Fall campaign in behalf of Sylvania tubes and predicted that 1934 would create a new record in the company's replacement tube sales.

Present at the meeting in addition to Mr. Pyle were T. W. Carroll, Cincinnati; B. W. Glassman, St. Louis; W. F. MacWilliams, Detroit; W. C. Mahoney, Chicago; J. H. McGowan, Minneapolis; C. J. McLeen, special representative; R. W. Metzner, Chicago; C. J. Waddell, Peoria; G. R. Wannan, special representative, and L. A. Wheelock, Cleveland.

Garod President Sees Demand for Quality Quite Pronounced

An interview last week with Max M. Weintraub, president of the Garod Radio Corp., 34 East Twelfth street, New York, revealed the fact that the trend is towards quality merchandise. In commenting upon the situation, Mr. Weintraub said, "The radio listener of today wants an excellent product capable of giving him fine reception with the resulting thrill that comes with good music and clear speech from stations thousands of miles away. We have received gratifying response to our new Model 58 which has just been introduced. While general demand for quality was slow at the outset of the year it is now strongly pronounced. This swing, if intensified further, will result in the elimination of inferior sets. 1935 will be a quality-plus, all-wave season."

Pioneer Rochester Furniture Store Features Crosley Refrigeration With Unusual Success



Rochester Firm Features Crosley Shelvador

ROCHESTER, N. Y., Friday—An enviable record with Crosley refrigeration has been compiled during the past few years by Howe & Rogers Co., pioneer local furniture retail concern. The Howe & Rogers Co. was the first dealer in this city to order Crosley electric refrigerators when they first appeared on the market several years ago. Today, John Howe, president, reports that his sales ratio is five Crosley Shelvadors to one of all the other makes combined.

The refrigeration department of the store is under the management of

Charles Howe, who has been in charge of this division for seventeen years. Prior to joining the firm, Mr. Howe had diversified sales experience with nationally-known manufacturers, traveling throughout practically all States of the nation. Mr. Howe's two right-hand men are Joe Thompson and William Smith. George Duerr is treasurer of the company. The concern is a firm believer in attractive window trims, one of which is pictured here.

Crosley products are distributed in this section by Erskine-Healy, Inc., of this city.

Pilot All-Wave Radios Stolen from 2 Stores Of Davega City Chain

The marked public preference for Pilot round-the-world radio is indicated in the recent thefts of sets from two Davega City radio stores in Brooklyn, according to S. T. Thompson, vice-president and general manager of the Pilot Radio Corp., Long Island City, N. Y.

Both thefts occurred on the same evening, as reported to the Pilot company by A. Davega, vice-president of the retail chain organization. One was stolen from the store at 417 Fulton street and the other from the store at Fifth avenue and Fifty-first street. The glass was broken in the show windows and a Pilot all-wave set taken from each store.

Mr. Thompson believes the thefts simply indicate the wide popularity achieved by the Pilot all-wave sets, especially Model 63.

NEW SETS PRESENTED AT DALLAS GATHERING

DALLAS, TEXAS, Friday—More than 100 North Texas radio dealers were guests of the Texas Radio Sales Co. at a banquet in the Baker Hotel, recently, following a showing of the new line of RCA radios and Norge washing machines distributed by the company.

William J. Schnelle, head of the distributing concern, presided at the gathering.

Houston-Starr Host to Sparton Retailers at Pittsburgh Open House

PITTSBURGH, PA., Saturday—The new all-wave Sparton radio line has been on display for dealers of the tri-State territory all this week at headquarters of the Houston-Starr Co., this city, distributor of the products of the Sparks-Withington Co., Jackson, Mich.

A buffet supper was served to visiting retailers each evening. Wallace Russell, manager of the wholesale concern, is highly pleased with the orders booked and the praise heaped upon the 1935 Sparton merchandise. In most cases, dealers have been accompanied by members of their sales staffs and tested the sets carefully.

The Sparton visual tuning device, called the Viso-glo, has met with unusual enthusiasm among the retailers. Stock shipments have already been received on half the new models and deliveries on the balance are expected next week.

H. J. SCHEEL TO HANDLE KINGSTON SET EXPORTS

KOKOMO, IND., Thursday—Appointment of Harry J. Scheel as manager of the export department of the Kingston Radio Co., Inc., this city, has been disclosed here. He will open export offices within two weeks at 431 South Dearborn street, Chicago.

Mr. Scheel was formerly export manager of the now bankrupt Grigsby-Grunow Co.

V. J. Andrews, Leader In Radio Technology, Joins National Union

The National Union Radio Corp. of New York announced this week that Dr. V. J. Andrews has joined the technical sales staff of the corporation. Dr. Andrews is regarded as particularly fitted to handle his new work, due to a broad background of experience in experimental and practical duties connected with radio, electricity and kindred subjects.

He was born in Ohio and graduated from Wooster College in that State. After graduation, he spent some time on design and development work in the Radio Engineering Section of the U. S. War Department at Fort Monmouth, N. J. He left this work to return to study at the University of Chicago Graduate School, where he received his Masters Degree, doing research work on radio wave propagation.

Having obtained the degree, he joined the Westinghouse Elec. & Mfg. Co.'s radio engineering department at East Pittsburgh, Pa.

From there Dr. Andrews returned to the University of Chicago, spending two years to obtain a Ph. D. degree, working on X-ray research. Early in 1933 he came back to the commercial field with the Westinghouse Lamp Co. as an X-ray engineer in charge of development and design of high voltage tubes used in connection with X-ray equipment. Dr. Andrews has published eleven journals on scientific and technical subjects. He has patent applications entered for five patents on radio circuits, one of which has been granted. With the National Union organization he is attached to the sales division and will work with radio set manufacturers in circuit development and scientific problems connected with receiver design.

Moore & Stewart to Distribute Sparton In North Carolina

GASTONIA, N. C., Saturday—Announcement has just been made of the appointment of Moore & Stewart, Inc., of Gastonia, as distributor of Sparton radios in the North Carolina and South Carolina territory.

According to S. M. Stewart of the firm, the entire State of South Carolina with the exception of two counties and all of the Piedmont and western sections of North Carolina will be included in the territory to be covered by the concern.

Moore & Stewart, Inc., has made an unusually fine record as distributor of household appliances during the past several years, and the Sparton line of radios will be in addition to its line of Kelvinator and Leonard refrigerators.

MEMPHIS REFRIGERATOR FIRM BEGINS OPERATION

MEMPHIS, TENN., Saturday—The Dixie Engineering and Supply Co., a new concern handling refrigeration and air conditioning equipment, has been organized by T. L. Jackson and has opened offices at Linden Station.

The incorporators are T. L. Jackson, Bertrand W. Cohn and C. P. Rawls. Capitalization consists of 250 shares of common stock without nominal or par value.

"MAKE SURE THE RADIO TUBES YOU BUY ARE REALLY NEW"

radio's big stars urge you ...



"REMEMBER, FRIENDS, EVEN AN ENGINEER CAN'T TELL A NEW TUBE FROM A USED TUBE. THESE SEALED CARTONS PROTECT YOU AGAINST OLD RADIO TUBES SOLD AS NEW... AND THAT'S ONLY THE BEE-GINNIN'. IT MEANS THAT YOU FOLKS WILL HEAR OUR PROGRAMS JUST AS IF YOU WERE ABOARD THE SHOWBOAT WITH US."

Charles Winninger as CAPTAIN HENRY

INSIST ON THIS SEALED CARTON

and you are sure of getting genuine
Micro-Sensitive RCA Radio Tubes

LISTEN TO THE STARS
Tune in on Radio City Studio Party 9 to 9:30, E. S. T., every Saturday night over N. B. C. Blue network. Hear the big stars of your favorite programs—Fun—Music—Quick Flashes from John B. Kennedy, famous commentator.



LOOK FOR THIS SIGN in your neighborhood. It identifies a dealer selected by RCA to serve your radio tube needs.



DON'T be fooled by old worn-out radio tubes palmed off on the public as new. Ask for genuine RCA Radio Tubes that come to you in a sealed, non-refillable carton. They can be tested without removing the carton ... but the carton *must be destroyed* before tube can be used.

To increase your radio pleasure, ask your nearest authorized RCA Radio Tube Agent for the new Micro-Sen-



sitive RCA Radio Tubes. These are the tubes guaranteed by the RCA Radiotron Company to give you these five big improvements: (1) *Quicker Start*. (2) *Quieter Operation*. (3) *Uniform Volume*. (4) *Uniform Performance*. (5) *Sealed Carton Protection*.

BE CAREFUL

Hundreds of thousands of used radio tubes are being sold as new by dishonest dealers—slipped into new open-flap cartons—so you can't tell the difference.

Runningham Radiotron



D. W. MAY ENTHUSES OVER TRADE WELCOME TO FIRM'S NEW LINES

Wholesale and dealer negotiations by the score are in progress with the May Radio & Refrigeration Corp., it was stated at the headquarters of the concern, Morris avenue and New street, Newark, N. J., on Monday. The outpouring of interest in the new May products, following completion of samples in record time for exhibition at the Madison Square Garden exposition in New York, is viewed by those close to the situation as a spontaneous expression of approval for Mr. May's new plans. It is only six weeks ago that the concern began initial operation and within that period the strenuous work of building a base organization, installing machinery and buying raw materials, setting up a laboratory for checking product and completing the thousand and one incidentals of a new and substantial business operation have been attended to.

Nate C. Hast, vice-president in charge of sales and Charles P. Engle-

bart, sales promotion and advertising manager of the concern, vied with D. W. May himself in the matter of who could take the most punishment as to hours of duty within the last ten days. "I have put in sixteen and seventeen hours daily ever since it became apparent that we could show practically all our new product if we put our minds to it," said Mr. May, "and those unbeatable adjutants, Mr. Hast and Mr. Englebart, have made me look like an idler. It is impossible for me to say how deeply I appreciate the unstinted effort of our organization and the magnificent reception that has been accorded us by our friends throughout the trade."

FRANKLIN PETROLEUM NORGE SUB-JOBBER IN SUSSEX COUNTY, N. J.

In the September 19 issue of The RADIO WEEKLY it was incorrectly stated that the Franklin Petroleum Co., of Franklin, N. J., was appointed a sub-jobber by B. & O. Radio, Inc., for Norge electric refrigeration and oil burners in Essex County. The Franklin Petroleum Co. has been named B. & O. sub-distributor for Sussex County in New Jersey. B. & O. Radio is the Norge distributor in all of Northern New Jersey.

Crosley Set Sales Up In North Jersey Section, Apollo Dist'g Co. Reports

NEWARK, N. J., Friday—Radio sales have picked up considerably during the past week, Fred Goldberg, treasurer of the Apollo Distributing Co., 15 Shipman street, this city, stated today. The Apollo concern is the exclusive distributor in this territory for the radio and refrigeration products of the Crosley Radio Corp., Cincinnati.

The new Crosley all-wave and dual wave models in a variety of styles and in a price range suitable for every pocketbook have met the popular fancy of the Jersey buying public, Mr. Goldberg stated. Crosley Shelvador refrigeration business is still reaching considerable proportions, he added, while ABC washers and Eureka vacuum cleaners are more than holding their own.

The Apollo concern broke all past records for refrigeration sales this year.

T. F. JOYCE NAMED ADVERTISING HEAD OF RCA VICTOR CO.

ALSO PROMOTION MANAGER

Will Continue as Director of Radiotron and Sales Promotional Activities — Identified With Radio Tube Merchandising for Many Years.

CAMDEN, N. J., Friday—The appointment of T. F. Joyce as advertising and sales promotion manager of the RCA Victor Co., Inc., was announced today by G. K. Throckmorton, executive



T. F. Joyce

vice-president. He succeeds Pierre Boucheron, who has resigned.

Mr. Joyce has been director of the advertising and sales promotion activities of the RCA Radiotron Co., associated company of RCA Victor, and will continue in this capacity.

He has for a number of years been identified with the merchandising of Cunningham and Radiotron tubes, and before his association with the radio tube industry, he was with the incandescent lamp division of the General Electric Co.

Commodore Hotel Buys Magnavox Public Address System for Banqueters

B. O. Burlingame, New York sales agent for Electro-Acoustic Products, Inc., public address system division of the Magnavox Co., Fort Wayne, Ind., specialists in reproducing mechanisms and radio speakers, is much pleased at receipt of an order for an extensive speaker installation in the Commodore Hotel. The Electro-Acoustic organization specializes in contract work where permanent facilities for sound projection are needed. One of its outstanding jobs in New York is in the Roxy theatre. Mr. Burlingame is well known in the metropolitan field. He has been active in radio since 1921 and represents, in addition to the Magnavox affiliate, the Supreme Instruments Corp. of Greenwood, Miss., in the New York district.

Announcing

Our Appointment As

EXCLUSIVE DISTRIBUTOR

In NORTHERN NEW JERSEY for

SPARTON RADIO

Sparton Radios for 1935 offer world reception in every price class; meet competition at every step; enable dealers to sell superior engineering, finer performance and more artistic furniture. Sparton Auto Radios are offered in three advanced models—all backed by 34 years of manufacturing experience.

B. & O. RADIO, Inc.

"The House of Quality Products"

23-25 SUSSEX AVE.

Phone: MARKET 2-6800

NEWARK, N. J.



SPARTON

A 12-MONTHS' Profit LINE!



Model 104—All-Wave World Reception. 4 bands. 10-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 20 Megacycles \$159.50

SEE SPARTON!
NATIONAL ELECTRICAL EXPOSITION
Madison Square Garden, New York
September 19-29
BOOTHS 34 and 35, ARENA FLOOR

Just as the sensational new Sparton Radios take you round the world, so the complete Sparton line takes you round the calendar —with profitable merchandise to sell every month in the year.

engineering, finer performance, and more artistic furniture. Sparton Auto Radios are ready in three advanced models. And Sparton Electric Refrigerators, the class-production refrigerators, complete the circle of continuous profit-opportunity.

Sparton Radios for 1935 offer world reception in every price class; meet competition at every step; enable you to sell superior

Mail the coupon below for information about this opportunity in your territory.

THE SPARKS-WITHINGTON COMPANY, Jackson, Mich., U. S. A.
(Established 1900) SPARTON OF CANADA, Limited, London, Ontario

Prices F. O. B. Jackson, Michigan—Slightly higher west of Denver



Model 65 — A.C. - D.C. All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and from 19 to 55 meters. \$39.95

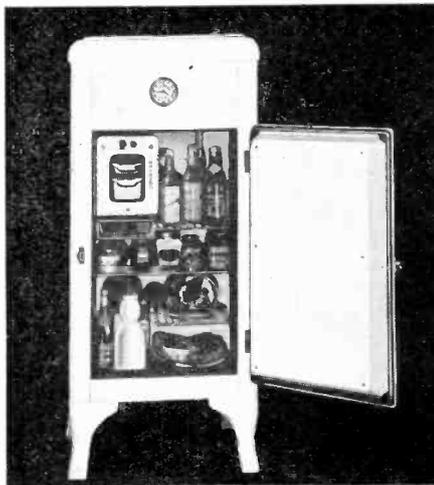


Model 67 — All - World Reception. 2 bands. 6-tube superheterodyne. Range from 540 to 1600 K. C. and 19 to 55 meters. \$57.50



Model 53—A.C.-D.C. 5-tube superheterodyne. 540 to 1600 K.C. Police calls. Automatic volume control. \$24.95

Model 83—All-Wave World Reception. 4 bands. 8-tube superheterodyne. Viso - Glo tuning. Range from 540 K. C. to 20 Megacycles. \$124.50



Model 164—Baked lacquer on rust-proof steel; stain-proof porcelain interior. 8.5 sq. ft. shelf area. 42 ice cubes. \$127.50. (5 other models to \$438.50)

MAIL THIS COUPON TODAY

THE SPARKS-WITHINGTON COMPANY
Jackson, Michigan, U. S. A.

D-9-5

Please send full information about Sparton Radios for 1935.

Name

Address

City State

DUO JUNIOR, NEW RCA VICTOR PRODUCT, GAINING QUICK RECOGNITION ON COAST

SEE FORERUNNER OF DISC REVIVAL IN NEW INSTRUMENT

**Increasing Sale of Red Seal Recordings Noted Throughout Region—
Clinton L. Fanton, Riverside, Pushing New Philcos in Aggressive
Manner—Other News of the Trade.**

LOS ANGELES, CALIF., Friday—
In this highly competitive trade zone, where judgment of dealers is sharpened with contacts amongst the creative minds and business experience of the people who have their thoughts constantly on entertainment problems, in the motion picture industry, new ideas and products are appraised very quickly.

Duo Junior, the new instrument developed by RCA Victor, which converts the radio to which it is connected into a phonograph-radio combination, with extra convenience features, is already claiming attention of alert merchandisers as the forerunner of a genuine revival of record business on a scale that may run into volume at a comparatively early date.

The price of Duo Junior, now set at \$16.50, for the first time makes sales resistance based on cost a negligible factor in the extension of the use of combination machines. It supplies the low cost combination the trade has been awaiting, and offers immediate prospects of a new sale to owners of old radios who are not yet ready to consider replacement with a modern set. It offers immediate aid to the long suffering service department, as a revenue builder. No installation instructions are supplied the purchaser at retail, who must avail himself of the skill of the dealer's technical staff, and it is contemplated that an adequate charge be attached to the installation service.

Indications that the record market is ripe for a revival drive are multiplying rapidly. Right here in Southern California the record business of the wholesale distributor of RCA Victor records, Leo J. Meyberg Co., has been showing a continuous increase for well over a year. The volume justifies the distributor in placing the department in charge of a highly competent specialist, Miss Raquel Johnson, who can show any dealer how to develop a successful record department.

Miss Eva Black, of 1016 Sycamore,

Hollywood, in charge of all RCA Victor record sales activities on the Pacific Coast, sees in the steadily increasing sale of Red Seal records, evidence that dealers are discovering that many people know they have not been getting enough good music. The dealers who have stayed in the record business are planning to sell more Red Seal and classical records. The new RCA Victor recording of Beethoven's Ninth Symphony, actively featured in Los Angeles, San Francisco, and several eastern cities, gives dealers a leader for reopening business contacts with music lovers of elevated taste.

Experience, nation-wide, has at last crystallized trade sentiment against radio broadcasting of popular records. It is now definitely known that record broadcasting reduces, and frequently destroys, sales through staple trade channels. As for the record market opened directly by the new Duo Junior, it is reported that in a test sales campaign run at Chicago recently, average initial sale of records with each Duo Junior ran about \$20.

Trade association activities are looking up at numerous points throughout the Southwest. When it comes to accomplishment through maintaining interest in a live, continuously functioning trade association, dealers point with pride to the sterling record made by the radio trade association of San Antonio, Texas. Members of this organization have been meeting continuously on schedule since it was originally organized, after the first radio show held in the Southwest, in January, 1923.

Established at this early date and soon followed by one in St. Louis, the San Antonio organization is believed to be the oldest of all existing radio trade associations. Dealers in that city have maintained a ten per cent. carrying charge on installment sales continuously ever since 1923. Some of the original members of the first year of organization, still active in the association, include Past President Grover C. Blanchard, now with Southern Equipment Co., RCA Victor wholesale distributor; Fred Straus, of Straus-Frank Co., Atwater Kent wholesale distributor; Gene Roth, who operates KONO broadcasting station, and B. F. Davis of B. F. Davis Radio Co., Blue Bonnet Hotel Bldg., San Antonio, Texas.

Philco Dealer Clinton L. Fanton, of 3968 Main street, Riverside, has worked up an interesting sales technique for putting sets into noisy locations. It is part of the salesman's job to convey to the prospect a conviction that he will get full value for his money in the performance he will actually receive under interference. Mr. Fanton has worked out a complete solution of this sales problem.

The wider vision of the future of radio was made more understandable to the dealers who took time to visit the U. S. S. Utah, popularly known as "The Radio Battleship," which allowed visitors during two weeks in port at San Diego. This battleship, 23,000 tons, with 50,000 h. p. engines, and a normal crew of 300 men and 24 officers, was operated in recent maneuvers

as a mobile target ship, with no person aboard, all equipment being operated by radio from another ship. Lt. J. B. Dow is in charge of radio equipment.

Grunow radio dealers of San Diego and Imperial counties are running a co-operative advertising campaign, contributors being Whiting-Mead Co., with stores at Brawley, El Centro, and at Fourteenth and K streets and at 416 Broadway, San Diego; Fred J. Elser, 606 Second street, Oceanside; Bryant's Radio Service, 307 Third avenue, Chula Vista; La Jolla Radio Shop, 7839 Girard, La Jolla; Bechtel's Radio Den, 1017 Orange avenue, Coronado; San Diego Auto Electric Corp., Third avenue and C street, also 916 Union street, San Diego.

Using automobile sales as a check on prosperity revival, dealers are encouraged by August figures, showing for entire State, commercial car sales more than 50 per cent. above August, 1933; passenger car sales, best August in three years, ahead of every month since June, 1931, a gain of 6.9 per cent. over July, this year, and 25.6 per cent. over August, 1933.

Zenith radio, distributed by Fey & Krause, made a sell-out in the top of the line early this month — stock all cleaned out except a few table models. Triple filtering is a hit. More sets are rolling from the factory.

—S. F. PARKER.

New Dash Panel Mounting Plates for Philco Motor Sets Sold by Crumpacker

HOUSTON, TEX., Friday — The Crumpacker Distributing Corp., 1501 Walker avenue, this city, wholesaler of Philco radio products, is marketing nationally a new deluxe dash panel mounting plate for Philco automobile sets. Two types of special mounting plates are being featured by the local concern—the airplane dial plate and the standard dial plate. Both match all instrument panels and come in five finishes, nickel, mahogany, black, oak and walnut.

Artistic in design, these new panel plates are said to be a boom to auto set sales. They fit all Philco radio models, and give custom-built installation by mounting the dial plate and control head on the instrument panel. These deluxe plates replace the small black dial plates that come with the control head.

MANUFACTURERS OF RADIO

We are seeking a licensed line of competitively-priced Radios to sell either in the Metropolitan New York Area or the New York and New England territory. We also have our own direct representatives in sixteen other cities available for a line in need of national representation. The line must have merits and the company must be financially strong. Large show room available.

MANUFACTURERS MERCHANDISING COMPANY

Tel.: BARclay 7-3397

239 BROADWAY

NEW YORK, N. Y.

ARKAY RADIO

Manufacturers of
MIDGETS, AUTOMOBILE,
CONSOLE AND—
SPECIAL RADIOS

R.C.A. LICENSED

**R.K. RADIO
LABORATORIES, Inc.**
6310 NORTHWEST HIGHWAY
CHICAGO, ILL. •

TEL. NEWCASTLE 4040 CABLE ADDRESS
'ARKAY CHICAGO'

Westinghouse Dealers In Carolinas Gather; New Products Shown

CHARLOTTE, N. C., Friday—Plans for the Fall sales campaign were discussed by North and South Carolina dealers of products of the Westinghouse Electric & Mfg. Co. at the Hotel Charlotte recently.

The business session, which followed a luncheon arranged for the retailers, was presided over by W. A. Emmer-son, in charge of merchandising at the Charlotte branch of the Westinghouse Electric & Manufacturing Co.

SERVING W. PA. DEALERS
HONESTLY & FAITHFULLY
15 YEARS

**ANCHOR LITE
APPLIANCE CO.**

957 LIBERTY AVE
PITTSBURGH, PA.

Wholesale Distributor of

CROSLEY

RADIOS and REFRIGERATORS

AMERICAN BEAUTY WASHERS
L & H GAS and ELECTRIC RANGES
RCA RADIOTRON TUBES
BEEVAC VACUUM CLEANERS
EVEREADY BATTERIES
ELECTRIC APPLIANCES

SUPERIOR



Model No. F4

World Renowned Quality

RADIO



Model No. C4

The most modern and best equipped wood working plant in the U. S. A.

Artistic cabinetry in a great variety of designs to fit every make of radio, also phono-combinations

LARGE SELECTION ALWAYS ON HAND

PROMPT DELIVERIES

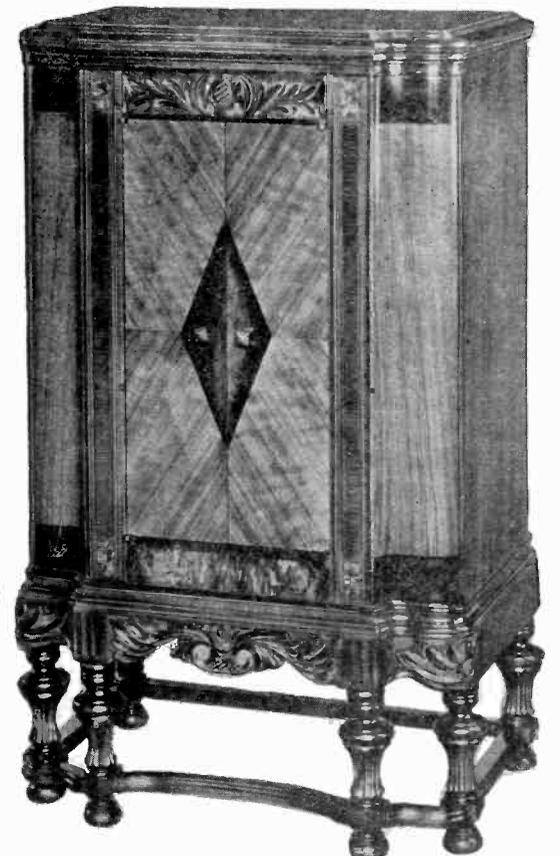
CABINETS



Model No. D4

Come to Cabinet Headquarters for all your Radio Cabinets

Write or Wire your requirements and they will be promptly taken care of



Model No. 1033
Radio-Phono Combination

SUPERIOR CABINET CORPORATION

3611—14th AVENUE

Cable Address Supercabin

BROOKLYN, N. Y.

No matter where you go you hear it **AGAIN CROSLLEY** smashes thru! with a Line of **LEADERS!**

A 5-Tube set for American Broadcast and Police Reception at the price of 4-Tube Receivers . . .

A 6-Tube set for American and Foreign Reception at the price of other 5-Tube sets

An Outstanding All Wave Receiver at only \$79.50

Every Crosley dealer knows that from the very beginning of radio, Crosley has been publicly recognized as the dominant leader in radio values. People, the nation over, turn to Crosley radios as the real standard of radio values. Never has the Crosley policy of providing the highest possible quality at the lowest possible price been so pronounced as in the new 1935 line. This factor alone is so far-reaching, so appealing that it gives Crosley dealers a tremendous advantage.

But that is only part of the story! In tone, performance, selectivity, sensitivity, each new Crosley radio is away ahead of the procession. Features are included that give these new models an unsurpassed, vivid realism of tone reproduction—that say to every prospective purchaser the moment one is turned on, "Here is radio at its very finest—providing performance never before equaled in radio history!"

Included in the wide range of models for every purse and purpose, are the amazingly new series for distant, foreign reception. Each of these American-Foreign and All-Wave models is beyond comparison—their superior performance is made possible by the inclusion of such outstanding engineering accomplishments as the following: Greater sensitivity and smoother performance—so necessary for short wave reception—are achieved by radio frequency amplification ahead of the first detector. Separate coils and separate alignment and balancing for each band makes the performance on each band independent of the other and provides maximum efficiency.

But not only in value and performance does Crosley excel. In the new 1935 Crosley radio models, there is a new standard of beauty that has an irresistible appeal. Combining the colors and grains of rare woods into beautiful creations, the new cabinets exemplify the artistry of furniture craftsmanship to the highest degree.

Here then, Crosley dealers have everything that could be asked for . . . unexcelled beauty, performance and value . . . combined in a fast-moving, profit-making line of new Crosley radios.

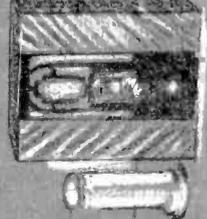
An obvious advantage to every Crosley radio.

Forty-one



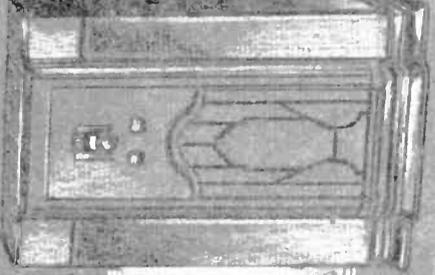
\$19.99
COMPLETE

Fiver



\$19.99
COMPLETE

Dual Fiver De Luxe Lowboy



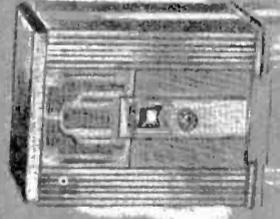
\$39.95
COMPLETE

Forty-one De Luxe



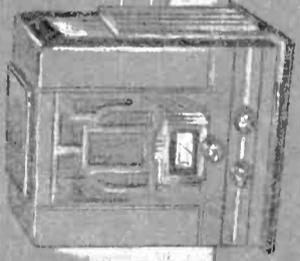
\$22.50
COMPLETE

Dual Fiver De Luxe



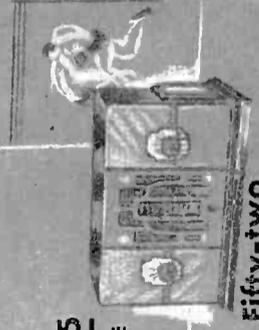
\$29.95
COMPLETE

Dual Fiver De Luxe A

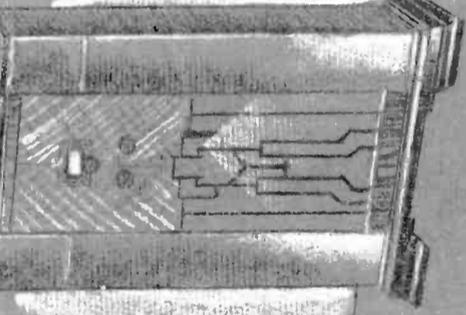


\$35.00
COMPLETE

\$29.95
COMPLETE



Fifty-two



\$47.50
COMPLETE

Dual Fiver De Luxe A Lowboy

Following is a brief description of the marvelous Crosley line for 1935. No radio dealer can possibly go wrong in taking on this line of radio receivers priced for every pocketbook and every need.

First (1) is the Crosley Forty-one, a 4-tube superheterodyne which operates on any 110-volt A. C. or D. C. circuit, having an attached antenna, requires no ground, has two double-purpose tubes, giving it the effectiveness of the average 6-tube receiver. The beautiful metal cabinet houses a full floating moving coil electro-dynamic speaker and the tuning range is from 540 to 1720 kilocycles bringing in all American broadcasts and some police calls. (2) The Forty-one De Luxe

Sixty-one American-Foreign



LUXE HAS THE SAME CHASSIS AS THE Forty-one but is housed in a beautiful wood cabinet which can readily be carried from room to room in the home. (3) The Fiver is another fine superheterodyne model in a beautiful table cabinet. The chassis employs five tubes, one of which is double-purpose giving it 6-tube effectiveness. Tuning range is 540 to 1720 kilocycles. (4) The Crosley Dual Fiver DeLuxe. A 5-tube superheterodyne with three gang condenser and two double-purpose tubes giving it ordinary 7-tube effectiveness. It has dual range—540 to 1650 kilocycles for standard broadcasts and 1650 to 4500 kilocycles for short wave broadcasts. A magnificent cabinet houses the chassis and full floating moving coil electro-dynamic speaker. (5) The Dual Fiver DeLuxe Lowboy incorporates the same chassis and is housed in a magnificent cabinet fit to grace any home. (6) The Crosley Dual Fiver DeLuxe A employs a 5-tube superheterodyne chassis having two double-purpose tubes which give it ordinary 7-tube effectiveness. Has automatic volume control, illuminated airplane type dial, three-gang tuning condenser and full floating moving coil electro-dynamic speaker. This is a dual range set having a tuning range of 550 to 1650 kilocycles for standard broadcasts and from 1650 to 5000 kilocycles for short wave broadcasts. This receiver is housed in a beautiful and unusually well designed cabinet. (7) The Crosley Dual Fiver DeLuxe A Lowboy employs the same chassis as the Crosley Dual Fiver DeLuxe A in a lovely console 36" high. (8) The Crosley Fifty-two is designed to operate on either A. C. or D. C. circuit, 110 volts. It is a 5-tube three-gang superheterodyne model using two double-purpose tubes which give it ordinary 7-tube effectiveness. Its tuning range is from 540 to 1720 kilocycles. It is housed in an unusually attractive small wood cabinet. (9) The Crosley Sixty-one A. F. is a

table model with airplane type dial capable of receiving signals on both American and Foreign bands from 550 to 1700 and 5800 to 15,500 kilocycles. It employs six tubes with an R. F. stage, two of which are double-purpose, giving it the effectiveness of the average 8-tube receiver. (10) The Crosley Sixty-one A. F. Lowboy employs the same chassis as the Sixty-one A. F., and is housed in a marvelous lowboy cabinet. (11) The Crosley Sixty-one A. F. DeLuxe Lowboy employs the same chassis as the Crosley Sixty-one A. F. but is housed in a gorgeous cabinet designed and built for those who want the utmost in console beauty. (12) The Crosley Seventy-two A. F., while a table superheterodyne model, receives both Foreign and American broadcasts. It employs an R. F. stage on a 7-tube chassis, two tubes being double-purpose and giving it 9-tube effectiveness. Has the illuminated airplane type dial with an 80-to-1 high ratio drive. Operates on bands of from 550 to 1700 and 5800 to 15,300 kilocycles. (13) The Crosley Seventy-two A. F. Lowboy employs the same chassis as the Crosley Seventy-two and is housed in a lowboy cabinet of rare design and beauty, 38" high. (14) The Crosley Eighty A. W. is an all-wave table model receiver employing an 8-tube superheterodyne circuit with an R. F. stage and 3 double-purpose tubes giving the ordinary effectiveness of eleven tubes. Has new design airplane-type illuminated dial with an 80-to-1 high ratio drive. Receives signals on all bands from 530 to 24,000 kilocycles virtually commanding the air. (15) The Crosley Eighty A. W. Lowboy employs the same chassis as the Crosley A. W., but uses a 12" speaker. It is housed in a modernistic lowboy cabinet 38 1/4" high.

\$39.95
COMPLETE

Seventy-two
American-Foreign

\$59.95
COMPLETE

Sixty-one
Lowboy
American-Foreign

\$65.00
COMPLETE

Sixty-one
De Luxe
Lowboy
American-Foreign

\$59.95
COMPLETE

BATTERY RECEIVERS

Crosley manufactures a complete line of battery radio receivers all adapted for the use of the new air-cell "A" battery or they can be operated with the conventional batteries. This line includes the following receivers: The Crosley Battery Four, a 4-tube battery table model at only \$19.99 complete with tubes, less batteries; the Crosley Battery Fiver, a 5-tube table model patented after the famous "Crosley Fiver" and priced at only \$29.95 complete with tubes, less batteries; the Crosley Battery Fiver Lowboy employing the same chassis and speaker as the Crosley Battery Fiver but housed in a magnificent lowboy cabinet at only \$49.95, complete with tubes, less batteries; the Crosley Battery Eight, an 8-tube table battery receiver for just \$49.95, complete with tubes, less batteries; the Crosley Battery Eight Lowboy employing the same chassis as the Crosley Battery Eight but in the finest lowboy cabinet you've ever laid your eyes on for only \$69.95, complete with tubes, less batteries. All of these battery models have been priced exceptionally low.

Seventy-two
Lowboy
American-Foreign

Eighty
All-Wave

\$79.50
COMPLETE

\$79.50
COMPLETE

Eighty Lowboy
All-Wave

\$99.50
COMPLETE

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

All prices subject to change without notice.

THE CROSLEY RADIO CORPORATION

Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial.

POWEL CROSLEY, Jr., President

CINCINNATI

WHATEVER HAPPENS... YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO

AS THE NEW LINE CROSLEY OFFERS NOT ONLY AN OUTSTANDING radio line, but the easiest selling line of electric refrigerators—the Crosley Shelvador—as well. Hand in hand, Crosley radios and electric refrigerators build sales and profits for dealers every day of the year. The sale of one helps the other. And by selling both Crosley radios and refrigerators, a dealer is concentrating on one trade-name that has great public acceptance and that works for him the whole year round. Your Crosley distributor will be glad to tell you about the Crosley dealer franchise—see, write or wire him today.



INSTALLMENT SALES OF HOME APPLIANCES GAINING STEADILY IN CLEVELAND REGION

NOW CLOSE TO 1929 LEVEL

Graybar Electric Co. Is Showing New Colonial Sets — B. W. Smith, Inc., Is Accumulating Many Back-Orders on the New A-K Models — Philco Hi-Fidelity Stirs Much Interest.

CLEVELAND, OHIO, Friday — An encouraging sign that the public is again spending more money on things for homes is indicated in the report of the County Recorder's office on chattel mortgages for August, which shows a total of 15,384, approximately the same as in August, 1929, and double those of August, 1931. These chattel mortgages were classed as furniture but include radios and other electrical household appliances.

Both distributors and dealers state that they are well pleased with the volume of sales on the new radio models so far this season and they see no reason why business should not reach a higher mark than it has for some years past.

August sales of electric refrigerators kept up much better than anticipated. That this merchandise can be sold the year round is something the retail trade is realizing and in consequence is consistently plugging away with good results.

The new Colonial sets have been received by the distributor, the Graybar Electric Co., and are on display at the salesrooms on Rockwell avenue. The line consists of three consoles, three table models and three compacts. Foreign reception predominates. A number of dealers have been in to see the new models and a meeting for the trade

is expected to be announced in the near future. The company has also been appointed distributor for the Royal line of vacuum cleaners and Thor washers and ironers and expects to put on a vigorous sales campaign on these. Sales on Kelvinator refrigerators have been holding up very well here.

S. W. Matter, formerly doing business as the Oxford Music Shop at 27 East High street, Oxford, has filed a voluntary petition in Federal Court, Cleveland, listing liabilities at \$1,441.24 and assets, \$336.

B. W. Smith, Inc., reports that the contest for Leonard dealers recently completed has resulted in excellent sales records. Immediately following the contest the company launched a campaign through its dealers of selling the Leonard refrigerator on the kitchen rental plan. This is said to be proving very successful. One small town dealer, The Community Store of Massillon, sold eight Leonard refrigerators in the first eight days.

Speaking about the way the Atwater Kent new model radios are going over, E. S. Hershberger states that the Smith company is accumulating many back orders from dealers and is finding an unusually keen interest in the line on the part of the trade throughout north-eastern Ohio.

The many friends of Lou Bloom, president of the firm, will be glad to hear that except for a soreness that still lingers he has recovered from a fracture of half a dozen ribs suffered in a recent auto accident.

The company has been holding a showing of the new American Bosch models at Akron, Youngstown and Canton and the attendance of dealers and the interest displayed have been very gratifying.

A number of new dealer accounts have been secured on the Horton line of

washers and ironers which the Smith company also distributes.

Walter Custis, sales manager of the Arnold Wholesale Co., is expected back this week from a well-earned vacation. His efforts are reflected in the fine showing being made on the Grunow line which the company distributes.

A heavy promotion program was used to introduce the new Philco High-Fidelity models to the public of Greater Cleveland and northern Ohio. Fred J. Du Mont, district sales manager, and George B. Norton, district representative for Philco, and the distributor, Strong, Carlisle & Hammond Co., are greatly pleased with the response on the High-Fidelity model. Dealers had special window and store displays of the new set. The distributor is one of the pioneer concerns in Cleveland, having started in business fifty years ago. In addition to Philco it is also distributor of the Norge line of electric refrigerators on which it did a remarkably fine job this Summer and which is still moving briskly.

The forty-eighth anniversary of Sears, Roebuck & Co. was celebrated by the Cleveland organization this week with a banquet for executives of the two local stores at which Charles H. Kellstadt, general manager, presided. Employees are to be entertained at a dinner dance in the near future.

—A. E. DIHM.

New Crosley Accounts For Frank H. Clay Co.

KALAMAZOO, MICH., Thursday—Two new major accounts have just been opened by the Frank H. Clay Co., 322 N. Rose street, this city, distributor of the radio and refrigeration products of the Crosley Radio Corp.

The Turner Furniture Co., Battle Creek, has entered the radio and refrigeration field with Crosley. This is the first radio line ever handled by the Turner concern, although it has been in business in Battle Creek for fifty years.

NEW WESTINGHOUSE PRODUCTS SHOWN AT RALEIGH GATHERING

RALEIGH, N. C., Friday—A sound motion picture, "A Trip Through a Home of Tomorrow," was the feature presentation at a meeting of 75 dealers and their salesmen for the Westinghouse Electric and Supply Co. at the Sir Walter Hotel recently.

Talks on Fall sales plans were made by J. M. Van Deman, merchandise supervisor of Westinghouse Electric and Mfg. Co.; C. A. Wallis, sales promotion manager; W. B. Wiley, of the same company, and L. W. Hayes, Raleigh representative of the Westinghouse Electric Supply Co.

CANDOHMS

ARMoured WIRE WOUND RESISTORS
STANDARD EQUIPMENT IN LEADING SETS
REPLACEMENT CATALOG

New Complete Catalog Now Ready
Send Today for Your Copy

The MUTER CO.

1255 South Michigan Ave., Chicago

NEWS OF THE RADIO TRADE IN COLORADO

DENVER, COLO., Thursday—Good old Indian Summer is here and will soon be followed by real snappy radio weather. The evenings are getting cooler, and before long we will wake up some morning to find that we are in the midst of a snowstorm.

Radio dealers in Colorado and adjacent territory report that business has been only fair this past week.

R. N. Swanson, vice-president of the Inter-State Radio & Supply Co. of 1639 Tremont place, Westinghouse set jobber, has been laid up during the past week with a case of intestinal flu. At this writing he is much improved but still very weak.

A. J. Hepner, of Sidney, Nebr., was in Denver this week on business. He is considered one of the pioneer radio men in his territory. His concern is known as the Hepner Radio Co.

The Streamer Music Co. of Boulder, Colo., on account of the opening of the State University soon, is preparing to purchase quite a few sets for rental to students. This part of the business has proven very profitable, according to Paul Streamer.

W. M. Warren of Boulder was in Denver last week calling on his friends in the wholesale field.

Harry Moll, of the Moll Co., Inc., local Philco jobber, is going after business harder than ever. Harry has his sleeves rolled up now and says that he is exceeding his quota by a comfortable margin.

—R. N. S.

RADIO IS A UTILITY

Radio programs are now as much utility as they are entertainment. Utility programs cover the widest range—from cooking lessons to political discussions. But as a rule, only one member of the family is interested in the discussion on the air. The others are annoyed with it.

These programs should be heard through a HEADSET. With the phones covering the ears of the listener, the chatter of others is cut out, and the radio does not annoy or disturb those who do not want to listen.

Radio sets should have every refinement for the convenience of the public. One of the most important refinements is a jack so that a HEADSET can be plugged in and the speaker automatically cut off.

Good HEADSETS are of course necessary. The CANNON-BALL line meets the requirements of the most exacting, having served the industry for the past fifteen years.

C. F. CANNON CO.
SPRINGWATER, N. Y.

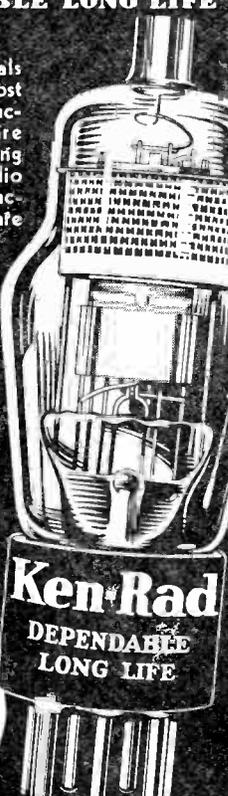
Manufacturers of
HEADSETS • MAGNETIC SPEAKERS • CRYSTAL SETS

Ken-Rad

Radio Tubes

DEPENDABLE LONG LIFE

Only raw materials which pass the most rigid engineering acceptance tests are used in the making of Ken-Rad Radio Tubes. The manufacturing operations are performed by experts. Thus, the highest quality and dependable long life are assured. That's why Ken-Rad Radio Tubes are best-sellers the world over.



Ken-Rad
DEPENDABLE
LONG LIFE

K
KEN-RAD

The KEN-RAD CORPORATION, Inc.
Division of Ken-Rad Tube and Lamp Corporation
OWENSBORO, KY.
Also Mfrs. of Ken-Rad Incandescent Electric Lamps

SEATTLE APPLIANCE PURVEYORS PLANNING CONCERTED CAMPAIGN

BIG RESULTS ANTICIPATED

E. H. Severson Joins Staff of Sunset Electric Co., Atwater Kent Distributor at Portland—Bashwood & Co. Host to Dealers at Sparton Preview.

SEATTLE, WASH., Friday—Believing that "Now's the Time" for Autumn sales, electrical appliance dealers of this city are about to launch a concerted drive on the new lines of merchandise that is calculated to impress the entire population here.

At a recent meeting of the electrical appliance dealers of Seattle, a committee was selected to arrange for the various phases of the promotion campaign that will spectacularly feature in adequate demonstration all of the appliances that add to the convenience of housekeeping.

E. H. Severson, Western sales representative of the Atwater Kent Manufacturing Co., with headquarters in Los Angeles, has joined the sales staff of the Sunset Electric Co., Atwater Kent distributor of Portland, Ore. A. L. Shellworth, manager of the Sunset organization, expresses considerable gratification of this addition to his staff, pointing out that Mr. Severson has been identified with the merchandising of radio receivers ever since the days of the crystal sets and has made a splen-

did sales record all during the evolution of the industry.

Bashwood & Co., distributor in Seattle of Sparton products, was host last week at a dinner to dealers in the New Washington Hotel, at which Sid Barash of the Bashwood firm was the toastmaster. Earl Brower, factory representative, and Carl Hughes, factory service engineer, were the principal speakers. Eleven of the new Sparton all-wave radio sets were shown at this gathering for the first time in the Pacific Northwest.

The L. D. Heater Music Co., of 1001 Southwest Morrison street, Portland, Ore., has received a quantity of new Gilfillan radios, which it is distributing in this territory.

Gilbert Brothers, electrical appliance firm of Portland, has leased quarters at 826 Southwest Second avenue.

The Radio Specialty Co., of 422 Northwest Broadway, Portland, has leased the premises at Northwest Thirteenth and Davis streets, in that city, for a finer display and greater development of its radio business. One of the specialties of the organization is automobile sets, for which it has special installation facilities.

One of the leading boosters of Philco in the Pacific Northwest is Chester Corey, manager of the radio department of the Craig Co. of Tacoma. He has been with the concern for three years, joining it for the purpose of opening its radio department, handling the Philco line from the beginning.

—C. M. L.

New Headquarters for Stuyvesant Electric

The Stuyvesant Electric Co., Inc., pioneer distributor of radio parts and accessories, has moved to new and larger quarters at 140 Washington street, New York. The firm was formerly located at 53 Walker street. Ten thousand square feet of floor space are occupied by the concern at the new headquarters.

Founded in 1920 by Armand Kerekes, this firm enjoys a wide dealer following. Among the lines handled are those manufactured by the C. F. Cannon Co., General Transformer Corp., Universal Microphone Co., Ohmite Manufacturing Co., Acorn Insulated Wire Co., Carron Manufacturing Co. and General Industries Co.

CROSLEY
SHELVADOR REFRIGERATORS

SOLE PHILADELPHIA
DISTRIBUTORS

**LEWIS & CARNELL
COMPANY**

TORRIDHEET
OIL BURNERS
CUNNINGHAM
RADIO TUBES

45-51 North 7th Street
PHILADELPHIA, PA.

CROSLEY

ULTRA-MODERNE RADIO

SAN FRANCISCO RADIO PURVEYORS FEELING EFFECT OF IMPROVED GENERAL CONDITIONS

SAN FRANCISCO, CALIF., Thursday—California is eighty-four years old this week, and still feeling rather young and vigorous. While people in this State would rather prosper in some other way than by the misfortunes and hardships of other sections, yet the failure of crops in many sections has been helping to eliminate some of the surpluses at rather profitable prices; and advances in the quotations for mineral products have also helped to increase the buying power of thousands of Californians.

And with much of the glamor of investments like stocks and bonds and building and loan certificates now dimmed, an unusually large percentage of the new income is being spent for the good things in life.

The radio trade is feeling the benefit of this new trend. Henry Lapkin of the Coast Radio Supply Co., distributor of Atwater Kent, reports that business is really surprising, running about three times the volume of last year, and if the remainder of 1934 keeps pace with the orders of the past two months, it will make a still better record. All sets which the wholesale firm has placed so far have been rapidly moving into customer possession.

The George H. Eberhard Co., distributor of the Grunow line, reports that dealers are quite delighted with the fine array of beautiful models they now have to offer.

E. J. Totten is celebrating California Admission Day by keeping busy at his desk. "If I had a million," he remarks, "I would keep right on at work because I enjoy work." With that kind of a representative there is no surprise in the fact that the Gilfillan radio is getting pretty general replacement in this territory. In the small radio class it is holding an important position in this territory. Mr. Totten reports especial interest in the new console model and also in the short-wave sets.

Jack Totten about the middle of August opened a branch at 2033 Third street, in Seattle, and reports that he is having excellent success right from the start, business and demand there

very much paralleling the trade in San Francisco.

A. N. Biganess, who was formerly with the United Radio Supplies Co., is now in charge of the radio parts and accessories merchandising for Kaemper & Barrett Corp., located at 1118 Mission street in San Francisco. This firm has for a number of years represented several factories, and this wholesaling of radio parts and accessories is an addition to its previous activities. It has also taken on distribution of the Jackson-Bell radios, made in Los Angeles. Kaemper & Barrett Corp. is also still placing the Tung-Sol radio tubes and reports good distribution.

Ralph Johnson, also formerly with the United Radio Supply Co., is now associated with A. N. Biganess in the distribution of radio parts and accessories for Kaemper & Barrett.

Henry Lapkin of the local enforcement committee under the distributors' code, reports that there is now almost unanimous wish and desire to comply with the provisions of the code.

Frank G. Beck, located at 555 Howard street, San Francisco, is still promoting the distribution of Raytheon tubes, and is meeting with increasing success.

Carl Boyd, now Pacific Coast manager for the General Household Utilities Co. of Chicago, made a recent visit to the firm's distributor, the George H. Eberhard Co. He reports great success with the line to date, and that the factory is very busy. —ALLEN.

*Small Sets
of Superior
Quality*

4-tube, 5-tube
AC-DC and
straight AC
featuring
international
short-wave
band



ECHOPHONE RADIO
CORPORATION

2611 S. Indiana Ave.
Chicago, Ills.

TRIAD
has a new
proposition for
live distributors

WRITE FOR DETAILS

TRIAD

Manufacturing Company, Inc.
Triad Bldg.
PAWTUCKET, R. I.

**McMurdo
Silver
Custom-Built
Radio**

» » » The first opportunity in years for the dealer to associate himself with a protected all-wave radio of superior quality.

**McMURDO
SILVER, INC.**
3354 N. Paulina Street
Chicago, U. S. A.

CROSLY DISTRIBUTING CORPORATION

NEW YORK

CINCINNATI

CHICAGO

WORLD'S LARGEST RADIO AND REFRIGERATOR DISTRIBUTORS

AITKEN ADDS PRIMA WASHER LINE FOR WIDE TERRITORY

8,000 AT NORGE EXHIBIT

John J. Lynch and H. G. King Organize Clairmont Radio Co., Retail Firm — Westinghouse Set Preview Is Scheduled for Early Date.

DETROIT, MICH., Saturday—The Aitken Radio Corp., of Detroit, and Toledo and Lima, in Ohio, has been appointed exclusive distributor in these territories for the Prima washing machine line, manufactured at Sidney, O., James E. Aitken, president of the distributing organization which also handles Crosley radio and refrigeration, disclosed this week. Mr. Aitken has perfected plans for an aggressive campaign on placements for the Prima in all three territories.

Some of the new Crosley 1935 radio

sets arrived in Detroit last week and went on display in the showroom of the Aitken Radio Corp., at 1326 E. Congress street, with stock on some of the models available for delivery to the trade. A dealer showing of the Crosley line will be held shortly. The complete line is now available in Toledo and by the time this paragraph appears in print stock in the Detroit branch will probably be complete or nearly so.

Nearly 8,000 women attended the Modern Kitchen Craft Show of the Norge Corp. and the Radio Distributing Co., details of which were given in this column last week. A feature of the exposition was a vote taken among the women in attendance to determine what colors they prefer in their kitchen appliances. Among the colors voted on were mink, macaroon, desert tan, sea foam and cloud. Results have not yet been made public by the sponsors of the show, which was considered highly successful both by the Norge Corp. and the Radio Distributing Co., local wholesaler.

John J. Quirk has been appointed Michigan distributor for the Uniflow Manufacturing Co.'s Elektrik-Ice refrigeration line. Mr. Quirk has leased quarters at 130 East Wastanaw street in Lansing to serve as the Michigan distribution headquarters for the line.

Retail sales in Lansing and adjacent territory will be handled through the location, as well as distribution to dealers throughout the state. The Uniflow Manufacturing Co. has been engaged in the manufacture of electric pumps and other electrical apparatus for a number of years and five years ago added the Elektrik-Ice refrigerators to its list of products.

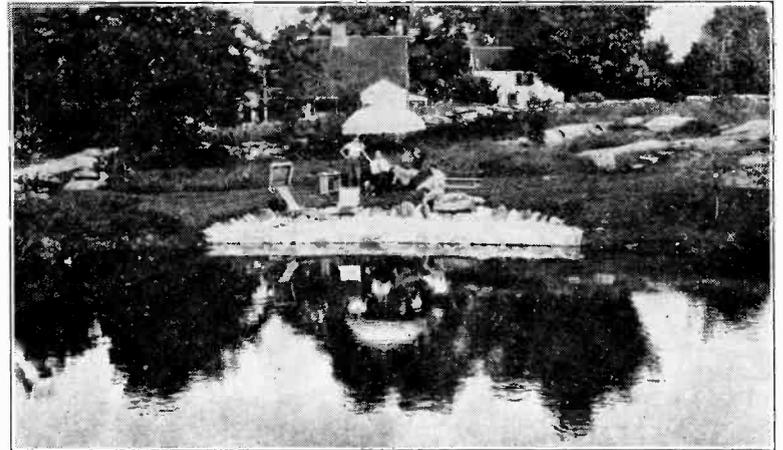
John J. Lynch, well known to the radio trade as sales manager of the Gem-Ro-Lit Corp., 5105 John R street, distributor of Fairbanks-Morse radios, has entered into a partnership with H. G. King as the Clairmont Radio Co. and has opened for business at 9300 Woodward avenue at the corner of Clairmont avenue as a retail store. This venture will have no bearing upon Mr. Lynch's wholesale activities.

Mr. Lynch formerly was engaged in the retail radio and refrigeration business in Detroit, entering the jobbing field in the summer of 1933 when the Gem-Ro-Lit concern was formed to distribute American Bosch sets locally. He served as a salesman on the retail trade until January of this year when he was elected secretary and sales manager of the company.

The J. L. Hudson Co., department store and one of the outstanding retailers of radio and refrigeration merchandise in the city, has recently introduced its new 1935 line featuring world wide reception, with an airplane type dial. Dan O'Connor, treasurer of the Greater Detroit Retail Radio Dealers' Association, manages the second floor radio department and E. K. Andrew the radio department in connection with the music merchandise on the twelfth floor.

M. J. Koercher has opened the Arti-

The Oscar Willard Rays Prepare to Forsake Connecticut for L'il Old New York



The Ray Family on Their Estate Near Stamford

STAMFORD, CONN., Thursday—Mr. and Mrs. Oscar Willard Ray are preparing to close their country home, The Pools, on the Long Ridge road seven miles out of Stamford, and remove for the winter to their home in Manhattan. Mr. Ray is widely known in the industry as vice-president of the Commonwealth radio division of the Times Appliance Co., Westinghouse radio and refrigeration and Zenith radio

wholesaler in the metropolitan district. The Ray Summer estate comprises close to two hundred acres, the dwelling property being fully landscaped with swimming pool and bathing beach imported by the barge load by Mr. Ray from the north shore of Long Island. The illustration shows the domestic element of the Ray acreage, with Mr. and Mrs. Ray and their daughter, Miss Ruth Ray, going cabana beside the pool.

saw Refrigeration Service at 511 Lieb street.

A meeting of Westinghouse dealers and prospective dealers will be held shortly to introduce the new 1935 Westinghouse radio line, under the sponsorship of the Westinghouse Electric Supply Co., 547 Harper avenue. The showing will be a part of 200 similar exhibitions throughout the country and will be supervised by J. H. Campbell, district manager, and W. L. Howlett, merchandise manager of the distributing company.

Grunow radio model No. 1151, listing at \$139.50, is showing an excellent sales volume in the eastern Michigan territory, including Detroit, says Leonard Turnbull, vice-president and general manager of the Specialties Distributing Co., wholesaler. The entire line is moving quite briskly, Mr. Turnbull asserts.

The Radio Distributing Co. is making fine progress with the Norge washing machine line. Among the large retailers in Detroit who are displaying and pushing Norge washers are the Peoples Outfitting Co., Reliable Furniture & Carpet Co., Finsterwald Furniture Co., Serrin & Co. and Gardner-White Co.

J. A. White Dist'g Co. in Larger Headquarters

GRAND RAPIDS, MICH., Monday—In connection with its removal to larger and more modern quarters at

219 Ottawa avenue, N. W., this city, the J. A. White Distributing Co. conducted open house for dealers in western and northern Michigan on September 20 and 21 at the new location. Headquarters of the firm were formerly located at 234 Ottawa avenue, N. W.

YOU MAKE
EXTRA MONEY ON

Halson

A complete line featuring 18 outstanding models . . . Quality merchandise at minimum prices . . . designed to insure sales and to produce dealer profits. You owe it to yourself to investigate the Halson 1934-35 Radio Line.

A Matchless Achievement
in Radio

Radio

During the Radio Show
visit our showrooms at
120 East 16th Street . . .

HALSON RADIO MFG. CORP.

SPECIALIZED SERVICE FOR
SPECIALTY INDUSTRY!

A. O. FEIDELSON, Inc.

Warehousing

—and—

Distribution

50,000 Square Feet of
Modern Facilities for
Inspecting, Storing,
Delivering and
Installing

Refrigeration, Radio, etc.

The Best Names in the Industry
Use FEIDELSON Service

A. O. FEIDELSON, Inc.

201-15 Eleventh Ave., New York

FIRST WEEK OF SHOW ATTRACTS THRONGS OF PUBLIC AND TRADE TO MADISON SQUARE GARDEN

(Continued from Page Three)

choice of living quarters, the Commodore, the New Yorker and the Park Central hotels being required to hold them all, while Mr. Core worked out, as a matter of keeping fit in the midst of a strenuous campaign, as a guest at the New York Athletic club.

W. R. McCanne, president; George A. Scoville, vice-president in charge of sales; Ray H. Manson, vice-president in charge of engineering and Warren T. Eastwood, advertising manager of the Stromberg-Carlson Tel. Mfg. Co., were early callers from Rochester, N. Y. Ben Gross, sole New York and New England sales agent for Stromberg-Carlson radio, ranged the entire Gross Sales, Inc., organization alongside an impressive lay-out of product from Rochester. "We have a new job featuring fifteen tubes at nine-fifty," said Mr. Gross. "Tell that to the loft manufacturers. But it is fifteen tubes with Stromberg-Carlson chassis construction at nine hundred and fifty dollars." Lloyd L. Spencer, Gross sales manager, sporting a damaged hand which he said he received from shaking hands in congratulation over the new Stromberg line, reported that a great number of public inquiries about the \$950 job arose during the exhibition.

E. T. Cunningham, president of the RCA Victor Co., and George K. Throckmorton, executive vice-president, got their first comprehensive glimpse of the Garden affair when they came in Monday afternoon just before the big RCA Victor trade dinner at the Waldorf-Astoria Hotel Monday evening. David Sarnoff, president of the Radio Corp. of America and Mr. Cunningham were the only speakers at the dinner. Other RCA Victor officials who came over for the dinner and inspected the Show coincidentally were M. F. Burns, Ernest H. Vogel, Louis E. Sullivan and Edward Wallerstein, of the sales department and Thomas F. Joyce, newly-appointed general advertising manager.

The big Philco exhibit, backgrounding the entire show, was inspected on Thursday by James M. Skinner, president; Sayre M. Ramsdell, vice-president; Walter E. Holland, vice-president and chief engineer, and Laurence E. Gubb, general sales manager of the Philco Radio & Television Corp., Philadelphia. "Conscious power" might have been written across the front of the exhibit, as patrolled by the New York Philco distributing organization officials, led by Thomas A. O'Loughlin, general manager, Hal P. Scheer and Thomas Donnelly, Frank E. Quinn, H. P. Mapes and the big field organization of the Philco Radio & Television Corp. of New York.

F. E. Basler, general sales manager of the Atwater Kent Manufacturing Co., Philadelphia, Pa., was a visitor on Saturday. Norman McDonald, New York and New England traveling representative, met Mr. Basler for a tour and they were called on to resuscitate Ernest A. Wildermuth, exclusive Atwater Kent metropolitan distributor, who after five days of greeting friends in his inescapable role as one of the ablest and most popular wholesale officials in the country, was still ready for further punishment.

Al O. Feidelson, gifted warehousing and delivery specialist in the New York trade, made a hit at the Crosley testimonial dinner on Thursday at the Waldorf by bringing to the speakers' table a number of guests who were anxious

to meet Powel Crosley, Jr., but were timid about crashing the gate.

Comdr. Eugene F. McDonald, Jr., founder and president of the Zenith Radio Corp., came in on the Twentieth Century from Chicago Thursday morning and returned by that train Thursday afternoon. Comdr. McDonald's organization was led here by C. T. McKelvy, assistant general sales manager for Zenith and the metropolitan distributing officials, E. B. Ingraham and O. W. Ray, of the Times Appliance Co., met the Zenith chief executive on his arrival and took him for a visit to the Times headquarters. The Zenith firm's model using twenty-five tubes was one of the Show's pieces de resistance.

Allen B. Dicus, sales promotion and advertising manager of the Stewart-Warner Corp., arrived on Thursday as official representative of the big Chicago outfit. Sam, Mortimer and Harry Salzman (Wholesale Radio Equipment Co.) were kept hustling by the interested attention from the trade and public to Stewart-Warner offerings.

The Colonial Radio Corp.'s exhibit in conjunction with the Graybar Electric Co. as exclusive distributor was rewarded by what Vice-president Fred G. Carson termed to be the best business in years on Colonial product. The increase over last year, said Mr. Carson, was proportionate to the gain in size of Colonial half-tones over half-tones used in any other advertising in the September 19 issue of The RADIO WEEKLY.

This writer, dropping in at the barber shop in Radio City one afternoon of the Show, mentioned being tired as a result of the bunion derby around the Garden. "You in the radio business?" said the barber. "Yes?" Then maybe you know Mr. Sarnoff? Yes? Well, I am Mr. Sarnoff's personal barber, been shaving him for ten years, here and previously in the Woolworth building. You know it takes me sometimes an hour and a half to shave him, up in his office on the fifty-third floor, this building. There is a constant round of telephone calls, telegrams, cables and wireless messages, memorandums for him to sign, decisions to make. A very great man, Mr. Sarnoff."

Ben Abrams, president of the Emerson Radio & Phonograph Corp., viewed with approval his firm's exhibit at the Garden and also visited the display rooms at the Hotel Edison. In addition to Max Abrams, secretary of the firm, the Emerson sales boosters covering the metropolitan territory were in daily attendance under the leadership of Harold Karlsruher. P. Paul Graef and Joseph Gerl greeted many of their old friends in the industry.

The appointment of the Viking Products Corp., located at 330 West Forty-second street, New York, as Howard radio metropolitan distributor was revealed by Ernest D. Story, vice-president of the Viking organization. The company is the local Westinghouse appliance wholesaler and also distributes other nationally known electrical products, traveling about nine men in the territory. Details of the Howard merchandising campaign will be ready for the trade in October.

United American Bosch's novel picturization on miniature stages of scenes familiar to the authorities who speak

radio-wise for the American Bosch Explorers Club of the Air made a distinct impression, metropolitan newspapers commenting extensively upon it. Roy Davey inspected the Garden attractions Wednesday and left at once for Chicago where, as American Bosch general sales manager, he is to attend a dealer conference held by the new American Bosch-Chicago distributor, the Schroyer firm. R. H. McMann and numerous staff looked after the lions and the elephants in the exhibition panorama. Dewey Pinksler and Alfred Lippman, American Bosch advertising counsel, chuckled at the success of their machinations. Leslie J. Hunt, well known sales representative, has just taken over Manhattan territory for the McMann distributing firm and Mr. McMann is elated over the high position of the Springfield, Mass., product in the Gotham market this year.

Fairbanks-Morse radio, refrigeration and washing machines have gone away ahead of quota in Mexico within the very first weeks of their introduction, Herman A. Linde, astute president of the Triangle Radio Supply Co., was able to tell visitors at the F-M booth. Arva, Mexico City, an exclusive Fairbanks-Morse distributor, telephoned to factory headquarters in Chicago Thursday for increased shipments. The Travelite Dial is making a hit south of the Border. How does Mr. Linde know? He keeps in close touch with F-M manufacturing progress by telephone himself.

Newest in the manufacturing industry and first in position at the main entrance to the auditorium was the May Radio & Refrigeration Corp., unveiling of the two May surprises, the Chronomatic Dial in radio and the Utilidor door for refrigerators. The dial is mortised for designation of foreign stations and by mechanical contrivance tells the time abroad simultaneously with the time at home. The Utilidor is a double-door device permitting the storage of small foods within the refrigerator door, accessible from the outside without opening the larger door which leads to the cabinet interior and the bulkier contents.

D. W. May, for ten years "merchant prince of distribution" in the metropolitan area, now heading his own manufacturing company, had as many visitors as Babe Ruth has fans asking for baseball autographs after a Series game. They looked at the merchandise, looked at the plans. "What's the price, Winnie?" Prices are secret at least for a little while. It is planned to make them as forceful in effect as the rest of the May plans.

General Household Utilities' Chicago executive delegation was headed last week by Lieut.-Comdr. F. H. Schnell, chief engineer of Grunow all-wave production and James J. Davin, sales promotion manager, who were preceded here by Herbert E. Young, Eastern sales manager for the corporation. As late as Saturday Grunow product show enthusiasts were hoping that this week would bring hither William C. Grunow, founder and president of the undertaking, and Henry C. Bonfig, general sales manager. Mr. Young, who conferred with Mr. Grunow at length before embarking for the metropolis, said that sales of Grunow radio reflect in every territory the enormous prestige of the prominent Chicago industrialist in the radio field and, more recently, in the creation of Grunow Carrene refrigeration.

Show visitor, newly-elected director (for another term) in the Radio Manufacturers' Association and last week appointed chairman of its radio furniture division was Nathaniel P. Bloom, president of the Adler Manufacturing Co., Louisville, Ky. Mr. Bloom was accompanied during some of his stay by Edwin H. McCarthy, recently appointed vice-president in charge of sales of the organization. A hit item with the

Adler forces these days is the Adler-Royal carpet sweeper. Mr. Bloom puts it out in a flash white and chromium model which some of the refrigerator and radio makers are planning to use as a give-away, leading the entranced housewife into larger sales.

RCA Radiotron operations were shown in a miniature tube assembly line. C. R. King, general sales manager of the organization, was a frequent visitor along with L. W. Teegarden, Eastern district manager. The Radiotron forces are beginning a national drive against fraudulent sale of used tubes, turned in during the course of replacement sales.

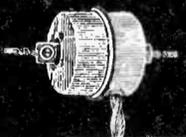
At the Crosley exhibition, following the stay on Wednesday of Powel Crosley, Jr., in whose honor an elaborate testimonial dinner was held by the New York trade that evening, a welcome visitor was J. P. Rogers. It was Mr. Rogers' first visit here since he joined the Crosley executive group a few weeks ago. He was formerly an officer of the United States Radio & Television Corp. and later of the General Household Utilities Co.

Fielding Robinson, manager, and Grant Layng, sales manager of the Crosley Distributing Corp., handled a host of callers. Mr. Robinson, as toastmaster of the testimonial dinner, spoke convincingly of the prowess of the Crosley headquarters organization and it is widely agreed that during the past year and a half the line has become one of the outstanding hits in the metropolitan district.

Leslie E. Latham, general manager of the big wholesale firm of E. B. Latham & Co., had as his guests W. Keene Jackson, sales manager of the International Radio Corp., Ann Arbor, Mich., and Glenn Rogo, New York district representative of the Leonard Refrigerator Corp. Their two products are among the wide diversity of standard goods sold by the Latham organization. Charles A. Verschoor, International founder and president, is expected in New York this week. Russell Hunting, Latham-Leonard sales manager, who is negotiating big business in water coolers for the Leonard line, says that water as a beverage has come to stay.

Adolph Ullman, founder and head of Northeastern Radio, Inc., Boston, Mass.,

(Continued on Page Twenty-two)



H-F
(High-Fidelity)
**ALL-WAVE
ANTENNA**

**OK Say
Set Manufacturers!**

It's the antenna that makes all-wave satisfaction possible. Set manufacturers insist on satisfactory aerials for broadcast and short-wave bands.

H-F All-Wave Antenna provides in one aerial the most efficient pick-up for broadcast and short-wave bands. Hundreds already installed. Users most enthusiastic. Recommended by set manufacturers. Used by those short-wave hounds.

Write for Proposition. Let us send you the complete story. Also, may our local representative or jobber call on you?

Licensed under A. A. K. Pat. No. 1,965,539.

Export Division: **Rocke International Electric Corp.**

Technical Appliance Corporation
27-28 JACKSON AVENUE
Long Island City, N. Y.



Serving Over 1000 Dealers

throughout New England!

- AMERICAN BOSCH Round-the-World RADIO
 - "1900" ELECTRIC WASHERS and IRONERS
 - RCA-CUNNINGHAM RADIO TUBES
- AND
- LEONARD ELECTRIC REFRIGERATORS

FOR PARTS OF CONNECTICUT AND MASSACHUSETTS

H. M. TOWER CORPORATION

NEW ENGLAND WHOLESALE DISTRIBUTORS OF ELECTRICAL APPLIANCES
 281 State Street NEW HAVEN, CONN. 141 Chestnut Street SPRINGFIELD, MASS 863 Boylston Street BOSTON, MASS.

PROSPECTS FOR BIG AUTUMN BUSINESS EXTREMELY BRIGHT IN TWIN CITY ZONE

NORTHWEST RADIO SHOW WILL OPEN OCTOBER FIRST

Elaborate Program Prepared for Annual Exposition at Municipal Auditorium—Lawrence Lucker Reports New RCA Victor Line Going Over in Great Style—Reinhard Bros. Sponsors Atwater Kent Showing at Minneapolis Golf Club.

MINNEAPOLIS, MINN., Thursday —With the coming of cooler weather, the radio industry in this area is beginning to raise its head and let the wide world know that it is once again ready to serve. Prospects for the 1934-35 season look extremely bright; brighter, in fact, than any Fall season in several years has looked, according to leaders in the business. Practically all the leading models have been officially introduced at dealers' meetings, who, in turn, have introduced them to the buying public. Much enthusiasm has been noted by these dealers, who report that the latest radio models have intrigued radio purchasers and many instances of turning in old sets for the new lines have been recorded.

The 1934-35 season will be officially ushered into this territory during the week of October 1 to 6, when the annual Northwest Radio Show will be on the boards at the Municipal Auditorium in Minneapolis. H. H. Cory, general manager of the show, has made one new feature addition to this show this year by combining a health and beauty division with it. A style review will be staged and many girls have already entered their names for this and the beauty promenade. This division of the show is being sponsored by the Minneapolis Independent Retail Drug-gists Association.

For the Radio Show proper Mr. Cory has made up a program patterned after the annual New York show. He reports that many manufacturers and distributors have reserved space for the showing of their products and the event this year is planned to outdo anything ever staged in this area before. Short-wave will have its day here when short-wave sets, designed to receive programs from every section of the world, in addition to programs on the regular wave band, will have special exhibitions and demonstrations all during the week.

In the way of entertainment, Cory has arranged to have one of the featured Northwest radio orchestras to present its tri-weekly broadcast direct from the stage of the auditorium and the entire cast of this program heard over a local station, including the announcers, commentators, entertainers and the orchestra, will take part.

A campaign to interest Minneapolis persons in short-wave radio reception so that they may receive far-reaching broadcasts and listen-in on European as well as American programs is now under way under the direction of the Northwest Radio Trades Association, of which P. J. Brady, buyer at the New England Furniture Co., is president. A survey made by this group shows that the best programs from Europe come in from 8:00 A. M. until noon, an ideal time for housewives to tune in. More than 450 radio dealers are represented in the association. The committee in charge of making preliminary plans consists of Oscar Frykman, city electrical inspector; C. G. Waldron, of the Waldron Radio Studios; R. E. Swanson, of Boutell Furniture Co.; A. L.

Toepel, of Lucker Sales Co., and R. H. Brink of the Dayton Co.

What is hoped will be "finis" has been written to the late lamented truck drivers' strike that enveloped this city so completely for over a month during July and August. Employees of 166 firms involved in disputes with Drivers Union, Local 574, held their elections to pick representatives to deal for them in negotiations with employers. In this election the union was delegated to represent 62 firms, 68 concerns chose other representation, 15 had tie votes cast and 21 did not vote at all. Those in the radio and refrigerator business who will deal with the union are the Boutell Furniture Co., 11 for and 4 against; W. N. Cardozo, 3 for union representation and none against; L. S. Donaldson Co., 14 for and 5 against; the Hall Hardware Co., 6 for and 3 against; Luger Furniture Co., 3 for and none against; New England Furniture and Carpet Co., 12 for and 4 against; Williams Hardware Co., 7 for and 4 against. Those who will deal with separate committees are the Dayton Co., 14 for and 39 against; W. S. Nott Co., none for and 8 against; the Powers Mercantile Co., 4 for and 9 against. There was no vote for the Leader Co.

Lawrence Lucker, head of the Lucker Sales Co., reports that since its introduction the RCA Victor line has gone over in a big way. A number of new dealers have been selected to handle RCA Victor merchandise and these accounts are some of the finest in the Twin Cities. These new dealers are very much enthused with the new line, especially the short-wave features.

RCA Victor record business is continuing in fine shape and is about 65 per cent. ahead of last year already, with the season just beginning. Mr. Lucker has received word that the RCA Victor Co. will make some new recordings of the Minneapolis Symphony Orchestra, under the direction of Eugene Ormandy, conductor, in January, 1935. The discs made last year of this symphonic aggregation have been received with so much enthusiasm that the company decided to record again.

Mr. Lucker has appointed four new salesmen to his already large staff and these men are showing some fine results with the new line. The new salesmen are Henry Kamps, Archie Ackerman, Tom O'Grady, Walter Laws and Irving Wood, experienced radio men.

A series of meetings at which fac-



HAMBURG BROS.



ATWATER KENT RADIO

ELECTROLUX GAS REFRIGERATOR

AUTOMATIC WASHERS AND IRONERS

ROYAL VACUUM CLEANERS

SUNBEAM MIXMASTER PRODUCTS — RCA TUBES — RADIO PARTS

Exclusive Distributors

AKRON

PITTSBURGH

WHEELING

LEONARD ELECTRIC REFRIGERATION ATWATER KENT RADIO

Exclusive Northeastern Ohio Distributors

B. W. SMITH, Inc.

Established 1910

6545 Carnegie Avenue CLEVELAND, OHIO

BIEHL'S

LARGEST DISTRIBUTORS IN THE ANTHRACITE

PHILCO RADIO - TRANSITONE TUBES - PARTS

WESTINGHOUSE APPLIANCES - - ABC WASHERS

POTTSVILLE ❖ WILKES-BARRE ❖ SCRANTON

WHOLESALE DISTRIBUTORS



"THE HOUSE OF QUALITY PRODUCTS"

23-25 SUSSEX AVE.

Phone MArket 2-6800

NEWARK, N. J.

RADIO PARTS

NORGE

TUNG-SOL TUBES

ROLLATOR REFRIGERATORS
AEROLATORS—OIL BURNERS—BROILATORS
WASHING MACHINES

J. H. BURKE COMPANY

LEONARD ELECTRIC REFRIGERATION

ATWATER KENT RADIO

RCA RADIOTRONS

ABC HOUSEHOLD & RANGE OIL BURNERS

221 Columbus Avenue

Boston, Mass.

Telephone: Kenmore 3170

SONOCHORDE SPEAKERS

KNOWN FOR TONE

Manufactured by

BOUDETTE & CO., Inc.
CHELSEA, MASS.

tory service men explain details of the "Magic Brain" and other features of the new RCA Victor sets is being conducted in this area under the auspices of the Lucker Co., Al Toepel of this firm informed your reporter. About 250 dealers, salesmen and service men attended a meeting in late August at the Lucker headquarters. Three more are being planned. These will be supplemented by gatherings in the territory at cities like Fargo, N. D.; Duluth, Minn.; Mankato, St. Cloud and other points. C. H. Herbst and J. B. Rock of the RCA Victor factory, both service engineers, are conducting the meetings.

About 150 dealers witnessed the first showing of the 1935 Atwater Kent radio line recently at the Minneapolis Golf Club. The meeting was sponsored by Reinhard Bros., distributor for this line in this area. Jack Halliwell and Jack Burns, an engineer from the home factory, made the presentation. As a result, the best acceptance on Atwater Kent in three years was received by the distributors and the results are very gratifying, according to "Ned" Vestal, sales manager of this firm.

Mr. Vestal, by the way, is extremely well pleased with the results of the Washington hearing and concurs with Mr. Lucker in the statement that it is the salvation of the jobbing industry.

Norge refrigeration is holding up extremely well in view of conditions and Reinhard Bros. expect an even greater year in 1935 on this line of "freezers." Mr. Vestal plans to show, by the way, at the Northwest Radio Show and is planning quite an elaborate booth.

Philco business in this area went far beyond even the fondest expectations of Roy B. Cohen, head of the Roycraft Co., distributor in the Northwest. The month of August was the best since December, 1930, and went 240 per cent. better than August of 1933. Roycraft Co. received five carloads of Philco radios from the factory during this month and distributed practically all of them. Mr. Cohen plans to show at the Radio Show and will have on exhibition every one of his models that has gone over with such a bang since its introduction.

The Dayton Co., one of the largest department stores in Minneapolis, recently became a Philco dealer. Robert Brink is manager and buyer for the radio department. This company used some generous advertising space in the local dailies in the initial announcement of the new Philco line and the results were very pleasing.

The Glass Block Co., Duluth, Minn., department store, also became a Philco dealer recently. A. Edelson is manager and buyer of the Glass Block radio department. Effective September 1, the Glass Block concern began an aggressive advertising campaign which

includes a weekly Philco broadcast over Station WEBC.

The Donaldson department store, of which Phil Aldritt is radio buyer and manager, used a full page advertisement in the local papers early in September and received a very fine response considering the time of the year.

Norman Long, owner of the Zenith Sales Co., Eau Claire, Wis., dealer of General Electric refrigeration, Philco radio and Maytag washers, is planning a Home Appliance Show at Eau Claire for the first week in October, at which all of these lines will be prominently displayed and demonstrated. Mr. Cohen of the Roycraft Co. is assisting Long in staging the show.

The State Radio Code Authority, of which Mr. Cohen is chairman, is having a little difficulty in getting all the distributors in this area to file their schedules. Many of these maintain that it is not necessary for them to do so. Mr. Cohen has written to the National Code Authority for instructions and unless this body backs up the local authority, this particular clause in the code is ineffective here. Otherwise, all jobbers joined in operating the new code on September 1 and no violations have been reported.

—JACOB L. WEINBERG.

Crosby Leads Arlen in Tuning Match Using New McMurdo Silver Radios

HOLLYWOOD, CALIF., Thursday —The much discussed tuning contest between Bing Crosby and Richard Arlen, screen stars, got under way here and phenomenal results have been obtained by both, according to initial reports issued from both camps. Both Crosby and Arlen are using McMurdo Silver custom-built radios, manufactured by McMurdo Silver, Inc., of Chicago.

Two masterpiece threes and two world-wide nines were shipped here by the McMurdo Silver concern for the tuning competition. Preliminary tests on the masterpieces brought in 105 broadcast stations, including several from Japan. On the short-wave side, France, Germany, Buenos Aires, England, Honolulu, Russia, Canada and Mexico were brought in.

At the end of the first day of the match, Crosby was in the lead, having tuned in stations in France, Berlin, Madrid, two stations in Tokyo, Nairobi, Africa, Bombay, two stations in Melbourne, Venezuela, Columbia and Russia, and on the regular broadcast band, Brisbane and Adelaide, both in Australia.

Arlen has caught Berlin, France, two Japanese stations, an unidentified Moscow station, plus nineteen American, Canadian, Mexican and South American stations.

Engineers here are praising the sets highly on the strength of their performances.

VIRGINIA RCA VICTOR DEALERS VIEW NEW SETS

RICHMOND, VA., Saturday —RCA Victor dealers from Virginia and the Carolinas attended an open house exhibit on the new line recently at the John Marshall Hotel. A factory representative explained the new sales policies. Benjamin T. Crump Co. of this city is the RCA distributor in this territory.

RADIO DISTRIBUTING CO.
Exclusive Distributors in Michigan for

NORGE
Rollator refrigeration

RCA-VICTOR RADIO

129 Selden Avenue DETROIT, MICH. 435 Market Street GRAND RAPIDS, MICH.

MOTOR PARTS COMPANY
WHOLESALE DISTRIBUTORS

Grunow - PHILCO
SUPER-SAFE REFRIGERATOR RADIO — TRANSITONE TUBES — PARTS

3427 DERRY STREET HARRISBURG, PA. 24th and FAIRMOUNT AVENUE PHILADELPHIA, PA.

NORGE
Rollator refrigeration

ABC Washing Machines
SAMPSON ELECTRIC CO.
SOLE DISTRIBUTOR
3201 South Michigan Avenue Chicago, Ills.

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The New Standard for the Industry—
QUAM SPEAKERS!

QUAM-NICHOLS CO.
CHICAGO, U. S. A.

1674 Broadway New York, N. Y.

FIRST WEEK OF SHOW ATTRACTS THRONGS OF PUBLIC AND TRADE TO MADISON SQUARE GARDEN

(Continued from Page Nineteen)

wholesaler, was at the Zenith exhibit for a day.

Hygrade Sylvania's big tube exhibit was in charge of Paul Ellison, sales promotion and advertising manager. The Hygrade Sylvania organization finds show activities familiar, is in fact in the tube industry a sort of Madison Square Garden itself. At Emporium, Pa., the company maintains year-round industrial and sociable exhibits, the former in the big lamp and tube works of the concern and the latter at Sylvania Lodge, relaxing institution familiar to practically every friend and patron of importance of the line.

Earl Poorman, New York district manager for the General Electric Co.'s radio division, Joseph A. Kerr and Edgar R. Palmer, sales representatives, P. H. Eckstein, motor set installation expert from Bridgeport, Conn., and other members of the organization maintained display headquarters at the Edison hotel as well as in the Garden. Throughout the latter part of the week the gang-plank was laid down to receive Ben C. Bowe, sales manager of the G-E radio division, but Mr. Bowe's arrival was put off to this week. Two reasons. Both good. A new son, either the fourth or fifth, was born to the Bowe household. And pop has not been feeling so good himself lately, following a bad attack of pleurisy and the "flu."

H. C. Storf arrived in New York from Pittsburgh, Pa., during the Show to join the 14th-street store of the Bush Credit Jewelry Co., well known radio merchant. Mr. Storf was with M. Kaplan's jewelry establishment in Pittsburgh.

The Michigan State Police teamed up with the Sparks-Withington Co. in an exhibit showing radio's use in crime detection and prevention. Sparton automobile radio is extensively used by police systems throughout the country. Sergeant Sullivan, of the Michigan State Troops, officially represented that department. Capt. William Sparks and E. T. H. Hutchinson, sales manager of radio for the Sparton forces, have driven with Sergeant Sullivan on many tours and have never yet gotten a parking ticket.

Morris Metcalf, of the United American Bosch Corp., and Mrs. Metcalf visited the Garden on Wednesday after witnessing the East-West polo match at Westbury, Long Island, that after-

noon. Mr. Metcalf is a former president of the Radio Manufacturers' Association.

Isidor Goldberg, president of the Pilot Radio Corp. and known as "the little Napoleon of the industry," Sylvester T. Thompson, vice-president and general manager of the company and Frederick Kahn, special representative, met a host of friends each day and evening. The Pilot "63" set, newest addition to the line, is more than sustaining the company's reputation for exceptional sales under the widespread popularity of all-wave product. The big Davega chain of stores has been conducting a special drive on Pilot product during the Show period.

The Caswell-Runyan radio furniture division of the Utah Radio Products Co. is entirely sold out for the balance of the year, Henry C. Forster, chairman of the Utah board, said on arriving from Chicago. Utah speaker and Carter parts sales are holding at exceptionally high peaks, also, and the veteran organization is maintaining its position handsomely in the van of radio parts suppliers. Peter Ackerlund, nephew of Mr. Forster and a graduate of Dartmouth University, was initiated in exposition sales work at the Garden. He said he was sorry to find that Jesse W. Hawley, speaker fabric maker, former Dartmouth football coach and a sponsor of the youngster at Dartmouth, was not here. J. Bertram Price, Eastern representative for the Utah forces, acted as entrepreneur for the visiting firemen from Chicago and was joined one evening by Mrs. Price and their son, to view the displays.

Straight from "The Home of Tomorrow" came the Westinghouse radio line and a variety of Westinghouse home utilities, featuring refrigeration, as distributed nationally by the Westinghouse Electric Supply Co. Harry M. Gansman, veteran radio official and manager of the Westinghouse radio department, was welcomed back as an absentee from the last couple of previous shows. He said that "The Home of Tomorrow" contains a matched radio in every room—the "Home" being a handsome dwelling constructed at Mansfield, O., as a permanent show and demonstration site for all Westinghouse products. Over 70,000 people have visited it so far. A talking picture made by Lowell Thomas is shown at regular intervals and the institution is considered to be a powerful force nationally for Westinghouse sales promotion. Twenty-four pieces of highly lithographed dealer material decorated the Westinghouse display.

David Housman, president of the Automatic Radio Mfg. Co., of Boston, motored down to New York to attend the Show and split his time between his firm's exhibit at the Garden and the demonstration at the Hotel Edison, where the new Automatic home receivers are being shown.

Albert A. Middleman, manufacturers' representative of Pittsburgh, Pa., arrived in town with several men in the accessory business from the Smoky Town and stayed for several days. He commented that he was pleased with the progress of the Fairbanks-Morse line in Gotham and was equally optimistic over prospects for Esenbe Co.'s business "back home."

Julien Loeb, president of the Specialty Service Corp., of Brooklyn, greeted many of his friends in the trade at the Garden. Mr. Loeb revealed that his firm had been appointed local distributor for the Williams Oil-O-Matic heater line, which in addition to the Brunswick-Carrier air-conditioner line, makes his organization the headquarters for "temperature control" in the Brooklyn trade.

Sam Rosenbloom, of the Shapiro Sporting Goods Co., Newburgh, N. Y., distributor of Grunow electric refrigeration and radio, came down to get a first-hand view of the proceedings on Monday.

Fred Goldberg, treasurer of the Apollo Distributing Co., Newark, N. J., wholesaler of Crosley radio and refrigeration products, gave his approval of the show after his inspection Thursday night prior to his attendance at the testimonial dinner at the Waldorf-Astoria to Powel Crosley, Jr. Fred also spent some time in looking over the Eureka vacuum cleaner exhibit and the RCA Radiotron-Cunningham display.

Dave Slobodien, busy president of the Apollo Distributing Co., Newark, Crosley wholesaler, took enough time off Monday afternoon to give the show the double O. Also at the Garden on Monday was Hal Bergman, Apollo sales manager.

Paul R. Krich, popular sales manager of the Radio Distributing Corp. and

Krich Distributing Co., Newark, N. J., wholesalers of RCA Victor radio products and Kelvinator refrigeration and oil burner products, respectively, viewed the activities at the Garden on the opening night. Paul is a staunch booster of RCA Victor and Kelvinator merchandise.

Ben Oppenheim, president of B. & O. Radio, Inc., Newark, N. J., wholesale firm, was a commuter to the Garden every day last week. Mr. Oppenheim closed negotiations for the distribution of Sparton radio with Sparks-Withington Co. officials. B. & O. also distributes Norge products.

Joseph Bernhart, show generalissimo and manager of all bookings for the Garden, set a record for efficient installation of display equipment when his organization had all railings up, concessions going and order established for easy handling of attendance traffic by the hour of the event's opening on Wednesday. The radio "battle of the century" for retaining present space or securing better ones for next year is beginning this week, a number of exhibitors having informed Mr. Bernhart that they insist on the same or more prominent accommodations.

David Wald, president of Pierce-Airo, Inc., reported a substantial volume of business signed in behalf of the new hi-fidelity models in the DeWald line. To meet the demand for prompt shipments, Mr. Wald has had production stepped up and the factory is now going full blast. Immediately following the exposition, Mr. Wald is planning to make a Western trip to repay visits to several of his customers. Louis Weiss, sales manager of the DeWald organization, is scheduled to leave soon on a sales trip along the Eastern seaboard, stopping at Baltimore, Washington and other leading trade centers.

David H. Cohen, national sales manager of the Hytron Corp., tube maker with factories at Salem, Mass., entertained the trade last week at the Hotel Edison. L. H. Coffin, president of the company, spent several days at the show last week, prior to returning to the New England headquarters.

Ray Rosen, dynamic distributor from the Quaker City, dropped into town on Monday, accompanied by his sales manager, Al Slap. Both executives took a prominent part in the RCA Victor dinner at the Waldorf Monday night.

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A Complete Line . . .

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QUAKER CITY FOLK ENTHUSIASTIC OVER FORTHCOMING RADIO, ELECTRIC SHOW

ANNUAL EVENT TO BE HELD AT COMMERCIAL MUSEUM

October 8 to 13—Harry C. Kahn & Sons Stores Lead in G-E Home Laundry Equipment Sales—Philco Transitone Added by Everybody's—New Flash Unit Opened at Frankford and Paul.

PHILADELPHIA, PA., Saturday—The trade in the Philadelphia area is girding itself for the coming Electric and Radio Show which is to be held in the Commercial Museum from October 8 to 13. To promote the attendance at the exposition most of the distributors in the city and surrounding area have been stamping their invoices with invitations to their dealers to visit the show and inspect the new products. The show has promise of being one of the best that has ever been held in the Philadelphia territory.

Three major prizes, national, district and local, awarded by the General Electric Co. for the greatest home laundry equipment sales, have been won by the Harry C. Kahn & Sons Stores, Eleventh and Filbert and 927 Market street. The prizes were presented to Eugene Kahn, president of the company, at the annual Elliott-Lewis General Electric home laundry equipment meeting at the Ben Franklin, Thursday evening. More than 10,000 dealers throughout the country competed for the prizes but the results showed the Kahn company well out in front. D. C. Spooner, assistant sales manager of the General Electric Co., spoke at the meeting at which the new 1935 models of the G-E Hotpoint line were presented.

Philco Transitone auto radios are now being distributed by the Everybody's Supply Corp., 810 Arch street. A recent visitor to Everybody's offices was Lew Weiss, vice-president and sales manager of Pierce-Airo, New York. He left with a good-sized order.

Trilling & Montague Co., held an ABC oil burner meeting at the Broadwood Hotel on Thursday evening. The meeting started at 8:00 P. M. and several hundred dealers were on hand to gather pertinent information about the new merchandising plans for the line.

Jules Schonberg, general manager of the Harvard Radio Stores, has been doing an outstanding job on the Philco

Transitone auto set which is being featured by this chain of stores.

George Levine, 437 Market street, "The Birthplace of Radio," is now the sole owner of this establishment since the demise of his well known partner, Harry McCusker.

Carson Bros., at 518 South street, have again started to sponsor a series of broadcasts over a local station in the interests of the products they sell.

Herman Schaffer, manager of the Flash Stores, a chain of auto accessory shops, announced this week that his company has opened a new branch at Frankford avenue and Paul street. The Flash stores are featuring the Emerson line, both the auto sets and home models. Mr. Schaffer says that the new store will operate under the same high standards as the other units in the group.

Izzy Margolis, local sales representative of the International Radio Corp., of Ann Arbor, Mich., is anxiously awaiting the arrival of his line of Kadette radios.

Max Lewis, genial president of the Lewis & Carnell Co., distributor of Crosley products, in this territory, is favorably impressed with the volume of business being chalked up. Max is of the opinion that most of the sets that he is selling are going into the homes of the public. This conclusion, he says, is drawn from the fact that many dealers since placing their initial order for Crosley sets have repeated on various occasions. General conditions with his dealers have improved and collections have been much easier than for the past several years, they report.

—GEORGE M. GOLDSMITH.

DAVID SARNOFF NAMED NBC BOARD CHAIRMAN

At a meeting of the board of directors of the National Broadcasting Co. held last week in New York, David Sarnoff, president of the Radio Corp. of America, parent company of NBC, was elected chairman of the board of the broadcasting subsidiary. M. H. Aylesworth, was re-elected president of NBC, and Richard Patterson, Jr., executive vice-president.

As chairman of the board of the National Broadcasting Co., Mr. Sarnoff fills the vacancy created by the death of H. P. Davis, vice-president of the Westinghouse Electric & Manufacturing Co.

Krich-Radisco Service Meeting This Evening

NEWARK, N. J., Thursday—A meeting for dealers and servicemen will be held under the auspices of the Radio Distributing Corp., RCA Victor wholesaler, on Wednesday, September 26, at 7:30 P.M. at the Robert Treat Hotel, here.

Harold Naylor, service manager of "Radisco," will preside. C. C. Chaiken, RCA Victor Co. service engineer from Camden, will be the principal speaker,

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Dehydrated Tubing
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- In the Heart of Times Square
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- Extremely moderate rates—

Single from \$2.50 day
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KELVINATOR 20th Anniversary REFRIGERATION

1061-3 Atlantic Avenue Brooklyn, N. Y.

OKLAHOMA TRADE LOOKING TO BIG RURAL BUSINESS IN BATTERY SETS THIS SEASON

OKLAHOMA CITY, OKLA., Friday—A meeting of territory salesmen and branch managers of Spurrier's, Inc., Oklahoma and Southern Kansas distributor of Philco radios and Leonard refrigerators, was held last week in the Oklahoma Club. The main topic of discussion was "radio for the farm." Fall merchandising plans were presented and discussed and considerable time was spent on the subject of dealer coverage. The meeting was in the form of a luncheon with entertainment.

According to Miss Ruth Forbes at Spurrier's, most of the dealers are anticipating huge sales on the new model 200-X, a carload of which will arrive in Oklahoma City this week, and a carload in Wichita for the Kansas territory, from the Philco plant. Mr. Grey, Leonard factory man who was visiting the firm last week, has left for Detroit where plans are being worked out for the presentation of the Fall merchandise.

The Brown Electric Co., distributor in Oklahoma of Atwater Kent radio, Norge refrigerators and ABC washing machines, is also looking forward to a larger volume of business on battery sets than before. According to V. H. Carroll, the company is featuring the Atwater Kent battery sets and the dealers, in their Fall merchandising plans, have not overlooked this medium for new business. The distributor and the dealers are doing a lot of Atwater Kent promotion and a big season is anticipated.

Following a meeting of dealers over the State last week, the W. E. Titus Radio Corp., Crosley distributor, is giving as much co-operation as possible in dealer campaigns featuring the new Crosley Chest Shelvador. This model is given the center of attraction in the displays of four of the largest stores in the city. Cermak Brothers, H. E. Musson & Co., the Jordan Furniture Co. and Cardwell Electric Co. all report favorably on the potential sales

value of this model. The office force is in full charge of Crosley distribution this week, W. E. Titus, president, being in Kansas on a combined business and pleasure trip.

Dealers over the city reported that Fall sales have not really begun as yet, but that the recent rains and cooler weather are boosting radio business daily.

The Witte Hardware Co., distributor in Missouri for Atwater Kent radios, recently held a dealer meeting in the Mart Building for the presentation of the twenty-seven new models.

The meeting was in charge of C. H. Carpenter, vice-president and general sales manager of the Witte Hardware Co.; H. A. Shanaker, head of the company's radio division, and George A. Lyons, division sales manager for the Atwater Kent Co.

Dealers of the Electric Lamp and Supply Co., Zenith distributor, met recently to discuss new sales campaigns for the 1935 line. The new line with "triple filtering" as a leading feature is expected to "click" in this territory.

An open house meeting at the Coronado Hotel the other evening ushered in the new line of RCA Victor sets, radio-phonograph combinations and the Duo Junior in St. Louis and the territory of the Aeolian Co. of Missouri. The meeting proved a great success, said Harry Levy of the Aeolian company. Norman F. Blass, district sales manager of the RCA Victor Co., attended. Dealers reported a favorable outlook for the coming season.

The Stafflebach & Duffy Music Co., distributor of American Bosch, exhibited the new line of receivers to dealers last week at the company's headquarters.

Roy Davey, general radio sales manager of the United American Bosch Corp., was the principal speaker. Otto E. Heilmann, factory representative, also attended the meeting.

—L. W. G.

New England Dealers Like 1900 Washer Line, Tower Head Reports

NEW HAVEN, CONN., Thursday—Considerable success is being enjoyed by H. M. Towers Corp., radio and appliance distributing organization, with the "1900" line of washing machines and floor ironers. The Tower concern covers all of New England in behalf of the Nineteen Hundred Corp., except a few counties in Northern Vermont and New Hampshire.

The wholesale house has just conducted a series of showings throughout the territory, taking in practically all the large cities in New England, and acceptance has been highly pleasing to W. G. Miller, president of Tower, and I. D. Newman, general sales manager.

These showings and dealer meetings comprised the greatest merchandising campaign ever attempted by the Tower concern, which also distributes American Bosch radio products. The Boston showing and meeting was attended by several hundred dealers and most of the outstanding accounts have been signed up on "1900" washers and American Bosch radios, Mr. Miller stated.

LEON DE GRAND PRE DUE IN GOTHAM SOON

Leon de Grand Pre, formerly a partner in the firm of T. C. de Grand Pre & Brother, radio manufacturers' representative of the Argentine, is expected to arrive in New York from Buenos Aires around October 1. He will make his headquarters while in the metropolis at the Hotel Roosevelt.

Mr. de Grand Pre plans to obtain American radio and electrical appliance lines for South America and other continents.

The New Standard for the Industry—

QUAM SPEAKERS!

QUAM-NICHOLS CO.

CHICAGO, U. S. A.

1674 Broadway New York, N. Y.

PROMOTION DRIVES ON IN FULL FORCE IN MILWAUKEE AREA

BIG SEASON ANTICIPATED

Plans Nearing Completion for Radio Show, October 15 to 20 — Johnson's Radio Shop Enters Local Arena—Other News.

MILWAUKEE, WIS., Friday — Extensive advertising and promotional programs staged by prominent jobbers and dealers have ushered in the current radio season in this area with a lively response by the public. The early season interest in the 1935 radio models is expected to mount considerably following the eleventh annual Radio Show, which will be held beginning Monday, October 15, and continuing until Saturday, October 20, at the Milwaukee Auditorium.

Harry E. Weber, manager of the Alemite Co. of Wisconsin, Stewart-Warner jobber, has announced that his firm will launch an intensive promotion campaign this Fall. The new "Magic Dial" feature will be stressed continually in all promotional endeavors, according to Mr. Weber, who believes that Milwaukee is on the threshold of a very successful radio sales season and consequently expects his firm will receive a large share of the business.

F. Hamilton Suter, vice-president of Shadboldt & Boyd Co., of 533 North Plankinton avenue, and in charge of radio sales, considers the past Summer season for Motorola very successful and is looking optimistically to Fall with the Emerson line. A State dealers' meeting, at which the firm's complete electrical appliance line will be shown, will be held October 5, according to Mr. Suter.

Johnson's Radio Shop, of 2412 West Hopkins street, has opened for business and at the present time will handle the Philco and Grunow lines. Before his entrance into the sales field, Mr. Johnson was a radio service man in this city.

Jack Halliwell, Atwater Kent official, left Milwaukee last week following the A-K show in this city, to attend the presentation of the Atwater Kent line at Green Bay, Wis., which was conducted by the branch office of the Morley-Murphy Co., at the Beaumont Hotel, Wednesday, September 12.

Atlas Radio Stores, located at 725 North Plankinton avenue and 800 West Mitchell street, featured full windows on the Stewart-Warner "Magic Dial" to tie-in with the current S-W drive.

Dan Zahorik, manager of Bradford's

radio department, has announced to his customers the arrival of the complete line of the 1935 RCA Victor radio models. The sets have been prominently displayed in the store's attractive showrooms and a heavy advertising appropriation is scheduled for the Fall season, according to Mr. Zahorik. The firm also handles the Philco and Capehart lines.

Pasch Radio Stores, Inc., has formally opened its new store at Fifth and West Wisconsin avenue, which it has temporarily been operating under the name of the Orth Music Co., a firm which went out of business some time ago. The new owners, who also operate a retail outlet at 5324 West Vliet street, is featuring a full line of popular-priced radios, sales of which will be under the supervision of Morris Pasch.

The annual outing of the Wisconsin Radio, Refrigeration and Electrical Appliance Association proved an exceptional success this year, with approximately 125 members of the trade attending the event, which was held at Waukesha, Wednesday, September 12. Gordie Kummer, Kummer Electric Co., and Pete Piasicki, Piasicki Radio Sales & Repair, became co-champions in the association's annual tournament, being tied for low gross honors with 79. The wholesaler-dealer baseball game finished in a 10-10 tie. Entertainment, refreshments and speeches by various members of the trade brought the gathering to a grand climax.

—E. S.

Auto Injuries Fatal To G-E Dixie Executive

ATLANTA, GA., Friday — E. M. Diehl, 33, assistant district manager of the General Electric Co. in Atlanta, was fatally injured in an automobile accident near Suffolk, Va., recently and died in a hospital at Franklin, Va.

Mr. Diehl, according to telegraphic advices received here, received a compound fracture of the skull when his car left the road on a curve and overturned three times, burying him and a companion, F. H. Swaffin of Richmond, under the wreckage. Mr. Diehl was attempting to turn from the Emporia highway into the Franklin highway. Mr. Swaffin was seriously hurt, with head injuries, and is in the Franklin hospital.

Coming here from Cleveland, Ohio, more than a year ago, Mr. Diehl had become well known in business and social circles. He had been connected with the General Electric Co. for several years.

The deceased is survived by a widow and a young son, Emory Diehl.

NEW QUARTERS FOR RADIO PRODUCTS CO.

DAYTON, OHIO, Thursday — The Radio Products Co., this city, manufacturer of Dayrad radio equipment, has moved to larger quarters at 125 Sunrise place. For the past eight years the concern had occupied quarters in the Beaver Power Building.

The company, which specializes in radio service and testing instruments, is headed by David E. Johnson. The concern is represented in New York by Schechter & Breuer, 1674 Broadway, which firm is composed of Milton E. Schechter and Robert E. Breuer.

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Products

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Aerolator



Westinghouse
Mazda Lamps

ZENITH

Home - Auto Radio

A. B. C.
Oil Burners

L. & H. Electric Ranges

TRILLING & MONTAGUE

"Grow With Us"

SEVENTH & ARCH STREETS

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HOWE & COMPANY

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LEONARD ELECTRIC REFRIGERATION

Exclusive Wholesale Distributors

Broad and Kinney Streets

Newark, N. J.

FAIRBANKS - MORSE
HOME APPLIANCES, INC.

Subsidiary, Fairbanks, Morse & Co.

AUTO RADIO
NO SUPPRESSORS

430 S. GREEN ST., CHICAGO

RADIOS, WASHING MACHINES
ELECTRIC REFRIGERATORS

ENCOURAGING SPURT IN SET CALL NOTED IN CHICAGO MARKET

SHORT-WAVE GAINS FAVOR

Zenith Officials Take in New York Radio and Electrical Show — Philco Hi-Fidelity Model Heavily Exploited — Chicago T. M. Co. "Going to Town" With New RCA Victor Line — Westinghouse Set Making Big Strides.

CHICAGO, ILL., Saturday — While set sales here have been steadily mounting during the past month, a sudden spurt was noted with the Saturday afternoon shoppers' rush last week which has kept up the pace all week. Downtown department stores have been doing a land-office business, according to George Israel, of the Boston Store; William Frede, of Carson, Pirie, Scott & Co., and A. O. Casey, recently appointed manager of the radio department at Marshall Field's. The trend has been to all-wave consoles.

C. S. Tay, manager of the Chicago branch of the Crosley Distributing Corp., reports that their \$39.90, 6-tube set for American and foreign reception is taking the town by storm and that they are also receiving a large number of orders for other models in the new line. A Crosley dealer co-operative campaign is to start here next week.

E. G. Hefter, manager of the Export department of Zenith Radio Corp., reports that they are doing a marvelous business in that division. He further pointed out that comments from several representatives of foreign countries who visited the factory within the past ten days indicate clearly very favorable activity in foreign radio business for the new season. The following are a few of the recent visitors from foreign shores at the Zenith plant: T. N. Malachias, Cairo, Egypt; L. Bercovici, Bucharest, Rumania; V. Soloveicikas, Kaunas, Lithuania; C. Wessel, Oslo, Norway, and G. Molanphy, Valparaiso, Chile.

Comdr. Eugene F. McDonald, Jr.,

president of the Zenith Radio Corp., was in New York for several days last week, attending the Radio and Electrical Exposition. E. A. Tracey, vice-president and sales manager, is leaving today for New York and other eastern points and will also spend some time at the Show.

Parker H. Ericksen, advertising manager of the Zenith Radio Corp., upon his return from the New York Electrical Show, stated that the Zenith exhibit at Madison Square Garden commanded a great deal of attention and the Times Appliance Co. of New York, Zenith distributor in that area, was actually swamped with inquiries from interested dealers. Mr. Ericksen flew back to Chicago and reported a very pleasant trip.

C. T. McKelvy, assistant sales manager of Zenith, who is in the East holding a series of dealer meetings, is spending part of his time at the Electrical Show.

Philco is right in the front line trenches in both sales activities and sales with special emphasis on its High Fidelity model, and on which a special promotion drive is about to be started here. Tonight the Chicago Philco branch is staging a dinner at the Palmer House for the sales organization of Straus & Schram, large retail outlet. Over fifty will attend and speakers will be S. L. Capell, local general manager; Larry Hardy; J. H. Stickle, sales promotion manager, and Harry Schoenwald, who contacts the Straus & Schram firm. Harry Schram, Jr., will speak for the store.

The Atwater Kent line is going over with a bang and according to Lou Stutz, vice-president and sales manager, of Commonwealth Utilities Co., 1341 So. Michigan avenue, distributor, they are far oversold on Model 376-K-6 which retails for \$69.90. The A-K High-Fidelity job, 12-tubes with four bands, is the best selling set at the present. Last week the Boston Store took on the complete line of A-K models and has already re-ordered. Straus & Schram has also taken on the line and is doing a fine selling job. Other new A-K dealer appointments include Home Appliance Co. with stores at Elmhurst and Elgin, Ill.; Central Illinois Power Co. with headquarters at Lincoln, and operating fourteen branches throughout that section of the state; Northwest Illinois Power Co. with headquarters at Savanna, Ill., which has about the same number of branches.

Chicago Talking Machine Co., dis-

CLASSIFIED SECTION

Six Cents Per Word

Display, Fifty Cents Per Line

Advertisements in This Section Are Payable in Advance

RADIO SERVICEMAN seeks position, formerly with large wholesale distributor, 15 years' experience on all makes radio—capable take charge of repair department—reference. Box 772, The RADIO WEEKLY, 99 Hudson street, New York City.

OUTSTANDING OPPORTUNITY for two high-grade, experienced retail salesmen capable of training and directing other men for inside selling only. Applications confidential. Apply between 10 and 12 a.m. to Mr. Edgar, 155 East Twenty-fourth street, New York, N. Y. Telephone: BO-4-1174

tributor of RCA Victor radios, is certainly "going to town" with that line. A dealer co-operative drive was inaugurated here last week with almost one hundred participating and results at this early date have been gratifying, it is reported. While Marshall Field has always carried the RCA Victor line at its State street store, it has just added that line at its branch stores at Evanston and Oak Park.

New dealer appointments during the past ten days include; Granville Radio Shop, 1059 Granville avenue; Howard-Ridge Radio Shop, 2133 Howard avenue; Friday Radio & Appliance Co., 9507 So. Wood street; East Chicago Seifer Co., East Chicago, Ind., and Peterson Furniture Co. with headquarters at 1046 Belmont avenue, and three branch stores.

The Radio Industries Golf Club held its monthly tournament at the St. Charles Golf Club, last week. Twenty-one prizes were distributed. J. McWilliams Stone, of the Operadio Corp., was host to the gathering. The next tournament is to be held at the Crystal Lake Country Club, October 4, the last gathering of the year, at which Ed Bessey, Oak Manufacturing Co., will be host. All members of the radio industry are invited to attend. Out-of-town members are especially invited. Reservations are to be sent to O. M. Hollen, 323 South Franklin street, Chicago.

Westinghouse Electric Supply Co. is making great strides in this section with the new Westinghouse line of radio receivers. G. C. Kuffer, sales director, is out in his territory all the time. Both Mr. Kuffer and J. W. Moffatt, general merchandise manager for the northwest division, attended a two-day dealer meeting at South Bend, Ind., sponsored by McCaffrey & Co., Westinghouse jobber in that area. "Our only

problem at present," says Mr. Kuffer, "is getting more sets from the factory." Last week's dealer appointments are: Ahlquist Radio Shop, 7403 Cottage Grove avenue; Kennedy Radio Shop, 3817 West Chicago avenue; Modern Appliance Shop, Hammond, Ind.; Blenz Radio Shop, Indiana Harbor, Ind.; Reese Hardware Co., Arlington Heights; Oak Park Hardware Co., Oak Park; Shea Music Co., 5917 W. Madison street, Chicago, and A Better Radio Shop at 1222 No. Clark street.

—W. S. AKIN.

1,124,420 'BOXES' SOLD IN FIRST SEVEN MONTHS, RECENT SURVEY SHOWS

(Continued from Page Three)

77,897, or 162.7 per cent.; California, 52,671 units, or 90.4 per cent.; New Jersey, 48,193, or 132.4 per cent.; Missouri, 45,725, or 222.1 per cent.; Michigan, 44,219, or 134.6 per cent.; Texas, 44,050, or 221.3 per cent., and Massachusetts, 42,279, or 116.1 per cent.

Every state with the exception of Maine, Vermont, California and Wisconsin reached its quota and in each of these states at least 90 per cent. of the quotas was reached.

As a division, the southeastern states, including Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee and Virginia reached the highest quotas, ranging from 142.2 for Florida to 386.6 per cent. for Georgia. The southwestern division, comprised of Arkansas, Louisiana, Mississippi, Oklahoma and Texas, was next in this respect.

Jacksonville's Leaders!

NORGE

Rollator Refrigeration

ZENITH

Long Distance Radio

NORGE NESTOR CO., Inc.

1024 EAST ADAMS ST.

JACKSONVILLE, FLA.

—DEPENDABLE NESTOR SERVICE—

APOLLO DISTRIBUTING CO.

15-17 Shipman Street

Newark, N. J.

CROSLY REFRIGERATORS

CROSLY RADIOS

EUREKA VACUUM CLEANERS

ABC WASHERS

RCA-CUNNINGHAM TUBES

CROSLY

BARGAIN

1000 AUTO RUNNING BOARD ANTENNA

Sheet Metal Cadmium Plated with Splash Guard

Packed in Individual Cartons

Special Close-Out Price (Any Quantity While

They Last) Regular Price—\$2.80

79c

NET CASH F. O. B. DENVER

HARRY MOLL, Inc.

444 Fourteenth St.
DENVER, COLO.

WOULD IT BE A GOOD IDEA
TO RUN A

TUBE SALE NOW

TYPE 227

1,000 @ 7c each

2,000 @ 6c "

3,000 @ 5c "

U. S. RADIO CORP.

10 Eastern Ave. Springfield, Mass.

TYPE 245

1,000 @ 12c each

2,000 @ 11c "

3,000 @ 10c "

PACKED IN ORIGINAL CARTONS

50% with Order—Balance C.O.D.

THEY CAME!

THEY SAW!

THEY ENTHUSED!



Partial views of the MAY EXHIBIT, the center of interest at the National Electrical Exposition at Madison Square Garden, N. Y.



ALL EYES were set on May. Based on past performances, the trade expected something radically different. **They came** to the MAY exhibit at Madison Square Garden ready to be shown. **They saw** the new MAY RADIO with its sensational CHRONOMATIC DIAL, and the even more sensational MAY UTILIDOR REFRIGERATOR. **They enthused** at these features, the beauty of the MAY products and the profit possibilities they offered. Consumer praise was just as enthusiastic . . . the MAY exhibit became the focal spot of the show . . . always crowded by interested distributors, retailers and consumers. And if the MAY LINE with its exclusive features can pack them in at a highly competitive public showing, it can surely bring them marching into the retailer's store, to the tune of greater SALES VOLUME and PROFITS.

the patented **MAY**
CHRONOMATIC DIAL

the Greatest Feature in All-Wave Reception

It's distinctive . . . different than anything on the market.

At the turn of a knob the MAY CHRONOMATIC DIAL automatically gives you the time of all the important broadcast centers of the world at any time during the 24 hours of the day.

No adding or subtracting is required to tell the difference in time between local and foreign cities.

Also tunes in regular and foreign stations with greater ease and speed.

Standard on all foreign and short wave models.

See and hear the new MAY RADIO . . . a new kind of radio.

Meets every requirement of YOUR trade from the standpoint of beauty, engineering skill, performance, quality and price.

Meets YOUR requirements of greater sales volume and profit.

GET IN LINE WITH THE NEW MAY LINE.

the patented **MAY**
UTILIDOR

An Extra Refrigerator

The smash hit of the show . . . the MAY UTILIDOR REFRIGERATOR.

The sensational feature that makes every other refrigerator obsolete by comparison.

Here is the answer to the housewife's plea for more space . . . it increases the usable capacity of the refrigerator without sacrificing efficiency or beauty.

Provides two refrigerators each one opened independently of the other.

A precision-built refrigerator sturdy in construction.

MAY offers everything that other refrigerators have plus the UTILIDOR.

The MAY UTILIDOR is a "natural seller" . . . women fall in love with it at first sight.

Cash in on this great feature.

It's the "once-in-a-lifetime" opportunity for live wire distributors and dealers.

BIG PROFITS IN STORE WITH UTILIDOR.

DISTRIBUTORS: Write to D. W. May personally for full details of the most interesting franchise in the trade . . . The May Distributor Plan. A few choice territories are still available for live-wire organizations



MAY RADIO & REFRIGERATION CORP.

GENERAL OFFICES AND PLANT:

NEW STREET at MORRIS AVENUE, NEWARK, N. J.

"A PIONEER NAME IN THE INDUSTRY"

A COMPLETE STORY in a single sentence!

"... your ability to sense the trend in retail buying will result in an even greater PHILCO volume for 1935"

Of course you're interested in increased volume! It's yours with PHILCO, undisputed leader for the fifth consecutive year. From coast to coast, thousands of dealers are enjoying BIGGER BUSINESS with the most profitable line in radio history. PHILCO has paved the way for still greater volume—it will pay you to CONCENTRATE on PHILCO!

STEINWAY AND OTHER PIANOS
AEOLIAN PIPE ORGANS
BAND AND ORCHESTRA INSTRUMENTS
PHONOGRAPHS AND RECORDS
SHEET MUSIC AND BOOKS
— RADIO —
KELVINATOR
ELECTRIC REFRIGERATORS

Sherman, Clay & Co.

KEARNY AND SUTTER STREETS
TELEPHONE SUTTER 6000
SAN FRANCISCO



CALIFORNIA
OREGON
WASHINGTON

July 12, 1934

Philco Radio & Television Corp.,
Philadelphia, Penna.

Gentlemen:

Study of the 1935 Philco line shows that your organization has again anticipated the trend of buying.

The better furniture reflected in your moderne cabinets will unquestionably influence many owners to exchange their present radios for one more in keeping with the furnishing of their home.

By recognizing the importance of short-wave entertainment, you have given a strong selling inducement which will influence owners to exchange their old sets for a new model offering practically a complete long and short wave selection.

Furthermore, you have recognized the ever-growing importance of better and selective music in the home by including a splendid line of radio-phonograph combinations. While our phonograph combination sales have represented a large percentage of our business in the past, we are sure that your new models will assist us in increasing our sales in this highly profitable and desirable type of business.

The aggressiveness of your organization and your ability to sense the trend of retail buying will result in an even greater Philco volume for 1935.

Very truly yours,

Sales Manager
Radio Division

PHILCO

FIRST in Quality, Value, Advertising, Public Acceptance, Sales and Profits!

PHILCO RADIO & TELEVISION CORP.

The World's Largest Radio Manufacturer

PHILADELPHIA · NEW YORK · CHICAGO · SAN FRANCISCO · TORONTO · LONDON, ENG.

"TRADE NEWS RIGHT WHEN IT HAPPENS"