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)
EXQUISITE MODERN CABINET DESIGNS
Available in AC and DC and Battery Models
New Dialing Features
5 to 12 Inch Speakers
GUARANTEED TO GET "FOREIGNS" LIKE "LOCALS"
You Can Prove This in Your Store Demonstrations

1 TO 12 WATTS
(Undistorted Output)
PILOT "63"
CHALLENGES COMPARISON IN ALL WAVE WORLD WIDE PERFORMANCE
Presented In TABLE—CONSOLE and PHONO-MODELS

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 PILOT RADIO NEW YORK

Pilot RADIO
The Standard of Excellence in ALL WAVE WORLD WIDE Radio

"TRADE NEWS RIGHT WHEN IT HAPPENS"
The ALL-WAVE RADIO everyone is talking about!

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-Carlson 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.
The 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 months 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 129.9 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, 90.9.

(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 he has kept in close contact with changing conditions in the radio industry.

FIRST WEEK OF SHOW ATTRACTS THRONS 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 List, at 10:00 o'clock, 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.

BRILLIANT SPEECHES AT WALDORF DINNER FOR RCA VICTOR

OVER 1,400 IN ATTENDANCE David Sarnoff Characterizes Radio as Vital Force—E. T. Cun-

nigham Describes Progress—Urges Higher Ethics.

In one of the most brilliant addresses ever 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 power, radio, in merchant, can reach the world.

Stating that the 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 predictions 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.

EMERGENCY BROADCASTING On a high-brow note, 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 broadcasting in 1920, Mr. Cunningham sketched the development of the business year by year. He vigorously urged a higher standard of ethics throughout the business, pointing out}

The RADIO WEEKLY

ELECTRIC HOME APPLIANCES—ENTERTAINMENT MERCHANDISE

Vol. 38—No. 13 NEW YORK, WEDNESDAY, DECEMBER 26, 1934 Per Year—$4.00

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

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 Radio Wholesalers and Dealers —Public to Be Asked Not to Listen.

Next Monday afternoon, October 2, at 2:45 o'clock as time the Philco Radio & Television Corp. will conduct a national broadcast of a program which is through to the one of the most un

usual ever put on a country-wide network.

The public will be asked particularly not listen.

According to Sayre M. Ransdell, vice-president of the Philadelphia manufacturing organization, Monday's Philco broadcast will aim at interpreting through important authorities from other fields, the position and responsibility of the radio dealer as a unit in the commercial and economic life of the country. Beeker Carter, Philco announcer and newscaster, 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 speak, describing the relationship of high-fidelity radio to broadcasting service and a distinct art will close the program, outlining his concept of the dealer's usefulness and social importance.

The entire purpose of the broadcast, said Mr. Ransdell, 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 retailers, and that healthier general business will follow.

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

Monday evening's meeting will be republished in next week's issue of The RAtIO WEEKLY, Octo

(Continued on Page Nineteen)
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 sideline. 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 especially 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 battle lines?

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, COMPARETIVELY 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 ABDUREN DURING JULY...916,524 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 $1,060,693.

Leading purchasers of American-made radio during July were New Zealand where 4,575 sets were shipped, valued at $121,295; Union of South Africa with 5,655 sets valued at $258,769; Brazil with 4,435 radio sets valued at $115,198,769; and United Kingdom with 2,522 sets valued at $42,891.

In the same month 916,524 radio tubes were shipped abroad at a value of $469,491. Leading purchasers of American-made tubes were Australia with 466,155; Argentina with 151,740 tubes; New Zealand, 96,859 tubes; and France 87,761.

Also during July receiving set components valued at $423,266 were exported with Argentina, Australia, Canada and Belgium being the heaviest purchasers. American manufacturer manufacturers sold 15,570 units abroad during July at a value of $410,270. 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

DETOIT, MICH., Thursday—R. J. Petro, domestic sales manager of the Kelvinator Co., has announced the appointment of C. R. Brogan as district manager over the territory covering 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. MacCarty on August 14.

Succeeding Mr. Brogan in charge of the Atlantic office is George Bryant, since March a special sales representative under the former. Mr. Brogan came to Kelvinator in 1928.

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

When Anglo-Americans or Italo-Americans or Scandanavian-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 those attractions is by no means an insuperable task. The right handful of men at 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.

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

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 15 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. Stratten is in charge of the program and R. H. Ogston, sales...
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 sets and tubes, last week at the Hotel Edison, New York, headquarters of the firm during the National Electrical and Radio Exhibition 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., general sales manager, remaining in that post until 1930.

That same week, 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 Kansas.

During the past two years, Mr. Fiske has been general sales manager of the Anodite Radio 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.

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 racketeers 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 and new.

"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 every time the original tube was removed could be devised, the broadest means to discourage 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, is to point 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 RCA to help back the drive in the new clean-up movement. It is believed that the public will help itself if it is given the right information.

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 programs. With John B. Kennedy as commentator, weaving together its 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 equipment 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.
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 Powell 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 introduced to Mr. Crosley, whose engagements have seldom permitted his appearance in person at New York trade gatherings.

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. Brinley, vice-president of the C. I. T. Corp., and Curtis A. Wessel, editor of The Radio Weekly, the latter introducing Mr. Crosley. Mr. Brinley 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 company 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. Brinley, and he urged his hearers to concentrate on higher units of sale. Mr. Wessel expressed the sense of satisfaction of his company at having been part for so long of the Crosley program, bringing 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 honor as an industrialist, as a financial leader, and as a sportman 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 had large sums for the future development of radio, said Mr. Wessel, and he described various features of the installation of "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 track in several phases of outdoor life.

Following in introduction as "a great industrialist, a great financier and a great guy," Mr. Crosley spoke briefly, 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 also distributes automotive radio, having pioneered in this field, and B. & O. will also distribute the Sparton auto set line.

Sylvania Invites Entire Trade to Visit Plants

EMPIRIOUM, PA., Thursday—For the second consecutive year the Hygrade Sylvania Corp. has issued an invitation to the entire 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. Shadrer, 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 all 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 Distributing Co. has also handled Ken-Rad tubes, Ken-Rad electric refrigerators, Horton washers and ironers, L & H electric ranges, Ken-Rad refrigerators, 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 Sparton-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. Scock, Spartan-radio-refrigeration sales manager is the genial Ed Reif, is conducting a Sparton show at the Sportmen's Club. The event is preceded by a clay pigeon shooting contest, ending in time for an actual wide demonstration of Sparton sets on Davenport, England, broadcasts.

J. R. Hunt & Co., well known Baltimore wholesaler, yesterday held a conference of dealers at the Maryland Country club with E. W. Bauernschmidt as master of ceremonies for the Hunt organization. The Maryland Hunt will feature a time of field sport and entertainment for the crowd up to the end of October, when a program of foreign reception on the new sets was brought in, after which there was a dinner and a dance conference to discuss the possibilities of the line.
Pioneer Rochester Furniture Store Features

Crosley Refrigeration With Unusual Success

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 offer 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 Shielvadors 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 Deering 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.

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 in 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 special degree, working on X-ray research. Early in 1933 he came back to the commercial field with the Westinghouse Electric 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. His 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.

STANDARD ELECTRIC GAGES

An interview last week with Max M. Weintrab, president of the Standard Electric Gage Co., 34 East Twelfth street, New York, revealed the fact that the trend is towards quality workmanship.

In commenting upon the situation, Mr. Weintrab said, “The radio listener of today wants an excellent quality product, and is capable of giving him fine reception with the resulting enjoyment of good music and clear speech from stations thousands of miles away. We have received gratifying responses from our new Model 58 which has just been introduced. While general price and quality was at the outset of the year it is now stronger than ever. This swing, if intensified further, will result in the elimination of inferior sets. 1935 will be a quality-plus, all-wave season.”

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, president at the gathering.

Houston-Starr Host to Sparten Retailers at Pittsburgh Open House

PITTSBURGH, PA., Saturday—The new all-wave Sparten 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 Sparten-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 Sparten merchandise. In most cases, dealers have been accompanied by members of their sales staffs and tested the sets carefully.

The Sparten visual tuning device, called the Visio-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.

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 full 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. Glidden, W. F. MacWilliam, Detroit; W. C. Ma- honey, Chicago; J. H. McGowan, Minneapolis; C. J. Mentzer, Cleveland; R. E. Metzner, Chicago; C. J. Wuddell, Perris, G. R. Wannen, special representative, and L. A. Wheelock, Cleveland.

Sylvanite

Garod President Sees

Demand for Quality

Quite Pronounced

An interview last week with Max M. Weintrab, president of the Garod Radio Corp., 34 East Twelfth street, New York, revealed the fact that the trend is towards quality workmanship.

In commenting upon the situation, Mr. Weintrab said, “The radio listener of today wants an excellent quality product, and is capable of giving him fine reception with the resulting enjoyment of good music and clear speech from stations thousands of miles away. We have received gratifying responses from our new Model 58 which has just been introduced. While general price and quality was at the outset of the year it is now stronger than ever. This swing, if intensified further, will result in the elimination of inferior sets. 1935 will be a quality-plus, all-wave season.”

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The Radio Weekly

September 26, 1934

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 in 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 special degree, working on X-ray research. Early in 1933 he came back to the commercial field with the Westinghouse Electric 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. His 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 Sparten

In North Carolina

GASTONIA, N. C., Saturday—Announcement has just been made of the appointment of Moore & Stewart, Inc., special representatives to handle Sparten 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 Sparten 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 firm is headed by 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”

radios 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 "HAT YOU FOLKS WILL HEAR OUR PROGRAMS JUST AS IF YOU WERE ABOARD THE SHOWBOAT WITH US."

CHARLES WINKLER AS CAPTAIN HENRY

"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.

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.

LныNINGHAM RADIOTRON

INSIST ON THIS SEALED CARTON

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

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-Sensitive RCA Radio Tubes. These are the tubes guaranteed by the RCA Radiotron Company to give you these five big improvements:

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.

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.

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.
D. W. MAY ENTHUSISES 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, Norvin 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 thousands and one incidents of a new and substantial business operation have been attended to.

Nate C. Hast, vice-president in charge of sales and Charles P. Englebart, 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 unbeat-able adjutants, Mr. Hast and Mr. Engle- bart, have made me look like an idler. It is impossible for me to say how deep-ly I appreciate the untold effort of our organization and the magnificent reception that has been accorded us by our friends throughout the trade."

FRANKLIN PETROLEUM NORGE SUB-JOlobber 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 now 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.

NEW LINES

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 vice-president. He succeeds Pierre Bou-cheron, 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 Banquets

B. O. Burlingame, New York sales agent for Electro-Acoustic Products, Inc., public address system division of the Magnavox Co., Fort Wayne, Ind., specialist 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 organiza-tion 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 repre-sents, in addition to the Magnavox af-filiate, the Supreme Instruments Corp. of Greenwood, Miss., in the New York district.

T. F. Joyce named Advertising Head of RCA Victor Co.
SPARTON A 12-MONTHS' PROFIT LINE!

- 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.

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

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

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

(Established 1900)

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

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

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

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

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

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

Model 464—Baked lacquer on rust-proof steel; stain-proof porcelain interior. 8.5 sq. ft. shelf area. 42 ice cubes...

Mail the coupon today for full information about Sparton Radios for 1935.
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 as keenly as 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 dealers as the forerunner of a genuine revival of record business on a scale that may run into millions 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 negligible factor in the extension of the use of combinations 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 of the revenue builder. No installation instructions are supplied the purchaser at retail, who must obtain manual of the skill of the dealer’s technical staff, and 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. Meyerberg Co., has shown a continuous increase for over two years. The volume of the distributor in placing the department in charge of a highly competent specialist, Miss Pauline Bleicher, who can show any dealer how to develop a successful record department.

Miss Eva Black, of 1016 Sycomore, Hollywood, in charge of all RCA Victor record sales activities on the Pacific Coast, has seen 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 rekindling business contacts with music lovers of elevated taste.

Experience, nationwide, 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 at large, evidently 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, the 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, 1928.

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 report that in a ten per cent. matching charge on installment sales continuously ever since 1928. Some of the older members of the association, still active in the association, include past President Grover C. Blanchard, now with Southern Equipment Co., RCA Victor wholesale distributor; Fred Straus, of Strauss-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 3988 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 of the set he will buy, without protective underestimation. 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 b. 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.

Granum radio dealers of San Diego and Imperial counties are running a co-operative advertising campaign, contributors being Whiting-Mead Co., with stores at Barstow, El Centro, and at Fourteenth and K streets and at 416 Broadway, San Diego; Fred J. Eiler, 636 Second street, Oceanside; and L. S. Dow’s Radio Service, 307 Third street, Chula Vista; La Jolla Radio Shop, 7839 Grafton, La Jolla; Junior’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 22.6 per cent. over August, 1933.

Zenith radio, distributed by Fey & Kruse, 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.

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.
SUPERIOR

World Renowned Quality

RADIO

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

Come to Cabinet Headquarters
for all your Radio Cabinets

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

SUPERIOR CABINET CORPORATION

3611—14th AVENUE   Cable Address Supercabin   BROOKLYN, N. Y.
No matter where you go you hear it . . . .

AGAIN CROSLEY 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 way 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 dealer.
BATTERY RECEIVERS

Crosley manufactures a complete line of battery radio receivers all adapted for the use of the new A-A battery or they can be operated with the conventional B batteries. The line includes the following receivers:

- The Crosley Battery Four, a 4-tube battery table model at only $9.99 complete with tubes, less batteries; the Crosley Battery Fiver, a 5-tube table model patterned after the famous "Crosley Fiver" and priced at only $29.95 complete with tubes, less batteries; the Crosley Battery Eight, an 8-tube battery receiver for just $19.95, complete with tubes, less batteries; the Crosley Battery Eighth Lowboy employing the same chassis as the Crosley Battery Eight but in the smallest 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.

THE CROSLEY RADIO CORPORATION

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

CINCINNATI
NOW CLOSE TO 1929 LEVEL


CLEVELAND, OHIO, Friday — An encouraging sign that the long vitro 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 15,364, approximately the same as in August, 1929, and double those of August, 1931. These chattel mortgages were closed 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 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 $1,414.24 and assets, $336.

B. W. Smith, Inc., reports that the contest for Leonard dealers recently conducted 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 Leonards in the first eight days.

Speaking about the way the Atra-Pak 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 unusually keen interest in the line on the part of the trade throughout northeastern Ohio.

The many friends of Lou Bloom, president of the firm, will be glad to hear that except for a soresness 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 Borch 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 ironing which the Smith company also distributes.

Walter Curias, sales manager of the Arnold Wholesale Co., is excited back this week from a well-earned vacation. The returns are reflected in the line showing made on the Gruenow 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, under the auspices of J. Du Mont, district sales manager, and George B. Noran, district representative for Philco, and the distributors, 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 showing splendidly.

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. Rausch, general manager, presented Employees are to be entertained at a dinner dance in the near future.

—A. E. DHM.

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., 229 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 House 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 H. W. Donnan, 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, representative of the Westinghouse Electric Supply Co.

CANDOHMS

ARMORED 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

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

NEW INSTALLMENT SALES OF HOME APPLIANCES

GAINING STEADILY IN CLEVELAND REGION

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 sales 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 1339 Tremont place, Westinghouse set jobber, has been laid up during the past week with a case of intestinal flu. At the writing he is much improved but still very weak.

A. J. Henner, of Sidney, Neb., 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 Henner Radio Co.

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

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.
SEATTLE APPLIANCE PURVEYORS PLANNING CONCERTED CAMPAIGN

BIG RESULTS ANTICIPATED


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 representatives 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 splendid sales record all during the evolution of the industry.

Bashwood & Co., distributor in Seattle of Spartan 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 Spartan all-wave radio models were on exhibit, together with arrangements for the first time in the Pacific Northwest.

The L. D. Heater Music Co., of 1901 Southwest Morrison street, Portland, Ore., has received a quantity of new Giffilman 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 auto-radio sets, for which it has special installation facilities.

One of the leading boosters of Philo Fisk in the Pacific Northwest is Chorter 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 Philo 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 in the new headquarters.

Founded in 1920 by Armond Kruebes, 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., Arons Insulated Wire Co., Cannon Manufacturing Co. and General Industries Co.

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 glamour 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 wholesaler and retailer can keep pace with the orders of the past two months, it will make a still better record. All sets on which the wholesale order placed has placed so far have been rapidly moving into customer possession.

The George H. Eberhard Co., distributor of the Gramophone line, reports that dealers are quite delighted with the new 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 Giffilman 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 models 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. Bigness, who was formerly with the United Radio Supply 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 radio, made in Los Angeles. Kaemper & Barrett Corp. is also still placing the Tuna-Set radio tubes and reports good distribution.

Ralph Johnson, also formerly with the United Radio Supply Co., is now associated with A. N. Bigness 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. Beek, located at 555 Howard street, San Francisco, is still promoting the distribution of Raybourn 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.

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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.

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—ALLEN.
GROSLEY 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


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 were on display in the showroom of the Aitken Radio Corp., at 1226 E. Congress street, with stock on some of the models available for delivery to the trade. A dealer showing of the Prima line will be held shortly. The complete line is now available in Toledo and by the time this paragraph appears a 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., both of which were part of the 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, maraschino, 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 Electric-Ice refrigerator line. Mr. Quirk has headquarters at 130 East Wastenaw street in Lansing to serve as the Michigan distributor. Dealers throughout the state have orders for the Uniflow line. Sales in Lansing and adjcent territory will be handled through the office as well as distribution of dealers throughout the state. The Uniflow Manufacturing Co. has been engaged in the manufacture of electric pumps and other apparatus for a number of years and is a new entry in the electric refrigerators to its list of products.

John J. Lynch, well known to the radio trade as sales manager of the Gem-Ro-Lit Corp., 5100 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 3000 Woodward avenue at the corner of Clairmont avenue as a retail store. This venture will have been bearing upon Mr. Lynch's wholesale activities.

Mr. Lynch formerly was engaged in the retail radio and refrigeration business in Detroit, entering the juggling 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. Halston 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. Andrews the radio department in connection with the music merchandise on the twelfth floor.

M. J. Koercher has opened the Artis 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. Holdett, merchandise manager of the distributing company.

Grumow radio model No. 1151, listing at $139.80, 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., Frinkertveld Furniture Co., Servin & Co. and Gardner-White Co.

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

The Ray Family on Their Estate Near Stamford

Mr. and Mrs. Oscar Willard Ray are preparing to close their country home, "The Pool," on the Long Rudge road seven miles out of Stamford, and move 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 bench imported by the large load by Mr. Ray from the north shore of Long Island. The illustration shows theShowroom of the Radio Preview, the new Westinghouse model, at the J. H. Campbell store, close by the show room of the Gem-Ro-Lit Radio and Refrigeration store, close by the show room of the Gem-Ro-Lit Radio and Refrigeration store.
September 26, 1934

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

(Continued from Page Three)

choice of living quarters, the Conno-
ivre, the New Yorker and the Park;
and all three, while Mr. Core worked
out, as well as the fairgrounds, were
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. Henson, vice-president in
teresting engineering and Warren T. Eastwood, advertising manager of
the Stromberg-Carlson Tel. Mfg. Co.,
were on the committee. The New York
A. Ben Gross, Brooulis and New York
and New England salesmen, as well as
several Stromberg-Carlson radio, ran
ted the entire Gross
Sales, Inc., organization alongside an
improvement program. Mr. McCanne
rochester. "We have a new job featuring
ten tubes at fifty-fifteen," said Mr. Gross.
"Tell that to the manufacturer.
But it is fifteen tubes with Stromberg-Carlson radio, and it is selling
at nine hundred and fifty dollars." Lloyd
L. Spence, Gross sales manager, sport-
ing a damaged hand which he said he
received from shaking hands in congru-
tation over the new Stromberg line,
reported that a great number of public
inquiries came from the $800 job area
during the exhibition.

E. T. Cunningham, president of the
RCA Victor Co., and George K. Throck-
mount, manager of the British division,
their first comprehensive glimpse of the
Garden area when the show was in
Monday afternoon just before the big RCA
Victor trade dinner at the Waldorf-
Astoria Hotel Monday evening. David
Sarnoff, president of the Radio
Corporation of America, was the only
speakers at the dinner. Other RCA
Victor officials who came over for the
dinner, it is said, were Mr. Cunningham,
Mr. Cunningham, the sales department
and General Manager, Thomas F. Joyce,
newly appointed general manager of

The big Philco exhibit, background
ing the entire show, was inspected on
Thursday afternoon by Ernest Bonny, presi-
dent; Sayre M. Sparks, vice-president,
Walter E. Holland, vice-president and
counsel; and Lawrence Gubb, general
sales manager of the Philco Radio & Television Corp., Phila-
delphia. "Conscious power" might have
been written across the front of the ex-
hibition as published by the New
York district advertising officials,
called by Thomas A. O'Loughlin, general
manager, Hal P. Scheer and Thomas Donnelly, Frank R. Quin, H. R.
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., Mr. S. McDonald, New York and New England
traveling representatives, met Mr. Basler for a long
and they were called on to reassure Eastern
owners. A. G. Broun, president of the
Atwater Kent metropolitan district,
who five days of greeting friends in his
home and the Philadelphia wholesale
are among the most popular wholesale
officials in the business, was still ready
for further punishment.

Al O. Feidelson, giftware superin-
tendent, with the Nybro and transportation
specialists at the Garden and
><?=$entry_id?>

radio-wire for the American Bosch
Appliance Club of the Air made a distinct
impression, metropolitan advertising
comprising extensively upon it. Roy
Davey inspected the Garden attractions
Tuesday and left at once. From what
where, as American Bosch general sales
manager, he is to attend a garage show
此后, the New American

RCA field operations were shown in
a miniature tube assembly plant. Enlarged liaison officer, manager of the
organization, was a frequent visitor along with L. W. Teegarden, Eastern
district manager. The Radio
forces are beginning a national
drive against fraudulent sale of use
utes, turned in during the course of replacement
es.

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

Fielding Robinson, manager, and
Grant Loyng, sales manager of the
Crosley Distributing Co., handling a
host of callers, Mr. Robinson, as toast-
master of the testimonial dinner, spoke
conventionally. In the past week 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 metro-
politan area.

Leslie E. Latham, general manager of
the big wholesale firm of E. B. Latham & Co., had as his guide W. Keesen,
vice-president of the
International Radio Corp., Ann Arbor, Mich., and New York district
representative of the Leonard Radio
Corporation. Their two products are among the wide
diversity of standard goods sold by the
Latham organization. Charles A. Verachtert, International founder
and president, is expected in New York this
week. Russell Haring, Latham-Leon-
dard sales manager, who is negotiating
t big business in water coolers for the
Leonard line, says the water as a bever-
age has come to stay.

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

OK Say

Set Manufacturers!

It's the antenna that makes all-wave satisfac-
tory sets. Manufacturers insist on satisfactory sets for broad and
two-way broadcast.

H-F All-Wave Antenna provides in one unit what it takes
for broadcast and short-wave heads. H-F all-wave
is a broad-range, all-wave, short-wave (recommended) by sets manufacturers. Used
by those short-wave heads.

Write for a demonstration. Let us send you the manu-
acter's suggestion to manufacturers. We've had many
representatives who know and have been
licensed under A. A. E. Pat. No. 1,465,535.

Division: Rakes International

Technical Application
Corporation, Inc.

H-F All-Wave Antenna
September 26, 1934  The RADIO WEEKLY  Page Twenty-one

Norge appliance men explain details of the "Magic Brain" and other features of the new RCA Victor sets being conducted in this area under the auspices of the Luckyer Co., Al Zepel of this firm informed your reporter. About 250 dealers, salesmen and service men attended a meeting in late August at the Luckyer headquarters. Three more are being planned. These will be supplemented by gatherings in the territory at cities like Fargo, N. D.; Duluth, Minn.; Minneapolis, St. Cloud and other points. A. 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 the area. Jack Halliwell and Jack Burns, an engineer from the home office, 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 "Neil" 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.

Philo 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 live curiosities 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 Birk is manager and buyer for the radio department. This company uses 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 for 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 WBBR.

The Donaldson department store, of which Phil Aldriott 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 center 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 masterpieces three and two world-wide nine received by the McMurdo Silver concern for the tuning competition. Preliminary tests on the masterpieces were held 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 performance.

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.
FIRST WEEK OF SHOW ATTRACTS THROUGHS 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, as in fact in the tube industry a sort of Madison Square Garden itself. At Emporium, Pa., the company maintains year-round industrial and social 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 General Electric Co.’s radio division, Joseph A. Kerr and Edgar R. Palmer, sales representatives, P. H. Edelson, motor 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 C. Bowe, sales manager for M.E & G. radio division, but Mr. Bowe’s arrival was delayed this week. Two reasons. Both good. A new son, either the fourth or fifth, was born to the Bowe household. Also, Mr. Bowe has not been feeling so good himself lately, following 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 Sylvania Broadcasting Co. in an exhibit showing radio’s use in crime detection. Sylvania auto-mobile radio is extensively used by police systems throughout the State. Sergeant Sullivan, of the Michigan State Troops, officially represented that department. Capt. E. T. H. Hutchinson, sales manager of radio sales for Sylvania forces, harmonized 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 West-East pole match at Westbury, Long Island, that afternoon. 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,” Sylvania’s T. Thompson, vice-president and general manager of the company and Patrick 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 exceptionally well-made sets. The big Davega line of stores has been conducting a Pilot product during the Show period.

The Caswell-Buryn radio furniture division of the Utah Radio Products Co. is entirely sold out for the balance of the year, Henry C. Fortner, chairman of the Utah board, said on arriving at the Garden. Builder and Carter parts sales are holding at exceptionally high peaks, also, and the veteran organization is maintaining its position handily in the van of radio parts suppliers. Peter Ackerman, nephew of Mr. Fortner and a graduate of Dartmouth University, was in charge of the position sales work at the Garden. He said he was sorry to find that Jesse W. Hawley, speaker fabricator, former Dartmouth football coach and a spon-sor of the football team, was not here. J. Bertram Price, Eastern representative for the Utah forces, acted as an entreprenuer to meet the men from Chicago and was joined one evening by Mrs. Price and her 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. Gannow, veteran radio official and manager of the Westinghouse radio department, was welcomed back as an absence 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 garden-like dwelling at Maysfield, 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. Middlemen, manufacturer’s representative of Pittsburgh, Pa., arrived in town with several men in the automobile business from the Sylvania Town and stayed for several days. He commented that he was pleased with the show and the brilliance of the Garden in Gotham and was equally optimistic over prospects for Essenbe 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 Rosenblum, of the Shapiro Sporting Goods Co., Newburgh, N. Y., distributor of Ace electrical equipment and radio, and advertising and radio, came down to get a first-hand view of the proceedings on Monday.

Fred Goldberg, treasurer of the 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 Powell Crosley, Jr. Fred also spent some time in looking over the Eureka vacuum cleaner exhibit and the RCA Radiotron-Cumanning display.

Dave Slobodien, busy president of the Apollo Distributing Co., Newark, Cros- ley wholesaler, took enough time off Monday afternoon to go see the show. He also was at the Garden on Monday night. 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 refrigerator and oil burner products, respectively, viewed the activities at the Garden on the opening day of the show. Krich, a booster of RCA Victor and Kelvinator merchandise.

Ben Oppenheim, president of B. & O. Radio Co., New York, N. Y., wholesale firm, was a commuter to the Garden every day last week. Mr. Oppenheim is straightening up for the distribution of Spartan radio with Sparks-Wittington Co. officials. B. & O. also distributes Norge products.

Joseph Bernhart, show generalissimo and all books of 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 attention traffic by the hour of the event’s opening on Wed- nesday. The radio “battle of the century” for retaining present space or securing better ones is now beginning this week, a number of exhibits have set up tables in the Garden to support the last year’s effort. Mr. Bernhart feels that they insist on the same or more prominent accommodations.

David Wald, president of Pierce-Arrow Inc., New York, and principal of business in the New-York State 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 expansion, Mr. Wald is planning to make a trip to Europe to secure full production, which 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 Hydro-Cor, tube maker with factories at Salem, Mass., entered the trade last week at the Hotel Edison but Mr. Cohen, present president of the company, spent several days at the Garden in returning to the New York headquarters.

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

SEALED PROTECTION

HYTRON TUBES are now available in the new HYTRON sealed carton—sealed and tested at the factory for your protection.

For Better Reception “HYTRONIZE that RADIO”

A few choice territories available. Write for complete details.

HYTRON CORPORATION

SALEM, MASSACHUSETTS

SALES OFFICES:

NEW YORK
1143 Fourteenth Avenue 1215 So. Newbury Avenue
Cleveland 8a.

SAN FRANCISCO
1149 Howard Street

HARRISON WHOLESALE CO.

851 W. Washington Blvd.

Chicago, Ill.

Announcing—

Our Removal to More Spacious Quarters

140 WASHINGTON STREET
NEW YORK CITY

2 Blocks Below Cortlandt Street

Where we will carry a complete line of replacement parts, speakers, public address equipment, tubes, batteries, phonograph motors, meters, wire of every description and other accessories.

We Feature the New ALL-STAR Kit

STUYVESANT ELECTRIC CO., Inc.
Cortlandt 7-4411

SEPTEMBER 26, 1934

THE RADIO WEEKLY
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 Transistor 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 Transistor auto radios are now being distributed by the Everybody's Supply Corp., 810 Arch street. A recent visitor to Everybody's office was Lew Weiss, vice-president and sales manager of Pierce-Aire, 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 line.

RADIO-ELECTRICAL HEADQUARTERS

• AC Current
• Sun - Ray Health Lamps
• New York's Largest Hotel Radio
• In the Heart of the Square
• Five Minutes to 50 Theaters
• 100 Rooms • 100 Baths
• 100 Radios
• Extra-Large-Sized Rooms
• Many Windows • Large Closets
• Extremely moderate rates—Single from $2.50 a day Double $4.00

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, 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. Chaske, RCA Victor Co. service engineer from Camden, will be the principal speaker.

REFRIGERATOR PARTS

For ALL MAKES in Stock

Send For Our Catalog

Dehydrated Tubing
Brass Fittings, Pins
Floats, Seals, Gaskets
Temperature Controls
Expansion Valves
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THE HARRY ALTER CO.

1728 S. Michigan Ave.
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In PHILADELPHIA Jr.'s

ATWATER KENT RADIO

Electrolux Refrigerator

Quiet May Oil Heating System

THE LOUIS BUEHN CO.

Distributors since 1900

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REFRIGERATION RADIO DISTRIBUTORS

F. D. PITTS COMPANY

HARTFORD, CONN. PORTLAND, ME. PROVIDENCE, R. I.

MILWAUKEE'S FAVORITES!

PHILCO RADIO • TUBES PARTS

TRANSCISTOR AUTO RADIO

LEONARD Electric Refrigeration

RADIO SPECIALTY CO.
829 North Broadway • Milwaukee, Wisconsin

KRAUSS BROTHERS

AUTOMOBILE RADIO CORPORATION

Oldest and Largest Auto Radio Installers in the United States

Only KRAUSS SERVICE gives the owner guarantee of absolute satisfaction.

FOR MANUFACTURERS • FOR JOBBERS • FOR DEALERS

Send Us Your Orders

210 WEST 66th STREET NEW YORK, N. Y.

Branch: 325 WARDEN AVENUE BOSTON, MASS.

City Branch: 1250 WARDEN 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 Spurrer's, Inc., Oklahoma and Southern Kansas distributor of Philco radios and refrigerators, was held last week in the Oklahoma Club. The main topic of discussion was "radio that the farmers." Full 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 Spurrer's, most of the dealers are anticipating huge sales on the new model 290-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. Gray, 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 to dealer campaigns featuring the new Crosley Chest Shreditor. This model is given the center of attention in the displays of four of the largest stores in the city. Cornick Brothers, H. E. Mussom & 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 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 Mact 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. Affeld, 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 New England Dealers' Co.'s home was held under the new line of RCA Victor sets, radio-photograph combinations and the Dish antenna 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 Staffelbach & Duffy Music Co., distributor of American Bosch, exhibited the new line of receivers to dealers last week at the company headquarters. Roy Dauer, general radio sales manager of the American United Bosch Corp., was the principal speaker. Otto E. Heilmann, factory representative, also attended the meeting.

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 area—Other news.

Milwaukee, Wisc., Friday—Excessive 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 Abemite 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, accordi—ng 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 most 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 Zahorki, 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. Zahorki. The firm also handles the Philco and Capehart lines.

Pusch 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 5024 West Vliet street, is featuring a full line of popular-priced radios, sales of which will be under the supervision of Morris Pash.

The annual outing of the Wisconsin Producers Association proved an exceptional success this year, with approximately 155 members of the trade attending the event, which was held at Waukesha, Wednesday, September 12. Gordie Ramsey, Kummer Electric Co., and Pete Pisicki, Pisicki 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. Entertainments, re-freshments 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 advice received here, received a compound fracture of the skull when his car left the road on a curve and overturned three times, burying the auto and a companion, F. H. Swaffin of Richmond, under the wreckage. Mr. Diehl was attempting to turn the 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 Victory 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.
ENCOURAGING SPURT IN SET CALL NOTED IN CHICAGO MARKET

SHORT-WAVE GAINS FAVOR


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 Freede, 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. T. McKevey, assistant sales 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. Malaches, Cairo, Egypt; L. Bercovici, Bucharest, Rumania; V. Soloveichik, Kaunas, Lithuania; C. Wessel, Oslo, Norway; and G. Molampy, Valparaiso, Chile.

Condr. 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 points and will also spend some time at the show.

Parker H. Erickson, 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. Erickson flew back to Chi-

The RADIO WEEKLY

September 26, 1934

CLASSIFIED SECTION

Six Cents Per Word

Display, Fifty Cents Per Line

Advertisements in This Section Are Payable in Advance

RADIO SERVICE JEW seeks position, formerly with large wholesale distributor, 15 years' experience on all makes radio—capable take charge of repair department—refers. 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 small size radio sales only. Applications confidential. Apply between 10 and 12 a.m. to Mr. Edgar, 136 East Twenty-fourth street, New York, N. Y. Telephone: BO-4-1174

problem at present," says Mr. Kuffer, "it being more set from the factory.

Last week's dealer appointments are: Ahlquist Radio Shop, 7403 Cottage Grove avenue; Kennedy Radio Shop, 3917 West Chicago avenue; Modern Appliance Shop, Hammond, Ind.; Bienz Radio Shop, Indiana Harbor, Ind.; Reeve Hardware Co., Allison Heights; Oak Park Hardware Co., Oak Park; Shea's Variety, 957 W. Madison street, Chicago, and A Better Radio Shop at 1222 No. Clark street.

1,124,420 'BOXES' SOLD IN FIRST SEVEN MONTHS.

RECENT SURVEY SHOWS

(Continued from Page Three)

The Radio Industries Golf Club held its monthly tournament at the St. Charles Golf Club last Wednesday. Twenty-one prizes were distributed. J. M. Williams Stone, of the Oparadio Corp., won the handicap division. 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. Hellen, 221 South Pennsylvania street, Chicago.

Westinghouse Electric Supply Co. is making great strides in this section with its new advertising. "The Westinghouse High-Fidelity Radio Receivers, C. G. K. C., sales director, is coming into his territory all the time. Both Mr. Kuffer and J. W. Mooff, general merchandising manager for the northeast division, attended a large dealer meeting at South Bend, Ind., sponsored by McCaffrey & Co. Westinghouse jobber in that area. Our only
THEY CAME!

THEY SAW!

THEY ENTHUSED!

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 study 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"
"... 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!

... 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"