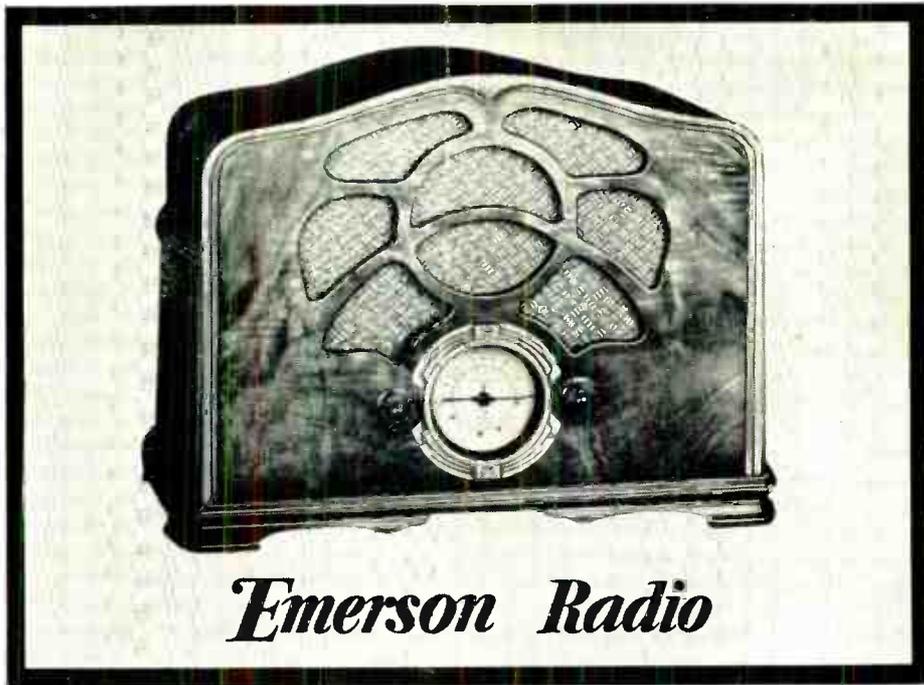


Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

The 1935 Emersons Are Ready for Action!

With new ideas, new technical developments, new methods of radio merchandising, a new plan of style and price grouping, Emerson Radio represents the industry's most outstanding distributor and dealer opportunities.



Emerson Radio

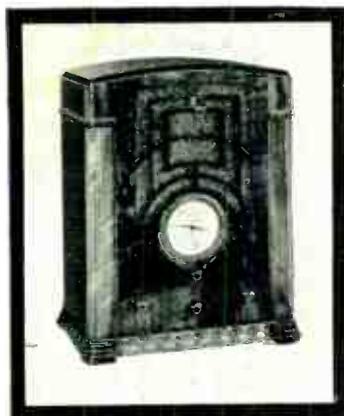


American
and Foreign
AC-DC

Model 38
6-tube superheterodyne. International short-wave channel—19 to 55 Meters, plus standard broadcast and police calls, 170 to 550 Meters.

\$39⁵⁰

With Radiotrons



All-Wave, AC Model 71

7-tube Superheterodyne. 13 to 550 Meters. Four illuminated tuning bands. Large table model.

\$69⁵⁰

With Radiotrons

Four typical models in Emerson's new line of practically "balanced" American and Round-the-World Receivers. Ten sets in all with list prices ranging from \$17.50 to \$99.50.

All-Wave
Model 770

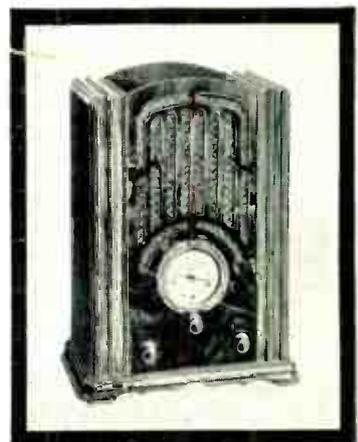
7-tube
Superheterodyne
Console



13 to 550 Meters. Four illuminated tuning bands. 12-inch dynamic speaker.

\$99⁵⁰

With Radiotrons



American and Foreign

6-tube Superheterodyne. 19 to 55 Meters, plus 170 to 550 Meters. Receives standard, intermediate and important foreign short-wave programs.

Model 45 **\$44⁵⁰**

With Radiotrons

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., New York, N. Y.

ZENITH
improves world-wide reception with
LONG DISTANCE RADIOS

DJA, BERLIN
COLONIAL, PONTOIS
DAVENTRY, ENGLAND
EAQ, MADRID
IR 2, ROMA
LSX, BUENOS AIRES

YOU'LL BE ON TOP OF THE WORLD IN 1935 WITH **ZENITH** TRIPLE FILTERING RADIO!



If you've been hiding your head to opportunity... get your eyes open! The era of short wave radio is here! Millions of homes with old sets are going to go shopping for *short wave* radio! Zenith Long Distance Radio is here... and the prices are right... you'll *sell* this line fast!



We'll make this prediction: In a few months no radio set will be in the running if it isn't equipped for short wave reception... *both European short wave and standard reception!*



That's why Zenith Long Distance Radio for 1935 incorporates short wave *plus* Triple Filtering... an advanced method that *sifts* out noise and brings in far distant stations sharp and clear.



Maybe you're skeptical. If you are, just compare the Zenith line, model for model, with *any other radio!* Compare it for *price*, too! You'll be convinced... so will your customers... that the Zenith 1935 line is *unquestionably the finest radio for the money.*

Inquire about the Zenith franchise... *details immediately!*

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Illinois



NEVER BEFORE SO FINE A ZENITH AT THESE LOW PRICES...NO RADIO CAN MATCH TODAY'S ZENITH IN VALUE OR IN BEAUTY OF DESIGN!

★ZENITH TABLE MODEL 805—5 tubes. Standard broadcast band, police calls, amateur and aviation conversation **\$2995**

★ZENITH TABLE MODEL 807—5 tubes. Skip band set, with standard broadcast band and foreign reception. Airplane dial..... **\$3995**

★ZENITH TABLE MODEL 809—6 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane dial..... **\$5495**

ZENITH CONSOLE 845—5 tubes. Standard broadcast band, all police, amateur and airplane conversation..... **\$3995**

Prices slightly higher west of the Rockies, subject to change without notice.

★ZENITH CONSOLE 860—6 tubes. AM-wave reception, American and foreign broadcasts, police, amateur and aviation conversation. 10" speaker. Airplane dial **\$6995**

★ZENITH CONSOLE 880—10 tubes. With airplane dial and split-second hand. Shadowgraph tuning. Special Zenith auditorium type speaker. 4 gang condenser. American and foreign broadcasts, police, amateur and aviation conversation. 535-48000 kilocycles..... **\$12000**

ZENITH CONSOLE 871—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Special Zenith auditorium type speaker. **\$9995**

★ZENITH CONSOLE 847—5 tubes. Standard broadcasts, police, amateur and airplane conversation..... **\$4995**

ZENITH TABLE MODEL 801—5 tubes. Portable AC-DC receiver..... **\$3495**

ZENITH TABLE MODEL 811—6 tubes. AC-DC. American and foreign broadcasts, police, amateur and airplane conversation. Airplane type dial..... **\$5495**

ZENITH CONSOLE 850—5 tubes. Skip band set. American and foreign broadcasts. Airplane type dial..... **\$5995**

ZENITH TABLE MODEL 808—6 tubes. Airplane type dial. All-wave, American and foreign broadcasts, police, amateur and aviation conversation..... **\$4995**

ZENITH TWIN MIDGET 825—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation..... **\$4995**

ZENITH TWIN MIDGET 827—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. With Shadowgraph tuning..... **\$5495**

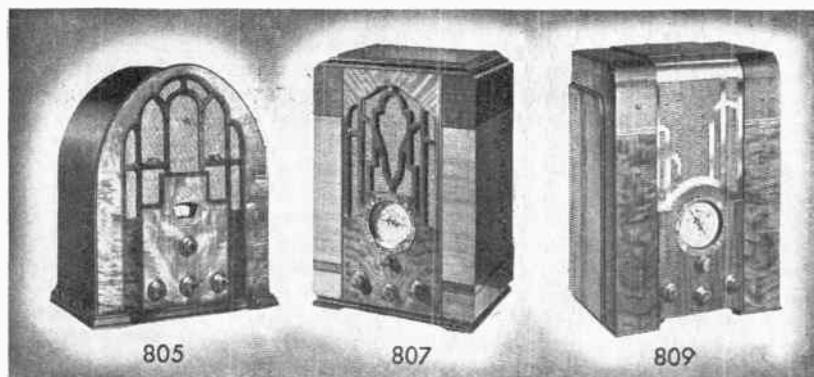
ZENITH TABLE MODEL 829—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane type dial..... **\$6995**

ZENITH CONSOLE 870—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane type dial..... **\$7995**

ZENITH 835—10 tubes. American and foreign broadcasts, police, amateur and aviation conversation. 535-48000 kilocycles. Airplane type dial with split-second hand. With shadowgraph tuning. 10" speaker. 4 gang condenser..... **\$8995**

★ZENITH CONSOLE 861—6 tubes. American and foreign broadcasts, police, amateur and airplane conversation. Airplane type dial..... **\$7995**

STARRED MODELS ARE ILLUSTRATED IN THIS ADVERTISEMENT



Arousing the Appetites!



CAPT. JAMES P. BARKER, famed sea captain, conducts the American-Bosch Radio Explorers Club on WJZ and affiliated stations from Coast to Coast every Sunday afternoon at 5:30 P.M. (EDST).

American-Bosch goes on the Air with the Radio Explorers Club, greatest spur ever given to the sale of Round-the-World Radio

CAPTAIN JAMES P. BARKER in command

Guest Explorers each week from the
AMERICAN MUSEUM of NATURAL HISTORY

EVERYBODY loves the thrill of adventure, the excitement of exploration, the glamour of travelling in foreign lands.

American-Bosch is harnessing this love of adventure to the sale of American-Bosch Round-the-World Radio . . . The Radio Explorers Club, sponsored by American-Bosch, goes on the Air, *Sunday, August 19*, on NBC from Coast to Coast! The famous sea Captain, James P. Barker, will be in command! Famous explorers from the American Museum of Natural History will appear in person to tell of their hair-raising experiences in strange countries! It will be one of the most exciting series ever broadcast.

Back of these programs (which will interest millions in American-Bosch Radio), is a simple yet entirely original merchandising plan. It will enable us to furnish American-Bosch Radio dealers with the most practical assistance ever offered to the trade by a radio manufacturer!

Even a veteran radio dealer like yourself will get a big kick out of this radio program. And you'll get an even keener delight from the demand it will create for American-Bosch Round-the-World Radio. Write or wire for facts about our 1935 line, contained in new booklet, "Your Ship's Coming In."

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

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



● Mr. F. Trubee Davison, President of American Museum of Natural History, first guest explorer of American-Bosch Radio Explorers Club.



● Colonel Theodore Roosevelt, Jr., will recount some of the thrilling and dramatic moments of his climb to the blizzard-swept roof of Asia.



● Roy Chapman Andrews as guest of the American-Bosch Radio Explorers Club will tell of his experiences in the Gobi Desert.



● Vilhjamur Stefansson, will address the Club with a stirring account of his colorful experiences in the land of the Eskimos. (Photograph courtesy of James Henry McKinley).



The American Museum of Natural History, N. Y.

AMERICAN-BOSCH *Round-the-World* RADIO

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXX. No. VIII

New York, August, 1934

Price Twenty-five Cents

New Products

WHENEVER we have taken a survey of reader preferences for type of material we have learned that one department of RADIO MERCHANT outranked all others and that is our "New Products" section, devoted to describing and illustrating the new models of radio equipment as they are released by the manufacturers. Because of this keen reader interest this department is accorded a prominent position each and every month, and the products are not only described in detail but they are profusely illustrated.

IN view of the interest aroused this year by the arrival of the new models as shown by the increased attendance at dealer meetings, we made special efforts to bring to our readers in the trade full details regarding the new sets, the details of their construction, the descriptions of the cabinets, etc. To the end that dealers might learn of the features of the merchandise which they are going to sell this Fall and Winter, we placed no limit on the space devoted to "New Products" and, further still, believing in the Chinese adage that a picture tells more than a 1,000 words, included illustrations of approximately 100 sets in this and the July issue of RADIO MERCHANT. We trust that you found our efforts of interest and value.

LEE ROBINSON.

IN THIS ISSUE

Features

Fanton's Average Radio Sale Is Over \$100.....	16, 17
By A. V. DuChane	
They Sell Refrigerators the Year 'Round.....	18
By Fred Merish	
Trade News in Pictures.....	19
<i>With the Jobbers and Dealers</i>	8
<i>New Products of the Month (Illustrated)</i>	20, 21, 24, 25, 26
<i>Radio Servicing Section</i>	36
<i>News in the Allied Field</i>	38
<i>New Products in the Allied Field</i>	38

Member of Controlled



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EDWARD LYMAN BILL,
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Editor

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Managing Editor

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Manager Western Division

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ATWATER

a complete line of

A MESSAGE FROM

A. Atwater Kent.

My best belief is that business will continue to improve. You may be sure that radio will come in for its share this fall. This is *one* reason why we are expecting, and are ready for, a major increase in the sales of Atwater Kent

Radio. The *other* reason, the larger reason, is the sales appeal of the new features, and the values in real quality offered by every model in the complete line of Atwater Kent Radio that is presented for the year 1935.

ATWATER KENT MANUFACTURING COMPANY *A. Atwater Kent, President* PHILADELPHIA, PA.



TUNE-O-MATIC—Model 511W—starts itself, tunes itself, stops itself automatically—a marvelous new idea in radio—tunes in a number of selected programs over a 12-hour period with one setting. Contains an electric clock of excellent quality. Foreign and American broadcast receiver—11-tube superheterodyne with 12 tuned circuits. Shadow tuning for use on manual control. All the sales features that you ever hoped for in a radio.

\$190.00 f. o. b. factory.

FULL LINE . . . COMPLETE PRICE SCALE

Tune-O-Matic Radio—an entirely new type of radio—improved all-wave models—combination broadcasting and short-wave models—broadcast only—AC or DC—motor car radio—models for direct current, 32-volt lighting system and air cell battery power—and a wide price range throughout from \$22.50 to \$190. f. o. b. Philadelphia. **SOME** of these radios are illustrated here. **ALL** are ready for inspection at your distributor's.

It's THE

KENT announces 1935 RADIO



ALL WAVE—Model 318K—8-tube superheterodyne with 9 tuned circuits—complete world-wide range from 540 kilocycles to 22.5 megacycles—in 4 separate tuning bands—2-speed tuning, approximately 6 to 1 and 60 to 1 ratios—shadow tuning—six watts output—11-inch electro-dynamic speaker. Beautiful lowboy cabinet of choice veneers and matched woods with excellent acoustical properties. **\$89.90 f.o.b. factory.**



SHORT WAVE and STANDARD BROADCAST—Model 325E—offers the thrill of foreign broadcasting plus everything that is broadcast in America, with a rich, truthful tone. 5-tube superheterodyne with 6 tuned circuits and 3 separate tuning ranges—2-speed tuning—11-inch electro-dynamic speaker. automatic volume control, tone control, attractively designed cabinet. **\$49.90 f.o.b. factory.**



ALL WAVE—Model 112N—Scientific high fidelity tests show that this is the finest radio that we ever built. Other sets cost much more, but we know of none that matches the performance of this 12-tube All-wave Kent. 10-kilocycle selectivity over entire tuning range—15 watts undistorted output—4 tuning bands—540 kilocycles to 18 megacycles—bass compensation—true high fidelity reproduction. **\$165.00 f.o.b. factory.**



SHORT WAVE and BROADCAST—Model 206—6 tubes—7 tuned circuits—3 tuning bands cover foreign short-wave, all police, airplane and amateur channels as well as all American broadcasting—2-speed tuning—8-inch speaker. Highly selective yet extremely quiet in operation. **\$49.90 f.o.b. factory.**



STANDARD BROADCAST—Model 944—4-tube superheterodyne—large speaker covering wide range—undistorted output of 2 watts—tuning range from 540 to 1720 kilocycles. Sensitivity of the set may be varied according to reception conditions. Vernier tuning. Police calls. **\$22.50 f.o.b. factory.**



SHORT WAVE and BROADCAST—Model 145—5 tubes—6 tuned circuits—3 tuning bands include foreign short-wave broadcasting, all American broadcasting, and police, amateur, airplane frequencies. Airplane-type dial is illuminated so that only the tuning band in use is lighted. **\$39.90 f.o.b. factory.**

SEASON'S LEADING LINE

With the Jobbers and Dealers

Harry Alter Co. Expanding Wholesale Activities

The Harry Alter Co., well-known Chicago wholesale house, is now on a program of expansion. Recently additional capital was put into the business and new lines added. The company is acting as exclusive wholesale distributor in the Northern Illinois territory for the following: Grunow refrigerators, Grunow radios, Sylvania tubes, Automatic washers and Odin Circulating oil heaters. In addition, the company does a general wholesale supply business on refrigerator parts, radio parts, number over four hundred active accounts on their books. Two catalogs, one of refrigerator parts and the other of radio parts, are issued at regular intervals to dealers only.

A large staff of aggressive, hard-hitting salesmen intensively cover the Northern Illinois territory for the Harry Alter Co. Heading the activities of these salesmen are Vice-Presidents Arthur S. Alter and Ben "Chick" Mostow. Recently Joseph T. Bear has been added to the executive part of the company in charge of the Automatic washer sales. The following staff of outside salesmen cover Northern Illinois: Lee Litt, Jay Gordon, Gene Swartz, George Mishrock, Fred Schubert, Milton Schuldt, Nicholas Theisen, Jules Schneider, E. B. Unger.

Wurlitzer Announces Changes in Executive Personnel

At a meeting of the Wurlitzer branch store managers held in Chicago last month a number of executive appointments were announced by Farny Wurlitzer, president. These included the appointment of R. C. Roling, as vice-president and general manager; Herman Fleer, as general retail sales executive; John Weis, as comptroller and secretary, and Earl L. Hadley, as

advertising manager. All of the new executives are widely experienced and have long been identified with the music and radio industries. Some fifty men attended the meeting which lasted for three days and which was held at the Medinah Club, Chicago.

Philadelphia Electrical Exhibit, October 8 to 13

With announcement of the seventh Annual Philadelphia Electric and Radio Show only two weeks ago, more than 70 per cent of the 220 exhibit spaces in the huge Philadelphia Municipal Auditorium have already been sold, the Electrical Association of Philadelphia, sponsors of the show, report. This year's exhibition will be held from October 8 to 13, inclusive. Last year more than 100,000 visitors inspected the products of the industry at the show.

Brown Sponsors Dealer Meeting

The Brown Supply Co., St. Louis, Mo., Grunow refrigerator and radio distributor, recently sponsored a meeting at the Norwood Country Club which was attended by approximately 350 dealers. The feature of the meeting was the introduction of the new Grunow radio line. Dr. James D. Jordan, chief engineer of the Grunow company, gave an interesting talk on the technical features of the new models. Other speakers included Norman Brown, president of the distributing firm, and Fred A. Wiede, vice-president.

Harry Moll in New Quarters

Harry Moll, Inc., Denver, Colo., Philco distributor, has moved into larger quarters at 444 14th street, in order to properly display and merchandise the lines carried, which, in addition to Philco, include Truscon refrigerators, Knapp Monarch mixers and parts and accessories.

Seattle Dealers View New Zenith Receivers

A group of more than 100 Washington radio dealers met in the Washington Athletic Club recently at a dinner given by the Seattle Hardware Co., Seattle, Wash., to preview the new line of Zenith radios.

C. T. McKelvey of Chicago, assistant general sales manager of the Zenith Radio Corp., presented the new sets and explained the new Zenith patented split second dial, which he described as "a revolutionary new method for sure tuning of foreign radio stations."

He was assisted in his presentation by L. W. Sturdevant of San Francisco, Pacific Coast manager of the Zenith organization, and A. S. Allen, head of the electrical products section of the Seattle Hardware Co.

Starts Leonard Campaign

E. B. Latham & Co., New York City, Leonard refrigerator distributor, is conducting a vigorous campaign on behalf of that product. Between 500 and 600 billboard posters have been erected on the principal traffic arteries throughout the New York and New Jersey territories. A newspaper advertising campaign was conducted during June and July in seven leading Metropolitan newspapers stressing the features of the Leonard refrigerator. Russell E. Hunting, manager of the Leonard division, reports that results have been most satisfactory.

New Zenith Models Introduced

Stern & Co., Inc., Hartford, Conn., Zenith distributor, recently held a three-day open house for dealers at its headquarters in the Stern Building, 210 Chapel street. Francis E. Stern, president of the company, reports that the new Zenith models were exceptionally well received and that the line is securing wide representation. E. A. Tracey, vice-president in charge of sales of the Zenith organization, was a guest during the meeting and had the opportunity of meeting many of the dealers.

Schultz with Colen-Gruhn

The Colen-Gruhn Co., Inc., New York City, Grunow distributor, recently announced the appointment of Charles Schultz as sales promotion manager. Mr. Schultz was formerly connected in a similar capacity with the North American Radio Corp., and with the World Utilities Corp. He will assist Grunow dealers in sales promotion activities.



Specialties Distributing Co., Grunow Detroit distributor, sponsored this caravan of 175 dealers and salesmen to the Marion, Ind., and Chicago plants of the General Household Utilities Corp.

The Decca Snowball Starts to Roll!

BING CROSBY
and
GUY LOMBARDO

have recorded their first
selections as **EXCLUSIVE**
recording artists for

DECCA RECORDS, Inc.



GUY LOMBARDO



BING CROSBY

WATCH
FOR FURTHER
ANNOUNCEMENTS



DECCA RECORDS, Inc.

JACK KAPP, Pres.

E. F. STEVENS, Jr., Vice-Pres. and Gen'l Mgr.

Applications for Dealerships
Now Being Received

799 Seventh Ave.
NEW YORK

Address Applications to
Sales Department.
DECCA RECORDS, Inc.
799 - 7th Avenue, New York

A CAR RADIO WITH THE

● GENTLEMEN!
WITH THIS SWEET



Tune in on *more sales* and *better profits* with this amazing NEW model car radio—the Arvin *Joy Ride*. It's the smartest sale trump that will be played in the car radio business this year. A *great* little radio with *Airplane Type* remote control dial that may be put in the instrument panel or on the steering column. And it's a pleasure to install this set—it goes in any car so easily.

Without a doubt the Arvin *Joy Ride* is the best sales bet on the car radio market. It's a big-time

radio—a 6-tube set with 6-inch speaker—at a price the average car owner can afford to pay. But don't confuse it with other low-priced sets—because the Arvin *Joy Ride* is such a good car radio that it really ought to sell for more money.

Stock the Arvin *Joy Ride*—push it for all it's worth—and watch your car radio volume and profits go 'way up. The sooner you get acquainted with this new addition to the Arvin family the more you'll profit. Call an Arvin jobber—or write us.

NOBLITT-SPARKS INDUSTRIES, Inc., COLUMBUS, INDIANA • Also Makers of Arvin Hot Water Car Heaters

NEW ARVIN JOY RIDE MODEL NO. 16

PEP AND VIGOR OF YOUTH

GET ACQUAINTED
NEW ARVIN BABY!

HERE'S THE NEW MODEL NO. 16

ARVIN

Joy Ride

A 6-TUBE SET WITH AIRPLANE TYPE
REMOTE CONTROL DIAL THAT GOES
IN THE INSTRUMENT PANEL OR ON THE
STEERING COLUMN • SELLS FOR ONLY

\$ 39 95



Control as it goes on
the steering column.

Control with instru-
ment panel plate.

A PEPPY CAR RADIO FOR EVERYONE

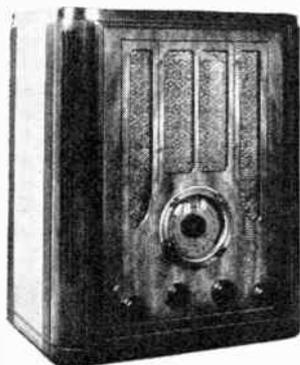
Announcing

TEN NEW RCA VICTOR GLOBE TROTTERS!

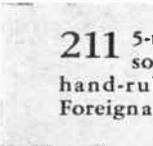
New features . . . world-wide range . . . superb tone . . . cabinets of rare beauty — all combine to make this RCA Victor's greatest fall season!



118 5-tube, 2-band AC table model, latest design. Foreign and United States bands with extra features.



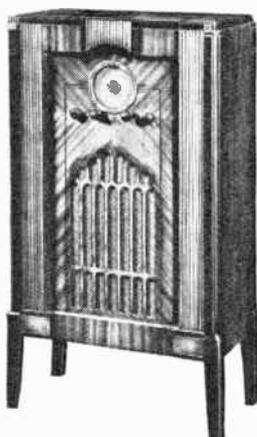
121 6-tube, 2-band AC table model, cathedral with keystone. Foreign and United States bands.



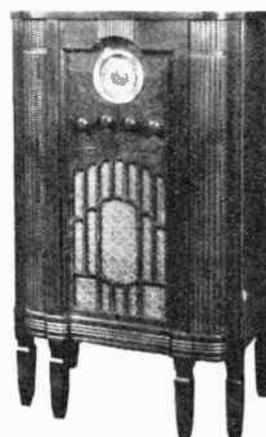
211 5-tube, 2-band AC console, open face. Blended, hand-rubbed walnut finish. Foreign and United States bands.



221 6-tube, 2-band AC console, open face. Hand-rubbed finish. Foreign and United States bands.



224 6-tube, 3-band AC console, open face. Foreign and United States bands.



RCA VICTOR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

for 1934-35

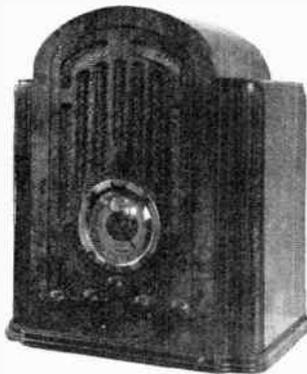
AT PRICES FROM \$39.95 TO \$225

(F. O. B. Camden)

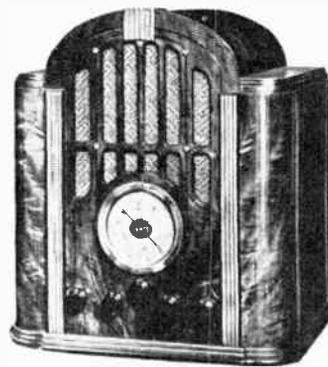
Backed by a powerful advertising campaign ... that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—

Beautiful cabinets (by one of America's foremost designers). RCA Victor is headed for a big fall season. Join in the money-making parade. Write, wire or 'phone your RCA Victor distributor.

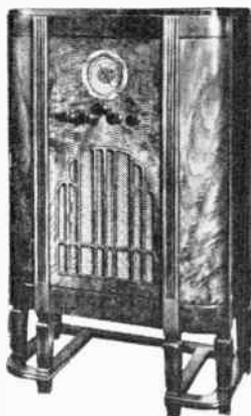
128 6-tube, 3-band AC table model, modified cathedral. Foreign and United States bands.



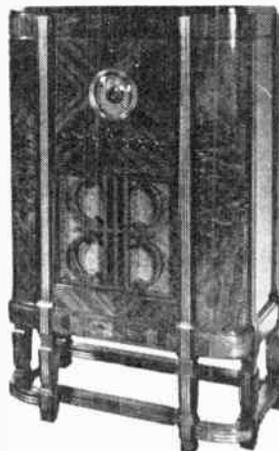
143 8-tube, 4-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table sets.



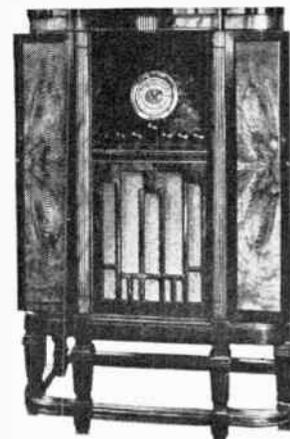
242 8-tube, 4-band AC console, open face. Foreign and United States bands, also new long wave weather reports.



262 A 10-tube, 5-band AC console, open face. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



281 A de luxe 12-tube, 5-band AC console, with doors. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



Globe Trotter **RADIOS**

RCA VICTOR COMPANY, Inc.,
"Radio Headquarters,"
Camden, N. J.



NOTICE
to the
TRADE

*The owners of the
Brunswick Record
Corporation have acquired
the controlling interest in the
Columbia Phonograph Co., Inc.*

What this will mean to YOU

A Larger Group of Artists . . . Not content with the addition of Columbia's artists, we are now developing new exclusive long term contracts which will enable you to offer your customers the greatest array of recording talent in the history of this industry.

Enlarged Personnel . . . and larger, more extensive equipment resulting from the combination of two of the largest record organizations in the world . . . Now ready to serve you.

Constantly Improving Service . . . Immediate deliveries to any part of the country from our six centrally located Brunswick-Columbia branches.



BUNSWICK RECORD CORPORATION
OLUMBIA PHONOGRAPH CO., INC.

Executive Offices 1776 Broadway—NEW YORK CITY

BRANCHES • *New York • Chicago • New Orleans • Dallas • San Francisco • Los Angeles*

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Signposts on the Path to Progress and Profits

THOSE who read the financial pages of the newspapers and study the corporation reports are given concrete evidence of the vast improvement which the radio industry has made in the past twelve months. The second quarter reports of a great number of the leading manufacturers of radio equipment have been published during the past few weeks and one reads of net profits of hundreds of thousands of dollars for the three-month period compared to losses or small gains for the comparable period of the preceding year. And "As Maine goes so goes the nation," so too, as the manufacturer profits so profit also the distributor and dealer.

ILLUSTRATIVE of the spirit which is animating radio men these days the following excerpt from a letter recently received from a distributor in the drought-stricken section in Nebraska is pertinent. He writes: "For more than twenty-seven days a blistering sun has kept our thermometer bouncing around 110 to as high as 117 degrees. The wheat crop is gone, the corn crop is practically gone, but we are in luck because we have a government that has seen fit to come out and aid. In spite of the drought condition that does exist in the State of Nebraska and Western Iowa, we are adding three men to our selling organization and are looking forward to an increase in sales. We may go down, but when we go out it's out to sell something." That's fighting talk and good to hear.

FOR the past few months laudatory comments have appeared in these columns on the cooperation which has been achieved within the industry. The wholesalers have effected a strong nationwide organization in a remarkable brief period; members of this association are cooperating with the committee of the manufacturers' group in the working out of a plan, the Five-Point Plan, which will coordinate the efforts of the three branches of the industry, manufacturers, wholesalers and retailers, in a concentrated drive to sell modern radio to the public, and now the merchants are getting together to eliminate the destructive policies of price cutting and chiseling, granting of excessive allowances and discounts and kindred profit-killing practices. At a

recent meeting in New York City the merchants of the city enthusiastically proclaimed themselves in favor of—no discounts whatsoever to the public on cash sales, limited trade-in allowances, minimum down payments and weekly payments and a restricted period in which payment is to be completed. They also voted in favor of opposing the payment of extra discounts to favored dealers on the part of the wholesalers. The wholesalers agreed to cooperate but point out that the dealers must themselves discontinue certain practices such as the patronizing of fly-by-night set makers. All in all, the trade is taking the high road to profits and is doing it in an aggressive and heartening fashion.

THE formation of a new company to manufacture talking machine records indicates in no uncertain fashion the comeback of this branch of the radio-music industry. If more proof were required as to the increasing popularity of recorded music glance at the illustrations and descriptions of the new lines now being introduced and which occupied many pages in the July and current issue of RADIO MERCHANT. Manufacturers are including combination models in their offerings of new merchandise and dealers will do well to give thought to the aggressive "pushing" of these models for in addition to the higher unit of sale they offer a most valuable avenue for repeat sales of records week after week.

OTHER signposts which indicate the path which the trade is following are: the action of the Federal Trade Commission in issuing complaints against four (to date) concerns charging them with wrongfully appropriating the names of well-known manufacturers and applying them to sets manufactured or assembled by themselves; the pressing of charges by the Better Business Bureau against a salesman in the radio retail center in New York City for wilfully misrepresenting the make of a set.

VERILY the road to better times is well studded with signposts that clearly indicate the direction in which the industry is traveling and the narrow, tortuous pathway of a short time back is broadening to a wide, concrete boulevard.

C. L. Fanton Sells Three Out of Every Five Floor Prospects. Attractive Store Atmosphere, Tie-Ups With National Advertising and Strict Credit Control Are Factors in His Success

THERE are three important essentials that enter into the successful merchandising of radios and refrigerators: display, advertising, and credits. By applying the oil of originality and common sense to each of these, I have continued to prosper, even when other merchants were going out of business or complaining of hard times."

The speaker was Clinton L. Fanton, who for ten years has owned and operated Fanton's Radio Shop in Riverside, California.

Believing that display is the major thing, Mr. Fanton has a most unusual radio shop. The interior of his store always presents the setting of a lovely home. He completely changes this every month, even to getting new furniture. Arrangements with a local furniture store enable him to do this. The effect is always complete so as to give a real "lived-in" home atmosphere. Ash trays, flowers, books, bric-a-brac, potted ferns, end tables, pictures, tapestries give these homey touches, though not all these may be used at one time.

In such a restful atmosphere customers may sit in comfortable overstuffed chairs and listen to the radio. The room is never overcrowded, and is so arranged that people may sit near or far from the radio as they may desire. The location of each radio is changed every two days. This eliminates the probability of prospects coming in to see a radio and a week later returning to find the same radio in the same place, and arriving at the conclusion that no radios have been sold during this time, so maybe that particular set is not such a "hot" seller.

Refrigerators are displayed in the rear of the radio department, each refrigerator being shown on a tiled floor island, an arrangement which is most effective. In both departments shaded lights are used to eliminate glare, and generally there are a few soft-colored lights to add to the general effect.

IN commenting on his methods Mr. Fanton said, "We sell three out of every five floor prospects. We do this by having our refrigerator and radio departments entirely separate. Thus we can hold the complete attention of the prospect on whichever item she is interested in. Our methods of selling our refrigerators (Frigidaire) and our Philco radios are much the same, so in describing the system I shall speak only of the radios.

"We get better results by selling up . . . that is, we display the cheaper sets in front, and work back to the more expensive ones. The difference is so great that the customer sees the money value right away. In arranging displays I always build a background around one particu-

Fanton's Average

lar set, and this is the last one we work up to, providing, of course, that the prospect's finances will allow the purchase of this set.

"One hundred and five dollars is the average price radio we sell. However, we don't talk price until we find out about the prospect: where he lives, where he works, if he owns his own home, and any other information we can pick up. Such knowledge gives us an excellent idea of what price set the prospect can afford, and whether or not he is apt to be a good risk. We always go out to the home of a prospect before we close a deal. The interior of his home can tell us much. We would rather lose a sale before we close the deal than afterwards. It saves us money.

"We sell our radios 100 per cent. In the past twenty-four months we have not had one repossession. We have a large wall map of our sales territory, which we worked out ourselves. It serves a double purpose. First, when a prospect gives us his address, we can look at this map and immediately determine from his location just how good a risk he probably is . . . that is, whether he lives in the rent district, the poor, better or prosperous home owners' district, and so on. Of course this is only general, but it gives us much to go on. Pins placed on the map show the location of every customer to whom we have sold a radio.

SECOND, red reprints by the black lines show the areas of interference where the radio owner should expect noise. We always show this map to the customer so he will know what to expect, and not listen to the radio in the store and then be disappointed at it in the home.

"I employ no outside salesmen, so I have to use advertising methods that are effective enough to not only get people interested in our radios, but to actually bring them into the store. We have built up a system at private dances that has and is netting us excellent results. We furnish the music for these dances free of charge, using a phonograph system and fifteen records, which are plenty for a full evening. We put in our own decoration with cutouts about the phonograph, and spotlights on the set which we use for the speaker system orchestra. All the music is arranged beforehand. We sell many Victor records in this way, as many people ask for the number of certain ones they particularly like. This also centers people's attention on our radios and brings in many new prospects.

"Not two dealers in a hundred take advantage of the national advertising put out by their companies. I tie up with it at every opportunity . . . in my newspaper advertising, and in the regular weekly ad I run in a grocery paper which is distributed among some 1,500 local people. National advertisements carry a distinct message to the public which dealers would do well to heed and tie up with.

"We have also accomplished much in the way of getting prospects into the store by mailing out a set of three original cards. The first is a plain card, merely bringing

Radio Sale Is Over \$100

By
A. V. DuChane



Store interior is arranged to provide a restful atmosphere

the name and location of our store to the attention of the prospect. Three days later we mail the second card, which is rather unique. On this card we invite the prospect into the store, for we know that when we get actual contact we get fine results. The third card, sent a week later, duplicates the second, except that we offer guaranteed radio service for thirty days to the person bringing in the card. This card brings us a great deal of service work which results in many customers for new sets.

“**C**ARE to whom we sell, and perfect cooperation from the finance company enables us to keep delinquencies down to a minimum. Three days after a sale is closed, the finance company writes a letter through our store thanking the customer for the account. The finance company makes a report to us every month, so that we know who has paid and who has not. When a customer lets thirty days elapse without making their payment, we call on them to find out why. Sometimes we find that the customer merely needs a little help in budgeting his income to meet his various expenses; or it may be some temporary dissatisfaction with the radio. Whatever it is, we can generally straighten it out so that he continues with his payments. We can do this much more successfully than the finance company can.

“When the contract is delivered, the customer receives a final letter, again through the store, thanking him for his business. These tactics create a friendly feeling among

customers, and get us many silent salesmen in the territory. For satisfied customers tell their friends and acquaintances about it. That is why we are not through with our customers when we make a sale. Every customer is a prospect so long as he lives and continues to buy radios. We build for future sales.”

Maintaining the average unit of sale at more than \$100 is proof enough that Mr. Fanton's methods are succeeding and equally interesting is his record of not having had a repossession in more than twenty-four months. In view of the much lower average sale price which has prevailed throughout the nation for radio sets and in view of the unprecedented economic conditions which have caused families to relinquish payments on articles which were purchased in all good faith it is obvious that the methods used by Fanton in trading up and in supervising the granting of credit are well worth consideration, study and emulation.

His remarks regarding the taking advantage of the national advertising of manufacturers are likewise most pertinent. The hundreds of thousands and millions of dollars which are spent annually for this type of publicity should be regarded by a merchant as real opportunities for linking the name of his store with that of the products being advertised so that the advertising might be made to produce results for him.

They Sell Refrigerators the Year 'Round

Management of Sales Staff Plays Major Part in Success Which Kelly & McAlinden Have Achieved

KELLY & McALINDEN, dealers in radios and electrical goods, Perth Amboy, N. J., exhibit eight electric refrigerators on the sales floor and carry ten additional refrigerators in the store's warehouse. This alone is ample proof that these merchants do a big business on electric refrigerators. Five outside salesmen are employed throughout the year selling Frigidaire machines.

Kelly & McAlinden market electric refrigerators through their outside salesmen the same way that the manufacturer markets these machines through the dealer—by the franchise method. Each outside salesman is given an exclusive territory and he gets credit for all business on electric refrigerators coming from this territory, just as long as he works it efficiently. If a "walk-in" buys a refrigerator in this store and she lives in a territory controlled by a certain salesman, that salesman gets the commission on the sale whether the "walk-in" was his prospect or not. Under this plan, an outside salesman feels that he is in business for himself and not just a peddler or doorbell ringer. This mental attitude helps sales because it begets justifiable pride in an outside selling job, which many outside salesmen do not possess to the detriment of sales.

EACH salesman is assigned a quota in keeping with the potential sales possibilities of his territory. The quota is purposely made high so that each salesman will have to stretch his energies to reach it. If a salesman makes his quota he gets a bonus. "Our method of assigning a quota to each salesman and making this quota high, minimizes grasshopper canvassing," said J. Kelly. "Our outside salesmen do not jump here and there around a territory, working only the seemingly high or bright spots but they work every section of a territory thoroughly. This is important with electric refrigeration because householders in poor sections buy electric refrigerators as well as householders in good residential sections. Our salesmen frequently make cash sales in homes that are quite ramshackle, but this is logical, when one considers that even the poorer homes use ice, so there is really need for automatic refrigeration in all neighborhoods, rich and poor. To do justice to electric refrigeration, the dealer should make certain that every section of a territory is covered. The best way we have found to assure this coverage is to give franchises to outside salesmen, protecting them on all sales from their territories and applying quotas with bonuses as stimulators. Then, too, renters are now buying electric refrigerators as well as home owners. We instruct our salesmen to work just



Showroom salesmen complete the sale

as hard upon renter prospects as upon those who own their own homes.

"There is much time lost bringing prospects to a showroom and giving sales talks there, which we minimize under our outside salesman franchise plan. Our salesmen make appointments for their prospects to come to the showroom or drive them down, then turn them over to showroom salesmen, feeling confident that the sales will be closed, if it is at all possible, and that they will get credit for these sales. This kind of cooperation between outside and inside salesmen enables our outside salesmen to devote maximum hours in the territory and keeps our inside salesmen busier than they would be if they waited for 'walk-ins' and did store chores only."

"WE make electric refrigerator sales in January as well as in July because our men talk refrigeration all year around. With us, electric refrigeration is a year 'round proposition and though the off-seasons produce fewer sales, the men work up good leads during this period for subsequent closing during seasonal months. The salesman who starts out in seasonal months expecting to clean up immediately on electric refrigeration will find that his efforts are eclipsed by salesmen who have laid the groundwork in off-season months. Our men have been with us for three years or more and the fact that they have held on this long in years when outside sales have been none too easy to get, indicates that our system of giving each salesman an exclusive franchise to a territory, assigning quotas with bonuses and cooperating with him through direct-mail and newspaper advertising in getting the most out of a territory, is good merchandising strategy."

Trade News in Pictures



1



2



3



5



6



4



7

1. Increased business made necessary the addition of these delivery trucks to the fleet operated by E. B. Latham & Co., Leonard distributor of New York City. 2. and 3. Richard Arlen and Bing Crosby, who are engaged in a radio distance contest with a side bet of \$1,000, are shown listening in on custom built short wave sets made for them by **McMurdo Silver** of Chicago. 4. Sylvania Foresters

Baseball Team, sponsored by the Sylvania Employees' Association of the Hygrade Sylvania Corp., Emporium, Pa. The team has a heavy schedule of about fifty games for the season. 5. Lewis Crosley, right, vice-president, and R. H. Money, chief refrigeration engineer of the **Crosley Radio Corp.**, inspect the first production model of the new **Crosley Chest Shelvador** electric refrigerator. 6.

Ambassadors for Sylvania radio tubes, **Walter A. Coogan**, foreign sales manager for the **Hygrade Sylvania Corp.**, and **Branson and Bernard Erskine**, sons of the president of the company, returning from a trip which took them to some eight European countries. 7. Real professional players put on an interesting act, showing how to sell the new line of **Stewart-Warner "Magic Dial"** radio sets.

New Products

GENERAL ELECTRIC CORP., Bridgeport, Conn. Complete line of General Electric radio receivers. Model M-106 is a five-band, all-wave console with extended long-wave and ultra short-wave bands. Features include superheterodyne

and short-wave console model employing superheterodyne circuit, five 6-volt tubes, and a 10-inch electro-dynamic speaker. Ranges covered are: 540 to 1,720 kilocycles; 5,400 to 18,000 kilocycles, and domestic and foreign short-wave broadcast on 19, 31,

speaker. Radio receiver covers four bands and the phonograph plays either 10- or 12-inch records, whether standard or long-playing. The motor is of the two-speed synchronous type with automatic record stop, automatic record changer. This model has all of the features which characterize the new General Electric line and is housed in a low console type cabinet.

Model M-129 is a five-band, all-wave radio phonograph combination with extended long-wave and ultra short-wave bands. Uses twelve tubes, Class B amplification, and a 10-inch electro-dynamic speaker. The five bands take in the entire sound broadcasting range from 140 to 36,000 kilocycles. The phonograph plays either 10- or 12-inch records, whether standard or long-playing type; has two-speed synchronous motor, automatic record stop and automatic record changer. Instrument has five-band square airplane type dial, band spread dialing, band indicator, dual speed instant shift tuning control, high ratio, low-gear tuning, dual automatic volume control, individual bass and treble tone control, tone compensator, and sensitivity control. Massive cabinet with record spacers and lift lid is finished in hand-rubbed butt walnut. **RADIO MERCHANT, August, 1934.**

Further information on General Electric products appears in advertisement on outside back cover.

STEWART-WARNER CORP., Chicago, Ill. Complete line of radio receiver: Seven-tube "Magic Dial" console. Range 530 K.C. to 23 M.C. Four-wave bands—each a different color—and only one at a time. Selector knob selects desired tuning band. Long wave 530 to 1,540 K.C., first short-wave band 1,500 to 4,600 K.C., second short-wave band 4300 K.C. to 12.3

Seven-tube "Magic Dial" Console—Same as above, but with apron of striped walnut and six turned, fluted legs, instead of short "feet." List price, \$94.50.

Seven-tube "Magic Dial" Console—Same as above, but with addition of doors in stump walnut with overlay of striped walnut. List price \$99.50.

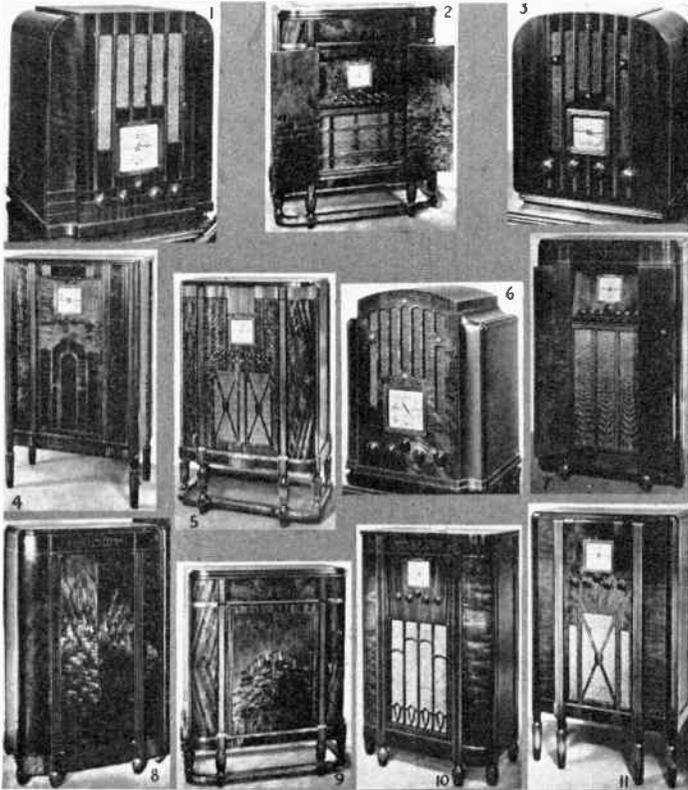
Seven-tube "Magic Dial" Table Model—Same chassis as seven-tube "Magic Dial" Console, except with extra heavy 8-inch dynamic or auditorium speaker instead of 12-inch speaker. Cabinet with smart lines, gracefully designed solid red gumwood, striped walnut, figured stump walnut. List price \$69.50.

Seven-tube "Magic Dial" Table Model—Same as above, but with solid red gumwood finished in rich black luster, matched striped walnut, oriental walnut, \$69.50.

Five-tube All-Wave Table Model—Range 530 K.C. to 23 M.C. Four wave bands, identified by different colors, on one dial. Two double-purpose tubes give set seven-tube efficiency. Automatic volume control eliminates fading, distortion; gives exceptional fidelity. Full variable tone control for adjusting tone to taste—also eliminates "air noises" between stations on short-wave bands. Power output, 3.5 watts. Extra heavy dynamic or auditorium speaker. Tuning ratio 11 to 1. Dial light. Three-gang condenser eliminates code interference. Doublet antenna input system lowers ratio of noise to signal. Rich blending of fine polished woods; selected red gumwood, striped walnut, quartered walnut, quilted maple. List price, \$49.50.

Five-tube All-Wave Table Model—Same as above, but with striped oriental wood, quartered walnut, figured Madrone burl, red birch and striped walnut. List price, \$49.50.

Five-tube All-Wave Console—



New General Electric Models: 1. M81; 2. M120; 3. M151; 4. M56; 7. M125; 8. M125; 9. M129; 10. M86; 11. M67

circuit; ten tubes; twin push amplification; 10-inch electro-dynamic speaker; range from 140 to 36,000 kilocycles; airplane type dial; dual-speed instant shift tuning control automatic volume control; individual bass and treble tone control and sensitivity control. Housed in a neo-classic cabinet.

Model M-51 is a standard and short-wave set in a compact cabinet, employing the superheterodyne circuit, five 6-volt tubes and electro-dynamic speaker. Covers the standard and short-wave ranges and has a two-band airplane type dial. Other features include tone control and automatic volume control.

Model M-61 is a three-band, all-wave table model superheterodyne receiver using six tubes and electro-dynamic speaker. Has three-band, square airplane type dial, band indicator, dual speed tuning control, automatic volume control, and continuous tone control.

Model M-81 is a four-band, all-wave table model employing the superheterodyne circuit, eight tubes and an 8-inch dynamic speaker. The four bands are 540 to 1,720 kilocycles; 1,720 to 5,400 kilocycles; 5,400 to 18,000 kilocycles, and 140 to 410 kilocycles. Features include airplane type dial, band spread dial, band indicator, dual speed tuning control, high-ratio tuning (50 to 1), automatic volume control, tone control, and sensitivity control.

Model M-56 is a two-band stand-

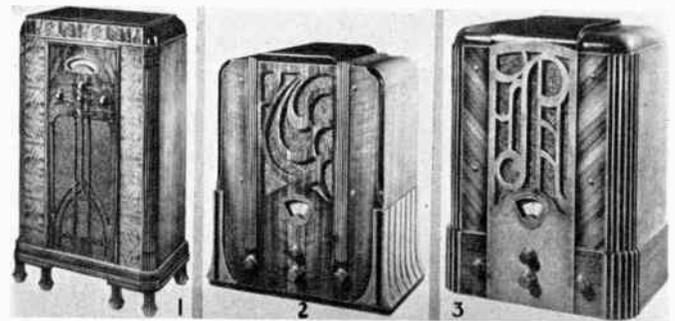
25, 19 and 16 meters. Features include airplane type dial, tone control, and automatic volume control.

Model M-67 is a three-band, all-wave console superheterodyne using six tubes and a 10-inch electro-dynamic speaker. Has airplane type dial and other features similar to models mentioned above.

Model M-86 is a four-band, all-wave console with an extended long-wave band. Employs superheterodyne circuit, eight tubes, Class B amplification and a 10-inch electro-dynamic speaker. The four bands are: 540 to 1,720 kilocycles; 1,720 to 5,400 kilocycles; 5,400 to 18,000 kilocycles, and 140 to 410 kilocycles. Features include airplane type dial, automatic volume control, etc. Floor type cabinet is of neo-classic design in two-tone blended, hand-rubbed walnut finish.

Model M-125 is a five-band, all-wave deluxe console with an extended long-wave and ultra short-wave bands. This superheterodyne is a twelve-tube model with twin brush amplification and a 10-inch electro-dynamic speaker. Has all modern features, including dual automatic volume control and individual tone control. Is housed in a massive six-legged cabinet with doors.

Model M-89 is an all-wave automatic radio phonograph combination with extended long wave band. Employs superheterodyne circuit, eight tubes and 10-inch electro-dynamic



Three models of new Stewart-Warner line

M.C., third short-wave band 11 M.C. to 23 M.C. One double-purpose tube gives set 8-tube efficiency. Automatic volume control eliminates fading, distortion; gives exceptional fidelity. Full variable control for adjusting tone to taste—also eliminates "air noises" between stations on short-wave bands. Power output, 5.0 watts; 12-inch auditorium electro-dynamic speaker. Dual ratio—geared tuning; 11 to 1 for standard; 62.5 to 1 for short-wave. Pilot light; three-gang condenser, eliminates code interference. Doublet antenna input system lowers ratio of noise to signal. Artistic blending of selected woods—striped walnut, American walnut, stump walnut, red gumwood. Six turned, fluted feet. List price, \$89.50.

Same as above, but with striped walnut, stump walnut, French rosewood, red gumwood and blistered maple. Six turned, fluted legs. List price, \$64.50.

Five-tube Dual-Wave Table Model—Range 530 to 1,720 K.C. and 5.5 to 17.8 M.C. Two wave bands. Two double-purpose tubes give set seven-tube efficiency. Automatic volume control eliminates fading, distortion; gives exceptional fidelity. Two-point tone control gives quick adjustment from normal brilliant tone to soothing, mellow tone—also eliminates "air noises" between stations on short-wave bands. Power output, 3.5 watts. Extra heavy 8-inch dynamic speaker. Tuning ratio, 11 to 1. Simplified multi-band dial. Pilot light. Three-gang condenser eliminates code

New Products

interference. Combination of beautiful varied grain patterns of walnut with hand-rubbed lacquer finish. List price, \$39.50.

Five-tube Dual-Wave Table Model. Same as above, but with quartered walnut, striped walnut and red gumwood with hand-rubbed, high luster finish. List price, \$39.50.

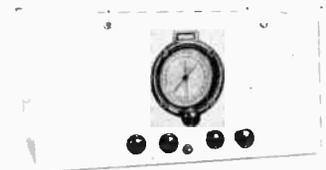
Four-tube Standard Wave Table Model—Range 530 to 1,720 K.C. Two double-purpose tubes give six-tube efficiency. Power output 3.0 watts. Extra large power unit. Six-inch dynamic speaker — equalized tone. Pilot light. Two-gang condenser. Graceful, modern design cabinet in blistered maple, finished in rich, neutral tone with black, fluted base. List price, \$24.50.

Four-tube Standard Wave De Luxe Table Model—Same as above, but with red birch, quartered walnut, and maple burl. Decorative speaker grille of polished aluminum. List price, \$27.50.

Four-tube Standard Wave De Luxe Model—Same as above, but with solid birch finished black, walnut, grained redwood burl, and quartered walnut. Hand-rubbed lacquer finish. List price, \$27.50. RADIO MERCHANT, August, 1934.

Further information on Stewart-Warner products appears in advertisement on pages 22, 23.

McMURDO SILVER, Inc., Chicago, Ill. Two custom-built all-wave receivers in a variety of cabinets. The Masterpiece III is a twelve-tube, 13 to 570 meter receiver which has among its features sensitivity of less than one-third microvolt absolute, absolute 10 KC. selectivity, 18-watt class "A" prime undistorted power output, extremely low noise to signal ratio, and



Masterpiece III

band spread and main tuning on a single dial. The three units, tuner, power amplifier and giant speaker are finished in polished chromium and have a suggested resale of \$159.78 with tubes.

The World Wide Nine is a simplified model of the above, but is of one unit chassis construction. It has all of the fea-



World Wide Nine

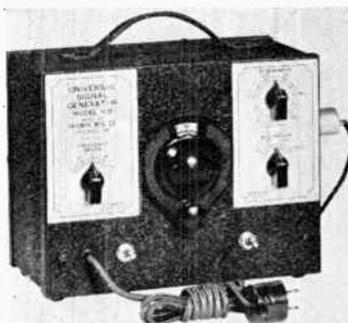
tures of the above model except that it has but ten watts undistorted power output. It has a suggested resale price of \$89.07 with a 12-inch speaker and nine tubes. Cabinets of solid heavy walnut with hand-rubbed varnish finish are available for both sets ranging in suggested resale price from \$9.90 for the Devon table model to the Croyden at \$36 for either set to a modern automatic pho-

nograph cabinet with a two-speed 10 and 12 inch record changer at \$109 suggested resale prices for complete sets in cabinet range from \$98.87 for the World Wide Nine in Devon table cabinet to \$268.78 for the Masterpiece III complete in modern automatic phonograph combination console. RADIO MERCHANT, August, 1934.

ARCTURUS RADIO TUBE CO., Newark, N. J. Majestic spray-shield type tubes have been added to the line of Arcturus tubes. These tubes come equipped with a glove-fitting metal shield, soldered in place with the proper ground connection, and they are identical in characteristics and interchangeable with the spray-shield tubes. RADIO MERCHANT, August, 1934.

TRIUMPH MFG. CO., Chicago, Ill. Model 100 Signal Generator. Continuously variable R.F. and A.F. output with a four step ladder attenuator in conjunction with a multiplier switch and variable control, allowing use of any one of 4 continuously variable ranges of output from practically zero to either 50—400—5,000—or 50,000

microvolts. Maximum output of 1/2 volt modulated or unmodulated R.F.—400 cycle A.F. separately available. Fool-proof



Signal Generator

plug on shielded output cable. Fundamental frequencies continuously variable and accurately charted from 100 K.C. to 10,000 K.C. Low harmonics of fundamental frequencies in the 5th frequency band permit accurate operation to 50,000 K.C. Electron coupled oscillator; 400

ZENITH RADIO CORP., Chicago, Ill. Ten new models of Zenith 1934-35 line. Model 801 is a compact, AC-DC portable set, five tubes, 5-inch speaker; list price, \$34.95.

Model 811 is a six-tube table

tion; list price, \$39.95.

Model 847 is a five-tube console, same chassis as 845, dual wave; list price, \$49.95.

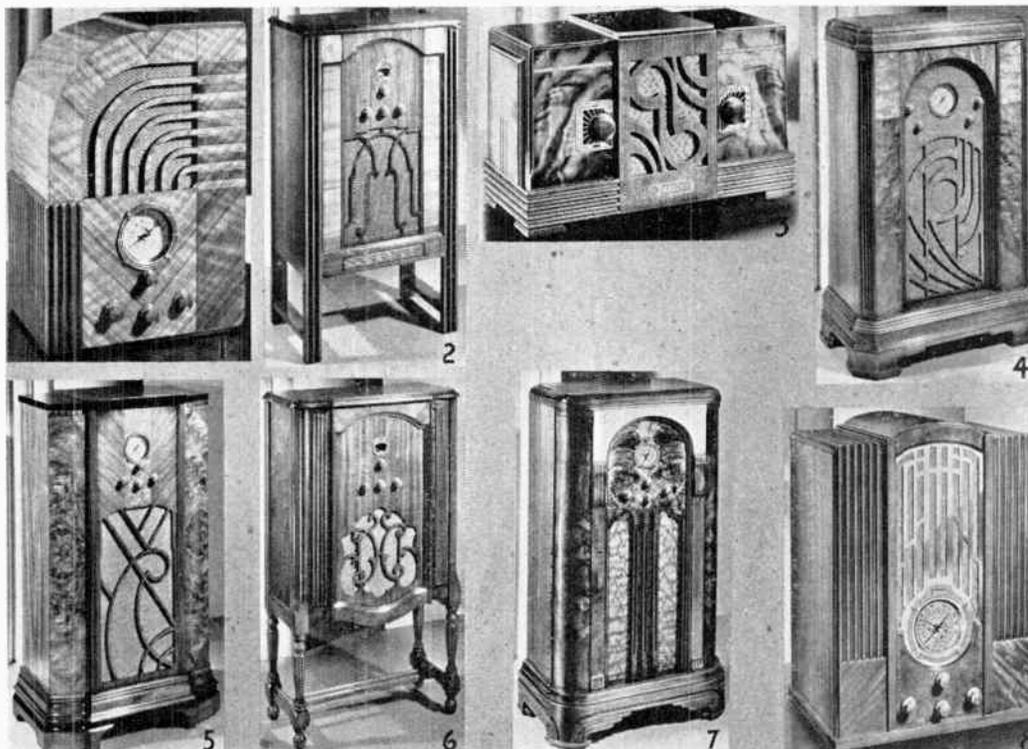
Model 860 is a six-tube console airplane dial, three wave band, world-wide reception,

cycles modulation; 4 band wave switch; each band calibrated and charts provided; A.C. self-powered; no batteries; convenient "tap-in" attachment plug; new bar type knobs; rubber feet for laboratory table and leather handle for portability. List price \$38.75 complete with tubes. RADIO MERCHANT, August, 1934.

TROY RADIO MANUFACTURING CO., Los Angeles, Cal. New 1935 line of Troy radio receivers including Model 14, a four-tube AC midget at \$15.95; Model 44, a four-tube AC midget at \$20.95; Model 40, a four-tube AC midget at \$19.95; Model 42, a four-tube superheterodyne AC midget at \$25.95; Model 52, a five-tube AC superheterodyne at \$29.95; Model 54, a five-tube AC all-wave receiver at \$42.50; Model 84, an eight-tube all-wave receiver, at \$59.50; Model 84C, an eight-tube all-wave receiver at \$79.50; Model 56, a five-tube all electric auto radio at \$39.90. Air cell, AC-DC and DC models are available in all types, including all-wave. RADIO MERCHANT, August, 1934.

all-wave; list price, \$89.95.

Model 880 is a ten-tube console, airplane dial, all-wave tunes from 535 to 48,000 kilocycles, special Zenith auditorium type speaker; list price, \$120.00. All prices slightly



New Zenith Models: (1) 811; (2) 847; (3) 801; (4) 871; (5) 861; (6) 845; (7) 880; (8) 835

model, all-wave receiver, three wave bands, airplane dial, AC-DC; list price, \$54.95.

Model 807 is a five-tube, all-wave table model, standard and short wave, tunes American and foreign stations, skip band set; list price, \$39.95.

Model 845 is a five-tube console, dual wave, tunes American stations, both police bands, amateur and aviation conversa-

\$69.95.

Model 861 is a six-tube console, same chassis as 960, list price, \$79.95.

Model 871 is a seven-tube console, airplane dial three wave band, special Zenith, auditorium type speaker; list price, \$99.95.

Model 835 is a ten-tube table model, chrome grille, airplane dial, four-gang condenser, tunes from 235 to 48,000 kilocycles,

higher west of Rockies.

All the above models, plus the Model 805, 808, 809, 829, 850 and 870, excepting Model 801, incorporate Zenith triple filtering. RADIO MERCHANT, August, 1934.

Further information on Zenith products appears in advertisement on inside front cover and page 3.

HERE! IT IS!

The New **STEWART** ROUND-THE- *for the first time*

7-Tube Superheterodyne "Magic Dial" Table Model



RETAILS
for
\$69⁵⁰

"Magic Dial." 4 dials in 1—each a different color, and *only one at a time*. Moving the selector knob to the right or left selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. Extra heavy 8-inch electrodynamic speaker. Two antenna lead-ins; one for the standard aerial, one for Doublet Antenna Input System. 18-5/16 inches high. 14 1/4 inches wide. 12 1/4 inches deep. Two beautiful cabinet designs in different decorative woods to suit any taste or decorative scheme.

THIS sensational new line of Stewart-Warner radios for 1934-1935 will bring a great revival of retail radio sales and profits. The easy all-wave tuning possible with the famous "Magic Dial" and the new low prices make *everyone* your prospect!

Think what this means to you! It is the greatest sales opportunity since the introduction of A-C tubes made batteries unnecessary. Makes *everybody* your prospect—whether they now have a radio or not!

What You Ought to Know About the Radio You Feature

What's back of the product? What is the record of the company? Does the management understand your local problems? Will they judge your sales and set your quotas intelligently, so that you will come out with a real profit at the end of each year? Are they financially sound? After you have spent years of your life building up a following on their line, will you be able to cash in on it—and depend always on quality that permits you to meet any competition?

You get the right answers to these questions from Stewart-Warner, under the direction of J. E. Otis, Jr., and F. A. Hiter. *Look at their records.* Alemite—with one of the most consistently

**WRITE, WIRE, or Phone Us Today. Get
STEWART-WARNER CORPORATION**

5-Tube Superheterodyne Dual Wave TABLE MODEL



RETAILS
for
\$39⁵⁰

Takes in practically all entertainment stations in the world. Standard band from 540 to 1720 kilocycles, and short-wave band from 5.5 to 17.8 megacycles. Simplified multi-band dial for easy tuning of short-wave broadcasts. Exceptional tone quality. Automatic volume control. 3-gang condenser eliminates interference from code stations. 8-inch electrodynamic speaker. Very low power consumption. In two cabinet styles, both at \$39.50. One a handsome pattern of contrasting striped walnut and figured stump walnut. The other of quartered and striped walnut with red gumwood overlay. Both have hand-rubbed, high-lustre lacquer finish.

5-Tube Superheterodyne ALL-WAVE

TABLE MODEL

All-wave, covering complete range 530 K.C. to 23 M.C. in four bands identified by different colors on the dial. Full variable tone control. Two *double-purpose* tubes give efficiency comparable to ordinary 7-tube sets in sensitivity and selectivity. 3-gang condensers. Exceptional fidelity. Extra heavy 8-inch electrodynamic speaker gives remarkable results at all frequencies. In two styles of table cabinet, at \$49.50. Console at \$67.50. Both types of cabinet are of exceptional beauty, resulting from richly decorative combinations of fine, polished woods—many of these woods imported especially for this purpose.



RETAILS
for
\$49⁵⁰

All Popular Price Ranges Covered

-WARNER "Magic Dial" WORLD RADIO at popular prices!

prosperous distributor and dealer organizations in the country, making money steadily even through two major depressions! Stewart-Warner Refrigerators—rocketed from nothing to a commanding position in the refrigeration industry in one short year, thanks to sales strategy built on long, successful experience.

The same powerful manufacturing and selling resources are now back of the new Stewart-Warner radio—100% full force. The result will be, as always, a "gold mine" for alert distributors and dealers who get into step with the Stewart-Warner parade!

Powerful Merchandising Plans— Extensive Local and National Advertising

As a Stewart-Warner dealer you get *tested* plans for developing leads and special promotional events for stepping up sales. A powerful magazine and newspaper advertising campaign that will rock the industry will carry selling messages into every home you want to sell!

To bring the full force of this great national campaign to bear directly upon your store there is a wealth of strong newspaper advertising for your local papers, over your own name. Study this line—short enough to be easily stocked and handled—priced to move fast!

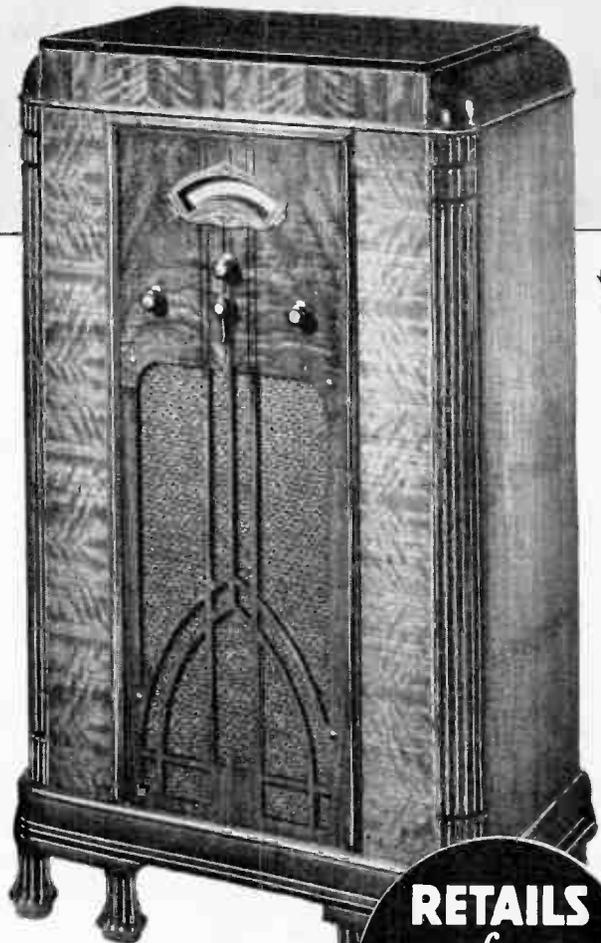
the Full Story on this Great New Line
1837 Diversey Parkway, Chicago, Illinois

4-Tube Superheterodyne Standard Wave Companion Set



RETAILS
for
\$24⁵⁰

More than a local receiver—highly selective. Use of two *double-purpose* tubes gives the equivalent of a six-tube chassis. Remarkable tone quality and sensitivity for a 4-tube set. Tuning range: 535 to 1730 kilocycles; all standard broadcasts plus police calls. Its large power unit materially contributes to the unusual tone quality and power output of this set. 6-inch electrodynamic speaker. Very low power consumption. 11-9/16 inches high, 9 inches wide, 6 3/4 inches deep. DeLuxe Sets with choice of two larger, more decorative cabinets—\$27.50.



RETAILS
for
\$94⁵⁰

7-TUBE Superheterodyne "Magic Dial" Console Model

"Magic Dial." 4 dials in 1—each of a different color, and *only one at a time*. Moving the selector knob to right or left selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. 12-inch auditorium electrodynamic speaker. 2 antenna lead-ins: one for standard aerial, one for Doublet Antenna Input System. 38 inches high. 23 1/2 inches wide. 13 inches deep. Artistic blending of selected woods—striped walnut, blistered maple, stump walnut, decorative carving, make this console cabinet richly beautiful. Console with legs—\$99.50. With legs and doors—\$109.50.

All prices slightly higher west of the Rockies

--- With Minimum Stock !

New Products

RCA VICTOR CO., Camden, N.J.
Model 381, De Luxe Globe Trotter Duo, a de luxe 12-tube five-band all-wave superheterodyne combined with automatic phonograph. Radio chassis identical with Model 281, covering a range from 140 kilocycles to 410 kilocycles, and from 540 kilocycles to 36,000 kilocycles. Phonograph compartment equipped with record changing device which will change records in four seconds, two-speed turntable, spring suspended motor-board, rubber floated tone arm and home recording device with neon light "modulation" indicator and two-button microphone. The Neo-classic cabinet is provided with doors and finished in blended, two-tone, hand-rubbed walnut. Knob arrangement from left to right: Sensitivity control, low frequency tone control, power switch, tuning, range, high frequency tone control, volume. List price, \$375.

Model 281, De Luxe Globe Trotter: a twelve-tube, five-band, de luxe all wave superheterodyne in a beautiful console cabinet. Range covers from 140 kilocycles to 410 kilocycles (aviation and weather reports), 540 kilocycles to 1,720 kilocycles (standard domestic broadcast and some police and aviation signals), 1,720 kilocycles to 5,400 kilocycles (police, aircraft and amateur signals), from 5,400 kilocycles to 18,000 kilocycles (49, 31, 25, 19 and 16 meter bands), 18,000 kilocycles to 36,000 kilocycles (11 and 13 meter bands, ultra high frequency police broadcasts). Equipped with special 10-in. dynamic speaker, dual automatic volume control, high-low tone control, automatic tone compensation, sensitivity control, double vernier tuning, rubber mounted condenser and airplane dial with secondary accuracy pointer and band mounted condenser and airplane dial with secondary accuracy pointer and band indicator. Knob arrangement from left to right: Sensitivity control, low frequency tone control, power switch, tuning, range, high frequency tone control, volume. Console cabinet is neo-classic in style, equipped with doors and provided with a splendid hand-rubbed walnut finish. List price, \$225.

Model 262, Globe Trotter Radio: A ten-tube, five-band, all-wave superheterodyne of deluxe appointments in an attractive console cabinet. Range covers from 140 kilocycles to 410 kilocycles (aviation and weather reports), 540 kilocycles to 1,720 kilocycles (standard domestic broadcast and some police and aviation signals), 1,720 kilocycles to 5,400 kilocycles (police, aircraft and amateur signals), from 5,400 kilocycles to 18,000 kilocycles (49, 31, 25, 19 and 16 meter bands), 18,000 kilocycles to 36,000 kilocycles (11 and 13 meter bands, ultra high frequency police broadcasts). Equipped with 10-inch dynamic speaker, automatic volume control, high-low tone control, audio compensation, sensitivity control, double vernier tuning, rubber mounted condensers and airplane dial with secondary accuracy pointer; 14 watts output. Console cabinet is designed in neo-classic manner, and finish is two-toned, hand-rubbed walnut. Knob arrangement from left to right: Sensitivity control, bass tone control, power switch, tuning, range, treble tone control, volume. List price, \$149.50.

Model 341, Globe Trotter Duo: An eight-tube, four-band, all-wave radio, com-

bined with automatic phonograph. Radio chassis identical with Model 242, covering a range of from 140 kilocycles to 410 kilocycles, and from 540 kilocycles to 18,000 kilocycles. Phonograph compartment is equipped with record changing device which will change records in four seconds, two-speed turntable, spring suspended motor-board, rubber-floated tone arm, and separate volume con-

Superheterodyne, 10-inch permanent magnet speaker. Automatic volume control. Continuously variable tone control. Individually wound coil system. Tuning limits: Domestic broadcast band, 540-1,720 KC International band, 5,400-18,000 KC battery complement: 3-45 volt "B", 1-4½ volt and 1-7½ volt "C" and 1 air cell. Cabinet, neo-classic design, high lustre walnut finish. Instrument panel figured

3.5 watts. Cabinet is designed in neo-classic manner and finished in blended, hand-rubbed walnut. Knob arrangement, left to right: Tone control, power switch, tuning, range, volume. List price, \$89.50.

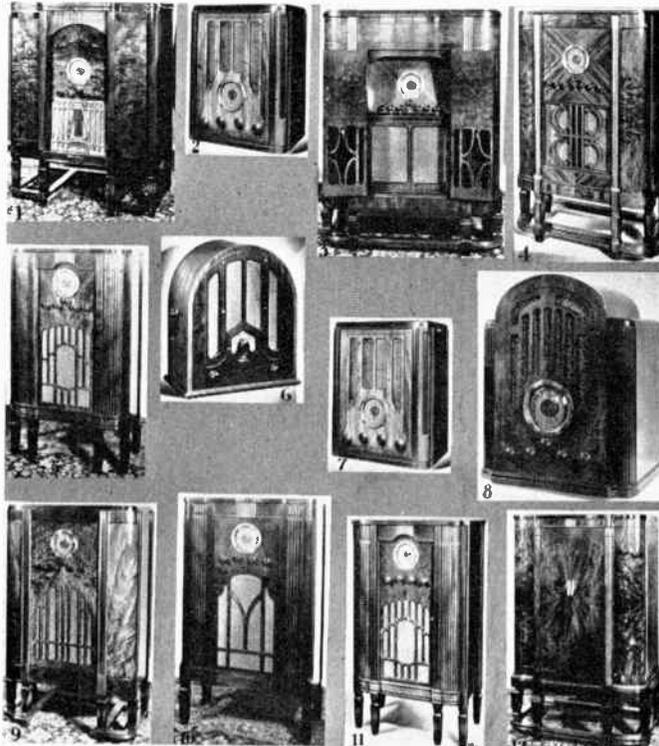
Model 128, Globe Trotter Radio: A six-tube, three-band superheterodyne of amazing tone, fidelity and range, in an attractive cathedral type neo-classic table cabinet. Range covers from 540 kilocycles to 1,720 kilocycles; from 1,720 kilocycles to 5,400 kilocycles; and from 5,400 kilocycles to 18,000 kilocycles, which includes standard domestic broadcasts, police, amateur and aircraft broadcast signals as well as principal international entertainment bands. Equipped with eight-inch dynamic speaker, automatic volume control, continuous variable tone control, airplane dial with three separate scales and band indicator, rubber mounted condensers and double vernier tuning. Output, 3.5 watts. Cabinet finish is two-tone walnut, hand-rubbed. List price, \$69.95.

Model 118, Globe Trotter Radio: A five-tube, two-band, low priced, long and short wave superheterodyne in an attractive table type cabinet. Covers from 540 kilocycles to 1,720 kilocycles (including some police and aviation calls), and from 5,400 kilocycles to 18,000 kilocycles (covering the 49, 31, 25, 19, and 16 meter bands and some amateur signals). It is equipped with six-inch dynamic speaker, automatic volume control, two-point tone control, double vernier tuning, airplane dial and rubber mounted condensers. Output, 3.5 watts. Housed in neo-classic cabinet with two-tone, hand-rubbed finish. Knob arrangement: From left to right, volume and on-off switch, tone control, tuning, range. List price, \$39.95.

Model 126-B, Blue Ribbon Air Cell Radio: Six tubes, Class "B" Superheterodyne. Six-inch permanent magnet speaker. Range 540 to 1,500 KC. Output 1 watt. Illuminated dial. Two-point tone control. Battery complement: Three 45-volt "B," one 22½-volt "C" and one air cell. Cathedral type cabinet in two-tone hand-rubbed finish. Generous length of cable provided for remote location of the batteries. List price, \$39.65.

Model 211, Globe Trotter Radio: A five-tube, two-band, low-priced, long and short wave superheterodyne, identical with Model 118, but housed in an engaging console cabinet. Covers from 540 kilocycles to 1,720 kilocycles, and from 5,400 kilocycles to 18,000 kilocycles, and is equipped with 10-inch dynamic speaker, automatic volume control, two-point tone control, double vernier tuning, airplane dial, and rubber mounted condensers. Output, 3.5 watts. Cabinet is of neo-classic design with blended hand-rubbed walnut finish. Knob arrangement from left to right: Volume and power switch, tone control, tuning and range. List price, \$54.95.

Among the other models in the RCA-Victor line for the coming season are: Model 102, 4-tube AC-DC, \$18.75; Model 114, 5-tube AC-DC compact, \$32.50; Model 100, 4-tube AC, \$22.95; Model 120, 6-tube AC table, \$39.95; Model 121, 6-tube, table, 2 bands, \$52.50; Model 210, 5-tube console, \$39.95; Model 222, 6-tube console, \$65; Model 261, 10-tube console, \$99.50; Model 221; 6-tube, 2 bands, console, \$75; Model 301, Duo phonograph and radio combination, 4-tube AC, table, \$39.95; Model 321, 6-tube,



New RCA Victor Models: (1) 311; (2) 118; (3) 381; (4) 262; (5) 224; (6) 126B; (7) 135B; (8) 128; (9) 212; (10) 211; (11) 235B; (12) 281

Model 242, Globe Trotter Radio: An eight-tube, four-band long and short wave superheterodyne identical with RCA Victor Model 143, except for a 10-inch dynamic speaker and a console cabinet. Range covers from 140 kilocycles to 410 kilocycles, and from 540 kilocycles to 18,000 kilocycles, which includes aviation and weather reports, standard domestic broadcasts, police, aircraft and amateur signals, as well as principal international entertainment bands. Equipped with automatic volume control, continuously variable tone control, fixed audio compensation, airplane dial with secondary accuracy pointer and band indicator, sensitivity control, double vernier tuning and rubber mounted condensers. Output, 5 watts. Console cabinet is of neo-classic design. Finish is blended, two-tone, hand-rubbed walnut. Knob arrangement from left to right: Tone control and power switch, sensitivity control, tuning range, volume. List price, \$119.50.

Model 235-B, Blue Ribbon Air-cell Globe Trotter: Shortwave and domestic, 7-tube Class "B" butt walnut. Extra large airplane type dial. List price, \$78.95.

Model 135-B, Blue Ribbon Air Cell Radio: Short wave and domestic seven-tube class "B" Superheterodyne; 8-inch permanent magnet speaker, continuously variable tone control, automatic volume control. Output, 2.2 watts. Airplane dial, double vernier tuning. Individually wound coil system. Tuning limits: Domestic broadcast band 540-1,720 KC; International Band, 5,400-18,000. Battery complement: Three 45-volt "B," one 4½ volt and one 7½-volt "C" and one air cell. Cabinet, neo-classic design, with two-tone hand-rubbed finish. Generous length of cable provided for remote location of the batteries. List price, \$64.25.

Model 224 Globe Trotter Radio: A six-tube, three-band superheterodyne with the identical chassis of model 128, but equipped with 10-inch electrodynamic speaker and housed in a cabinet of console type. Range covers from 540 kilocycles to 18,000 kilocycles, which includes standard domestic broadcasts, police, aircraft and amateur signals, as well as the principal international entertainment bands. Includes automatic volume control, continuously variable tone control, airplane dial with band indicator, rubber mounted condensers and double vernier tuning. Output,

3.5 watts. Cabinet is designed in neo-classic manner and finished in blended, hand-rubbed walnut. Knob arrangement, left to right: Tone control, power switch, tuning, range, volume. List price, \$89.50.

New Products

Duo console radio and phonograph combination, \$139.50; Model 380, 8-tube Duo radio and phonograph combination, including home recording, \$300; Model 143, 8-tube, all-wave table model, \$7.50.

Further information on RCA Victor products appears in advertisement on pages 12, 13.

SPARKS-WITHINGTON CO., Jackson, Mich. Complete line of New Sparton receivers: Triolian 134 is a thirteen-tube superheterodyne; all-wave, world reception; 530 to 1,500 kilocycles (530 to 200 meters); 1.5 to 21 megacycles (200 to 12.5 meters); walnut Chippendale cabinet containing three large speakers with 135 square inches of sound radiating surface. Designed to operate on 110-volt, 60-cycle, AC current. Full automatic volume control; tone control; interstation noise suppressor; Class A amplification, Viso-Glo tuning; five individual drum type scales separately illuminated with colored lights. List price \$200.

Model 104 is a 10-tube superheterodyne, all-wave, world reception; 540 kilocycles to 20 megacycles in four colored bands controlled by band selector switch. Face of console cabinet finished in high lustrous figured walnut beautifully grained. Designed to operate on 110-volt, 60-cycle, AC current. Full automatic volume control; tone control; interstation noise suppressor; Class A amplification; Viso-Glo tuning; fully illuminated airplane dial; 10-inch speaker. List price, \$159.50.

Model 83 is an eight-tube superheterodyne, all-wave, world reception; 540 kilocycles to 20 megacycles. Exquisite console cabinet decorated in sliced walnut with inlays of tulip English hawthorn and ebony. Designed to operate on 110-volt, 60-cycle, AC current; four wave bands with color identification; full automatic volume control; tone control; interstation noise suppressor; Class A amplification; Viso-Glo tuning; fully illuminated airplane dial; 10-inch speaker. List price, \$124.50.

Model 80 is an eight-tube superheterodyne, all-wave, world reception; 540 kilocycles to 30 megacycles. Dignified, artistically designed console cabinet in walnut with enlivening touch of marquetry. Designed to operate on 110-volt, 60-cycle, AC current. Class A amplification; super dynamic speaker; automatic volume control; tone control; interstation noise suppressor; selector switch which quickly shifts any foreign scene to your home; illuminated dial in four bands. List price, \$99.50.

This cabinet also houses Model 69 at \$84.50. This superb six-tube superheterodyne has a range 540 to 1,600 kilocycles and from 19 to 55 meters in two bands.

Model 68 is a six-tube superheterodyne, all-wave, world reception, 550 to 1,600 kilocycles and 19 to 55 meters. A classical console with a beautifully matched combination of butt and half round walnut. Designed to operate on 110-volt, 60-cycle, AC current; Class A amplification; Pentode output; eight-inch speaker; full automatic volume control; three-point tone control; illuminated airplane type dial; chassis and tuning condensers shock mounted. List price, \$71.50.

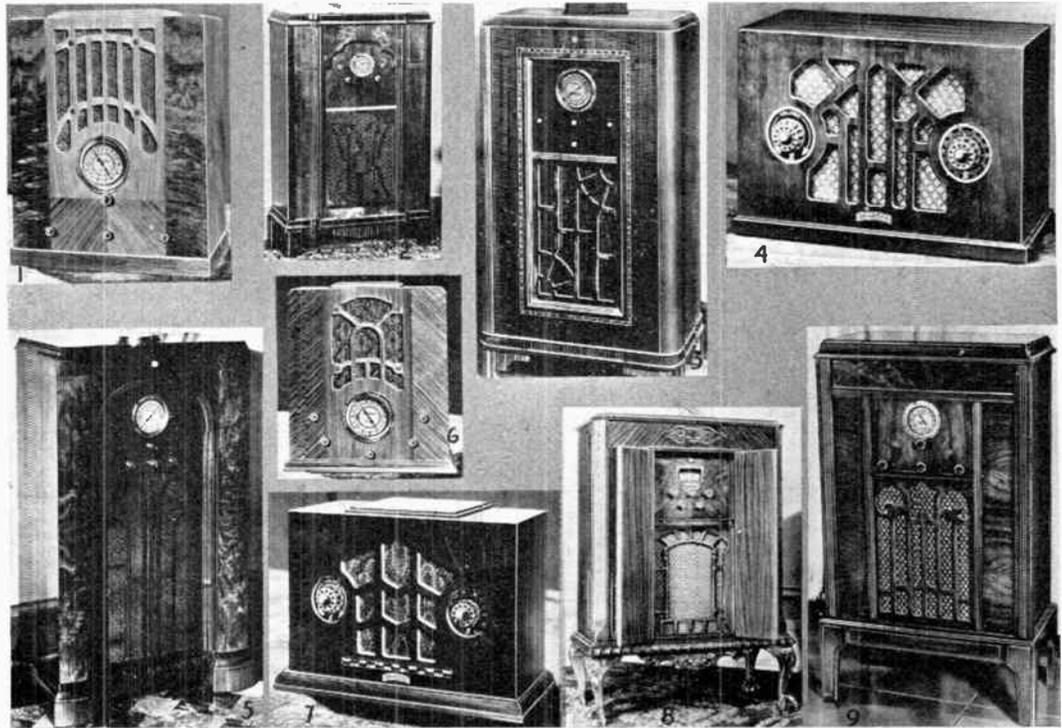
This cabinet is also Model 66, furnished with and contains the Model 65 chassis with a 6½-inch dynamic speaker. List price, \$59.95.

Model 67 is a six-tube straight AC superheterodyne providing programs from South America, England, France, Germany and other foreign lands in addition to domestic broadcasts. The range of this receiver is 540 to 1,400 kilocycles and 19 to 55 meters assuring a multitude of

domestic broadcasts. Cabinet of simple attractive design with an appropriate combination of matched walnut veneers. The range is from 550 to 1,600 kilocycles and from 19 to 55 meters. Full automatic volume control; Three-position tone control; Class A amplification with pow-

er pentode output; six-inch dynamic speaker; illuminated airplane type dial marked in both kilocycles and meters. List price, \$39.95.

Model 53 is a five-tube superheterodyne compact finished in American walnut for AC and DC, 110-volt operation. This is a small personal radio for use in bedrooms, nursery, kitchen, maid's room, or summer camp.



New Sparton Models: (1) 67; (2) 80; (3) 83; (4) 53; (5) 104; (6) 65; (7) 57; (8) 134; (9) 66

broadcast programs and consistent and reliable foreign reception. Its range extends also into a portion of the police band. This is a well proportioned table model in the best of taste. The cabinet is semi-modernistic with front of butt, stripe, and half round walnut, artistically arranged; Class A amplification; power pentode output; 6½-inch speaker; fully illuminated airplane dial. List price, \$57.50.

Model 45 is a six-tube AC-DC superheterodyne, table model capable of providing programs from South America, England, France, Germany and other foreign lands in addition to do-

er pentode output; six-inch dynamic speaker; illuminated airplane type dial marked in both kilocycles and meters. List price, \$39.95.

Model 57 is a five-tube superheterodyne compact. Operates on 110-volt, AC or DC current. Broadcast band tunes from 550 to 1,500 kilocycles and the short wave switch permits tuning down to approximately 1,500 to 6,000 kilocycles. Besides domestic broadcasts, police, airplane, commercial, amateur and ship reception. Housed in cabinet finished in American walnut with delicate marquetry; standard illuminated full vision dial,

Features American broadcast programs and lower portion of the police band. Broadcast and police range from 550 to 1,720 kilocycles. Automatic volume control gives uniform response. List price, \$24.95.

Automobile models 333 and 33 have automatic volume control, electrical dynamic speaker, illuminated airplane type dial are compact for easy mounting. Model 33 has detachable speaker with extension cord for picnic use. RADIO MERCHANT, August, 1934.

Further information on Sparton products appears in advertisement on page 27.

MUTER CO., Chicago, Ill. Voltage safety regulator which provides a means of accurately adjusting the voltage for any radio set using "30 series" tubes



Voltage Regulator

when used with a 3-volt dry "A" battery. A slight over-voltage on any "30 series" tube greatly shortens its life. The tubes will give long service life providing

the voltage is kept to approximately 1.9 or 2 volts. The Muter Safety Regulator is equipped with a special volt meter to accurately check tube voltage at all times. The size of the molded bakelite case is 4½" high, 3½" wide and 1¾" deep. List price \$6.

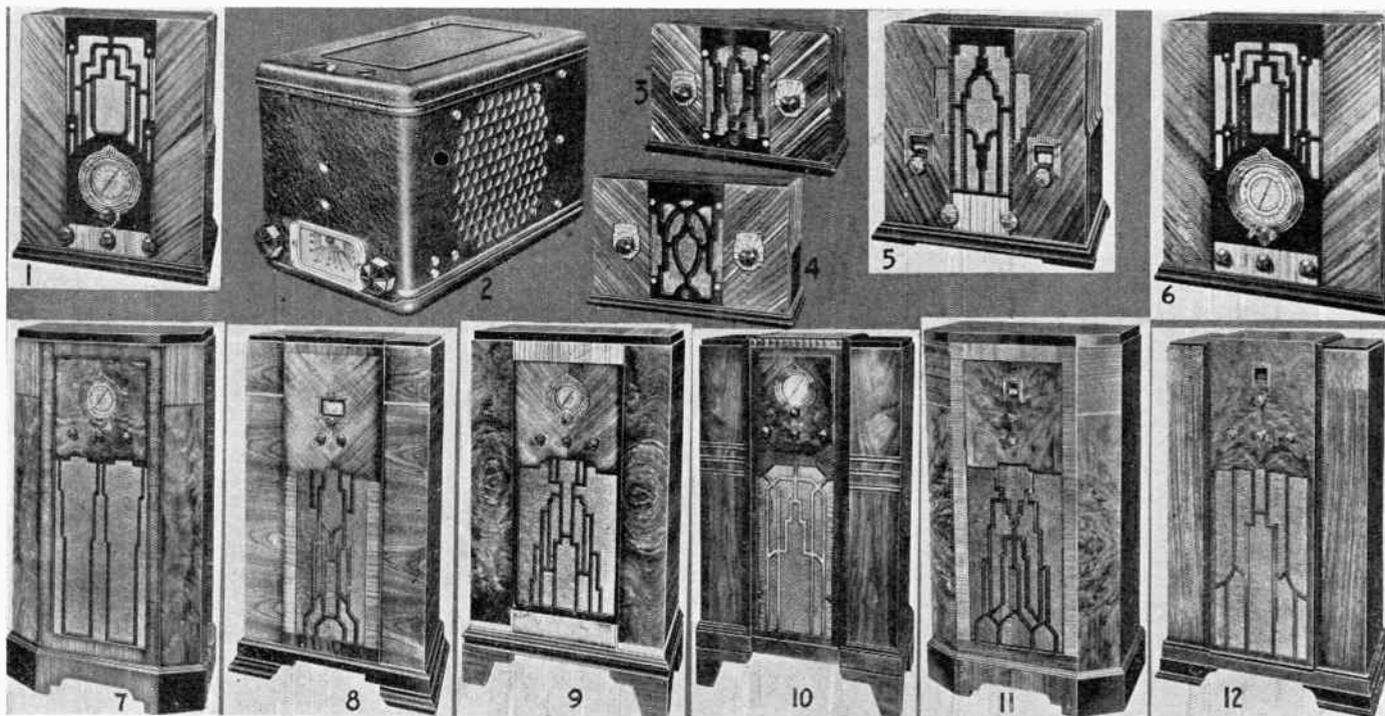
TECHNICAL APPLIANCE CORP., Long Island City, N. Y. Complete antenna unit for use with all-wave receivers. Unit is manufactured under a license from A. A. & K., Inc., patent number 1,965,539. The Technical Appliance Corp is the only licensee under the patent covering the development of the H-F (High Fidelity) all-wave antenna kit. RADIO MERCHANT, August, 1934.

CROSLEY RADIO CORP.,

Cincinnati, O. Complete line of 1935 Crosley radio receiving sets is headed by a group of American-foreign band models, including two all-wave sets, a superheterodyne line, including series of dual range, standard band, battery, portable, automobile, motorboat, AC-DC airplane and aviation ground station receiving sets. In price the models range from \$19.99 to \$99.50.

The Crosley American-Foreign band receivers are of five, six and seven tubes and all except the five-tube model are equipped with the new illuminated airplane type dial. The all-wave models are similarly equipped. The five, six and seven tube sets have an American tuning band of 540 to 1,750 kilocycles and a foreign broadcast band of 5,700 to 15,500 kilocycles. The two eight-tube models of the all-wave type, 530 to 24,000 kilocycles

New Products



New Crosley Models: (1) 7V2; (2) 4A1; (3) 4C1; (4) 5C1; (5) 6V2; (6) 8H1; (7) 7H2; (8) 5V1; (9) 10P3; (10) 6H2; (11) BFL; (12) 50AF.

These models range in price from \$39.95 to \$99.50.

Other series in the 1935 Crosley line include duo-range models ranging from the five-tube Fiver de luxe, at \$35, to the ten-tube dual ten lowboy at \$79.50; standard band sets ranging from a portable at \$19.99 to the Fiver at \$28.95; battery sets ranging from \$19.99 to \$69.95; an automobile and motorboat Roamio from \$28.98 to \$44.50.

Model 10P3, Dual ten lowboy is a ten-tube superheterodyne in console type cabinet. Model 8H1, Eighty, is an eight-tube table type superheterodyne; this model is also available in con-

sole type cabinet. The Crosley battery eight lowboy is an eight-tube superheterodyne in lowboy cabinet. Model 5V1 is a five-tube superheterodyne available in either table type or console cabinet. Model 5M4 is a five-tube table type superheterodyne as is Model 5M3. The Crosley battery Fiver is a five-tube superheterodyne in table type cabinet; Crosley battery Fiver is also available in lowboy cabinet. Model 7H2 is available in either console or table type cabinets and employs seven tubes and the superheterodyne circuit. Model 7V2 is available in table type or console cabinet and is a

seven-tube superheterodyne receiver. Model 6H2 is a six-tube superheterodyne in either console or table type cabinet. Model 6V2, six-tube superheterodyne is available in either table type or lowboy cabinet. Model 5C2 is a five-tube table type receiver.

Model 50AF receivers are five-tube superheterodyne sets available in either table type or console cabinet. Model 4C1 is a four-tube superheterodyne available in table type cabinets of wood or all metal.

Crosley Roamio Model 4A1 utilizes a superheterodyne cir-

cuit and has automatic volume control, six-inch electro-dynamic speaker, airplane type dial, single housing, and many other features. Outstanding is the Synchron tube power supply which lessens the drain on the A battery, eliminates use of a separate rectifier and eliminates B batteries. This set lists at \$28.98. For the higher price field the Roamio 5A1 is available at \$44.50. RADIO MERCHANT, August, 1934.

Further information on Crosley products appears in advertisement on page 31.

EMERSON RADIO & PHONOGRAPH CORP., New York City. New 1935 models embracing every type of American and around-the-world reception ranging in price from \$17.50 to \$99.50. There are five AC models and three AC-DC models, including compacts, mi-gets and consoles. Among several exclusive features in the new Emerson line are the "duo-lite" and "quadro-lite" band illuminations of aeroplane dials on the long-and-short wave receivers. These ingenious arrangements

which automatically light the various sectors of the dials as they are selected by the operator, greatly facilitate short-wave tuning. Another important advance has been made by means of a new coupling circuit which improves reception on short waves, a major betterment in signal-to-noise ratio.

Model 770 is a 7-tube superheterodyne with complete worldwide range of from 540 to 23,000 kilocycles. Four distinct wave length ranges are contained on a signal airplane type dial.

Model 45 is a 6-tube AC superheterodyne, dual wave, covering the range from 170 to 555 meters and 19.3 to 55.5 meters. It is a table model and has an improved airplane type dial construction, includes standard electro-dynamic speaker. Cabinet has burl walnut front flanked on each side with an inset of molded walnut trimming and is high-lighted with ornamental bronze finish and bronze ringed dial knobs. List price, \$44.50.

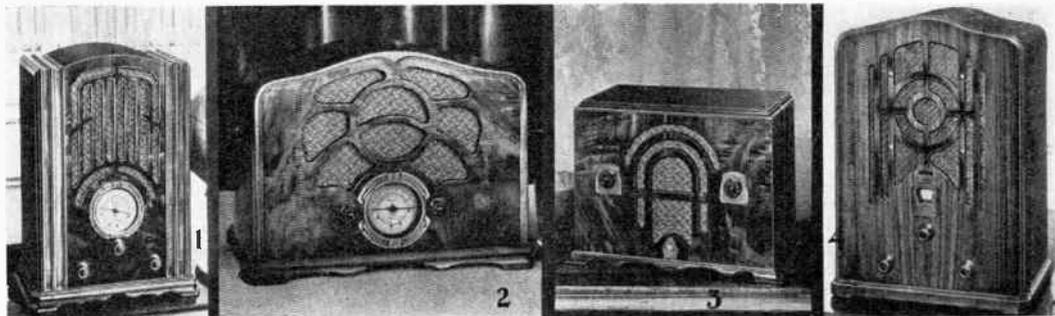
Model 38 is a 6-tube AC-DC

superheterodyne covering the range from 170 to 555 meters and 19.3 to 55.5 meters, thus receiving all standard and American broadcasts, all important American and foreign short-wave stations plus police calls. Has airplane type dial incorporating the duo-lite band switching circuit. Cabinet is of walnut with front panel of burl walnut. List price, \$39.50.

Model 28 is a 5-tube AC superheterodyne table model covering the range from 100 to 550 meters. Has electro-dynamic speaker and shadow tuning dial. Cabinet is of straight grained walnut throughout. List price, \$31.95.

Model 23 is a 4-tube AC superheterodyne, 170 to 555 meters and receives all standard American broadcast stations and police calls. Construction includes electro-dynamic speaker. Cabinet is a finely constructed compact with burl walnut front panel, attractively designed with molded trimming around the top and at the sides. List price, \$22.50. RADIO MERCHANT, August, 1934.

Further information on Emerson products appears in advertisement on front cover.

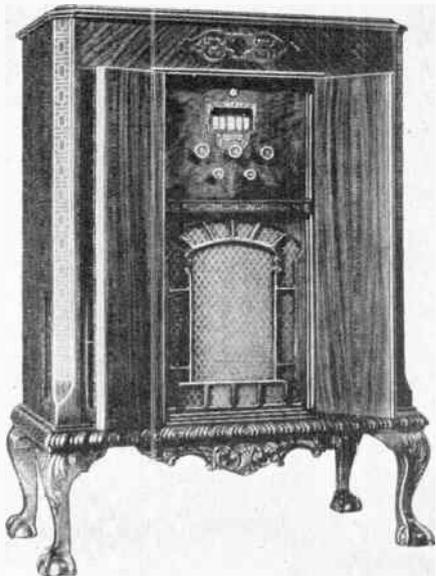


New Emerson Models: (1) 45; (2) 38; (3) 23; (4) 28.



Presenting

SPARTON FOR 1935



Model 134—Sparton Triolian, a triumph in All-Wave World Reception. 5 bands. 13-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 24 Megacycles. \$200.00



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



Model 57—AC-DC. 5-tube superheterodyne. 2 bands. 540 to 1600 K. C. Short waves to 6000 K. C. \$29.95



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



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

SPARTON AUTO RADIO

Model 333—All-electric, all-in-one, 5-tube superheterodyne. "Spot-o-lite" tuning. 9 1/4 in. wide, 7 1/4 in. high, 5 1/4 in. deep. Full-size dynamic speaker. \$39.95



Model 33—Auto Radio—6-tube superheterodyne, \$55.00
 Model 36—Auto Radio—7-tube superheterodyne, \$69.50
 Send for descriptive circular

An entirely new line of fine radios, offering superlative all-world reception in every price class, and—

THE GREATEST OPPORTUNITY EVER ENJOYED BY SPARTON DEALERS

The 1935 Sparton Radios bring back the days when a radio sale was a sale worth while! *Sparton All-World reception* is the lever you need to interest every prospect in a higher-profit set.

The new Spartons are superb instruments, *engineered* to standards that guarantee performance; *cabineted* with a beauty that excites admiration; *priced* to make competition your friend and not your enemy; *and advertised* to bring you customers!

Of the nine new Sparton home models pictured here, *seven* give brilliant All-World reception of all important foreign broadcasts. And *four* of these seven are ALL-WAVE, WORLD-RECEPTION RADIOS in the truest sense of the term. They get everything!

Write without delay for full particulars about this *complete* line of Sparton Radios.

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

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



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



Model 68—All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and 19 to 55 meters. \$71.50



Model 80—All-Wave World Reception. 4 bands. 8-tube superheterodyne. 540 K. C. to 20 Megacycles. \$99.50



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

MAIL THIS COUPON Today

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

Please send full information about Sparton Radios for 1935.
 RS-34

Name.....

Address.....

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

Stewart-Warner Distributors Attend Ninth Annual Convention

New Line of "Magic Dial" Radio Receivers Introduced to Gathering
—Sales and Advertising Plans Outlined

On the occasion of its ninth Annual Radio Convention, held in Chicago, July 23 to 31, the Stewart-Warner Corp. presented and demonstrated its new line of radio sets to the forty-nine distribu-

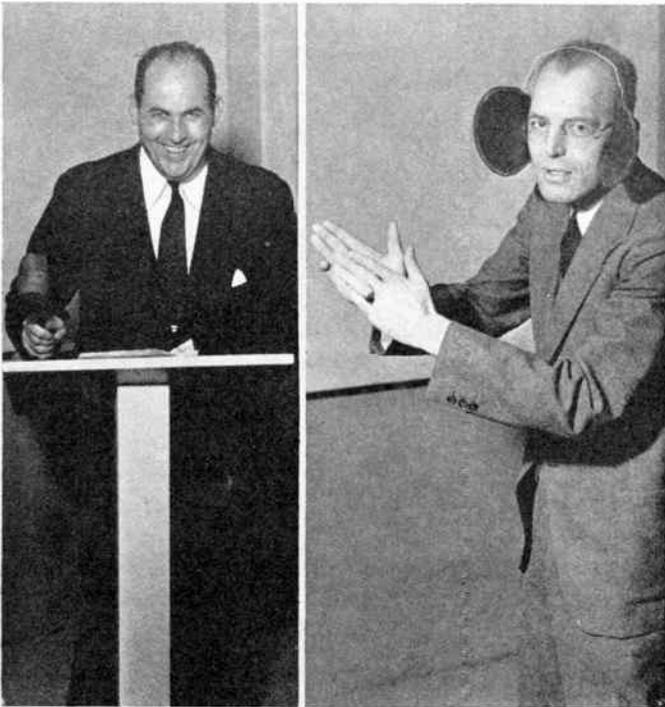
and construction features of the new sets. He recounted the engineering improvements that have been incorporated into their manufacture. And told how greater ease of tuning, sensitivity, wider range, finer tone quality and reproducing fidelity were brought about.

The already enthusiastic group of distributors got a real thrill when the complete line, with cabinets styled by Milton Rosenow and Hans Berg, was introduced in a unique new way. By means of a revolving stage the sets were displayed with backgrounds similar to those found in a modern showroom. A man and a woman, representing Mr. and Mrs. John Public, were escorted from one set to another by a Stewart-Warner salesman. After explaining

After the distributors had been shown the new line of products, F. R. Cross, director of advertising and publicity, presented the advertising plans for the Fall and Winter buying season. He announced that center spread, full color, "bleed" pages are the "order of the day" so far as national advertising is concerned, and that leading weeklies will carry the imposing Stewart-Warner "Magic-Dial" story beginning September 15. Full color "blow-ups" of the advertisements were shown as Mr. Cross explained the nature and features of the campaign. Mr. Cross bared the Stewart-Warner plans for advertising to the trade and with the assistance of Fred K. Bollman, agency contact man, set forth the working details of an exceedingly generous cooperative newspaper campaign.

A. B. Dicus then exhibited and explained the use of a host of new display and merchandising helps. And by making further use of the revolving stage, he showed many striking uses of the newly prepared promotional material. Chief among them were the duplex window and store display, the unique "Magic-Dial" control demonstration card and the truly remarkable short-wave log book that makes any Stewart-Warner owner an expert in tuning in foreign stations. A newly created background for displaying table models also received much favorable comment and distributors were particularly enthused by the new salesman's portfolio.

At the close of the meetings, Frank Hiter, vice-president and general sales manager, did an extremely effective job in the way of summary. He stated his belief in the fact that distributors needed no further assurance that they were selling the finest radio ever built by a manufacturer. That the "Magic-Dial" sets, now available for the first time at prices



Odin Jester, sales manager of radio division, opening the meeting with a mallet. Right, Frank Hiter, vice-president and general sales manager, illustrates the right attitude toward competition

tors in attendance. The new line includes "Magic Dial," all-wave, dual-wave and standard receivers in a variety of new chassis and cabinet designs, and distributors were acquainted with the sales and advertising activities that are already under way for the promotion of these new products. These models are illustrated and described in the "New Products" section of this issue of RADIO MERCHANT.

Executive and department heads in the Stewart-Warner organization took active part in acquainting the distributors with the progress that the company has made in the radio field. Engineering and construction advances were recounted, advertising and merchandising plans presented and the numerous sales points spotlighted by the men responsible for the direction and operation of these various phases of the business. O. F. Jester, director of radio sales, handled the gavel at all the formal meetings.

In the earlier sessions Dr. C. M. Blackburn, director of the Stewart-Warner radio laboratories, explained the design

the individual features of one set, the salesman invited the couple to look at the next, "right over here."

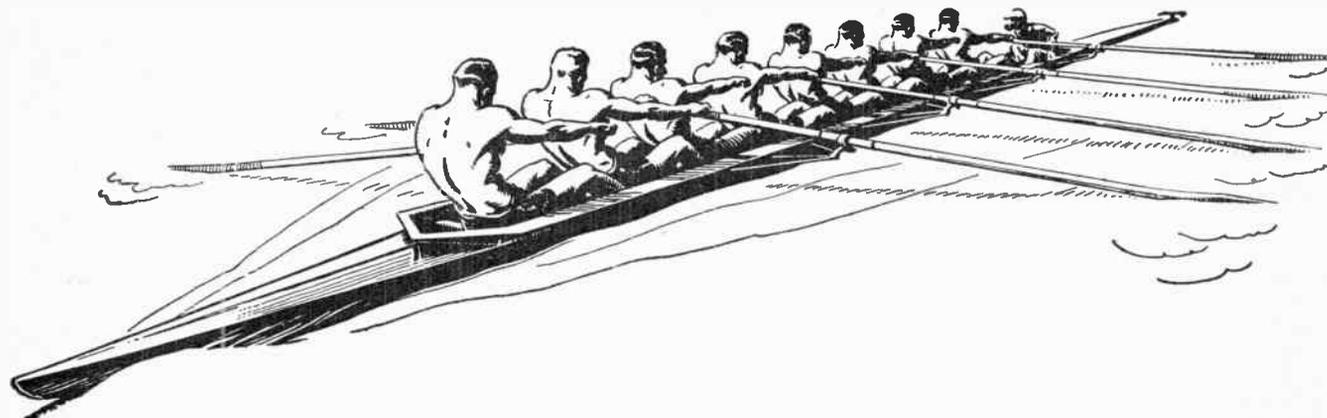
The presentation of the new home radios was followed by an interesting talk given by H. M. Pauley, head of the automobile radio division. Mr. Pauley announced that Stewart-Warner is now prepared to supply automobile radios that are specifically and individually designed for many makes of cars. The sets are fitted with control dials to match and harmonize with the standard dash equipment and can be installed in minimum time without drilling, cutting or sawing.



Upper left: Fred R. Cross, advertising manager, showing the audience an advance proof of advertisement. Lower left: A. B. Dicus, merchandising expert, holding one of his creations. Above: Charles D'Olive, refrigerator sales manager.

less than \$100, would be the sensation of the year. And that the all-wave and dual-wave, standard and automobile receivers were the pace-setters of the industry. He assured the distributors that
(Continued on page 37)

Pulling...



Their weight in the boat

ABSENTEE owners have never controlled the destinies of the Hygrade Sylvania Corporation.

The men who own the major portion of the stock are all active in managing the business. They work hard. They put the success of their company above all else. They pull their weight in the boat.

This unswerving loyalty to one ideal is a large part of the reason why Hygrade Sylvania has increased its financial and dealer strength, even during the years of depression. Throughout 1930, 1931, 1932, 1933 . . . and today . . . the company's credit rating has always been AAAI.

The radio set owner has been given a high quality, carefully inspected tube. The radio set manufacturer has had expert

technical help and advice. It was Hygrade Sylvania who first pioneered the development of new and more efficient tubes for automobiles . . . and later, the new 6.3 volt group of tubes.

Dealers and jobbers are assured sound merchandising, fair price protection policies. They benefit from the partner-like aid of the financial, engineering and sales departments. These advantages, combined with the fine quality of Sylvania Tubes, provide unmatched sales opportunities.

The support of a company like the Hygrade Sylvania Corporation can mean much to your business. Write us for further details. A letter puts you under no obligation. Hygrade Sylvania Corporation, Sylvania Division, Emporium, Penna.



Sylvania

(Reg. U. S. Pat. Off.)



THE SET-TESTED RADIO TUBE

© 1934, H. S. C.

RCA-Victor Enters New Season With Emphasis on Quality

E. T. Cunningham, President, Predicts Better Era at Distributors' Convention—Sales and Ad Plans Outlined

RCA-Victor jobbers from coast to coast attended a national distributors' convention at the Stevens Hotel in Chicago, August 6 and 7, at which the new RCA-Victor instruments for the coming season were introduced. This convention was noteworthy for the enthusiasm accorded the new product by the jobbers together with the practicability of the sales and merchandising plans presented by the various RCA-Victor executives.

The convention was opened Monday morning by W. R. G. Baker, vice-president and general manager of the company, who in a short address of welcome introduced E. T. Cunningham, president of the company and one of the foremost figures in the radio industry. Mr. Cunningham received an ovation from the jobbers who realized that in all probability he would not only discuss merchandising and manufacturing activities as applied to the RCA-Victor organization, but would also give invaluable data and constructive information pertinent to the industry as a whole.

The jobbers were not disappointed, for Mr. Cunningham's address, which lasted for a period of two hours, was one of the finest and most logical discourses that was ever offered to a radio wholesale organization. He discussed every phase of the radio industry and summed up his faith and confidence in the future of radio by the following statement:

"Four years of depression, during which the radio industry has struggled with declining markets, falling price

levels and chaos have thoroughly demonstrated how destructive mere price competition can be. It is unfair to everyone concerned. It is unfair to the consumer, because it leads to an inferior, cheapened product; and it is unfair to the manufacturer, the wholesaler and the retailer, because it does not permit a fair profit.

"I believe that radio is entering a new and better era. The tremendous pressure of the prolonged depression is easing off and a vast, four-year-old replacement market awaits constructive selling efforts. In this new era which we now seem to be entering, sound merchandising methods must again assert themselves. Without such sound merchandising radio must degenerate into a racket.

"With its heritage of maintaining high quality in home entertainment over a period of more than thirty years, the RCA-Victor Co. will enter the new radio season with the emphasis more than ever on superior quality. The new RCA-Victor radio instruments will be distinguished for quality of workmanship throughout, from every detail of cabinet to every detail of the operating mechanism. The great technical and manufacturing strides which have been scored in the past few years have made it possible to pass on to the public the greatest value per dollar in the history of the industry, without sacrificing good quality in order to beat prices down. In the coming season, therefore, we will continue to do our part in elevating radio merchandising out of the futile,



E. T. Cunningham

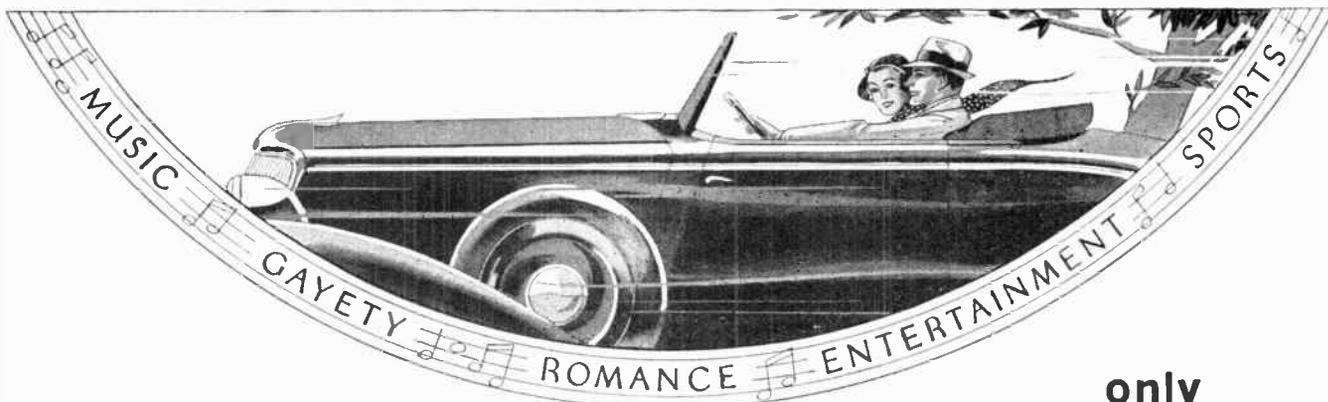
destructive price competitive class."

During the course of this meeting Vice-President Baker discussed very briefly the outstanding mechanical and constructional features of the new RCA-Victor line, stating that details would be more fully presented at a later meeting. J. W. Burnison, manager of manufacturing, gave the jobbers an intimate idea of the coordination and efficiency which now characterize every phase of RCA-Victor manufacture. He invited the comments and criticisms of the jobbers in connection with their daily problems and emphasized the fact that the Victor plant was open at all times for the inspection of the jobbers and their organizations. After luncheon Mr. Baker introduced M. F. Burns, merchandising manager of the RCA-Victor Co., Inc., and one of the most popular members of the radio trade. Mr. Burns welcomed the jobbers to the convention and then introduced E. H.

(Continued on page 40)



RCA-Victor Distributors' Meeting at Chicago



Self-contained as it is, the Crosley Roamio "4A1" can be easily installed in any car with the controls convenient to the driver, either to the right or left of steering wheel. The airplane type dial appears just below instrument panel.

only
\$ 28.98
 complete

Unheard of value opens great new market for **CROSLEY** **ROAMIO "4A1"**

It is safe to say that the announcement of the new Crosley Roamio "4A1" has doubled the size of the automobile radio market. Certain few can and will buy a fine automobile radio at \$100 or even more. Many more can afford an automobile radio when one is made available at \$50. But virtually everyone who owns a car can pay \$28.98.

To this tremendous market—the market that can afford to pay from \$28.98 and up—Crosley presents a high-grade, sensitive, beautifully toned, genuine Crosley Roamio. Think what this means to you as a dealer! Never in the whole history of automotive radio has such a value been possible. Never has such a market been opened to a dealer. Never has the sales and profit opportunity been as great.

The remarkable Crosley Roamio "4A1" is completely self-contained. It incorporates the famous Crosley Syncrotube power unit which reduces battery drain, saves a rectifier tube, requires no

"B" battery, operates from your storage battery. Every tube is a working tube. There are no drones. When it is considered that two of the tubes are double-purpose, you have here seven-tube effectiveness with the economy of a much smaller set.

Go after this market. Your profit-season is here now—and it will last right through the Fall months. But the time when you profit most is the time when sales are made with least effort—and that is *now!* Look about you. Virtually every local car owner and many transients are prospects.

There is also the Crosley Roamio "5A1" at \$41.50, completely installed to car antenna of any make of automobile. Antenna installation, where necessary, is extra. Your Crosley distributor will explain the Crosley Installation Certificate. Installation and service of any Crosley automobile radio is available at United Motors Service Stations and other authorized stations everywhere.

*Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.
 All prices subject to change without notice.*

THE CROSLEY RADIO CORPORATION

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

POWEL CROSLEY, Jr., President

CINCINNATI



Sparks-Withington Holds Thirty-fourth Annual Convention

Distributors from All Sections of Country Attend Gathering at Jackson
—New Models Win Acclaim

The thirty-fourth annual convention of distributors of the Sparks-Withington Co. was held at the Hotel Hayes, Jackson, Mich., last month and was attended by sixty-two distributors from all sections of the United States. The new models of the 1935 radio receiver line were introduced for the first time and each of the eleven models for home use was accorded an enthusiastic welcome by the jobbers. Models ranged in price from \$24.95 to \$200. Complete descriptions and illustrations of the new line appear in the New Products Section of this issue of RADIO MERCHANT.

The meeting was opened with an address of welcome by Harry G. Sparks, vice-president of the company. He was followed by E. T. H. Hutchinson, sales manager, who presented the Sparton Visomatic, the outstanding feature of which is the Viso-Tuner, a star-shaped escutcheon at the top of the cabinet which glows its brightest when the station is tuned in exactly.

Arthur Haugh presented the new models and the engineering details of



Capt. William Sparks

the set were set forth by Ted Scofield, Fred Pacholke, G. Mountjoy, and Stew-

art Seely of the engineering staff. G. C. Core, advertising manager, outlined the advertising plans for the coming season. At the close of the business sessions on the first day a dinner was held at the Cascades Clubhouse with Captain William Sparks, founder and president of the company as toastmaster. Speakers included J. N. House, who spoke on "Woods in Radio Furniture"; J. W. Corbett, whose subject was "Production," and J. J. Lynch, service manager. Following the banquet the new models were demonstrated at the home of Captain Sparks.

Bing Crosby Makes First Recordings for Decca

Bing Crosby, recognized generally as the country's most popular record, radio and picture star, recorded last week at Los Angeles, Cal., his first selections as an exclusive recording artist for the newly organized Decca Records, Inc. Immediately upon hearing the test records he wired the executive offices of Decca Records, Inc., in New York, that in his opinion they represented the finest recordings that he had ever made. It is understood that Decca Records, Inc., will sponsor a nation-wide publicity campaign in behalf of Bing Crosby's exclusive recordings for their organization and complete details regarding these plans will be announced during the course of the next few weeks.

Why Ken-Rad?

OUR established reputation, well-directed sales policy, forceful advertising, merchandising and public acceptance are means of profit for Ken-Rad dealers. These and other profit points are explained in our free, illustrated brochure "Facts About Ken-Rad." Send for it.



Ken-Rad
Radio Tubes
DEPENDABLE LONG LIFE

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

... meet 250,000
Prospective Buyers
of Radio and Electrical
Equipment at

THE NATIONAL
RADIO and ELECTRICAL
EXPOSITION

September 19 to 29, 1934

MADISON SQUARE GARDEN
NEW YORK CITY

SPONSORED BY ELECTRICAL ASSOCIATION OF N. Y.

Space selling rapidly. Act without delay!

Address J. BERNHART, Manager
THE NATIONAL ELECTRICAL EXPOSITION
MADISON SQUARE GARDEN, NEW YORK

OFFICIAL HOTEL HEADQUARTERS

for the



NATIONAL ELECTRICAL EXPOSITION *September 19 to 29*

MADISON SQUARE GARDEN • NEW YORK

Only four short blocks to the Lincoln Hotel, official headquarters for the exposition, and one of New York's newest and largest hotels.

See our display at Booths Number 218 and 219... next to the broadcasting studios on Exposition floor

\$250
SINGLE

\$350
DOUBLE

TWO ROOM SUITES FROM \$7.00

1400 outside rooms, each with bath and shower, cabinet radio and servidor
...PLUS all the advantages of a 4 STAR HOTEL IN NEW YORK



FOR BUSINESS...One block to Broadway and Times Square, 3 blocks to Fifth Avenue and eight minutes to Wall Street.



FOR DINING...Three fine restaurants...the coffee room, the main dining room (with dancing) and the Tavern Grill.



FOR RECREATION...Sixty-nine theatres within six blocks. Express subway to Polo Grounds and Yankee Stadium.



FOR QUIET SLEEP...High above the noisy clatter of the street, our 32 stories of fresh air and sunshine assure you quiet rest.

Hotel



LINCOLN

JOHN T. WEST
Manager
FRANK W. KRIDEL
Managing Director

44TH TO 45TH STREETS AT 8TH AVENUE • NEW YORK

Decca Records, Inc., Formed With Veteran Executive Staff

E. R. Lewis, Jack Kapp, E. F. Stevens, Jr., and Milton Rackmil Are Officers of New Firm—All Are Long Identified With Record Industry

The music-radio industry learned with considerable interest ten days ago of the formation of Decca Records, Inc., with headquarters at 799 Seventh avenue, New York. The executives of this company, who have all been identified with the record industry for many years, are E. R. Lewis, chairman of the board;

manager of the record division and also becoming identified with the Brunswick Record Corp. as vice-president and sales manager. More recently he was the general sales manager of the Columbia Phonograph Co., Inc., and he brings to his new activities an exceptionally comprehensive knowledge of



Jack Kapp

Jack Kapp, president; E. F. Stevens, Jr., vice-president and general manager, and Milton Rackmil, treasurer.

E. R. Lewis has for years been managing director of the Decca Record Co., Ltd., of London, England. Jack Kapp needs no introduction to the music-radio industry for he has been identified with the music arts for over twenty years. During the past two decades he has been one of the recognized leaders in the development of the record industry and in recent years has not only been in close touch with recording activities in this country, but has made several trips abroad in order to thoroughly familiarize himself with available recording talent in the world's greatest musical centers. In addition to his thorough familiarity with every phase of recording, Mr. Kapp was also identified with the merchandising of records many years ago and therefore knows the requirements of the dealer so far as the successful merchandising of records is concerned.

E. F. Stevens, Jr., is another veteran of the record industry, having a host of friends among dealers from coast to coast. For a number of years he was associated with the Brunswick-Balke-Collender Co., subsequently joining the Brunswick Radio Corp. as general sales

record merchandising which will undoubtedly enable him to cooperate to maximum advantage with Decca dealers in the profitable development of their sales volume.

Milton Rackmil, treasurer of Decca Records, Inc., was formerly identified with the Brunswick Radio Corp. and the Brunswick Record Corp. in important executive positions.

Jack Kapp, in commenting upon the formation of Decca Records, Inc., stated: "I believe a few simple facts concerning our newly organized company will be of interest to the trade. We have completed our line-up of talent, which we believe includes the greatest group of outstanding names ever assembled under one label, such as Bing Crosby, Guy Lombardo, Mills Brothers, Ethel Waters, Dorsay Brothers and many others. Detailed announcement will be made within the next thirty days regarding these artists and their first recordings. We are not quite ready to outline our complete advertising, merchandising and selling plans, but we can assure the trade that we are going to offer them an opportunity to make real money backed up by sound, substantial sales policies."

Herb Young Rejoins Grunow Organization

Appointed Regional Manager Covering New York, New Jersey and New England—Long Identified With Trade

H. C. Bonfig, vice-president in charge of sales of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow refrigerators and radio sets, announced this week the appointment of Herbert E. Young as regional manager of the company with headquarters in New York. Mr. Young will cover New York metropolitan territory, New England and New Jersey, working in close contact with Grunow distributors and Grunow dealers in the development of their sales activities.

The news that "Herb" Young has rejoined "Bill" Grunow's organization will undoubtedly meet with enthusiasm from Grunow jobbers and dealers throughout the East for it means the resumption of a wonderfully successful business relationship between two of the most popular radio men in the country.

Back in 1926 when the Grigsby-Grunow Co. was manufacturing battery eliminators Herb Young joined the organization and after a period of six years advanced steadily forward in various important executive posts until he became vice-president and general sales manager of the company. His return to a Grunow organization at this time cannot fail to be of material and practical help to Grunow distributors and dealers, for Herb Young's merchandising training is based on an experience



E. F. Stevens, Jr.



Herbert E. Young

of over twenty years that comprises every phase of the marketing of radio, musical and specialty products.

William Humphries who has been associated with the sales staff of the General Household Utilities Co. for the past few years, will remain in metropolitan territory, working under Mr. Young's direction.

American Bosch Officials and Distributors Hold Conference

New Models Demonstrated at Meeting at Waldorf-Astoria Hotel—Roy Davey Explains Sales Promotion Program

A sales convention of factory officials and distributors of the United American Bosch Corp.'s radio division was held at the Waldorf-Astoria Hotel, New York City, on July 17, and was attended by approximately one hundred and ten enthusiastic jobbers. The new American Bosch radio receivers were demon-

RADIO MERCHANT, and the sales promotion program of the United American Bosch Corp. This program which calls for twenty-six weekly broadcasts over thirty-eight stations will be dedicated to an "Explorers' Club." Captain James P. Barker, sailing skipper, will conduct each program and a noted explorer will be a



Arthur T. Murray



Roy Davey

strated and were received with much acclaim.

Complete descriptions and illustrations of the new American Bosch receivers appeared in the New Products Section of the July issue of RADIO MERCHANT.

Arthur T. Murray, president of the company, made the principal address at the morning session in which he reviewed the status of the radio industry during the past year. Inasmuch as Mr. Murray is chairman of the radio set division of the Radio Manufacturers' Association and Code Authority Representative for the industry, he was amply equipped to review the progress of radio in a most interesting fashion. He told of the accomplishments of the United American Bosch Corp. and the development and preparations entered into prior to the introduction of the new models. F. J. Mackey followed Mr. Murray and gave an exhaustive description of the technical and engineering phases of the new product.

Following luncheon which was served in the Jansen suite Roy Davey, general sales manager, told of the promotion plans of the radio industry, dwelling in detail on the five point plan which was described in detail in the July issue of

guest each week. A complete description of this American Bosch activity appears elsewhere in this issue. Mr. Davey described the ways and means by which American Bosch dealers will benefit from the broadcast.

Dinner was served in the Empire room and at its conclusion the entire party made a specially conducted tour of Radio City as guests of the National Broadcasting Company and heard an actual radio broadcast from one of the main studios.

Congratulations, Russ

Russell Hunting, manager of the refrigeration division of E. B. Latham & Company, 250 Fourth avenue, New York City, distributor of Leonard refrigerators, is receiving the congratulations of his many friends in the trade upon the arrival of Miss Marie Ellen Hunting, who made her debut on June 23. Mr. Hunting is now the proud father of three boys and one girl, and under the circumstances it is not difficult at all to understand the reasons behind his enthusiastic efforts to stimulate the sale of Leonard refrigerators in metropolitan territory.

Sylvania Announces Tube List Price Revisions

In a special edition of "Sylvania News" sent to the trade the latter part of last month the Hygrade Sylvania Corp. announced list price revisions as of August 1 to meet competitive changes. Dealers were urged to sell complete sets of tubes to the public in view of the lower prices. Stanley N. Abbott, sales manager of the replacement sales division in an announcement to the trade said: "Sylvania dealers will not only be kept in a competitive position in relation to competitive price cuts, but they will continue to enjoy the same generous margin of profit as heretofore." The bulletin stressed the company's protection policy which provides every dealer, through his Sylvania jobber, full price protection on all Class "A" tubes purchased 30 days previous to a list price reduction, and on all Class "B" and Class "C" tubes purchased 60 days previous to a list price reduction.

Guy Lombardo Records First Selections for Decca

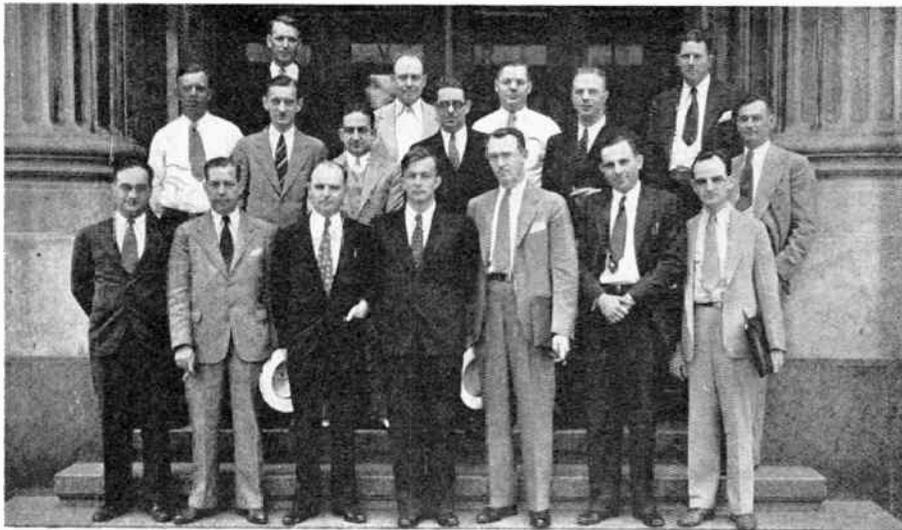
Decca Records, Inc., New York City, announced this week that Guy Lombardo had recorded his first selections as an exclusive Decca Record artist. Guy Lombardo is world famous as directing one of the most successful and popular orchestras the musical world has ever known and in the short space of five or six years he has attained a world-wide reputation. The executives of Decca Records, Inc., state that in addition to the recordings of Guy Lombardo there will be announced very shortly the first recordings of a number of prominent artists who have signed contracts to record for Decca catalog.

Kennedy for Congress

Formal announcement has been made by the Hunts Point Democratic Club, the regular Democratic Organization of the Third Assembly District of New York, that James A. Kennedy will run for Congress this year.

Mr. Kennedy has been very active in New York political circles since his departure from the radio field. His friends in the radio industry will remember that he was at one time vice-president and sales manager of Arthur H. Lynch, Inc., and that later he became New York representative for the Jensen Mfg. Co. Mr. Kennedy's brother, Martin, has been United States Congressman from the Yorkville, New York, District for a number of years.

Noblitt-Sparks Industries, Inc., Columbus, Ind., manufacturer of Arvin car radios, for the six months ended June 30, reported net income after depreciation, Federal taxes and other charges of \$140,632, compared with \$25,707 for the same period of 1933.



District service representatives of the RCA Victor Co. from coast to coast, headed by E. M. Hartley, manager of the Service Division, convened in Camden for more than a week to study sales policies and new equipment. Here they are in front of the executive office building in Camden. At top, left, is Mr. Hartley, Service Manager; W. H. Bohlke, Camden; G. A. Toepferwein, Camden; J. Mauran, Boston; E. A. Johnson, Detroit; George Allen, Camden; C. C. Aiken, Camden; O. V. Swisher, Kansas City; F. B. Ostman, Camden; and A. E. Jackson, Los Angeles. Bottom row, W. W. Jones, Philadelphia; W. L. Jones, New York; S. D. McIntosh, Dallas; H. M. Leighley, Atlanta; E. C. Cahill, Chicago; Charles Herbst, Chicago; J. E. Heney, Pittsburgh. George Urey, San Francisco, was unable to attend

CANDOHMS

ARMoured WIRE WOUND
RESISTORS

STANDARD EQUIPMENT IN
LEADING SETS

REPLACEMENT CATALOG

*New Complete Catalog Now Ready
Send Today for Your Copy*

THE MUTER CO.
1255 South Michigan Ave., Chicago

Precision Now Rebuilding Jewell 533 Tube Checker

The Precision Apparatus Corp, Brooklyn, N. Y., specializing in the modernization of obsolete tube checkers, is now ready to rebuild the Jewell No. 533 Tube Checker.

Features of this model provide for testing all standard radio receiving tubes issued to date, provision for future releases, double test on rectifiers and dual purpose tubes, a complete new aluminum-etched panel, new dial scale plate—English type, reading direct in turns of “replace,” “weak,” “good,” and a complete new wiring system. The price for modernizing the Jewell No. 533 Tube Checker is \$19.75 net.

In addition to the Jewell No. 533, the Precision Apparatus Corp. is in production on the modernization of the following obsolete tube checkers: Jewell Nos. 214, 534, 535 and 538; Weston Nos. 676, 677 and 678; Dayrad No. 381; Arcturus No. 27, and Sylvania Nos. 538 and 678.

New Flechtheim Catalog

A. M. Flechtheim & Co., Inc., New York City, has just released its latest catalog, No. 27, dated 1934-35. The current effort is a profusely illustrated 8-page catalog printed in two colors, orange and purple. The catalog presents one of the most complete parts replacement lines in the industry giving detailed descriptions of all Flechtheim products inclusive of Flechtheim carbon resistors, automobile suppressors, dry electrolytic condensers.

Yaxley Issues Replacement Control Manual

The Yaxley Manufacturing Co. announces the publication of a new, com-

plete replacement control manual. It is said to be the first complete publication of this nature and is authoritatively accurate. It is a 120-page volume, so arranged as to enable the service man to tell the proper control at a glance. It also contains much valuable reference information and instruction. It is free and may be secured by writing the Yaxley Manufacturing Co., Indianapolis, Ind.

The new Yaxley universal line of replacement volume controls embodies many new features that greatly improve volume controls and at the same time simplify stocks necessary to service most radio sets. Fifteen controls will service 90 per cent of all sets—four controls will service 1,398 sets; one control alone services 618 sets, through the new improvements.

Some sets using antenna cathode circuits require a fixed resistance varying from 100 to 500 ohms. The new Yaxley controls are equipped with an adjustable stop, permitting them to be set at any desired value.

Your Obsolete Tube Checker Can Be Brought Up-to-Date MODERNIZE WITH “PRECISION”

JEWELL No. 538
Tube Checker.
After Re-Building,
Tests 210 Various
Tube Nos.



ALSO AVAILABLE MODERNIZATIONS FOR

- | | |
|-------------------------|------------------|
| JEWELL No. 214 | WESTON No. 676 |
| JEWELL No. 533 | WESTON No. 677 |
| JEWELL No. 534 (Panel) | WESTON No. 678 |
| JEWELL No. 535 (Panel) | DAYRAD No. 381 |
| ARCTURUS No. 27 (Panel) | SYLVANIA No. 678 |
| SYLVANIA No. 538 | |

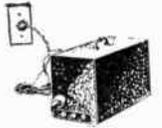
48-HOUR SERVICE WRITE FOR OUR PLAN

PRECISION APPARATUS CORPORATION,
821 E. N. Y. Ave., Dept. RM., Brooklyn, N. Y.
Send your plan for modernizing our

..... (Make) (Model No.)

.....

.....



UNIVERSAL A.C. Humless Power Supply

This absolutely silent power unit was developed by Universal engineers to supply perfect, pure direct current at 200 v. and 20 mls. direct from any 110 v. 50-60 socket. Completely banishes all battery annoyances. For use with condenser microphones, photo-electric cell amplifiers, etc., etc. Will also supply both A and B D.C. current to amplifiers of condenser or other type microphones using No. 230 tubes. A precision-built unit of typical Universal quality offered at a sales-compelling price.

DEALERS NET CASH \$23.52
Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U. S. A.

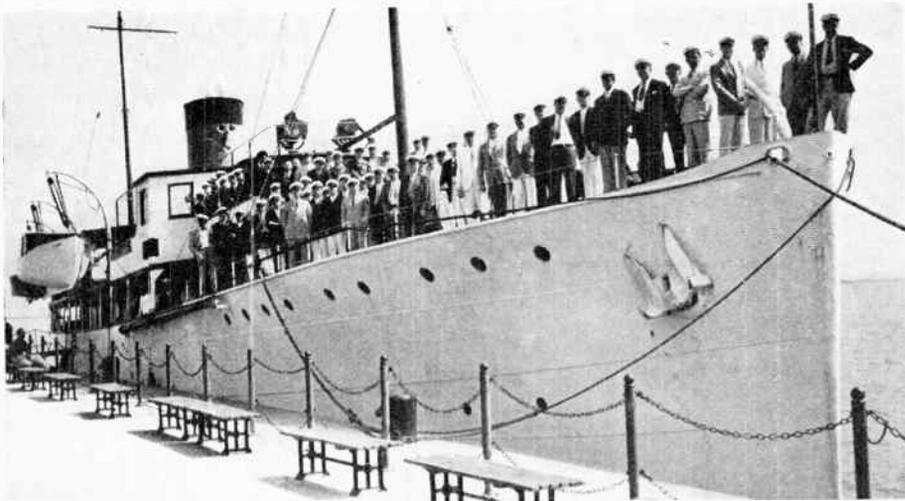
Zenith Distributors Attend Annual Convention in Chicago

Introduction of New Models Is Highlight of Gathering—Advertising and Sales Promotion Plans Outlined—Cruise Aboard “Mizpah”

One hundred and ten Zenith radio distributors from all over the United States and from more than a dozen foreign countries attended the Zenith Radio Distributors Convention, held at the Edgewater Beach Hotel, Chicago, July 16, 17 and 18.

The three-day meeting started off

manager. The explanation of Zenith's national advertising theme was also presented in a unique way, incorporating a marionette show that effectively explained the theme tying in with the national copy to appear in major city newspapers. Identical ads will also appear in magazines.



Zenith Distributors Aboard Comm. McDonald's Yacht "Mizpah"

with the most unusual method of presenting the 1935 Zenith line. E. A. Tracey, vice-president in charge of sales, opened the session with a series of introductions of the Zenith personnel. At this point, Mr. Tracey told the distributors that the new Zenith 1935 line would speak for itself.

With Mr. Tracey acting as the cross-examiner, each set ostensibly spoke from the stage for itself. The model talking for itself told of its superior features and described its chassis and cabinet. This unusual presentation of the models incorporated the use of the microphone hook-up, giving the impression that the set was doing its own "talking."

One of the high spots of the three-day meet was a dinner at the famous French Casino and Follies Bergere.

The second day session opened with the dramatic presentation of Zenith's new DeLuxe model, listing at \$750, a 25-tube musical instrument, by C. T. McKelvy, assistant sales manager. This instrument was spontaneously acclaimed by the convention as unquestionably the ultimate in radio receiving sets of this character.

Following the presentation of the DeLuxe musical instrument, Zenith's advertising and sales promotion plans were presented by Marshall Allen of the Charles Daniel Frey Advertising Agency and Parker H. Ericksen, advertising

The afternoon session included a trip to the broadcasting studio to hear an audition of a series of programs to be put on the air this Fall.

The third day, the entire distributor organization was taken by bus to the Navy Pier to board Commander McDonald's yacht, Mizpah, for a cruise to Benton Harbor, and a trip through the House of David. The return trip across Lake Michigan was made in the afternoon, the Mizpah docking at the grounds of A Century of Progress at 8:30 P.M. World's Fair goers, who watched the Mizpah approach, saw the decks lined with radio distributors in naval caps and whiskers, the gift of Zenith's president, Eugene F. McDonald, Jr., who made the presentation after the delegation had lunched with the genuinely whiskered members of the House of David. The entire party left immediately for the Streets of Paris, where dinner was served.

In commenting on this convention, Mr. Tracey stated, "The reaction of our distributors to the new 1935 Zenith line, as well as to our advertising and sales promotion plans was indeed highly gratifying. Our distributors were in accord in their views that the Fall of '34 will undoubtedly be a big year for Zenith and this opinion was substantially backed by orders placed at this convention."

Orchestras Sign New Brunswick Contracts

Hal Kemp, Ted Fio Rito and Anson Weeks to Record for the Brunswick Catalog Exclusively

The Brunswick Record Corp., New York City, announces new contracts with three of its outstanding dance orchestras: Hal Kemp, Ted Fio Rito and Anson Weeks—on an exclusive basis. All three will remain on the Brunswick label.

Kemp and his crack band have been recording for Brunswick records without a break since 1927, featuring an ultra-modern style and a bold rhythm that is unique among the dance orchestras of the country. For the last two years Kemp has been a tremendous hit at the Blackhawk Restaurant in Chicago, and it is expected that he will continue in this prominent midwest spot for the coming season. There is also a possibility that he may take his orchestra to an important eastern spot in the Fall.

Fio Rito, a Brunswick artist for the last two years, is at present on a vaudeville tour with his clever band of entertainers, en route to the West Coast. He will play again at the famous Cocoanut Grove in Los Angeles.

Anson Weeks, also hailing from the Far West Coast, is currently playing at the magnificent Trianon Ballroom, Chicago, but on August 31 will replace Guy Lombardo at the Waldorf-Astoria Hotel, New York City.

New Stewart-Warner Models Introduced

(Continued from page 28)

the Stewart-Warner Corp. had done and would continue to do its part in constructing and promoting the sale of quality radio merchandise. "We believe that we are manufacturing the sets that are destined to become the accepted standard for comparison in the entire field.

At this point Mr. Hiter donned a set of "blinkers" such as are used on race horses that are known to "give up" when competition presses. "To get over this particular point," said Hiter, "I'll borrow a trick from the race track. As you probably know, there are many thoroughbreds that have all the equipment—the speed, the stamina, the weight-carrying ability—to be winners every time they start, but simply because they are bothered by competition, they 'quit' and lose. A wise trainer will order such a horse to run in 'blinkers' so that he can see in only one direction—straight ahead—he gets out in front and stays there—runs a winning race and wins the stakes.

"Now when it comes to the actual selling of the Stewart-Warner line I am going to ask you distributors to 'put on the blinkers'—forget competition. Remember only this; you have the finest sets in the field, you're off in front."

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

C. T. Lawson Heads New Frigidaire Post

Promoted to Manager of Household Division of Company—Is Widely Experienced in Specialty Field

Promotion of Charles T. Lawson, department store division manager for Frigidaire Corp., to manager of a newly formed household division with supervision over all household refrigerator sales in the United States, was announced recently by H. W. Newell, vice-president.

Mr. Lawson fills a post that has been vacant since the promotion a year and a half ago of Frank R. Pierce to the sales managership of the corporation, Mr. Newell stated.

A colorful individual widely known throughout the specialty and merchandising selling fields of the country, Mr. Lawson becomes the directing sales chief of an army of 18,000 Frigidaire household salesmen active in dealer-

ships and in department store outlets.

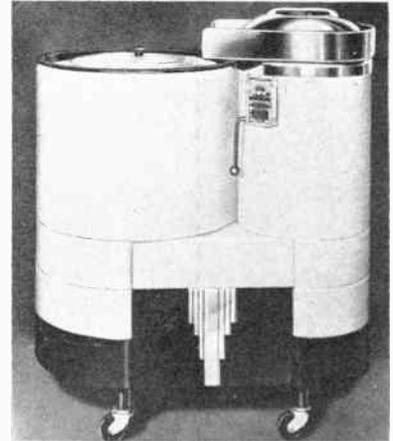
Born in Virginia 39 years ago, Mr. Lawson obtained degrees as a mechanical and electrical engineer at Virginia Polytechnic Institute. Upon graduation he became a member of the sales apprentices' class of Westinghouse Electric and Manufacturing Company at East Pittsburgh, Pa., training along with E. B. Newell, chief engineer and research director of Frigidaire, under the famous scientist, Benjamin G. Lamme.

He returned to Westinghouse after the war for a period of less than a year when he came to the Day-Fan Electric Co., Dayton, as sales manager. This company, manufacturers of radios, electric fans and motors, promoted him to vice-president in charge of sales in 1924, and in 1929, when it was taken over by General Motors and became the General Motors Radio Corp., Mr. Lawson became general sales manager, a position he held until withdrawal of General Motors from the radio field.

He joined the national headquarters organization of Frigidaire in May, 1932, as founder and manager of a new department store division.

trays producing 3.2 pounds of ice; porcelain bottom in food compartment; removable basket for fruits, eggs, etc.; white porcelain table top, and patented door check. List price \$77.50. RADIO MERCHANT, August, 1934.

NATIONAL METAL PRODUCTS CO., Waterloo, Ia. Watermatic washer Model 100 employs new continuous washing action which is said to operate with same efficiency on dainty clothes or heavy soiled garments. One of the outstanding features of the model is the pressure drier which eliminates wringer. This drier is said to remove all surplus water from clothes evenly in 1½ minutes.



Watermatic Model 100

Another feature is the automatic washing control which permits the housewife to set a convenient time regulator and at the end of the set time the washer automatically shuts off. Motor and moving parts are grease-packed at factory, so for average home use the Watermatic washer will never require oiling or greasing. Is modernized in appearance with graceful lines. RADIO MERCHANT, August, 1934.

New Products in the Allied Field

CROSELY RADIO CORP., Cincinnati, O. Crosley Chest Shelvador, lift top type. Has a capacity of 2 cubic feet net and 4.2 square feet shelf space, while door is of Shelvador type, making available additional storage space for small articles of food. Uses standard Crosley compressor with ¼-h.p. motor. Two ice trays have a minimum capacity of two pounds of ice. Chest refrigerator is finished



Crosley Chest Shelvador

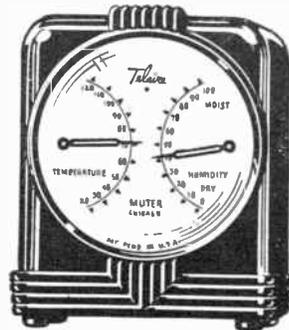
in white lacquer, black trimmings and stamped brass, nickel-plated hardware. Interior and top are of porcelain. Exterior dimensions are: 36 inches high; 23½ inches wide and 20½ inches deep. List price \$72.50 in the East and \$75 west of the Rockies.

RADIO MERCHANT, August, 1934.

Further information on Crosley products appears in advertisement on page 31.

NATIONAL REFRIGERATION CORP., Dayton, O. Line of National refrigerators consisting of three models and featuring the use of the new National Prestat valve which is an exclusive National development which eliminates the customary float-valve mechanism. Model L-46 has a net capacity of 4.26 cu. feet; Model L-58 has net capacity of 5.52 cu. ft.; and Model L-67 has net capacity of 6.42 cu. feet. Models have porcelain interior and lacquer exteriors, semi-concealed hardware, chromium-plated, hidden evaporator; three trays with a capacity of 84 ice cubes (all models); outside mounted temperature control; eight speeds; automatic defrosting and 1/6-h.p. Leland motor. RADIO MERCHANT, August, 1934.

MUTER CO., Chicago, Ill. "Telaire" air meter which tells at a glance the humidity and temperature of a room. Is attractive in appearance, being contained in a genu-



"Telaire"

ine Bakelite case 3½ inches wide, 4½ inches high, 2 inches deep. Weight, packed, 8 ounces. List price \$2; in Canada, \$2.75. RADIO MERCHANT, August, 1934.

LEONARD REFRIGERATOR CO., Detroit, Mich. Lift-lid, chest-type refrigerator with shelf space of 4.3 square feet and 2 cubic feet net volume. Features include an eight-position temperature selector, two freezing

Graybar Distributing Thor and Meadows Washer Lines

Distribution arrangements have been completed between the Hurley Machine Co., of Chicago, and the Graybar Electric Co. involving practically nationwide handling of Hurley household washer and ironer lines, according to announcement by President Edward N. Hurley, Jr. The Hurley company's Thor washers and ironers will be distributed by Graybar in Texas, parts of Spokane and Tacoma, Wash., ten counties of New York State, and Florida, Tennessee, Georgia, Mississippi and Alabama.

Graybar will handle the new Meadows line of the Hurley Co. in practically all other sections.

Barton Washer Sales Jump

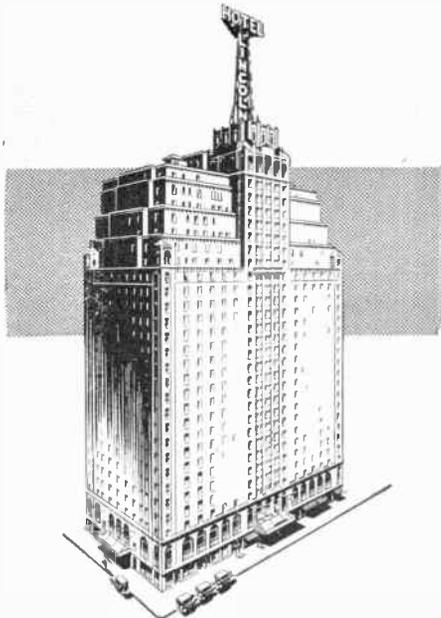
June household washer sales of the Barton Corp., West Bend, Wis., were 165 per cent ahead of June, 1933, in units, following a May increase of 143 per cent over May, 1933, A. H. Labisky, president, announces. Unit sales for the first six months of this year increased 106 per cent over the first half of 1933.

Radio Merchant, August, 1934

Hotel Lincoln Is Show Headquarters

Named as Official Hotel for Visitors to Electrical Exposition at Garden—Will Exhibit at Show

The Hotel Lincoln, New York City, is to be official headquarters for the delegates to the Electrical Exposition at Madison Square Garden, September 19-25, 1934. The Lincoln will exhibit at the show, showing the equipment of one of its typical two-room suites. Typical



Hotel Lincoln

Lincoln services will be exemplified and explained. The part the electrical fixtures play in the guest's comfort and the convenient room radio will, of course, form a prominent part of the exhibit.

The reason the exposition officials chose the Lincoln for headquarters hotel is that, in addition to its having every modern facility provided at moderate rates, it is located within four short blocks of Madison Square Garden, on Eighth Avenue. Many rooms at the Lincoln will be set aside for private showing of various electrical companies, who will repeat last year's special sales campaigns during the trade show. The sample room rates have been scaled very reasonably.

During the Electrical Exposition last year approximately 500 electrical manufacturers registered at the Lincoln for an average stay of seven days. A half dozen prominent radio companies rented large rooms, in which their products were exhibited. This year, as the Lincoln has been named specifically as hotel headquarters, the indications are strong that the number of delegates will double or treble the total of those staying at the hotel. One company alone expects to have approximately 200 of its jobbers at the Lincoln for a conference during the show.

Phenomenal Increase in Crosley Refrigerator Sales

An increase in Crosley Shelvador Electric Refrigerator unit sales of approximately 115 per cent for June as compared to the same month last year, was announced by Powel Crosley, Jr., president of the Crosley Radio Corp. Total refrigerator sales reached the high point of 25,250 units compared to 11,750 for June, 1933.

The Crosley company entered the electric refrigerator manufacturing field three years ago, and in that relatively short period has swept into a commanding position, showing the most rapid growth of any concern in the history of the industry. During the fifteen-month period, ending June 30, 134,490 Crosley refrigerators were sold, as compared to 42,657 for the similar period ending June 30, 1933.

The phenomenal expansion of the Crosley electric refrigeration division is the result, Mr. Crosley believes, both of his company's pioneering activities in developing a quality unit for the low-price field and its development of the exclusive Shelvador feature—a patented recessed door providing approximately 50 per cent additional storage space. This feature, according to Crosley engineers, is probably the greatest forward step in home refrigeration since the invention of the electric refrigerator.

So great has been the demand for refrigerators this season, Mr. Crosley said, that production for the most part has lagged from 10,000 to 45,000 units behind current orders. Single orders for trainload lots of from 10 to 48 cars were common.

Purchases Assets of the Trupar Mfg. Co.

Dallas E. Winslow, president of the Winslow-Baker-Meyering Corp., announced that his corporation had acquired the assets of the Trupar Mfg. Co., of Dayton, O., manufacturer of Mayflower household and commercial refrigeration and air-conditioning equipment, from the trustee, E. P. Larsh. Trupar has been operating in trusteeship for several weeks past.

According to Mr. Winslow, production of Mayflower household and commercial equipment will be interrupted only one week. Distribution of Trupar products will be continued through the channels established by the former Trupar management.

The sale of assets included the electric pump and water softener, as well as the air conditioning divisions of the company, which has been engaged in the manufacturing of electric refrigeration equipment since 1927.

Other subsidiaries of Winslow-Baker-Meyering Corp. in the refrigeration field include Copeland Refrigeration Corp., of Mt. Clemens, Mich., and the Zerozone Refrigeration Corp., Chicago, Ill.

Named Sales Manager of National Carbon

John M. Spangler Promoted to General Sales Manager of Company—Is Widely Known in Radio Industry.

John M. Spangler, who is personally known to hundreds of officials and salesmen throughout the country in the railroad, electrical, hardware, radio and automotive fields, has been made general sales manager of the National Carbon



J. M. Spangler

Co., Inc., according to an announcement just issued by the company.

The promotion is the latest of a series of advances which began almost with Mr. Spangler's initial connection with the National Carbon Company in 1915. Previous to that, he had devoted two years, following his graduation from Penn State College, to railroading with the New York Central, where he was connected with the signal department, chiefly in Albany and Rochester, N. Y.

His effort to get wider sales experience, and his transfer to National Carbon, led to his assignment as a salesman in the company's railroad department. Three years later he had risen to the managership of the railroad division at Cleveland.

In 1923, Mr. Spangler went to Chicago to take over the direction of western division sales. A few months later he became manager of the western division, one of the three national organization units of the company. He remained in Chicago in this capacity until 1930, when he took over the management of the eastern division in New York. Later he became associated with the general sales division, and was made assistant general sales manager a year ago.

The appointment of J. I. Leban as representative for Ken-Rad radio tubes in the Eastern territory is one of interest to the trade.

RCA-Victor Jobbers Attend Sales Meeting

(Continued from page 30)

Vogel of the RCA-Victor sales division, who has been identified with the merchandising of musical and kindred products for many years. Practically the entire afternoon was given over to Mr. Vogel's presentation of the new RCA-Victor line for the coming season. He stressed the outstanding mechanical, constructional and musical features of the product. Motion picture slides were used to emphasize each and every detail of the chassis construction, with particular reference to the "Magic Brain" which is an exclusive feature of the RCA-Victor line for the new year and which will be the keynote and theme of the company's merchandising and advertising program. The instruments themselves were then introduced to the distributors and as each model was presented it was received with enthusiastic acclaim; the jobbers being particularly pleased with the exceptionally attractive, distinctive and artistic cabinets that characterize the entire line. These instruments are described in detail in the New Products Section of this issue of RADIO MERCHANT.

The meeting on Tuesday was opened by Pierre Boucheron, general advertising manager of the RCA-Victor Co., Inc., who gave the jobbers a thorough and intimate idea of the advertising campaign which will be introduced within a few weeks in behalf of the new RCA-Victor instruments. Practically every form of standard advertising will be used to feature these new models and the jobbers were delighted to find that the RCA-Victor line for the coming year will be backed up by one of the most ambitious, aggressive and well-conceived advertising campaigns that the company has ever sponsored. The remainder of the business sessions on Tuesday was given over to a series of short, constructive and worth-while addresses by the following RCA-Victor executives: J. P. Jeter, in charge of battery set sales; L. H. Sullivan, in charge of cabinet manufacturing; E. M. Hartley, service manager; Thomas F. Joyce, advertising manager of the RCA Radiotron Co., Inc., who discussed the profitable merchandising of parts; C. R. King, vice-president and general sales manager of the RCA Radiotron Co., Inc., who gave the jobbers vital data as to the profitable merchandising of tubes and their importance in the radio picture; E. Wallerstein, sales manager of the Victor record division, who told the jobbers how and why Victor records can be merchandised to advantage in their respective localities.

During the course of the afternoon, John Vassos, internationally famous consulting designer, was introduced. Mr. Vassos was responsible for the artistic cabinets in the new RCA-Victor line and he pointed out that these cabinets were designed with the specific purpose of fitting into any home equip-

Store Recording Instrument Introduced



A novel but practicable means of increasing store traffic and stimulating interest in RCA Victor records and Duo combination instruments is provided with the announcement by the RCA Victor Co. of a special store recording instrument for making records of amateur talent at a nominal charge. The new record is intended primarily for dealer's use. The mechanism is housed in a compact walnut-finished chest-type of cabinet measuring 13 $\frac{2}{3}$ inches by 18 $\frac{1}{2}$ inches by 14 inches and consists of a microphone, a high quality pick-up, two-speed turntable and an amplifier

ment rather than merely being pieces of isolated furniture.

On Monday evening an informal and most enjoyable banquet was held in the Tower Ballroom at the Stevens Hotel and at the close of the convention the jobbers were unanimous in predicting that the new RCA-Victor line would meet with an enthusiastic welcome by radio dealers from one end of the country to the other.

RCA Radiotron Announces Tube Price Reductions

Substantial price reductions on 61 types of RCA radio tubes, ranging from 5 cents to \$2.50 per tube, were announced on August 1 by E. T. Cunningham, president of RCA Radiotron, Inc. The price reductions, the announcement stated, are in accordance with the company's policy of keeping selling prices in line with manufacturing and distribution costs, and of passing on savings made possible by increased production and manufacturing efficiency.

Lowered tube costs are expected to further increase the volume of radio tube sales because of the stimulus it provides for the estimated 18,000,000 radio set owners to replace old, worn tubes; radio engineers recommend yearly renewal of tubes for maintaining good reception.

Announcement was simultaneously made of an extensive merchandising campaign being launched to acquaint the radio public with the new prices. Newspapers, window displays, and store selling aids will be the backbone of the campaign to show the public how cheaply radio reception can be improved by

replacing worn tubes with Micro-Sensitive RCA radio tubes. Authorized RCA radio tube agents will receive a complete kit of display material for window and store interior as well as a quantity of new price lists, price reference cards and pocket price cards for the serviceman.

Raytheon Issues Portfolio of Merchandising Plans

The Raytheon Production Corp., New York City, has issued an attractive portfolio describing and illustrating its advertising and merchandising plans. Contained in it is a four-page leaflet entitled "A Few Intimate Glimpses Into the Home of Raytheon 4-Pillar Radio Tubes." This shows pictures of various departments of the factory and contains an interesting resume of the company's history and accomplishments. Among the sales aids pictured and described is a window display that is built in a unique double arrangement. One page is devoted to illustrating and describing a series of window and counter displays, and another sets forth data regarding booklets, charts, folders and display stands, all of which have been prepared by experts to assist dealers in merchandising the 4-Pillar tubes. Regarding the trade press Raytheon tells of its support to trade papers and urges dealers to support and read the various publications.

On a page which reproduces typical newspaper advertisement of Raytheon tubes dealers are told that during the past few years more than \$3,000,000 have been spent in familiarizing the public with the product.

American-Bosch Sponsors the Radio Explorers Club on Air

Famous Explorers Being Featured on Nationwide Network on Behalf of Products of United American Bosch Corp.

Beginning Sunday, Aug. 19, American-Bosch Round-the-World Radio goes on the air on WJZ, New York, and a coast-to-coast network of affiliated stations. The new radio program promises to be one of the most outstanding radio promotional plans ever presented on behalf



Col. Theodore Roosevelt

of radio dealers. According to Arthur T. Murray, president of the United American-Bosch Corp., it will provide a radio tie-up unique in the annals of radio broadcasting.

Each program will be conducted as a meeting of the Radio Explorers Club, a new organization sponsored by the makers of American-Bosch Radio.

The club, membership privileges in which will be offered to every radio listener, will be under the personal direction of Captain James P. Barker, famous sea captain, who has had a colorful, picturesque background of adventure and experience in every part of the world. His store of yarns—humorous, instructive and entertaining—will inspire the public with the glamour of foreign lands and strange peoples who can now be tuned into any home via American-Bosch Round-the-World Radio.

To still further whet the appetite for all-wave radio, the Radio Explorers Club will have as its guest at each meeting, a world famous explorer connected with the American Museum of Natural History, New York, probably the most widely known institution of its kind in America. The nation's leaders in the field of exploration, including F. Trubee Davison, Colonel Theodore Roosevelt, Jr., Roy Chapman Andrews, Martin Johnson, Vilhjamur Stefansson and

Margaret Meade, to name only a few, will be among the guest speakers. They will tell of their adventures in little known corners of the world—thrilling, mysterious, hazardous adventures that make front page news! This feature alone will assure millions of listeners to the American-Bosch Radio programs which experts predict will be one of the most popular series ever inaugurated.

Of particular interest to radio dealers is the merchandising phase of the series. While listeners will not be requested to send in tuning knobs or tubes instead of the usual box tops so often asked of radio audiences, measures have been taken to insure for dealers the liveliest form of concrete sales help ever extended by any radio manufacturer. Roy Davey, American-Bosch Radio sales manager, states that the entire plan has been designed especially to stimulate replacement sales and adds that it offers dealers the most powerful sales and merchandising cooperation in the history of the company.

The new line of American-Bosch Round-the-World Radio sets is outstanding not only in technical design but in cabinet beauty. Every set in the line, with the exception of the air cell receivers, has long and short wave range. Two models provide Right-Angle Tuning, an entirely new basic principle in radio design introduced by American-Bosch. All the sets embody such new principles as anchored construction, new type continuous tone control, etc., brilliant tone, etc. With sets of such technical perfection—backed by the outstanding radio promotional campaign, American-Bosch dealers are looking forward to a busy and prosperous, old-fashioned, lively fall and winter selling season.

Stewart-Warner Sales Show Tremendous Gain

The Stewart-Warner Corp., Chicago, Ill., and subsidiaries had consolidated sales of \$9,222,434 for the six months ended June 30, compared with \$3,979,164 in 1933, an increase of 132 per cent, it was recently announced by Frank Hiter,

ARKAY RADIO

**R.K. RADIO
LABORATORIES, Inc.**
6300 NORTHWEST HIGHWAY
CHICAGO, ILL. •

vice-president. For the quarter ended with June sales amounted to \$5,180,712, a gain of 109 per cent over 1933.

Brunswick-Columbia Sign Ellington and Calloway

In line with recent statements of policy, the Brunswick Record Corp. and the Columbia Phonograph Co. announce the acquisition on an exclusive recording arrangement of the internationally famous hot jazz combinations: Duke Ellington and Cab Calloway. At the present time it has not been decided for which catalogs Ellington and Calloway will be utilized, but definite announcements on this point and other interesting developments may be expected shortly. Ellington and Calloway are expected to add lustre to the Brunswick-Columbia popular catalogs already containing many prominent and popular recording aggregations. Calloway, who recently returned from a sensationally successful European concert tour, is now touring the country. Duke Ellington, a sensation last year in Europe—was recently featured in Paramount's "Murder At The Vanities" and also has a spot in the new Mae West film "Belle of the Nineties," as yet unreleased.

All the Leaders Can't Be Wrong!

The leading phonograph record manufacturers come to the leading flock manufacturers for their supplies of
COTTON FLOCKS OF SUPERIOR QUALITY

Write for samples and quotations

CLAREMONT WASTE MFG. CO., Claremont, N.H.

General Hammond Appointed to Radio Wholesale Code Authority

Well-known Manufacturer Is Named as Federal Administration Member of Board—Has Wide Record of Achievement

The executive offices of the Divisional Code Authority for the Radio Wholesaling Trade have been formally notified that the Federal Administration Member to the Code Authority has been appointed by the National Recovery Administration.

General Thomas Stevens Hammond,



General T. S. Hammond

president of the Whiting Corp., Chicago, is the newly appointed administrator. The members of the Code Authority feel highly elated that an administrator of such outstanding repute, character, and ability has been appointed to their Code Authority. The need for sound, prompt and decisive action on the part of the Code Authority is absolutely necessary and, with General Hammond as the Administration Member, there can be no doubt but what the rulings made by the Code Authority will be eminently fair and sound and that prompt action will be taken on all Code problems, and fair and equitable decisions rendered.

General Hammond accepted this appointment knowing full well the responsibility it entailed and realizing that decisions must be given which might be met with some opposition, but which would be fair to the majority of members of the Radio Trade.

General Hammond was born at Crown Point, New York, October 29, 1883. He was educated at Hyde Park High School, Chicago, and University of Michigan; was one of the popular football players, gaining a place on several writers' All-American teams; at Hyde Park he played with Walter Eckersall and at the University of Michigan with Billie Heston under Coach Yost.

General Hammond has been, successively, purchasing agent, assistant secretary, vice-president and secretary, and is now president and treasurer of the Whiting Corp. (formerly the Whiting Foundry Equipment Co.). He is also a vice-president of Swenson Evaporator Co. for the past fifteen years. He is a past president of the following associations: American Foundrymen's Association, Illinois Manufacturers' Association, National Founders' Association, Electric Overhead Crane Institute, Foundry Equipment Manufacturers' Association, Chicago branch of National Metal Trades Association and has served on numerous committees of the above and similar organizations.

Audio Projector Introduced by M. Weil

Famous Inventor Astonishes Musicians With Brilliant Reproduction Made Possible by New Device

Maximilian Weil, well known for his contributions to the art of faithful reproduction, recently introduced a new invention. In its report the New York Times said:

"A new method of recreating and projecting sound, which provides the auditory illusion of tone arriving at the ear from a wide angle, as from a large number of musicians playing on a stage instead of from a single point as when music is produced by a loud-speaker, was given its first demonstration here.

Music intercepted from a local station, or reproduced from a recorded selection, was given with such brilliance over the system, compared with the tone emitted by a standard radio-phonograph unit utilizing the same source of program that well-known musicians who heard the test said they were amazed at the fidelity and realism attained. Tones not heard through one instrument were prominent in the other, in good balance with the other orchestra instruments.

"The 'audio projector,' as the device is called by its inventor, Maximilian Weil, New York electro-acoustic consulting engineer, is scarcely larger than the average-sized radio cabinet or console now utilized in the home. The electrical amplifier and radio set employed is no different from thousands of other such apparatuses in use today, Mr. Weil said. However, the mechanism that transforms the tones from electrical to acoustic energy and gives the vibrations the illusion of realism is far different, he added."

Triumph Mfg. Co. Organized in Chicago

Manufacturing Service Test Equipment and Radio Devices—Former TCA Officials Head Firm

The Triumph Mfg. Co., Chicago, Ill., was recently organized to manufacture service test equipment and radio devices. Heading the company is J. J. McCarthy, formerly vice-president, treasurer and works manager of the Transformer Corp. of America. E. J. Doyle, previously secretary and chief engineer of the Transformer Corp. is directing engineering research and design, and R. C. MacGregor, formerly sales engineer and service manager of the same company is directing the merchandising activities.

Radio Corp. Statement

General J. G. Harbord, chairman of the board of the Radio Corp. of America, made public on August 1 the statement of income and surplus for the Radio Corp. and subsidiaries for the second quarter of 1934 and for the first six months of the year. Net income for the quarter was \$535,855.95, after interest, depreciation, taxes and other charges. Net income for the six months ended June 30 was \$1,771,580.81, after charges, compared with a loss of \$1,268,211.68 for the same period of 1933. Surplus as of June 30 was \$11,040,671.44 compared with a surplus of \$8,582,972.50 as of June 30, 1933.

National Union Reduces Prices

Effective August 1, the National Union Radio Corp. announced lower list prices, in keeping with such action by other manufacturers in the tube industry. National Union prices, however, remain 10 cents higher on all types throughout the list.

H. A. Hutchins, National Union vice-president, stated that the National Union 10-cent higher list price was being adhered to in an endeavor to afford some degree of reasonable profit margin for service dealers.

Brunswick's latest record release includes "You're a Builder Upper," "What Can You say in a Love Song?" "Fun to Be Fooled," and "Shoein' the Mare," four of Harold Arlen's compositions featured in the Lee Shubert production "Life Begins at 8:40." These four titles are recorded in fox-trot arrangements by Reisman.

TO PIANO MAKERS, DEALERS AND TUNERS

A few sample prices on my specialty as a keymaker of 20 years' experience. All work guaranteed, discount on large quantities.

Recovering tops with grained Ivorine..... \$4.50 set
Rebrush entire set..... 3.00 set
Scraping and polishing..... 2.00 set
Broken keys carefully repaired.

VICTOR E. NELSON
904 So. 6th Avenue St. Charles, Ill.
Phone: St. Charles 374-R

TO HELP YOU



TELL THE WORLD YOU HANDLE THE BEST .

A MERCHANT is known by the products he sells. Raytheon 4-pillar Radio Tubes are known by the matchless quality and sturdiness they possess.* Tell your customers that you and Raytheons stand together in providing the finest radio reception that tubes can help to give. Raytheon retail sales promotion aids are more effective than ever. Magnificent new window and counter display pieces are now available. The picture above shows the principal ones. In addition there are: Display Stand, Consumer Book, Amateur Folder, Technical Data Chart, Consumer Price List, Dealer's Newspaper Ads. And new Service Equipment Items are available at low cost for dealers and service men.

An excellent *Product*, high-powered *Promotion* and a firm policy of a full list *Profit*—this is the unbeatable combination that makes a Raytheon dealership or distributorship a worth-while opportunity.

**Raytheon 4-pillar Radio Tubes are literally covering the four corners of the earth. Over forty foreign nations are using 4-pillar tubes. Millions of Raytheons are made and sold yearly—for replacements and for 60% of the licensed set manufacturers as initial equipment. More than 20,000 dealers and 800 distributors are making full list profits. The only radio tube with a distinctive and exclusive sales feature—4-pillar construction.*

RAYTHEON PRODUCTION CORPORATION
 30 East 42nd Street New York City
 55 Chapel Street Newton, Mass.
 445 Lake Shore Drive Chicago
 555 Howard Street San Francisco

RAYTHEON

TRADE-MARK

4-PILLAR RADIO TUBES

They sang the song together...6,000 miles apart...



A baritone in London...Diana Wynyard in California



More than 6,000 sets

Millions of owners of obsolete sets will see this ad (now running currently in Saturday Evening Post, Collier's, and Time)—the first in a series to appear during 1934-35

YOU are now on the very threshold of what promises to be the most successful radio-selling season in years. And General Electric is ready for it!

Ready with a complete new line of All-wave sets—priced for every purse.

Ready with a dramatic advertising campaign in national magazines . . . consisting of colorful ads that feature news, thrills, celebrities.

Ready with promotional plans that mean profitable business for all General Electric Radio dealers—large and small.

This year there's a new radio market—an obsolete set replacement market that will buy modern radios . . . just as millions of old car owners bought new automobiles this year.

Yes—history is about to repeat . . . and when it does, meet it half-way.

Be ready to serve this enthusiastic market with the finest line of sets ever to carry the G-E monogram.

For full particulars, see your General Electric Distributor. Or write the General Electric Co., Merchandise Dept. Section K-3/8, Bridgeport, Conn.

Subject to change without notice.



MODEL M-125—One of the new 1935 G-E All-wave consoles. A 12-tube superheterodyne with 5 bands . . . tuning range from 150 to 410 and 540 to 36,000 kc. . . . volume output of 12 watts undistorted.

GENERAL ELECTRIC RADIO

