

Sylvania News

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PUBLISHED BY

No. 4

HYGRADE SYLVANIA CORPORATION makers of HYGRADE LAMPS, SYLVANIA TUBES and ELECTRONIC DEVICES
 FACTORIES AT . . . SALEM, MASS. — EMPORIUM, PA. — ST. MARYS, PA. — CLIFTON, N.J.

Emporium, Pa., September-October, 1934

A DAFFODIL FROM THE S. E. P.

Noted Writer Compares British and American Radio Programs

If your wife hasn't thrown it away, get out the August 25 issue of the Saturday Evening Post and read what Joseph Hergesheimer has to say about radio programs in England, as compared with American programs, in an article titled "Daffodils on the Air". For months we've been collecting foreign programs, intending to run a comparative column just to show you how lucky we Americans are, in spite of all the crabbing about advertising. Mr. Hergesheimer, who is an eminent novelist and accustomed to saying what he thinks about things, has said it all so much better that we wish we could quote some of his more pungent paragraphs, but copy rights prevent.

We can quote his quotation from the British Broadcasting Year Book of 1933; expressing the British stand on radio wants: "I am as certain as anything that to set out to give the public what it wants is dangerous—involving almost always the underestimation of the public's intelligence and a continual lowering of standards—though it cannot be indifferent to known wants, it cannot simply cater to them in spirit of a grocer serving out packets of tea". Which is to say that the B. B. C. may know what the public wants, but the public jolly well isn't going to get it.

Through the Day with B. B. C.

In a spirit of investigation, Mr. Hergesheimer sat down in his hotel room firmly resolved to listen to one complete day of British broadcasting. He started after lunch, and got first, complete silence, then a "loud, unembarrassed cough" more silence, and then some "mild music" which went on and on. Eventually, in sweetly modulated Oxford accents it was announced that the concert would be interrupted "for a needed rest and tuning". Mr. Hergesheimer waited, and after a long silent interval was rewarded by the sound of chimes. Another silent interval, then a quartette singing seventeenth century church music, not very cheerful; silence again, and some English folk songs, of which he was able to distinguish clearly only the words "All in a Green Thicket". On and on, through the afternoon he listened to a studio orchestra, a soprano, another studio orchestra, a string trio, the children's hour, which was pure horror, the weather forecast, and news. Unable to bear any more, he went out to dinner.

Tweet, Tweet

The next night he bravely started where he had stopped the night before, with the news. "Big Ben" struck mournfully, followed by deep silence; then a lecture on the Foundations of Music; an orchestra playing a Lullaby and "God Bless You"; a half-hour talk in Spanish; a moral drama. "From Tolpuddle to T. U. C.; a studio band; a recita! by soprano and cellist; a musical revue called "Tweet, Tweet"; and an orchestra playing, among other things, "The Last Rose of Summer". At eleven he gave it up and went out to look for a little fun.

He has some kind things to say about the technical perfection of the B. B. C., but he knows now that in America radio is alive and vital; in Great Britain, at least for the American taste, it is dead and dull. I wish I could quote Mr. Hergesheimer's final paragraph, in which he sums up the probable result of govern-

TWO TUBE WINDOWS WITH A PUNCH!

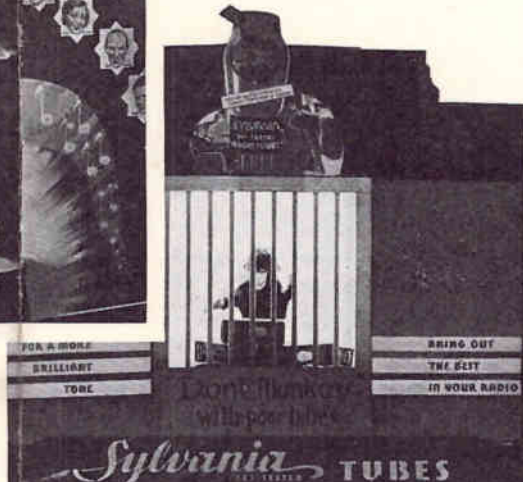


These windows designed by Clinton Fanton, Riverside, California, drew crowds to his store. The figures are motorized, and lighting is carefully planned to gain maximum attention.

We are always on the look-out for original and striking window displays that will help Sylvania dealers to stand out from the crowd, and this month we've certainly found something out of the ordinary to show you. The two windows pictured here were planned and displayed by Clinton Fanton, radio dealer of Riverside, California. He has established such a reputation for clever windows that the people of Riverside eagerly look forward to them, and go out of their way to get a look at them and to buy what they need from Fanton. We especially call your attention to the manner in which the orchestra window plays up the idea of radio entertainment, which is, after all, the specific thing you have to sell to radio set and tube customers.

Each of the little figures is connected to an electric motor underneath the display so that the arms move with the swing and rhythm of a real radio orchestra.

WITH A PUNCH!



Notice also the lighting effects. The furry monkey in his cage is also wired so that his head moves dolefully from side to side as if to say that he has learned his lesson and will no longer monkey with poor tubes.

We can't furnish these displays, nor instructions for making them, but a stroll through a toy department, or the "five and dime" will show you enough material so that you can make your own, or originate a new idea along the same line. How about a football, Halloween or Thanksgiving window? Of course you can make a clever display without motorizing the figures, but the extra attention gained by movement is well worth the trouble, and it's our guess that you'll get a lot of fun as well as more business out of it. Sylvania window displays, such as Mr. Fanton has used to complete the sales story, are supplied without charge. Ask your Sylvania jobber.

SYLVANIA TUBE SALES BOOSTERS

DISPLAY MATERIAL

- Sylvania Radio Tube Window Transfer Free
- Electric Counter, Shelf or Window Sign \$1.25
- Metal Flange Sign (outdoor use) Free
- Handisine (Hand holding tube) Window Display (frequent new designs) Free
- Dummy Sylvania Tube Cartons Free
- Auto Wind-shield sticker** Free

SALES PROMOTION MATERIAL

- News Mats* (ask for illustrated booklet) Free
- Illustrated Folders (shown below) without imprint*** Free
- Price Folders*** Free
- Radio Logs (Plain or imprinted) 100 \$1.75
- Book Matches, Imprinted 1,000 \$3.25
- Movie Slide, 2 styles, imprinted30
- Tube stickers, 2000, Imprinted \$1.00
- "Weak" and "Installed" Tube stickers, 100 in pad Free
- Illustrated Post Cards,** stamped and imprinted, 100. \$1.00

STORE AND SERVICE MATERIAL

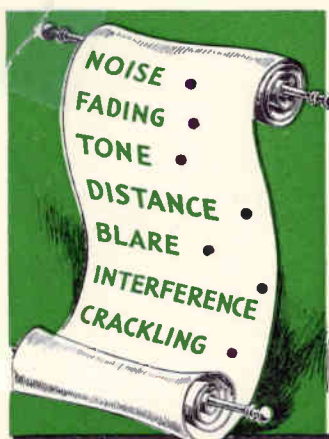
- Business Stationery**, 250 letterheads and envelopes . . . \$1.75
- Service Kit \$3.00
- Oak Leaf Lapel Button20
- Technical Manual10
- Characteristic Sheet Free
- Base Diagram Chart Free
- Interchangeable Tube Chart . . . Free
- Tubes for Auto Sets Chart . . . Free
- Service Hints Booklet Free
- Auto-Radio Service Hints Booklet Free
- Tube Adjustment Guide Free
- Wall Price Card Free

ELECTROTYPES

- (Use for stationery, advertising catalogues, hand bills, etc.) . . . Free
- 1 and 2 inch tubes, two types . . Free
- Tube and Carton, 1 and 2 inches high Free
- "Sylvania" logotype, 1 and 2 inch Free
- Oak Leaf, 1/4 and 1/2 inch Free

IMPORTANT: Your Sylvania jobber's salesman will show you illustrations of some of these merchandising helps, and will help you select those that will be most useful to you. He will enter your order on the form supplied to him and forward it to the factory to be filled. Please order through him to avoid errors and delays.

WHAT—NO SALES HELPS!



We can SPOT what's wrong with your Radio

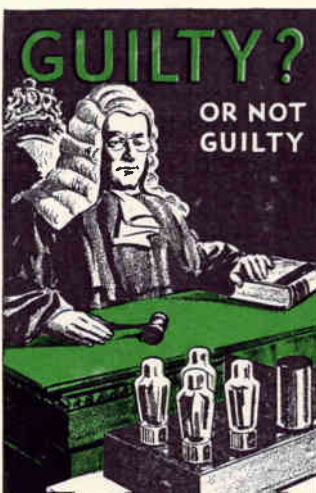


HOW MUCH DOES A SET OF TUBES COST?

Here are four new Sylvania folders, just off the press. Reading matter and clever illustrations on the other three pages of each folder carry out the idea on the front cover. They aren't wordy, do not promise more than you can carry out. They are not technical—don't talk over the heads of your customers, but they do go straight to the point and show how new tubes and expert service will help to bring better radio entertainment.

They are supplied in sets of 100, 25 of each style. Without imprinting, there is no charge. Imprinting charges are shown below, right. Order today, through your Sylvania jobber.

What a shock! A new dealer asks: "Do you have any sales helps?" Perhaps we've been taking too much for granted, because we show you every new one as soon as it is available. To the



*Four new designs similar to illustrated

THE SERVICE EXCHANGE

2A7 or 6A7 Tubes.—Trouble may be experienced in any set using 2A7 or 6A7 tubes, by the oscillator action of the tube being defective. All voltages and resistor values will check OK and the tube on most meters will test satisfactory, but the set will cut out after working a few minutes, or may not even start until a voltage reading is made of some part of the circuit. In such a case the tube should be tested on a meter that will give the oscillator plate current reading independently of the other plate current. Comparing this reading with that given in technical bulletins will show the trouble.—J. Roland Daugherty, 2113 North Charles Street, Baltimore, Maryland.

Audiola Jr.—Oscillated on every part of the dial after aligning the set, testing the tubes, and going over in general. It was found that the trouble was caused by a loose rivet holding the r-f bypass condenser (dual 0.1 mfd. metal can condenser). The rivet was tightened and a heavy wire was soldered to the condenser can and the chassis. This rivet holds the second r-f socket down too. Also an annoying hum was cured in same set by placing a 1. mfd. condenser between .5 megohm yellow resistor and the chassis.—John Guzewicz, 70 Beacon Avenue, Jersey City, N. J.

Atwater Kent.—In all of the earlier models using belts to drive the tuning condensers, both battery and electric models, the belts very often are too tight and pull the condenser plates out of line. This is caused by the pulleys which are made of white metal, expanding, which is a peculiarity of this metal. Loosen the belts by means of adjusting screws to be found behind each condenser at the back of the chassis. These belts do not need to be tight, only snug. The manufacturers will furnish brass pulleys for replacement if they are desired.—D. V. Simpson, 137 South State Street., Marion, Ohio.

Transformers.—In several cases as in AK, where black pitch is used in power transformers and on the i-f transformers, a leak some times results. In i-f transformers melt the pitch around the parts that show a short with a hot soldering iron and the trouble is remedied. In power transformers dig the pitch out and remelt.—T. R. Bailey, Oconto Falls, Wisconsin.

GE and RCA.—In the new GE and RCA models the coupling condensers open between the 2B7 and the 2A5 resulting in lack of volume. In all models of sets using a pentode for output may be suspected when the complaint is lack of volume.—T. R. Bailey, Oconto Falls, Wisconsin.

R.C.A. RAE 59.—These sets when in the vicinity of high powered Stations sometimes develop a bad case of flat tone quality.

The trouble lies in the AVC action being too great under the very strong signals of locals. One finds a 500,000 ohm resistor from plate to ground on the AVC tube, the ground end of which is open and a 300,000 ohm resistor inserted in series with it to ground. Now release the r-f and i-f leads from the plate of the AVC tube and place them at the junction of the two resistors and by pass this point to ground with 1/4 mfd. condenser. This will retard AVC action and cure the trouble with plenty of AVC action left.—C. L. Fairchild, 620 Wright Avenue, Elgin, Illinois.

Filter Choke Repair—Almost any secondary winding of an a-f transformer or either winding of a magnetic speaker output transformer makes a good repair for a defective choke which carries 40 milliamperes or less.—Royce Clanin, Ipava, Illinois.

A. K. 165.—On using loud volume, a heavy vibration is noticed, tightening up adjustment on end of rotor plates will cure it. Just a little more tension is enough.—E. J. Bancroft, 1046 Broadway, Fresno, California.

Crosley 601.—When ganging the main tuning condensers of this set, be sure to have the shields in place and

FADA 35.—Loud hum slowly increasing in volume caused by defective .15 mfd. condenser across field coil, (condenser located in power pack).—E. Sosnoski, Care of Sosnoski-Redington Radio Laboratory, Waverly, New York.

Victor R35 and E57.—We have found frequent complaint on this set, plenty of stations but no volume. In all cases this was traced to low screen on detector caused by change in value of 1.5 meg. resistor due to high resistance of circuit, it is hard to obtain a tune reading of voltage.—A. O. Rabassa, Capitol Radio Service, 2920 E. Baltimore Street, Baltimore, Maryland.

Each Service Hint published in Sylvania News entitles you to one Sylvania receiving tube of your choice.

NEW LIST ON 25/25S

Effective September 27, there is a change in the list price of Sylvania type 25/25S, from \$3.70 to \$2.70. This is a double diode triode tube for 2.0 volt battery operation.

Announce Sylvania 83V

SYLVANIA 83V is a heater cathode type, high vacuum rectifier designed for full-wave circuit applications. The heater requires only 1.75 amperes at 5 volts. This differs from the rating for Type 83 which takes 3 amperes at 5 volts. The d-c output current (175 milliamperes) is intermediate between the ratings for types 80 and 5Z3.

In general, high vacuum type rectifiers are to be preferred to mercury vapor types for radio circuit applications. The tube is not directly interchangeable in every case with the mercury vapor type 83 since the recommended maximum plate voltage is only 350 volts RMS per plate. If voltages higher than 350 volts are to be employed, a Type 5Z3 should be used.

List price—\$1.10.

Following are the tentative characteristics of the Sylvania type 83V Full Wave High Vacuum Rectifier:

Heater Voltage AC.....	5.0 Volts
Heater Current.....	1.75 Amperes
Maximum Overall Length.....	5 3/8"
Maximum Diameter.....	2 1/4"
Bulb.....	ST-16
Base.....	Medium 4-Pin
Operating Conditions and Characteristics:	
Heater Voltage AC.....	5.0 Volts
A-C Voltage per Plate (RMS).....	350 Volts max.
D-C Output Current.....	175 Ma. max.

CORRESPONDENCE CLUB

There's only one thing that worries us about this Correspondence Club. Don't spend so much time writing to each other that you forget to write to us! We'd just have another of those dry-as-dust, desk-bound papers if it weren't for the help and encouragement that you service men give us, and we'd rather go jump in the lake than send out anything like that under the Sylvania News heading. We haven't noticed any slack in our mail yet. We're just telling you. This also seems a good place to say that if we don't personally answer every letter it isn't because we don't appreciate all the kind things you have to say about Sylvania tubes and Sylvania News. If you don't hear from us, please con-

sider yourself heartily thanked, and please write again.

Here is a list of new correspondents: Barney's Radio Shop, 298 Rutherford Blvd., Passaic, N. J. (Barney didn't give us his last name).

- J. B. Collins, Laurel, Montana.
- Wm. C. Moyers, Monterey, Tenn.
- Edward Szyper, 2636 Potomac Ave., Chicago, Ill. (Especially interested in short and ultra short wave reception and transmission.)
- Steadman Fountain, Box 469, Woodland Me.
- Edward J. Reinholtz, 545-A N. 28th St., Milwaukee, Wis.
- Robert E. Fisher, Jr., 162 W. 13th St., New York, N. Y.

QUESTIONS AND ANSWERS

Question 1.—Is it possible to use the 49 Power Amplifier tube as a single output pentode? Would this give a greater output than a Type 31 when preceded by a 32 biased detector?

Answer—The Type 49 output tube may be used as an output triode but not as an output pentode inasmuch as the tube is not supplied with a suppressor grid.

By connecting the number two grid terminal to the plate terminal on the socket, this tube is practically equivalent to the Type 31 triode tube. Therefore no great improvement would be noticed over the performance of a Type 31 tube. In the Sylvania two volt group of tubes is Type 33, a power output pentode, which can be used in your service if you desire a pentode type of output. With a plate voltage of 180 volts and a negative grid bias of 18 volts 1.4 watts power output is available.

Question 2.—I am desirous of making a test for mutual conductance, and amplification factor. Will you please supply me with information on how these characteristics are measured?

Answer—The most rapid way of checking mutual conductance, and amplification factor, of tubes consists of the following method:

A tube circuit supplied with direct current voltages which is capable of having the grid bias and plate voltage altered in very small steps, will serve as a most rapid means of checking the characteristics you are interested in. A meter in the plate circuit to read plate current is also necessary. The procedure for measuring mutual conductance then will be as follows:

The grid bias, plate, and screen voltages are set at normal values and the plate current noted. The grid bias is decreased one volt and the plate current again read. The difference in plate current divided by the difference in grid voltage multiplied by 1,000 will be the mutual conductance since, by definition, mutual conductance is a measure of the effect of a grid voltage change on the plate current.

voltage is then decreased until the plate current returns to its normal value. Amplification factor, then, is the ratio of the change in plate voltage necessary to reduce the plate current to its original value to the change in grid voltage which originally produced the plate current change. This is the definition of amplification factor, since amplification factor is a ratio of the effectiveness of the grid voltage to that of the plate for producing a given plate current.

Question 3.—Kindly advise me what power output in watts I can expect from a Type 53 Class B tube when using only 180 volts on the plates. Should a grid bias be necessary on this low voltage, and what would be the ohms load for the output?

Answer—The type 53 tube is usually operated at a higher plate voltage but it will operate satisfactory with 180 volts on the plates. The power output with a plate voltage of 180 volts would be approximately 4 watts. Under this operating condition no grid bias is necessary and the plate to plate load should be 6,000 ohms.

Question 4.—Can you supply me with information in regard to the use of Type 50 tubes in Class A Prime circuits, and would Type 56 tubes in push-pull deliver sufficient voltage to drive the Type 50 tubes?

Answer—We would not recommend the use of Type 50 tubes for Class A Prime service because of the relatively low output which can be obtained for the relatively high plate voltage necessary.

We would suggest that you consider the use of three Type 2A5 or 42 tubes connected as triodes. For triode operation the screen is tied to the plate at the socket. One tube is used as a driver to operate the two output tubes which operate over-biased. The driver tube should be operated with a plate voltage of 250 volt and a negative grid voltage of 20 volts. The two push-pull tubes should have 350 volts on the plates and a negative grid bias of 38 volts.

P. R. S. M. A. Puts on Show

Despite the fact that there seems to be a consensus of opinion that the Philadelphia Radio Service Men's Association members should adjourn during the summer, meetings were held which were well attended, interesting, and last but not least fruitful in accomplishment.

The Philadelphia Electrical Association, puts on its annual Radio and Electric Show October 8th to 13th inclusive and the P R S M A will be there with bells on.

Folders containing an interesting article on the radio service business and having a directory of members listed as to localities contained in it will be handed out at the booth. The Association was very fortunate in getting a most desirable location for their booth which will be located on the centre aisle not far from the doorways. Of interest to the visitors will be the display which is intended to educate the customer as to the desirability of patronizing an accredited service man who will use the proper materials in his work.

There is another interesting occurrence happening, and it is just what the doctor ordered so that all work won't make Jack a dull boy. The Association has a birthday in September which will be a happy memory when you read this. In celebration of this **Fun Night** will be held at the Stephen Girard Hotel September 20th.—Harry R. De Long, 107 E. Gorgas Lane, Philadelphia, Pa.

HE GETS AROUND

There may be some doubt about the truth of that time-worn saying that people will make a beaten path to your door if you "make a better mouse-trap," but there's no doubt that if you make a few paths yourself, carrying your mouse-trap with you, people are bound to know that you mean business. At least that's what Clair Barrows has discovered. He is Service Manager of the live-wire firm of McGuire and Hargrave, furniture and radio dealers of Palmyra, N. Y., and he not only takes care of the service for his own firm, but the customers of 22 other radio dealers entrust their service work to his deft fingers. He now covers a territory of fifty square miles in his service calls.

Mr. Barrows, like many another service man, who will not endanger his reputation for good work by using any but high quality parts, is enthusiastic about the quality and dependability of Sylvania tubes. "I have used Sylvania tubes exclusively in my service work since 1930" says Mr. Barrows. "After experimenting with various other brands of tubes I found Sylvania far superior in performance. They last longer, too. We have built up a large list of satisfied Sylvania customers. We are for Sylvania first, last and all the time."

OUR HEART IS O. K.

Dear Old Mr. Sylvania:
It'll do your heart good to know that the accompanying 237 was first put in service October 29, 1931, and was taken out of service April, 10, 1934, by Mr. Charles Schwab, Ohio Public Service Company, telephone carrier system, Massillon, Ohio.

It ran twenty-four (yes, 24) hours a day for this 2 1/2 years, thus gave about 22,000 hours service, and is still pretty good, except for a heater cathode leakage. Veterans like this should be pensioned and put in your Old Veterans' Home. Thought you'd like to know about this.

We're not surprised, because we know Sylvania's.

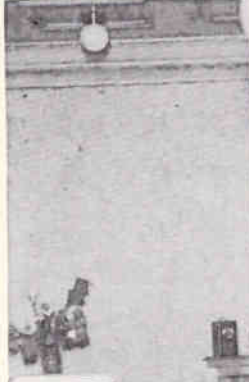
Cordially,
Fred Luther Kline

KLADAG RADIO LAB., Kent, Ohio

Thanks, Mr. Kline. Our heart's in fine shape after that, and it would do your heart good to know how many of us, from the tube engineers to the boys in the R.T.R. Department have read and chuckled over your letter. Old man 237, has been retired to our Old Tube Veterans' Home at Ridgway, Pa., and I guess you know what a quiet life he'll lead in your old home town.



SYLVANIA AROUND THE WORLD



SPAIN
FRANCE
ITALY
MEXICO
CHILE
GREECE
BELGIUM
SOUTH AFRICA



Left, top: Senor Segura, manager of the Bilbao branch of Vivo, Vidal y Balasch, Sylvania tube distributors in Spain. In the background, the show room of the Bilbao branch. Below: Sylvania tubes passing the customs tests at Milano, Italy. To the left is Mr. Personeni, Manager of Commercio Materiali Radio, S.A.I., Sylvania distributor in Milano, with W. A. Coogan and customs officers. Center, top: An intimate glimpse of life at Fontainebleau, France. M. Jean Chauchat, Sylvania tube distributor of Paris, with B. R. Erskine, W. A. Coogan, and a charming friend. Below: Smiling in the rain—Jean Chauchat, B. R. Erskine, Rene Berg, W. A. Coogan, Bernard J. Erskine and Michel

Goffenscheffer on the road from Paris. The young Erskines are sons of B. G. Erskine, president of Hygrade Sylvania Corporation. They accompanied W. A. Coogan, Foreign Sales Manager on a visit to the leading Sylvania tube distributors of Europe during the past summer. Messrs. Chauchat, Berg and Goffenscheffer are Sylvania's keenest merchandisers in Paris. Right, top: J. Salliveros and Emanuel Riginos, of Radio Hellenic, Sylvania distributors in Athens, Greece, on a recent visit to the Sylvania factory at Emporium. Center: An interesting cosmopolitan group at the Sylvania Club. Back row: D. W. Mackay of Johannesburg, S. Africa, R. Le Mare, Iquique, Chile, B. G. Erskine, John H. Faunce,

New York, P. S. Ellison, Sylvania Advertising Manager; front—G. Zambrano, Monterrey, Mexico, Mrs. D. W. Mackay, I. C. Clements, assistant Foreign Sales Manager, H. T. Nystrom, Emporium, Franklin Johnston, Editor of American Exporter, New York. Below: A young citizen of Italy passing out Sylvania literature at the Milano Radio Show. Note the Sylvania insignia on his cap. Extreme right: B. R. Erskine and W. A. Coogan pose with M. Marc Revol, of R. R. Radio, Sylvania Distributor, Brussels, Belgium, in front of the famous statue. "Manneken-pis". Sorry there isn't room to tell you more about "Manneken". Try the encyclopedia.

PEEVES AND PETS

The most interesting letter in reply to our question last month about your favorite radio programs was received from Paul E. Goffe, of the Goffe Hardware Company, Sulphur, Okla. He writes "Unlike Peter Dixon, I am not 'nerts' over orchestras. I enjoy listening to them now and then, but not as a steady diet. I presume I would be laughed at if I suggested that they all sound pretty much alike to me, but it doesn't miss the truth much. But I find that many of my friends dote on them and some are even enthusiastic about Ben Bernie.

"Maybe I am just an eccentric old nut but I like Jack Benny best. Then The First Nighter and One Man's Family follow in quick succession. I would enjoy Mother Moran and Betty and Bob but they come during the day when I am busy in the store and cannot listen closely. Often about the time they are on someone comes in looking for electric lamps and I am busy extolling the virtues of Hygrade Lamps.

"Vic and Sade is another very clever program. The Sinclair Minstrels are good as well as Gene Arnold and the Commodores in the Crazy Crystal program.

"My Pet Peeves are Joe Penner, who is not at all funny to me, and the celebrated Eddie Cantor, whose gags are so ancient that the first time I heard most of them I rolled over and kicked a slat off my crib. Then, too, so often he seems to feel he isn't being funny unless he indulges in some 'near smut'. His was the first unclean stuff I ever heard on the air. Another pain in the neck with me are the crooners, both male and female, and the numerous singing sisters were better shot.

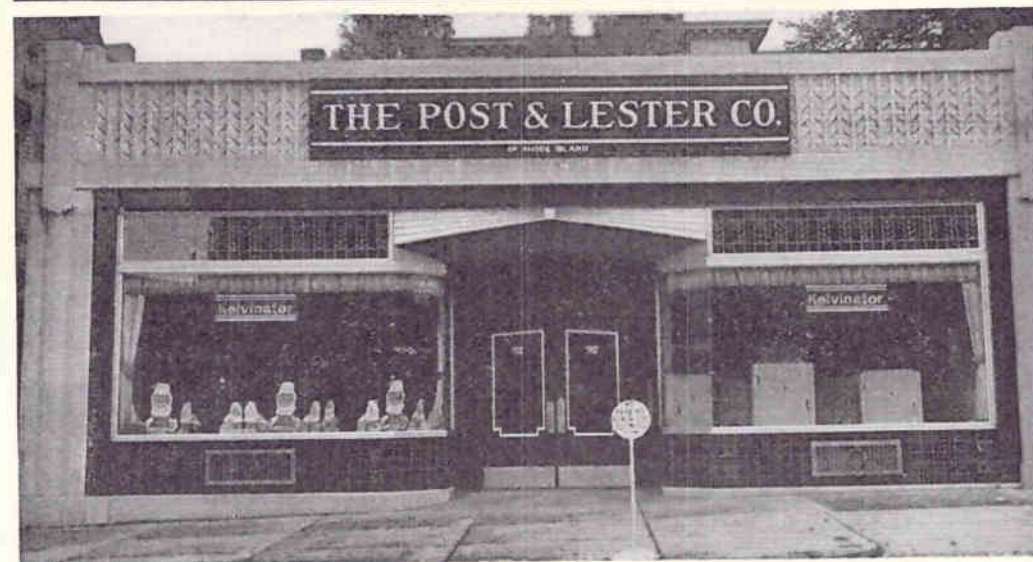
"Other good ones are Clara, Lu and Em, Will Rogers, and George Burns and Gracie Allen. Fred Allen is good sometimes."

Thanks to all the rest of you who answered our question. With minor

DISPLAY, IF YOU WOULD SELL



Inside and out, display helps to keep the stock of the Post & Lester Co., Providence, R. I. always on the move.



They Don't "Carry" 'Em They Sell 'Em Quick

Why do we so often say that a merchant "carries" a stock, when we know that if he's worth talking about at all, he doesn't "carry" merchandise—he sells it. Post & Lester, one of the oldest radio wholesalers in New England, have sold Sylvania tubes, and helped their dealers to sell them, for many years. Ray Lynch, president of the firm, believes that hiding a stock under the counter or tucking it away on a back

SALLY RAND TO WED RADIO DEALER

The announcement that Sally Rand, of Fan Dance fame, is to auction off her fans, marry a radio dealer and settle down to domesticity may stir the fires of ambition in the hearts of thousands of radio dealers all over this broad land. While we can't all aspire to become Mr. Sally Rand, it does make us feel that perhaps we "radiotricians" aren't all as devoid of charm as we have sometimes been painted.

GETS RESULTS WITH SYLVANIAS

"I wish to send along my word of appreciation for the wonderful cooperation you are giving the Service Men and the excellent tubes you are producing. I have used Sylvania tubes for the past several years and consider them to be the best tubes available on the market today—my confidence in Sylvania has time and time again proved itself to be justified confidence.

"One incident occurred recently which will show the practical results obtained from Sylvania tubes. I built a five-meter transceiver (combination receiver and transmitter) using type 230 and 233 tubes. Being in Chicago I went to a local distributor to get Sylvania tubes for this transceiver. He could not furnish Sylvania's, and substituted . . . tubes of the same type. I went ahead with the construction, but when finished found trouble in operating. (Since the receiving portion of the unit is of the superregenerative type but without the special i. f. oscillator tube usually used in such a circuit—depending entirely upon a lower value of grid leak and a perfect operation of the 30 tube for the super-regenerative effect) I was sure that the unit had possibilities and went ahead with the second unit. Back in Milwaukee, I got two Sylvania tubes (30 and 33) from Radio Parts Company. Using these, my second set functioned perfectly, eclipsing the first unit with . . . tubes so completely that there was no comparison. I then went to the . . . in Milwaukee and asked for an exchange of tubes. To save time I took the set with me. Believe it or not, I tried every type 30 and 33 this distributor has in stock, and they all gave the same mediocre results, though some of them tested better than standard. Upon substituting Sylvania tubes for . . . tubes in this set—Presto, I got results, and the two transceivers now perform identically and in a most satisfactory manner.

"I think this is unquestionable proof that Sylvania tubes are uniform in construction and possess uniform characteristics—both electrically and mechanically. As a 'ham' for the past

NO SLOW SEASON FOR THESE BOYS



The Radio Service Department of Howe & Rogers Company, Rochester, N. Y., has no "slack" season" due to efficient management and constant contact with customers. Note the complete and well-arranged stock of Sylvania tubes. Left to right are Ed. G. Masline, Jr., Manager; Leon S. Weld, Randolph Maynard, Jerry Kraft.

On a recent trip to Rochester, N. Y. we dropped in on the service department of the Howe and Rogers Company and had a chin with E. G. Masline, Jr., the manager. We were so impressed with the orderly efficiency of the place, and the signs of activity, that we asked for a photo, and a few hints about how he keeps business up to the mark. He came across with the following:

"We are Rochester's newest wholesaler of nationally known radio parts. We distribute over twenty makes of radio parts, and we feel that Sylvania tubes have helped to further the sale of our parts.

"We have sold Sylvania tubes for the past four years, and due to the satisfac-

tion we have received we have been able to expand our service department. The tube business has been a very competitive one for the last few years, and it has taken plenty of effort to come to the top.

"If all dealers would use the attractive window displays supplied by Sylvania, would distribute the Sylvania tube folders either by mail or by personal contact, and service men would constantly use the sets of Sylvania mailing cards, their business would increase at least 50 per cent. We have found this to be true during the slow season, and have made money all summer in our service department. Our slogan is 'When You Want Quality-Made Tubes Buy Sylvania.'"

EVERYBODY HAPPY

We're up a tree and away out on the end of a limb about the following letter, because we can't decide who deserves the most thanks for results. There's that persistent salesman from Suburban Electric, whose name we'd like to know, there's Dymerski Brothers, and their sales force, there's Ben Cotharin, Sylvania sales representative in the Pittsburgh district, and last but very important, too, there are all the boys and girls who help to make Sylvania tubes so good that they are easy to sell. We'll just print the letter, and let you decide. Gentlemen:

"We have been receiving your Sylvania News and other notes for quite some time, although we have never sold Sylvania tubes in our six years of business. We carried tubes and no other.

"During the month of August, 1934 a persistent salesman from the Suburban Electric Development Co., 5626 Penn Avenue, Pittsburgh, Pa. insisted we try Sylvania tubes. In fact, he called practically every day for two weeks. On August 17, 1934 we finally gave in and ordered a small stock of \$46.70 value. Four days later we ordered \$24.20 more and eleven days later ordered another \$59.50 stock, making a complete order of \$130.40 in a little more than two weeks. We are sure that we will soon be ready to place a little larger order, after we put our special sales plan into force.

"The Suburban Electric Co. has acted with such fairness and courtesy that we will do all in our power to show our appreciation."

Sincerely yours,
DYMERSKI BROTHERS,
(Signed) Edward J. Dymerski.
DYMERSKI RADIO SERVICE,
5211 Second Avenue, Pittsburgh, Pa.
Hazelwood P. O.

FRIENDLINESS COUNTS

We wonder if the firms whose motto is "Business Only" and whose relations with customers are strictly impersonal ever find those customers slipping away to the fellow who combines business with a warm personal friendliness. Harry Alter, who is one of the newer recruits to the ranks of Sylvania jobbers, is one of the friendly kind. His dealer meetings are famous for good times combined with business discussions, and are always well attended. At the last one, held on August 22nd, 900 dealers gathered to view the new Grunow set models, to listen to talks on advertising, merchandising and set performance, and follow it up with a three hours of entertainment and a buffet lunch. Sylvania was also well represented, with a display of tubes and advertising material, Sylvania book matches to light the fags, and Sylvania Service Kits as door prizes. A suit of clothes, six felt hats and six pairs of shoes were also given as door prizes.

Erskine-Healy, Inc.

Another of these friendly jobbers is Erskine-Healy, Inc., of Rochester, N. Y., whose latest dealer get-together was a Monte Carlo party which wound up a ten weeks dealer sales contest. During the contest dealers were paid, on the basis of sales, with special "contest money". At the party this "money" was used to play games of chance in true Monte Carlo style. Afterward the lucky gamblers used their winnings to bid on a long list of valuable prizes, which were auctioned off to the crowd. Since only "contest money" was used, bidding was wild, and a total of "\$2, 446,100" was recklessly spent by Rochester radio dealers. Nevertheless, they went home to their wives with clear consciences, since even the unlucky lost nothing but their dignity and "standoffishness". A buffet lunch was served to all.

Morris Distributing Co.

The third on our friendly list this month is Morris Distributing Co. of Albany, N. Y., who held a picnic for 203 dealers from eastern New York State, western Massachusetts and Vermont. The Grunow "Signal Beacon" and the Sylvania handisine were cleverly used to point the way to the grove. On the reception committee were President Morris Horowitz, Vice President C. H. Ackley, Treasurer Roy Simmons. Regular picnic diversions, such as horseshoe pitching, soft ball and swimming were on the program, and each guest was given \$25 of "special" money to try his luck at games of chance. The "eats" included steamed clams, chicken, corn, potatoes and sausage. After a business meeting at which new merchandise and sales promotion plans were discussed, the party did not break up until after midnight, and then only upon repeated flashing of the lights in warning. Other guests were Lieutenant Commander R. H. Snell of the U. S. Navy, Jack Dalton, J. J. Davis, Grunow radios and refrigerators, R. F. Horan and Roy Caldwell of American Burner Co. and L. T. Holland, Hygrade Sylvania sales representative.

Morley-Murphy Co.

The Morley-Murphy Co., Green Bay, Wisconsin, entertained 118 Atwater Kent and Sylvania tube dealers at a "Round the World Banquet" on September 12. The menu featured food from twelve different countries, symbolizing the long reach of the modern radio set. After the dinner and entertainment W. E. Bodart, sales manager of the Green Bay branch conducted a business meeting at which various speakers presented talks on various phases of radio merchandising. W. C. Mahoney, Hygrade Sylvania sales representative, spoke on Sylvania tubes. This was the eleventh annual dealer meeting held at the Green Bay by the Morley-Murphy Co. On September 11 the Milwaukee branch entertained approximately 200 dealers at a Dutch lunch, followed by a similar business meeting. W. C. Mahoney reports that the dealers attending each meeting indicated by their manner, and by their keen interest in the speakers, that they did not consider the affair as a jollification, but as an opportunity for serious-minded business.

RMA Adopts New Plan to Reduce Radio Interference

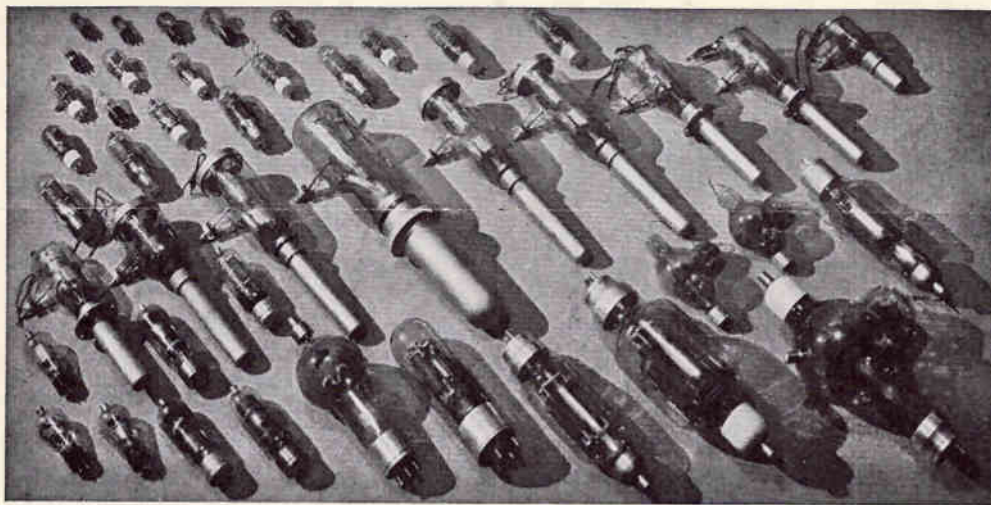
A comprehensive plan to reduce radio interference was launched by the RMA at a meeting September 12, in New York City of the Association's Board of Directors. In the public interest as well as that of the radio industry, a broad centralized movement to reduce electrical interference with radio reception was recommended by the RMA Engineering Division of which Dr. W. R. G. Baker of Camden, N. J., is chairman, and approved by the RMA managing board.

An "Interference Conference" of leading radio engineers will be held by the RMA next November in Rochester coincident with the fall meeting of the Institute of Radio Engineers and detailed plans made for institution of many efforts to reduce radio interference.

"The sources of interference," says Dr. Baker, "are very numerous, and the causes are scattered through many other industries. For that reason a well organized and directed program is the only hope of securing results. The use of the short waves for broadcasting has tremendously broadened the scope of interference elimination work, and any public use of ultra-short waves will still further do so. As a specific instance, motor car interference is not a factor in the standard broadcast range, but it is in many locations the limiting factor on short-wave reception. Naturally, a program of this sort is not spectacular in action, and it will be difficult to trace its results directly as the benefits will be gradual but sure."

The many thousands of requests from radio listeners for the "Radio Noises" booklet, offered by Hygrade Sylvania in 1932 and 1933 is sufficient proof that the public is very much interested in the elimination of radio interference. A program which will assure definite action in this direction will be of great benefit to radio dealers in reducing sales resistance toward the purchase of new sets of all types.

SYLVANIA ELECTRONICS TUBES ON PARADE



From Pygmy to Giant, here are the Sylvania transmitting tubes spread out for inspection.

Typical Sylvania "Big Bottles" Widely Used by Broadcasters



Hygrade Sylvania's Electronics Department at Clifton, N. J., has been making great strides in the last few months and is hanging up all sorts of sales records.

According to its latest figures, over 45% of all broadcasting stations in the United States are now using Sylvania transmitting tubes. When it is considered that this division has been in operation only a little over a year, this is a remarkable accomplishment.

Sales to amateurs have increased by leaps and bounds. Sylvania now has distribution of its Clifton products in practically every important and reliable amateur outlet in the country.

The theatre field represents another market that has been quick to respond to the superior qualities of Sylvania graphite anode tubes.

As almost all amateurs know, Sylvania was the first to develop and produce graphite anode tubes which have definitely proved complete superiority over the old metallic plate transmitting tube.

HERE'S HELP WITH THE SLOW ACCOUNTS

Writing collection letters isn't part of our job, but if ever we had to do it, there's a little book that would be chained to our desk. It's called "The Collection Manager's Manual", by S. W. Guggenheim, and was called to our attention by our good friend Ray Healy, of Erskine-Healy, Inc., Sylvania jobbers in Rochester, N. Y.

The author writes from his own long experience in the retail furniture business and every letter has been tested and proved by results. He begins his preface by saying "We should not begin this book if we thought it would be 'just another book' on collections. There are plenty of them on the market. There is romance and pathos in collection work."

That's the way we read it, and believe it or not, we became so absorbed in the troubles of Mrs. Mary Schmidt and the wiles of that chronic skipper, A. Malari, that before we knew it we had read the book from cover to cover. It is extremely practical, from the credit man's point of view, but it is also humanly written, with flashes of real wit and a sympathetic understanding of the creditor's problems. Chapter headings are "Well Begun is Half Done"; "Keeping Up Regular Payments"; "Forcing the Reluctant Payer"; "One More Chance"; "Oh, Where is My Wandering Skip Tonight"; "Ted Gibson's Mink Coat"; "The

A SIGN OF PROGRESS



Sorry we can't give you a better view of the display window of DeJarnatt Wholesale Radio Parts store in Fresno, Calif., but we wanted to show you his Sylvania sign. This big sign is helping Mr. DeJarnatt's customers among the dealers and service men to sell more tubes, by keeping Sylvania's name before them.