

Radio Journal

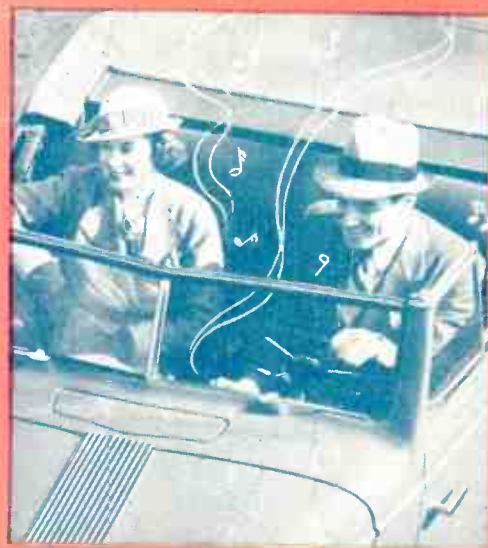
& ELECTRIC APPLIANCE

THE HUSKY RIGHT ARM OF THE CHAMPIONS
AMONG DEALERS, JOBBERS AND MANUFACTURERS
IN THE SEVEN ASSOCIATED INDUSTRIES

INCLUDING
Radio Merchant
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Glad. Henderson
Editor

RADIO · REFRIGERATORS · WASHERS · DRYERS · APPLIANCES · RADIO TUBES · RECORDS · MUSIC



The fast-selling line without spark-plug suppressors “Magic Brain” Auto Radio

Here's a big selling feature—every “Magic Brain” Auto Radio features the built-in ignition noise filter that makes spark-plug suppressors unnecessary in most modern cars... Unaltered car performance is the result to the car owner... Easier selling is the result to you... And this sensational line also has many other great advantages that spell cash to you... Eye appeal, ear appeal, pocketbook appeal... A model for every

car owner... Prices start at \$14.95 and go to \$74.95, four “Magic Brain” models in all... This line has everything you need for the sell-up process by which you get the most dollars per sale.

Custom Control Units

NEW! Now you can obtain, at small extra cost, special instrument panel control units for the most popular cars. They harmonize perfectly with the appointments of late model Fords, Chevrolets, Plymouths, Oldsmobiles, Chryslers, Dodges, and others. Installed in a few minutes, since dimensions are to car makers' specifications.



RCA Victor “Magic Brain” Auto Radios feature the built-in ignition noise filter that makes spark-plug suppressors unnecessary on most modern cars. They also use the “POWER-TRON”, a special RCA Victor feature that gives extra-tube performance.

All prices F. O. B. Camden, N. J., subject to change without notice



RCA VICTOR

RCA VICTOR, A UNIT OF RADIO CORPORATION OF AMERICA... THE WORLD'S LARGEST RADIO ORGANIZATION. OTHER UNITS: NATIONAL BROADCASTING COMPANY, INC... R. C. A. COMMUNICATIONS, INC... RCA RADIOTRON... RADIOMARINE CORPORATION OF AMERICA

DI-POLE ANTENNA. Modern steel-topped cars no longer present any antenna problems. RCA Victor Di-Pole Antenna clamps under the running board in a few minutes. Provides plenty of signal pick-up. Also reduces interference. Great for roadsters and convertibles, too.

ATWATER KENT RADIO

PREVIEW

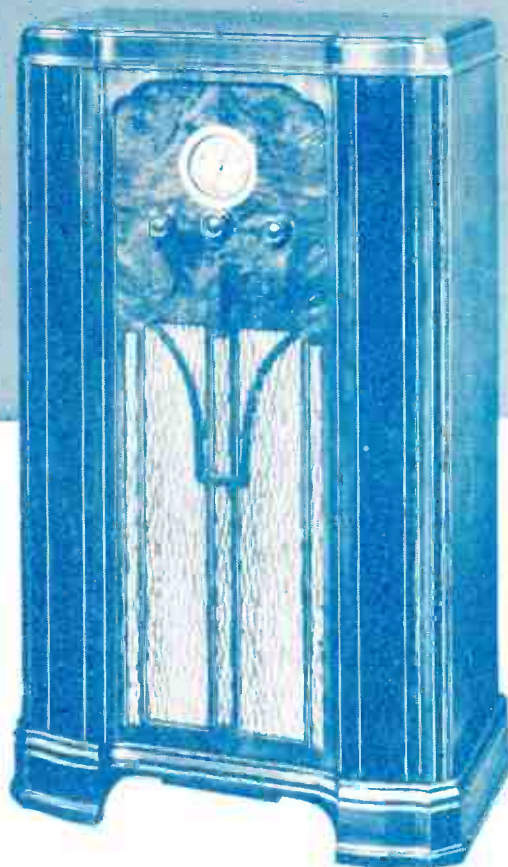
New models! New features! New prices!

The curtain's going up on the most exciting show we have ever put on. New sets, new quality, new performance. Watch these pages.



MODEL 435—(at right)—5-tube A. C. receiver with short wave and standard broadcast for foreign and domestic programs, police, airplane and amateur calls. Range 510 to 1712 kilocycles and 2.3 to 7.5 megacycles. Six tuned circuits. Airplane type illuminated dial. Oversized dynamic speaker. Automatic volume control. Console cabinet of distinguished beauty.

MODEL 545—(above). This same 5-tube chassis available in convenient compact cabinet, beautifully designed and finished with butt walnut front panel and two-toned fluted pilasters.



ATWATER KENT MANUFACTURING COMPANY.

A. Atwater Kent, Pres.

PHILADELPHIA, PA.

"I LIKE A SQUARE DEALING COMPANY"



This Jobber Knows His Business...Read What He Said About Sylvania Tubes

● "Jobbers have to do a selling job as well as a buying job, and I like to do business with a company that realizes this. I like to deal with men who can see my side of the case . . . who know that jobbing radio tubes is not always easy sailing, and who play square with me in good times or bad."

"That's how I look at it, and that's why I like to do business with Sylvania. They have a sales policy that makes sense to me. They've got a good tube . . . a tube dealers can recommend with confidence, and one they can make a fair profit handling."

That's one slant the Sylvania man got when he was out interviewing distributors, dealers and service men. They all agreed that they didn't run risks when they dealt with Sylvania . . . that here was a GOOD, easy-to-sell tube, one that was backed by a square dealing, owner operated company.

If you'd like to know more about Sylvania's sales policies and the real profit that goes to Sylvania dealers and distributors complete details will be sent you on request Write to Hygrade Sylvania Corporation, Emporium, Pa.

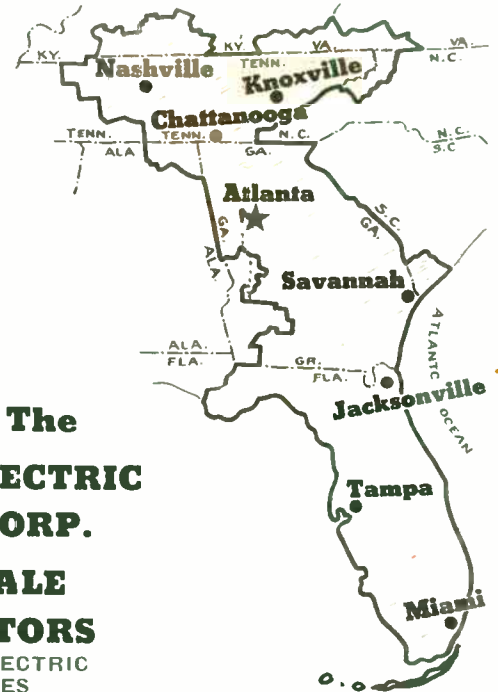
SYLVANIA
THE SET-TESTED RADIO TUBE

© 1935, H. S. C.

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

ATLANTA

MARKET



Through The
GENERAL ELECTRIC
SUPPLY CORP.

WHOLESALE
DISTRIBUTORS
OF GENERAL ELECTRIC
APPLIANCES

- Headquarters** . . . **Atlanta, Ga.**
- Branches** . . . **Chattanooga, Tenn.**
- " . . . **Jacksonville, Fla.**
- " . . . **Knoxville, Tenn.**
- " . . . **Miami, Fla.**
- " . . . **Nashville, Tenn.**
- " . . . **Tampa, Fla.**
- " . . . **Savannah, Ga.**

Says C. R. Pritchard, Mgr., Appliance Sales:—

"There never was a more important date in the Radio history of the Atlanta territory than the date of our dealer meeting at which time we will announce the new General Electric Radio line and merchandising plans. New merchandise — 'Out of the House of Magic' — new and dramatic advertising — new sales opportunities for dealers — these are but a few of the important subjects to be presented. Watch for the announcement date. It means 'Radio history in the making' "



YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC
RADIO
WILL DOMINATE THE

BALTIMORE

MARKET



Through The

GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS

OF GENERAL ELECTRIC APPLIANCES

Headquarters . . . **Baltimore, Md.**
Branches . . . **Charlotte, N. C.**
 " . . . **Greensboro, N. C.**
 " . . . **Norfolk, Va.**
 " . . . **Richmond, Va.**

Says B. J. Dischinger, District Manager:—

"Mr. H. C. Maccubbin, District Manager Appliance Sales, our Salesmen, and myself, are all pledged to bring to you quickly and accurately the Sales Story on the new wonderful General Electric Radio which is a development of the 'House of Magic'.

"The new General Electric Radio Line is distinctly a General Electric Product, manufactured in their Bridgeport Plant and supported by an Advertising and Promotional Campaign that will be excelled by no other in the Industry. Our sales plan carries with it a restricted franchise dealer policy."



YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

Partners!

KEN-RAD dealers are considered as partners in the Ken-Rad set-up. Our success depends on their success. High quality merchandise and an opportunity for a just profit make Ken-Rad Radio Tubes popular merchandise. Consumer and dealer satisfaction must be maintained.

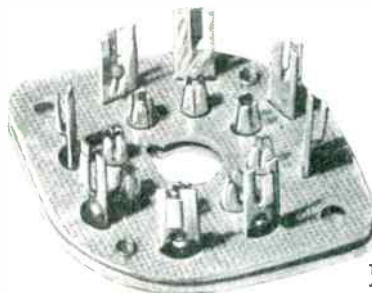
Learn about the Ken-Rad dealer family. Send for our free booklet, "Facts About Ken-Rad." No obligation.



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

CINCH



New eight prong socket—now in production—for the ALL-METAL tube

—and also ready—the new small Screen Grid Clip.

Cinch and Oak Radio Sockets are licensed under H. H. Eby socket patents.

CINCH MANUFACTURING CORPORATION
 2335 West Van Buren Street Chicago, Illinois
 Subsidiary:
 United-Carr Fastener Corporation, Cambridge, Mass.

The Best Advice Of 1935

SEE THE NEW

1936  **RADIO**

LINE BEFORE
YOU DECIDE

 **RADIO**

ZENITH RADIO CORPORATION
3620 IRON ST.
CHICAGO, ILL.

Understating the obvious!



DAILY NEWS, FRIDAY, MAY 24, 1935

URGES PENNSY TO LET DEALERS SELL BY BOTTLE

Harrisburg, May 23 (AP).—The House Ways and Means committee proposes to permit liquor retailers to sell by the bottle as well as by the drink.

After hearing views of dispensers upon two pending bills yesterday, the committee in-erred several amendments including one to permit sales for consumption of the premises. Then the bills were reported with affirmative recommendations.

Several of the dispensers told the committee retailers should be permitted to sell by the bottle after State stores close as a means of combating the bootlegger. The amendment, however, does not limit bottle sales to periods after the stores are closed.

U. S. SEIZES PROPERTY AFTER RAIDING OF STILL

Federal Judge Mortimer W. Byers in Brooklyn yesterday signed an order presented to him by Assistant United States Attorney William S. Perlman giving final title to the Government of the premises at 11 Conelya St., Brooklyn, which formerly housed the bottling plant of Joseph, Benjamin and Bronislaw Adamowicz. More particularly, the title is given to Collector of Internal Revenue Almon G. Rasquin, who, according to the order, has the right to sell or rent the property, as agent for the Government.

On Jan. 11 last, a jury before Judge Byers declared the property forfeit to the Government on the ground that a still of 1,800 gallons capacity daily was in operation on the premises in July of 1934. The three Adamowicz brothers were convicted of conspiracy to

operate a still, by a jury before Federal Judge Grover M. Moscovitz in Brooklyn on March 26, this year, and on April 1 they were sentenced to fifteen months each in a Federal penitentiary.

NINETY FACE COURT ON SANITARY CODE

Health inspectors continuing their drive haled ninety persons into Coney Island Court on charges of violating sanitary code provisions. All received suspended sentences and a warning.

\$13,800 HOLDUP

Madison, Wis., May 23 (AP).—Two handits held up the R. W. Nelson jewelry store today and escaped with a stock of diamonds, brooches and cash valued at \$13,800.

GE
Brook-
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years
here,
to con-
young
hearing
he said
Martin
obme to
fair of
AK
WASH
p.—Six
four in-
cident
from field
planes
low. It
killing
wall fell
listen-
then
1935

Frederick Loeser & Co.
FOUNDED 1866

AS MODERN AS TOMORROW

\$895
COMPLETELY INSTALLED WITH 275 GAL. TANK

QUIET MAY OIL FURNACE

LOESER'S

Home owners can arrange liberal Federal Housing Administration terms through a bank, with 3 years to pay.
MAY OIL FURNACE—FIFTH FLOOR

CLIP THIS COUPON AND MAIL TO:
Frederick Loeser & Company,
Brooklyn, New York.

Please send me complete information about the famous QUIET MAY OIL FURNACE.

Name _____
Address _____ City and State _____

FULTON AT BOND, BROOKLYN TRIANGLE 8-8100

- ALL STEEL BOILER.
- Fuel savings—owners report 35% to 50%.
- Featureless domestic hot water supply—180 gallons per hour at a cost of only \$52c.
- Two boilers for the price of one.
- Quiet May Lifetime Oil Burner with (a) Sapphire jeweled atomizer, (b) Generator pump—the heart that never wears out, (c) Traffic Cop Valve.
- The only boiler when installed in a hot water heating system that will supply heat in winter and hot water all year around without metered valves, circulators, gadgets etc.

ON Friday, May 24, in the Brooklyn section of The News, Loeser's advertised an oil burner—Quiet May, at \$895. Some advertising wiseacres tekk-ed and said it must be a mistake, that you couldn't sell big unit merchandise in a mass newspaper. So we asked Paul Murphy, adv. mgr. of Loeser's, about it. He reported:

"It wasn't a mistake. Just a routine ad. Results very satisfactory. Brought in sales of more than \$5,000."

"The ability of The News to sell merchandise in any price range isn't news any more. It's an old story to retail advertisers who have to get business from advertising!—and can tell where they get it! The News brings them more business for their advertising dollar because it reaches more than two-thirds of New York City families, more effectively—at the minimum cost.

So The News carries most of the Retail linage in New York, gets the largest share of the retail advertisers' advertising dollars.

In the infancy of radio, the radio set advertiser insisted on advertising in special sections—until he found that News r.o.p. paid better. When the mechanical refrigerator came along, the refrigerator makers tried all the so-called "class" newspapers in the New York field—before one of them discovered that The News made more sales for dealers. Most of the advertising in these classifications has been going into The News for some years since.

The oil heat advertiser is merely following the parade, discovering that the paper that pays other advertisers best is his best medium, too.

If The News isn't getting most of your advertising expenditure in New York, you aren't getting as much business as you should in New York! Can we tell you more about this market and this medium?

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

220 E. FORTY-SECOND STREET, NEW YORK
Tribune Tower, Chicago • Kohl Bldg., San Francisco

Congratulations

from
RESISTOR
Headquarters

to

GENERAL ELECTRIC
On Using the New-Type ELECTRAD
CARBON VOLUME CONTROL
In Its New Receivers



**HAMMARLUND
CONDENSERS**

For TRIMMING, PADDING,
and I. F. TUNING

Used By
GENERAL
ELECTRIC
COMPANY



And Other
Leading
Radio Set
Manufacturers

NO part in the modern receiver demands more infinite care in its selection, than the small variable capacities for trimming, balancing, padding and transformer tuning. We are decidedly proud, therefore, to watch the consistent choice by leading radio manufacturers of the compact Hammarlund condensers made especially for these purposes.

Dual and single stock models, using Isalantite, Bakelite and mica insulation—also air-dielectric.

Special types made to specifications.

The Hammarlund name on a condenser has represented, since 1910, the highest standards of design, workmanship and electrical efficiency.

Write Dept. RJ-7 for Catalog



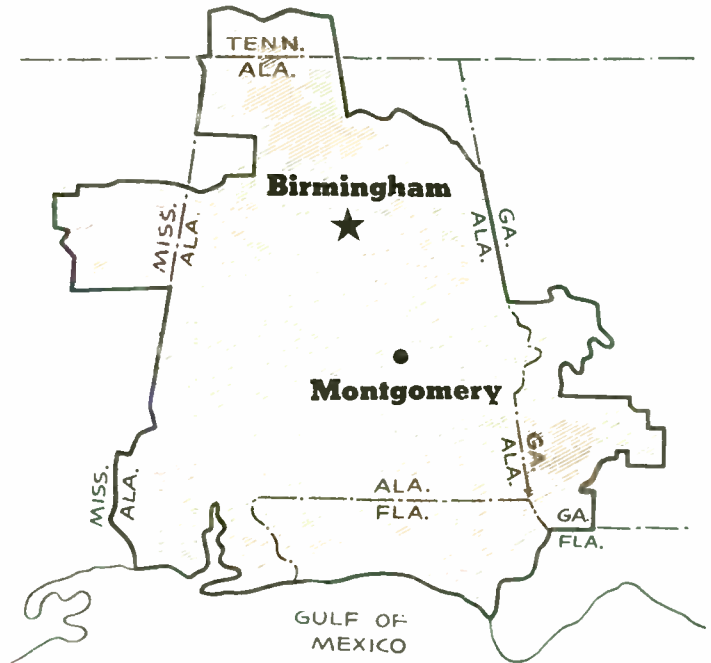
HAMMARLUND
MFG. CO.
424 W. 33rd Street
New York

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

**BIRMINGHAM
MARKET**



Through The
MATTHEWS ELECTRIC SUPPLY CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Birmingham, Ala.
Branch Montgomery, Ala.

Says C. R. Matthews, Vice-President:—

"In our twenty years of distribution of merchandise products for the General Electric Company, I think nothing has given us more enthusiasm than the announcement by them of their new radio receiving sets, made possible by the 'House of Magic'.

"The new dealer merchandising policies and the aggressive program of promoting General Electric Radio should appeal very strongly to the dealer, and we are confidently looking forward to the most successful season in the history of our Company."

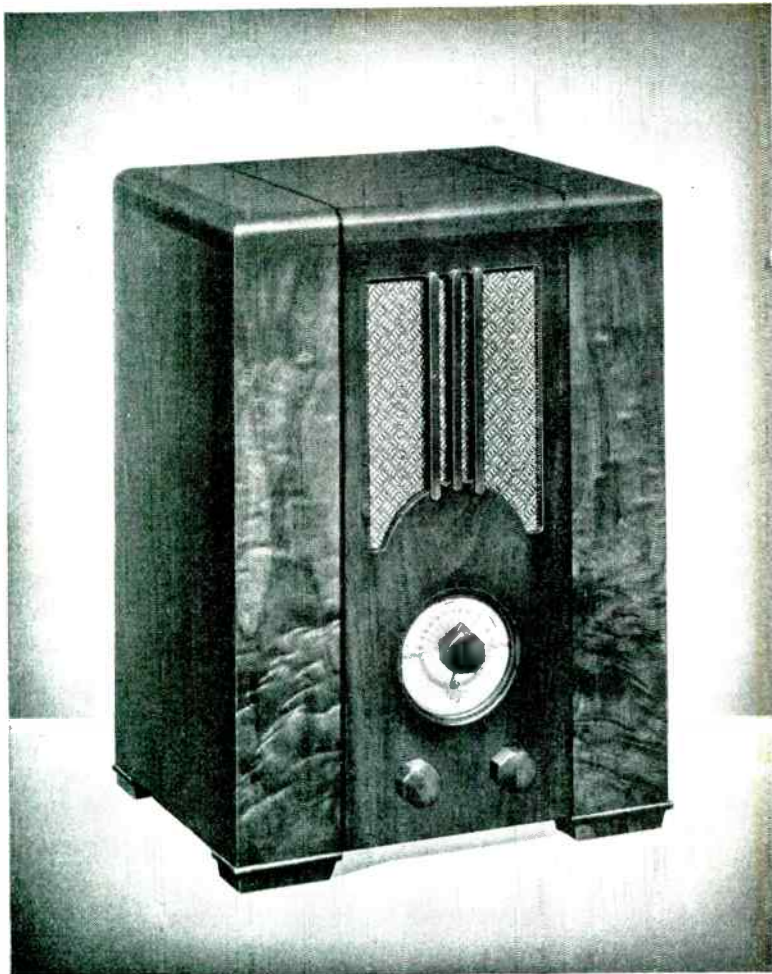


**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

Typical of Values in New 1936 Line!

DUAL-WAVE

5-Tube Superheterodyne



\$ **19.95**
LIST
PRICE



Emerson Radio

Check the Features of this Sensational Model. All Other Emerson 1936 Receivers Embody Corresponding VALUES!

5-Tube AC Superheterodyne . . . 95 to 550 Meters—Police, Aeroplane, Amateur Stations and Regular Broadcast . . . 3-Watt Output . . . Illuminated Dial . . . Dynamic Speaker

Upright Table Model—operating on 110-120 Volts, 60 cycles. Also available for 220-Volt Operation at Slightly Higher Cost.

Listed by Underwriters' Laboratories. Protected against fire and electric shock hazards.

Audio Overload Control—ingenious device protects the receiver from blasting on sudden loud signals.

Power Pentode Audio Circuit. The high power output capabilities of the 42 pentode tube are utilized fully in a highly efficient audio circuit to attain an undistorted output of three watts.

Telegraphic Interference Trap—built into antenna coil to filter out code signals.

Shock-Mounted Variable Condenser—mounted on pure gum rubber to eliminate microphonism.

Transformer equipped with Electrostatic Shield and Capacitive Filter—protects against man-made static and local electrical disturbances.

Efficient Intermediate Frequency Circuit—uses all the advantages of 456 kilocycles as an intermediate frequency.

Full Vision Illuminated Dial—calibrated in kilocycles for both broadcast and short-wave bands.

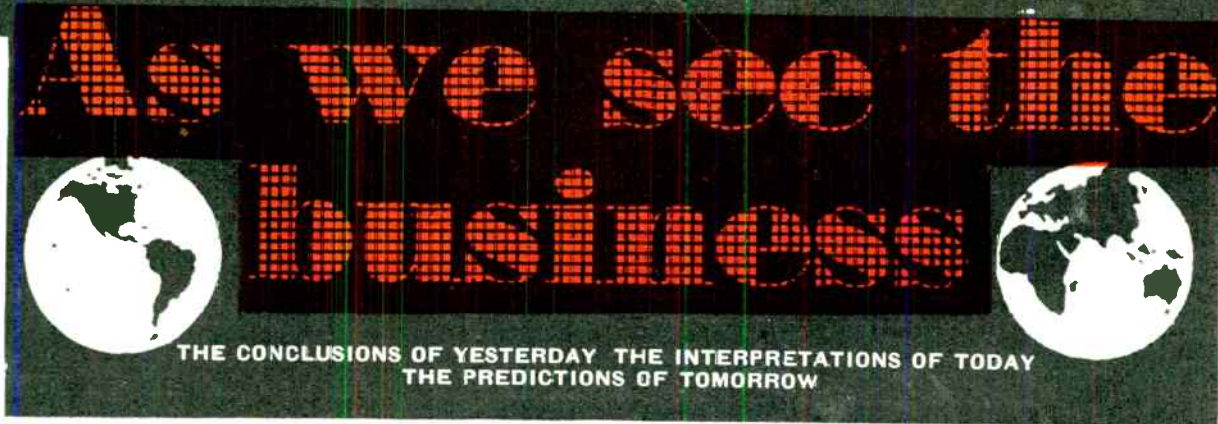
Cabinet. Attractive modern design. Straight-grain walnut with ebonized inlays on front and top.

Size. 14¼ ins. high, 10¼ ins. wide, 7½ ins. deep.

Equipped with RCA Radiotrons—2-6D6, 1-76, 1-42, 1-80.

12 Great Models in the 1936 Line, \$19.95 to \$99.50 List. High Fidelity, New Dial Improvements, Incorporating 5, 6, 8, and 11 Tube Sets—Including Consoles, Midgets and Battery Sets. The Most Beautiful Cabinets Ever Designed. Write Now for Distributor and Dealer Proposition.

EMERSON RADIO & PHONOGRAPH CORP., 111 Eighth Ave., NEW YORK, N. Y.



ISN'T THIS GREAT? INTERVIEWING 5,931 families on what products Chicago families wish to buy next, DePaul University College of Commerce finds radio **FIRST** on the purchase list for 1935 with 11.1% choosing radio. Second was automobiles, with 9.7%. Third was rugs, with 5.4%. Last year, automobiles were first with 14.5%; radio second with 7.7% and rugs third with 6.6%. In 1932, automobiles were first with 21%; electric refrigerators second with 19.5% and radio third with 7.3%. Coming into the "new season" let's all go to work to make the radio-wants satisfied. If the percentages were carried out for the country, it would mean 11.1% of 30,000,000 families for a total sale of 3,300,000 radio sets in 7 months.

YOU CANNOT GO WRONG BY PUTTING on a June "radio sale" to clean up the dodos in merchandise that have been hanging around for a while. Get your radio stock down so low that your inventory of junk and near-junk is eliminated. If you don't you are only postponing losses. Find out what you have done for the first six months of 1935, and what brands gave you the greater profits. During the next two months, "look" the new lines over, decide



what you want to do; order in sufficient quantities to back up your own decisions and to show people that you believe in doing what you say to them, and then, knock out the swellest dam radio business you had for years.

PREDICTIONS MADE LAST YEAR on the Spring season of refrigerators are larger than the results, due to unseasonable weather. Factory production of 25% increase ran true to form, so another shift in retail sales is due this year comparative to 1933, when June, July and August delivered excellent results. April for example, in the east, had a stretch of 10 rainy days, a holy week and numerous other rainy days. May was colder than a chorus girl's heart, requiring much "we save you \$25" retail advertising. Never has such a potential refrigerator business existed as right now, and the road is clear to press on the sales accelerator for a huge summer business.



Published by Henderson Publications, Inc., Radio City, Rockefeller Center, 1270 Sixth Ave., New York. Chicago: Richard E. Burrill, 664 No. Michigan Ave. 50c a copy. \$5 a year. Vol. XXXVIII, Number 6, June, 1935.

STRIKING EVIDENCE OF RADIO stability is presented in this Journal with one of the initial announcements featuring General Electric Radio manufactured in its entirety at the GE Bridgeport, Conn., factories. Merchandising experts of the company in their decision for aggressive marketing of radio, now re-establish a radio confidence for all that should be the start of several years of excellent profits. With the radio industry so fittingly OK'd, General Electric also adds the impressive factor of metal tubes (created by GE) thus "dating" all radio, and building over night a larger replacement market of specific character. Executive skill conducting the affairs of General Electric with such remarkable success, and giving radio a devotion that aims at nothing short of radio leadership, is so encouraging to all that a national "perk-up" is being evidenced which will enhance the business of those dealers bright enough to work. Always rating as one of the few in the handful of "largest radio houses" General Electric always operated in radio with a regard for business standards as a bulwark against the unethical practices which are so flagrant as to cause universal criticism. Radio as the greatest household "utility" is accused of using selling methods comparable to "medicine man" type and utterly unbecoming an industry of such size. Contributing so much to the industry, as well as being a leader in radio development as evidenced by the metal tubes, General Electric now presents a 1936 line of radio sets of distinguished value plus huge sales promotional activity that will hearten GE dealers.

ANOTHER RECORD. THIS ONE for New York, with a wholesaler billing nearly \$6,000,000.00 for 1934 sales, which we suspect is the largest volume of any wholesaler for that year. Another New York jobber, on radio and refrigerators, hit \$750,000.00 for the one month of

October, 1934. A big furniture dealer, doing a swell job with radio and refrigerators, did \$8,551,000.00 and lost \$58,500, the latter probably due to charge-offs. Thor turned in a handsome score-card for 1934, earning \$483,000.00, and the Crosley radio report of \$15,809,000.00 sales, and \$893,800.00 profit is a brilliant achievement. Every report for the first quarter of 1935 shows an advance over 1934, so for the first time we urge you to become an "imitator"—imitate the successful men.

QUERIES RELATING TO MOTOR car radio selling by car dealers can now be estimated. Ford set lists at \$44.50, with price to dealer of \$31.50, gross profit of \$13. Salesman gets 10% (Ford rule on accessories) and cost of installation to dealer is \$3.50, taking \$8 away from the dealer's \$13, leaving a gross profit of \$5. Ford dealer can handle any other motor car set and make real money, and some of them are getting "smart" and doing it. Deal of Ford with Philadelphia manufacturer calls for 100,000 to 400,000 radio sets. Present rate of sets is 1 set to 5 cars, average, so if Ford makes 1,000,000 cars, it means 200,000 auto sets. Ford used 80,000 sets last year. Large Chevrolet dealers get 50% on auto radio, and selling about the same percentage of sets to cars, but getting the proper gross profit. For other than one make of auto set, New York market has perked up rapidly, due to shortage of that one make set, with other companies in position to make deliveries. From above figures, alert radio dealers have plenty potentials to sell auto sets. Production looks like 1,000,000 auto sets this year, with 400,000 going into new cars, the latter being a trifle high.

IF YOU AND I WENT INTO BUSINESS making "vaseline" we would be stopped instantly. We could make petroleum

jelly (about the same thing) but only one company can make Vaseline notwithstanding that nearly everyone calls petroleum jelly "Vaseline." Anyone can make radio sets, but there can be only one Atwater Kent set, or one Crosley, or Grunow, or Stewart-Warner, or General Electric, or RCA Victor, or Kadette, or American Bosch, or Zenith, or Arvin, or Sparton, or Westinghouse, or Emerson, Fada, Motorola, Fairbanks-Morse, or any good name. Anyone can open a radio store in your city but they can't take your name.

DUE TO THE HASHED CONDITIONS of the past several years, name value of either the set brand or the dealer store, has not received the promotional activity necessary to build increased prestige. Constantly changing new models and the dealer's necessity of selling from his advertising at once, developed day-to-day merchandising on "radio sets" with no thought of enlarging the power of public opinion for any one, two or three or more sets from a certain dealer's store.

DEALERS MUST REMEMBER THAT now is the time to "sell" their own stores and services, and to shape their lines so that the value of the line-prestige is a force added to their own selling. Steinway piano agency, for example, is rated as worth thousands in good will by dealers. Certain radio sets; certain refrigerators or washers, are worth more to handle by reason of their re-sale power than others, although it is rare that a product can be placed in the window and is sold without effort.

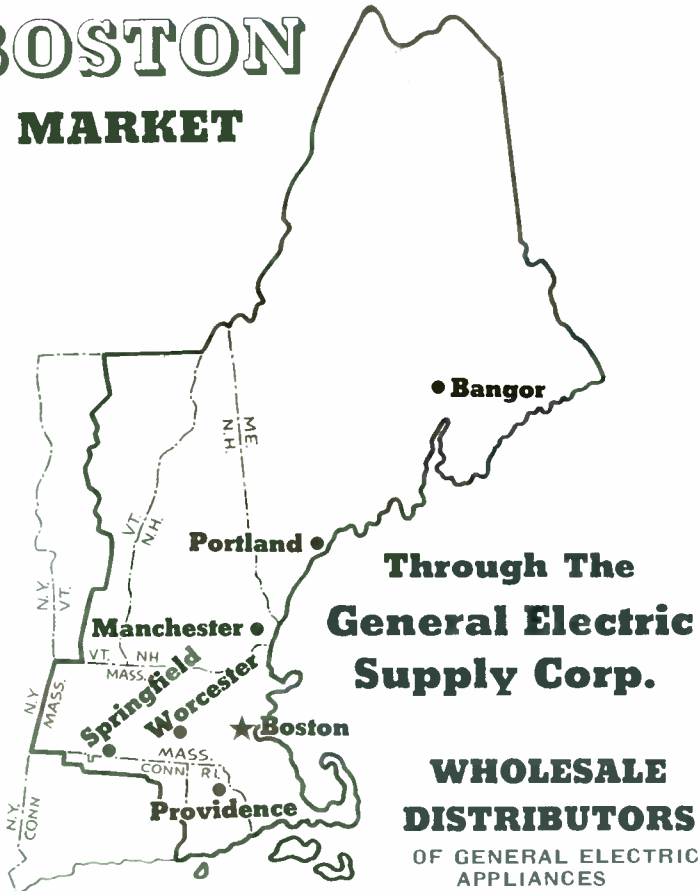
IF YOU DON'T ALREADY DO THIS, use a 2 in. single column newspaper ad in at least one daily, every day, featuring: "To-day's Special at Brown's Store" with different copy every day. This pulls

well with the right paper and the right "special." Other advertising is at your own desire when and as wanted. But this two incher gives you business. Copy should be specific, luring and the repetition of the name aids prestige.

THERE IS A "WHIMPERING group" of dealers in radio and refrigerators, whose clam juice on prices, policies, etc. is too highly regarded by the jobbing and factory students of merchandising, and decisions are made for the industry that are recognized AFTERWARDS as detrimental to all. The small, plugging dealers asks few favors—he is a worker—and a real constructive factor. The thousand big shots in radio are shrewd, able, alert, knowing all the answers, and with these thousand selling a third of all radio, they present no particular problem to the better lines and a big headache to the selling platers. But the "whimpering group" are milk curdlers — everything should be done differently—the cabinet should be an inch higher or wider; the dial is too small or too large; another 2% discount is needed; advertising allowance is not enough; "the jobber's salesman doesn't like me;" goods aren't packed right; "if the list were \$5 less I could sell a million sets;" the speakers are too small; and so it goes, with refrigerators and washers, too.

A FEW OF THESE WHIMPERS percolate to the factory and frequently causes much confusion. Intelligent criticism is welcomed by every factory, but the sponsorship of that view is more important than what is said. These whimperers spend most of their time acting upstage on complaining, and rarely do a selling job. Their conceit permits buying a few additional sets to get an extra discount, but they never win prizes for SELLING, so the new lines being presented runs us into the ace period of whimpering, and this serves as a "warning."

**BOSTON
MARKET**



**Through The
General Electric
Supply Corp.**

**WHOLESALE
DISTRIBUTORS
OF GENERAL ELECTRIC
APPLIANCES**

- Headquarters Boston, Mass.**
- Branches Bangor, Me.**
- " Portland, Me.
- " Providence, R. I.
- " Springfield, Mass.
- " Worcester, Mass.
- " Manchester, N. H.

Says W. H. Kaiser, District Manager:—

"There has never been a greater opportunity for radio dealers to establish themselves profitably than now. Realizing this, dealers all over New England are indicating this desire so that they may definitely capitalize on the latest and greatest development of the 'House of Magic'.

"The General Electric Supply Corporation welcomes the opportunity of serving its dealers so that together we may profit from the greatest radio promotion that any manufacturer has ever had."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

HARRY

**takes father's duties as general manager
of Sparton**

At a special directors' meeting of The Sparks-Withington Company Saturday, June 1, presided over by Winthrop Withington, chairman of the board, William Sparks, president and general manager, asked to be relieved of many of the routine duties that for many years have occupied most of his time.

In line with this request, the matter of dividing responsibility was discussed at length and Mr. Withington announced a revised plan of management. The wisdom of grooming a second in command for Jackson's largest employer of labor met with approval by all directors. As result William Sparks will remain as president of the company, but will relinquish his many duties as active general manager. He will be succeeded in this busy capacity by Harry G. Sparks, his son, who has been with the company for fifteen years and who for the last five years has been energetic in design, sales and administrative activities. The change became effective Monday, June 3rd.

In a statement William Sparks said: "In line with my policy of the last four or five years, I am gradually passing on my more active responsibilities. With this thought in mind, I have wished to be relieved of the more arduous routine duties of general manager which call for minute attention to detail.

"We are thankful that our business has shown a steady improvement this Spring and hope and believe that the major trend of business is upward which will allow us continually to employ more people in this our home city, Jackson. Our 1935-1936 line of radio models is nearly ready and our annual Distributors' Convention, when those models will be unveiled, will likely be held in Jackson the latter part of this month. Our Refrigeration business is about forty per-cent ahead of the same time last year, and we face the future with confidence."

CONTROL

**whether its radio factory time or
pitched balls is his meat**

Perfect control is learned in the best radio factories. Proof of this statement is Keith Parks who is employed in the time control department of the Hygrade Sylvania Corp. factory in Emporium, Pa. He's also a hurler with the Sylvania Forester and on Sunday, May 19th, he proved his control by pitching a no-hit, no-run game against the Brooklyn Colored Giants, running up a score of 11-0 for the Foresters. Keith trained with the Philadelphia Nationals this spring, but came back to the Foresters for the season rather than being farmed out to a minor league. Right: Keith Parks.



DEALERS

**winning band wagon tour contest
entertained by G-E**

As winners of grand awards in General Electric's recent "Band Wagon Tour" sales contest, 46 radio dealers from 25 states were guests of the G-E merchandise department on a three-day trip, June 13-15, to the research laboratory in Schenectady, known as the "House of Magic," and to the company's radio plant in Bridgeport, Conn. The awards were made on a basis of sales quota realization.

The winning dealers met in Schenectady where, beside visiting the research laboratory, they inspected the vacuum-tube engineering department in which the recently announced metal radio tubes were developed and made a side trip to General Electric's 50-kilowatt broadcasting station, WGY, and its two shortwave stations, W2XAF and W2XAD, all located in South Schenectady.

On the second day, the dealers were taken through the Bridgeport plant where all radio-receiver activities, except research, are located.

CONVENTION

**of the music industry July 22
will see 70 exhibits**

Business discussions by men in the business makes the 39th Annual Convention of the National Association of Music Merchants one of the most important meetings ever held by the industry. Concurrent are the gatherings of the National Association of Retail Musical Instrument Dealers and the National Association of Sheet Music Dealers. Exhibit space has been taken in the hotel by manufacturers of radio, piano, musical instruments and accessories, and sheet music.

Invited to speak on the following subjects are: Charles E. Wells, Denver, "Is the sheet music department holding its own?"; Jay Grinnell, Detroit, "New developments in the home appliance field." Charles H. Yahrling, Youngstown, O., "Commission, salary or bonus for salesmen". Robert J. Shackleton, Louisville, Ky., "Unusual methods for securing new piano pupils". Otto B. Heaton, Columbus, O., "How to combat adverse and promote favorable legislation". W. W. Smith, Toledo, O., "Has the all-wave radio increased sales and will metal tubes do so?". Edmund Gram, Milwaukee, "Will the abolishing of the NRA aid the music industry." Melville Clark, Clark Music Co., "The musical merchandise department". Carl Wittich, Reading, Pa., a special subject. S. Ernest Philpitt, Miami, "Daily conference with the sales force". Arthur E. Winter, Altoona, Pa., "Music merchants around the world". Homer L. Kitt, Washington, D. C., "Feasibility of direct import". William H. Levis, Rochester, N. Y., "Optimism in our industry". J. H. Troup, Harrisburg, Pa., "Cooperation for increased profit". Chas. S. Onderdonk Wanamaker's, Philadelphia, "Pianos in the department store". Edward H. Uhl, Los Angeles, "What the motion picture has done for the music business." S. H. Galperin, Charlestown, W. Va., "Association with Chambers of Commerce, service clubs and similar organizations."

Reduced round-trip fares have been secured for accredited delegates to the conventions. Rooms in the Stevens Hotel, headquarters of the meetings, has granted special room rates of \$3.00 single and \$4.50 double.

AMPLIFIER

for recording from Universal

The Universal Microphone Co., has placed on the market a three-stage class "A" recording amplifier having an over-all gain of 82 D. B. It has a frequency range substantially flat from 40 to 8,000 cycles, and an output of 12 watts with harmonic distortion of less than 2 percent.

BUFFALO

**RCA-Victor distributor housewarms
new display rooms**



New showrooms of RCA-Victor Distributing Corp.

RCA-Victor Distributing Corp., formerly the New York Talking Machine Co., recently moved into new quarters at 769 Main Street, Buffalo, N. Y., to gain better display and shipping facilities for the lines represented. Change in the name was made at the same time, but H. P. Fillmore tells us that there will be no change in the high quality of service always given by this experienced firm.

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

BUFFALO

MARKET



Through The

GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS

OF GENERAL ELECTRIC APPLIANCES

Headquarters Buffalo, N. Y.
Branches Erie, Pa.
" Rochester, N. Y.
" Niagara Falls, N. Y.

Says D. B. White, Manager, Appliance Sales:—

"Now that the engineering, manufacturing and merchandising of General Electric Radio are all under one roof at Bridgeport, Connecticut, we confidently look forward to an outstanding line of receivers supported by a vigorous advertising and promotion campaign. To this we will add our own aggressive support in helping General Electric radio dealers in this territory realize their full sales potential on a profitable basis."



YOUR CUSTOMERS WILL PREFER

GENERAL ELECTRIC

RADIO

With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

**ALBANY
MARKET**

Through The
HAVENS ELECTRIC COMPANY
WHOLESALE DISTRIBUTORS

Headquarters . . . Albany, N. Y.

**BINGHAMTON
MARKET**

Through The
SOUTHERN TIER
ELECTRICAL SUPPLY CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Binghamton, N. Y.

Branch . . . Elmira, N. Y.

**POUGHKEEPSIE
MARKET**

Through The
ELECTRA SUPPLY CO., Inc.
WHOLESALE DISTRIBUTORS

Headquarters . . . Poughkeepsie, N. Y.

**UTICA
MARKET**

Through The
LANGDON & HUGHES ELECTRIC CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Utica, N. Y.

Branch . . . Syracuse, N. Y.

YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

ROSKIN BOSTON, MASS.
ALBANY, N. Y.
MIDDLETOWN, N. Y.
WORCESTER, MASS.

DISTRIBUTORS

PHILCO RADIO

Tubes — Transistones — Parts

FAIRBANKS-MORSE

Refrigerator with Conservador
Washing Machines and Ironers

Exclusive Distributors for

Eastern New York — Massachusetts
Rhode Island — New Hampshire
Vermont

STOP WORRYING ABOUT SALES

You owe it to yourself to know what is going on in the Radio, Refrigerator, Washer, and Record Business. Here is a great big Industry reviewed every month by Journal writers, culling out the junk, and presenting the latest and best information on this vast growing business. I'm sure you'd buy us a lunch were I to visit you so why not



take that lunch money and send it in for a personal subscription to The Radio Journal? I'll give you a trial year for this \$3, plus the coupon below.

1935 has every "ear-mark" of being a splendid year for dealers in radio, refrigerators, washers, and records, but the individual effort will be rewarded just in proportion to the proper use of the latest and best information. In 1929, the boom year, there were plenty of "flops" in the radio business, so don't forget the importance of keeping up to the minute on what successful men are doing and how they are doing it.

If the \$3 we ask gives you ONE idea that makes only a few dollars, you've done better than you could have done in Wall Street when stocks were "deuces-wild".

Take my word for it; mail in the three dollars and see if we are right. At the end of a year, tell us The Radio Journal wasn't worth it . . . and we'll send the three simoleons back or give you another year free. You've got to be pleased . . . for it is your faith in The Journal that we sell to our advertisers.

Here is the coupon, and it is an expression of your printed hand-grasp towards many years of friendship.

C O U P O N

Glad. Henderson, Editor
The Radio & Electric Appliance Journal
Radio City, 1270 6th Ave., New York

All right, you old schmoozer, I enclose the \$3, going for your line of junk. But remember, The Radio Journal had better be good.

My name is
Firm name
Street and City

WESTINGHOUSE

refrigerator shipments up 200% this year reports Cosgrove

The electric refrigeration industry is painting a most encouraging picture of those who are interested in analyzing product sales to foretell signs of general business recovery, reports R. C. Cosgrove, manager household refrigeration sales, Westinghouse Electric & Manufacturing Company. In explaining his confidence in a continuance of better business conditions Cosgrove cites not only encouraging reports of his own company's activities, but those equally optimistic for the entire electric refrigeration industry.

"Westinghouse during the first quarter of 1935 shipped approximately 200% more refrigerators than for the corresponding period of 1934, which was a banner year for our company," the household refrigeration sales manager reports. "This gratifying increase in shipments has not been confined to the Westinghouse Company alone, but has been experienced in a measure by the entire electric refrigeration industry, according to latest reports. The major fourteen manufacturers have shown an increase in shipments of better than 55% in the first two months of this year over the corresponding period of 1934.

"The month of January indicated that electric refrigeration sales for 1935 would exceed the 1934 total by a comfortable margin. Reports for the industry leaders show that January, 1935, brought 2.7 times the number of sales recorded for 1934 during the initial month. In fact, the month of January, 1935, was responsible for within 14% as many sales as were recorded for the months of January and February combined in 1934.

"As I have stated before, the electric refrigeration industry has proved to be a 'depression proof' business. In 1934 as many domestic refrigerators were sold as in the boom years of 1928 and 1929 combined. And with electric refrigeration sales approximating a quarter of a billion dollars last year, an analysis of our own market shows less than a 30% saturation, and to this existing 70% market we can add an ever increasing replacement market."



**YOU SHOULD SEE AND HEAR
ATWATER KENT'S**

**NEW 1935
AUTO RADIO**

**—NEW FEATURES—
—BETTER RECEPTION—**

Write Us

for Special Demonstrator Deal.

**FRANK M. BROWN CO.
DISTRIBUTORS**

8-16 Free St. Portland, Maine

GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

CHICAGO

MARKET



**Through The
GENERAL ELECTRIC
SUPPLY CORP.**

**WHOLESALE
DISTRIBUTORS
OF GENERAL ELECTRIC
APPLIANCES**

- | | | |
|---------------------|-------|--------------------------|
| Headquarters | . . . | Chicago, Ill. |
| Branches | . . . | Indianapolis Ind. |
| " | . . . | Milwaukee, Wis. |
| " | . . . | Rockford, Ill. |
| " | . . . | Appleton, Wis. |

Says A. J. Millington, Jr., District Manager:—

"The General Electric Radio Franchise will be a valuable asset to any dealer's business in 1935. First in the field with metal tubes and other advanced developments, the General Electric Radio line will be known in the radio industry as the 'hot' line of the season. The General Electric Supply Corporation has increased its facilities to serve you. Phone for our sales representatives to call, or visit our showroom for complete details concerning the Profit Line of General Electric Radio."



**YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO**

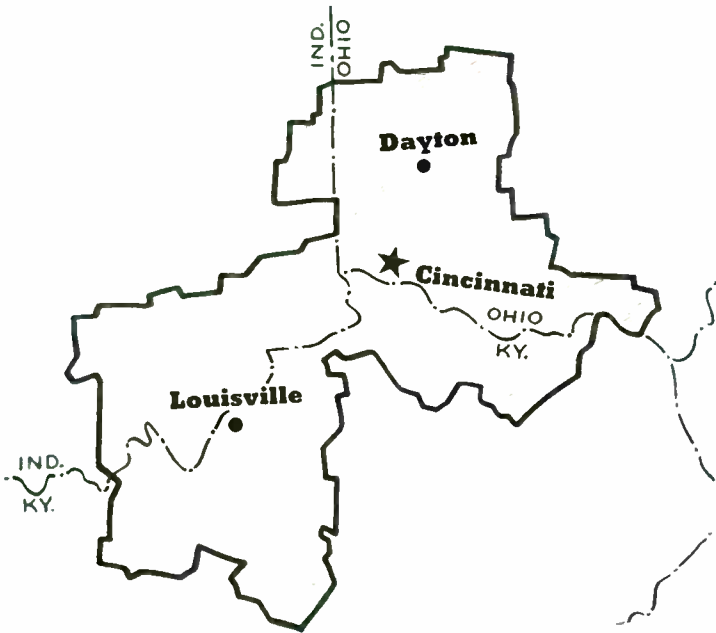
With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

CINCINNATI MARKET



**Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES**

Headquarters . . . Cincinnati, O.
Branches . . . Dayton, O.
" . . . Louisville, Ky.

Says R. R. Hand, Manager, Appliance Sales:—

"We believe the time has come to make a *business* out of the radio business and that the forthcoming General Electric Radio program will do just that. Our entire personnel is eager to help you get this program under way. Watch for the announcement of our dealer meeting."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

A *Woolworth Setting for a Tiffany Gem!*



Absurd — yet — it happens often in Radio. Months of feverish activity—day and night — experiment and rejection — engineering headaches — executive heartaches — there finally emerges a perfect gem of a chassis—a genuine "Tiffany" in performance (and frequently in cost).

Now—"a cabinet—almost any cabinet — it must be inexpensive" — even though of nondescript design, of inferior construction and finish—truly a Woolworth in which to mount the Tiffany — all too frequently this attitude prevails.

Adler-Royal Cabinets, on the other hand, are truly the fitting complement—the Tiffany setting—for fine chassis. An Adler-Royal medallion, affixed to a Radio Cabinet signifies originality of design, superb finish, honest construction and outstanding acceptance by the trade.

As "Eye-Value" is of extreme importance to your line, consult Adler-Royal — quotations are most reasonable. We'll be glad to work with you —closely and confidentially.



**ADLER MANUFACTURING COMPANY
LOUISVILLE, KENTUCKY
U. S. A.**

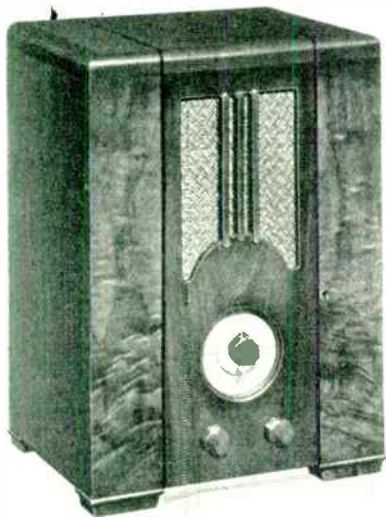
EMERSON

shows first of 12 models in radio line

A dozen models, ranging in price from \$19.95 to \$99.50, is being prepared by the Emerson Radio & Phonograph Corp. for early showing to radio dealers. First of the line is already announced, Model 36, a new five-tube, dual-wave superheterodyne listing at \$19.95. Special campaign on the new line will call for a large sales and dealer organization and the speeding up of all promotion plans.

The new line promises models for every purpose. There will be compacts, battery models, high fidelity consoles and midjets, ranging in size over five, six, eight and eleven tube chassis.

Model 36 comes in an upright table model cabinet of straight grained walnut front with ebony inlays and illuminated dial. The output of 3 watts is handled by a dynamic speaker. Judging from the features of this model at \$19.95, the line should have wide appeal. Model 36 includes such sales points as: Tuning 95 to 550 meters, including standard broadcast, police airplane and amateur stations. Audio overload control prevents blasting on sudden loud signal. Power pentode audio circuit to attain undistorted output of three watts. Shock-mounted variable condenser on pure gum rubber to eliminate microphonics. Telegraphic interference trap built into antenna coil to filter out code signals. Transformer equipped with electrostatic shield and capacitive filter protecting against static and local electrical disturbances. Efficient intermediate frequency circuit using the 456 kilocycles as an intermediate frequency. Listed by Underwriters Laboratories as protected against fire and electric shock hazards.



Model 36

TRAVLER

in new quarters to meet steadily increasing demand for sets

Greatly increased efficiency in production is reported by the Travler Radio & Television Co. since moving into new large quarters at 1028 W. Van Buren St., Chicago. Constantly increasing demand for its products had begun to cramp the company for space to fill its orders, but now everything is in hand and the trade is receiving the best kind of service.

Travler has been featuring automobile radio sets for the summer on the basis of giving the dealer something which will bring a quick sizeable profit. A five tube model with a sensitivity of 8 microvolts and all the latest improvements is companion to a six-tube model which has proved its selling power. Demand for these two models is keeping the new factory busy.

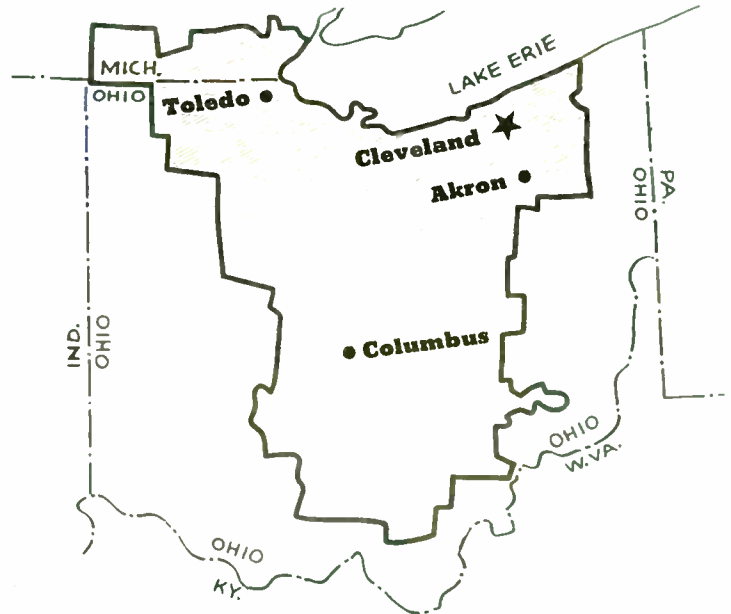
ADLER

promises special profit-making item for the radio trade

E. H. McCarthy, sales manager of the Adler Mfg. Co., revealed to The JOURNAL that his company is now working on a brand-new speciality for distributors. Something, it is indicated, which will find a ready outlet through such dealers as are now good radio outlets. More than the fact that it is something highly profitable and a fast-mover, is not revealed. It will be in addition to the smart line of radio tables which have been designed to accommodate practically all of the new table model radio receivers.

GENERAL  ELECTRIC
RADIO
WILL DOMINATE THE

CLEVELAND
MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

Headquarters Cleveland, O.
Branches Akron, O.
" Columbus, O.
" Toledo, O.

Says R. J. Lewis, Manager, Appliance Sales:—

"With the General Electric Radio program starting from scratch in every phase—engineering, manufacturing, merchandising — and all concentrated in one place, the results, expressed in added opportunities for dealers, can hardly be estimated. We stand ready to serve those dealers who recognize a magnificent sales opportunity when they see it."



YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

DALLAS

MARKET



Through The

GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS

OF GENERAL ELECTRIC APPLIANCES

- Headquarters** **Dallas, Tex.**
- Branches** **Abilene, Tex.**
- " **Amarillo, Tex.**
- " **Houston, Tex.**
- " **New Orleans, La.**
- " **San Antonio, Tex.**
- " **Shreveport, La.**
- " **Fort Worth, Tex.**

Says H. R. Worthington, District Manager:—

"We sincerely believe that the opportunity of a business life time lies before a certain group of aggressive Radio Dealers who recognize the aims and plans of the General Electric Radio Department.



"This new and revolutionary line of General Electric Radio is a development of the 'House of Magic', and certainly represents the greatest advancement in radio receivers since the introduction of A.C. Radio.

"It will pay you to investigate."

YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO
 With the tube that's "Sealed in Steel"

CROSLEY

Shelvador Refrigerators
 &
 Crosley Radios

Exclusive Distributors for
 Eastern Massachusetts and New Hampshire

GEORGE COLLINS COMPANY

15 Deerfield Street Boston, Mass.
 BRANCHES: Quincy—Brockton—Lynn

Do You Sell Pianos ?

Then you'll want to read all that's going on in the piano industry, with its new styles of uprights (just announced), the early American models of grands, as well as the general news and progress of piano activity.

Fill out the coupon below, enclose check for \$2, and start a year's reading of

THE MUSIC TRADE REVIEW

Devoted to the Piano and Organ Business, and to Standard Music

To—The Music Trade Review
 Radio City, 1270 6th Ave., New York

Name

Address

Pianos handled

"A.K. is OK"

for assurance of continued production of electric refrigerators

"Will the Atwater Kent Manufacturing Co. continue to make refrigerators?" was a question asked at the recent Directors' Meeting, in view of the rather wide spreading of rumors by competitive factors against one of the country's most distinguished houses, in lieu of any other rumors.

No rumor could be started implying that the Atwater Kent Manufacturing Company is not a substantial house. No one would believe, in the slightest, anything like that—nor would anybody believe that the company doesn't make quality products—nor could the slightest aspersion be repeated against personnel, because if any house maintained standards of quality, everyone knows that the Atwater Kent Manufacturing Co. rather bends over backward in order to maintain prestige of promise and premise.

So the only angle that the rumor boys had this season was against the Atwater Kent refrigerator, with the rumor casting doubt as to the continuance of the manufacturing of this high-grade refrigerator.

It took seven years of experimentation in the refrigerator market before the Atwater Kent Manufacturing Company OK'd the final step of manufacturing refrigerators. Few people know about the tremendous amount of research and investigation covering these many years before the Atwater Kent refrigerator made its initial bow this season. There has been no attempt made to splurge on refrigerators. The aim of the officials of a the company was to present a quality refrigerator in limited quantities, and to "feel" their way on the marketing of the product. It will be noticed that most all radio manufacturers who entered the refrigerator market proceeded cautiously, because new angles had to be learned; but once these radio manufacturers got a foothold, the results have been amazing compared to the progress of other "exclusive" refrigerator manufacturers. The United States radio distributing organizations, wholesale and retail, actually control the refrigerator business of today, while the radio manufacturing end produces about half of the refrigerators.

It can be said with safety that the Atwater Kent refrigerator will be manufactured for many years under their rigid policies of quality, with the marketing of them done in a rational manner. There are no 1934 Atwater Kent refrigerators masquerading as 1935 models; there are no phoney or tricky gimmicks in the selling plans, and distributors and dealers may feel safe about their profits on Atwater Kent refrigerators at the conclusion of all "consumer" payments.

RAYTHEON

2A3 tube with double plate area provides faster cooling

Improved 2A3 tube, developed by Raytheon, possesses double the plate area of the older, more conventional type. This unusually large radiating surface which is a feature of the design provides ample cooling, a factor not wholly cared for in the former type. The advantages of cooler operation are obvious to engineers. Cooler elements mean long life, capacity to run for long periods at rated output and freedom from grid emission. This new dual triode with two sets of elements connected internally in parallel will be of special interest to engineers and manufacturers now that the inherent cooling problem of the older 2A3 type has been solved.

The high quality Class A amplifier systems which have been redesigned to use other tubes, on account of the limitations of the old 2A3, can once more make full use of the popular 2A3 type tube characteristics.

SHAPIRO

territory on 1900 washer covers Newburgh, N. Y., area

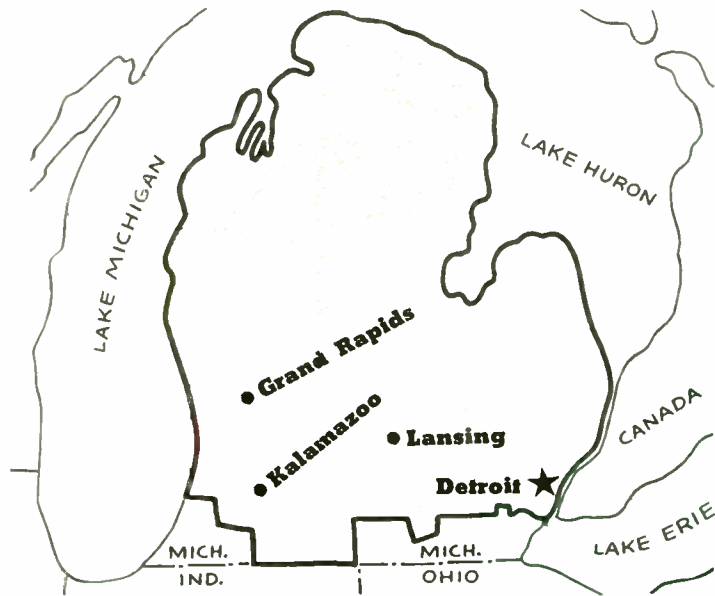
R. D. Quinn, vice-president of the Nineteen Hundred Corp., writes to remind us that Shapiro Sporting Goods Co., represents 1900 washers only in the territory around Newburgh, N. Y.

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

DETROIT MARKET



Through The GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

- Headquarters Detroit, Mich.**
- Branches Grand Rapids, Mich.**
- " Kalamazoo, Mich.**
- " Lansing, Mich.**

Says C. D. LaMee, Manager, Appliance Sales:—

"As dramatic and sound as the new metal tube is the merchandising program for the new General Electric Radio line. General Electric Radio dealers this year have the opportunity of serving their communities with the finest line of receivers ever developed — truly a product of the 'House of Magic'. We look forward with enthusiasm to the day on which we will be able to announce this dramatic program to our dealers."



YOUR CUSTOMERS WILL PREFER GENERAL  ELECTRIC RADIO

With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC
RADIO
WILL DOMINATE THE

RECORDER

for professional use announced
 by Universal Co.

A new professional recording machine was put on the market in May by the Universal Microphone Co., Inglewood, Cal. The assembly is completely mounted on cast iron castings and weighs 125 pounds with a turntable disc of 16 inches.

A rim drive feature, which "steadies" recordings, distinguishes the model from earlier non-professional types of machines. The motor is a constant speed type, not self-starting, 110 volts A.C., and it is 100 per cent synchronous and is reversible.

One outstanding feature is the countershaft which makes it possible to use 78 or 33 1-3rd RPM, and on 50 or 60 cycles current. Although the machine is set for 108 lines per inch, standard, it can be changed to any number of lines desired.

The cutter is a special Universal power cutter with four pole pieces and screw adjustments for damping. The magnet is of cobalt steel. The cutter arm is of heavy bronze casting. For grooving aluminum an adjustment screw in soft rubber cushion



New Universal professional recording machine with 16-inch turntable and rim drive

is provided to maintain a constant pressure on the point of stylus, thus controlling groove depth. For cutting cellulose, acetate or nitrate discs a different situation exists, and the professional recorder comes equipped with minute adjustments for different types.

Other recording lines of Universal include a recording amplifier, the smaller disc recorder No. 12, full frequency pickup, power recorder, recording condenser microphone, tube to cutting head transformer, lead screws, aluminum blanks and Silveroid discs, together with cactus, sapphire, bamboo and trailing shoe needle.

MUTER

doubles floor space and production
 facilities to meet demand

Because of the tremendous influx of business resulting from the bringing out of such popular items as the "Little Ajax" interference eliminator and other low priced electrical accessories which have hit the popular fancy, the Muter Company has found it necessary to greatly increase its production facilities not only to turn out these new items but also to allow an increased output of the popular Candohm resistors.

In order to accomplish this increase, the Muter Company has doubled floor space in its concrete fireproof building at 12th Street and Michigan Boulevard, in Chicago. Machinery and doubled line production facilities are being installed as rapidly as possible to insure prompt deliveries.

AUSTRIAN

appointed special representative for
 RCA Photophone

Ralph B. Austrian has been appointed special representative for RCA Photophone, with headquarters at the company's 411 Fifth Avenue studios, according to an announcement by Edwin M. Hartley, RCA Photophone manager of the RCA Manufacturing Company. In his new capacity, Mr. Austrian will maintain close contact with motion picture producers and theatre circuit operators in the East in connection with the marketing of the RCA high fidelity systems of sound recording and reproduction.

DUBUQUE

MARKET

Through The

CRESCENT ELECTRIC SUPPLY CO.

WHOLESALE DISTRIBUTORS

Dubuque, Ia.

Madison, Wis.

Davenport, Ia.

Quincy, Ill.

Burlington, Ia.

Waterloo, Ia.

FORT WAYNE

MARKET

Through The

PROTECTIVE ELECTRICAL SUPPLY CO.

WHOLESALE DISTRIBUTORS

Headquarters . . . Ft. Wayne, Ind.

MUNCIE

MARKET

Through The

TRIANGLE WHOLESALE ELECTRIC CO.

WHOLESALE DISTRIBUTORS

Headquarters . . . Muncie, Ind.

Branch . . . Anderson, Ind.

SOUTH BEND

MARKET

Through The

SOUTH BEND ELECTRIC CO.

WHOLESALE DISTRIBUTORS

Headquarters . . . South Bend, Ind.

YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

ZENITH

**appoints Schneiderhalm (Iowa) and
Reinhard Bros. (Minneapolis)**

Two important distributors have been added to the banner of the Zenith Radio Corp., according to E. A. Tracey, vice-president of the company. In Des Moines, the A. A. Schneiderhalm Company has been appointed exclusive distributor for the state of Iowa. In Minneapolis, Reinhard Brothers Company has been appointed exclusive distributor for the states of Minnesota, the Dakotas and adjacent counties. Both companies have a national reputation as aggressive distributors and have accomplished outstanding sales jobs in their respective territories.

The A. A. Schneiderhalm Company (A. A. Schneiderhalm, president), with offices at 11th and Walnut Streets, Des Moines, enjoys the good will and support of hundreds of dealers throughout the state. Reinhard Brothers (H. D. Vestal, vice-president), with offices at Minneapolis is an old established firm that has the respect of retailers throughout the Northwest.

Mr. Schneiderhalm and Mr. Vestal spent several days at the Zenith factory in Chicago negotiating their exclusive franchise and discussing Zenith plans for 1936 for their territory. Sales meetings have been conducted at both Des Moines and Minneapolis and these two hard-hitting organizations are now busily engaged laying the ground work for the presentation of the new Zenith line that will be put on the market within a very short time.

FIGHT

**tickets won by 230 dealers selling
Stewart-Warner refrigerators**

Over two hundred dealers from New York and New Jersey were guests of the Wholesale Radio Equipment Co., at the Baer-Braddock match, June 13, having won the privilege by their sales of Stewart-Warner refrigerators. Contest staged by Wholesale in its territory gave a grandstand seat for the sale at retail of one refrigerator, in the second circle for three, in the first circle for six and a ringside seat for the sale of ten refrigerators in less than three weeks. About 230 dealers and salesmen qualified.

After the fight, the group was entertained at the Tavern Club with a beefsteak supper.

PECK

**joins Zenith as representative
in Southern States**

E. A. Tracey, vice-president, Zenith Radio Corporation, announces the appointment of P. W. Peck, as Southern divisional manager with headquarters in Atlanta. Mr. Peck has been closely associated with the radio industry for the past eight years and has a wide acquaintance of distributors and dealers throughout the entire South.

R. I. MacClellan, who has been located in the South for Zenith, will handle the territory involving Ohio, western Pennsylvania, Indiana and Michigan.

RAYTHEON

**metal tubes ready at \$1 each
for experimental work**

D. T. Schultz, vice-president of Raytheon Production Corp., tells us that his company is now manufacturing the new metal tubes. Orders will be filled in reasonable quantities for experimental purposes at \$1 per tube.

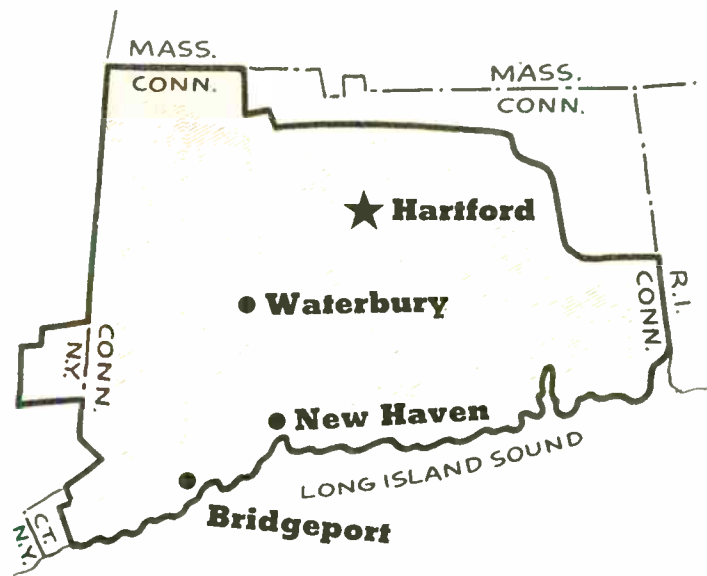
CLIFF

Electric Co. opens in Miami, Fla.

Recently opened to sell electric appliances in Miami, Fla., is the Cliff Electric Co., headed by Fred Cliff, president, and G. F. Roberts, secretary and treasurer. Among the lines handled is the Crosley electric refrigerator.

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

HARTFORD
MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

- Headquarters** . . . **Hartford, Conn.**
- Branches** . . . **New Haven, Conn.**
- " . . . **Waterbury, Conn.**
- " . . . **Bridgeport, Conn.**

Says R. L. Hanks, Manager, Appliance Sales:—

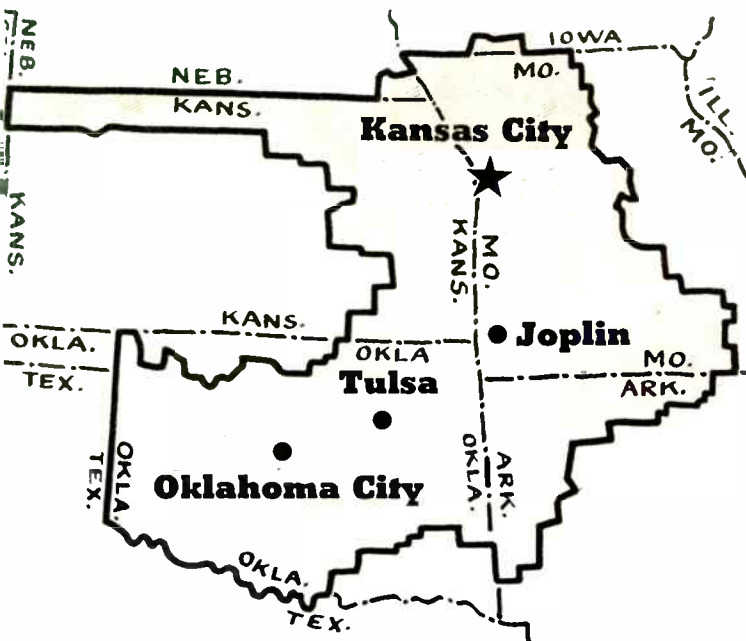
"If careful planning in all the divisions of manufacturing, engineering production, and distribution, mean anything in ultimate success, we have them all in the new General Electric Radio program. Add to this a startling development like the metal tube, and it's 'in the bag'."



YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO
With the tube that's "Sealed in Steel"

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

KANSAS CITY
MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
 OF GENERAL ELECTRIC APPLIANCES

- Headquarters Kansas City, Mo.**
- Branches Joplin, Mo.**
- " Oklahoma City, Okla.**
- " Tulsa, Okla.**

Says M. J. Huie, Manager, Appliance Sales:—

"Now comes the rejuvenation of the radio market with the new and revolutionary line of General Electric Radio.

"Out of General Electric's 'House of Magic' have come the fundamentals of the radio industry. Now, out of that same realm of Science have come new developments; new features revolutionizing the entire industry, of which the new metal tube is only ONE.

"We will help you to sales with profits."



YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

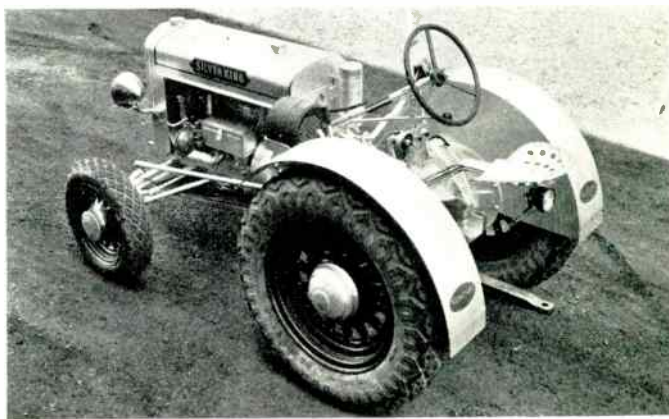
With the tube that's "Sealed in Steel"

TRACTORS

newest prospects for radio according to American Bosch test

The newest application of car-radio makes it possible to plow a hillside to the tune of Broadway's most popular jazz band, or haul a piece of equipment while listening to the latest market prices, or ride the tractor to town to the accompaniment of Fred Allen.

The makers of American-Bosch radio and Silver King tractors proved this unique idea practical by installing a car-radio on a tractor as shown on the accompanying photograph. According to C. K. Watson, sales manager of the tractor division of the Fate-Root-Heath Co., makers of Silver King tractors, the success of the experiment was made possible by the rugged



Silver King tractor equipped with American Bosch car radio

construction of the American-Bosch radio. "This radio installed on a tractor," said Mr. Watson, "works perfectly in the field, on golf courses, or when travelling on the highway. The reception is great and no engine noise is noticed."

It is expected that the sales of American-Bosch car radios for use on tractors will greatly enlarge sales potentials for car-radio dealers all over the country. This is particularly true at this time, with farmers again in a position to spend money.

SORENSEN

distributing Atwater Kent in wide Iowa territory

H. E. Sorenson Co., 912 Locust St., Des Moines, Iowa, has been appointed Atwater Kent distributor for Iowa. H. E. Sorenson, president, announced on his return from the recent convention in Atlantic City. This is in addition to the Thor washers, Stewart-Warner refrigerators and Servell equipment handled by the company. Sorenson has been distributing radio in this territory since 1922.

CONEY

Island claims Brooklyn dealers for banquet at Half Moon Hotel

So pleasant are the memories of last year's frolic at Coney Island that the Electrical Appliance Dealers Association of Brooklyn, Inc., has decided to stage this year's annual outing and banquet again at the Half Moon Hotel. Party's planned for July 24 and a special committee, under the direction of Martin A. Tarzian, president, is planning big events.

CUSTIN

Fada New England representative

Harold C. Custin has been appointed New England district representative for Fada radio, working with Fada distributors in Massachusetts, Maine and Vermont.

Metal Tubes

By *H. A. Crossland*

General Electric Co.

Address Delivered at the June Meeting of the Philadelphia Radio Service Men's Association, June 4, 1935

Before we get into the actual metal tubes themselves, I would like to point out to you that the design, development or manufacture of vacuum tubes of any kind is not new with the company I represent.

I would like to read to you some dates, which I call milestones in the development of radio tubes. We will start with one date, back in 1883. Most of you remember that as the year in which Thomas Edison was working with his lamp, and hit upon the so-called "Edison Effect". That was really the flow of the electron current between a cold anode and a hot filament in a relatively high vacuum. So from that date we might say that 1883 was the start of the vacuum tube in radio.

Then in 1901 Professor Richardson of Princeton first started his work which a few years later led to the formula for electron emission. In 1905 Fleming of England, utilizing the "Edison Effect" and an expansion of what was involved in that principle, formulated by Sir William Freece, also of England, constructed the Fleming Valve, which was a two-electrode wireless detector. In 1907 DeForest in the United States, added the grid, thus creating the Audion (126405) (Patent No.).

In 1912 Dr. Longmuir formulated a space charge equation for the flow of electrons in the highly vacuated space between the cathode and the anode, which led to power electron discharges as exemplified by the high vacuum tube. Through a long period of years Arnold of the Western Electric Company contested this invention, and was finally awarded a decision in the Supreme Court. (123488) (Patent No.).

In 1915, as a result of a quantity demand for vacuum tubes for the Allies in the World War, the French designed and completed a based high vacuum tube called the "B" tube. This was the first example of quantity production of receiving tubes in the lamp factory. In 1917 the Western Electric and the General Electric built in quantity receiving tubes for the United States Signal Corps. These were examples of the first quantity production of based receiving tubes of a standardized type in the United States. The one built by the United States Company has the designation VT-11.

In 1920, the General Electric Company designed, developed and manufactured for the RCA the first two receiving types that were offered for regular sale—the UV-100 and the UV-101. These were the first vacuum tubes not of the infringing type sold in the United States for general purpose use. In 1923 the General Electric Company designed, developed and manufactured for the RCA the first thoriated filament receiving tubes, the UV-199 and UV-201-A (330885) Patent No.). In 1925 the General Electric Company designed, developed and manufactured the first loud speaker type, the UX-120 (330822). The first high vacuum "B" power rectifier tube was developed by the General Electric Company for RCA in 1925. This was the UX-213, and was used to eliminate "B" batteries. The year 1927 saw the introduction by the General Electric Company of the first screen grid receiving tube, the UX-222, (419059). The same year also saw the introduction of the first AC operating tubes UX-226 and UX-227. 1932—At about this time the RCA introduced the modern glass types of tubes incorporating such featuring as the multifunction dome bulb and small base and bulb. And in 1935, came the General Electric "all-metal" tube. (493193).

Now that brings us down to date, but there are some little things perhaps we should cover before you hear about the tubes. Those of you who are intimately connected with tubes undoubtedly know that the steel tank mercury arc rectifier for electric railway service has been in use for the past fifteen or twenty years. It is of glass and is equipped with a pump so it cannot strictly be called a metal tube.

In 1932 we have the UV-207, the first example of a high-vacuum tube in which a part of the container was also the anode. So far as we have been able to find out the Western Electric Company paralleled their work with ours, and there is considerable question as to which one did it first. Before we pass from that, I have one here. Both parties did a lot of experimental work on this type of tube. Instead of calling it a 20 KW, it was referred to as a cooled anode triode and that is just what it is. I have another little tube that differs from

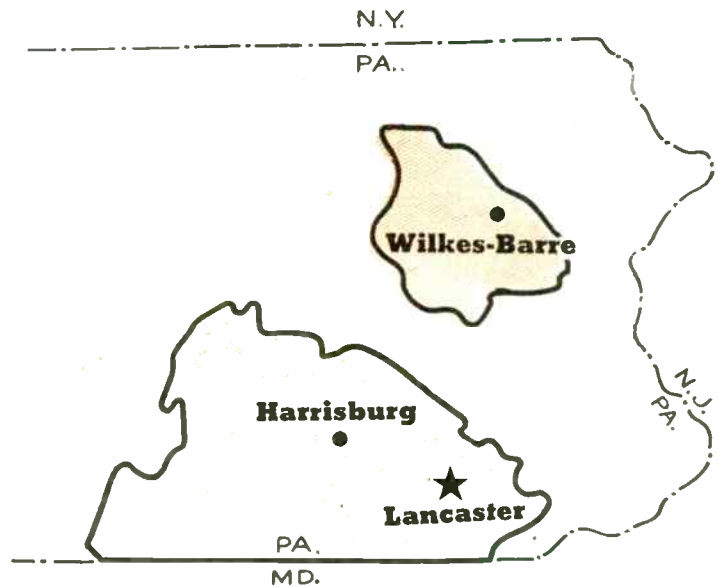
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GENERAL  ELECTRIC

**RADIO
WILL DOMINATE THE**

LANCASTER

MARKET



**Through The
RAUB SUPPLY CO.
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Lancaster, Pa.
Branches . . . Harrisburg, Pa.
" . . . Wilkes-Barre, Pa.**

Says G. H. Hartman, Sales Manager:—

"All eyes are on the 'House of Magic', and General Electric Radio again comes through with the most startling news in the industry. We enthusiastically await the day we may be able to carry the big announcement to our many dealer friends. We'll be seeing you."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC**

RADIO

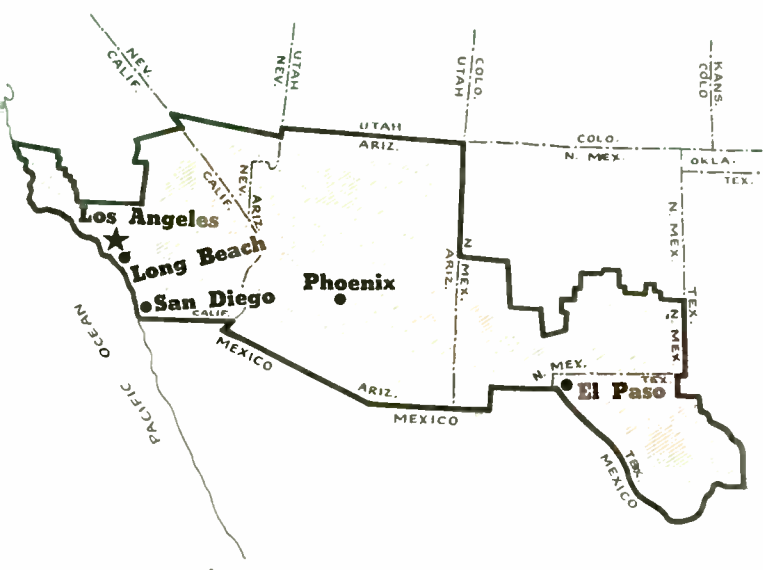
With the tube that's "Sealed in Steel"

GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

LOS ANGELES MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
 OF GENERAL ELECTRIC APPLIANCES

- Headquarters** . **Los Angeles, Calif.**
- Branches** **El Paso, Tex.**
- " **Phoenix, Ariz.**
- " **San Diego, Calif.**
- " **Long Beach, Calif.**

Says F. C. Todt, District Manager:—

"The entire Los Angeles territory is eagerly awaiting General Electric's big radio announcement. We will shortly be in a position to carry this story to you with all the drama and enthusiasm it warrants. Watch for the date of our announcement meeting."



YOUR CUSTOMERS WILL PREFER

GENERAL ELECTRIC

RADIO

With the tube that's "Sealed in Steel"

(Continued from Page 21)

this, in that here we have an anode which is copper. The glass bulb up here (indicating) forms an envelope for the filament and the grid leaves up here. This was quite a development when it came out, and it was only made possible by using copper to the order of .002 to .003 of an inch thick. That was necessary in order to keep a good tight seal. You can hardly refer to that as a metal tube; there is too much glass there to call it a metal tube. Incidentally a tube of that type uses 15000 volts on the plate.

Here is an interesting device. It is merely a miniature of the large tube I have just shown you. Here is the metal anode, and here is the metal stem that covers up the bottom part of the tube. This type are known as catkins. Here is your cathode and they get their name by using the first three letters—c-a-t-k-ins. These little devices, quite obviously, are not satisfactory for broadcasting receivers in this country, in the first place. In the next place, it does not lend itself well to quantity production, or in any way we can think of is it satisfactory for commercial receivers of this kind. This particular one happens to be of the screen-grid variety.

In 1931 the General Electric Company started work on the solid steel vacuum tube. These were of this all-metal type, started as I say, in 1931. Why was it started? That's a good question. Our engineers wanted large, heavy-duty tubes for commercial rectifiers, that would handle low voltages with 25 or 30 amperes, and in actual service they could not stand the strain. They just could not be built inside the tube. So they put the problem up to us to see what we could do about it. The first thing that came to mind was the trouble in the laboratories in glass blowing. We had always had the opinion that glass blowing was a difficult art, and it is. Many of you can build a house, if you have the right tools, and do a good job at it. But how many of you have ever attempted glass blowing? Probably in high school you held the end of a glass tube in a Bunsen flame and melted the end of it and it broke off. But glass blowing has a great deal more to it than that. Then again, think of all the highly developed special machinery which is available for handling metal. Just think how accurately you can work metal, and the low mortality involved. So that was the starting point for metal tubes, and that was for commercial applications, in 1931. So that this idea is not so new as it may seem to us here tonight.

However, in working with metal for vacuum tubes we immediately ran up against the proposition that the seal of the metal must be absolutely tight. Experiments were done with all kinds of metals and we found that somewhere around 500 or 600 Fahrenheit the metals would not pass the hydrogen test. Then the proposition came up about sealing the end of that vacuum tube. What will you do with the difference in the coefficient of expansion in steel, as against glass? So quite a little research was done along the line of welding equipment, and on alloys to use for lead wires, and high resistance wires to use. We finally hit on the viridium control welding scheme, by which it is possible to perform an accurate welding operation, so that every weld will be exactly like the next weld that comes along. You can use 75,000 amperes through that metal and pick it up and you won't get hurt. The actual timing is done on about 1/30 of a second. You release the tube only for two cycles of a 60-cycle circuit. So that simplified the closing of that end of the tube.

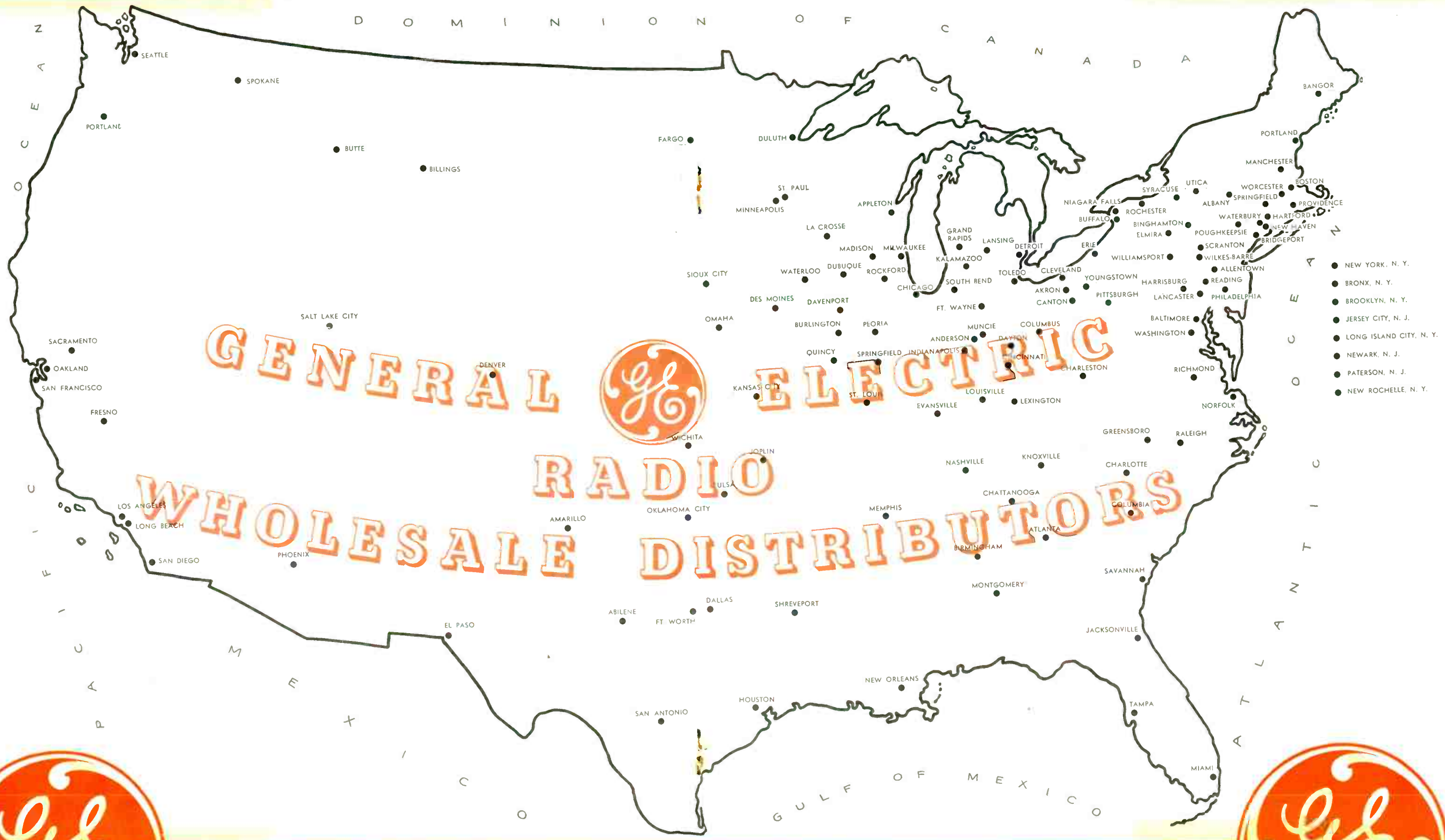
Then the problem came along of what we were going to do in order to put the leads in through the end of these tubes. First, you know, we have what we call the Dimmet method, and the coefficient of expansion is not the same as you have on the long press. But we did not want the long press. We wanted to bring the tubes down smaller in size. To accomplish this, the metal used must have very nearly the same coefficient of expansion as in glass. So instead of having a perfectly true curve in your glass coefficient of expansion curve, your glass may take a dip up here somewhere within your expansion range. What was required was a metal that would not develop stresses and strains. We finally got such a metal called Fernico, so named because Ferro stands for iron, Ni for nickel, and Co for Cobalt. In a few moments I will show you the curves of that particular metal. So that solved the problem of how to put that small, compact, and yet efficient seal in the metal article.

A moment ago I was speaking of the commercial value of the metal tube. This one I have here is probably the grand-daddy of the metal tubes. It is extremely rugged. We have thrown these things down as hard as we could on the floor, and have measured the characteristics of the metal with an X-ray inside, to see what the elements looked like after the shock. The elements were not affected. So there is the answer to that part of the problem.

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A NATION-WIDE DISTRIBUTING ORGANIZATION

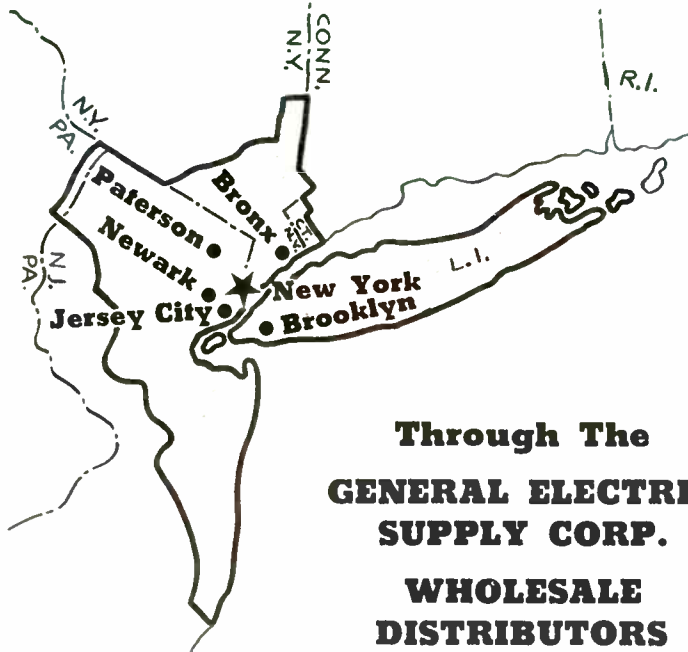
PREPARED TO SERVE THOSE RADIO DEALERS WHO BELIEVE WITH US THAT THE PUBLIC WILL PREFER GENERAL ELECTRIC RADIO



STABILIZED RADIO

"with the tube that's sealed in steel"

NEW YORK MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS

OF GENERAL ELECTRIC APPLIANCES

- Headquarters . . . **New York, N. Y.**
- Branches **Newark, N. J.**
- " **Bronx, N. Y.**
- " **Brooklyn, N. Y.**
- " **Jersey City, N. J.**
- " **Paterson, N. J.**

Says H. C. Calahan, District Manager:—

"Mr. Wygant and I have had an insight into the merchandising plans for General Electric Radio. We can truthfully state to you, based on years of association with the dealers, and having, we believe, a very definite knowledge as to your requirements and desires, that General Electric Radio now offers to you more of those desirable merchandising and profit features than have ever previously been made available to you by any manufacturer. Join with us for a profitable year."



YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

RMA convention attracts 100 manufacturers to discuss trade advancement

A three-day program bulging with future plans for developing the radio industry, many committee and group meetings, problems resulting from NRA code annulment, plus unusual entertainment features, marked the eleventh annual RMA convention at the Stevens Hotel, Chicago, June 11-13. Over 100 manufacturers attended, and the "RMA Cabaret" and membership dinner Tuesday evening was sold out at the 300 mark.

President Leslie F. Muter of Chicago, who presided, and other RMA officers were re-elected. There were meetings of the set, tube, parts and amplifier divisions and of many committees, including the Service Section and a newly created export trade development committee.

Voluntary continuance of a few beneficial features of code operation were arranged for, but without any formal action or resolutions except for development of a plan to continue filing by set manufacturers of open prices. Existing wage scales will be generally continued voluntarily, according to those present.

In the discussions of industry problems resulting from annulment of NRA, a feature of the convention was an address by John W. Van Allen of Buffalo, RMA general counsel, criticizing "New Deal laws." The industry leaders also were warned by Arthur T. Murray of Springfield, Mass., chairman of the set division and former code supervisory agency, against "chiseling" on wages. Industry instead of the Government, Mr. Murray declared, now has the problem of solving the unemployment situation. He said the electrical code under which radio manufacturers operated, imposing a 36-hour maximum week, was manifestly unfair when every other industry had 40 hours, and took steps to continue a voluntary plan of filing set prices. The latter, he said, was a tremendous step in the right direction toward a cleaner industry.

The RMA Cabaret, an innovation in industry entertainment, in charge of Chairman A. S. Wells of the entertainment committee, was a marked success. During the evening the associates of President Muter on the RMA Board presented him with a beautiful silver service in appreciation of his work during the past year. The convention closed on Thursday with a golf tournament by the Radio Industries Golf Club of Chicago, with nearly 100 entrants, at the Olympia Fields Club. Many veteran RMA officers and members made the convention a reunion. On Tuesday there was an "old guard" luncheon of former presidents, including Arthur T. Haugh, H. B. Richmond, and Fred D. Williams, and former RMA directors.

Further development and increased funds for national sales promotion were voted by the RMA directors. Chairman Powel Crosley of the sales promotion committee reported substantial success and need for enlargement of the RMA promotion projects. The present RMA organization was continued for the coming year. In addition to President Muter, other officers and directors were re-elected, including Fred D. Williams of Philadelphia as treasurer; Bond Geddes of Washington, D. C., executive vice-president, general manager and secretary, and John W. Van Allen of Buffalo, as general counsel. Arthur T. Murray, of Springfield, Mass., was re-elected vice-president and chairman of the set division, and Arthur Moss of New York vice-president and chairman of the parts, cabinet and accessory division. Two new RMA directors are Roy Burlew of Owensboro, Ky., succeeding S. W. Muldowny of New York, and Henry C. Forster of Chicago, who succeeds Richard A. O'Connor of Fort Wayne, Ind. Ben G. Erskine of New York was named a vice-president and chairman of the tube division. Director Forster also was elected a vice-president and chairman of the amplifier and sound equipment division.

Directors George A. Scoville of Rochester, N. Y., A. H. Gardner of Buffalo; W. R. G. Baker of Camden, N. J., and A. S. Wells of Chicago were re-elected for three-year terms from the set division. Also Directors Arthur Moss of New York and N. P. Bloom of Louisville, Ky., were re-elected the directors from the parts, cabinet and accessory division. President Muter continued all RMA committee chairmen.

To further develop radio export trade, a new export committee was authorized by the set division and board of directors. Under Chairman Murray of the division, the export committee will be headed actively by Vice-Chairman E. G. Heffer of Chicago. An initial meeting of a large group of export managers was held June 13. Another largely attended meeting during the convention was of the RMA service section. Chairman F. B. Ostman of Camden, N. J., and associates planned many new features for improving radio service.

(Continued from Page 22)

Now here is something that is seldom shown out in public—this number one, largely as it came out of the laboratory. There it is, a tomato can. That is exactly what it is. But it is very thin. We had quite an experience with this in the laboratory. We ran up a high vacuum and one of the fellows pressed on the ends and nearly lost his finger when it gave way from the pressure. Actually, these are the seals of the old GE refrigerators. The first ones we played with and then we added a little metal end coming up in the center for exhaust purposes. I think this is an interesting metal gadget, this No. 1 metal tube, for either radio or commercial application.

As I mentioned when I started this session, there is unfortunately going to be quite a bit of the story that I am not able to tell you tonight. It is a beautiful story, and I would like to finish it. I have explained briefly how metal tubes came about and how they are made. We began to wonder a little bit. We started with the elements first, and then fell into making radio tubes. So when they approached us with the idea of making the metal tube, a lot of people asked us why we made them of metal. But the more you think of the idea, the more it grows on you, and you began to say, why were they ever made of glass instead of metal. I think I have given you some of the answers. We know that the metal tube is here, and we believe it has proved its worth and is here to stay.

SOUND

re-enforcement by RCA feature of Shriners' convention

One of the most elaborate and flexible sound-re-enforcement and public address systems ever built played an important role in the gala festivities and proceedings which took place during the National Shriners' Convention in Washington, D. C., June 9th to 17th.

Through special arrangements, made by the General Motors Corporation with RCA Victor, an impressive total of 56 velocity microphones and no less than 72 giant loudspeakers with associated apparatus were brought into action every day of the convention. Clusters of giant directional horns were erected by RCA Victor engineers at each of the twelve blocks along Pennsylvania Avenue, from the White House to the Capitol along the route which the gala parades and pageants traversed to the presidential reviewing stand. Twelve announcers, one for each block, described the proceedings to the great crowds that lined the streets. A central control station close to the Treasury building maintained close communication with each announcer station, and directed the distribution of recorded and other music through the many loudspeakers fronting the parade grounds.

Through the sound system the public was enabled to participate in the ceremonies of the Imperial Council, at the National Theatre, during which President Roosevelt spoke. Sound re-enforcement was also a feature of the spectacular pageant-parade, in which a continuous three-hour performance was rotated from block to block, the performers being heard all along the line of march via concealed velocity microphones plugged into the sound system.

Later in the week's program of entertainment a two block area was measured off for street dancing, and the music was supplied by bands playing through the sound system. Numerous other loudspeakers and microphones were installed in the Tide Water Basin for the water carnival program, in the National Theatre for stage sound re-enforcement, and on the Ellipse for exercises held there.

NORTHEASTERN

to distribute Horton washers and ironers in Hartford

Northeastern Radio, Inc., for the past twelve years distributors of Zenith radio in Massachusetts and Rhode Island, have taken on Horton washers and ironers in the Hartford territory. With headquarters at 281 Columbus Avenue, Boston, Mass., this firm has a Connecticut branch at 181 Ann Street, Hartford, Conn. Officers of the organization are Adolph Ullman, president; Miss Mary V. Lynch, treasurer; George Cohen, general manager, and Ken E. Reed, sales manager. Herman Fleischman is manager of the Hartford branch.

CANTON MARKET

Through
THE FURBAY-SOMMER ELECTRIC CO.

WHOLESALE DISTRIBUTORS
 Headquarters **Canton, O.**

LEXINGTON MARKET

Through The
THOMPSON-STERLING CO.
WHOLESALE DISTRIBUTORS

Headquarters **Lexington, Ky.**

PEORIA MARKET

Through The
UNIVERSAL ELECTRIC CO.
WHOLESALE DISTRIBUTORS

Headquarters **Peoria, Ill.**

YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

INSTITUTE

of radio engineers program for tenth annual convention, Detroit, July 1-3

MONDAY, JULY 1

- 9:00 A.M. Registration and opening of exhibition.
- 10:00 A.M.-12:30 P.M. Official welcome and technical session. Addresses of welcome by Stuart Ballantine, President of the Institute; and H. L. Byer, Chairman of the Convention Committee. Technical Session—Large Meeting Room. "Electron Beams and Their Application in Low Voltage Devices," by H. C. Thompson, RCA Radiotron Division, RCA Manufacturing Company, Harrison, N. J. "Frequency Control by Low Power Facotr Line Circuits," by C. W. Hansell, F. H. Kroger and P. S. Carter, RCA Communications, New York, N. Y. "Design and Equipment of a 50-Kilowatt Broadcast Station for WOR," by J. R. Poppeel, Station WOR, Newark, N. J.; and F. W. Cunningham and A. W. Kishpaugh, Bell Telephone Laboratories, New York City.
- 10:00 A.M.-11:00 A.M. Official greetings at ladies headquarters.
- 11:00 A.M.-5:00 P.M. Trip No. 1. Ladies sight-seeing trip.
- 12:30 P.M.-2:00 P.M. Luncheon and inspection of exhibits.
- 2:00 P.M.-3:30 P.M. Technical Session—Large Meeting Room. "Automatic Selectivity Control," by G. L. Beers, RCA Victor Division, RCA Manufacturing Company, Camden, N. J. "Automatic Frequency Control," by Charles Travis, RCA License Laboratory, New York City. "Radio Panel Lamps and Their Characteristics," by J. H. Kurlander, Westinghouse Lamp Company, Bloomfield, N. J.
- 2:00 P.M.-3:30 P.M. Technical Session—Small Meeting Room. "Magnetron Oscillators for Generating Frequencies from 300 to 600 Megacycles," by G. R. Kilgore, RCA Radiotron Division, RCA Manufacturing Company, Harrison, N. J. "An Unattended Ultra-Short-Wave Radio Telephone System," by N. F. Schlaack and F. A. Polkinghorn, Bell Telephone Laboratories, New York City. "Some Notes on Piezo Electric Crystals," by Issac Koga, Tokyo University of Engineering, Tokyo, Japan.
- 3:30 P.M.-6:00 P.M. Trip No. 2. General Motors Research Laboratory.
- 6:00 P.M.-7:00 P.M. Inspection of exhibits.

TUESDAY, JULY 2

- 9:00 A.M. Registration and opening of exhibition. Developments of Class B Audio- and Radio-Frequency Amplifiers," by L. E. Barton, RCA Victor Division, RCA Manufacturing Company, Camden, N. J. "General Theory and Application of Dynamic Coupling and Power Tube Design," by C. F. Stromeier, Revelation Patents Holding Company, New York City. "Notes on Intermediate-Frequency Transformer Design," by F. W. Scheer, S. W. Sickless Coil Company, Springfield, Mass.
- 10:00 A.M.-11:30 A.M. Technical Session—Small Meeting Room. "Some Theoretical Considerations Relating to Vacuum Tube Design," by G. D. O'Neill, Hygrade Sylvania Corporation, Salem, Mass. "Ratings and Operating Information on Large High Vacuum Tubes," by R. W. Larson, General Electric Company, Schenectady, N. Y., and E. E. Spitzer, RCA Radiotron Division, RCA Manufacturing Company, Harrison, N. J. "Analysis of the Operation of Vacuum Tubes as Class C Amplifiers," by I. E. Mourontseff and H. N. Kozanowski, Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa.
- 10:00 A.M.-11:30 A.M. Trip No. 3. Ladies Shopping Tour.
- 11:30 A.M.-6:00 P.M. Trip No. 4. Greenfield Village.
- 6:00 P.M. Exhibits close.
- 7:00 P.M. Annual Banquet and entertainment. Main Banquet Room.

WEDNESDAY, JULY 3

- 9:00 A.M. Registration and opening of exhibition.
- 10:00 A.M.-11:30 A.M. Technical Session—Large Meeting Room. "A New Tube for Use in Superhetrodyne Frequency Conversion Systems," by C. F. Nesslage, E. W. Herold, and W. A. Harris, RCA Radiotron Division, RCA Manufacturing Company, Harrison, N. J. "A New Type of Gas-Filled Amplifier Tube," by J. D. LaVan and P. T. Weeks, Raytheon Production Corporation, Newton, Mass.
- 10:00 A.M.-11:30 A.M. Technical Session—Small Meeting Room. "Ultra Short Wave Propagation Over-Land," by C. R. Burrows, Alfred Decino, and L. E. Hunt, Bell Telephone Laboratories, New York City. "A Note on the Source of Interstellar Interference," by K. G. Jansky, Bell Telephone Laboratories, New York City. "Comparison of Cosmic Data with Characteristics of the Ionosphere at Washington," by E. B. Judson, National Bureau of Standards, Washington, D. C. "A Study of Radio Field Intensity Versus Distance Characteristics of a High Vertical Radiator at 1050 Kilocycles," by S. S. Kirby, National Bureau of Standards, Washington, D. C.
- 11:00 A.M.-6:00 P.M. Trip No. 5. Ladies luncheon and sight-seeing trip.
- 11:30 A.M.-1:00 P.M. Luncheon and inspection of exhibits.
- 1:00 P.M.-6:00 P.M. Trip No. 6. Ford Motor Plant.

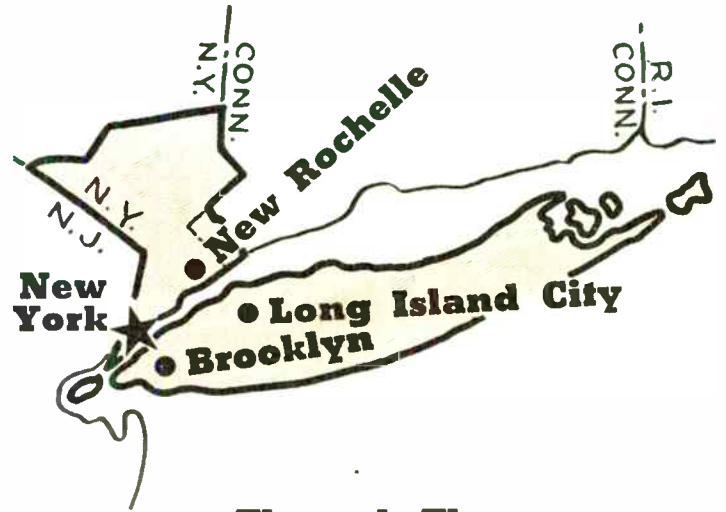
RCA-1B5/25S

Duplex-Diode Triode for 2-volt battery operation

Characteristics data has been released to set manufacturers by the RCA Radiotron division of the RCA Mfg. Co., Inc., covering the new Duplex-Diode Triode RCA-1B5/25S. This is a battery-operated, 2-volt filament type tube capable of performing the functions of detection, amplification and automatic volume control of the input signal. It may be considered as three tubes, two diodes and one triode, with the filament common to all three units.

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

NEW YORK MARKET



Through The
ROYAL EASTERN ELECTRICAL SUPPLY CO.
WHOLESALE DISTRIBUTORS

- Headquarters New York, N. Y.**
- Branches Brooklyn, N. Y.**
- " Long Island City, N. Y.**
- " New Rochelle, N. Y.**

Says S. D. Goodman, General Sales Manager:—

"If a maiden ever had a prayer — here's the answer! General Electric offers to the retailer a set designed by G.E. — engineered by G.E. — made by G.E. A promotional and advertising campaign laid out to satisfy even the expectations of a metropolitan dealer. The franchise will be the most valuable in the radio industry because it has the fundamental requirements of an ideal set-up for everyone participating in this profitable sales picture. The greatest sensation in radio since 1929. It's a natural!"

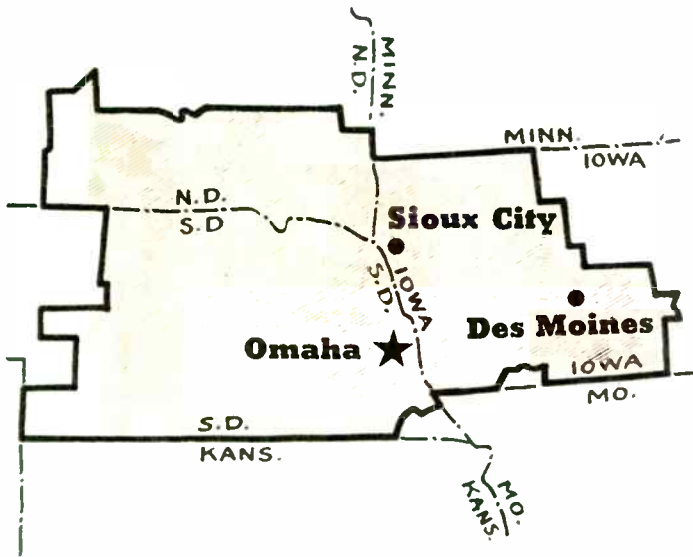


YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

OMAHA

MARKET



Through The

GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS

OF GENERAL ELECTRIC APPLIANCES

Headquarters Omaha, Nebr.
Branches Des Moines, Ia.
 **Sioux City, Ia.**

Says G. W. Clark, District Manager:—

"Direct from the 'House of Magic' has come the new General Electric Bridgeport-manufactured radio receivers. They far surpass anything I have ever seen or heard."

"Competitive price range, outstanding design, superior construction, complete sales plan, national advertising schedules, dealer cooperative advertising, and sales promotion helps, make the 1936 General Electric Radio Franchise the most valuable ever offered by any manufacturer. Franchises are being closed rapidly. Write now for details."



C. E. WILSON

vice-president in charge of merchandise "top man" of "tops"

Elsewhere in the Radio Journal is a portrait of Charles E. Wilson, vice-president, General Electric Co., in the series of "prominent men of the radio and associated industries." Here is a dynamic man, to whom the word "Dynamic" properly belongs, and whose responsibility is to keep manufacturing and merchandising in stride. Consider that the Bridgeport plant has 1,600,000 square feet of floor space, and about 5,500 people at work, including a radio manufacturing and selling campaign of a "bulk" that in itself compares favorably to any radio activity, and then you are more puzzled than ever of how it can be properly managed. Wilson's ability to select men of ability as his aides is only part of it—to disappoint readers temporarily who were ready to think "that was the answer." Wilson's artistry of management includes the potent force of inspirational leadership, the intangible power of the heart that enthuses men. And there is no greater power of organization support than a man's knowledge that his "boss" is tolerant, is appreciative and is back of him to an elastic extreme. Wilson knows his business and "his business knows him," is the best summarized tribute that can be paid to C. E. Wilson.

J. A. PROCTOR

assistant to the vice-president of the General Electric Co.



J. A. Proctor

Identified with the manufacturing and merchandising of radio for many years, J. A. Proctor is not only assistant to the vice-president, but is an ex-officio member of the G-E radio management committee. Most of Proctor's time is devoted to the development of radio, and his experience and training in radio — years before radio broadcasting — enables his giving a fine consulting service for other members of the radio section. A young, "old Boston boy" with the upright characteristics of the New Englander, and the pep of a California climate booster, J. A. is admirably fitted for this post graduate radio task. And don't think he isn't busy now with the new radio line being manufactured with metal tubes, because we'll guarantee it.

MILHENDER

distributes Fada radio in important New England territory

Millhender, Inc., has been appointed Fada radio distributor covering Eastern Massachusetts and all of New Hampshire, reports I. J. Chatten, general sales manager of Fada. Joseph Millhender, president of the distributing organization, reports that he has already received a substantial stock shipment and that orders are pouring in from dealers.

Millhender is one of the leading New England radio distributors. Ten men will cover the territory representing Fada and Millhender.

YOUR CUSTOMERS WILL PREFER

GENERAL ELECTRIC

RADIO

With the tube that's "Sealed in Steel"

R. J. CORDINER

earns a well chosen post because
of past distinctive work



R. J. Cordiner

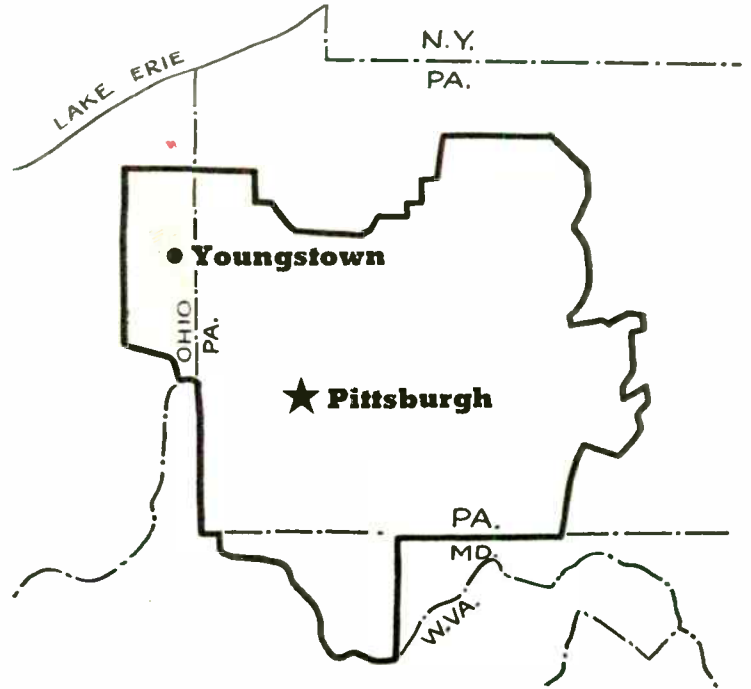
Ralph J. Cordiner, assistant manager of appliance sales in charge of radio, is chairman of the Management Committee, governing board of G-E radio, for just one reason—his ability to diagnose market conditions and to create selling plans for the greatest accomplishment of sales. For the past three years, Ralph was manager of sales of G-E Hotpoint heating devices, and everyone knows the position of leadership achieved by the Hotpoint products—dominant in every respect.

Cordiner has had 15 years experience with the Edison G-E Appliance Company, for prior to the past three years he was Pacific Northwest manager, and then manager of the Pacific district. To the marching of a correlated army of men, materials and methods,

Ralph is destined to add further laurels with radio operations, and nothing short of a repetition of the Hotpoint work will be satisfying to him. The foregoing expression didn't come from him because Cordiner only talks of the past but thinks of the future—it is a reporter's conclusion.

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

PITTSBURGH MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

Headquarters . . . Pittsburgh, Pa.
Branch . . . Youngstown, O.

Says R. M. Davis, Manager, Appliance Sales:—

"It is with a spirit of enthusiasm that we advise Bridgeport that we are ready to accomplish a radio selling job never before attained on General Electric Radio. For the first time in the radio business, we are fortified with a complete new line of radios manufactured at Bridgeport, possessing innovations and improvements which are bound to find public acceptance. G-E Radio will be the best this year."



NATIONAL ELECTRICAL AND RADIO EXPOSITION

A Pageant of Achievement
A Review of Progress

YOU BELONG HERE!

Your product or service should be shown and demonstrated in The 1935 Electrical and Radio Exposition, to be held in Grand Central Palace—where the great national shows are held—

September 18-28 inclusive

"The Greatest Show in the World"
where the leading manufacturers and distributors of Electrical Refrigerators, Appliances and Radio will exhibit and demonstrate their products and services to the public and to the trade!

All that is up-to-the-minute in invention and progress in electrical science.

What is Newer! What is Better!
Special Features galore. The Hall of Science—a Pageant of Radio and Electrical Achievement—showing the wonders of research and invention—where you can show the outstanding scientific or engineering discovery of the genius of invention

An 11 Day Congress of Electrical Achievement
Where you can tell your story at Little Cost
Reserve Your Space NOW
You Cannot Afford to Miss It!

An Exhibit Space for Every Need

The flexible exhibit unit floor space plans permit you to have exactly the size space you need to properly present and demonstrate your product. Two Great Exhibition Floors—High ceilings—No Basement space.

We suggest early action on reservations. Write or wire for floor plans and prices.

A few Choice Spaces of varying size still available.

Address: JOSEPH BERNHART
Show Manager
National Electrical and Radio Exposition
480 Lexington Ave., New York City
Wickersham 2-0300

National ELECTRICAL and RADIO EXPOSITION

· GRAND · CENTRAL · PALACE ·
Lexington Avenue, between 46th and 47th Streets, New York City

"Where The Great National Shows are Held"

YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

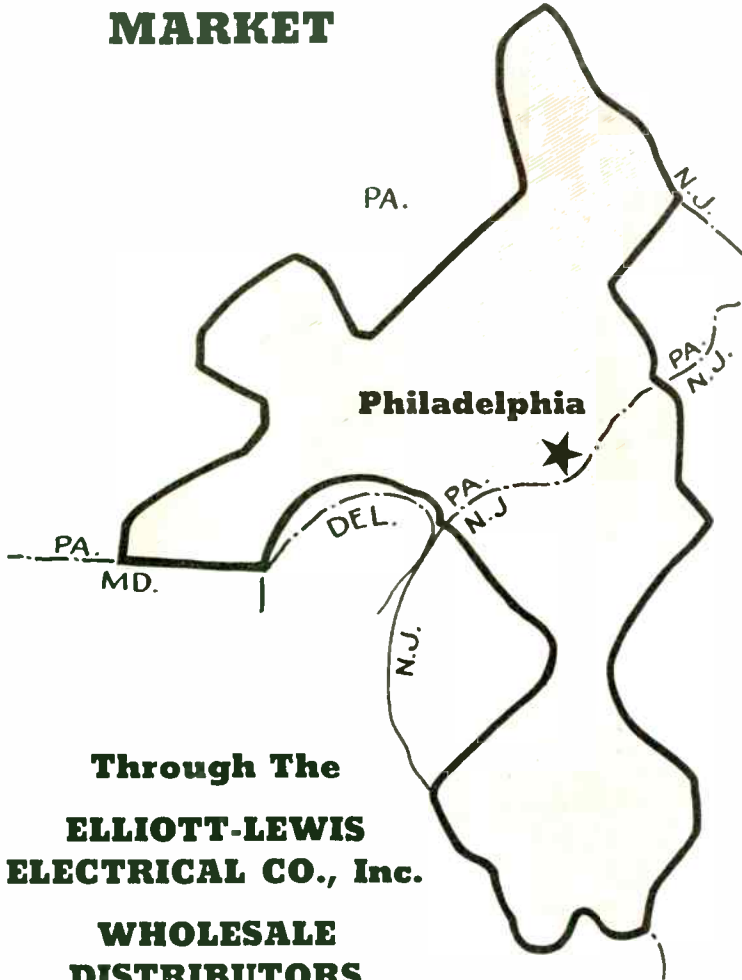
GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

PHILADELPHIA

MARKET



**Through The
ELLIOTT-LEWIS
ELECTRICAL CO., Inc.**

**WHOLESALE
DISTRIBUTORS**

Headquarters . . . Philadelphia, Pa.

Says F. R. Elliott, President:—

"In all my thirty years in the electrical industry, I have never seen the equal of this General Electric Radio program. A merchandising program that will attract prospects into your store, and merchandise that will sell on sight are an unbeatable combination.

"We have been preparing for this program for more than a year. Whether it be assistance in actual retail sales, problems in merchandising, or service, we are prepared to give our dealers whatever individual assistance they require."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

R. C. JENKINS

**head of radio manufacturing at
the General Electric plant**



R. C. Jenkins

gives him frequent opportunities to prove this ability.

A well known figure in radio manufacturing circles is R. C. Jenkins, who is not only superintendent of radio manufacturing but is a member of the G-E radio management committee. Jenkins is so thoroughly familiar with radio factory operations, that this mere comment seems superfluous. Any dealer or distributor in a second would realize that a huge position of this outstanding size could only be "fitted" with a man large enough to possess every qualification. The odd type of radio business permits no easy factory routine — either a bonfire or a prairie fire production — and Jenkins has been brought up on this lean or fat factory production. He has the knack and ability to attain speed with efficiency, which is not only a vital element in the production of radio receivers, but

I. J. KAAR

**radio design engineer at the
G-E Bridgeport factory**

Here is a comparatively young man in a most important position as radio design engineer. He is also a member of the G-E radio management committee. I. J. Kaar came to Bridgeport from Schenectady, where at the G-E research laboratory (known as the house of magic) he received a training of such extensive scope that he rates as one of the best radio design engineers on earth. Kaar must not only know what has been done in radio and what is being done, but what is to come. Then after all this, design different radio mechanism to possess everything that dealers must have to sell sets, and to do it so that the line may be priced right, as well as being manufactured with the least motions. Sounds very simple, we think not, and it is a job of such magnitude that no distributor or dealer would swap spots with "Ike" Kaar.



I. J. Kaar

NORMANDIE

**first Eastward bill of lading for
M. Simon & Son Co., Inc.**

Bill of Lading No. 1, Voyage No. 1, S.S. Normandie East-bound, was given the M. Simons & Son Co., Inc., on a shipment of radio equipment to Paris. As a matter of record, the shipment was made by the following American manufacturers: Pioneer Gen-E-Motor Corp., Electrical Apparatus Corp., Oak Mfg. Co., Clarostat Mfg. Co., Inc., and Continental Carbon, Inc.

J. L. BUSEY

manager appliance sales with
knowledge of all selling problems



J. L. Busey

There is always a great respect given by dealers and wholesalers to a sales manager whose career includes the very work done by them, and John Busey's given and received support is proof of this.

Twenty-five years in the electrical industry, with an appearance discrediting such a long time commercial career, John L. Busey, as manager of appliance sales, including all Bridgeport products, includes in this complete background, activity as a retailer as well as a wholesale distributor. In other words, Busey's experience is of a practical character that enables an intelligent understanding of both retail and wholesale ramifications. He knows and is appreciative of competitive problems at first hand, because he has been through "the ropes." As a spectator and as a fighter, John Busey has had a training that permits a guidance of sales management in the practical manner that both dealers and wholesalers gain real co-operation.



Certified RESISTANCE BRIDGE

It will not lose its calibration. Its resistors will not change value. Its accuracy far exceeds even the best "ohmmeter." Its price makes this laboratory instrument practical for service work. Ask your jobbers or write Dept. B-6 for details.

\$29.70
DEALERS NET

The **MUTER** Co.
1255 South Michigan Avenue, Chicago, Illinois

GENERAL ELECTRIC RADIO WILL DOMINATE THE

PHILADELPHIA MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

- Headquarters . . . Philadelphia, Pa.
- Branches Allentown, Pa.
- " Scranton, Pa.
- " Reading, Pa.

Says W. H. Coleman, District Manager:—

"Our entire sales organization and myself are pledged to bring to you the complete sales story of the new wonderful General Electric Radio.

"A General Electric Radio Merchandising program that will bring prospects to dealers' stores for quick sales.

"We are prepared to give assistance to dealers on their merchandising problems through our competent Radio Specialists. Get on this G-E Band Wagon."



YOUR CUSTOMERS WILL PREFER GENERAL ELECTRIC RADIO

With the tube that's "Sealed in Steel"

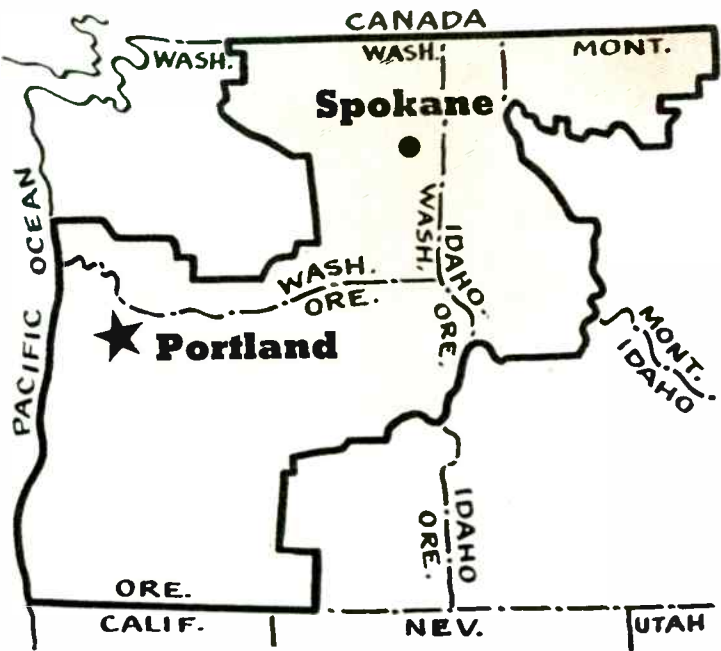
GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

PORTLAND

MARKET



**Through The
GENERAL ELECTRIC SUPPLY CORP.**

**WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES**

**Headquarters Portland, Ore.
Branch Spokane, Wash.**

Says G. A. Boring, District Manager:—

"We consider the profitable exploitation of the new General Electric Radio line a three-way association in which the parties are our dealers, the General Electric Company and ourselves — all joined in a gigantic program for profitable sales. And supported by the plans coming out of Bridgeport, we know we are headed for the top."



**YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

D.C.SPOONER, Jr.

**assistant appliance sales manager
has had brilliant career**



D. C. Spooner, Jr.

As assistant appliance sales manager, David C. Spooner, Jr., is one of the "new school type" managers, and is a great believer in practical dealer assistance. His experience over years with the G-E organization has developed a fondness for facts that makes him one of the greatest "why" men of the industry. "Who sells radio and why" is as much of Dave's personality as his clothes, and it was he who investigated and found that dealers who use G-E promotion plans do 7 times the business of those who do not. Spooner proved that consistent advertising gives a dealer 92% of a volume against 50% of a dealer who doesn't advertise. It is difficult to present a sales problem in radio or appliances to which Spooner won't pour out facts to cover it. His business compass—facts—is a guide of power in a job of almost bewildering proportions.

DEALER

**meetings throughout the country
hear G-E metal tubes explained**

To familiarize dealers and their service men with the general characteristics and advantages of the new metal radio tubes, which will make their first operating appearance before the public in the forthcoming fall line of G-E radio receivers, General Electric's merchandise department is holding a series of meetings for these men at distributors' headquarters throughout the country.

With the help of cut-away samples and film slides, the design and construction of the new metal-shell "bulbs" are explained and their evolution traced from the time late in the 19th century when the Edison Effect was discovered, up through 1922 when part-metal construction was first employed in cooled-anode transmitting tubes and 1934 when the first all-metal envelope was applied to industrial tubes, to the present development announced in April of this year.

In addition, at these meetings, the radical difference between the G-E metal construction and the part-metal construction used in the cooled-anode transmitting tubes is pointed out. The latter tubes, it is explained, are made of a comparatively high percentage of glass to which the metal enclosure is attached by means of a "feather-edge" seal thin enough to permit flexing of the metal as the glass expands or contracts. The cut-away samples show that the new metal tubes, on the other hand, have a very small glass content, only a few tiny glass heads—one for each lead wire—being employed as insulation. These heads are securely fused into eyelets of a special alloy which has essentially the same expansion characteristics as the glass and which, therefore, can be used to provide a vacuum-tight seal without recourse to the "feather-edge" type of construction.

The first meeting in the series was held May 24 in Albany, N. Y., and was attended by more than a hundred dealers and service men in the territory of the Haven Electric Co., Inc., distributor for G-E radios in New York's capital district. At this meeting, the film slides were dispensed with and W. C. White, of General Electric's vacuum tube engineering department in Schenectady, where the metal tubes were developed, presented instead an oral description supplemented with black-board sketches and an exhibit of many of the historic, earlier developments in the electron tube art. Ben C. Bowe, manager of G-E radio sales, who journeyed from Bridgeport for the occasion, conducted the meeting, arrangements for which had been made by H. P. Jones, appliance sales manager of the Havens Electric Company.

R. W. TURNBULL

is assistant appliance sales manager specializing on "traffic" appliances



Ray W. Turnbull

can habit of never being satisfied, especially on "service" to the customers.

Many radio dealers do not handle the so termed "small appliances" but more today are doing it than ever, and the development of the G-E "traffic appliance" market is in the hands of Ray W. Turnbull, a man who knows the power of the expression: "Many a mickle makes a muckle." The magic name of "Hotpoint" with the driving force of Turnbull on sales, is a great combination. Ray is an authority on the mechanics of the small appliance industry, and his advice on selling problems is sought by the biggest men. General Electric has an established leadership in the small appliance field that enables the securing of a huge percentage of the total country-sales, but this means little to Turnbull as far as his personal activity is concerned. He is just as eager for a small order as for a big one, and has that odd American habit of never being satisfied, especially on "service" to the customers.

R. J. BROWN

appliance sales manager for G-E supply corp.

Go into many large cities and you will find the headquarters of the General Electric Supply corporation. In many other cities you will find G-E Appliance Distributors with local ownership and specialists on the distribution of G-E appliances. Between the two groups of distribution, and the Bridgeport plant, is Ralph J. Brown, whose job as sales manager covers millions of dollars in sales. It is doubtful if Ralph has ever pounded a desk with his fist, either in anger or to impress someone, but his well modulated conversation of facts and ideas leaves no doubt as to the validity of his talk.



R. J. Brown

In this presentation of the G-E radio distribution forces throughout the country—a great array of talent—found in this June RADIO JOURNAL, dealers can see that Ralph Brown must be constantly thinking of Boston and Los Angeles (adv.), St. Paul and Jacksonville, as well as "all points East and West." Maybe the term for Ralph is "brain whirler" but the Brown-feet are always on the ground and he is doing a splendid job. P.S.—Brown is an adept at spotting a suit of clothes in an expense account.

RADOLEK

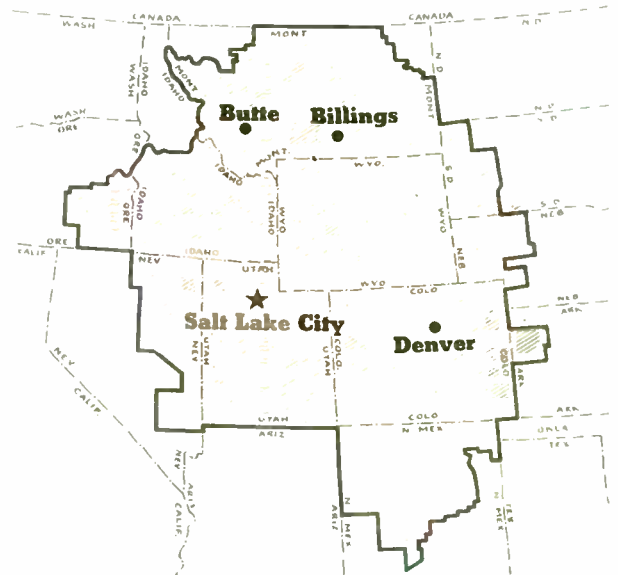
The Radolek Company announces a new high quality genuinely all-purpose model medium power public address amplifier. This amplifier was especially designed for the countless medium sized installations in which higher power and therefore necessarily more costly amplifier are not necessary. Its low cost and quality open a new field for the public address installation engineer—a field which demands high quality but cannot afford the cost of unnecessary high power.

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

SALT LAKE CITY MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.

WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

Headquarters	•	Salt Lake City, Utah
Branches	• • •	Billings, Mont.
"	• • •	Butte, Mont.
"	• • •	Denver, Colo.

Says J. A. Kahn, District Manager:—

"Greetings to all of our dealers who even before they knew anything of the new General Electric Radio line expressed such remarkable enthusiasm. I can assure you your enthusiasm will know no limits after you have seen these remarkable receivers from the 'House of Magic' — and that the great day will soon be here."



YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC

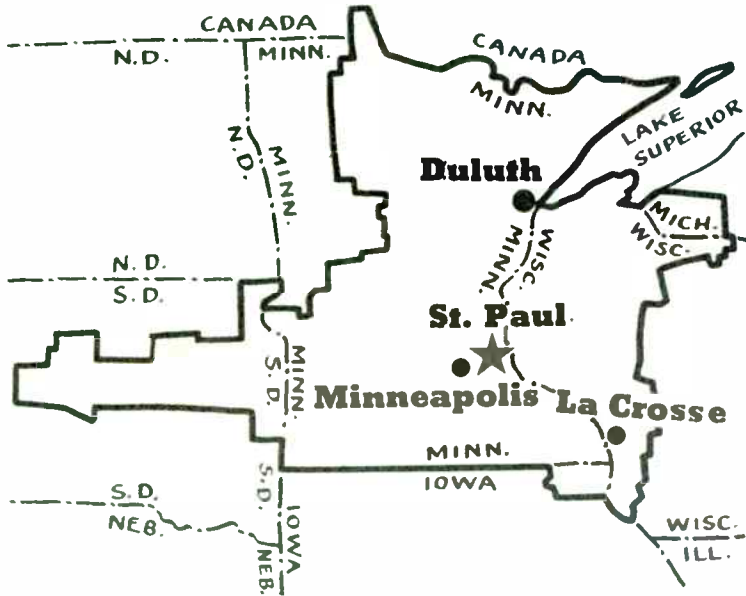
RADIO

WILL DOMINATE THE

J. W. McIVER

sales promotion head of G-E radio
starts huge campaign

**ST. PAUL
MARKET**



**Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES**

- Headquarters St. Paul, Minn.**
- Branches Duluth, Minn.**
- " Minneapolis, Minn.**
- " La Crosse, Wis.**

Says L. C. Mample, District Manager:—

"In my opinion General Electric offers the most valuable exclusive franchise ever offered by any manufacturer. I urge radio dealers in our territory to act now by identifying themselves with this new and highly desirable product of the 'House of Magic'.

"The line has quality; attractiveness of design; competitive price range; a vast national advertising schedule; dealer co-operative advertising and sales promotion helps. All are backed by General Electric resources, engineering ability, and the inexhaustible 'House of Magic' research facilities.

"My advice is — WRITE TODAY FOR FRANCHISE DETAILS."



J. W. McIver

When the appointment of J. W. McIver was announced about a year ago to the management of appliance sales promotion of the General Electric Co., Bridgeport, Conn., The RADIO JOURNAL carried a story that Mac was "one of the two best sales promotion men in the combined industries." No one wrote in and disputed the statement, so the truth can be repeated, particularly now that the biggest radio advertising and sales promotion campaign ever factored by the General Electric Co. is starting "right now."

Mac is known by distributors and dealers in the radio and appliance industries through his work on G-E Mazda lamps, Radiotron tubes and other appliances. Not only is Mac in charge of G-E radio promotion but for the other products produced by the Bridgeport plant.

It is difficult to comment on the ability of J. W. McIver because most people know him. His reputation as an expert in his forte is nation-wide. For years his campaigns have been commented upon by advertising journals as representing the "last word" in sales promotion. Realizing Mac's personal modesty on his achievements and knowing that he will even protest these few words, just watch the General Electric radio sales campaign and its development of business for G-E dealers.

**In New Jersey
and Orange & Rockland Counties,
New York**

**ABC
WASHERS**

CROSLEY

**SHELVADOR
REFRIGERATORS**

CROSLEY RADIO

**EUREKA
VACUUM CLEANERS**

**APOLLO DISTRIBUTING CO.
15-17 Shipman St. Newark, N. J.**

**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

C. T. WANDRES

in charge of radio advertising
an assurance of results

Selection of Charles T. Wandres as assistant to J. W. McIver, sales promotion manager, is in itself a tribute to the Wandres ability. A mental bare-knuckle radio advertising man, and specifically in charge of G-E radio advertising, Charlie is giving "his best" to make dealers and distributors G-E radio conscious, and to arouse them to a pitch of enthusiasm that the radio objective of the G-E officials may be attained as time goes on. Wandres has been in radio promotional work since the beginning of broadcasting, and is now setting a pace in radio advertising for only the best runners. Of an inherent serious nature, with a successful salesman's graciousness, Charlie's devotion to his present task knows no hours and leaves no stone unturned in the formula of successful radio advertising.



C. T. Wandres

O'BRIEN

William E. O'Brien, who has represented the McGraw Electric Company, Waters-Genter Division, in Philadelphia and surrounding territory since January 1, 1934, has been appointed assistant sales manager, and joined K. C. Gifford, sales manager in Minneapolis, the first of June.

TUNG-SOL

Originators of Radio Tube Consignment plan in 1930. Get the details today of our plan.

MALLORY

All types carried in stock. Write for new Vibrator Manual.

YAXLEY

We carry 2,000 items in stock at all times. Send for free bulletins.

LUBEN DISTRIBUTING CO., Inc.

The House of Radio Essentials

BArelay 7-6377-78

98 Park Place New York, N. Y.

GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

CHARLESTON MARKET

Through The
VIRGINIAN ELECTRIC, Inc.
WHOLESALE DISTRIBUTORS

Headquarters . . . Charleston, W. Va

COLUMBIA MARKET

Through The
PERRY-MANN ELECTRIC CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Columbia, S. C

FARGO MARKET

Through The
DAKOTA ELECTRIC SUPPLY CO.
WHOLESALE DISTRIBUTORS

Headquarters . . . Fargo, N. D

WILLIAMSPORT MARKET

Through The
LOWRY ELECTRIC CO., Inc.
WHOLESALE DISTRIBUTORS

Headquarters . . . Williamsport, Pa

YOUR CUSTOMERS WILL PREFER

GENERAL ELECTRIC

RADIO

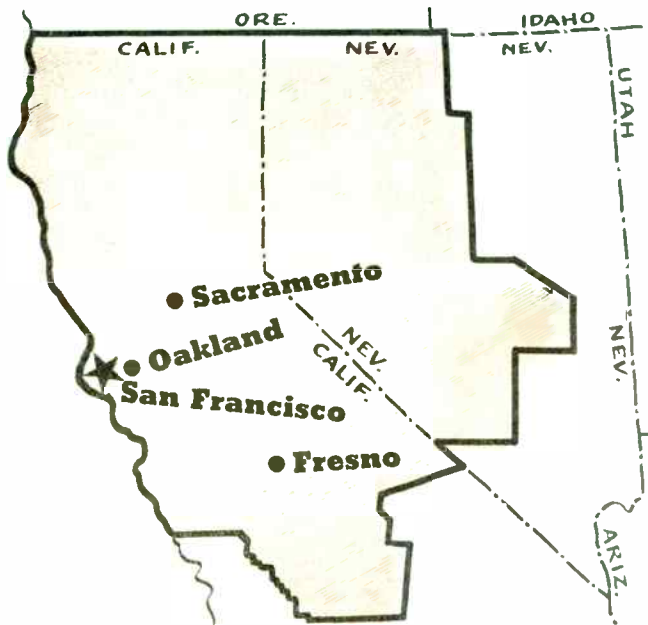
With the tube that's "Sealed in Steel"

GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

SAN FRANCISCO MARKET



**Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES**

- Headquarters San Francisco, Calif.**
- Branches Sacramento, Calif.**
- " Fresno, Calif.**
- " Oakland, Calif.**

Says D. E. Harris, Vice-President:—

"Born in the General Electric 'House of Magic' at Schenectady, N. Y.
Designed in the General Electric Radio Laboratory, Bridgeport, Conn.
Engineered in the General Electric Radio Laboratory, Bridgeport, Conn.
Manufactured in the General Electric Radio Factory, Bridgeport, Conn.
"The new General Electric Radio program cannot miss in California. Our entire organization is convinced that this is General Electric Radio's year."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

N. H. GIMMY

**in radio sales promotion is
a potential star**



N. H. Gimmy

A bright young man in the team of radio sales promotion is "Norm" Gimmy whose order of work includes personal activity entertaining G-E radio guests. He carries no watch; is deaf to noon whistles and has a disregard for time when he is conducting work on one of his assignments. Quick to learn, and with the confidence of his superiors in the office, plus a broadening friendship with wholesaler distributors, Gimmy is destined for sound, continuous advancement as the years materialize. He is the type of young man found in important positions in a young man's business—radio—and it is he and his kind that take a keen delight in working in and with radio.

BEN C. BOWE

**manager of radio sales is
great dealer sponsor**

Benjamin C. Bowe, known to everyone as "Ben" and alertly referred to as "Big Ben," is manager of radio sales, which position he has occupied with brilliant results for the past five years. Ben got this job because of his excellent work in the Automotive Products Section where the name "Fungar" recalls some spirited and sensational selling. Ben can walk into most any city or town and shake hands with a friend. Ben knows that "a store" sells no radio and it is the man back of the store that must do the last line fighting of any factory's product. This realization came to Bowe years ago, and he prides himself upon his great number of dealer-friends to whose loyalty Ben goes to extremes to maintain.



Ben C. Bowe

If ever a sales manager is needed to represent an advanced example of a dealer-booster, Ben can be selected at any minute, for he knows that a sales manager is only as good as his group of dealer-friends sell with him.

FOSTER

**refrigerator sales plan gets boost
in Oklahoma news**

Featuring a small weekly payment plan that is within the reach of almost every Oklahoma City family, M. L. Foster & Co., Crosley Shelvador dealers, have risen to the top ranks in sales of electric refrigerators in Oklahoma City this year, says a news story in the Oklahoma City News, May 12.

The story continues, "Each month this year has shown an increase in sales of Crosley Shelvadors over the preceding month, according to M. L. Foster, president of the company, and the

prospects for the summer months look better than ever. Particularly, are the larger size Crosley Shelvadors selling well this year, he says.

"Foster & Co. have long featured the 'pay only \$1.25 per week' plan of owning and enjoying the advantages of a famous Crosley electric refrigerator. Their long list of customers proves the popularity of the plan.

"A capable service department, manned by experts, is another feature of this popular store, and prompt delivery and installation are keynotes.

"In addition to Crosley Shelvadors, Foster & Co. carry a complete line of Crosley radios, Apex washers and Firestone tires and accessories. The small weekly payment plan is available on all these products at M. L. Foster & Co."

HAYES CLARKE

assistant to Ben C. Bowe
radio sales manager

Here is a fellow who took what was offered to him at the G-E plant a short time ago, and showed enough of "what it takes" to be appointed assistant to Ben Bowe. There are no strings to latches at the G-E factory to be pulled for promotion; in fact, there are no latches, and we suspect Hayes got this deserved spot because superiors are quick to recognize talent. Clarke's experience in radio was bountiful; he traveled extensively; he knows thousands of dealers and jobbers in the country, probably even including a radio agent at Ecorse County, Mich. Hayes had a great training, which plus the Hayes personality smile and agile demeanor, is without a doubt responsible for his job as supervisor of G-E radio field promotion and dealer development work, which must be handled with tactful skill.



Hayes Clarke

P. F. HADLOCK

commercial engineer supervising
educational program



P. F. Hadlock

Long connected with the General Electric Co., P. F. Hadlock enjoys great prestige as the G-E radio commercial engineer. His duties include the direction of the G-E field service engineers, augmented this year to 14 men, and supervision of the dealer educational program. It is not surprising that G-E gives such a conspicuous recognition to the important factor of "educating" dealers. The word "educate" is quoted because there is no "rust" connected to this policy. It is for the ambitious dealer that this co-operation is extended under the genial direction of Hadlock. As a dealer learns more, he earns more, and G-E are anxious and willing to extend the

"helping hand" at great cost for the purpose of assisting dealers. Hadlock is well liked; his sincerity has never been questioned, and the good will created by him and his organization is huge.

GENERAL  ELECTRIC
RADIO
WILL DOMINATE THE

SEATTLE

MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
OF GENERAL ELECTRIC APPLIANCES

Headquarters . . . Seattle, Wash.

Says F. A. Block, Manager, Appliance Sales:—

"The new General Electric Radio line will be:

"1—Designed beyond competition; 2—Priced competitively; 3—Promoted aggressively; 4—Available when season opens. These four essentials are adequately met in the new General Electric Radio Program. We are anxious to tell you more of it. Write for details."

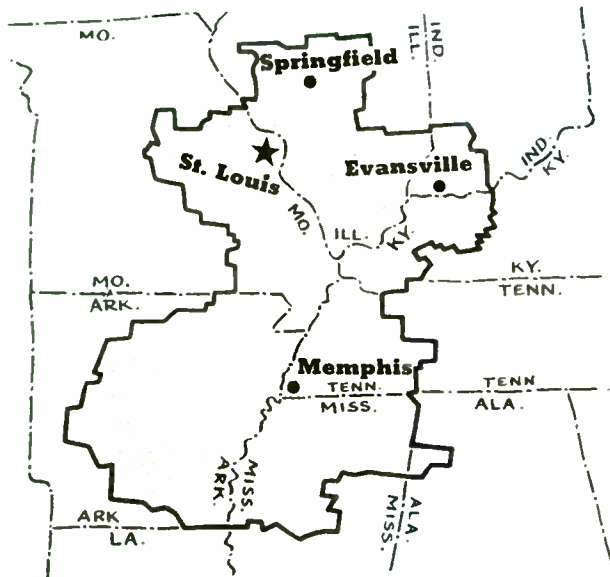


YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

GENERAL ELECTRIC
RADIO
WILL DOMINATE THE

ST. LOUIS
MARKET



Through The
GENERAL ELECTRIC SUPPLY CORP.
WHOLESALE DISTRIBUTORS
 OF GENERAL ELECTRIC APPLIANCES

- Headquarters St. Louis, Mo.**
Branches Evansville, Ind.
 " **Memphis, Tenn.**
 " **Springfield, Ill.**

Says L. C. Arnold, District Manager:—

"Great things are immediately ahead for General Electric Radio dealers. Formal announcement of the new General Electric Receivers will be forthcoming shortly and to the progressive dealers in the St. Louis district who secure a franchise we predict a most successful season. Do not be satisfied any longer with just ordinary radio merchandise. Decide now that you want to be the leading dealer in your community. Plans and date of our dealer meeting will be released in a few days. Prepare now to be on hand and hear this most important message."



YOUR CUSTOMERS WILL PREFER
GENERAL ELECTRIC
RADIO

With the tube that's "Sealed in Steel"

H. A. CROSSLAND
 supervisor field service Sherlock
 Holmes of trouble



H. A. Crossland

That head may give the impression that H. A. Crossland, as supervisor of radio field service, spends his time looking for trouble. It might imply that there is a lot of trouble around, which isn't the truth, as G-E radio sets are notorious for their stamina of performance. But it is true that the General Electric Co. is most anxious that even the slightest trouble gets instant service. Then, Crossland uses the major portion of his time helping dealers to deliver the best service, and to aid in the sale of such products as all-wave antenna, the G-E full range oscillator, the G-E output indicator, the oscillator adapter, the tuning wand, and other phases of service, installation and customer-satisfaction.

R. J. MEIGS

radio field supervisor
 for G-E radio

Here is a job of exacting attention, where a man's work is of importance, and where the tangible evidence of constant doing is frequently missing. But R. J. Meigs likes the work; enjoys its duties and never stops in maintaining his end of the rope. There is a corps of radio specialists, who do nothing but concentrate on radio sales, and their direction corresponds to the city editor of a newspaper with his reporters. Perhaps summarized it would read: see all, hear all, do all, please all. Meigs has a good, tough job, and enjoys it, even with the prospect of the forthcoming radio campaign on the new G-E radio where he and his group will have a chance of making every long putt roll into the cup.



R. J. Meigs

PUBLIC ADDRESS
 and
RADIO REPRESENTATION

wanted in England

Write fully: Storey's,
 57 West Ham Lane
 London, E. 15, England

EMERSON

announces new auto radio set

A new five-tube auto radio, using three multi-purpose tubes in connection with non-synchronous vibrator, is the latest addition to the Emerson auto radio line. The price range of the company's sets is now \$37.95, \$44.95 and \$49.95.

The latest Emerson auto radio model 1-A is a single-unit set with automatic volume control, tone control, 3-gang condenser, equipped with traps and filters to eliminate the use of spark plug suppressors and lower battery drain. Provision is made for choice of three mountings of remote control—on steering post, on instrument panel or beneath instrument panel. It is now being shipped to distributors and dealers throughout the country.

With the introduction of this new set, Emerson is also announcing a new instrument panel control mounting for all General Motors cars. This mounting, which is highly attractive and exceptionally efficient, may be utilized with each of the three Emerson auto Radio Models.

MIDWEST

new export 5 tube AC-DC

Recently Midwest Radio Corporation announced their new 5-tube AC-DC, custom-built, export superheterodyne, which was designed to take the place of the present Midwest custom-built export model, No. X-5.

A TRAV-LER RADIO TOPS 'EM ALL

for profit, quality and quick sales

TRAV-LER emphasizes this new 5 tube superheterodyne auto radio. A unique casefull of eye appeal. Single unit construction. Compact. Easy to install. 5 tubes that perform like six, with a sensitivity of 8 microvolts. Automatic volume control and latest type remote control for dash or steering post.

TRAV-LER six tube superheterodyne. A set without equal in performance. Brings in stations from coast to coast with

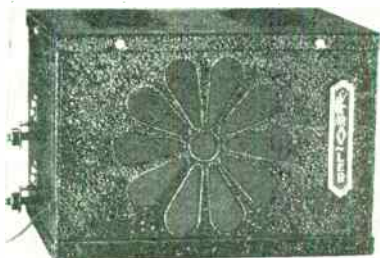


List 37.95



TRAVEL WITH TRAV-LER RADIO

amazing clarity, with a sensitivity of a fraction of one microvolt. 6½ in. dynamic speaker—three gang tuning condenser—in that new shock-proof chassis. List price \$46.60.



Distributors and Dealers Write

TRAVLER Radio & Television Co.
1028-1036 W. Van Buren St. Chicago, Ill.

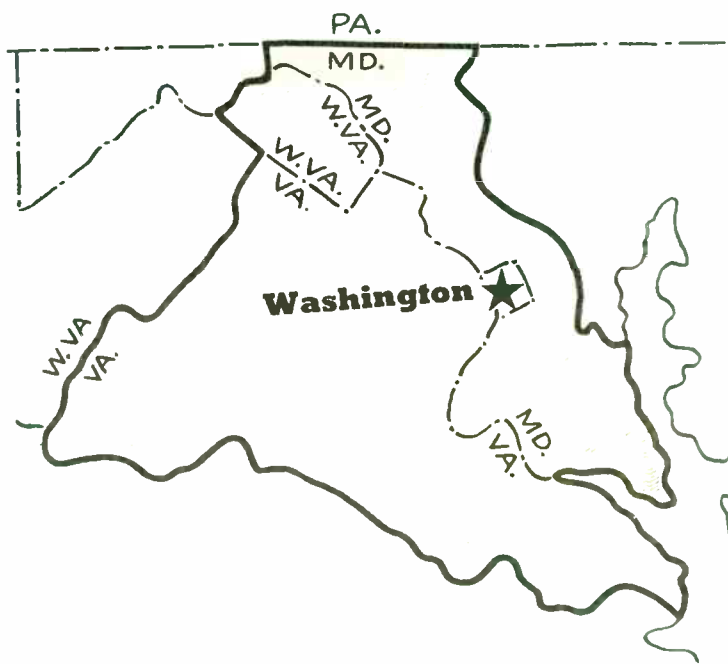
GENERAL ELECTRIC

RADIO

WILL DOMINATE THE

WASHINGTON

MARKET



Through The NATIONAL ELECTRICAL SUPPLY CO. WHOLESALE DISTRIBUTORS

Headquarters . . . Washington, D. C.

Says F. N. Chase, Mgr., Radio & Marine Dept.:—

"I cannot help but feel that the distributor who is handling the General Electric Radio line this year is to be congratulated, for if I am any judge of the radio situation, we will set the pace this year in the radio business. There is no question but that we are going places and doing things with our 'three-way association'. I, for one, am proud to offer this opportunity to our dealers."



YOUR CUSTOMERS WILL PREFER GENERAL ELECTRIC

RADIO

With the tube that's "Sealed in Steel"

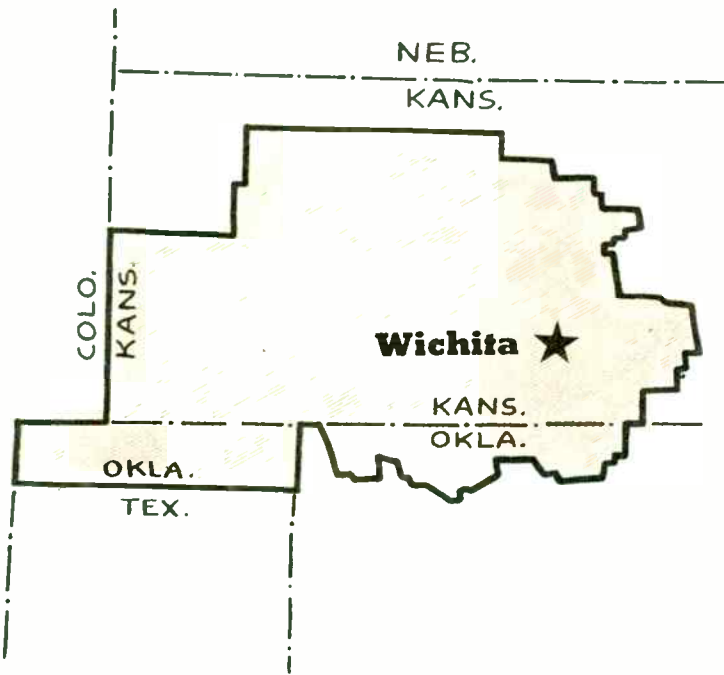
GENERAL  ELECTRIC

RADIO

WILL DOMINATE THE

WICHITA

MARKET



**Through The
SUTTON ELECTRIC SUPPLY CO.
WHOLESALE DISTRIBUTORS**

Headquarters . . . Wichita, Kans.

Says R. M. Sutton, President:—

"With General Electric's new and revolutionary radio sets I feel an unbounded enthusiasm for the future of those wise dealers who make themselves a part of this new **BUSINESS OUT OF THE RADIO BUSINESS.**

"We are strategically located to serve throughout our market; equipped completely for serving you quickly and satisfactorily.

"All wide awake dealers will be assured of getting their share of the benefits to be realized, by being the ones in their respective communities to hold the General Electric Radio Franchise."



**YOUR CUSTOMERS WILL PREFER
GENERAL  ELECTRIC
RADIO**

With the tube that's "Sealed in Steel"

E. N. SAMPSON

**supervises G-E auto radio and
battery set sales**



E. N. Sampson

Progress of auto radio and the development of the battery market with the General Electric Co. required the attention of a specialist, and the appointment of E. N. Sampson to handle this phase of activity was a logical sequence. An alert young man, Sampson has been well schooled in the G-E general policies, so it was easy for his sharp eye to see opportunities for factory and dealer, alike, in these two division of radio set work. Specific campaigns for business development followed the recent campaign embracing advertising in such national media as the Saturday Evening Post and others. The amount of promotional material secured for auto radio, alone, by Sampson, is larger than the dealer-work done by many factories on house sets. Sampson has the mental clutch in and the

activity right foot on the gas of auto radio, with the green light of sales constantly shining.

RAY PATTEN

**G-E appliance stylist one of
"country's best"**

Stream-lined trains, radio models like the G-E Bandmaster and Chrysler Airflow cars don't just happen. To men like Ray Patten, who designed the G-E Bandmaster by the way, goes the credit for product styling, and who, incidentally, aid dealers and distributors to secure sales and profits thru the power of obsolescence. Ray Patten joined the General Electric Co. in 1928, designing ranges at Chicago and later, refrigerators at Cleveland. Before that, Patten was with Packard Motors designing bodies. A M.I.T. graduate. At Bridgeport, Patten is in a constant huddle with himself designing radio cabinets, washers, ironers, table appliances, fans and clocks, and he turns out the kind of styling that is the delight of dealers—the kind of products when displayed in windows arouses admiration, which is the first step in retail selling.



Ray Patten

FADA

advertising again directed by Winsten

J. M. Marks, general manager Fada Radio & Electric Corporation, announces the appointment of Kelly, Nason & Roosevelt, Inc., as their advertising agency, effective June 10. Harry J. Winsten will act as account executive and sales counsel. This appointment marks the resumption of seven years' association between Fada and Harry J. Winsten—practically from the beginning of Fada in radio. Throughout this period over one million sets were sold and Fada was considered one of the leaders in the radio industry.

Jeremiah B. Spillane

OUR grief is deep over the sad and sudden passing of our greatly esteemed and much beloved vice-president, director and partner. We have lost far more than a wonderful business associate. We have lost a true friend.

In the early days—back in 1890—J. B. Spillane joined our father, founder of the present business. In those days there was just one paper.

Since 1890—or going on forty-six years—“J. B.,” as he was affectionately known to all his associates, has devoted his whole life to our family. Truly a lifetime of devoted and loyal service—more than which no man can give and for the giving of which no man can be forgotten.

For twenty-six years he served at the right hand of our father. Since then, following father's death, he has served for nearly twenty years as our partner and fatherly adviser.

Through it all, he remained the same; a man who talked little about himself, confided in others but little about himself—asked but little for himself in good times or bad—and yet to the rest of us was ever patient, ever generous, ever thoughtful, ever sympathetic and, above all, ever inspiring.

Little as his friends and associates might know about him personally, they could not know him at all without feeling the warmth of his heart and the great strength of his character. Few men, indeed, have lived more truly Christian lives than he or have left on their fellowmen a more indelible impression for those three great attributes—toleration, the spirit of forgiveness and unselfishness. The real monument to the memory of this man will be in the deeds and in the heights of character to which he inspired those who knew him.

It seems appropriate to mention at this time a few incidents that occurred during his life which reflect his greatness as no written or spoken word can ever do.

Back in the days when he was with our father he inherited a large sum of money. He declined the inheritance and authorized that it be given to charity.

At another time—shortly after the death of Colonel Bill—an effort was made by the Bill family to make Mr. Spillane the actual head of the business, the logical outcome of his twenty-six years of loyal service. In line with this plan, his

desk and all his office property were moved into the private office of our father. Plans were made for greeting and congratulating him in his new capacity. However, upon his arrival he forthwith requested that his desk be removed from the head office and insisted that he be “on the floor with the boys.”

This incident is made all the more striking when some seven or eight years later we learned that our chief competitor had made strenuous efforts to engage his services at that time.

These are but a few of the many things which occurred in his life. They are typical of the man and exemplify why he had an individuality and a character distinctly his own.

His health record was equally unusual. Some thirty-six years ago he was advised by doctors that with care he had but one more year to live. From that day, throughout the next three and a half decades, he was known to be the first man in the office every morning and among the last to go home every night. True, he had to give up much in life—in diet, in outdoor recreation and in indoor amusements—to do what he did. But he did it all with the fortitude and the good grace of a prince among men.

As the world moves forward and its powers of appraisal become sounder and finer, the truly great men are certain to be recognized as those who could and did lead a simple life, a consistent life and a life wherein love of fellowmen and love of service to fellowmen surpasses all else. If any man ever won his spurs in worldly life and earned his way into an Eternal Heaven, surely this man did.

From the time that we entered the business as inexperienced young men, until the date of his recent illness, we have been guided by his counsel and greatly aided by his abilities. We, therefore, feel that we have lost not only a very dear friend, but a member of our own family. These sentiments are shared fully by our mother, whose grief is equally great and who had the good fortune to have known him for an even longer period of years.

We shall miss him but shall not forget him. The inspiration of his life will help us to carry on. His spirit will live in our hearts even as we know it will live in the hearts of all others who knew him.

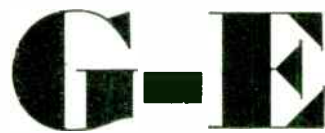
RAYMOND BILL

EDWARD LYMAN BILL

June 13, 1935



Air view of the enormous General Electric Co. factories in Bridgeport, Conn.



begins a "new era" manufacturing radio in its own huge factories at Bridgeport

BY J. C. HALL



OCCASIONALLY a piece of news "breaks" of such importance that people stand still to read it; every line is eagerly read and comment is made with enthusiasm. News of such importance affects many people, and in radio, the release of the news that General Electric Co. announces a new line of 1936 radio sets, made in its own factory at Bridgeport, Conn., is of sensational importance. It is a companion story to the recent news of the metal radio tubes, which were created in the laboratories of G-E, and which since the announcement, have been a widely discussed product.

Last November, C. E. Wilson, vice-president, General Electric Co., at Bridgeport, announced the decision to manufacture General Electric radio. In Mr. Wilson's statement several significant thoughts were voiced, a most important one being: "With all its experience in the merchandising of radio and other electrical appliances to call upon, the General Electric Co. could and would undoubtedly determine a course to follow which would aid to

overcome the ills of the radio business, and attempt to put the G-E Radio business on a sound profitable basis for all.

Then, there was comment on the factors contributing to the new G-E Radio program—design, engineering, manufacturing, sales and advertising, shipping, service—**ALL UNDER ONE ROOF**—offering thereby a greater co-ordination and concentration of effort.

An additional comment was that of J. L. Busey, Manager of Appliance Sales, who said: "We are more convinced than ever that the G-E Radio dealer franchise will make radio history. Our preparations are right up to schedule and look great."

Another valuable expression included in a story on Vice-president Wilson's speech, was the tacit pledge of the General Electric Co. "to produce a line of radio that is outstanding in appearance, performance and value to the consumer; to promote it aggressively; to introduce it on time and to provide the structure of a dealer merchandise plan that will assure the dealer of his investment and profits."

The day has now arrived for a materialization of all these tremendous G-E Radio plans, and in this issue of the Radio Journal is the greatest announcement of a radio distributive power appearing for many years. Dealers in large and small cities can look over the territories and "spot" the distributing force destined to co-operate with the trade's retail forces. This gigantic announcement should be kept for months, together with the later issue showing "the line" for alert salesmen and dealers can use it to "clinch" sales with the public. Prospects for radio sales will see every evidence of a guarantee that General Electric Radio is national in distribution, and its great manpower assures complete satisfaction. Prospects also can feel assured that the four-fold co-operation of salesman, dealer, distributor and factory—plus that latest in radio—is "complete service."

It is doubtful if any radio dealer in the business who doesn't know, in even a casual way, of the magnitude of the General Electric Co. and its leadership as an electrical manufacturer. And would there be any persons among the public who hasn't heard of "General Electric" in some phase of electrical activity. The name "General Electric" and its great volume of good will throughout the world, is now to be even further exploited specifically in radio by such a dominating campaign, that those dealers lucky enough to secure a G-E Radio franchise, are assured of a business in radio that will seem like "the old days." Literally millions of dollars are invested specifically in the promotion of G-E radio business covering huge manufacturing facilities, research and organization—and it is all available to even the smallest dealer in the smallest town.

It is difficult to visualize the huge size of the radio plant at Bridgeport from the accompanying illustration, but each of the thirteen buildings is as large as the "average factory" but there cannot be a doubter as to the size of the Bridgeport plant facilities. Plenty of windows, lots of light, ideal working conditions and everything as modern as the most efficient efficiency man could think of. A conspiracy might develop among G-E radio dealers to see if the radio factory can actually produce sets in ample quantity for their sales, and when it does occur, it will be an interesting "race" to watch. Plant has 1,600,000 square feet of floor space, with today's staff numbering in excess of 5,500 persons.

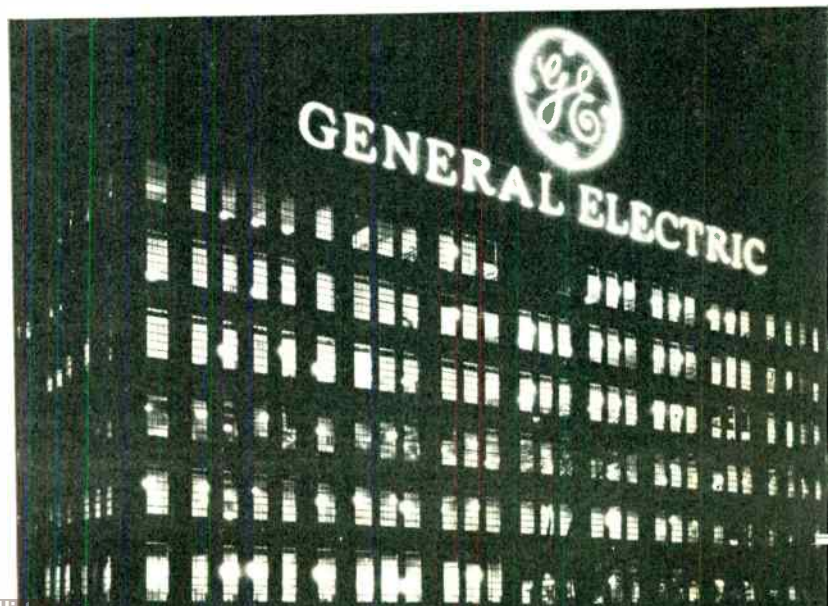
Every man is at work on the various angles of G-E activity just for one reason: He is an expert on doing that job. At every spot stands a "master" of that work, and the individual achievements are correlated at the various steps by other men, so that the organization as a whole functions as a champion ball team.

Night view of "The House of Magic" at

Schenectady, N. Y., is spectacular. Inventors and engineers and scientists watch no time clock, and a 24 hour stretch of work is of common occurrence when the "idea is hot." In this lab are found such distinguished men as Dr. E. F. W. Alexanderson, a pioneer radio investigator and authority on television; Dr. Coolidge of X-ray fame, Dr. Irving Langmuir, the winner of the Nobel prize for research, and who has made major contributions to vacuum tube progress. Larry Hawkins is the executive engineer.

Metal tubes first saw the light of day at "The House of Magic" and they are now formally introduced in the new General Electric radio sets for 1936. Company's summary on metal tubes is very interesting: "Several major developments, including Thyratron tube control of resistance welding and the production of strain-free leading-in seals and welded metal sealoffs, have made possible the manufacture of steel high-vacuum and vapor or gas-filled tubes. These new tubes have many improvements over their glass predecessors and combine mechanical strength, small size, and improved characteristics with simplicity of design. These tubes are well adapted for modern methods of quantity production and open up new fields for commercial and industrial applications."

So many things have become obsolete in radio during the past ten years, that another phrase is also going into the discard—the expression that some dealers use: "You cannot tell me anything—I know my business." Even these dealers will admit that they never before knew that the General Electric Co. had such extensive facilities for the distribution of radio sets as is shown in this Journal; they never heard of metal radio tubes until the recent G-E announcement; and until then, they hardly dreamed that anything could happen that would "date all radio" and triple the replacement market of even the ALL-WAVE set. There is a new era in store for active G-E radio dealers under a profit sponsorship that will stimulate the heart, the feet and the head.



60%

of Musson's auto radio sales come from customer leads and 30% from service tips

By RUEL Mc DANIEL



NE out of every twenty-five radio sets in use in Oklahoma City irrespective of age, was sold by H. E. Musson & Company, Oklahoma City electrical dealers, according to a survey by the *Daily Oklahoman*.

There is nothing remarkable about that, except that H. E. Musson & Company did not start selling radio sets until the latter part of 1933. This in a period of a little more than a year, this concern had sold four per cent of all radio sets that were in use in the city, some of which were of course several years old—bought long before the company was in business.

The sale of 200 auto radios during 1934 materially contributed to this company's good record.

"In the sale of car radios," explains L. M. Swenson, sales manager, "approximately sixty per cent of our sales come from leads furnished directly by our customers. Perhaps thirty per cent come from the co-operation of our service men. We work these two sources consistently and find them never-failing in supplying us with prospects."

The company employs three salesmen on electrical appliance sales. They're paid on commission from seven per cent up, depending on a man's volume and the models he sells.

"Training the salesmen to use their customers for prospect leads eliminates canvassing," Mr. Swenson explains. "They are always busy on leads from this source and those supplied by service men. There is no need for canvassing. We do not believe it a good source of business nowadays, anyway, because it has been worked to death."

The company sells all car radios installed, the price of the set including installation, with two exceptions. Where the set is to be used in an automobile with a turret top, the company makes an additional charge of \$2.50. If it is to be installed in a 1935 Ford V8, the extra charge is \$2.

During the period between a month and six weeks after the set has been installed, the salesman goes to see the owner, checking up if he deems it advisable, to make certain that the owner is at home or in his office.

On this visit he inquires in details as to the service the set is rendering. If there is anything wrong, he reports it at once and makes arrangements at that time with the owner for him to bring his car to the shop for adjustment of the radio set, reminding the customer again that he is entitled to three months' free service if he needs it.

After the salesman has made certain that the set is proving satisfactory, he asks the user for names of prospective buyers, emphasizing that the customer's name will not even be mentioned if he wishes it to be withheld. Thus the salesman obtains from one to several leads from practically every one of his customers.

"This follow up is not optional with the salesman," Mr. Swenson emphasizes. "Even though a salesman has all the leads he can handle, he must make that call-back on his customer by the end of six weeks after the sale; because that is one of the important steps, in this firm's estimation, in keeping customers pleased enough to boost us and to bring them back for other merchandise or new radio sets."

Service men are paid straight salaries; but a part of

(Continued on Next Page)



In two years this store has sold enough sets to equal 4% of all those in use in Oklahoma City—200 auto radios last year alone.

C. E. WILSON

Vice President
General Electric Co.



PROMINENT
MEMBERS
of the Seven
ASSOCIATED
INDUSTRIES

*A Portrait Series Published
in the*

**RADIO & ELECTRIC
APPLIANCE JOURNAL**



JUNE, 1935

CROWE NAME PLATE & MFG. CO.

MANUFACTURERS OF

ESCUTCHEONS, RADIO DIALS AND
TUNING DEVICES, REMOTE CONTROLS
AND OTHER RADIO COMPONENTS

1749 GRACE STREET

CHICAGO, ILL.

STATISTICS

gathered in one publication

Of great interest to all executives in the radio industry is the compilation of radio and electrical statistics made by Andrew W. Cruse, chief of the electrical division of the U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce. In this first annual statistical number of the "Electrical Foreign Trade Notes" are all the principal statistics of the electrical and radio industries in one publication for easy reference. Although much of this material has been published in scattered publications, here it is all under one cover. Mr. Cruse, incidentally, is now in Europe gathering first hand information about the progress of television on the continent.



Andrew W. Cruse

(Continued from Page 44)

watch for leads to car radio sales. When a customer brings in a standard radio for repair, the service man waiting on him asks if he has an auto radio. If he hasn't and his conversation reveals a possible sale, the service man either induces the customer to come to the front of the store and examine the models or he takes his name and address to the office as soon as the customer leaves.

The company keeps an automobile radio set connected and mounted near the front of the store, for demonstration. Also, one company car has a set installed in it. This is frequently used to complete a sale to an otherwise doubtful customer. A ride over town with the set working often convinces a customer who to this point has been obstinate about buying.

The company sells all car radios on somewhat more exacting terms than terms involving standard models; and for this exactness it is able to refinance all paper without recourse.

Pacific Coast Sales Representation

The past fifteen years I have represented eastern manufacturers in the eight western states. I know the retail and specialty outlets also electrical and hardware jobbers in this territory. Have excellent references. Manufacturer, producing household specialty of merit, wanting increased business this territory, write.

Address: P. C. S. R. c/o Radio Journal, 1270 Sixth Ave., New York.

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.

22% Greater Signal Strength Efficiency!

WITH THE
WARD Magic Super
Auto Antenna

ESPECIALLY DESIGNED

FOR TURRET TOP CARS

To further insure Perfect Auto Reception use WARD No-Loss SUPPRESSORS



Approved for all Turret Top Cars and many others.

DEALERS! JOBBERS! SERVICEMEN! Write for Illustrated Catalog!

The ordinary type of under-car antenna gives only 60% Signal Strength Efficiency.

The WARD Magic Super Antenna gives 82% Signal Strength Efficiency!

MFG. BY THE **WARD PRODUCTS CORP.** WARD BLDG. 2135 SUPERIOR AVE. CLEVELAND, OHIO, U. S. A.

UNIVERSAL

Combination Floor Stand

A rugged, three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality—

List Price, Complete with 8 springs, \$10.00

Universal Microphone Co., Ltd.

424 Warren Lane, Inglewood, Calif., U. S. A.





1936

Atwater Kent radio is crowning achievement of a distinguished radio career



At the recent 10th Annual Convention of radio wholesalers selling Atwater Kent radio, great applause greeted the accompanying group of models comprising the 1936 line. Prices, discounts, advertising, sales helps, factory co-operation, radio broadcasting, dealer displays, novelties, direct-mail work and all other selling showmanship, were OK'd in the proper manner—much more business booked this year than last.

Presiding over the meeting was no other than a man whose work in radio is still to be duplicated by any other man—length of consistent time in radio, in number of sets produced, volume of business, and in profits for his dealers and distributors—incidentally a bit for himself—A. Atwater Kent, president, whose conclusions on the radio business for the future is shown by what the company is doing as its part. Includes metal tubes in some of the models, with resultant hand clapping from the jobbers.

F. E. Basler, general sales manager, exemplified the art of toastmaster, as done in the best toastmastering circles,

leading the speakers by the mental-hand into the jungle of ferocious distributors. These speakers included A. Atwater Kent, Jr., David M. Bauer, advertising manager; George A. Lyons, sales promotion manager; L. A. Charbonnier, service manager; Harvey Thompson, production manager; Elipopo Dyson, credit manager; Sarkis Tarzian, chief engineer; Roy Durstine, Batten, Barton, Durstine & Osborn, one of the country's great advertising agencies, handling the Atwater Kent campaign; Jack Spangler, Eveready batteries; E. F. Brinsley, V. P., C. I. T., handling finance plan on Atwater Kent radio sets for dealers. James F. Weldon, export manager, listened and "absorbed" with a group of "foreign dealers" from 9 countries.

The 10th A-K convention was full of spirit from within and without, and after the West Point word-routine went forth as warriors of renewed vigor, to make "the 1936 radio fight" a winning battle.

EBY

electric eye 32-page booklet offered free to executives

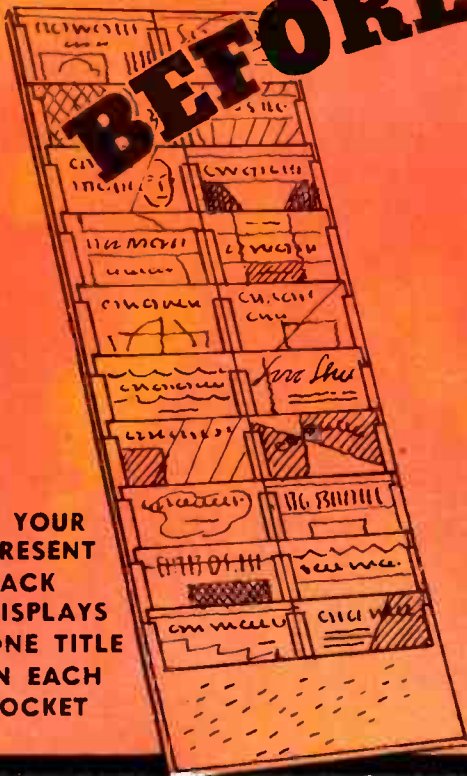
A 32-page booklet "The Electric Eye in Theory and Practice" containing a complete treatise on this important industrial development and illustrated with thirty diagrams has been published by Hugh H. Eby, Inc. This booklet contains a great deal of new material on all types of electric cells and gives many helpful hints both as to present and future adaptations of the "electric eye" in a wide variety of work. It is sent free to electrical and industrial executives requesting it on company stationery. To all others the booklet is priced at 50c.

It was prepared by the Eby engineering staff concurrent with the production of the Eby Electric Eye which has just been announced. This "Eye" or photo electric cell of the electronic type incorporates many important new features. It is available either singly in complete assemblies containing cell, relay, tube, resistances, socket, etc., or in handy kits for home or laboratory experimentation.

Of sturdy, simplified construction, the Eby cell is likewise moderate in price. It covers an unusually wide range; operates on either A. C. or D. C.; has low internal capacity and has the distinct advantage of being sensitive in both the generative and emissive classes.

It consists essentially of two metal electrodes hermetically sealed in Bakelite between which a light sensitive material is exposed to incident light rays behind a special glass or quartz window.

BEFORE

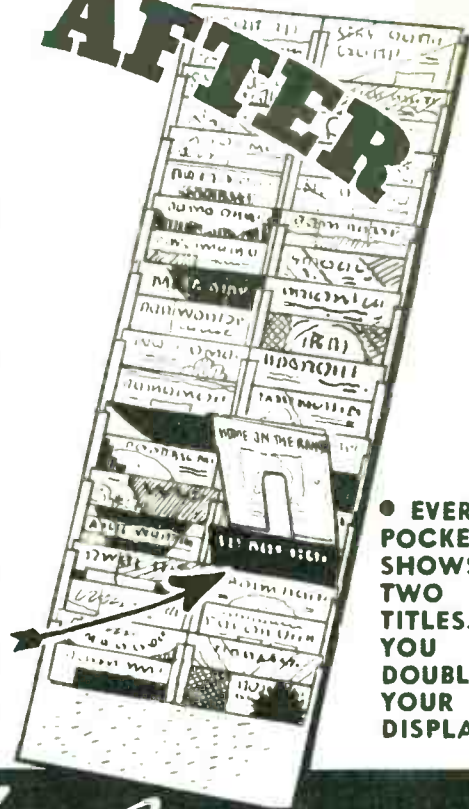


• YOUR PRESENT RACK DISPLAYS ONE TITLE IN EACH POCKET

THE SECRET OF THE APPEAL OF THIS "2 IN 1" TITLE DISPLAY IS ITS SIMPLICITY YET THE FACT THAT IT ACCOMPLISHES A RESULT THAT MEANS POSITIVE SALES! YOU ACTUALLY CONVERT EVERY POCKET IN YOUR METAL WALL RACKS, AND EVERY POCKET IN YOUR COUNTER POCKETS INTO 2 POCKETS! YOU DOUBLE YOUR DISPLAY CAPACITY!

AND THIS IS THE MIRACLE: THE ACTUAL COST TO CONVERT 5 20 POCKET RACKS FROM CAPACITY OF 100 TITLES TO 200 TITLES IS NO MORE THAN HALF THE COST OF A NEW 20 POCKET RACK!

AFTER



• EVERY POCKET SHOWS TWO TITLES. YOU DOUBLE YOUR DISPLAY

Maurice Richmond's

Profit by the bigger display this item will give. Each unit will hold 15 copies or the equivalent. To insert: simply place the copy in front of the middle flap, under the end flaps. Then place behind the copies already showing in each pocket of the rack.



TITLE DISPLAY

Also made with an easel-back for use as a counter or window display to show sheet music, books, records, etc. This "3 in 1" Title display may be used in the rack too, by folding back the easel.



16 RICH

1935 CONVENTION: This year should be a gala convention year. For the first time most every branch of the music industry will be in Chicago for the occasion. This concentration of all lines in the industry should make for better acquaintance and closer cooperation.

It is our hope, as the supply agent of thousands of dealers, from Maine to California, that a "good and profitable time is had by all." if you are not one of those whom we now serve, you should be. Ask the man who is. He will tell you everything about us is the last word. And that you can buy with assurance and confidence from Maurice Richmond's Music Dealers Service, Inc.

Our sincere good wishes are extended to the entire music trade.

IMPORTANT NEWS: We would like to call the attention of every music dealer to the service facilities available through Maurice Richmond's M. D. S. There is not another organization similar to ours anywhere in the country. Particularly because we alone are exclusively music wholesalers—jobbers in the strict sense of the word. Our stock is complete. Down to every last piece of music of any and every kind, we have it or can get it. If it is published—if it is in print, you can obtain it from us at the lowest wholesale prices.

We enjoy a reputation for service, built up with dealer confidence and through the cooperation of every music merchant whom we serve the country over. We welcome the privilege to serve you. We know that the best we have to offer is always better than you can obtain elsewhere.

MAURICE RICHMOND'S MUSIC DEALERS SERVICE, INC., 799 SEVENTH AVENUE, NEW YORK

PLEASE SEND ME "2 IN 1" TITLE DISPLAYS • PLEASE SEND ME "3 IN 1" TITLE DISPLAYS

at \$2.50 per 100

at \$4.00 per 100

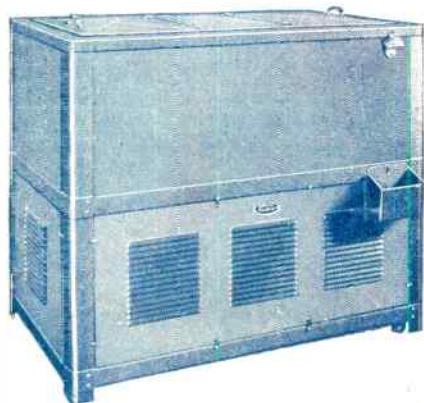
NAME

ADDRESS

TEAR OFF THIS COUPON ORDER AND MAIL RIGHT AWAY—YOU'LL BE AMAZED!

You can't argue with SALES RECORDS!

The New CROSLY KOLDRINK ELECTRIC BOTTLE COOLER



Only ...
\$99.50

DELIVERED ... INSTALLED ...
ONE YEAR FREE SERVICE

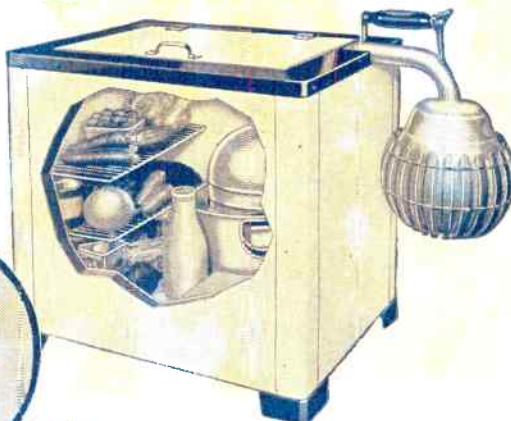
A necessity for restaurants, druggists, hotels, roadside stands, summer camps, groceries—any retailer of bottled beverages. Cuts cost of refrigeration as much as one-half; increases sales by winning popular approval of the drinks. Of particular value to the small dairyman. What a market! No wonder sales are going up and up! No wonder dealers are profiting.

The New CROSLY ICYBALL FOR UNWIRED HOMES

Only ...
\$59.95

F. O. B. FACTORY

Price includes cabinet, stove, icyball unit, stabilizer and tub.



3 AMAZING
CROSLY
MONEY MAKERS

in refrigeration that have piled sales record upon sales record..Meet every condition..give you a 3-fold market (A) THE WIRED HOME, (B) THE UNWIRED HOME, (C) ROADSIDE STANDS, ETC.

Wherever refrigeration is needed and electricity is not available. For rural homes, dairies, summer camps, roadside stands, boats. Turns heat to ice. Uses only about 2c worth of kerosene a day. Not one moving part. Makes ice cubes. A dependable refrigerator—low in price, economical to use. Gives the Crosley dealer a wide, non-competitive market.

For the wired home, the Crosley Tri-Shelvador, the Shelvador, the Table Shelvador . . . 3 types of electric refrigerators for every purse and purpose, featuring the sensational Shelvador that means—more room; things twice as easy to find; offering a value unheard-of in electric refrigeration.

For unwired homes, summer camps, etc., the new Crosley icyball . . . turns heat into ice . . . gives all the food protection that any refrigerator can give for 2c worth of kerosene daily. Also a bottle cooler . . .

For roadside stands, confectioneries, restaurants, hotels, etc., the Koldrink Electric Bottle Cooler.

Thus does Crosley cover all 3 markets. Thus Crosley gives to dealers a 3-fold sales lead. The rest is written in sales records that seem almost unbelievable. From 100% to 1000% greater sales during 1935 than during corresponding months last year. Can you afford *not* to get in on this?

The Crosley Radio Corporation

(Pioneer Manufacturers of Radio Receiving Sets)

Home of WLW—the world's most powerful broadcasting station
POWEL CROSLY, Jr., President
CINCINNATI

Prices in Florida, Texas, Rocky Mountain states and west, slightly higher.

ALL SALES RECORDS SMASHED BY CROSLY SHELVADOR MODELS ... DUE TO NATION-WIDE PUBLIC PREFERENCE!

\$79.50 UP



TRI-SHELVADOR

CROSLY SHELVADOR MODELS HAVE SHOWN THE GREATEST SALES INCREASE IN THE HISTORY OF ELECTRIC REFRIGERATION



TABLE SHELVADOR

TABLE SHELVADOR . . . 2 models priced from \$79.50 to \$94.50. Uses semi-hermetic rotary compressor. Ideal for small homes, summer camps and cottages.



SHELVADOR

SHELVADOR . . . 5 models from \$99.50 for 3.5 cu. ft. size to \$169.50 for 7.08 cu. ft. size.

TRI-SHELVADOR . . . 3 models from \$139.50 for 4.3 cu. ft. size to \$189.50 for 7.08 cu. ft. size.

Both Shelvador and Tri-Shelvador models have—interior light, flat bar shelves, ventilated front, porcelain interior, lacquer exterior. (Most models available with porcelain exterior at slight extra cost.)

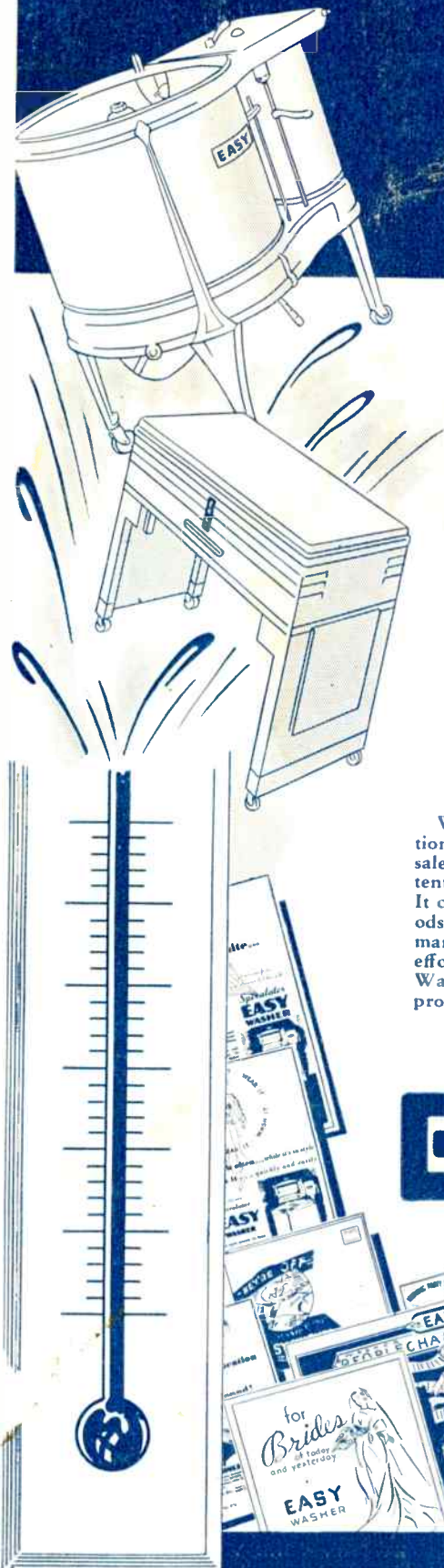
Tri-Shelvador models have, in addition, the Shelvador, Shelvatray, Storabin, and self-closing ice-tray chamber door.

PRICES INCLUDE DELIVERY . . . INSTALLATION . . . ONE YEAR FREE SERVICE

This Summer **EASY WASHERS**

OFFER RICH REWARDS

for 100% selling effort geared to the season



THERE are always prospects in the market *ready to buy washers*—4000 of them a day, every day in the year.

But there is now a fresh, new seasonal opportunity for the sale of EASY Washers and Ironers.

Summer means larger washings for every family—cotton summer wash frocks for women—wash suits for men—more clothes for children romping in the open.

Right now is the time to place *all* your selling efforts on this great line of home laundry appliances. Cash in on the summer wash clothes market!

GET DETAILS ON SUMMER SALES CAMPAIGN

Write for details of EASY'S Grand National "Peoplechase." It's a summertime sales campaign that will command the attention and the interest of your sales force. It contains many new suggestions for methods of making every minute of the salesman's day *productive*. It concentrates all effort just where you want it—on EASY Washer sales activities that are *proven* profit producers.

Remember, the laundries are putting on the greatest campaign in their history. This summer they are driving to capture the new men's wash suit business—as well as the regular washable goods business which they have been steadily losing to home washers.

Mail coupon below for material showing how to fight back.

EASY WASHERS & IRONERS

MAIL COUPON TODAY

EASY WASHING MACHINE CORP.
SYRACUSE, N. Y.

Without obligation, please send full details on your Summer Sales Promotion Plan and your Grand National "Peoplechase" sales contest.

Name

Street

City .. State ..