

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

Formerly "The Talking Machine World" (Est. 1905) : : Including "The Music Trade Review" (Est. 1879)

RCA Victor Makes Smash Hit! on big summer campaign

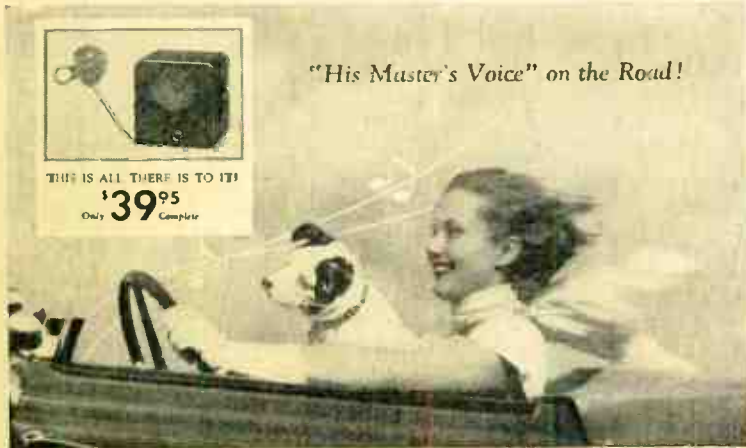
Sets are selling . . . dealers are enthusiastic . . . we're happy—here's the first radio success story in a long time

They said we were foolish. They said you couldn't sell radio sets in summer. They said we'd flop!

But we took a gamble—and won. RCA Victor, last month, opened up a gigantic sales drive on a new line of *summer radios*. Big space in magazines . . . big space in newspapers . . . a big radio program . . . big billboards and big dealer material.

As we write, the campaign's barely under way. But it's an assured success. The RCA Victor Auto Radio is selling—the "Carryettes" are turning over—the RE-40 "Radio Fonograf" is making plenty of sales—and Victor Records have picked up remarkably. That's the report we get from RCA Victor dealers in every city, town and hamlet.

If you're not in on it already—get going. No sense in *your* missing out on this *extra summer profit!* See your nearest RCA Victor distributor this very day!



RCA VICTOR AUTO RADIO

RCA VICTOR

RADIOS . PHONOGRAPH COMBINATIONS . VICTOR RECORDS
RCA Victor Company, Inc. "Radio Headquarters" Camden, N. J.
A Radio Corporation of America Subsidiary

Model R-225. Five-tube superhet. AC-DC. Police call band. Cabinet jewel case design. Carved wood effect. List price **\$24.75**



Model R-28b. One of 8 "Carryettes." All 5-tube superhets. Police call band. List prices from \$19.95 up. This **\$24.95** model, list . . .

(All prices slightly higher west of Rockies)

RCA VICTOR RADIO PHONOGRAPH Victor Records for "2 in One Music"

All advertising is featuring, not only Victor Records, but the new radio-phonograph combination, RE-40. Here's your chance to increase that profitable record business. List Price **\$49.95**



5736

AUGUST, 1933



Today's Profit Makers!

new

**STEWART
WARNER**

Dual Harmony

HARMONY TO THE EYE • HARMONY TO THE EAR

RADIOS

Present

**A REAL REASON
FOR BUYING!**

● You face a "show me" public today. People won't give up the old set and buy a new one unless you can show them a radio that offers something they want and are not now getting.

These New Dual Harmony Radios offer women just what they have been hoping for—a radio that doesn't look like a radio—a great radio concealed in fine furniture. All the beauty and utility of furniture by master designers, plus the finest radio entertainment, is now available at one cost.

These new radios in Louis XV Bookcase, French Commode and Duncan Phyfe Table models are priced as low as \$39.50. Illustrated above is the French Commode. Radio is in upper half behind drop door. Lower half has two convenient drawers. With 10-tube superheterodyne radio and twin speakers, only \$69.50. Same cabinet with 6-tube radio only \$55.50.


**"WORLD-WIDE" RADIOS — "MIDGET" RADIOS
AUTOMOBILE RADIOS**

In addition to Dual Harmony Radios, Stewart-Warner's 100% line offers radio merchandise in styles, prices and for uses that enable you to cash in on every possible prospect. The new "Magic Dial" Round-the-World Radio—mysterious—fascinating—thrilling—offers the last word in World-


Wide Reception. The new Stewart-Warner Companion Sets are high grade miniature superheterodyne radios in novel book form or in smart walnut cabinets. And the new, simplified, single unit Auto Radio, designed by Stewart-Warner automotive and radio engineers, offers the finest reception on the road. Each and every one of these gives your prospect a "real reason for buying." Send for complete information today!

All prices slightly higher in the West

FOR THE FACTS Mail This Coupon



Dual Harmony Duncan Phyfe Model



Book Model Companion Set

"Magic Dial" Radio for World-Wide Reception



New, Simplified Auto Radio

STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago

Please send me full information on your new Radio Lines featuring Dual Harmony Models.

Name _____

Address _____

City _____ State _____



GEORGE OLSEN
 One of America's foremost
 popular orchestra leaders
 —exclusive with Columbia

ETHEL SHUTTA

A New Era of New Artists for Columbia!

For instance, here's George Olsen. Exclusive with Columbia. Wait till you hear his record of "Lou'siana Lullaby," with Ethel Shutta. That will show you how Columbia is striding into the popular-record lead!

Columbia is bringing out a *new group* of artists—the best-known names; the most brilliant talent; the latest tunes; the most original recordings. . . . It's just what you could have expected after Columbia's announcement last month of that Burns and Allen comedy triumph (2780-D)!

Four big numbers by George Olsen and his music are featured Columbia listings for August—and Columbia's studios are busy with *more* new hits to put "new deal" pep and profit into your popular-record sales.

New brilliance is added to Columbia's famous Masterworks* Series by August additions shown on this page. What an opportunity (overlooked by many dealers) there is to make "steady money" selling these magnificent recordings!

You should be getting *your* share of Columbia business.

AUGUST RELEASES — JUST A FEW!	
DANCE RECORDS	
LET'S MAKE UP—Fox Trot	2790-D
LOU'SIANA LULLABY—Fox Trot	10" 75c
GEORGE OLSEN and His Music Vocal refrain by Ethel Shutta	
ROLLIN' ON OUR ROLLER SKATES—	2791-D
Fox Trot	10" 75c
THE LAST ROUNDUP—Fox Trot	
GEORGE OLSEN and His Music	
MASTERWORKS* SERIES	
SMETANA: Vltava (The Moldau)	
Symphonic Poem for Orchestra.	G-68119-D†
EDUARD MÖRIKE and Members	and
of Berlin State Opera Orchestra.	G-68120-D†
In Four Parts.	12" \$1.00 Each
LISZT: Concerto No. 1, in E Flat,	
for Pianoforte and Orchestra	G-68121-D
(Triangle Concerto). WALTER	and
GRESEKING and London Philhar-	G-68122-D
monic Orchestra. Conducted by	12" \$1.00
Sir Henry J. Wood. In Four Parts	Each
* Reg. U. S. Pat. Off.	
† These records are offered in U. S. A. and Canada only	

COLUMBIA PHONOGRAPH COMPANY, INC.
 55 Fifth Avenue, New York City

AMERICAN-BOSCH VIBRO-POWER RADIO

We're Back of You, R. M. A.!

THE Jubilee program of the R. M. A. is the most hopeful and helpful inspiration that the radio world has ever known. The radio industry has struck a new pace.

United American Bosch is unstinted in its whole-hearted support of this program. Our Engineering Department has created new developments. Our stylists have produced masterpieces which have set a new tempo. Our Advertising Department has planned the largest American Bosch national advertising campaign in many years.

Before the end of the month the complete new Vibro-Power Radio program will be ready. Write for the Vibro-Power 1934 Program—heralding the new era, acclaiming a new deal, celebrating the new prosperity on the threshold of which the radio world stands today!

"Reach for the Joy of Living—with Radio"—reach for the joy of new profits with Vibro-Power Radio.

UNITED AMERICAN BOSCH CORPORATION

SPRINGFIELD MASS. Branches: New York Chicago Detroit

Manufactured under Patents and Applications of R. C. A.



Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Vol. XXIX. No. VIII

New York, August, 1933

Price Twenty-five Cents

We Have Joined the
NRA



ONE HUNDRED per cent co-operation in making the National Industry Recovery Act a success means paying for the gasoline as well as riding on the bandwagon.

In common with thousands of other business enterprises, we are taking our part in the greatest experiment of industrial planning the world has ever seen.

If the present advance in business is to be sustained and increased, if this Fall is to mark the turning point in the period of industrial depression, it requires all of the business men of America ungrudgingly to meet the full requirements of the President's policy.

"What benefits one, benefits all!"

EDWARD LYMAN BILL,
Publisher.

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Member of Controlled



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Garden Telegraph-Cable Company RADIO ELECTROGRAM

NEWYORK NY AUG 1 1933 AM 9 03

RADIO AND ELECTRICAL INDUSTRIES
EVERYWHERE USA

ITS A SELLOUT EIGHT WEEKS BEFORE THE GIGANTIC TRADE SHOW OPENS ACCORDING TO NEWSPAPER PRESS REPORTS STOP CONGRATULATIONS TO MANUFACTURER LEADERS IN ALLIED RADIO AND ELECTRICAL INDUSTRIES WHO RECOGNIZE THAT THEIR DISPLAYS AT MADISON SQUARE GARDEN SEPTEMBER 20 TO 30 INCLUSIVE WILL REACH HUNDREDS OF THOUSANDS OF PROSPECTIVE PURCHASERS IN THIS THE WORLD'S GREATEST MARKET FOR RADIO AND ELECTRICAL PRODUCTS OF ALL KINDS STOP THE METROPOLITAN NEWYORK TRADING AREA OF 12,055,187 PERSONS AT THIS TIME WHEN PUBLIC UTILITIES WITHDREW ON JULY FIRST FROM RETAIL SELLING FIELD IS BIGGER AND BETTER THAN EVER WITH THIS ADDITIONAL \$3,500,000 MARKET NOW OPEN AND THE NEW DEAL IS ON STOP MORE THAN SIXTY PERCENT OF OUR EXHIBIT FLOORS SPACE IS NOW CONTRACTED FOR STOP OPPORTUNITY IS KNOCKING STOP YOUR WIRE OR LETTER RESERVING SPACE WILL LET YOU IN THE 1933 NATIONAL ELECTRICAL EXPOSITION

(SIGNED) JOE BERNHART MANAGER

(ADD RADIO-ELECTROGRAM)

EXHIBITORS NOW INCLUDE FOLLOWING APEX ROTAREX ATWATER KENT BROOKLYN EDISON CAMPBELL METAL WINDOW COMMERCIAL CREDIT COMPANY CONOVER CONTINENTAL DIAMOND FIBRE CROSLY RADIO DOMESTIC AND WHITE SEWING MACHINE ELECTRICAL TESTING LABORATORIES ELECTROL EMERSON RADIO AND PHONOGRAPH FRIGIDAIRE FITZGERALD MANUFACTURING FAY COMPANY FADA RADIO AND ELECTRIC FORD MOTOR CAR GALVIN MFG. CO. (MOTOROLA) GERNSBACK PUBLICATIONS GRUNOW GIBSON ELECTRIC REFRIGERATION GENERAL ELECTRIC GRAYBAR ELECTRIC GRIGSBY GRUNOW HALSON RADIO MANUFACTURING E INGRAHAM KELVINATOR CORPORATION KITCHENAID MFG CO E B LATHAM A J LINDEMANN AND HOVERSON MCGRAW HILL PUBLISHING NEW YORK EDISON NEW YORK AND QUEENS ELECTRIC LIGHT AND POWER NINETEEN HUNDRED CORPORATION NORGE CORPORATION PERFECTION STOVE PETROLEUM HEAT AND POWER PHILCO RADIO AND TELEVISION PREMIER VACUUM CLEANER PROCTOR AND SCHWARTS ELECTRIC RADIO AND ELECTRIC APPLIANCE JOURNAL RADIO MAGAZINE RADIO MERCHANT MAGAZINE RCA VICTOR SESSIONS CLOCK REX COLE STROMBERG CARLSON TELEPHONE MANUFACTURING SINGER SEWING MACHINE SPARKS WITHINGTON CORPORATION STEWART WARNER CORPORATION UNITED AMERICAN BOSCH CORPORATION UTAH RADIO PRODUCTS UNITED ELECTRIC LIGHT AND POWER WATERS GENTER WESTINGHOUSE ELECTRIC AND MFG CO

(SIGNED) 1933 NATIONAL ELECTRICAL
EXPOSITION

A new deal in Radio

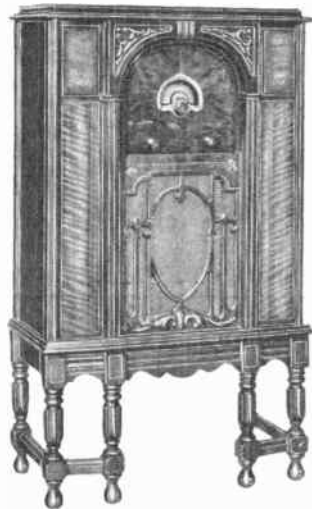
The radio public rightly expects a new deal
—and you are the dealer!

New quality of performance—new artistry
of design—and above all, new value per
radio dollar spent. You, *the dealer*, are ex-

pected to deal these out or the public won't
play in your game.

At this critical time, FADA, pioneer in
radio development, offers every radio dis-
tributor and dealer the NEW DEAL that
his customers are looking for.

FADA CONSOLE
Model 131
24" wide x 12" deep
40½" high



FADA CONSOLE
Model 132
22" wide x 11" deep
39¼" high



Illustrated above are two brand-new, low-priced consoles, incorporating 3-tube performance through the use of two dual-function tubes in a 6-tube, large size chassis. Full super-heterodyne circuit, full-size dynamic speaker, three condensers, automatic volume control, continuous variable tone control, full vision dial, reduction drive. Both receivers are designed for AC operation with full AC

FADA
Radio

output, but can also be used on DC lines when desired. The period design cabinets are of unusual beauty.

Write or wire for prices and full specifications of these latest additions to Fada's outstanding 1933 line, which includes the popular Super-Fadalette and 6- and 8-tube Fada Moto-Sets. New Fada models in the higher-priced field are to be announced shortly.

**FADA RADIO AND
ELECTRIC CORP.**



Long Island City, New York

PROOF

that ZENITH is the "Hottest" line in radio

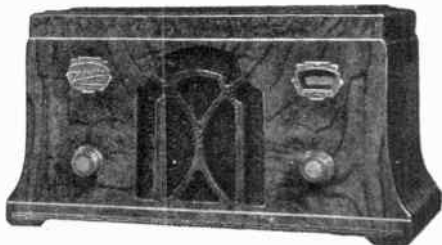


MODEL 755

8 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . 8 inch dynamic speaker . . . dial calibrated in kilocycles . . . tuning range 1750 to 535. Cabinet is 6 legged console of graceful design. Front panel of butt walnut with Pilaster panels of butt walnut. Top arch of California maple burl, 40" high; 24½" wide; 14" deep.

MODEL 705

6 tube advanced type AC superheterodyne circuit. Automatic Volume Control . . . Vernier Tuning . . . Dynamic Speaker . . . dial calibrated in kilocycles —tuning range 1750 to 535 . . . gets police calls! Cabinet has beautifully figured butt walnut front—genuine imported marquetry inlay with top border finished in maple burl—solid walnut top—fluted ends. 8½" high; 15¼" wide; 6½" deep.



MODEL 706

A cabinet of modern design. 6 tube advanced type AC superheterodyne circuit. Automatic volume control . . . Vernier Tuning . . . dynamic speaker . . . dial calibrated in kilocycles —tuning range 1750 to 535 . . . gets police calls! The cabinet is of solid walnut with butt walnut panel. 8½" high; 15¼" wide; 7½" deep.



MODEL 711

6 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . dynamic speaker . . . dial calibrated in kilocycles —tuning range 1750 to 535 . . . gets police calls! Entire cabinet of beautifully figured butt walnut . . . gold plated metal trimming inlay . . . border of genuine imported marquetry. 8½" high; 16" wide; 6½" deep.



Scranton distributor reports landing 63 new dealers in past 3 weeks and 26 dealers in Pennsylvania sell average of 4 Zeniths a day for 3-week period.

Record-breaking repeat orders are coming in by long-distance and telegram from dealers throughout the nation.

This is not "advertising copy." It is fact that we urge you to act on. Study the features given under the illustrations. Order quickly from your Zenith distributor. Rising commodity costs forced a 5% to 10% advance in prices on July 24th. Beat the next advance.

ZENITH RADIO CORPORATION
3620 Iron Street • Chicago, Illinois

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

The Industry Submits Its Code

THE radio industry has submitted its code of fair competition to the National Recovery Administration. The provisions of the code represent the best thoughts of the Board of Directors and the members of the Code Committee of the Radio Manufacturers' Association and were arrived at after weeks of hard work and intensive study of bales of statistics pertaining to production and distribution processes. The code is replete with clauses that will directly affect every branch of the industry and will change existing merchandising practices in the interest of manufacturers, distributors and dealers. Perhaps the outstanding provisions are: (1) a special trade agreement providing uniform contracts between manufacturers, distributors and dealers, definitely establishing standard discounts, relations and trade practices in the marketing of radio receivers, and (2) the establishment of a scale of minimum prices of receiver chassis based on production costs below which "cost of production" no manufacturer may sell.

THE salient features of the manufacturers' code as well as the code presented to the NRA by the Radio Wholesalers' Association on behalf of the distributive branch of the industry are published elsewhere in this issue of RADIO MERCHANT. Both codes are tentative and are subject to revision by the NRA. Doubtless some members of the industry will fail to agree 100 per cent with all of the proposals. Such unanimity of approval cannot be expected. Drafting the procedure by which an entire industry is to be rehabilitated and re-established on a sound and profitable basis is a task of staggering proportions and it would be unreasonable and impossible for the finished product to be regarded by each member of the industry as expressing his views exactly. However, the committees which drafted the codes feel that the provisions are eminently fair both to large and small legitimate manufacturers as well as to small independent dealers as well as to the larger retail organizations.

IT is entirely possible that revisions will be made in the code before it is approved by the NRA officials, signed by President Roosevelt, and put into operation. There is ample time for members of the industry to confer with the Radio Emergency

National Committee and give their thoughts on provisions with which they are not in accord. **BUT** when the code is formally adopted and put into effect it is the bounden duty of everyone connected with the radio industry to give 100 per cent cooperation regardless of personal views.

To Build a New Prosperity

WITH but two weeks intervening before the start of the Radio Prosperity Campaign preparations are proceeding rapidly to organize the industry as a unit to carry out the most extensive promotional and sales campaign that has ever been attempted in the history of radio. Scores of cities now have committees at work and indications are that practically every one of the 143 radio distributing centers will have a central planning body to work with and direct the individual dealers in their efforts to sell new receivers, recondition old sets and sell tubes and other accessories.

THE chief virtue of the campaign is that it has been designed to appeal to every individual connected with the radio industry. The broad scope of the objective summed up in the slogan "Sell New Sets—Recondition Old Sets—Sell Auto Sets—Replace Worn Tubes—Sell Supplementary Sets", invites the support of every merchant and every service man. If the radio needs of the nation are but partly supplied, either by the sales of new radio receivers or by the reconditioning of old sets, or by the substitution of new tubes for faulty ones, the profits that will pour into the coffers of manufacturers of sets, tubes and parts, distributors and dealers will be tremendous.

THAT the dates set for the campaign are timely cannot be denied. General Hugh Johnson, chief of the NRA, has started an intensive campaign to stimulate buying by the public. When the Radio Prosperity Campaign gets under way in September it will be backed by the efforts of the leaders of the nation who will be exhorting the people to spend. *But despite the national effort being put forth by the radio manufacturers, despite the best efforts of the President and his aides, the individual dealer MUST do his share if he is to participate in the sharing of profits!*

Kitchen Door Canvass Uncovers Prospects for Anderson

By J. K. Novins

WHEN house-to-house canvasses began to prove more difficult and costly, the Hot-n-Kold Shop of Burlingame, Cal., retailing RCA Victor, Majestic and Crosley radios, Majestic and Kelvinator refrigerators and Thor and Trayway washing machines, instructed its salesmen to stop ringing front doorbells. "Try the back door!" was the curt instruction.

This idea, says H. H. Anderson, proprietor of the store, has brought hundreds of prospects for radios and other electrical appliances. And it has helped to make house-to-house canvassing both a pleasure and profitable means of reaching prospects and finding out what they need in the way of radios and other appliances.

"We found that housewives were wary of smart-looking salesmen who tried to get into their homes to sell them something," says Mr. Anderson. "So we tried something new. We dressed our salesmen in white service overalls and instructed them to make their prospect calls through the kitchen doors. We found that housewives were more apt to admit a service man with a set of tools who offered to inspect their appliances than a slick salesman whose only object was to sell them something.

"**A**S a result of this the salesman can now make some eleven or twelve calls in a morning or afternoon, with the possibility of getting into nine or ten homes, whereas formerly they had to ring a dozen doorbells in order to get into one home.

"Our first step was to instruct our regular salesmen to render simple service, such as oiling appliances and making minor adjustments. A few days in the service department was sufficient to teach the salesman all he needed to know about light service. In addition to a clean white service uniform, each salesman was supplied with an oil can, screwdriver and few other simple tools.

"The men were cautioned to talk nothing but service. In no manner were they to give the impression that they were gaining entrance into the home under a subterfuge. Once the salesman obtained the confidence of the housewife he was supposed to fill out a prospect card for future follow-up. The men make repeat calls on good prospects.

"We have been using this idea since March, and it has brought some good results. First of all, salesmen have gotten into homes that formerly we could not reach. Secondly, it has resulted in a generous increase of service volume. In fact, it has helped to make the service department one of the most profitable in the store. Very often the salesmen are told of service requirements which they are incapable of performing. In such cases the salesmen



Salesmen, in white service overalls, visit housewives and offer to make minor repairs. The idea has worked

get in touch with the regular service department, which performs the service at nominal cost.

"Now and then the men bring in radio tubes for testing, and we have sold quite a number of tubes to prospects we had never seen.

"The salesman keeps a record of the prospects that he has thus contacted and he follows them up in his own way. Before we tried this stunt salesmen had to spend most of their time ringing doorbells. The way it is working out now the salesman spends only a few hours a day calling on a dozen or so new prospects, gets to see most of them, and has the rest of the day free to do real sales work. Each salesman has at least forty prospects on tab at all times. And they are earning much more money than formerly."

Majestic says:

HERE ARE 1933's ULTRA-SMART ULTRA-SMALL HOME RADIOS

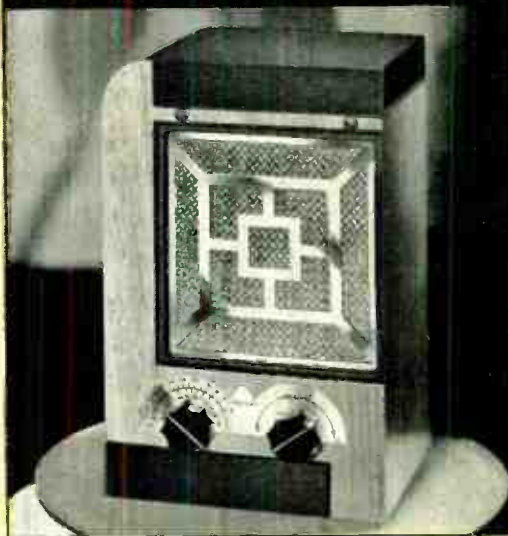
NOW you can see and hear for yourself what a truly fine radio a 4-tube superheterodyne can be—if Majestic builds it!

These *new* Majestic Style-Built models give 6-tube performance. Sensitivity and power output are exceptional, and tone quality is astonishing for so small a receiver. Important quality features are Majestic Spray-Shield tubes and full super-dynamic speaker.

A switch is provided so that the receiver may be operated on the regular broadcast band, or switched over to receive all Police Calls and cover the Amateur, Commercial, Marine and Aircraft channels up to 3500 kilocycles. Both models incorporate the same chassis.

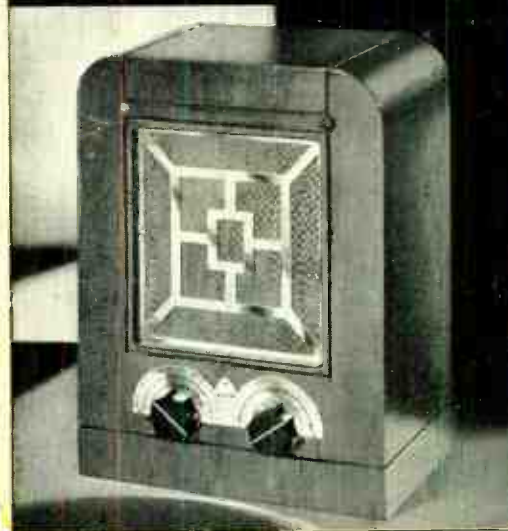
We urge you to inspect these remarkable new models at your earliest opportunity.

DUO-MODERN MODEL 49



This smart cabinet with its fine design, interesting two-tone finish (natural and "ebony" contrasting), and gleaming aluminum grille produces a most attractive effect. Dimensions: 11 inches high; 7 inches wide; 5 $\frac{5}{8}$ inches deep.

DUO-CHIEF MODEL 44



Either Model

\$21.50

*Slightly Higher
on West Coast*

A simple, beautiful cabinet with rich brown-walnut finish on quarter-sliced red birch. The polished metal grille adds distinction. Dimensions: 11 inches high; 8 $\frac{1}{4}$ inches wide; 5 $\frac{5}{8}$ inches deep.

GRIGSBY-GRUNOW COMPANY, 5801 Dickens Avenue, Chicago

FIRE AND THEFT INSURANCE

ALSO LIGHTNING, WINDSTORM, CYCLONE, TORNADO, AND EXPLOSION

FREE

ANOTHER MAJESTIC EXTRA!

WITH EVERY

Majestic

TWIN-SIX AUTO RADIO

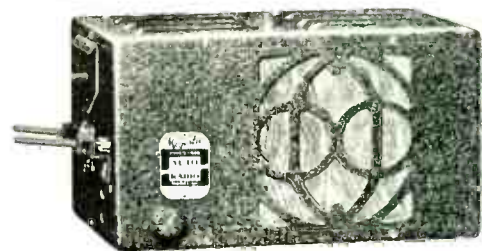
FREE INSURANCE FOR ONE YEAR after date of installation! That is the sensational offer that is *adding* speed to the speedy sales of Majestic Twin-Six Auto Radios now being reported from every territory.

This insurance, which would cost the motorist several dollars, is given FREE with every Twin-Six billed to Majestic distributors and dealers *at the list price of \$14.95*. It is placed with one of America's largest and strongest old-line companies, the Phoenix Insurance Co., Hartford, Conn.

Now it is *easier than ever* to sell America's finest auto radio—Majestic Twin-Six—the 6-tube superheterodyne with 6-inch dynamic speaker. Write or wire your Majestic distributor for full information about this opportunity for profitable sales volume *now*.

\$44⁹⁵

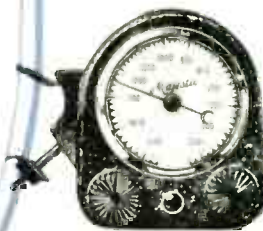
Complete with tubes, suppressors, and condensers. Federal tax paid. Slightly higher on West Coast.



6-TUBE SUPERHETERODYNE
6-INCH DYNAMIC SPEAKER

All-electric; all-in-one; 8-tube performance; tone control; automatic volume control; Majestic Spray-Shield tubes; Majestic colorful tone.

With the New
AIRPLANE DIAL



This oversize, illuminated dial on steering column is graduated in kilocycles. Easy to tune. Pilot light shows if set is on. Removable shut-off plug locks receiver.

GRIGSBY-GRUNOW COMPANY
5801 DICKENS AVE., CHICAGO





The comeback of the phonograph record industry during the past few months has been impressive. New developments, adding eye appeal, improved recordings, and a vast galaxy of new, popular favorites have helped records bring profits to the dealer

With the Record Makers

COLUMBIA with its revised organization is devoting its best efforts to the acquisition of new recording talent. Last month the Columbia Phonograph Co. announced the signing of Burns and Allen, famous comedy team, and George Olsen and His Music and Ethel Shutta. The newest list includes Clyde McCoy and His Orchestra, who play at the fashionable Drake Hotel in Chicago and whose first record couples "New Basin Street Blues" and "Smoke Rings." The outstanding feature of this aggregation is the trumpet playing of McCoy, who has developed a new "wah-wah" effect. Charles Agnew, who directs his band at the Hotel Stevens, Chicago, is another Columbia newcomer who is heard on records with his rendition of "Don't Blame Me" and "Trouble in Paradise." Paul Ash, Chicago's particular pet, returns to Columbia after several years' absence. His latest Columbia record is "Blue Roses" and "Shadows on the Swanee." Another Columbia artist returning to the ranks is Charles Kaley, the tenor with the different kind of voice. And there'll be others in succeeding months.

RCA VICTOR has had an enthusiastic response to its picture records, a photograph of one of which is reproduced on this page. Thus far a recording of a medley from "Music in the Air," which pictured a scene from the show and the star performers (see above); a drawing of Paul Whiteman and night life in New York, a recording of "Adorable" with a picture of Janet Gaynor and her motion picture co-star in colors, and several others have been released. Despite the fact that these records cost more than the standard ones, the sales of the colorful, attractive discs have been most encouraging to RCA Victor officials.

Radio Merchant, August, 1933

Standard RCA Victor recordings bring to the public the renditions of long-established favorites. Witness the latest release list, which includes dance recordings by orchestras under the batons of Ray Noble, Leo Reisman, Jan Garber, Paul Whiteman, Isham Jones and Louis Armstrong. And on the red seal lists are records by Mischa Elman, Feodor Chaliapan and Leopold Stokowski.

BRUNSWICK continues to record the latest and best renditions of its vast array of popular stars. Bing Crosby records are selling in even greater numbers than before, due in part to the sensational success he scored in the film, "College Humor." Other Brunswick artists who are increasing their popularity are Guy Lombardo, Dorsey Bros. and a host of others.

Bing Crosby in scene from "College Humor"





Attractive exterior of the Otto K. Olesen showrooms

Well Lighted Displays Build Sales for Olesen

AN important factor in cash register totals at Otto K. Olesen's in Hollywood is the very commodity this electrical dealer sells, lighting, applied to the merchandising of electrical appliances of major and minor type.

The public in the cinema city where Olesen's is located, on Vine and Hollywood Boulevard, is perhaps more accustomed to higher intensity lighting than elsewhere. Making the most of this, Olesen, who is among the first citizens in Hollywood's business and civic world, dramatizes his appliances, first, by settings arranged attractively in windows and within the store and by a brilliantly illuminated interior; next, by framing these settings in a structure whose exterior is equally as well lighted, and third, by promotions that have an original aspect as well as cash register value. Through these media Olesen asks people to buy.

Olesen believes in contacting the public and through his civic activities keeps the name of his store strongly to the front. However, it is his merchandise practices that result in sales and these briefly embrace: 1. Advertising over the radio. 2. Contests, such as a summer cake baking competition lasting a week, during which electrical appliances are exploited to the fullest. Contests are held in the store's model kitchen and auditorium. Prominent hotel chefs, bakers, civic leaders and motion picture stars are enlisted to aid in the promotion by serving as judges and on the cake committee. Hundreds of Hollywood housewives enter the competitions. Radio announcements broadcast the contest progress from day to day and on the final day, as a charitable gesture, children from a local orphanage

are invited to a cake party to be entertained by stage and screen celebrities. 3. And more recently, to promote electric ranges, Olesen's conducted a Hotpoint contest, the contest theme being used as a wedge in a house-to-house canvass by a new training crew breaking into the field of range selling. 4. Putting employe effort to work outside by means of personalized letters sent out under employes' signatures to those firms with whom Olesen's personnel does business and resulting in the opening of fifty new accounts from a mailing of 300 letters.

IN this latter promotion each Oleson employe was given a questionnaire covering his purchases outside the store, firms represented, type of purchases and approximate extent. The 300 letters sent out to these individual firms suggested reciprocal trade, telling the recipient about Olesen's service and mentioning the writer's patronage at Blank's. The result was as noted, the opening of fifty new accounts at little expenditure, to the shop.

Finding from a recent test that it pays to train young people to sell, this electrical firm is now developing a sales crew from among junior college graduates who express a desire and inclination to become efficient in selling electrical appliances. During the first month this training sales crew was in the field it is estimated that sales in major appliances were tripled. Morning hours are devoted to field work. house-to-house canvassing of prospects whose names have been obtained beforehand from a special directory, so that upon reaching the home of the potential customer the field worker can address the prospect by name. A crew of eight to ten young men makes

Olesen employees sent 300 letters to firms with which they dealt suggesting reciprocal trade—as a result 50 new accounts were opened—Training junior sales staff

these morning rounds, taking a specific territory, two men to a block, one calling on the left side, the other, on the opposite. The presentation of handbills announcing the contest and conditions with the caller's name imprinted thereon serves as an introduction and opener. If the housewife is interested she will ask for more details and the salesman has an opportunity to talk ranges. The initial venture covered ranges only. As the crew becomes proficient in the selling of this type of appliance the field will be extended to include other heavy duty domestic equipment such as washers and refrigerators.

FOLLOWING these morning calls during which 30 to 40 homes are covered on an assignment, the junior crew receives instruction in range selling at afternoon sales classes. This is the only outside selling staff employed by Olesen's, and is the first time that the dealer has taken raw material to be whipped into shape for appliance selling. A nominal commission is the basis upon which the apprentice salesmen work.

Cutting down on credit selling, though reducing volume, has been the means of decreasing the number of dead accounts, according to the management. Down payments of

25 per cent are required on appliances under \$50, while not less than 10 per cent is requisite on major items with payments in most instances not extending beyond 60 or 90 days, thereby eliminating all carrying charges.

Three years ago Olesen's specialized on fancy prices in radio sets ranging as high as \$800, and finding a market for such. Today, however, this dealer plays up the less expensive type of radio and finds that Mr. and Mrs. Consumer apply the cash and carry plan to the purchasing of radios, preferring to pay cash and take the instrument home like a bag of groceries.

A practically 24-hour plan of service is another customer attraction, covering every field of electrical equipment from wiring to installation and repair work.

At this dealer's establishment are to be found the following lines of electrical equipment and appliances as well as radios: Hotpoint appliances of the portable to heavy domestic type, Frigidaire electric refrigerators, General Electric radios, Westinghouse and Universal electrical appliances, Thor, General Electric and Easy washers. In fact, almost all of the standard nationally advertised lines of electrical appliances are carried at Otto K. Olesen's so that customers can have a wide variety to pick from.



Window display featuring General Electric radio line



*As told to
J. Edward Tufft*

By Thomas G. Roberts

Thomas G. Roberts estimates that sixty-five per cent of the prospects for refrigerators are secured from satisfied customers. He makes several visits to the homes of purchasers of refrigerators and by thus maintaining contacts adds to the list of likely prospects. There's a knack, he feels, in making use of users

How Roberts Achieved Refrigerator Sales Leadership

THOMAS G. ROBERTS, radio dealer at Eagle Rock, Cal., a Los Angeles suburb, has become the leading electric refrigerator dealer of his city. He has several rules which have proven to be business builders.

When entering the refrigerator business, Mr. Roberts states, he selected a refrigerator that was fundamentally different from the other types sold in his city. He did not wish to be thought of merely as "another refrigerator man." He chose such a refrigerator and sells it exclusively, centering all his talking points on it. This lifts him out of direct competition and gives him an extraordinary sales argument. (He chose the Grunow refrigerator, with Carrene refrigerant, operating on a vacuum instead of a compression principle.)

"Since going into the refrigerator game," says Mr. Roberts, "I have lost but one sale to a competitor where the prospect was actually a live prospect intending to buy. Having a refrigerator fundamentally different is the first thing responsible for this record.

"I gained people's confidence from the first by never exaggerating the economy feature. I even deliberately

dulled the enthusiasm on this point built up previously by other salesmen. I told the people this refrigerator would pay for itself in three years. I felt it would do much better than that but found response to a conservative statement came easier than response to a radical statement. No customer has ever been disappointed on the economy feature in a refrigerator bought from me. He always gets more than he expects!"

MR. ROBERTS begins his sales talk always with a discussion of technicalities. He explains the principles of his refrigerator, not merely the "gingerbread" features. The customer becomes convinced that this salesman knows his merchandise.

"I never argue," he states, "on the trade-in allowance when an ice refrigerator is being taken. In practically every case I allow exactly what the customer asks. This allowance is larger, I assume, than the average allowance made for such refrigerators, but the small difference that I allow pays me well, for I make permanent friends and get more advertising that way than I could get for the same money in any other way. If a man or a woman wants fifteen dollars allowance the dealer is silly who offers only twelve, even when he knows that the party would take twelve with a little urging. I know this principle is the best in my city.

"I classify leads as coming from three sources. Sixty-five per cent come from users, fifteen per cent come from my own personal friends and the rest come from incidental store contacts and from avenues discovered in various ways.

"There is a knack, I feel sure, in making use of users. I try to deliver all refrigerators myself. When delivering I want the purchaser's neighbors to know the refrigerator is being delivered. If a neighbor's wife is out in the yard I sometimes send the boy who goes with me to the door of the house where the refrigerator is to be taken, then shout at him to come back. I have called quite a few women's attention to what was going on in this way. Just a little trick, but it probably does some good.

"I make a second call at the house where the refrigerator has been placed two days later always. I have timed that carefully. That is sufficient time for the neighbor women to have been notified by the owner. It has given time for all the friends to be called. I never fail to get live prospects on such a visit. Then I keep coming back for several days, always adding to my list of prospects. There is nothing like a delivered refrigerator to make faltering neighbors come to decisions.

"I am friendly with several icemen and I find out where they have lost customers. As soon as an iceman loses a customer that usually means someone is about to buy an electric refrigerator and has already been canvassed by someone. I get there at once. If the party has not yet bought a refrigerator but is about to buy one, competition or no competition, I usually make that sale.

"FREQUENTLY a party will stop at the store, attracted by the big sign out in front, look at refrigerators when I am not in the store, and, perhaps not wanting to be bothered by salesmen, drive away without leaving a name. My wife is always in the store when I am out. She always takes down the number of the automobile license plate and calls the registration de-

partment, there getting the party's name and address. If the address is within striking distance, she calls me, no matter where I am, tells me about the prospect and, believe me, when that party gets home he finds me there ahead of him. I have made several sales in the last year just that way. I never tell such customer how I learned about him.

"Using the classified columns of the local newspaper to play up bargains in ice refrigerators that I have taken in on sales brings a percentage of my leads. I give a telephone number only with such advertisements, for most people will not come to a store in response to such appeal. This plan finds a way to get rid of the used merchandise and gives me a prospect for a future electric refrigerator sale.

"I used plenty of display advertising space when I took

Even the icemen furnish leads to this enterprising radio and refrigerator merchant. He has lost but one sale to a competitor when the prospect was actually "live" and intended to purchase a refrigerator. His methods of merchandising are sound and merit attention

on this electric refrigerator line, but for a short time only, just long enough to identify myself as the local dealer. Only rarely do I use display advertising now, and what I do use is intended merely to keep me identified. I make no direct sales from it.

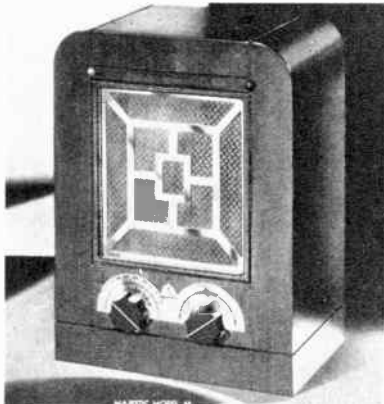
"OF course my radio customers offer a percentage of refrigerator customers and we make the most of them, not, however, to the detriment of our radio business. I refuse to burden anyone with an overdose of monthly payments.

"In spite of our rapid rise in the refrigerator business here, we have to date never had a repossession nor a single delinquent. In making the sale I impress by about four minutes of rapid repetition the payment date on the mind of the customer. I say it one way and then another until it sinks in. I have never yet mailed out a statement from this store and never shall. A sale properly made and impressed upon the mind of a carefully chosen customer calls for no waste of postage stamps.

"I see a good field in the refrigeration sales business for radio men who are alive to their opportunities."

New Products

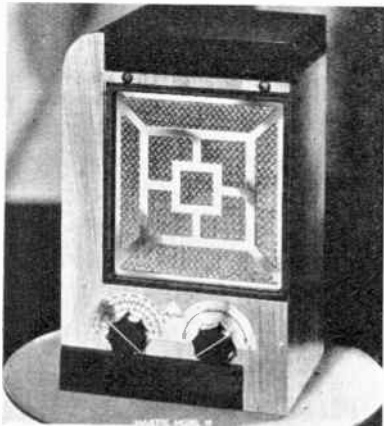
GRIGSBY-GRUNOW CO., Chicago, Ill. Majestic model 44, the "Duo-Chief," and model 49, the "Duo-Modern." Same chassis is used in both models, a 4-tube superheterodyne with 6-tube performance with a two-position switch which gives access to regular broadcast band and also to the 1480-3500 kilocycle wavelengths. Full super-dynamic speaker is used. Model 44 is housed in cabi-



Majestic Model 44

net of quarter-sliced red birch with all-over finish of rich brown walnut. Grill is ornamented with a highly-polished aluminum design. Dimensions 11 inches high, 8 3/4 inches wide and 5 1/2 inches deep. List price \$21.50.

Model 49 is housed in cabinet of quarter-sliced red birch with a two-tone finish in



Majestic Model 49

natural and ebony. Grill is embellished with a lustrous aluminum design. Dimensions: 11 inches high, 7 inches wide and 5 1/2 inches deep. List price \$21.50. RADIO MERCHANT, August, 1933.

Further information on Majestic products appears in advertisement on pages 9 and 10.

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind. Arvin 6-tube Car Radio, 20-B standard model, the chief features of which are its compactness and ease of in-



Mounting on Dash

stallation. A metal plate with stabilizing bracket bolts on the dash, affording a rigid mounting, and the radio can be slipped on



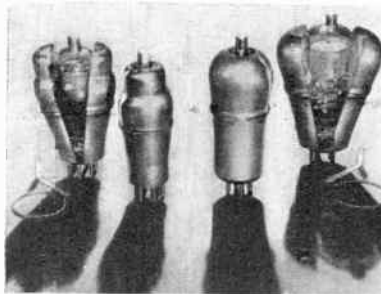
Arvin Model 20-B

and off with amazing ease. Set may be mounted vertically or horizontally. Model 20-B is an all-electric superheterodyne with automatic volume control and two-point tone control. This model rounds out the Arvin car radio line. List price \$49.50. RADIO MERCHANT, August, 1933.

STEWART-WARNER CORP., Chicago, Ill. New 5-tube superheterodyne auto radio in black enameled cabinet which houses the complete receiver-speaker and "B" supply included—and measuring only 7 1/4 by 6 1/2 by 5 inches. All drilling required for installation is one hole. Has automatic volume control and tone control. Volume, tone and tuning are regulated from the remote control unit which can be attached to steering wheel or under the instrument panel. A smooth, vernier condenser drive assures accurate operation. The calibrated tuning dial, illuminated and patterned after the speedometer dials on modern motor cars, covers a tuning range of from 535 to 1550 kilocycles, which includes everything on the standard broadcast band, including Canadian stations. Speaker is an electro dynamic, carefully matched to other parts. Tube equipment employs a 6A-7 as oscillating frequency, two 75-type tubes as second detector and first audio, a 41-type tube as output, and a 6Z-4 type tube as rectifier. RADIO MERCHANT, August, 1933.

Further information on Stewart-Warner products appears in advertisement on inside front cover.

NATIONAL UNION RADIO CORP., New York City. Radio tube shields: a new device consisting of form-fitting metal jackets and grounding clip, easily applied to any type tube on which shielding seems necessary. Two styles are available so that all requirements for both straight-side and dome-type



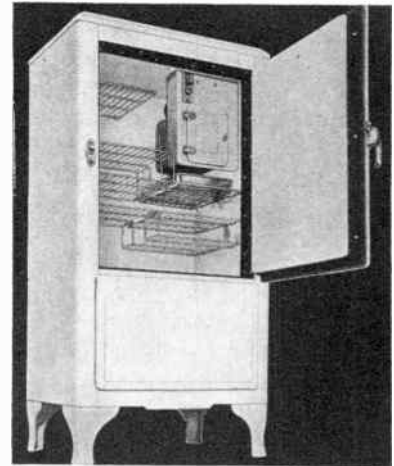
Radio Tube Shields

tubes are provided for. They can be used to replace spray-shield tubes; used where old tube shield can has been lost or damaged, and used where present shielding is inadequate. It is also suggested that they be tried in noisy receivers and where non-vibrating shielding is desired. RADIO MERCHANT, August, 1933.

Further information on National Union products appears in advertisement on page 19.

GENERAL HOUSEHOLD UTILITIES CORP., Grunow Division, Chicago, Ill. Progress line of electric refrigerators including model 50-G with a 4.5 net cubic feet storage capacity, model 60-G with a 5.5 net

cubic feet storage capacity and model 70-G with a 6.8 net cubic feet storage capacity. These are Nema ratings. All three models are of the same general outside appearance, the principal difference being in the interior storage capacity, cubes frozen and shelf arrangement. Models 50-G and 60-G freeze 84



Progress Refrigerator

ice cubes and model 70-G freezes 112 ice cubes. All of the cabinets contain dry-zero insulation. Each model has porcelain front and door on the freezing chamber to protect cubes from absorbing food odors. Finish is of "DuLux" enamel, three coats, baked on. Hardware is forged brass with bright chromium finish, with snap latch and semi-concealed hinges. All models have 8-inch broom-high legs and have acid-resisting vitreous enamel lining. Each model contains the standard, over-sized Grunow refrigerating unit using Carrene as the refrigerant. RADIO MERCHANT, August, 1933.

National Television Association Formed

The National Television Association, composed of some fifty representatives of television equipment manufacturers and engineers, was formed in Chicago during the recent convention of the Institute of Radio Engineers. It is expected that among the first efforts of the group will be a move to have the experimental ban on television lifted and thus permit the commercial development of visual radio as an industry.

The new organization is headed by Martin J. Wade, Jr., of the Western Television Co., John V. L. Hogan, of Radio Pictures, Inc., as vice-president, and Arthur Stringer, secretary-treasurer.

Business in Australia Booming

Charles E. Forrest, managing director of the International Radio Co., Ltd., Sydney, N.S.W., Australia, Melbourne, Victoria, Australia and Auckland, New Zealand, who landed in New York early last month for a study of the radio situation, states that Australian business in National Union tubes, Jensen speakers, Sprague condensers and other products which his firm represents is booming.

Radio Servicing

Conducted by **PAUL J. McGEE**

President,

Institute of Radio Service Men, Inc.

I "barged" unceremoniously and unannounced into the general office of the Institute of Radio Service Men in Chicago about the middle of the forenoon of July 31, only to find that all of the executive officers were attending a meeting of radio parts and accessories distributors at the Hotel Sherman.

Down at the hotel I found a meeting that was so novel and so interesting that it was impossible to leave it and though it lasted throughout the entire day, I sat on the sidelines and listened while those representative distributors from various sections of the country (they were there from Buffalo, Columbus, Kansas City and Atlanta, besides other cities nearer to Chicago) discussed their problems and took the preliminary steps in rectifying inequitable conditions in the parts distribution field.

Words cannot express what transpired there in the Grey Room at the Sherman, but it marked a turning point in the history of one of the most important branches of the radio industry, one in which every service man is as interested as he is in his own field.

THERE is hardly a service man in the country who has not at one time or another condemned the radio parts distributor for the practice of selling at wholesale prices to every Tom, Dick and Harry who came into the store or ordered his supplies by mail. There is hardly a service man who has not sworn vociferously when he found a catalogue from a radio supply house lying on a receiver that he had been called upon to service. There is hardly a service man in any of the larger cities who has not heard a customer say that he could buy tubes and other supplies at wholesale, so why should he pay him list price for them. There is hardly a service man who has not berated a parts distributor because he found that some particular item listed in a catalogue was not available. And, at the same time, there is hardly a service man who has given these jobbers their full and unqualified support, who have not gone down into the surplus stocks and found something that would be "just as good" and a lot cheaper than the one in the catalogue.

If you could have sat there at that meeting in Chicago you would have learned a lot about the problems of the parts distributors. You would have heard them talk in terms of thousands when they referred to the items that

Radio Parts Distributors Work on Code

they carry in stock; their inability to secure continued delivery on certain merchandise that they had catalogued; their desire to cater to the radio trade on an even more strict basis than would ever be considered justified by the service men and the dealers.

This meeting wasn't attended only by parts distributors who do not issue catalogues. Not by any means. Three of the largest mail order houses in the country were represented. There was another who catalogues a section of the southwest; several who send out manufacturers' fly sheets and some who issue no catalogues at all. There was no biased opinion. They had the opportunity to air their views and, strange as it may seem to you out in the field, they were of one accord, ready and willing to organize, to work out their problems collectively, to prepare a code of fair competition to guide the parts distribution field and cut out the inequities that have been eating at the vitals of their business, depriving them of earned profits and at the same time constituting a hindrance to the entire radio industry.

THE credit for getting the parts distributors together goes to the general office of the Institute of Radio Service Men who acted upon requests that came originally from the jobbers themselves. Over a period of several months the institute has communicated periodically with more than 500 firms throughout the United States, firms that have been classed by some unknown standard as entitled to consideration as distributors. The list is being culled at this time and will be materially shortened, but the institute has still another list with more than 800 firms on it, and there is no doubt that there too are large numbers who are actually dealers posing as distributors.

I was glad that I planned to be in Chicago on July 31. It was gratifying to see these men whom the industry at large is prone to look upon as a bunch of "gyp" artists, ready to "knife" one another in a business way at every turn, getting down to business on equal terms, without turmoil, without strife, all concerned with one thing, the straightening out of the condition that hurt them and at the same time hurt the service men and all the rest of the industry. If the spirit shown by those attending the meeting can be taken as a criterion the radio parts distributing field will flourish.

Service Questions and Answers

Shielded Lead-Ins

Q. Is shielded wire, used by some people as a lead-in, absolutely reception proof? I have no means of installing an outside antenna with a short lead-in. The best I can do is to place an outside antenna of about 50 to 75 feet along the side wall. It is my intention to have a short outside antenna (about 25 feet), for I have found this to be very satisfactory, and if shielded wire would not act as an additional antenna, then it would answer my purpose very well, but I shall wait your recommendations.—J. M. G., Chicago, Ill.

A. The shielded lead-in wire is practically reception proof; however, from your letter it is assumed that you propose to use a shielded lead-in wire with the idea of limiting the effective length of antenna.

No doubt you desire selectivity and a low noise level without loss of sensitivity. This can be accomplished best by the use of impedance matching transformers both at the antenna and at the receiver. Such transformers are included in antenna kits manufactured and sold under various names.

If the shielded lead is used without impedance matching transformers, noise reduction may result in some cases, but impedance characteristics of the shielded lead may result in impaired sensitivity.

American Bosch Power Unit

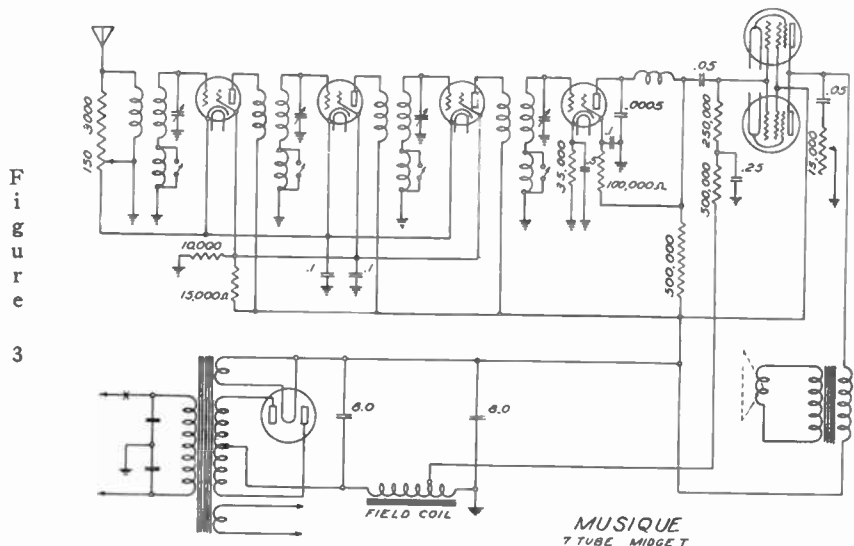
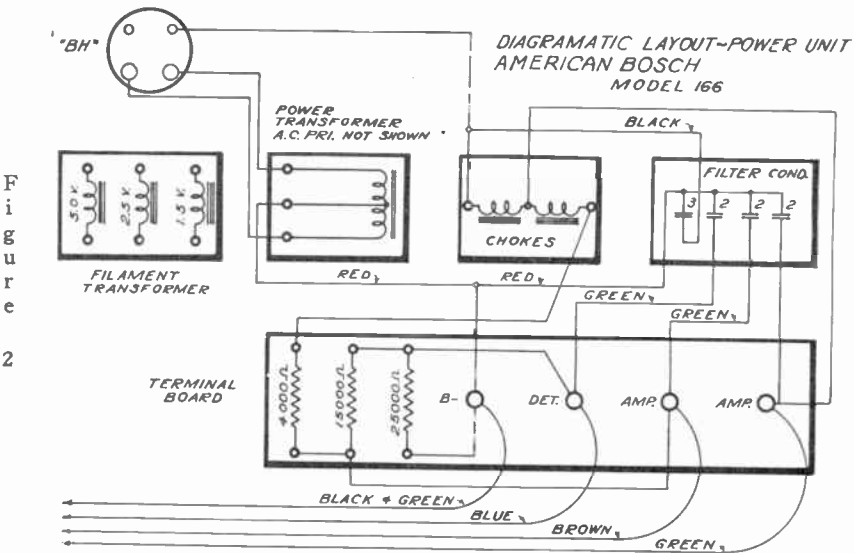
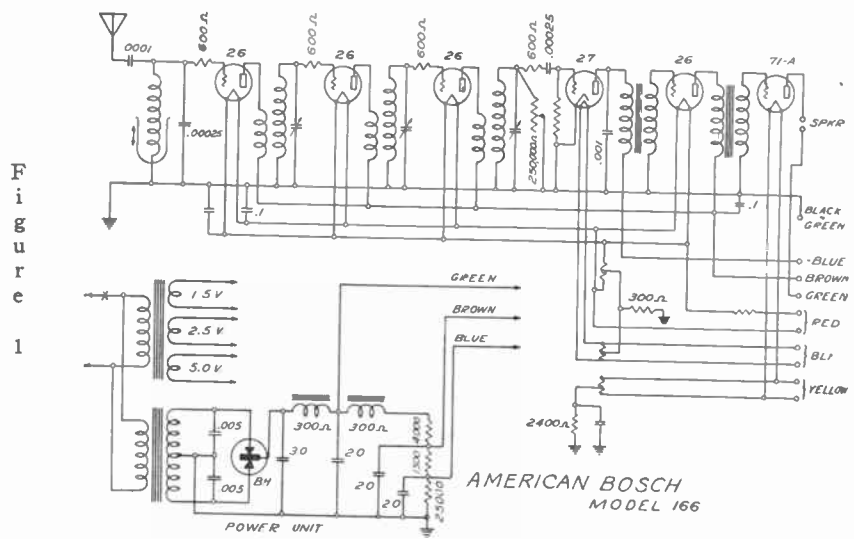
Q. Can you furnish me with drawing of the power unit for American Bosch model 166 receiver?—J. I., Hoboken, N. J.

A. Schematic wiring diagram of both the American Bosch Model 166 receiver and power unit appear in Figure 1. Diagrammatic layout of the power unit, showing the arrangement and leads of filament, power transformer, chokes and filter condenser assembly, together with resistor and terminal board assembly, is shown in Figure 2.

Musique Wiring Diagram

In Figure 3 is shown the schematic wiring diagram of the Musique, a seven-tube midget receiver employing type '35 tubes, the R. F. stages, type '24 detector and type '47s in parallel output stage, with '80 rectifier. Requested by V. D., Newark, N. J., and F. G., Maplewood, N. J.

NOTE: Numerous requests have been received from service men and dealers desiring schematic wiring diagrams. If blueprints of circuits shown on this page are desired kindly enclose 15 cents to cover cost and mailing expense.



Radio Service Industry Drafts Tentative Code

The Code of Fair Competition to govern the radio service industry is assuming tentative form as a result of frequent meetings of a special committee of the Institute of Radio Service Men at the Hotel Sherman in Chicago.

The code as tentatively drafted will be preceded by a preamble setting forth the effect of unethical and unsound business practices in the service field upon all other branches of the industry, upon the employment in manufacturing establishments, distribution agencies and broadcasting stations, and upon interstate as well as foreign commerce.

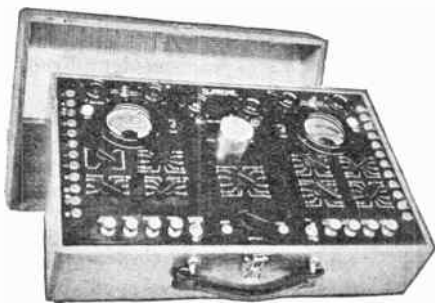
Certain terms that relate to the service field will be defined comprehensively in order that there may be no mistaking the meaning on the part of either the member of the service profession or the public. Educational standards are being established cooperatively with the nationally known radio trade schools.

A standard accounting system that has been developed by the Institute is to be suggested as a means to provide a uniform method of cost analysis to be used in conjunction with a clause to prevent service men from conducting their business at less than their actual cost.

Advertising practices will constitute a major portion of the code, and steps will be taken to definitely prohibit tactics that are unfair and at the same time detrimental to the service field, to the radio industry and to the industry's clientele.

"Master Series" Diagonometer Placed on the Market

Don N. Dulweber, vice-president and treasurer of the Supreme Instruments Corp., Greenwood, Miss., recently announced a new series of the Diagonometer AAA-1, which will be called the "Master Series." The new instruments,



Supreme Master Diagonometer

according to Mr. Dulweber, test all tubes, including the newest types, without adapters on a meter dial which is colored for "Bad," "Doubtful" and "Good" classifications and is adjustable to varying power supply potentials. The Supreme Multimeter circuit is calibrated with a full wave crystalline rectifier unit.



NEWS AND VIEWS FOR
DEALERS AND SERVICE MEN



THE STANDARD TUBE

FOR STANDARD SETS

DEALER PROFITS RISE AS NATIONAL UNION BOOSTS TUBE PRICES TEN CENTS

Move to Protect Service— Dealer Business—Quality



H. A. HUTCHINS

National Union Radio Corporation of New York has taken a definite step to protect the profit margin of its service dealers and assure the continued superiority of National Union tubes in a list price advance of ten cents per tube over the general level. Regular dealer discounts of 40-10 per cent, shop equipment offers and other sales features are retained.

H. A. Hutchins, General Sales Manager, states that the program is the result of an intensive field study carried on by National Union for more than a year—

"After interviewing hundreds of dealers and service men and tabulating thousands of questionnaires since early 1932, we raised prices in answer to overwhelming demand," said Hutchins.

"It must be remembered that the majority of National Union tube replacement sales are made by radio service men and service dealers whose selling costs are necessarily high. These accounts must maintain a decent profit margin to cover operating expenses. Radio tubes are the biggest source of revenue to the service dealer. We have felt the public needs competent service and is willing to pay a fair price. In addition, service outlets must be assured of consistently high quality to be able to fully guarantee their work. In our opinion these dealers merit help to protect their position.

"We recognize that selling prices had slumped below the margin of safety, a condition which inevitably leads to cutting costs. As a direct result any or all of a number of abuses result:—cutting factory wages; use of inferior materials, elimination of essential engineering talent; lowering of inspection standards; limiting replacements. In brief unsound methods designed to make tubes cheaper."

"We refused to compromise with National Union superior quality."

National Union has prepared a brief, outlining reasons why National Union is the most profitable tube on the market. A copy will be sent to any dealer writing to National Union Radio Corporation of New York, 400 Madison avenue, New York, N. Y.

Simply ask for "Eleven Reasons Why."

NEW! Auto Radio Manual

In response to a demand for an Auto Radio Service Manual, National Union has procured such a book for its dealers. Diagrams and service notes on old as well as new sets, installation data, noise suppression information, characteristics of B eliminators are included in contents. Write for details of free offer.

Trade Hails Price Rise

The favorable reaction of the trade to National Union's list price rise is indicated by excerpts from some of the hundreds of letters received at the National Union New York Office since the announcement.

"Your new list with higher prices is fine. Now we can sell more National Union tubes because we say they cost a little more but are worth it. We advise customers to buy cheaper tubes if they can't afford the best."

J. H. R. Va.

"We are closing out _____ tubes as quickly as possible and will show an increase in tube business in a short time. We believe that National Union's effort in behalf of jobbers and dealers deserves this support."—J. C. H., O.

"I want to congratulate your company for sponsoring the first constructive price change the tube industry has experienced for two years past."—L. R., N. Y.

"Again I congratulate you for raising the prices. I hope it will be 10 per cent instead of 10 cents per tube. More power to the National Union tube corporation."—A. O. R., Md.

No Hide 'N' Seek for National Union

You haven't time to play the game of "Hide 'n' Seek" . . . when you need tubes you want them without delay . . . it will pay you to ask your National Union jobber FIRST . . . all tube types kept in stock at all times for your convenience. . . .

Own Meters, Manuals Free!

Why don't you join the thousands who are getting fine equipment for their service business. Free, the easy National Union way? Service men who tie up with National Union profit through the sale of tubes whose high quality stands undisputed and at the same time procure valuable business assets in meters and service manuals at no cost. Let's get together. Send coupon.

National Union Offers

You can get an Oscillator and Output Meter. Four Service Manuals, Unameter (Tube Tester), Supreme Model 333 Combination Set Analyzer and point to point resistance tester, Readrite Tube Tester, Bench Kit box, Hickok Ohm-Capacity-Voltmeter. Equip your shop the easy National Union way. Small deposit on some items.

Note: All offers subject to withdrawal without notice. Send coupon NOW!

National Union Radio Corp. of N. Y.
400 Madison Avenue, New York City
Sirs: I am interested in following equipment: Supreme 333 Unameter Readrite Tube Tester Oscillator & Output Meter Service Manuals Ohm Capacity Bench Kit RM 8

NAME

ADDRESS

CITY..... STATE.....

Radio Industry Submits Code of Fair Competition

Estimate that application of the RMA code's labor provisions will give work to 10,000 more radio factory employes and increase the industry's annual payroll by approximately \$3,000,000

After many weeks of work by the RMA Board of Directors and Code Committee, a national code for the radio manufacturing industry was filed Saturday, July 29, by the Radio Manufacturers Association with the National Recovery Administration.

Immediate application of the RMA code's labor provisions, which it is estimated would give work to 10,000 more radio factory employes and increase the industry's annual payroll by \$3,000,000, was asked by the RMA.

Members and the industry were urged by the RMA Board to make the wage increases and reduced working hours of the industry code operative on or before August 7.

The RMA also applied to the Government for immediate acceptance and operation of the industry code labor provisions. These are substantially those in President Roosevelt's voluntary code and of that submitted recently by the electrical industry.

(On August 2 the National Recovery Administration approved the application of the Radio Manufacturers Association to substitute the paragraphs in Sections 4 and 5 of the code of the Radio Manufacturing Industry for paragraphs 2 to 7 of the President's Re-Employment Agreement which apply to maximum work hours and minimum pay.)

The RMA code for the industry was approved by the association's board of directors at a special emergency meeting at the Mayflower Hotel in Washington on July 27. The code was filed with the Government within forty-eight hours because of serious new problems facing employers and labor following the N.R.A. voluntary code plan. The RMA had planned originally to submit the code to members and the industry before filing, but there will be ample future opportunity for its consideration.

The labor features of the RMA code, which would apply to all radio manufacturers, including non-members of the association, and will be administered and enforced by the RMA, provides a 36-hour maximum week for factory

workers. For all other employes except executive, administrative, research and engineering and supervisory em-



Fred D. Williams
President, RMA

ployes, and for traveling and commission salespeople a maximum working week of 40 hours is provided.

On wages the RMA code provides a minimum wage for factory employes of 40 cents per hour unless this rate per hour for the same class of labor on July 15, 1929, was less than 40 cents, in which case the rate per hour shall be not less than the rate per hour paid on July 15, 1929, and provided also that in no event shall the rate per hour be less than 30 cents. For all other employes, except commission sales people, the RMA code provides minimum wages at the rate of \$15 per week except that office boys and girls, learners and casual employes up to 5 per cent of the payroll may be paid 80 per cent of these minimum wages.

Provision is made for adjustment of wages of employes above the minimum scale and also for extra-hour employ-

ment during the seasonal peak periods.

The minimum wage and maximum working hour provisions of the RMA code appear, to the RMA Board of Directors and the Code Committee, of which W. Roy McCanne, of Rochester, N. Y., is chairman, to be the best probably obtainable in order to secure prompt acceptance by the Government. The labor provisions were adopted by the Code Committee and approved by the RMA Board of Directors after weeks of labor and consideration of literally bales of statistical and other data.

No date has yet been set for hearing by the National Recovery Administration on the RMA Code.

Immediate negotiations will be held by the RMA Code Committee with the N.R.A. W. L. Allen, prominent among the deputies on the staff of General Hugh S. Johnson, Administrator for the Government, has been designated to handle the RMA code. He recently had charge of the electrical industry code. The RMA Code Committee and officers will welcome suggestions from association members or non-members, the latter having been advised of the industry code provisions. Last week two lengthy and informative telegrams were sent to all RMA members by President Fred D. Williams of the Association and the Code Committee from Washington.

The RMA code is replete with many provisions widely changing merchandising practices in the interests of jobbers and dealers as well as manufacturers and designed to stabilize the industry and its employment. Among major features of the code, developed by the RMA Code Committee and the Association's general counsel, John W. Van Allen, of Buffalo, are two outstanding provisions. One is for a special trade agreement under Section 4 of the National Industrial Recovery Act providing uniform contracts between manufacturers, distributors and dealers, definitely establishing standard discounts, relations and trade practices in the marketing of receiving sets. The provision does not yet extend but may be applied to other radio

products other than receiving sets.

Another most important plan in the industry code, also initially applying to receiving sets, would establish a scale of minimum but not maximum prices for various classes of receiver chassis based on a weighted average of production costs. No set manufacturer would be permitted to sell below this weighted average "cost of production." These two outstanding plans are regarded by the RMA directors and its Code Committee as eminently fair both to small and large legitimate manufacturers of receiving sets. The code also provides against sales below "cost of production" by makers of other radio products.



W. Roy McCanne
Chairman, Code Committee

The RMA code consists of general provisions affecting all radio manufacturers and also anticipates commercial use and, therefore, includes application to television. Various industry groups have additional chapters in the code containing provisions relating to their special interests. There are separate chapters for manufacturers of receiving sets, tubes, parts, cabinets and accessories, loud speakers, sound distribution equipment and fixed condensers. These group codes may be expanded later.

The code creates a Radio Emergency National Committee, composed of chairmen of the RMA Divisions, with broad powers to administer the national code, both for Association members and non-members—any one engaged in radio or television manufacture. It specifically provides the code shall, with the approval of the President, be administered by the Radio Manufacturers Association through its Radio Emergency National Committee and be applicable to all manufacturers of radio and television products. The committee is given extensive powers to enforce all provisions of the code, including sales below cost of production, and all receiving sets below the proposed weighted average price. Provision is made for improving many merchandising practices and for collection of statistics with functions of certi-

fied public accountants to establish production costs and other necessary standards for all radio manufacturers.

Of particular interest to merchants are the standard distributor-dealer agreement which is included in Exhibit "B" of the code submitted by the RMA to the Government for revision. Included in this agreement is a table of discounts which the dealer will receive from the distributor on purchases of radio or television receivers: "Thirty-six per cent on sets selling for \$30 or less at list; 40 per cent on sets selling for a list price of between \$31 to \$50, inclusive; 40 and 5 per cent for sets selling from \$51 to \$100, inclusive, and 40 and 10 per cent on sets selling for a list price at \$101 or over."

In the agreement to be signed by the dealer it is also stipulated that the dealer agrees that "he will not, directly or indirectly, sell to a consumer in any manner, radio receiving sets at less than the list price fixed by the manufacturer. It is also provided that, with the manufacturer's consent, the dealer may sell for a lesser price, but only when necessary to close out dealer's stock for the purpose in good faith of discontinuing his radio business or in disposing of radio products in good faith when damaged, deteriorated or soiled, with prominent notice to the public that such is the case, or without such consent when sold by

a receiver, trustee or other officer acting under the order of any Court.

"In no event, however, shall such sale be made without notice to the distributor and to the manufacturer and an offer to sell to the manufacturer at the price dealer is willing to sell to others, which offer shall be subject to acceptance within ten days from the time received."

Another important provision contained in the agreement is that which refers to trade-in values and the amount of allowance which may be made to purchasers of new receiving sets. It reads: "No dealer and no agent or representative of a dealer shall make any trade-in allowance which shall exceed the scrap recov-



Arthur T. Murray
Chairman, RMA Set Committee

ery value of the traded-in merchandise, if unsalable, not 75 per cent (the other 25 per cent being reserved for reselling expenses) of the amount which the dealer will recover in cash for the traded-in merchandise, if salable, nor shall any trade-in allowance be made in excess of 10 per cent of the list price of new merchandise sold except where the customer exchanges new radio merchandise bought within ninety (90) days of the date of exchange for a higher priced model when such trade-in allowance shall not exceed 80 per cent of the price originally paid."

Other clauses contained in the agreement to be signed by the dealer state that "the dealer shall be responsible for all the acts of any of his salesmen, agents or representatives, which, if committed by the dealer, would be a violation of the agreement"; that "the dealer shall make such reports pertaining to the operation of his business in such form and at such times as may be requested by the distributor or by the manufacturer; and that the dealer agrees that he will not use the name of the manufacturer or product in any way in the name under which his business is conducted, except upon the written approval of the manufacturer, which approval can be withdrawn by the manufacturer.

Dealer Discounts

In the Uniform Standard Distributor - Dealer Agreement submitted as part of the Code the following dealer discounts were listed:

Thirty-six per cent (36%) on each receiving set selling for a list price of \$30 or less.

Forty per cent (40%) on each radio receiving set selling for a list price of \$31 to \$50, inclusive.

Forty and Five per cent (40%-5%) on each set selling for a list price of \$51 to \$100, inclusive.

Forty and Ten per cent (40%-10%) on each receiving set selling for a list price of \$101 or over.

Forty per cent (40%) on parts.

Tentative Code Drafted for Distributors and Dealers

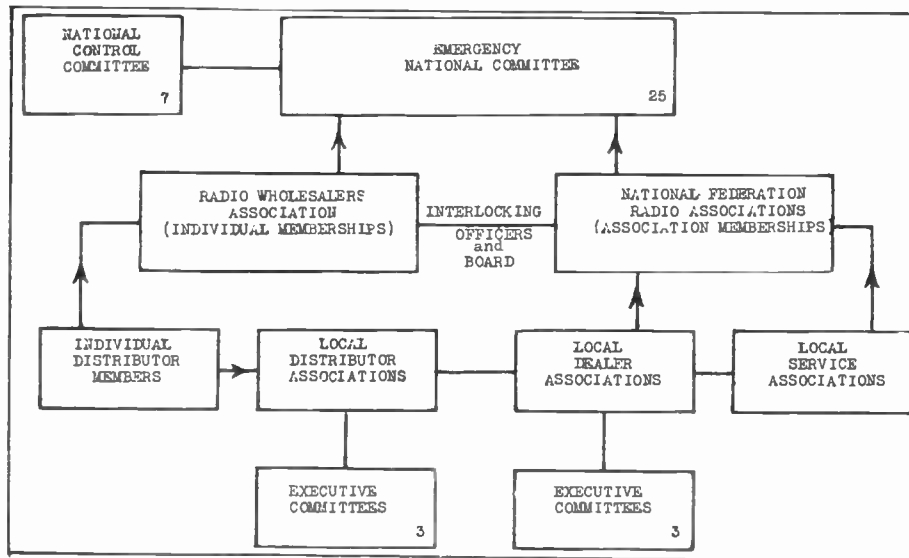
Price Maintenance, Trade-in Allowances and Unfair Trade Practices Among Subjects Treated in Proposed Competitive Code

At a meeting of the Radio Wholesalers' Association held in New York City a draft of a code of fair competition for radio distributors and dealers was discussed, and a committee appointed to work out a basic code, to be supplemented by local codes for the various districts of the country. A code has been drawn up as the tentative procedure. It is subject to revision but

handled under the supervision of the local executive committee.

c. Pricing schedules will be based on a definite minimum gross profit to the distributor on every item as well as a definite gross profit to the dealer on every item.

d. The reduction of these prices from the distributor to the dealer by any subterfuges whatever is prohibited. This



Organization Chart of Distributive Divisions of Radio Industry

represents the views of the representative members of the distributing and retail branches of the industry. Distributors and dealers who have thus far failed to join the Radio Wholesalers Association or the National Federation of Radio Associations are being informed that although it is not essential that they belong to these associations, the fact remains that they will have to operate under the codes which are finally approved by the National Industry Recovery Administration. It is also pointed out that "Violation of any provisions of these codes (when approved) carries with it, on conviction, a fine of \$500 for each offense and for each day such violation continues, as well as possible imprisonment as a misdemeanor."

The following tentative code has been released by Benjamin Gross, chairman of the Radio Distributive Divisions Code Committee:

I—FOR DISTRIBUTORS

a. Each distributor is required to file with the local executive committee in his district a schedule of the list prices and discounts of all merchandise he sells.

b. The disposal of dropped lines and surplus stocks, close outs, etc., will be

will eliminate a great many of the present abuses and discriminations.

e. The schedule will also have to set forth the full details of cooperative advertising plans, if any, which plan will have to be adhered to strictly.

f. A joint distributor and dealer advertising censorship committee is provided for in each locality for the administering of a Code of Fair Advertising.

g. A credit and financial information interchange is provided for in each local district whereby the many unfair practices in financial transactions will be eliminated.

h. The definite responsibility for service is set forth.

i. The supply of radio sets to be used as gifts with other merchandise is prohibited.

j. The sale, by distributors, at retail or the supplying by distributors of merchandise at wholesale discounts to service dealers or anyone else not regularly engaged in retailing is prohibited.

k. Consignment of merchandise for any purpose is prohibited.

l. Hours of business for distributors is set at five 8-hour days, with Saturday closing compulsory.

II—FOR THE DEALER DIVISIONS

a. Advertised price of an item is its list price, and cash sales must be made at no less than the advertised price.

b. The offering or giving of gratuities in any manner is prohibited.

c. Definite deferred payment carrying charges are provided for, as well as minimum down payments and minimum individual installment payments.

d. Maximum trade-in allowance is fixed at a given percentage (10 per cent) against the advertised price.

e. Numerous unfair trade practices are prohibited among which are the supplying of merchandise to non-franchised dealers; the use of fictitious list prices is prohibited; the advertising of products which the dealer has not available for demonstration and sufficient quantity for sale purposes; to make disparaging comparative demonstrations; to accumulate the product of the manufacturer or distributor for the purpose of disrupting orderly processes of merchandising; to remove or deface identification labels or serial numbers or imitating of trade names. The fixing of a maximum free service period of 90 days; supplying of the same type and make of tubes as furnished with the receiver originally are provided for.

III—CODE OF FAIR ADVERTISING

a. The Code of Fair Advertising will provide for the true rebuilding of public confidence in radio and radio merchants. All misleading and ambiguous statements, exaggerations or unreasonable claims are prohibited.

b. Advertising of radio receivers will have to be "complete."

c. All confusion as to model illustrated and price applying thereto is prohibited. Also the make and model number of all sets illustrated will have to be indicated and the prices guaranteed correct.

d. Advertising "no interest" charges is prohibited.

e. Advertising of used sets, repossessions, etc., will have to be clearly defined in the advertisement.

f. Ambiguous references to the amount of trade-in allowances prohibited.

g. The advertising of a chassis in a cabinet other than that supplied by original manufacturer will have to be clearly defined in the advertisement.

h. Ambiguous statements or figures out of keeping with the code limitations regarding amount of down payment or the deferred payments are prohibited.

i. The provision is made for a National Statistical and Sales Data Survey as a guidance to general industry practices, as well as uniform accounting practices.

j. The application of regulations locally will be put in the hands of a local executive committee with considerable power to demand and enforce compliance with the code.

As mentioned above, violation of any conditions of the National Code, once approved, or its supplements prepared by local organizations, when approved, becomes a violation of the law and subject to the fine indicated.

Scores of Cities Organize for Radio Prosperity Campaign

All Sections of Country Represented in Drive to Rebuild a New Prosperity—Sales Aids Prepared for Dealers

Preparations for the Radio Prosperity Campaign are going ahead at full speed, enlisting a whole-hearted support from all branches of the industry which augurs an outstanding success. Early in August, in sixty-five of the 143 radio distributing points, committees had been organized or were in the process of organi-

are served from the city. In other words, the country will be organized by the natural trading areas as they are covered in the distribution of radio merchandise.

One of the most important problems involved in the campaign is the distribution of the dealer help material, the promotional and advertising matter that has

been prepared for the use of the dealer. This material will be forwarded to dealers in the form of standard units consisting of one window display card, one new set window poster, one reconditioning set poster, one decalcomania sign, ten model or price markers, ten poster stamps, 100 mail folders on new sets, 100 mail folders on reconditioning old sets, 100 mail folders on automobile sets, one sheet of newspaper mats which are available, and one dealer plan book. These units will be delivered to dealers early in September by the local committees. The dealer will receive one free, providing he pledges his active cooperation in the campaign. Extra material will be available to dealers at cost price.



Advertising and Display Material for Dealers

zation. Among them were Los Angeles, Cal.; Hartford, Conn.; Atlanta, Ga.; Chicago, Ill.; Quincy, Ill.; Indianapolis, Ind.; Appleton, Wis.; Des Moines, Ia.; Wichita, Kan.; Louisville, Ky.; New Orleans, La.; Portland, Me.; Baltimore, Md.; Boston, Mass.; Detroit, Mich.; Flint, Mich.; Grand Rapids, Mich.; Minneapolis, Minn.; Kansas City, Mo.; St. Louis, Mo.; Newark, N. J.; Albany, Buffalo, Rochester, New York City, N. Y.; Charlotte, N. C.; Akron, Cincinnati, Cleveland, O.; Philadelphia, Pittsburgh, Pa.; Providence, R. I.; Houston, Tex.; Salt Lake City, Utah; Milwaukee, Wis.; Shreveport, La., and Duluth, Minn.

In each case the local organization will plan not only for the city but for those neighboring communities which

The campaign committee estimates that there are perhaps 15,000 radio dealers in America of which maybe 7,500 are really engaged in actively selling radio. The balance carry radio lines, but are putting the greater part of their efforts behind other lines of merchandise. To avoid waste of money the local committees are checking the list of distributors' customers eliminating names of dealers who have passed out of the radio merchandising picture during the past four or five years. It is expected that the manufacturers and their distributors who are cooperating in paying for the dealer helps will have to buy only approximately 15,000 units.

On this page are shown reproductions of the campaign display and advertising

material which are included in each standard unit. In addition each unit contains a sixteen-page dealer plan book, profusely illustrated, which sets forth in simple, forceful language how every dealer, large or small, and every service man, can profit from the Radio Prosperity Campaign. Suggestions for window displays, store arrangement, demonstrations, prospect gathering, etc., are given in minute detail with the slogan "Sell New Sets—Recondition Old Sets—Sell Auto Sets—Replace Worn Tubes—Sell Supplementary Sets"—stressed.

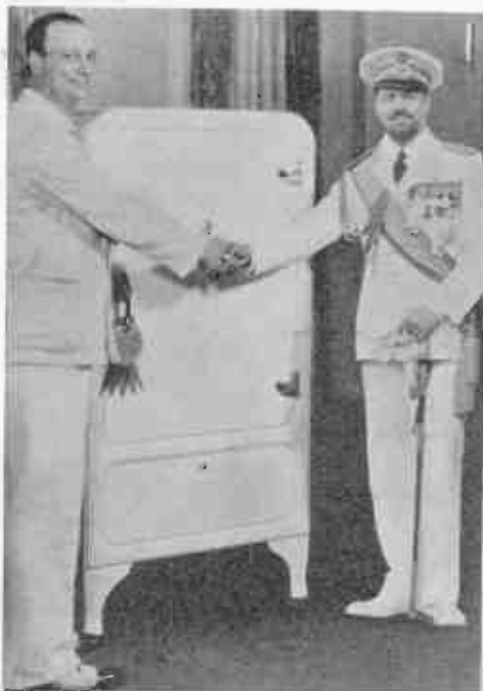
At the outset of the campaign four sets of suggestions were sent by Campaign Headquarters to (1) Radio Manufacturers, (2) Radio Distributors, (3) Radio Dealers and Service Men, and (4) Local Campaign Committees telling how to cash in on the Rebuild Radio Prosperity Campaign. Manufacturers were urged to use every effort to tie their products into the national program and stimulate their entire organization to the belief that the company's product would win leadership by concerted effort. Jobbers were told to work in close harmony with their manufacturers and dealers, and to cooperate with their fellow distributors in the organization of the local committee. In a long, detailed message merchants and service men were exhorted to "Learn Their Part in the Program," "Get Ready for Selling" by checking up on the appearance of the store, the appeal of window displays, the arrangement of the interior, etc., and by whipping their prospect lists in shape early in August. They were also urged to schedule their activities in advance and to organize canvassing to eliminate waste time and effort. Local Campaign Committees were given a wealth of suggestions as to ways and means of securing practical teamwork, securing cooperative promotions and winning welcome publicity.

At this writing it is too early to report the definite plans of the different cities which are cooperating to put the campaign over. The work is in a formative stage but the possibilities are unlimited. Details of the broadcasting features for Radio Progress Week, October 2 to 7, are also lacking, but assurance is given that the programs of the week will be outstanding and that the week will mark a new "high" in the quality of radio entertainment.

American Bosch Statement

The United American Bosch Corp., Springfield, Mass., manufacturer of American Bosch radio receivers, recently reported that for the first six months of 1933, ended June 30, it had a net loss, after depreciation and other charges, of \$34,915 compared with \$470,529 loss in the same period last year. For the quarter ended June 30 net income after above deductions was \$41,590, equal to 15 cents a share on 278,399 no-par capital shares, compared with a net loss of \$76,505 in preceding quarter and \$164,270 loss in the second quarter of 1932.

News of the Trade in Pictures



1. Earle Macke of the Grunow Division of General Household Utilities Corp. and General Balbo, Air Marshal of Italy. William C. Grunow presented a Grunow refrigerator to the Air Club of Italy, Premier Mussolini, King Emmanuel and Pope Pius XI as tangible mementos of General Balbo's visit to Chicago.

2. Charles Agnew, popular orchestra leader, who recently signed to record for the Columbia record catalog. 3. Barbara Weeks, star of Columbia pictures, tuning in on a Majestic DeLuxe travel super-six portable. 4. Attractive Stromberg-Carlson window display in showroom of C. W. Lindsay, Ltd. 5. Ginger Rogers, popular motion picture star, tunes in on the Stewart-Warner French

Commode radio receiver. 6. Presenting an Emerson Universal Compact set to General Balbo. Left to right: Petro Cuce, of Emerson factory; General Italo Balbo, and Ralph B. Austrian, general sales manager of Emerson. 7. One of the assembly lines in the Majestic tube plant, which is now a beehive of activity.

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

Macy's Carries Leonard Electric Refrigerators Exclusively

Largest Retail Store in the World Selects Leonard Line, R. E. Hunting, of E. B. Latham & Co., Announces

R. H. Macy & Co., Inc., of New York City, the largest retail store in the world, will henceforth merchandise Leonard electric refrigerators exclusively, it was recently announced by Russell E. Hunting, manager of the refrigerator division:

charge accounts whatever on its books. From 1858 to 1872 Mr. Macy ran his business alone.

In 1874 began the connection of the Straus brothers, Isadore and Nathan, with Macy's. In 1881 they were ad-



Leonard Refrigerator Department of R. H. Macy & Co.

of E. B. Latham & Co., Leonard distributors in this area.

Macy's, as the big store is popularly known, recently celebrated its seventy-fifth anniversary and shortly thereafter decided to concentrate on Leonard as its standard line of electric refrigerators. By coincidence, the Leonard name is almost as old as that of Macy's, as the first Leonard ice refrigerators were manufactured in 1881, fifty-two years ago.

Founded in 1858 by Rowland H. Macy, who came to New York short on cash but long on ideas, the institution proved to be the forerunner of the present-day great department store. The company sells exclusively for cash; it has no

mitted to the firm. A few years later, the brothers foresaw the growth of the city northward and startled the department store world in 1901 by announcing that they proposed to move to Herald Square.

In November, 1902, they opened the Broadway building of the present store. A few years later, they built an addition to this structure, which was known as the Middle Building. This was followed by a second addition and finally, in 1930, the present Seventh avenue building completed the Macy unit, which occupies practically the entire block and contains more than two million square feet of floor space.

Leonard Refrigerator Prices to Be Advanced

Due to the steadily mounting costs of raw materials, prices on the entire line of Leonard electric refrigerators will be advanced on September 1, it was announced recently by R. I. Petrie, general sales manager of the Leonard Refrigerator Co., Detroit and Grand Rapids, Mich.

The lowest-priced model in the line

will be advanced from \$99.50, installed, plus freight, to \$112, installed, plus freight, while other models will undergo proportionate price revisions upward, Mr. Petrie said. The lowest-priced model thus is returned to the figure at which it sold in March.

"Last March the company cut prices to new low levels," he explained. "There has since then been only one slight advance, in spite of steadily rising commodity prices. This second increase is made necessary by the higher cost of raw materials."

Ohio Majestic Dealers Attend Sales Meetings

Jacques Tyrol, Grigsby-Grunow Sales Counsellor, Conducts Meetings at Columbus and Cincinnati

Jacques Tyrol, sales counsellor for the Grigsby-Grunow Co., has been continuing his series of sales talks to dealer groups. During the past week he has conducted meetings in Columbus, O., and Cincinnati, O., and over 200 dealers and salesmen heard his discourse on retail refrigerator selling.

In Columbus the Charles T. Naddy Co. acted as host to nearly 100 dealers, and after a brief synopsis of territory sales conditions was given to the visiting dealers Mr. Tyrol entertained the group with both serious and humorous stories concerning retail selling.

In Cincinnati the Schuster Electric Co. provided an entertaining afternoon and evening for well over a hundred dealers and salesmen, the party being given at the country home of J. E. Schuster. The visitors enjoyed the privilege of swimming in the private pool, and after a buffet supper was served, the visitors made themselves comfortable under the trees and listened for two hours to Mr. Tyrol's interesting talk.

Mique Schoenly, district factory representative for the Grigsby-Grunow Co., arranged the details for both meetings and spoke briefly in each instance, giving the dealers up-to-date information on activities at the factory.

Millions of Homes Will Be Air Conditioned in 1943

More than 8,000,000 homes in the United States will be air-conditioned by 1943 it was predicted by J. Lawrence DeNeille, chairman of the committee on air conditioning, at the forty-fourth annual convention of the Heating and Piping Contractors' National Association, held at the Hotel Sherman, Chicago, recently. Mr. DeNeille further stated:

"Every day manufacturers are bringing air-conditioning nearer to the point where the average home owner can afford to put this equipment into a six-room bungalow. True air-conditioning apparatus must cool and purify the air in summer and heat it in winter, also supplying the proper humidity, according to the definition of the American Society of Heating and Ventilating Engineers. Devices which merely recirculate the air are not air-conditioning systems."

The radio trade is showing a growing interest in air-conditioning equipment.

General Household to Expand Activities

Will Manufacture Complete Line of
Electrical Household Merchandise
—Officers and Directors Named

The General Household Utilities Co., formed through the merger of the Grunow Corp. and the U. S. Radio & Television Corp., is expanding its activities to include a complete line of electrical household merchandise, according to William C. Grunow, president of the company. The company is now produc-



William C. Grunow

ing Grunow and Progress refrigerators and radio receivers.

Mr. Grunow stated that the decision to enter the electrical specialties business was made following a canvass of more than 4,000 dealers of the company, as well as large numbers of other retailers. He said that virtually every dealer expressed a desire for a complete line of appliances to allow a consistent all-year business.

In the three months ended May 31 the company produced and sold more than 50,000 refrigerators, Mr. Grunow said. Present production is running at a rate of 500 a day.

Mr. Grunow, as mentioned above, is president, with J. Clarke Coit as Chairman of the Board; vice-presidents are: H. C. Bonfig and A. C. Winnin; J. P. Rogers is treasurer; R. R. Trimarco, secretary; S. L. Arneson, assistant secretary and P. J. Schiltz, assistant treasurer. All of these men have been intimately connected with either Mr. Grunow or Mr. Coit in their various activities and have shown, over a period of years, their abilities to successfully hold the posts mentioned. Directors of the company are: Wm. C. Grunow; J. Clarke Coit; H. C. Bonfig; J. P. Rogers; S. L. Arneson; J. G. Condon, prominent Chicago attorney; W. C. Perkins; A. G. Messick; Les-

ter Armour; L. H. Callahan; Walter Dyer and George Ball.

The new company has a strong financial position and among the current assets are cash of \$653,260 and United States Treasury Certificates totalling \$650,736. Good will, licenses and patent rights and carried at \$2.00. Total assets are \$4,235,764.

Gibson Home Economist Makes Lecture Tour

Jacqueline Frost, Gibson Director of
Home Economics, Conducts Cook-
ing Schools in Eastern Cities

Jacqueline Frost, director of Home Economics for the Gibson Electric Refrigerator Corp., has returned from a ten weeks' lecture tour in the East. Under the auspices of Krich Distributing Co., of Newark, N. J., Miss Frost attended the Own Your Own Home Show at Elizabeth, N. J., and conducted a week's Cold Cookery School at Elizabeth, N. J., for the Altenburg Piano Co.

Capital City Distributing Co., Albany, N. Y., arranged cooking-school appointments for Miss Frost for four large furniture stores operated by Breslaw Bros. Classes were held at Albany, Schenectady, Glens Falls and Saratoga Springs, N. Y. A very large school was held at the Luckey-Platt Co. department store, Poughkeepsie, N. Y.

D'Elia Electric Co., Bridgeport, Conn., utilized Miss Frost's time for classes at the Gamble-Desmond Co., large department store at New Haven, Conn., and at the Franklin Furniture Co., at Bridgeport, Conn.

Miss Frost was brought to the factory before resuming her field work in the East, to prepare a 48-page recipe book for the Gibson "L" line and prepare a group of monthly recipe cards for the Gibson Lifetime Recipe File.

Misleading Advertising

The Better Business Bureau recently issued a bulletin calling attention to the fact that some radio dealers and mail order firms are employing the term "RCA Licensed" in advertising in a manner that misleads the public. The Bureau recommends that products be advertised by their actual brand names and if the term "RCA Licensed" is used all words should be given equal prominence. It also states that under no circumstances should the RCA trademark be used by a dealer in handling licensed products. This trademark may be applied only to products manufactured by the Radio Corp. of America.

Named Stewart-Warner Jobber

The Stewart-Warner Corp. has announced the appointment of the Alexander Seewald Co., Inc., 435 W. Peachtree Street, N.E., Atlanta, Ga., as distributor for the Atlanta territory.

"Electrical Show Is Assured of Success"

Ralph Neumuller, Director of Elec-
trical Association, Makes Predic-
tion—60 Percent of Space Sold

"With the greatest electrical energy and appliance market in the world, that of the Metropolitan New York area, showing at this time every indication of an upward business trend and requiring new merchandising methods for manufacturer and dealer, alike, who would capture his share of the new market via the New Deal, the 1933 National Electrical Show now scheduled for Madison Square Garden, September 20 to 30, inclusive, is definitely assured of success," was the opinion expressed by Ralph Neumuller, managing director of the Electrical Association of New York, sponsor of the exposition, in a recent interview.

"More than 60 per cent of all available space on the exhibit floors has already been contracted for by the leaders in the electrical and radio industries, with an additional percentage of space reserved for the use of present exhibitors in case they decide to put in more displays," Mr. Neumuller stated.

Three full years of progress in the electrical and radio field are to be shown, since there has been no major public exhibition since 1929. Alert manufacturers and dealers in these industries are taking advantage of the opportunity to display their merchandise for the national and the New York markets in America's greatest show place, Madison Square Garden.

"Since the withdrawal of the metropolitan New York public utilities companies from the appliance and radio sales fields on July 1 of the present year, the local market for manufacturer and dealer has broadened considerably," Mr. Neumuller pointed out. "The utilities here did a retail sales business of approximately \$3,500,000 annually in recent years."

To assure the largest possible attendance exhibitors are cooperating on the distribution of tickets, which will sell at the Madison Square box office for only 25 cents. In addition, a comprehensive publicity and advertising campaign has been set in operation to acquaint the public with the strides of progress made in the electrical and radio industries since the 1929 exhibition was held.

The startling discoveries made in the research and engineering laboratories of the major electrical and radio companies will be shown and demonstrated by the geniuses who originated them and whose names make newspaper headlines.

All exhibitors are planning elaborate displays to catch the public's buying eye. The refrigeration industry leaders are making a big drive through this exposition: air conditioning (child of refrigeration); heating, and oil burners; appliances (domestic and industrial) will be represented by the biggest in the field.

National Union Increases Tube Prices

H. A. Hutchins, General Sales Manager, Says Move Is Made to Assist Service Dealers

National Union Radio Corp. on July 1 announced a general advance in list prices of 10 cents per tube over the general level. With the increased price National Union retains its usual trade discounts, premiums and other sales features.

H. A. Hutchins, general sales manager, in commenting on the advance



H. A. Hutchins

said: "In spite of the fact that National Union list prices are now the highest in the industry, we have felt the move fully justified in view of the National Union sales problems which differ from other tube manufacturers. The majority of National Union tube replacement sales are made by radio servicemen and service dealers whose selling costs are necessarily high. In addition to the necessity for making a higher profit to cover operating expenses, these outlets must be assured of consistently high quality to be able to fully guarantee their work.

"Radio tubes are the most important items sold by the service dealer; his biggest source of revenue. We have felt that the radio public needs competent service and are willing to pay a fair price. In our opinion the service dealer merits help to protect his position.

"Due to constant price deflation in radio tubes, we have recognized for some time that it would eventually necessitate some change in our policy. For nearly a year we conducted surveys both through questionnaires and by actual field contacts. We checked the needs of our service dealers carefully. As a result we decided to raise list prices rather than sacrifice any of the service dealer advantages in the current National Union sales program."

Stromberg-Carlson Employment Rises 25 Per Cent

The number of workers employed at the Rochester, N. Y., plant of the Stromberg-Carlson Tel. Mfg. Co. increased 25 per cent during four weeks as production of the company's new automobile radio got under way. The company reports orders on hand sufficient to keep the present increased force busy for some time to come.

This rise in employment, together with the 12½ per cent wage increase put into effect July 3, bespeaks very clearly the business outlook for the company, according to Wesley M. Angle, vice-president and secretary. He says:

"The Stromberg-Carlson Co. takes great satisfaction in being able to announce an increase of approximately 25 per cent in its number of employed, not alone for the reason that orders on hand have made this increase possible, but also for the added purchasing power which such an increase in employment affords.

"Those employes who have been recalled will again be able to establish themselves as self-supporting citizens. Not only will shoes, clothing and furniture be replaced, but long-standing bills will be paid. Thousands of dollars will be put into circulation and the lives of many people made easier and more happy."

Zenith Announces Increase in Radio Set Prices

Effective July 24, officials of Zenith Radio Corp., Chicago, announced to distributors a price advance on the new Challenger line.

According to word received from Zenith, drastic advances in the cost of labor and raw materials forced list prices up. However, the highest advance on any one model was not in excess of 10 per cent, tapering down to 5 per cent on other models.

The Zenith organization anticipates a further advance in list prices when the radio industry's code, as part of President Roosevelt's National Recovery Act, goes into effect.

Sparton Sales Manager Ends Extended Trade Trip

E. T. H. Hutchinson, sales manager of the Sparks-Withington Co., recently returned to his desk in Jackson, Mich., after an extended trip through the eastern states. He reports widespread activity on the part of the company's distributors and dealers, with prospects of gratifying summer sales on home and automobile radio sets, refrigerators and automobile horns. According to Mr. Hutchinson the new portable radio compact recently introduced by his company are meeting enthusiastic reception from both trade and public.

Named American Bosch Radio Sales Manager

Roy Davey Assumes Duties of Radio Sales Manager—Continues to Direct Advertising and Sales Promotion

Following the confirmation by the United American Bosch Corp., Springfield, Mass., of the resignation of George Stackman, who enters the jobbing business, as reported elsewhere in this issue, comes the announcement of the appointment of Roy Davey as radio sales manager.

With the corporation for thirteen



Roy Davey

years, and having handled the radio advertising and sales plans since the corporation pioneered in the radio business, the responsibility has little element of newness for Roy Davey. He continues to direct the advertising and sales promotion activities as in the past.

Announcement of the corporation's extensive manufacturing, sales and advertising plans will be made shortly. To quote Mr. Davey, "at no time since this corporation entered the radio business have we entered a new season with a contribution to the radio business so complete in its wide appeal, sales advantages and profit opportunities. Never have I known this corporation and its jobber and dealer organization so well entrenched for their future welfare as the present plans and merchandise provide.

"When the announcement of the complete radio plans of the corporation is made, it will be seen that they certainly placed American Bosch trade organization in an unparalleled position to capitalize on the upswing just starting."

Ben A. Almvig has opened a radio-music store at 908 Broadway, Tacoma, Wash. Radio receivers, musical instruments and electrical appliances are carried.

Development of New Type Tubes Slackens

S. W. Muldowny, RMA Tube Chairman and National Union Official, Says No New Types Are Planned

S. W. Muldowny, chairman of the Tube Committee of the R. M. A. and chairman of the board of National Union Radio Corp., stated in an interview recently that development of new types of tubes which set such a furious pace during the past year has definitely slowed down.

"I am sure this slackening in the production of new tube types will be good news to the entire radio trade," said Muldowny. "It is an indisputable fact that the development of new types of tubes, particularly those designed for special adaptations and dual purposes, has had a great deal to do with the remarkable progress made in radio during the past year. This fact is self-evident in the expansion of new markets, such as AC-DC compacts and automotive radio. Nevertheless, the introduction of so many types in such a short period of time not only put a severe strain on the tube manufacturer but worked great hardship on the trade.

"As chairman of the Tube Committee of the R. M. A., I am happy to announce that no new types are contemplated at present, and general opinion among leaders of the industry indicates that no need will appear in the immediate future for a type of tube which is not already in production."

Stromberg-Carlson Reports Increase in Quality Demand

A striking indication of tangible business improvement is furnished by the Stromberg-Carlson Tel. Mfg. Co. in the statement that sales of its higher-priced receivers, the Nos. 52 and 54, are gradually stepping ahead. According to George A. Scoville, vice-president and general sales manager, the last few weeks have revealed a distinct increase in confidence and optimism among the buyers of higher-priced receiving sets which, at last, are resulting in long-deferred purchases.

The Nos. 52 and 54 receivers stand at the top of the Stromberg-Carlson line. They are arranged for Telektor operation, a patented remote control feature which allows the set to be completely operated from any desired point in a home. The No. 52 is housed in a cabinet 48 inches high and possessing more than six square feet of baffle area for faultless tonal reproduction. The No. 54 model is identical with the 52 except that it combines with its chassis a new and improved multi-record phonograph which enables the use of either the regular or the long-playing recordings. This automatic phonograph unit shifts



In New York City and several other large centers, the Emerson Radio & Phonograph Corp. has opened up a comprehensive outdoor bill-poster campaign in connection with its new All-Electric Automobile-Motorboat Radio. Full size posters in six colors are used. Appealing directly to car owners, locations of boards have been selected on highways leading into and out of the cities where auto traffic is heavy. At strategic traffic points in various cities, boards have also been selected. The campaign is extremely timely as the motoring season is now at its peak. "Sales of the new Emerson Automobile Motorboat Radio are taxing production facilities to the utmost," says Ralph B. Austrian, general sales manager of Emerson. "Wonderful reports are being received regarding the performance of the new sets. Way down in Texas—the real testing ground for auto sets—Emerson has come through with flying colors."

and plays a magazine of fifteen records of any size. It possesses nearly seven and a half feet of baffle area.

"Any increase in the purchase of quality products," Mr. Scoville declares, "is a pretty definite indication of the course business is taking. Slowly increasing public preference for our products, we feel, is but one more indication that business conditions have made the turn."

Zenith Steps Up Production for the Third Time

The Zenith Radio Corp., Chicago, who introduced less than two and a half months ago their new 1933-34 Challenger models, reports an outstanding degree of acceptance. In fact, the sales record to date reads like those of 1929.

Production was stepped up a month ago to take care of the influx of business, but now it has become necessary for the Zenith factory to further increase production facilities.

Additional factory workers are being added each week in an effort to get production up to a point that will assure immediate deliveries.

E. A. Tracey, general sales manager of Zenith, reports the company is 5,600 sets behind orders.

Standardization Work to Go On

The simplified practice and industrial standardization work of the Bureau of Standards, of Washington, D. C., has been discontinued by that body and has been turned over to the American Standards Association, of which the Radio Manufacturers Association is a member. Howard Coonley, president of the association, states that provision has been made for assuring continuity on technical projects.

Grigsby-Grunow Reports Another Banner Month

According to Le Roi J. Williams, vice-president and general manager of the Grigsby-Grunow Co., manufacturer of Majestic radios and refrigerators, the company has had another banner month in radio and refrigerator production.

"In the month of July," said Mr. Williams, "29,777 radio receiving sets and refrigerators were shipped from our plants. These shipments were not equaled in any month this year except June."

Mr. Williams also pointed out, "Refrigerator shipments for July were more than seven times those of July of last year, and while July of 1932 was the lowest radio month for the year, July radio shipments for this year have exceeded only by June—our peak record for almost two years."

Earl Brower in New Sparton Post

Earl Brower has established his headquarters at Seattle, Wash., as West Coast manager for the Sparks-Withington Co. of Jackson, Michigan. His new responsibilities place him in charge of distribution in the far western states of all Sparton products—home, police and automobile radio sets, electric refrigerators and automobile warning signals.

Sparton Export Manager Sails

H. O. McClumpha, export manager of the Sparks-Withington Co., Jackson, Mich., sailed July 11 on the Bremen for a six weeks' business trip to England, Holland, Belgium, France and Spain. He will introduce his company's latest automobile radio receivers and promote the sale of Sparton home radio sets, refrigerators and automobile horns.

RCA Victor Personnel Changes Announced

E. A. Nicholas, Vice-President in Charge of Sales, Announces Important Organization Changes

Due to expanding business of recent months and the need for greater specialization in the merchandising of its various products, the following important



M. F. Burns

organization changes have been made by the RCA Victor Co.

M. F. Burns, formerly division sales manager at Chicago, Ill., for RCA Radio-tron Co., Inc., and E. T. Cunningham, Inc., has been appointed merchandising manager of the RCA Victor Co., Inc., with headquarters at Camden, N. J.

Among Mr. Burns' more important duties are the administering of sales policies and the supervising of trade relation.

E. J. Hendrickson has been appointed manager of manufacturers' sales, with headquarters in the Stotts Building, Detroit, Mich.

The growing activities in film, transcription and special recording have made necessary a separate division. Accordingly C. Lloyd Egner will be manager of the recording division in charge of motion picture, transcription record-



Edward Wallerstein

ings and special purpose recordings.

Edward Wallerstein, formerly with the Brunswick Record Co., has been appointed manager of record sales. Mr. Wallerstein will have charge of all matters relating to recording, releases and the merchandising of standard records for use in the home.

Sylvania Issues New Editions of Sales Helps

New editions of two of the most popular sales helps ever offered by the Hygrade Sylvania Corp., Emporium, Pa., and New York City, have been revised to August 1 and are now available to dealers and service men. They are "Tubes for Your Auto Receiver" and the "Sylvania Tube Characteristic Sheet." The first of these, a chart, was offered to the trade in the early Spring and the demand was so great that the first printing was exhausted within a week. Two revisions have since been made as new automobile sets appeared on the market, and the present chart lists practically every model manufactured, with the proper complement of tubes for each.

The "Characteristic Sheet" has been in wide use for several years and is considered indispensable by thousands of service men. It is revised frequently to include new type tubes. Illustrated socket connections for all types make it valuable for the service bench. Bulb

shapes are also shown, with dimensions. Readers may secure copies by writing to the advertising department of the company at Emporium, Pa.

C. C. Matthews Appointed Ken-Rad Sales Manager

C. C. Matthews, formerly manager of the Kiefer Stewart Co., Crosley distributor of Indianapolis, Ind., has been appointed general sales manager of the Ken-Rad Corp., Owensboro, Ky., manufacturer of Ken-Rad tubes. He will make his headquarters at the executive offices in the latter named city.

Mr. Matthews is well qualified for his new position, having had wide experience in the merchandising of radio and allied products. He is widely known throughout the trade and has a keen knowledge of dealer problems.

Ernest M. Stuber has opened a music store at 99 South Second street, Memphis, Tenn., in the same location in which he started thirty years ago.

Majestic Offers Free Insurance to Owners

Purchasers of Majestic "Twin-Six" Auto Radios Will Receive Free Insurance Against Loss

What is claimed to be the greatest sales feature so far introduced in the automobile field was announced by Majestic last month. In a bulletin signed by Harry Alter, assistant general sales manager, distributors were advised that with every Model 66 Automobile Radio shipped after July 8 and billed at \$44.95, list, there will be included free of charge an insurance certificate protecting the owner against loss or damage by fire, theft, lightning, windstorm, cyclone, tornado and explosion of the entire radio while in the owner's automobile, for one year from date of installation.

This insurance is issued by the Phoenix Insurance Co. of Hartford, Conn., one of the largest and best old-line insurance companies in the world, with an enviable record for making quick and fair settlements, backed by \$40,000,000.00 assets.

"Think of the tremendous extra value that Majestic dealers are now able to deliver to the purchaser of an automobile radio," Mr. Alter points out. Insurance of this sort could not ordinarily be bought for \$10.00. Yet Majestic dealers are enabled to offer it free of any charge whatever to every prospective purchaser of an automobile radio. Dealer's attention is called to the fact that the retail buyer of the radio is the one insured. Neither the dealer, distributor nor manufacturer has anything to do with the filing of claims.

Dealers with present stock are advised that they may obtain an inventory report form from their distributor on which they will list serial numbers of every Model 66 in stock, or on order, purchased at old list price of \$39.95, making affidavit. This form, returned to distributor with payment of \$1.00 each for every auto radio listed, will secure insurance coverage. Radios already installed in cars cannot be considered, so dealers are reminded.

Majestic is laying plans to promote this spectacular feature in every way possible. Broadsides, folders, dealer newspaper ads will all emphasize the appeal of this Majestic free Auto Radio insurance, thereby creating demand for the "Twin-Six" which every dealer will enjoy.

Adopt "Trilmont" as Trade Mark

Trilling & Montague, Philadelphia, Pa., have adopted the trade-mark of "Trilmont." The name was coined with a view to strengthen the feeling of cooperation between the consumer public, Trilling & Montague dealers and the firm. The company distributes Zenith radio, Norge refrigerators, Emerson radios and other electrical specialties.

Encouraging Response Given Pan Harmonic Announcement

Music Dealers From All Sections of Country Write for Information—
H. Curtiss Abbott Discusses Policies

"Music is something more than a commercial plaything, to be batted around like a handball for the gambling pleasure of making or losing money," states H. Curtiss Abbott, vice-president and general manager of the Pan Harmonic Corp., New York City, in commenting on the plight in which music and musicians find themselves as reflected in "The Murder of Music Charted," just published by the American Society of Composers, Authors and Publishers.

"Music always has been a basic, human element, a major essential of human existence, from the days of crude tribal chants to the grandeurs and whimsicalities of music as we know it today. Consciously or sub-consciously, music forms a vital part of every moment of our wakeful or sleeping hours. We move, speak and write more or less in rhythm. Happiness or sorrow find release or refuge in musical expression. Children give vent to their exuberant vitality in song, as naturally as birds. The beat of the dance keeps the feet of young and old tapping at work or at play. Music of the head, heart or foot

gives us the pitch for every mood and activity. It is almost as basic as air, water or food.

"The Society is right to a degree. Music is a pretty sick patient. But it never can be completely killed, as presaged in the Society's diagnosis. . . .

"Already a better day for American music is dawning. The very fact that leaders of musical endeavor are rallying to action, as indicated by the Society's booklet, is evidence that the new spirit of industrial housecleaning, emanating from Washington, is spreading as well to the professions.

"The application of mass production methods to all forms of musical endeavor has already proved to be suicidal. Good musical instruments cannot be sold like cosmetics, gasoline or cigarettes. . . . The buying public used to place as much unquestioned faith in product and sales integrity as the music dealer himself, in the days when the dealer and the manufacturer both were working harmoniously, wholly above-board for each other's best mutual interest.

"It is foolish to deny that the music trade has slipped far below that wholesome relationship through no fault of the dealer. But it is equally foolish to ignore the signs that those days of honest dealing are returning. Since the announcement of the Pan Harmonic, scores of letters have been received, each one of which proves beyond doubt that there is definite public demand in all parts of the country for a superior musical instrument in the quality and sales integrity of which both dealer and public can have their old-time confidence.

"Established before NRA became a law, the Pan Harmonic Corp.'s sales policies go much farther than this act's minimum requirements in assuring selected music dealers their old, familiar kind of a new deal. We shall never countenance mass production or sales

methods. We do not seek mass distribution. Pan Harmonic is not only a new but a vastly superior musical instrument. It embraces heretofore unheard-of harmonic ranges, providing for the discriminating music lover practically all of the rich mixture of harmonics and overtones that lie between extreme cycles of the rumble of thunder and the chirping of a cricket.

"Queries from all parts of the country regarding exclusive representation are indicative of a new courage among established music dealers—a courage that rests on four foundation posts: assurance of 'golden rule' sales practices; sterling quality of product; the awakening of music leaders to the condition of music in America today and actual demand from the musically-educated public for instruments that will give them better and longer satisfaction. We have every reason for confidence in a renaissance of interest in real music in the coming twelve months."

Radio as Standard Equipment in Autos

Terraplane Models Will Have Majestic Receivers as Standard Equipment—New Feature in Autos

Holding practically all hill-climbing records, and a wide range of cross-country and speed marks, the Essex Terraplane has taken a new step forward in the automobile industry.

For the first time in the history of automobile manufacture, the Terraplane Six and Eight new de luxe models will appear on the market with radio as standard equipment, the Grigsby-Grunow Co., makers of Majestic radios, announced recently.

While all Hudson and Essex cars, as well as many other makes of cars, are wired for radio, installation of complete radios as standard equipment is a new feature in the motor industry and one that is certain to prove of value as a sales stimulator.

It is the first time in history that a motor car producer has attempted to make radio installation "on the line" in the motor car factory a regular process in turning out motor cars.

While wiring for radio requires little extra effort on the part of the automobile manufacturer, complete installation of radios and standard equipment, including the tuning and adjusting of radios, demanded new processes in the line assembly of motor cars, which were easily surmounted by the Hudson-Essex staff.

The Hudson Motor Car Co., of Detroit, makers of Hudson and Essex cars, viewing the popularity of radio equipment, selected the Majestic Twin-Six auto radio for standard equipment on the new de luxe Terraplane cars.

The radio equipment will be included in the quoted price of the Terraplane, f. o. b. Detroit.

Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE



The Ken-Rad Corporation is one of the few old-established radio tube manufacturers in business today. It was founded and has been built upon a solid foundation. Ken-Rad is still making and will continue to make the best possible radio tubes—tubes that can be relied upon to deliver dependable, long life.

The Ken-Rad Corporation

Division of Ken-Rad Tube and Lamp Corporation

Owensboro, Ky.

Majestic Factories Increase Wage Rate

Grigsby-Grunow Plants Now Operating on Thirty-five Hour Week—Minimum Hourly Rate Is 40 Cents

Le Roi J. Williams, vice-president and general manager of the Grigsby-Grunow Co., manufacturer of Majestic radios, refrigerators and tubes, recently issued the following bulletin to all factory employes:

"President Roosevelt has inaugurated a new deal. He has asked the co-operation of employers and employes to bring back prosperity for all. As the first step in the program the President wants higher wages and shorter hours, to give employment to as many workers as possible.

"The Grigsby-Grunow Co. is glad to be among the first to say to the President and to our workers, 'We do our Part.'

"Beginning next Monday, July 31, the minimum hourly rate paid to our factory employes will be forty cents per hour; and no factory employe, excepting guards, watchmen and power house employes, will work more than thirty-five hours a week, with daily hours as follows: 8 a. m. to 12 m.; 1 p. m. to 4 p. m.

"With this new schedule, the factory will not be in operation on Saturdays or Sundays.

"The management will appreciate the continued loyalty and co-operation of all of its employes in making the new deal a successful step toward nationwide prosperity."

Tubeless Radio Corp. to Move

The Tubeless Radio Corp., Chicago, Ill., manufacturer of a tubeless radio receiver which has aroused wide interest in the trade, has completed plans whereby it will occupy a modern and completely equipped factory in the very near future and start production on the tubeless receivers.

Tung-Sol Appoints Jobbers

Tung-Sol Radio Tubes, Inc., Newark, N. J., recently announced the appointment of the Groseclose Auto Electrical Service, Bluefield, W. Va.; Raleigh Hardware Co., Beckley, W. Va., and Persinger Supply Co., Williamson, W. Va., as Tung-Sol tube distributors.

Drinks on Leonard Schneider

Leonard Schneider, advertising manager of the Brunswick Record Corp., New York City, is buying cigars and drinks this week—the occasion being the arrival of an heir to the Schneider fortunes who made his debut at the Madison Park Hospital, Brooklyn, N. Y., on August 9.

Annual Northwest Radio-Electrical Show Planned

The Twelfth Annual Northwest Radio, Electrical and Home Appliance Show will be held at the Minneapolis Municipal Auditorium the week of September 25 to 30, according to an announcement just made by H. H. Cory, general manager of the annual event. Contracts have been signed with the Auditorium and sale of exhibit space has been opened.

A number of new and interesting features of the annual radio week will be carried out during the show, including the annual convention and election of officers of the Northwest Radio, Refrigeration and Appliance Association and other affiliated bodies.

Glasgow-Stewart Is Zenith Jobber for Carolinas

E. A. Tracey, general sales manager of the Zenith Radio Corp., Chicago, reports that the Glasgow-Stewart Co., of which Tom Glasgow is president, Charlotte, N. C., has been appointed Zenith distributor for the Carolinas. Mr. Glasgow spent several days at the Zenith factory recently and signed the distributor agreement at that time.

In commenting on his company's move, Mr. Glasgow, well-known throughout the South, says that the new Zenith 1934 line is "so hot that Zenith is really going places in the Carolinas this season. It certainly looks like a Zenith year."

Mangold Uses Emerson Compact in Service Work

Officials of the Emerson Radio & Phonograph Co., New York City, recently received the following communication from Charles Mangold, radio service man of Camden, N. J.: "In my radio service work I am using an Emerson Model 25A radio which is making a hit everywhere I use it. When I have to take a radio back to the shop, I leave this little midget at the house, to give entertainment till the old one is repaired."

Boston Jobber Optimistic Over Zenith Sales Outlook

A. Ullman, of Northeastern Radio, Inc., Zenith distributor of Boston, visited the Zenith factory recently to discuss promotion plans for his territory.

Mr. Ullman emphatically prophesied this is going to be a Zenith year. The Northeastern company has signed over 260 dealers since the Zenith Challenger models were announced. "Dealers are more enthused about Zenith sales and business in general," says Mr. Ullman, "than they have been for several years."

Northeastern Radio, Inc., has been a Zenith distributor for seven years.

Complete Plans for Majestic Convention

Preparations for Mid-Summer Gathering of Majestic Distributors in Chicago Are Made

Preparations have been completed for the mid-Summer convention of Majestic radio and refrigerator distributors which is taking place at the Edgewater Beach Hotel, Chicago, on August 14, 15 and 16. Officials of the company promise that the event will be outstanding and that the new merchandise to be introduced will be unusual in its appeal and profit-making potentialities. Earl L. Hadley, advertising manager, in a statement made a week or so ago said:

"The sales and advertising departments are more than busy these days putting the finishing touches on the arrangements necessary to make the distributors' meeting a great affair.

"The fact that so many of the wives are accompanying the men prompts us to be especially careful that our best foot is put forward and, from the intimate knowledge I possess of the activities so far, I am convinced that this is being done. Our hostesses, in connection with our Century of Progress Headquarters on Michigan avenue, are cooperating with the Social Director of the Edgewater Beach Hotel on plans for properly and delightfully entertaining the wives while we are busy at the meeting.

"Reservations are rolling in, and it is good to see so many of the distributors planning to bring members of their sales organizations along.

"The unusual merchandise to be shown calls for an unusual setting. We'll leave it to you to decide whether or not the display we will provide does its part.

"Tuesday night, August 15, must be held open for the banquet, and here again the plans are well along to make it a gala evening, food, entertainment, surprises, all being planned to help make this particular visit to Chicago one that will be long remembered."

Federated Purchaser, Inc. Markets New Acratone

Federated Purchaser, Inc., New York City, has placed on the market a new Acratone six-volt dynamic reproducer which is said to combine the best features of both horn and cone type speakers. It consists of a special cone type "driver" unit, model 735, combined with an exponential horn, model 736. A large field coil is wound on a heavy iron core and the field is energized from a six-volt D.C. source. Diaphragm is made of a special strong fibrous pulp material six inches in diameter. The Acratone reproducer is designed to handle a much greater output and higher sensitivity with a wide safety margin.

B. Abrams Voices Objection to Provision of RMA Code

President of Emerson Radio & Phonograph Corp. Believes Scale of Discounts May Work Hardships

B. Abrams, president of the Emerson Radio & Phonograph Corp., New York City, under date of August 5, sent the following communication to the RMA Industrial Recovery Committee commenting on provisions in the Code of Fair Competition submitted to the NRA on behalf of the radio industry. Mr. Abrams said:

"I respectfully submit for your consideration my objections to that portion of the RMA Code referring to discounts for the various classifications of radio sets.

"Before voicing my objections, I wish to express my appreciation for the work done by the committee in drafting a Code involving so many excellent thoughts, and which, if accepted by the Government, will result in a substantial betterment of the industry as a whole. I feel that the work of the committee deserves the thanks of every member of the radio industry.

"My objection to a scale of discounts such as outlined is that it will work a hardship not only on every branch of the radio industry (manufacturers, jobbers and dealers), but also on the buying public as well.

"The past two years have proven that it is possible to make a good small radio set at a low price. The buying public has expressed satisfaction with such a radio set to the extent that 75 per cent of the number of radio sets sold today are small sets retailing under \$50. The progressive radio merchant has already adjusted himself to merchandising such sets profitably at the usual discounts prevailing in the industry today.

"It is a well-known fact that radio is generally sold on the installment plan, and it is to the interest of the radio manufacturers as a whole to continue to encourage the installment sales of radio. However, as I stated that 75 per cent of the radio sets sold today are small sets, then it is particularly important that it be made possible for the dealer to sell the small set on the installment plan. That would only be possible if the discounts remain at least the same, and, if possible, even increased.

"Speaking strictly from my knowledge of the installment business, a dealer requires a certain fixed amount to cover initial expenses on every sale regardless of amount. Therefore, it is easier for a dealer to make a profit on the sale of a \$100 radio set with a 36 per cent discount, than it is for him to make a profit on a \$30 radio set with a 40 and 10 per cent discount.

"I can understand the thought in giving the dealer an incentive by way of a larger percentage of profit to push the sale of a high-priced instrument, but you must not overlook the fact that you are dealing with the general buying public who have been convinced that very good value exists today in the small, low-priced radio set. A return to the sale of high-priced radio sets will only be effected through the introduction of new innovations in radio, or with the coming of television, but in no event must we encourage dealers in using high-pressure methods in the sale of high-priced sets, inasmuch as such a policy would be ruinous to all concerned. The large percentage of profit on high-priced sets will encourage high pressure on the part of some dealers in forcing a customer to buy a set beyond his means. The 36 per cent discount on a \$30 radio set would force the dealer to insist upon cash sales only, which would tend to decrease the sale of the most popular-priced radio set today.

"Inasmuch as we are all interested in the improvement of conditions in the industry, and in increasing employment and raising of wages generally, I therefore feel that I would be remiss in my duty as a member of the industry were I not to give you my honest views on the subject. I trust that you will give the above your consideration."

Solar Issues Catalog

The Solar Mfg. Corp., New York City, has issued an attractive forty-four page catalog listing in complete detail the full line of condensers, including electrolytic, paper and mica types, which are manufactured and marketed by it. The catalog is attractively illustrated.

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.

New Arvin Car Radio Receiver Now on Market

Noblitt-Sparks Industries, Inc., Columbus, Ind., recently introduced a new model Arvin automobile radio receiver which is illustrated and described in the New Products section of this issue. This rounds out the company's line with three models covering popular-price ranges.

Extensive advertising and promotional activities are being carried on by Noblitt-Sparks on behalf of the Arvin car radio line. A regular schedule of national magazine advertising has been running in leading publications since June, and continues through the Fall selling season. Arvin dealers are being supplied with complete tie-up material and sales helps, including posters, displays, mailing folders, etc.

Crosley Shows Profit of \$104,911 for Second Quarter

The Crosley Radio Corp., Cincinnati, O., manufacturer of Crosley radios and refrigerators, in its statement for the quarter ended June 30, showed net profit after royalties, taxes, depreciation and other charges of \$104,911, equal to 19 cents a share on 545,800 no-par capital shares, contrasted with a net loss of \$77,698 in the corresponding quarter of 1932. Sales were \$2,338,628, as compared with sales of \$1,221,161.

PHONOGRAPH
ELECTRIC MOTORS
 one and two speeds
SPRING MOTORS
 one and two speeds
TONEARMS
REPRODUCERS
HERMANN THORENS
 S. A.
 STE-CROIX
 SWITZERLAND
 AMERICAN
 BRANCH
 HOUSE
THORENS, Inc.
 450 FOURTH AVENUE
 NEW YORK, N. Y.

With the Jobbers and Dealers

Radio Parts Jobbers Form Association

Walter C. Braun Elected President—
Other Officers Are Rex Munger,
M. W. Berns and Ken Hathaway

Radio parts and accessory distributors from all sections of the country met in Chicago the latter part of last month and formed the National Association of Radio Parts and Accessories Distributors. The meeting was called for



Walter C. Braun

the purpose of formulating a code of fair competition to be submitted to the National Recovery Administration. After the formation of a permanent organization, Walter C. Braun of the Radolek Co., Chicago, was elected president; Rex Munger, Lew Bonn, Inc., St. Paul, vice-president; M. W. Berns, Federated Purchaser, Inc., New York City, treasurer, and K. A. Hathaway, Chicago, secretary.

Distributors of radio parts and accessories are urged to communicate with the officers of the new organization to lend their efforts in working out a suitable code.

New Philco Distributing Organization Announced

The May Radio & Television Corp. has withdrawn from the distribution of Philco radio and Philco products in the New York metropolitan district. The distribution has been taken over by the Philco Radio & Television Corp. of New York, who have engaged almost intact the entire personnel of the May Radio & Television Corp. D. W. May, presi-

Radio Merchant, August, 1933

dent of May Radio & Television Corp., leaves the radio business to engage in another business, according to current reports. Thomas A. Kennally, manager of the Eastern Division of the United States for the Philco Radio & Television Corp. of Philadelphia, will continue to make his divisional headquarters in New York.

The operation of the new Philco distributing corporation will be entirely in the hands of Thomas A. O'Loughlin, former vice-president of the May Radio & Television Corp., who has been appointed general manager of the new company. Arthur P. L'Hommedieu, direct factory representative, remains in charge of the New York branch, as does Edward Rose, his assistant.

Retailer sales in New York and the Bronx remain under the district supervision of H. R. Sheer; Brooklyn and Long Island under S. L. Capell; and New Jersey under E. C. Puller. Walter Grew is remaining as assistant to Mr. O'Loughlin in addition to supervising sales in the special automobile radio department. Harry Disbecker also remains as an attache of the sales department. Thomas Dougherty will continue to supervise the operation of credits.

P. J. Durham Co. Handles the Zenith Auto Radio

The Zenith Radio Corp., Chicago, Ill., announces the appointment of P. J. Durham Co., Inc., 17 West 60th street, New York, as dual distributors in the New York area for the new Zenith Auto Radio.

In commenting on their appointment as Zenith Auto Radio distributors, Mr. Redman, sales manager of Durham Company, expressed the fact that while their appointment is only a few weeks old, they have already discovered a great deal of enthusiasm for the Zenith Auto Radio among dealers in the Greater New York area.

Named Atwater Kent Jobber

Schiller's, Inc., Utica, N. Y., well-known distributor of radio receivers, has been appointed to wholesale the Atwater Kent line of radio products for the Utica-Syracuse territory.

Mr. Schiller recently visited the Atwater Kent factory at Philadelphia and was enthusiastic over prospects.

I. Haviland With Rumsey

The Rumsey Electric Co., Philadelphia, Pa., recently appointed Stewart-Warner radio distributor, has announced that I. Haviland, formerly with the Stewart-Warner organization, has joined the Rumsey sales staff.

George Stackman Enters Coast Jobbing Business

George W. Stackman has resigned as radio sales manager at the United American Bosch Corp. to join the Waterhouse, Lester, Scovel Co., of San Francisco.

With G. H. Scovel, Mr. Stackman joins in the ownership of one of the oldest jobbing houses on the coast, dating eighty-two years and operating throughout central and northern California, southern Oregon and western Nevada. Both are well known up and down the Pacific territory in the automotive, heavy hardware and specialty trades.

Over twenty years in various divisions of the American Bosch organization, of which five years were spent as manager of that corporation's Pacific Coast branch, is a fitting contribution toward the new policies and activities of this old and firmly established jobbing house with its organization of twenty-five field men.

One of the new plans is the establishment of a new specialty division encompassing refrigerators, radio and other associated products.

Mr. Stackman plans to drive to the coast as a means of visiting a number of manufacturers whose lines are now represented by the Waterhouse, Lester, Scovel Co.

Lewis & Carnell Co. Is New Philadelphia Jobber

Max J. Lewis, prominent in radio distributing circles for the past decade, has formed the Lewis & Carnell Co., radio, refrigerator and electrical appliance distributor, with headquarters at 45-47 North Seventh street, Philadelphia, Pa.

Mr. Lewis is sales manager of the new organization and he is enthusiastic over the possibilities for radio and electrical merchandise in the immediate future. Mr. Lewis states that the new set-up is an attractive one and he confidently expects to "make history in the distribution of radio and its allied lines in the Philadelphia territory. Among the products being distributed by the Lewis & Carnell Co. are Cunningham tubes.

Majestic Distributor Launches Sales Contest

The Ignition Service & Supply Co., Albany, N. Y., Majestic distributor, recently launched a sales campaign whereby Majestic dealers in the territory covered by his firm, of which Henry Zehner is president, have a chance to win a trip to Chicago.

Divisions of Music Industry Busy on NRA Codes

The various divisions of the music industries are lending their full support to the President's Industrial Recovery Program and there have been numerous meetings held in New York and elsewhere during the past month for the purpose of discussing and drafting codes for the guidance of the trade.

The band instrument manufacturers, the musical merchandise manufacturers and the music publishers have each adopted codes covering their particular divisions and have had them passed on by the authorities in Washington so that they might be put into effect. The National Piano and Music Travelers' Association is included in the code drawn up by the National Council of Traveling Men's Associations, with which it is affiliated.

The piano manufacturing division will be governed by a code drawn up by the executive committee of the National Piano Manufacturers' Association, which has held a number of meetings in New York within the past few weeks for that purpose. A committee headed by Lucien Wulsin, president of the Association, went to Washington on August 15 for the purpose of submitting the draft to the directors of the NRA, and plans called for a general meeting of the piano manufacturing trade in New York during the week of August 21 for the purpose of adopting the code in its revised and accepted form. The code, as drafted, provides a place for the supply division of the trade and there is a likelihood that the organ builders will also place themselves under the same code.

Albert T. Strauch Dies Suddenly of Heart Attack

Albert T. Strauch, formerly active head of Strauch Bros., New York, manufacturers of piano actions, who discontinued business in 1926, died suddenly, recently of a heart attack. During the past few years Mr. Strauch had been operating a retail piano store in Yonkers, N. Y. He was sixty-seven years old and is survived by his widow and two children. At one time Mr. Strauch served as president of the General Society of Mechanics and Tradesmen.

Steinway & Sons Add 175 Men to Company Payroll

In thorough accordance with the spirit of the new National Recovery Act, Steinway & Sons have announced the extension of operations in all their great factories in Long Island City, New York, which has meant the immediate addition of 175 men to the company's payroll.

It is believed that the stimulating effects of the Recovery Act in putting more people back to work and thereby increasing the spending power of the country will result in a sufficient increase in piano sales to warrant the patriotic move of Steinway & Sons.

Guild of Banjoists, Mandolinists and Guitarists Meet

At the annual convention of the American Guild of Banjoists, Mandolinists and Guitarists, held at the Hotel LaSalle, Chicago, last month, seventeen orchestras, comprising over 300 players of fretted instruments, took part in the annual prize contest which is a regular feature of the Guild convention. The honors this year were carried off by the Gould Banjo Band of Minneapolis.

The officers of the Guild elected for the coming year were: Don Santos, Rochester, N. Y., president; Albert Bellson, St. Paul, Minn., vice-president, and James H. Johnstone, Kalamazoo, Mich., secretary and treasurer. A number of prominent manufacturers of fretted instruments had exhibits at the convention hotel.

E. L. Atherton Dead

E. L. Atherton, for many years associated with the Amphion Co., Syracuse, N. Y., and later connected with the Chase-Hackley Co., Muskegon, Mich., and with other Western concerns, died in Chicago last month after a brief illness.

Ernest Leins Dead

Ernest Leins, founder and president of the E. Leins Piano Co., New York, died of heart disease last month in his seventy-fifth year.

Walter C. Hepperla Now With James & Holmstrom

Walter C. Hepperla, for a number of years president of the Premier Grand Piano Corp. and more recently with the Everett Piano Co. as Eastern representative, has become affiliated with the James & Holmstrom Piano Co., Inc., as general manager of that division of the company specializing in the manufacture of small grand pianos.

The company has a modern and well-equipped plant in Leominster, Mass., and has been making good pianos for the past seventy-three years. The actual production of the small grands will be under the supervision of Louis C. Kauling, active superintendent of the Premier Co. for ten years and before that with the Brambach Piano Co. Mr. Hepperla will direct the marketing and distributing of the product from wholesale headquarters at 14 East 39th street, New York.

Ohio Music Merchants to Meet in September

The annual convention of the Music Merchants' Association of Ohio, of which Carl Summers, of Jackson, O., is president, and Clark F. Gross, of Springfield, secretary, will hold its annual convention in Portsmouth, O., on September 11 and 12. An interesting program has been prepared for the occasion and several musical instrument manufacturers have arranged for exhibits.

RCA Victor Issues "What We Hear in Music"

The RCA Victor Co., Camden, N. J., has announced that the ninth revised edition of the book "What We Hear in Music" is now off the press. This well-known book, which features 1,228 Victor records as illustrative material, has throughout its previous eight editions become a standard reference on music and music appreciation.

R. N. Watkin Honored

Robert N. Watkin, manager of the Will A. Watkin Co., Dallas, Texas, and a former president of the National Association of Music Merchants, is now serving as a director of the Dallas Retail Merchants' Association, of which he has been a member for twenty years.

The DIACOUSTIC SOUNDING POST

This exclusive method of Sounding board construction gives the small grand piano a finer quality and a greater volume of tone.

WURLITZER

SOLE AMERICAN LICENSEE for this IMPROVED METHOD OF CONSTRUCTION

COMPLETE INFORMATION ON REQUEST

WURLITZER GRAND PIANO COMPANY - DEKALB ILLINOIS

TO PIANO MAKERS, DEALERS AND TUNERS

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

Recovering tops with grained Ivorine\$5.00 set
Rebrush entire set 3.00 set
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Broken keys carefully repaired.

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The SHELVADOR

U. S. PATENT 1898922



An Electric Refrigerator with Shelves in the door for eggs, butter, bacon, and other small articles

\$89⁵⁰

DELIVERED
INSTALLED
ONE YEAR
FREE
SERVICE

An exclusive patented feature found only in the New

CROSLY
Electric
REFRIGERATOR

Just open the door . . . and THERE it is! Here in a nutshell you have the newest and most important improvement in refrigerator cabinet design since the invention of the ice box. Now . . . no more reaching . . . no more searching for the little things

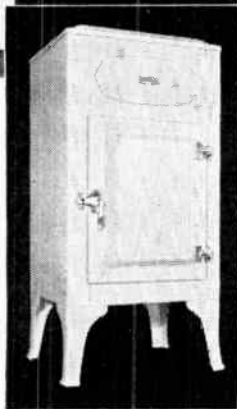
that, in ordinary refrigerators, are so hard to find! No more disarranging of everything . . . no more sleeves dragged through butter . . . no more foods leaking through the shelves. Think of the time saved . . . think of the increased "usable" capacity of the New Crosley Electric Refrigerators with Shelvador. Shelvador actually gives the Crosley Electric Refrigerators greater capacity than their ratings indicate by increasing their "usable" capacity. Try to put everything that goes into Shelvador on the shelves of an ordinary refrigerator, and you'll be amazed. An orange takes as much "shelf room" in the ordinary refrigerator as a bottle of milk. In the Shelvador it takes only the space of an orange.

Only Crosley Electric Refrigerators can use the Shelvador, for it is an exclusive patented Crosley feature. For anyone to buy a refrigerator without Shelvador is to deny himself a great convenience and time saver as well as to buy something already outdated. When people see it they quickly realize that they ought to replace their present refrigerator.

The added convenience of Shelvador costs nothing. Even if the New Crosley Electric Refrigerators did not have this feature, they would still be the world's outstanding refrigerator values at the new low prices. With Shelvador, Crosley Electric Refrigerators go so far beyond ordinary values that there is nothing with which to compare them. They are famous for trouble-free operation, quietness and convenience.

Three sizes to meet every home requirement . . . each size with more "usable" space because of Shelvador. And remember . . . insulation is not sacrificed in the Shelvador . . . the exterior of the door is extended to permit the use of a standard thickness of insulation.

See your Crosley distributor. Examine the Shelvador. Instantly you will see its advantages. Instantly you will realize why the New Crosley Electric Refrigerators are sweeping competition before them.



Model D-35
(Illustrated above)

3½ cubic feet NET capacity; 8 square feet of shelf space. (N. E. M. A. rating.) Has two ice trays, each tray with a capacity of 21 ice cubes—42 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Dimensions: 50½" high, 23½" wide, 24" deep.

Model D-45
(Not illustrated)

4½ cubic feet NET capacity; 10.6 square feet of shelf space. (N. E. M. A. rating.) Has three ice trays, each tray with a capacity of 21 ice cubes—63 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Dimensions: 56½" high, 25½" wide, 24" deep.

\$99.50

Model D-60
(Not illustrated)

6 cubic feet; NET capacity; 11.5 square feet of shelf space. (N. E. M. A. rating.) Has three standard size ice trays, each tray with a capacity of 21 ice cubes—63 cubes in all, and one double depth tray, which is very desirable for freezing desserts. 3½ inches of insulation at top, sides, bottom and door. Dimensions: 57½" high, 26½" wide, 25½" deep.

\$130.00

Remember the inside of the Shelvador is recessed to provide for the shelves. The exterior of the door is bulged outward actually improving the appearance of the refrigerator and providing space for even more insulation than in ordinary doors.

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

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher
The Crosley Radio Corporation - Cincinnati
POWEL CROSLY, Jr., President. Home of "The Nation's Station"—WLW

CROSLY *Electric* **REFRIGERATOR**
WITH SHELVADOR

U. S. PATENT 1898922

BALBO GETS EMERSON RADIO

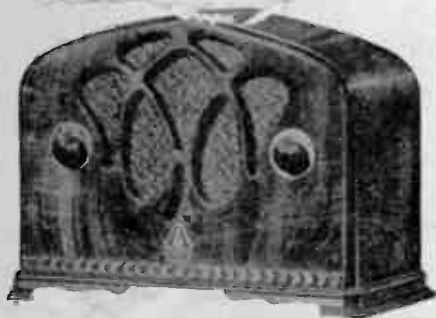
TWO KINGS OF THE AIR MEET!



General Italo Balbo receiving an EMERSON® RADIO from Peter Cuce and Ralph B. Austrian, General Sales Manager of the Emerson Radio and Phonograph Corporation.



I'm only a Little Radio . . .
but I got a Big Reception!



Emerson Model AW-250 \$25
Other Emerson Universal Compact
Models \$17.95 to
\$32.50 List

You can hardly blame me for being puffed up a bit! For General Balbo has taken me back to Italy with him. I, the little wonder of the air waves, was delighted to meet General Balbo, the Big man of the Air. After all, we have a lot in common. Balbo's genius synchronized the movements of a vast fleet of airships, clear across the waves of the Great Atlantic. Emerson's genius, expressed in me, the Emerson Radio, synchronizes all the wavelengths, short and long, and produces for you the greatest music, the most important news, of all the world. And so, General Balbo, I salute you as a comrade, as a colleague. I thank you for the Big Reception you gave this Little Radio . . . and hope you enjoy me, as so many millions of Americans do!

Emerson

"The Handful of Radio that Plays Anywhere"

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