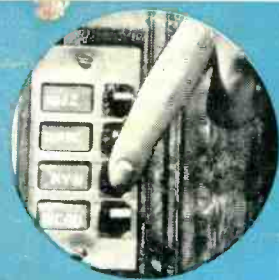


JULY, 1937

# RADIO RETAILING

MCRAW-HILL PUBLISHING COMPANY, INC.

25 CENTS PER COPY



## PUSH A BUTTON

# -THERE'S YOUR STATION!

*There's a selling phrase that's going to mean more money for you  
—because it tells the story of RCA Victor*



## ELECTRIC TUNING!

*The first truly automatic tuning*

Push a button—there's your station...already this phrase is becoming famous from coast to coast. For every week, millions and millions of people are reading it in magazines, in newspapers—hearing it over the air. And every time the phrase is used it means RCA Victor Electric Tuning.

That's why it will pay you to feature it. Display it prominently in your window. Spotlight RCA Victor Electric Tuning models in the center of your floor. Talk about Electric Tuning to everyone who comes into your

store. It will prove a tremendous help in making more sales—more profits.

In addition to Electric Tuning RCA Victor also has incorporated 54 other great features in the 1938 line. They, too, will help you sell. Really "go to town" with this magnificent line. The merchandise is right, the prices are right, the advertising and sales promotion efforts are right. Get ready now to march along with RCA Victor to a Victory Year. Stock as many RCA Victor models as you can!

*RCA presents the "Magic Key" every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network*

RCA Victor Electric Tuning Model 811K, New Sonic-Arc Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes and many other fine features. . . List, \$150\*

*\*(f.o.b. Camden, N. J., subject to change without notice)*

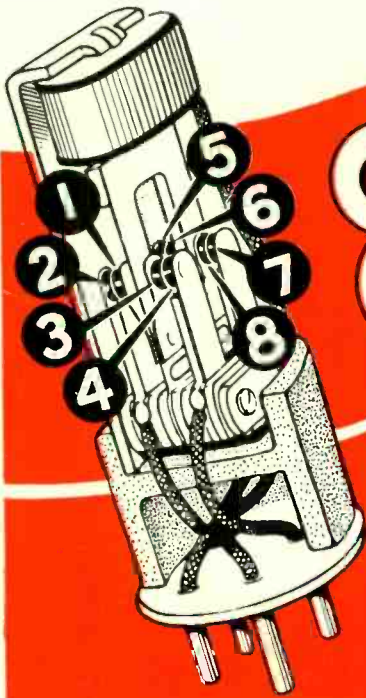
Trademarks "Magic Brain," "Magic Eye," "Magic Voice,"  
Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.



# RCA Victor

RCA Mfg. Co., Inc., Camden, N. J. • A Service of the Radio Corp. of America

# COUNT THEM



**8 CONTACTS**  
... mean longer life for  
**MALLORY VIBRATORS!**

**8 CONTACTS** ... yet  
**MALLORY VIBRATORS**  
cost no more!

**8 CONTACTS** ... no wonder  
more than 3 million  
**MALLORY VIBRATORS**  
are now in use!



**..COUNT ON** **MALLORY**  
P.R. MALLORY & CO., Inc.

**Replacement Vibrators**  
for more efficient, more dependable servicing!

Servicing is never a question for the man who depends on Mallory (8 contact) Replacement Vibrators. Why? Because they create new standards of vibrator practice. They save time, inventory — stock investment. They are dependable in service, easy to install — and cost no more than ordinary products!

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**MALLORY**  
REPLACEMENT  
CONDENSERS... VIBRATORS

P. R. MALLORY & CO., Inc.  
INDIANAPOLIS INDIANA  
Cable Address — PELMALLO

Use  
**YAXLEY**  
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# RADIO RETAILING

JULY, 1937

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RADIO MONTH.....	By O. Fred. Rost	7
DISPLAY — MANAGEMENT — ADVERTISING — SELLING.....		11
FIGURES .....		15
HOW PEOPLE BEHAVE AROUND RADIOS.....	By Tom Blackburn	16
PLASTICS: ALL ABOUT THEM.....	By Frank H. Johnson	18
MEN YOU KNOW.....		21
SET PRICES AND SPECIFICATIONS.....	(Continued from June issue)	26
JULY NEWS .....		33
SPOTLIGHTED: PARTS RETURN RACKET.....	By Victor Mucher	43
PREVIEW OF NEW PRODUCTS.....		44
REPRESENTATIVES, REGISTER.....		53
CIRCUITS .....		55
SOUND .....		56
SMALL OSCILLOGRAPH DESIGNS .....		59
SHOP SHORTCUTS.....		63
TRICKS OF THE TRADE.....		67
LETTERS .....		72.

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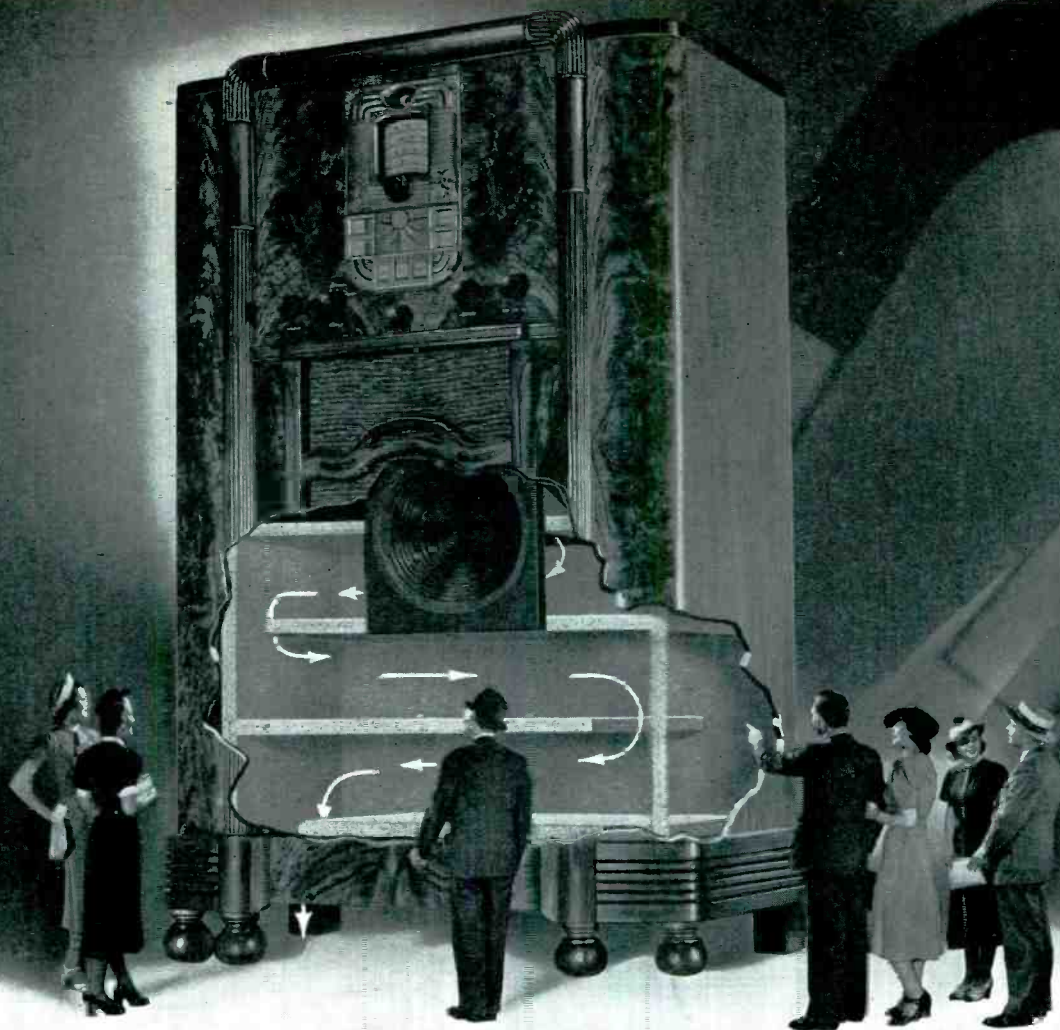
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**SALES STATIC . . .** IT COULDN'T BE THAT BLEEDING RESISTOR. I PUT IT IN MYSELF.

Submitted by Jim Kirk





# LABYRINTH RADIO

**THE GREATEST SALES MAGNET IN RADIO**

Stromberg-Carlson's new line carries 16 *Labyrinth Models*—in a wide range of styles and prices.

11 *Standard Models*—including the most advanced types of radio-phonographs.

9 *Table Models*—each of great beauty and with tone quality never before known in table radios.

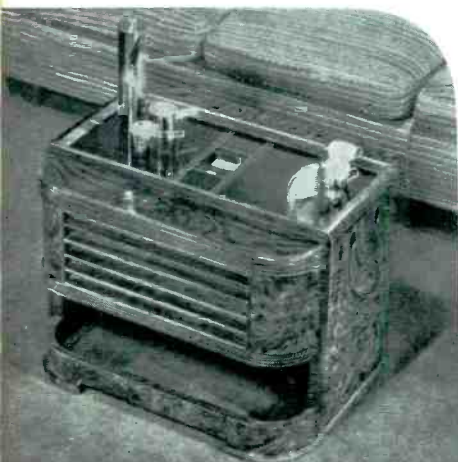
In this spectacular new line there is an easy selling, aggressively competitive model in every field and in every price class. There are cabinets that are conservative in design and cabinets that break away from all the old trends. There are new features galore.

Dealers and distributors everywhere who have seen it, are pronouncing it the greatest line in Radio!

Stromberg-Carlson radios range in price from \$57.50 to \$1050. Models with the exclusive Stromberg-Carlson Labyrinth from \$139.50. Antenna Kit \$7.00. (All prices slightly higher in Southeastern States and West of the Mississippi.)

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

**THE *Furniture* MODELS THAT ARE STARTLING THE INDUSTRY!**



No. 231-F Coffee Table



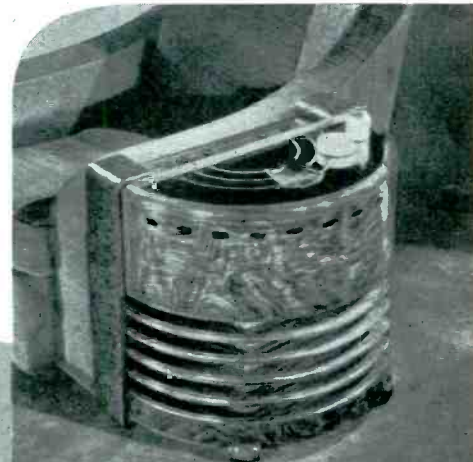
No. 230-S  
Drop-Door Console



No. 231-R  
Half-Round Console

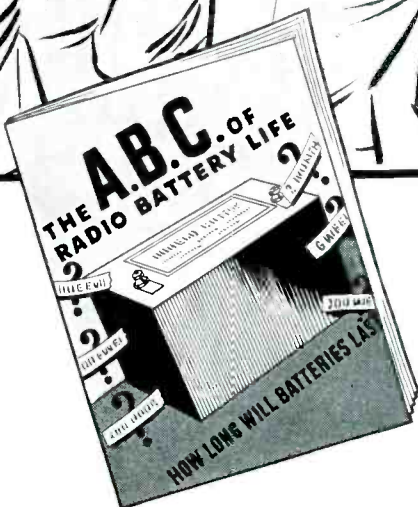
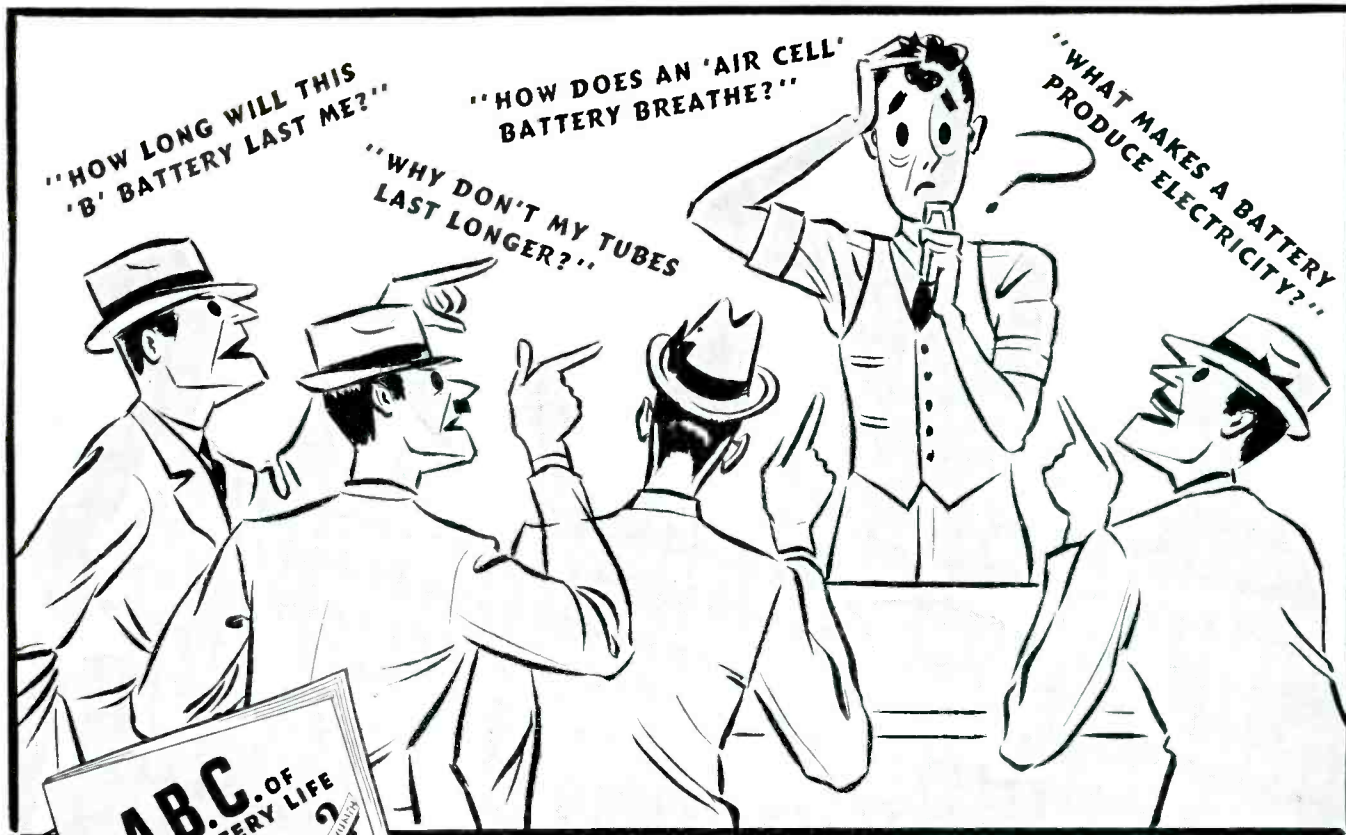


No. 240-W  
Mahogany Desk



No. 231-R End Table

*There is nothing finer than a*  
**Stromberg-Carlson**



## HERE'S A BOOK WITH ALL THE ANSWERS!

Answers all your customers' questions about batteries. 24 big pages—printed in color—completely illustrated

Every radio dealer should have a copy of this new book. It answers simply and accurately—the many questions about batteries and battery life that your customers are always asking. With it on the counter you can tell them in a minute just what they want to know . . . and show them the proof of your statements. This isn't just advertising matter. It covers the field. Each subject is completely illustrated with charts, cut-away sections of batteries, and hook-ups. You *need* a book like this . . . and if you're a legitimate dealer in radio supplies this one is *yours*—FREE! Just send us the coupon at the bottom of this page and we'll get your book off to you by return mail.

**—AND IT'S FREE!**

Send this coupon for your free copy of this valuable book.



### NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y. • Branches: Chicago, San Francisco

Unit of Union Carbide  and Carbon Corporation

The words "Air Cell" are a trade-mark of National Carbon Company, Inc.

NATIONAL CARBON COMPANY, INC., P. O. Box No. 600, Grand Central Station, New York, N. Y.

Please send me a free copy of the new illustrated book, "The A B C of Radio Battery Life."

Name \_\_\_\_\_

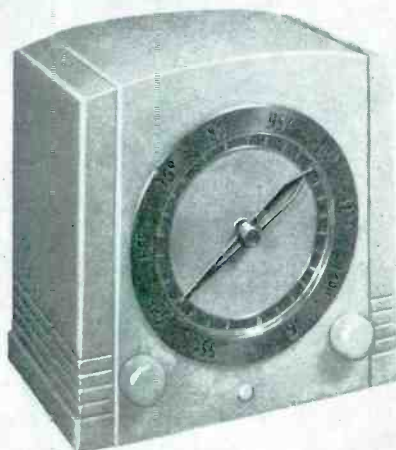
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R.R. 5

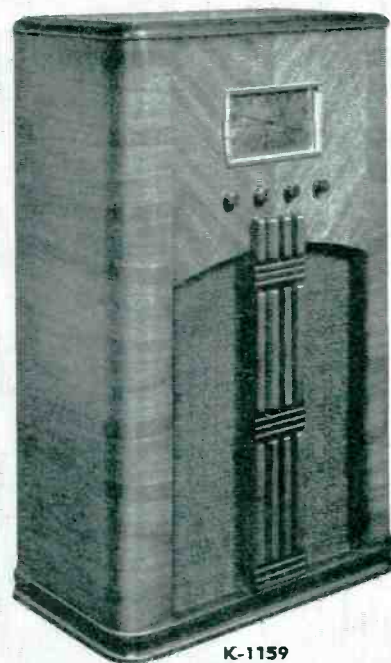
# KADETTE



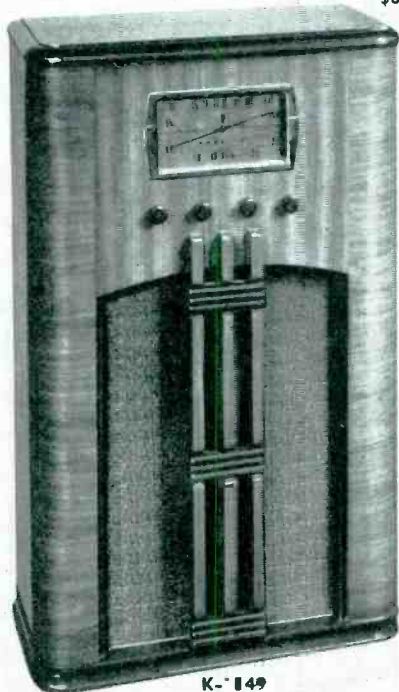
**K-739**  
7-Tube AC-All Wave  
Superheterodyne  
With Visagraph  
Pre-logged Dial  
**\$39.95**



**"CLOCKETTE"**  
6-Tube AC-DC Superheterodyne  
**\$29.50**  
Model No. 25—Alabaster  
Model No. 26—Red Marble  
Model No. 27—Green Marble  
Model No. 28—Blue Crystalin



**K-1159**  
11-Tube AC Superheterodyne  
Beautiful "V" Matched  
Walnut Veneers  
Broadcast, Police and  
Foreign Ranges  
**\$59.95**



**K-149**  
11-Tube AC Superheterodyne  
Tunes Broadcast, Police  
and Foreign Ranges  
**\$49.95**



**K-150**  
AC-DC 5-Tube  
Superheterodyne  
Walnut Bakelite  
**\$22.50**  
(also available in Ivory)



**40 Jewel**  
AC-DC  
Brown Bakelite **\$10.00**  
(Models No. 41 in Walnut,  
No. 43 in Ivory, No. 44 in Red  
With Dynamic Speaker **\$13.50**)



**K-634**  
6-Tube  
AC Superheterodyne  
American and Foreign  
Broadcast  
**\$34.95**



**K-1129**  
11-Tube AC Superheterodyne  
Broadcast, Police and  
Foreign Ranges  
**\$29.95**

# ***THE LINE OF KNOCKOUT VALUES!***

## *It's a Gold Mine for Dealers*

The "hottest" line you've ever seen—a landslide of orders proves it. Stamping competition with **FOUR** lead values!

MODEL K-1019  
10-Tubes  
AC Superheterodyne  
\$19.95 list

MODEL K-1129  
11-Tubes  
AC Superheterodyne  
\$29.95 list

**AND  
BEAUTIFUL  
MASSIVE  
CONSOLES**

MODEL K-1149  
11-Tubes  
AC Superheterodyne  
\$49.95 list

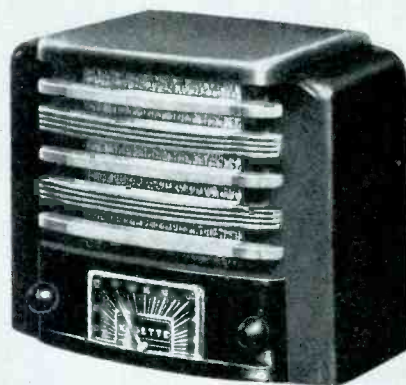
MODEL K-1159  
11-Tubes  
AC Superheterodyne  
\$59.95 list

The proposition to dealers is as "hot" as the line itself. Promotion material includes everything to help the dealer bring 'em in. Emphatically the line no dealer can afford to compete against! A knock-out for competition—a gold mine for dealers! Phone or see your distributor for illustrated catalog and prices or write or wire us—**TODAY.**

**KADETTE DIVISION, INTERNATIONAL RADIO CORPORATION**  
539 Williams Street, Ann Arbor, Michigan

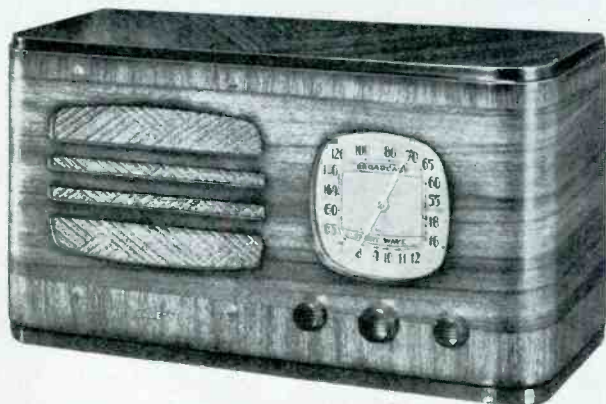


**K-617**  
6-Tube AC-DC  
Superheterodyne  
Standard Broadcast  
and All Police  
\$17.95



**"CLASSIC"**  
6-Tube AC Superheterodyne  
\$29.50

Model K-10 Ivory and Blue  
K-11 Ivory and Yellow  
K-12 Ivory and Green  
K-13 Ivory and Rose  
K-14 Brown and Tan  
K-15 Two shades of Green  
K-16 Black and Red



**K-1019**  
10-Tube AC Superheterodyne  
Broadcast, Police and  
Foreign Ranges  
Only \$19.95  
(With Tubes)



**649-X**  
Equafonic—Popular  
Chairside Model  
with Cocktail Compartment  
and Removable Rack.  
Standard and Foreign Broadcast  
\$55.00

THE LINE WITH

*Stay Sold Performance*  
IN EVERY PRICE RANGE



FEATURING

**FLASH-O-MATIC**  
*Tuning*

**Fada Presents the Greatest and Most Complete Line In Its History**

**COLORADIO**

America's most distinctive compacts. New Low Prices! Finer Performance! Featured in 8 beautiful color combinations including Chromium or Gold metal trimmings.

**COMPACTS**

Eye appealing designs! The finest performing compact line in radio. Made from choicest woods and represent greater value than ever.

**CONSOLES**

The new Fada consoles are a revelation in design and construction. Featured with and without Flash-o-matic Tuning. Extra large Hi-Flux Dynamic Speakers. Real "Round-the-World" performance.

**PHONO-RADIO**

Without a doubt the most beautiful cabinets ever designed for Phono-radio combinations. Their exceptionally low prices place them in "Must" class.

**PORTABLES**

New smartly designed Portables that meet every buying demand. Includes portable Phono-Radio combinations that will be "Best Sellers" in 1938.

**FARM RADIOS**

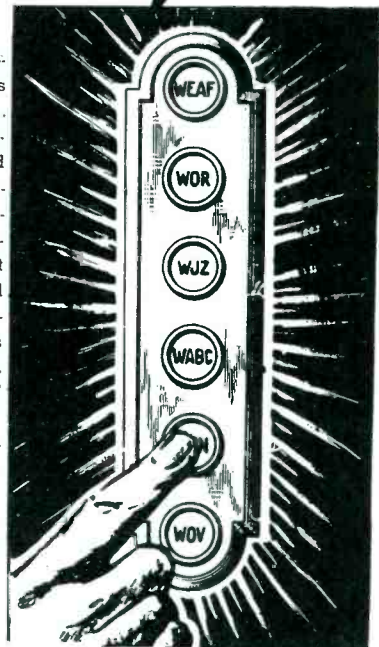
Featured in 2 volt and 6 volt models . . . including "Coloradio" and magnificent compacts and consoles of choice woods. Lower prices . . . more economical operation add to their buying appeal.

The new Fada Radio line for 1938 offers the dealer unprecedented profit possibilities. Their exceptional performance . . . their amazing low prices . . . their advanced styling are without equal in the entire radio industry. Fada radios have long been famous for trouble-free performance but this year they attain a new standard of excellence . . . "Stay Sold Performance" in every price range . . . the kind of performance that keeps every set sold . . . builds extra sales and protects the dealer's profit. This year more than ever the order of the day is

**BUY FADA!**



The new Fada Flash-o-matic Tuning device is completely automatic . . . tunes in the desired station instantaneously and accurately. Flash-o-matic Tuning as designed by Fada is featured in two different series but are identical in operation. The Flash-o-matic "6" features choice of 6 stations . . . the Flash-o-matic "10" features choice of 10. The simplicity and accuracy of the new Fada Flash-o-matic Tuning device will aid in making extra sales in the higher priced brackets.



And the New Fada  
**GLO-DIAL**

The new Fada Glo-Dial is the most attractive dial ever designed for a radio cabinet. Featured in Gold or Silver, to match the motif of the cabinet they make a striking appearance when illuminated. Clearly calibrated for easy tuning.



Write for complete details about the new Fada Radio line for 1938 . . . New liberal co-operative advertising plan . . . New merchandising features . . . New Displays . . . New window streamers . . . everything the dealer needs to make 1938 a banner year. Write your jobber or direct.

**FADA RADIO & ELECTRIC COMPANY**  
Long Island City, N. Y.



July  
1937

# The RADIO MONTH

---

**Spotlights** Company sales Conventions have been the order of the day. We attended most of them, talked with sales managers, distributors and dealers who had gathered from all four corners of the compass. Two impressions gained force as the cycle of conventions converged toward its close. Number One: Dramatically demonstrated at each convention was the fact that new models have forced obsolescence more definitely and drastically than at any time in ten years. Number Two: Spectacular increases in sales quotas scared very few distributors or dealers. Some even increased their dished-up "convention" orders voluntarily. Hard-boiled traders don't ever buy more than they have to to hold their franchise, unless they know that the public is going to buy. Obviously there is big business ahead.

**Not Mere Conversation** The totals which some distributors proudly paraded as representing the size of their convention order may have sounded like freight car numbers to the uninitiated but they were actually correct. Among the big operators orders running into five and even six figures were not uncommon. And it needed such big buyers to pile up the sales totals which manufacturers reported after their show was over.

**Evidence** For instance, one of the big makers booked 27 per cent more business for immediate shipment than at last year's showing; another not only found distributors quite content to sign up for greatly increased quotas but some increased their takings by 20 to 50 per cent, just to make sure they would have sets when the big push starts. A third of the big boys modestly reports \$12 millions in show orders compared to \$4 millions last year and a fourth pocketed \$2.2 millions worth of business from Eastern buyers alone. Most of the manufac-

turers, however, don't publish their takings.

**Wooden Ware** Badge-bedecked members of the Order of Modern Woodmen of America had been holding forth at the Stevens Hotel when the radio clan invaded that hostelry. There were two or three radio men on the way down from the 25th floor when a pair of badge-wearing woodmen entered the elevator. The curiosity of a lady present got the better of her and she asked coyly, "What do you modern woodmen do anyway?" One of them tried to explain. "Oh," cackled the lady, "you are those people who exterminate termites,"—and then the woodmen wished for an axe.

**Peace in the Air** The quarrel about broadcasting of news, which has kept Transradio, NBC and CBS at loggerheads and a second action between Transradio and several recognized news agencies has been settled without benefit of judicial decision. The settlement gives Transradio network privileges equal to those of United Press and International News Service and everybody is said to be happy.

**Thumbs Up** From Atlanta, Ga., comes an amusing news dispatch. Mayor Trammell Scott was driving toward the country when a hitch hiker's thumb prompted him to stop. When the mayor opened the door the h-h made no move to get in but scrutinized the instrument board of the car. "Got no radio?" he asked. "No," replied the mayor. "Go ahead," said the h-h, "I'll wait until I get a car that has one."

**Now It's 41** Fair trade marches on with Connecticut, Florida, Massachusetts and Michigan governors having signed such laws the total now stands at 41. (See May *Radio Retailing* for full particulars.) Then the Missouri, New

Hampshire and Texas legislatures have such bills under consideration and the Pennsylvania lawmakers have passed a bill which taboos selling at less than cost. Where radio makers and distributors take advantage of those laws, it's sure to be hard sledding for the cut-price pirates.

**Raid on Radio Racketeers** Twenty-one radio racketeers and some of their employees were arrested in New York, June 29th, for faking cheap sets with counterfeit labels and selling them as products of nationally known manufacturers. A big batch of bootleg sets and labels were confiscated and the racketeers are facing serious charges and penalties. Similar situations exist in other large cities and dealers are urged to cooperate in concerted action to stop those rackets, or if in doubt on what to do, write *Radio Retailing*.

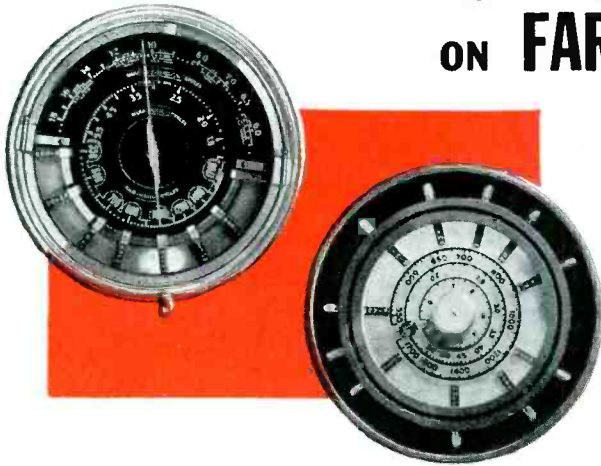
**Pianos With Tubes** Rumor has it that several piano makers are going to exhibit types using amplifiers and speakers at the Music Merchants Convention, July 26 in New York. On the one hand we hear that such design makes it possible to obtain the tone and volume of an expensive piano in a popular priced job and on the other that experimental models have quality peculiarly their own and may, perhaps, be even more expensive than conventional pianos to make. There are, thus, two distinct schools of thought, one envisioning amplified pianos that sound like pianos but can be manufactured cheaper, the other thinking in terms of new instruments resembling pianos but having their own distinct characteristics which might possibly command even higher prices. Until the Exhibit opens no one can predict just which way the cat will jump.



EDITOR

# Sentinel

## Automatic Tuning ON FARM AND AC RADIO



Two exclusive new Sentinel Automatic Tuning Dials—sensationally different, simpler to operate and more efficient. Once again, Sentinel shows the way with Automatic Tuning on Farm Radio and a unique AC Automatic Tuning Dial beyond comparison with anything you've seen before. It's an absolute knockout, with a real sales punch that means profits for you. And, best of all, Sentinel Automatic Tuning Dials are adjusted by your customer himself, in a few minutes, *from the front of the dial, no service man required*, thereby cutting down your sales and service costs! Feature the Sentinel Automatic Tuning Model this year, and watch your sales and profits jump!

### ANOTHER SENSATIONAL Sentinel FARM RADIO LINE



Get on the Sentinel Band Wagon—go to town this year with Sentinel's greatest Farm Radio Line. There's a real market for Sentinel Farm Radio, established by 10 years of pioneering in the Farm Radio Field.



Again Sentinel demonstrates the leadership that has made it the "Number One" Farm Radio Line of America. This year the Sentinel Line is more outstanding than ever before! It's complete, with 2 Volt, 6 Volt, 32 Volt and Combination 6 and 110 Volt AC Models in every price bracket, and all sensibly priced, too! Exclusive features galore—with RAD-O-FONE, Automatic Tuning, Low Battery Drain, and a dozen others—the least of which will enable you to outsell all competition!

Sell the Farm Radio that the farmer knows and respects—that's built by Sentinel, the Pioneer of Farm Radio—that's nationally advertised to the farmer—and planned to make you a real profit on every sale! Mail the coupon today for full details.

*from \$24.95 to \$89.95*

# Sentinel RADIO CORPORATION

# THE DOUBLE-PURPOSE RADIO with RAD-O-FONE

SENTINEL RADIO *plus* EXTENSION SPEAKER *plus* PRIVATE TELEPHONE SYSTEM

**ALL FOR THE PRICE OF AN ORDINARY RADIO ALONE!**



## SENTINEL SCOOPS THE INDUSTRY

RAD-O-FONE is the outstanding radio development of the year, and opens up an entirely new field of radio utility. Imagine a radio that not only gives you exceptionally fine performance, with every modern feature, and, *in addition*, will act as a two station communication system. That's not all—the second station will act as an extension speaker, reproducing the radio program exactly with splendid tone quality and fidelity.

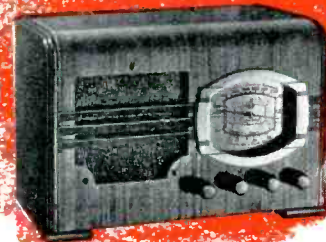
Just take a minute to think of this as a selling feature—imagine the sales and profit possibilities of the sensational new development. There are hundreds of applications for the Sentinel RAD-O-FONE in homes and in business. There's nothing like it available. Send in the coupon *today*, learn all about this exciting new feature and the outstanding Sentinel 1938 Line of Farm and AC Radio.



## A DISTINCTIVE, FAST SELLING Sentinel AC LINE

This year Sentinel offers the dealer a truly outstanding AC Line, with models in every price bracket from \$19.99 to \$99.95—Automatic Tuning, newer and finer performance than ever before, *plus* RAD-O-FONE, the most sensational and outstanding radio development of the year!

You can really "go to town" with the Sentinel AC Line. It's got real sales punch and plenty of new and exclusive selling features that you can get excited about! There's plenty of profit opportunities in this line for any dealer! Mail the coupon today for complete information.



*from \$19.99 to \$99.95*

**MAIL  
THIS  
COUPON**

SENTINEL RADIO CORPORATION, DEPT. RR-7  
2222 Diversey Pkwy., Chicago, Ill.

Please rush me complete details of the outstanding Sentinel 1938 line.

Name.....

Address.....

**Briggs & Stratton 4 cycle gasoline motors are better known on American farms than much of the equipment they drive . . . There are two principal reasons for this. First: Old Father Time has watched their fine performance for over twenty years and has seen them make millions of loyal friends. Secondly: These small motors are widely advertised in publications which farmers read. Twenty-four leading farm papers now carry Briggs & Stratton advertising — a powerful sales force which can be put to work for you . . . The sale of any small gasoline powered equipment is more than half made when your customer sees the famous Briggs & Stratton trademark on the motor . . . All you have to do to capitalize on this remarkable acceptance is to insist that the equipment you sell be powered by  
**Briggs & Stratton.****

**BRIGGS & STRATTON CORP.**  
Milwaukee, Wis., U. S. A.



**DISPLAY....MANAGEMENT....ADVERTISING....SELLING....**



## FISH STORY

BOSTON—To deep-sea diver Art Mercer goes the palm for developing a new and practical use for sound, putting it over with a novel publicity stunt. Dissatisfied with old, one-way telephone systems for under-water communication (divers formerly could hear but not talk back, phones slipped off their ears), Mercer went to Benjamin Werrick of the U. S. Sound Company with his problem. Werrick had engineer Frank J. Nunez build a combination microphone-speaker into the top of Mercer's helmet, connect it to a similar unit and an am-

plifier intended for use on dry-land.

Newspaper syndicates gasped, sent reporters and photographers when diver Mercer descended to the bottom of Calvin Coolidge lake, near Norfolk, guided the lures of prominent anglers into the mouths of trout, caught one with his gloved hands. (See photo.) They responded with more publicity when Mercer later descended in forty feet of water, reported to officials on the surface damage done by termites to the piles of Central Wharf. Bathed in the light of newspaper lineage, sound spe-

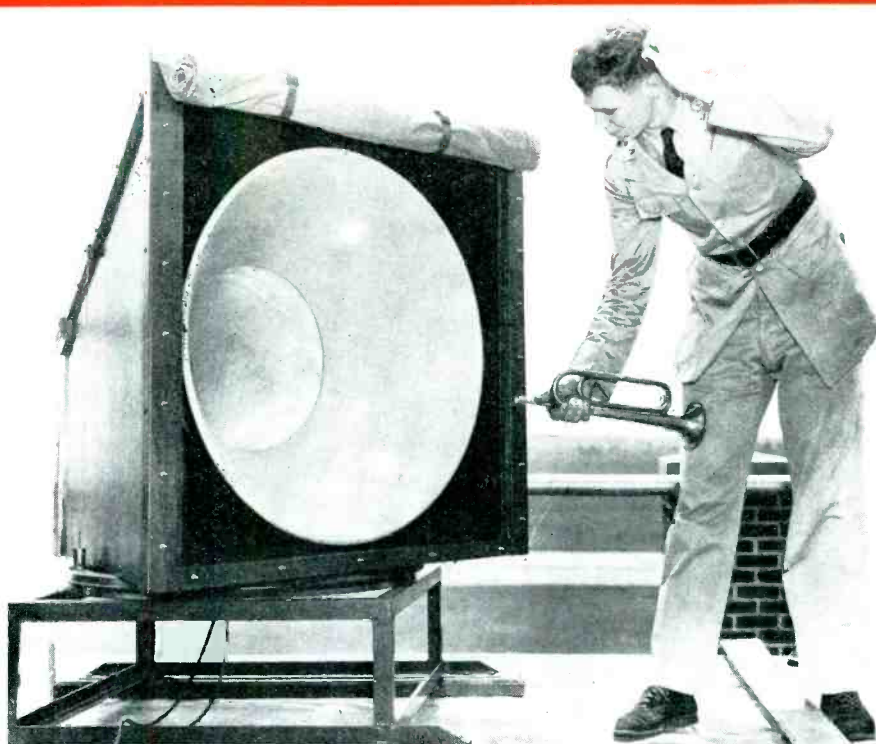
cialist Werrick profited, sold more sound.

To technicians, the following details will be interesting: The mike-speaker in Mercer's helmet was specially treated to resist moisture from condensation of air due to temperature differential, perspiration. The tube lineup consisted of a 30, another 30 and a 19 operating in Class-B to minimize static plate current. All stages were transformer coupled, operated by 135 volts of B-battery. A twisted wire pair capable of sustaining 2,000 lb. served as connecting cable and also as the diver's lifeline. Waterproofing included a sealed steel case for the amplifier, special connector at the helmet.

The surface unit operator pressed a button to talk.



**GRAVY FROM GADGETS** — From Harold S. Rice of the Dayton shop named, simply, "Good Housekeeping", comes this idea. Lamps, covers, seats near a radio set it off, make it easier to sell. So why not put a price on the ensemble, sell the whole works at once?



**MACHINE AGE** — Private Frank Kaufhold of the 2nd Area Airbase at Mitchell Field, N. Y., finds himself displaced by a new mechanical bugle — phonograph record, crystal pickup, amplifier and tower-top speaker.

## Double-Duty for Sound

**SIOUX CITY**—Writes E. A. Underhill of Dressen & Underhill, sound specialist: "In the music conservatory of our local Morningside College there is a fine pipe organ, the quality of which was never appreciated. This was due to the fact that the acoustics in the recital hall were so very poor that the true tone of the organ was never heard. The result of this sad condition was that the organ was used only for practicing.

"The college chapel is located about a block from the conservatory building. It has no organ and the cost of moving the organ, together with the objections to practicing in the chapel, prohibited following this suggestion.

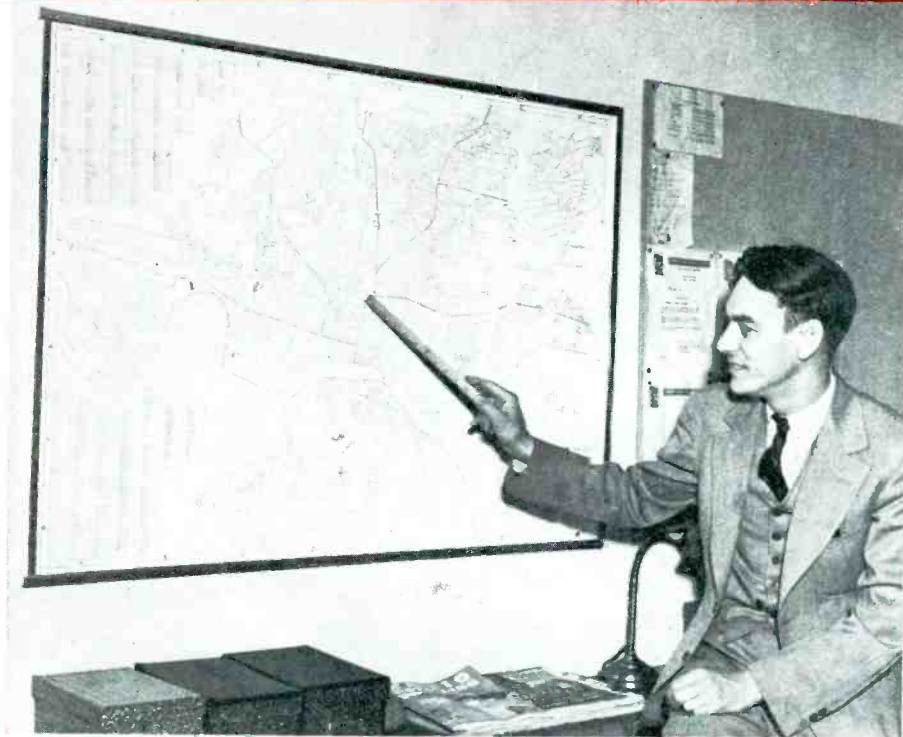
"We sold the faculty on the idea of transmitting the organ music to the chapel by the use of a sound system. The microphone equipment and a pre-amplifier of 75 db. gain was placed in the organ room proper, which is acoustically treated. A 500-ohm line carries the output of the pre-amplifier to a wide-range, 30 watt base amplifier which energizes two giant Jensen high-fidelity speakers built into an infinite baffle. The base amplifiers and speakers are installed on the stage of the auditorium which is used as the chapel.

"The result is that the organ's true quality is heard in the auditorium and is also used for every chapel service. Satisfying recitals are now conducted and there is also the advantage of much greater seating space in the auditorium.

"A small inter-communicating system provides contact between organist and program conductor."



**QUESTION MAN** — Dealer Cooley of Mt. Clemens, Michigan, writes a question and answer column about radio twice weekly for the local paper, pays for it as advertising. Readers are frequently told how to fix minor troubles themselves, bring in sets for major repairs. Copy, no longer "run of the mine," stands out, is a subtle build-up for Cooley's reputation.



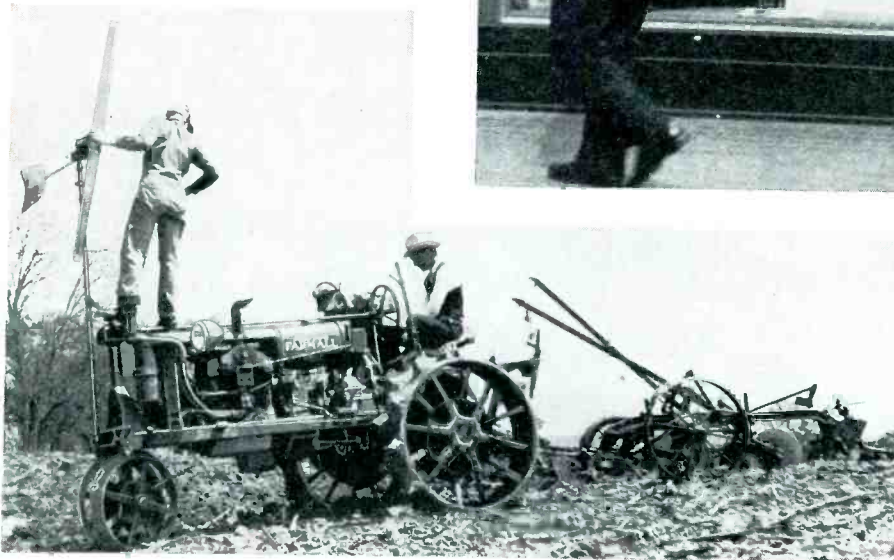
**SALES ROADMAP** — Managing the radio and sound department for Woodruff's, Knoxville, Tennessee hardware store half a century old and considered by a Chicago expert "second best in U. S.," Charlie Jackson has inaugurated a new zoned sales plan. The city is divided into ten zones, a salesman assigned to each one. Men get 10 per cent for personal sales within their own zones, 5 per cent if another man successfully invades it, 8 per cent if the store closes and finds a prospect card on file. A girl has full floor-time, outside salesmen each have a half-day floor-time per week.

**OLD ENGLISH** — When Imhof's, on Oxford Street in old London, took on Sparton refrigerators it quoted Geoffrey Chaucer, who couldn't spell for a window headline. It reads: "Sumer is I cummen in!"

## The Expensive Way

**KENOSHA, WIS.**—When Clinton Grosvenor of the Grosvenor Appliance Company printed sales circulars recently, he figured that the investment was stiff enough to make casual distribution unwise. So he sent out 4,000 handbills by Western Union telegraph boys. Distribution cost was \$60, practically four times what it would have been had he hired regular distributors, but the drive has so far resulted in the sale of 24 console radios and he thinks the extra expense was justified.

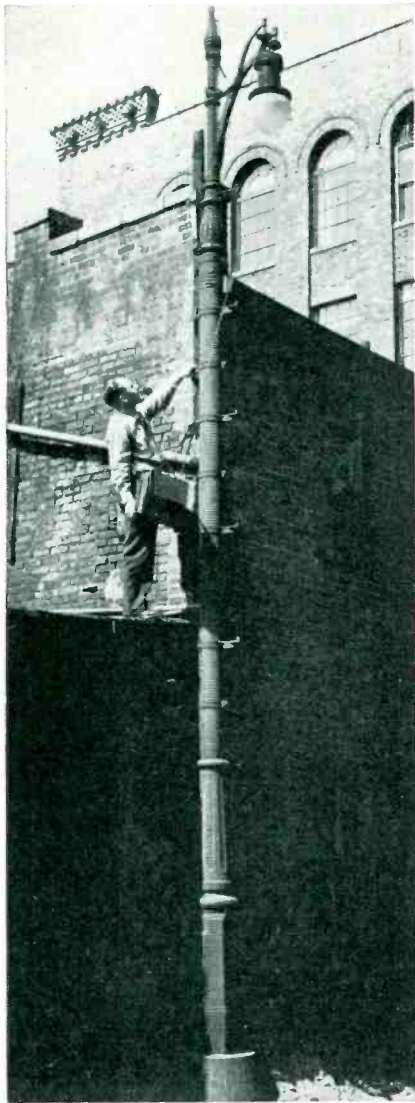
Delivery by telegraph boys brings the housewife to the door, even when she knows full well there is no telegram for her, Grosvenor finds. He plans to repeat the scheme at least twice each year, feeling that the cumulative effect is desirable.



**FARM INGENUITY** — From the house came a Parris-Dunn charger and a heavy-duty radio storage battery, from the family car came an auto radio and the headlights. Thus Russell Price of Hawleyville, Iowa, plowed to music by night when bad weather got him in a time-jam.

**RED, NO FIRE-CHIEF**—This car, painted scarlet, bearing the call letters of a Detroit broadcasting station and its shortwave twin, made William A. Jacoby's nickname a by-word.

**AHA, ME PROUD BEAUTY**—Interference-locator slung over his shoulder, Jake, down a Detroit alley, finds trouble in a street-light.



### Radio Jake, Publicity Genius

DETROIT—Ask the average man-in-the-street here who he knows in the radio business and the answer will probably be "Radio Jake". Now associated with Jones and Polk, William A. Jacoby has secured more personal publicity identifying himself as a radio expert than anyone else in town.

"Jake", husky ex-member of the Army Signal Corps, learned to locate radio interference sources in France. After the war he sought out and eliminated broadcast interference as a private citizen, usually working with local newspapers. A particularly good job on Chicago's elevated railways attracted the attention of the *Detroit News* Editor. Jake was called to Detroit, went to work when the paper (interested in a circulation-building crusade and also improving reception of its broadcast station WWJ) printed coupons offering free interference location service, pulled in 100,000 requests.

Jake mapped out the city's severe noisy areas, spent a year tracing down sources with a portable interference-finder. Where public utilities were responsible, trouble was called to their attention, fixed. Where privately owned equipment radiated, Jake left recommendations for correction, suggested that the actual work be done by reputable radio dealers. The newspaper reported his activities daily.

Most recent major publicity effort was direction of a newspaper-sponsored campaign to collect used receivers and distribute them to shut-ins. This further increased his personal following and when Jake decided to stop "gyp-sying" from town-to-town and newspaper-to-newspaper (schooling for his youngsters was the reason) his present employer thought enough of this following to string a banner announcing Jake's affiliation across the whole store-front. The public, from Detroit's top execs to day-laborers, respond with orders for sets, calls for service and cash with which to buy Junior's shoes.

Jake's publicity now brings business.

**KIDDING KASH KUSTOMERS** — This "ruler," (reproduced actual size) printed on yellow pasteboard, clicked as a publicity stunt for Curtze's, Boulder, Colorado radio store. On the reverse side is a "Table of round numbers for use in fishing and hunting." It reads: 300 yds. = 1 mile; 5 or more = 1 dozen; 22 minutes = 1 hour; 3 fish = 1 string; 5 fish = 1 big string; 7 ounces = 1 pound.

6 inch      1 foot      2 foot      36 inch

**THE SPORTSMAN YARD STICK**  
Especially designed for measuring Boulder county fish and game.  
Compliments of  
**CURTZE'S**  
| ¼yd.      | ½yd.      | ¾yd.



# FIGURES

## RADIO RETAILING'S MONTHLY BUSINESS BAROMETER

### SKYROCKETING RADIO

In May, 1937, broadcast advertisers spent \$5¼ millions, an increase of 33 per cent over the same month 1936. NBC gained 25.5 per cent over 1936 and CBS +5.9 per cent. For the first 5 months of 1937 radio broadcasting drew nearly six million more of the advertisers' dollars than in the same period last year. More advertising dollars for broadcasting means more money for better programs, makes more time with sets in use, more need for repairs and replacements, more demand for new and better sets.

### OPERATING COST

From the Department of Commerce comes a report on Retail Operating Expenses, based on the 1935 census. With 4,296 radio retailers reporting their figures, total operating expenses represented 28.8 per cent of total sales and their payroll was 13.1 per cent of total sales. Another group of 2,318 reported that they were paying out 4.2 per cent

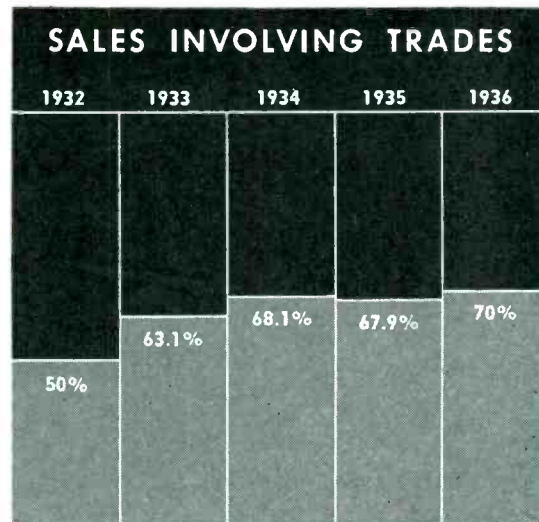
of their total sales to the landlord for rent. Annual sales averaged \$14,000.

### CONVENTION BUSINESS

When the RCA sales convention was over actual orders booked for immediate shipment totaled 27 per cent higher than those taken last year. Zenith reports that its 1937 convention orders topped twelve millions compared to \$4½ millions last year. Philco distributors in many instances boosted their quotas voluntarily as much as 50 per cent. Total Emerson bookings exceeded two million dollars. Other sales conventions produced similarly spectacular results but the competition-conscious officials wouldn't give exact figures.

### PROSPERITY REPORTS

The annual report of Zenith Radio Corporation for the year ending April 30, 1937, shows a net profit of \$1,904,073.63 which is a new all-time record for the company. As we go to press the company reports that total billings since May 1, 1937, are over 50 per cent



Figures from C.B.S. Survey

greater than in the same period last year.

Apex Rotarex Corporation reports that for the first four months of its current fiscal year sales were 34 per cent greater than for the same period of 1936 which had broken all previous records. April 1937 sales were 51.8 per cent ahead of the same month 1936.

### WATCH THE WASHERS

May factory shipment of washers totaled 160,246 units which was 10.64 per cent more than May 1936. For the first 5 months of 1937 shipments totaled 806,255 or 13.49 per cent ahead of last year, says the American Washing Machine Manufacturers Association. The same authority reports shipments of ironers—for the first 5 months of 1937 were 4.05 per cent greater than for the same period of 1936.

### RURAL SALES

Sales of general merchandise in rural areas have been climbing steadily to new record levels as the prospects for good, and in some territories bumper, crops turned into certainty. May rural sales were 11 per cent above May 1936 and the first five months topped last year's total for the same period by 12½ per cent.

### RADIO'S PACEMAKER

Retail sales of new passenger automobiles for the first five months of 1937 were about 13 per cent greater than for the same period of 1936 and 39 per cent above the same 1935 period. If radio retailers can duplicate that performance now and get proportionately higher gains in the last 4 big selling months of the year, they and the whole industry will hang up another sales record.

Region	Passenger Car Sales	Household Refrigerator	Farm Income
NEW ENGLAND	+53	+61	+12
MIDDLE ATLANTIC	+41	+34	+16
EAST NORTH CENTRAL	+27	+59	+26
WEST NORTH CENTRAL	+13	+32	+19
SOUTH ATLANTIC	+33	+37	+30
EAST SOUTH CENTRAL	+9	+20	+82
WEST SOUTH CENTRAL	-7	+12	+37
MOUNTAIN	+9	+14	+32
PACIFIC	+14	+5	+27
UNITED STATES	+24	+35	+28

# How PEOPLE BEHAVE

**S**PEEDING westward one night on the Twentieth Century, a passenger in the club car was attracted by the antics of a fat man. The big fellow was trying to tune a radio. His puffy efforts to stoop over to twirl the dials in a rapidly moving train presented a picture of supreme effort. It so happened that the observer was a radio manufacturer. From this incident was born the inspiration of radio models that can be tuned from a standing position.

While there seems to be no actuarial data, it is a consensus of opinion that the world's population sums up this way:

- 60 per cent have defective vision (only one-fourth of those needing glasses wear them)
- 40 per cent of the grownups are overweight
- 50 per cent have bad memories
- 14 per cent are left handed
- 6 per cent have flat feet
- 25 per cent suffer somewhat from deafness

Other interesting statistics may be jotted down, but when the U. S. Army and Navy in peace times rejects 62 per cent of the young men applying it is self evident that the population—in toto—is not made up of a lot of blooming Apollo Belvederes and Venus de Milos.

Still, they have to have radios. So the shrewd trend of the times is to make sets that fit the man. Obviously, man cannot be made to fit the set.

One of the naturals of 1936 had to do with the way a man coming home from the office at night behaves. Usually he makes a bee line for his overstuffed chair and sinks down with a sigh, to read the newspaper. Now a long-legged man has difficulty getting up out of such a chair. Try it if you are long-legged and see. Jumping up to tune the radio is a darn nuisance. A long-legged set maker's eye to his own comfort started the chair-side set stampede. For his yacht he had a radio custom-made to fit alongside a favorite chair. Lack of space was the primary reason. However, it was so pleasant not to have to get up, that

Today's shrewd trend is to fit the set to the customer's habits, cater to his mania for convenience, remove need for critical adjustments

By Tom Blackburn



**60 PER CENT HAVE POOR SIGHT**—That's one of the reasons why cramped dials like this went out, airplane and strip types achieved instant popularity

he conceived the idea that a million other men like himself would enjoy such a model. So into a year's line of instruments already under way he thrust his brainchild—and it was the outstanding number of them all.

A manufacturer checking human behavior in eighty-five homes learned that brides are not the real buyers of electric refrigerators, no matter what the advertisements say. He could have discovered further, had he been interested, that newlyweds are great buyers of table model radios. He could have gone into those typical two room furnished apartments that

brides and grooms generally take, and seen the yawning bookcases for which the new family has no books. A radio on the shelf helps to fill up things. This situation partially accounts for the growing popularity of horizontal table sets, popularly known as "lay down" models.

### Trick Tuning

Your correspondent greatly doubts that manufacturers were acquainted with the fact that 60 per cent of the population lacks good vision when the large dial was first brought out. It looked smart, that was all. But be-

# AROUND RADIOS



**AGE OF CONVENIENCE**—Youngsters, dancing, like sets that can be tuned without stooping. And overweight youngsters find it even less enjoyable to bend

**PLENTY TO DO**—Mr. Average Man keeps plenty busy watching the road . . . or his girl. So push-button tuning, automatic frequency control, answer definite needs.

cause people were able to see it better, it clicked instantly.

"Housewife's tuning," like housemaid's knee, has been with us for years. When radio manufacturers go calling on friends, it is natural for them to inspect the friend's radio, much as a cracker-packer would peer at the friend's pantry shelves. They want to see what folks are doing. It was a source of amazement to one manufacturer to discover how many radios were playing out of tune.

A psychiatrist would have confided that this was evidence of a poor memory (50 per cent of the population is so afflicted—or do you recollect?). These good wives—and their husbands too, very often—simply did not remember where to turn for certain stations, and lacked mechanical ability to bring them in sharp.

At first the radio makers figured that three dials were too much for the great American 9-year-old intelligence quota. They whittled them down to one knob. Still the cockeyed tuning continued, and families fished as be-

fore for stations on the receiver dial.

So automatic tuning made its bow. Pushbutton and telephone dialing devices now hit each station "on the nose." Automatic frequency control further removes the necessity for critical adjustment.

Such is the story of the helplessness of the average man or woman when confronted with something a trifle more mechanical than a can-opener.

## *On the Road*

In the automobile field, too, adjustment of radio to human measurements has been going on apace. Exuberant engineers first crowded something the size of a watermelon under the cowl. Protests from passengers with big "dogs" finally made themselves heard, and the sets were compacted. Then the voice of the back seat drivers who didn't like music mixed up with the roar of the engine (25 per cent of the population is more or less hard of hearing) rose in a chorus of greeting to the first overhead speakers.

Car radio has had to run the gaunt-

let of reformers of the type who originally wanted automobiles preceded by men carrying red lanterns. A dozen times lawmakers have been asked to shudder when they envisioned a driver dialing in a station while tearing along at 45 miles an hour. Understanding fully as politicians how easily it is to addle the average human being's wits, it is no wonder that they viewed early automobile radio askance.

However, it is now unnecessary for the most jittery driver to take his eyes off the road a single second while twiddling with the radio dial. Push button tuning and automatic frequency control are available in this field too.

The shrewd trend is to fit the set to the customer's habits, cater to his mania for convenience. Today a young man can keep his arm around the girl of his choice and flick in stations as he gazes deep into her orbs—or without taking his eyes off the road, as you prefer. The radio manufacturers are just thinking of everything!

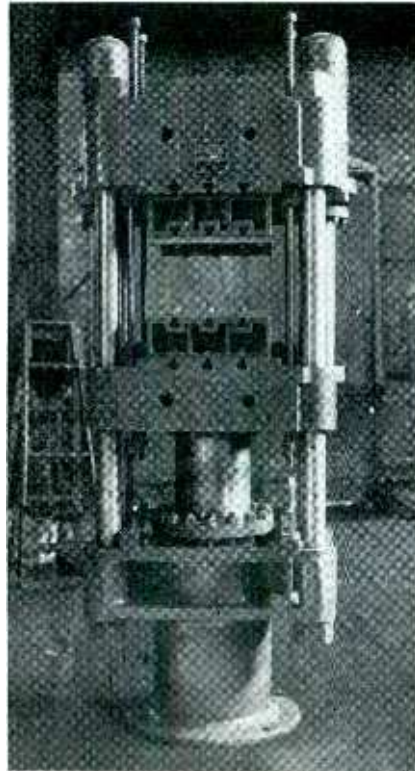
# P L A S T I C S

. . . what you should know about them



**\$1,500 TO \$5,000**—That's what a single set of molds costs the manufacturer. And production pressure frequently demands two molds per plastic model

**ONE BIG SQUEEZE**—Under tons of pressure, this hydraulic machine knocks out a complete cabinet on each downward swoop. The quantity of thermo-setting resin must be carefully measured to suit the die and steam heat applied



cement; they know that it never shrinks or warps; they know that it needs no varnishing or polishing and doesn't spot easily. But they don't know what it is or exactly how it gets that way.

Plastics are just another example of what chemists can do and actually the familiar satiny ivory or translucent pearly white cabinet is the descendant of such lowly forbears as garden fertilizer and embalming fluid. A step or two developed of course, but that's what it is.

The base of the material is a resin made of *urea* and *formaldehyde* carefully compounded and processed and made in any color of the rainbow from bold and bright to colorless and translucent enough for use on ceiling lights and lamp shades. The color range is infinite.

Chemists classify the material as a thermo-setting resin, which means that the finished piece will not soften again under heat. (A thermo-plastic resin will soften on re-heating.) Fabrication is accomplished by placing a carefully measured amount in a steel die heated by steam. The die is mounted in a hydraulic press and in one big squeeze, a complete, one piece unit of solid molded color may be obtained.

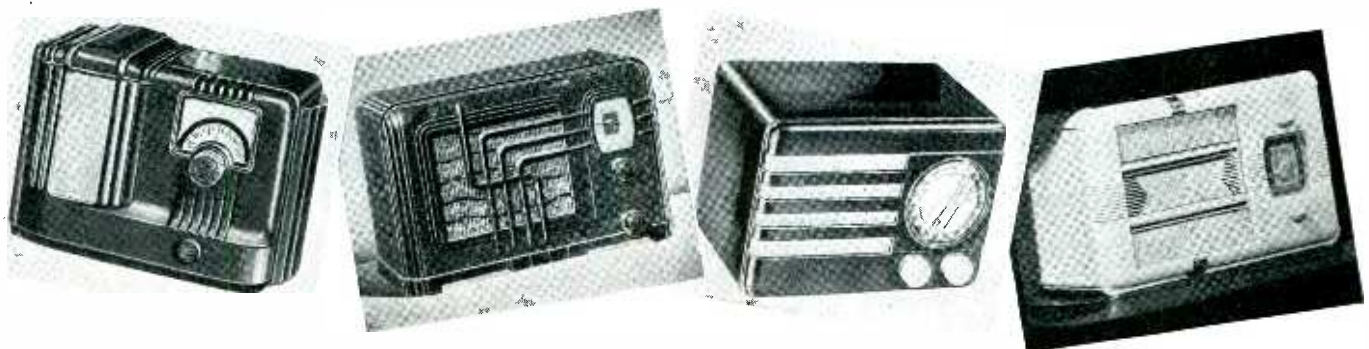
Radio cabinets are but one of the many uses to which the fast growing plastics industry has put its product. Some of the more common uses are the manufacture of buttons and buckles for women's dresses, wall

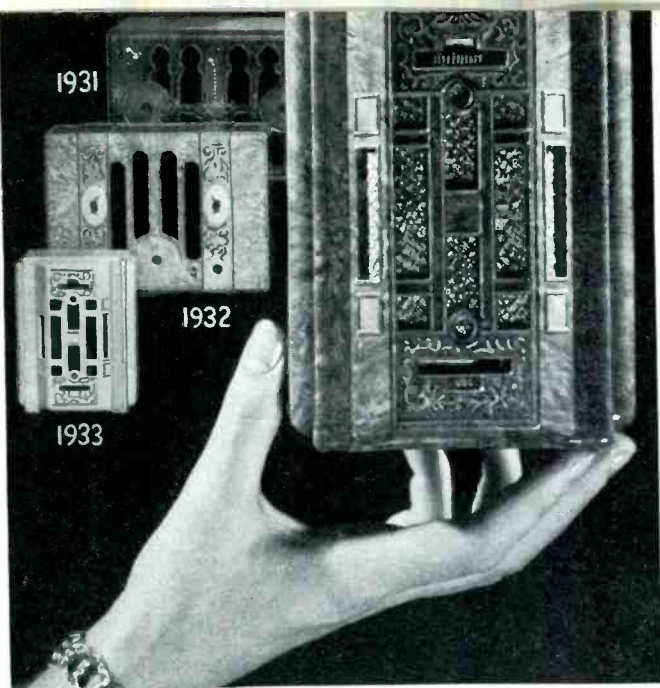
**R**ADIO dealers and salesmen were startled back in 1931 when a western manufacturer introduced a set complete with speaker in a cabinet smaller than a shoe box, made of a material the like of which most of them had never touched before and none had ever seen in radio cabinets.

Since then the use of molded

plastics for radio cabinets has broadened so rapidly that now a number of radio manufacturers have one or more such models in their 1937-1938 line.

Despite the fact that this is the 7th year for molded plastic radio cabinets, few dealers and salesmen can even now answer questions about plastics. They know it isn't ivory or glass or





**FORERUNNERS** — These early molded cabinets made history. Larger and more complicated than any moldings hitherto seen, they lead the way for today's bigger, even more impressive offerings

plates for light switches, scale housings, non-shatterable dishes for planes and ships, closures for cosmetics, bottle caps, instrument cases of all kinds, and interior fittings for automobiles. It is interesting that the material is not dug from the ground, or grown on trees, and does not have to be imported. It is compounded in our own American factories and laboratories.

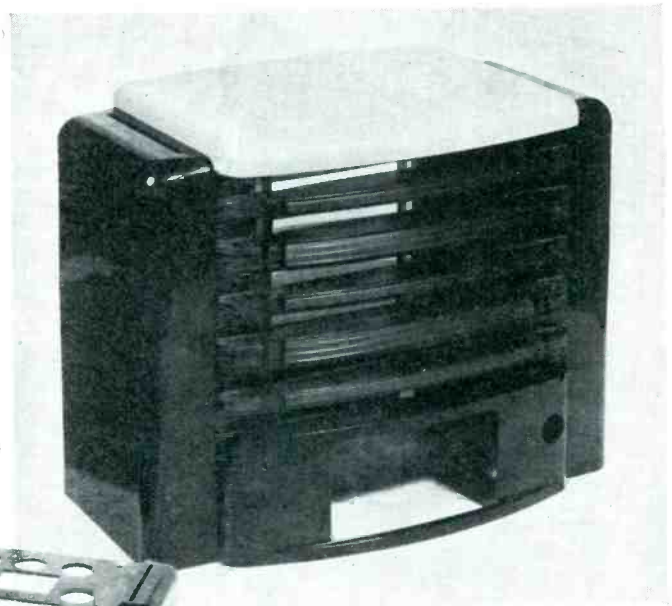
Is the color and finish permanent? Can it provide good tone? Will it stand up? The evidence that has been gathered by those who have to know, indicates an affirmative answer to these questions and in a field as new and fast growing as the synthetic plastics, research and development are uncovering new possibilities all the time.

The plastic molded cabinet generally comes from the die in a single piece. Where there is no putting together there is certainly no chance of

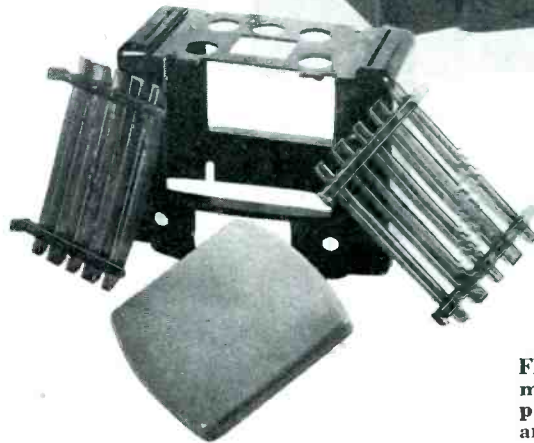
*(Please turn to page 53)*

Alcohol, water, won't mar properly molded radio cabinets. They don't shrink, warp, soften when heated and cannot come apart. Color does not fade, goes right through, so scratches are rarely serious

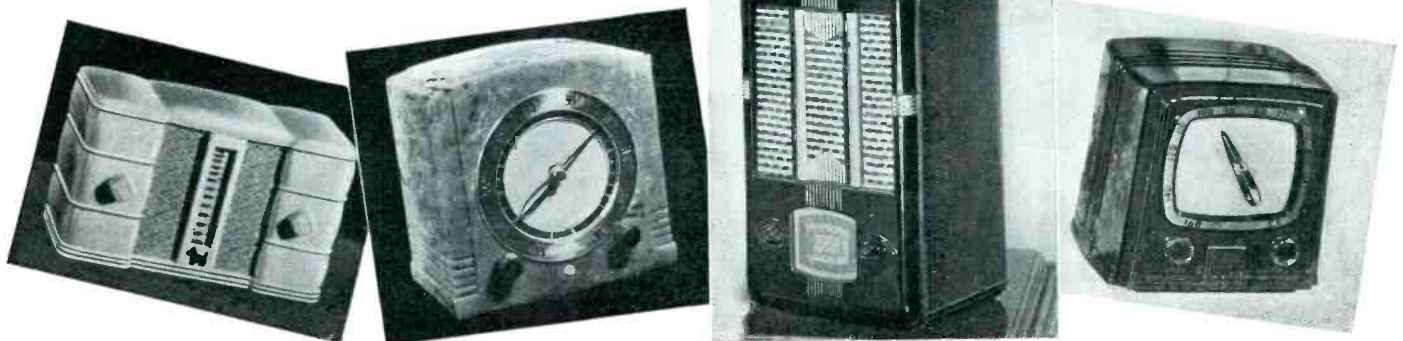
**By Frank H. Johnson**



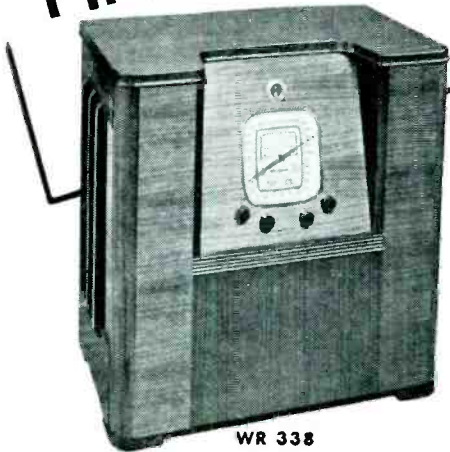
**KNOCKDOWN** — Here's a modern plastic cabinet, ready for the chassis



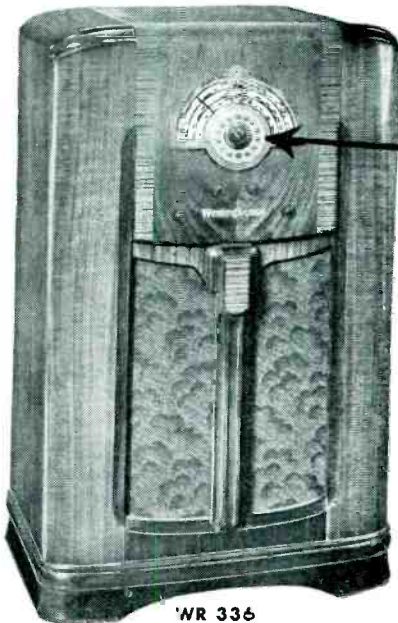
**FINISHED JOBS** — Available in many colors, sets like these display well, have a novelty appeal and yet are extremely practical



# THE Westinghouse PARADE IS ON THE WAY....



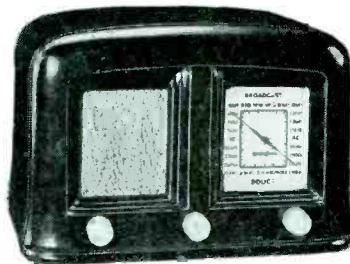
WR 338



WR 336



WR 224



WR 120



WR 222



WR 328

## Leaders in

- 1. PRICE
- 2. STYLE

- 3. TONE
- 4. FEATURES

- 5. PRECISION

Be on the lookout for the new Westinghouse 5 point selling plan, and the new Westinghouse line of precision sets. When you see them, you'll agree that you can make money with Westinghouse.

### 4 steps ahead in the feature of the year

Automatic tuning that logs 14 stations—that is tested the equivalent of 10 years of service without adjustment, that you can demonstrate by touching the key and letting the radio do the rest.



# Westinghouse

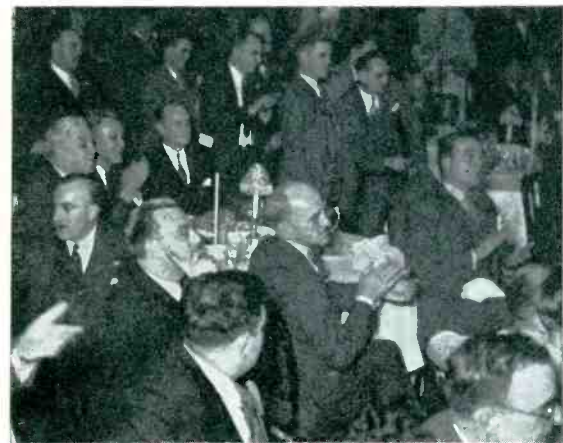
# PRECISION Radio

# MEN YOU KNOW

Radio Retailing's candid cameramen make the rounds of company conventions



UNIVERSAL MODEL—She wowed wholesalers at Chicago's Drake



EXEC TABLE—H. C. Bonfig, Ross Howard, Paul C. Richardson, Eugene Deacon, G. K. Throckmorton and Walter Krause



RCA

THROUGH THE SMOKE—John Taylor of Milwaukee and Walter Johnson



PLANS ON THE PLATFORM—Tom Joyce rapid-fires company's ad program



TOP TALKS—Commander E. F. McDonald, arriving at the Stevens, chats with Radio Retailing's Kurt Groener and O. Fred. Rost



ZENITH

COAST MEETS COAST—Ray Thomas of Los Angeles; L. E. Latham of Newark and Judd Sayre of Bendix Home Appliances, Detroit



FOOD FOR THOUGHT—E. G. Herrmann, center, George Dulin and George Towle of K.C.'s Federal Distributing wield wicked forks

CAMERMAN'S DELIGHT—A. A. Schneiderhahn tries to look nonchalant in the middle of a bite. J. L. Meyer, also of Des Moines, gets off lucky



RELISHES RADISHES—We stopped one in flight to the mouth of B. D. Colen while Murray Gruhn and J. R. Brandenburg looked on

GOOD LISTENER—Sam Trilling of Philadelphia just toyed with his food



**MEN  
YOU  
KNOW**



**BUSINESS AT BLACKSTONE**—C. A. Verschoor watches his men at work



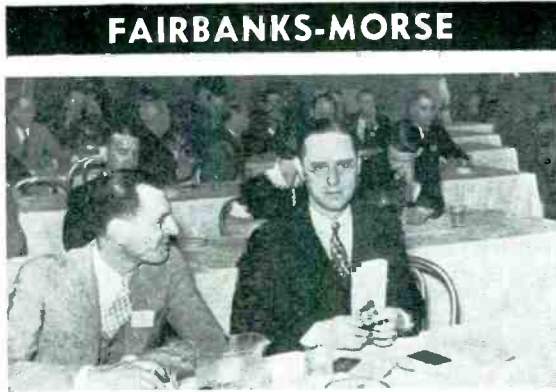
**ON THE JOB**—Gere Burns, shirtsleeved, succumbs to our cameraman in International Radio's suite doorway



**OLD TIMER**—Colin B. Kennedy. He's Kadette's production control exec. now

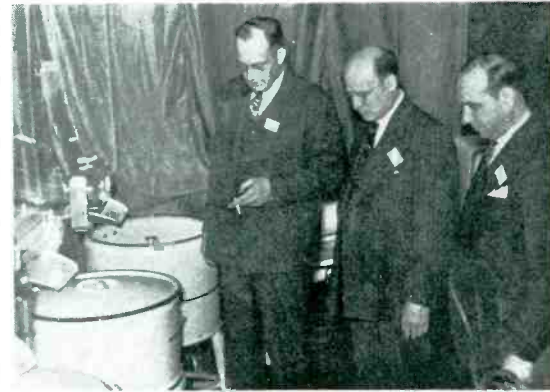


**LISTENS, LEARNS**—Ray M. Brower of Olmsted, from Syracuse, hears John S. Garceau outline ad plans



**FAIRBANKS-MORSE**

**K.C. CONTINGENT**—J. H. Farber and Fred B. Jenkins of Jenkins Music



**DETAILS FOR TWO**—Fred Parish talks washers to Harry Glasser of New York's Bruno and Sam Roskin of Boston



**TOM TO YOU**—Some day, the mystery of how L. M. Decker got the nickname Tom will be unraveled



**WATCHES HIS NOTES**—W. Paul Jones says special refrigerators will keep ball rolling fast this season



**SERVED 'EM UP**—Parker H. Erickson, on the platform at Indianapolis, unveiled new radio models

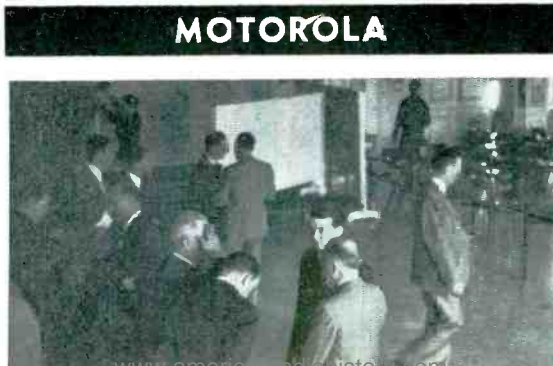


**CHARGER MEN** (above)—S. A. Pease of Briggs & Stratton attends with Fred Stratton

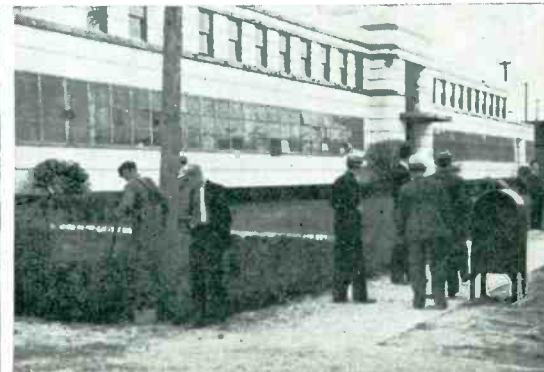
**THINK IT'S HOT**—John E. Rogers tells Paul Galvin the new promotion plans will go to town

**SCURRY AROUND**—Motorola distributors enter the hall, get set for the convention

**SEE NEW FACTORY** (below)—Out to the new plant went the gang at the close of the convention



**MOTOROLA**







ANOTHER SPARKS—Harry G. Sparks with H. M. Johnson



FROM PENNSYLVANIA—Charles D. Zeigler and Kenneth Myers of Harrisburg



TWO TOPS—Charles Kayo and Captain Sparks come into camera range

### SPARTON



MIGHTY MORMON—A. C. Read, one of the biggest Sparton distributors, is a Bishop in the Mormon church at Ogden, Utah



READY TO GO—Sparton's Hutchinson gets set for his speech



FROM THE WEST—Here's Jack Wright of Dunham, Carrigan & Hayden, San Francisco



BIG ORDER—It was placed by Sam Schulman of Chicago, who brought Mrs. Schulman and son Sidney along



GOLDFISH PRIVACY—Under a spotlight and before a mike is George Russell, Sentinel's sales manager

### SENTINEL



FARM-MINDED—Enthusied about the new farm radio line were H. B. Lendved, Jake Olsen and Edward A. Cords of Pretzlaff Hardware, Milwaukee



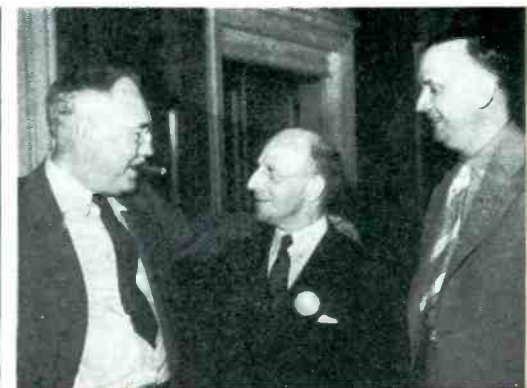
ONE ON A MATCH (above)—A. T. Dunn of Omaha lights up. George Russell and M. V. Dunn decline



MINNEAPOLIS MAN—James A. Mayer of Janney, Semple, Hill, tunes in

FROM THE MOUNTAINS—A. H. Brenker and E. W. Dickson of Denver's Parker Company

IN THE MIDDLE—Ernie Alschuler smiles between Henry Forester and Ted Wach of Radio Speakers





## EMERSON

**BOSS MEETS BOOSTERS**—Ben Abrams writes "welcome" on the New York doormat for W. L. Hollenback and Charles Breth of Altoona, W. F. Seemuth of Milwaukee and Don Clark of Omaha

**SERIOUS SIX**—George Anderson, W. P. Alvarez of New Orleans, Warren Lightfoot, Don Miller of Radio Retailing, Max Abrams and R. L. Peake of Dallas get acquainted

**ALL COMPASS POINTS**—Sam Gross, Phil Horton, Lou Abrams, Harold Karlsruher, Horace Kinner, Charles Robbins, Harry Elkon, Fred Bottom



## PHILCO

**DRAMATIZER DE LUXE**—Harry Boyd Brown does his stuff on the platform at White Sulphur Springs

**NO. 1 SALESMAN**—Here's Boake Carter, who's voice you know well

**NO SQUATTER SQUATS**—James M. Skinner, Philadelphia Storage Battery president, stoops to pound home a point

**WIRED FOR SOUND**—Larry E. Gubb, Philco president, introduces the new line

**SOCKS IT AGAIN**—Thomas A. Kennally again points with pride to Philco's coming ad campaign

**TELLS ABOUT ADS**—Sayre M. Ramsdell, on the platform, outlines 1938 promotional plans



**IN PERSON** (below)—William C. Grunow shakes hands with W. C. Griffith of Indianapolis at General Household Utilities' Chicago shindig

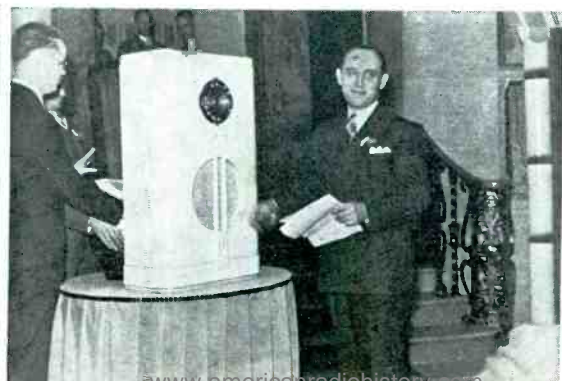
**OLD TIMERS** (bottom)—G. F. Hyde, Indianapolis; R. E. Kane, Chicago; C. W. Hyde, Chicago; W. C. Griffith of Indianapolis and J. J. Davin, Sr.

**KEEPS POSTED**—C. A. Gerlach has a word with Van P. Finger from Dallas

**FLASH PLUS**—Engineer M. W. Kenney has his moment of triumph as Harry Alter unveils this one



## GRUNOW





**P**ROSPECTS stop, look, listen, and **BUY**. That's what the 1938 line of Fairbanks-Morse radios can mean to you. New, exclusive features found in no other radio step salability up to a new high.

The dealer proposition is aboveboard. Your investment is protected. No red tape. No mandatory "musts." No heavy investment. The line is complete, including both AC and farm sets in every price bracket. Write for the story. Fairbanks, Morse & Co., Home Appliance Division, 2060 Northwestern Ave., Indianapolis, Ind.

THE DEALER WHO SOLD THEM LAST YEAR KNOWS!

**FAIRBANKS-MORSE**  
*Turret Shielded* **RADIO**

# SET PRICES and SPECIFICATIONS

—continued from JUNE issue—

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
<b>Crosley Radio Corporation, Cincinnati, Ohio</b>							
517A	Table	\$19.99	540-1725; 5800-15400	AC	12½x10½x6½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
517B	Compact	19.99	540-1725; 5800-15400	AC	8½x13½x6½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
547A	Table	20.99	540-1725; 5800-15400	AC	12½x10½x6½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
547B	Compact	20.99	540-1725; 5800-15400	AC	8½x13½x6½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
567M	Chairside	24.95	540-1725; 5800-15400	AC	17½x12½x10½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
567N	Chairside	24.95	540-1725; 5800-15400	AC	17½x12½x10½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
567P	Chairside	27.50	540-1725; 5800-15400	AC	17½x12½x10½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
517M	Console	39.95	540-1725; 5800-15400	AC	38x22½x10½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
547M	Console	39.95	540-1725; 5800-15400	AC	38x22½x10½	6A8G, 6U7G, 6Q7G, 6K6G, 5Y3G	455
817A	Compact	39.95	535-22000	AC	10½x16½x7½	6A8G, 2-6U7G, 6Q7G, 3-6K6G, 5Y3G	455
1117M	Console	69.95	535-22000	AC	40x24½x13	6A8G, 2-6U7G, 2-6C5G, 6K5G, 3-6K6G, 5Y3G, 6G5	455
B527A	Table	19.99	540-1725	2DC&B	12½x10½x6½	1C7G, 1D5G, 1H6G, 1H4G, 1J5G	455
A157	Autoradio	19.99	540-1725	6DC		6A8G, 6U7G, 6Q7G, 6K6G, 6X5G	455
A267	Autoradio	39.95	540-1725	6DC		2-6K7G, 6A8G, 6Q7G, 6K6G, 0Z4M	262
A177	Autoradio	59.50	540-1725	6DC		2-6K7G, 6A8G, 6R7G, 2-6V6G, 6W5G	262
B557A	Table	29.95	540-1725; 5800-15400	2DC&B	14½x11½x7½	1F5G, 1F7G, 1D5G, 1C7G, 1H4G	455
B557M	Console	47.50	540-1725; 5800-15400	2DC&B	38x22½x10½	1F5G, 1F7G, 1D5G, 1C7G, 1H4G	455
637A	Compact	29.95	535-1725; 5800-18300	AC	8½x14½x6½	6Q7G, 6A8G, 6U7G, 2-6K6G, 5Y3G	455
C647A	Compact	29.95	535-1725; 5800-18300	AC-DC	8½x14½x6½	6A8G, 6Q7G, 6U7G, 25A6G, 25Z6G, W44338	455

<b>Emerson Radio &amp; Phonograph Corporation, 111 Eighth Ave., New York City</b>							
AD-108 Walnut	Vertical Table	\$19.95	540-4200	AC-DC	9½x7x5	6A7, 6D6, 6Q7G, 25L6, 25Z5	456
AD-108 Ivory	Vertical Table	22.95	540-4200	AC-DC	9½x7x5	6A7, 6D6, 6Q7G, 25L6, 25Z5	456
AM-131	Flat Table	29.95	540-1730; 5600-18000	AC-DC	8½x12½x7	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AC-149 Walnut	Flat Table	19.95	540-4200	AC	8½x13x6½	6A7, 6D6, 75, 41, 80	456
Black & Ivory							
AC-149	Flat Table	22.95	540-4200	AC	8½x13x6½	6A7, 6D6, 75, 41, 80	456
R-153	Flat Table	26.95	540-4200	AC	9½x15½x7	6A7, 6D6, 75, 41, 80	456
R-156	Vertical Table	22.95	540-4200	AC	15½x9½x6½	6A7, 6D6, 75, 41, 80	456
Q-157 Walnut	Vertical Table	14.95	540-1730	AC-DC	7½x7½x5½	6D6, 6C6, 25L6, 25Z5	456
Q-157 Ivory	Vertical Table	16.95	540-1730	AC-DC	7½x7½x5½	6D6, 6C6, 25L6, 25Z5	456
Black & Ivory							
Q-157	Vertical Table	16.95	540-1730	AC-DC	7½x7½x5½	6D6, 6C6, 25L6, 25Z5	456
R-158	Flat Table	34.95	540-4200	AC	9½x15½x7	6A7, 6D6, 75, 41, 80	456
R-167	Flat Table	29.95	540-4200	AC	9½x15½x7	6A7, 6D6, 75, 41, 80	456
AL-168	Flat Table	25.95	540-4200	AC-DC	8½x12x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AM-169	Flat Table	39.95	540-1730; 5600-18000	AC-DC	9x14½x8½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AT-170	Vertical Table	49.95	540-1730; 5600-18000	AC	17½x12½x11	6A7, 6D6, 2-76, 41, 80	456
AR-171	Flat Table	39.95	540-1730; 5600-18000	AC	10½x16½x8½	6A7, 6D6, 2-76, 41, 80	456
AT-172	Flat Table	54.95	540-1730; 5600-18000	AC	11x18½x9½	6A7, 6D6, 2-76, 41, 80	456
AR-173	Flat Table	49.95	540-1730; 5600-18000	AC	10½x19½x8½	6A7, 6D6, 2-76, 41, 80	456
AP-176	Vertical Table	44.95	540-1730; 5600-18000	AC	17½x12½x11	6A7, 6D6, 2-76, 41, 80	456
AP-176	Vertical Table	44.95	150-375; 540-1600; 5700-17500	AC-DC	17½x12½x11	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
AP-185	Flat Table	49.95	150-375; 540-1600; 5700-17500	AC-DC	11x18½x9½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
AM-187	Flat Table	34.95	540-1730; 5600-18000	AC-DC	8½x14½x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
Q-188	Flat Table	24.95	540 to 1730	AC-DC	8½x12½x5½	6DC, 6C6, 25L6, 25Z5	456
AR-174	Chairside	79.95	540-1730; 5600-18000	AC	25x12x25	6A7, 6D6, 2-76, 41, 80	456
AP-174	Chairside	79.95	150-375; 540-1600; 5700-17500	AC-DC	25x12x25	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
X-178	Console	99.95	540-18000	AC	42½x26½x13½	2-6K7, 6A8, 7-6C5, 2-6F6, 2-80, 6G5	456
AR-180	Console	49.95	540-1730; 5600-18000	AC	40x24x13	6A7, 6D6, 2-76, 41, 80	456
AT-181	Console	69.95	540-1730; 5600-18000	AC	40x24x13	6A7, 6D6, 2-76, 41, 80	456
AB-182	Console	89.95	540-18000	AC	40x24½x13	2-6K7, 6A8, 7-6C5, 2-6F6, 2-80	456
X-183	Console	119.95	540-18000	AC	42½x26½x14	2-6K7, 6A8, 7-6C5, 2-6F6, 2-80, 6G5	456
AL-164	Portable Comb.	79.95	540-4200	AC-DC	14½x15x9½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AR-165	Chairside Comb.	119.95	540-1730; 5600-18000	AC	25½x13½x31½	6A7, 6D6, 2-76, 41, 80	456
AR-165	Chairside Comb.	119.95	150-375; 540-1600; 5600-17500	AC-DC	25½x13½x31½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
AR-166	Table Comb.	89.95	540-1730; 5600-18000	AC	15½x17x15	6A7, 2-76, 6D6, 41, 80	456
AP-166	Table Comb.	89.95	150-375; 540-1600; 5700-17500	AC-DC	15½x17x15	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
X-175	Console Comb.	750.00	540-18000	AC	40x44x19	2-6K7, 1-6A8, 7-6C5, 2-6F6, 2-80, 6G5	456
AR-177	Table Comb.	99.95	540-1730; 5600-18000	AC	16" high, 16" diameter	6A7, 6D6, 2-76, 41, 80	456
AP-177	Table Comb.	99.95	150-375; 540-1600; 5700-17500	AC-DC	16" high, 16" diameter	6A7, 6D6, 6Q7G, 25L6, 25Z5, 3CR-241	456
AB-184	Console Comb.	139.95	540-18000	AC	40x24½x16	2-6K7, 6A8, 7-6C5, 2-6F6, 2-80	456
R-189	Table Comb.	59.95	540-4200	AC	11½x16½x13	6A7, 6D6, 75, 41, 80	456
Walnut							
AL-149-LW	Flat Table	29.95	135-360; 530-1550	AC-DC	8½x13x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
Black & Ivory							
AL-149-LW	Flat Table	31.50	135-360; 530-1550	AC-DC	8½x13x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AL-168-LW	Flat Table	30.95	135-360; 530-1550	AC-DC	8½x12x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AM-131-LW	Flat Table	34.95	150-375; 540-1600; 5700-17500	AC-DC	8½x12½x7	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AM-187-LW	Flat Table	39.95	150-375; 540-1600; 5700-17500	AC-DC	8½x14½x6½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AM-169-LW	Flat Table	44.95	150-375; 540-1600; 5700-17500	AC-DC	9x14½x8½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AL-164-LW	Portable Comb.	84.95	135-360; 530-1550	AC-DC	14½x15x9½	6A7, 6D6, 6Q7G, 25L6, 25Z5, 2UR-224	456
AJ-130	Flat Table	29.95	540-1730	2DC&B	8½x12x7	1A4, 1B5, 1C6, 1F4, 30	456
AJ-137	Portable Table	39.95	540-1730	2DC&B	14½x12½x7	1A4, 1B5, 1C6, 1F4, 30	456
AJ-149	Flat Table	19.95	540-1730	2DC&B	8½x13x6½	1A4, 1B5, 1C6, 1F4, 30	456
AF-176	Vertical Table	54.95	540-1730; 5600-18000	2DC&B	17½x12½x11	3-1A4, 1B5, 1C6, 1F4, 1E1	456
AS-179	Flat Table	49.95	540-1730; 5900-22000	6DC*	10½x17x8½	6D8G, 2-6S7G, 6Q7G, 41, 3MZ-419	456
AF-179	Flat Table	49.95	540-1730; 5600-18000	2DC&B	10½x17x8½	3-1A4, 1B5, 1C6, 1F4, 1E1	456
U-154	Auto Radio	39.95	540-1550	6DC	9½x6½x6½	6A7, 2-6D6, 76, 41, 84	262
V-155	Auto Radio	59.95	540-1550	6DC	8½x8½x7½	6A7, 6D6, 6B7, 2-76, 2-41, 84	262

\* Convertible for 32 DC

<b>Fada Radio &amp; Elec. Co., Co., 30-20 Thomson Ave., Long Island City, N. Y.</b>							
340B	Bakelite Compact		535-4000	2DC&B	7x10½x6½	1C6, 1A4, 1F6, 1F4	456
340W	Bakelite Compact		535-4000	2DC&B	7x10½x6½	1C6, 1A4, 1F6, 1F4	456
340V	Bakelite Compact		535-4000	2DC&B	7x10½x6½	1C6, 1A4, 1F6, 1F4	456
340R	Bakelite Compact		535-4000	2DC&B	7x10½x6½	1C6, 1A4, 1F6, 1F4	456
350B	Bakelite Compact		535-4000	AC-DC	7x10½x6½	6A7, 6C6, 25L6G, 25Z5, 115.40	456
350W	Bakelite Compact		535-4000	AC-DC	7x10½x6½	6A7, 6C6, 25L6G, 25Z5, 115.40	456



# AN OFFICIAL STATEMENT

## Important Facts About Amazing New RADIO Invention

In answer to hundreds of inquiries and dozens of unfounded rumors—and in fairness to our dealers and distributors—Stewart-Warner feels compelled to reveal certain facts about the new radio invention soon to be released.

You know, of course, that most radio inventions are "patent pool" affairs—that anyone can use them—and that claims to exclusiveness are so much bunk. But don't be misled. *That isn't true in this case*—and that's why we publicly answer these questions everyone is asking:

**"Is the new Stewart-Warner radio invention exclusive?"**

Yes! It is an exclusive development of Stewart-Warner's own laboratories—subject to exclusive patents—and no other manufacturer has been licensed to make it!

**"Several manufacturers have already announced electric push-button tuners. Aren't they just like what Stewart-Warner has?"**

No! Nothing yet announced or to be announced this year is the same thing Stewart-Warner has!

**"Won't other radios do the same thing this invention will do?"**

No! This is a new, precision-built device added to a fine radio—engineered into it—and it results in an utterly new standard of radio performance.

**"Has any independent expert seen it—and what does he say about it?"**

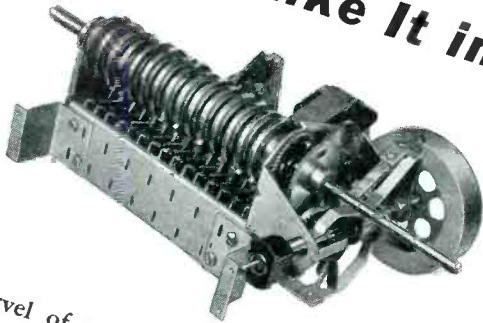
Yes—one of America's most famous radio engineers has seen it. He says, "I've inspected every important line of radios to be released this year—and what you have here is absolutely exclusive. No other manufacturer has anything like it—either in design or performance!"

Ask your Stewart-Warner Distributor now to give you first chance at this amazing new kind of radio. It's 1938's best bet.

**STEWART-WARNER CORPORATION • CHICAGO, ILL.**

# BY STEWART-WARNER

## HERE IT IS! ... And There's Nothing Else Like It in Radio!



- A mechanical marvel of watch-like precision—not an electrical novelty.
- Faster—better—simpler than any “electric tuner”—a development made possible only by the combined efforts of Stewart-Warner radio and precision-instrument laboratories.
- Tunes any one of 15 stations in a split second! Goes direct to the station wanted—no slow travel to a switching point and back.
- Utterly flexible in choice of stations. Can be set for any 15 stations—in any order—regardless of location on dial.
- Independent of A. F. C. because mechanically perfect. A. F. C. is used only as a safeguard against careless initial setting.
- Fully automatic—no hand switches—nothing to forget.
- Any one of the “pre-selected” stations can be replaced at any time, by any new station, without disturbing the adjustments for the other fourteen.
- Absolutely silent—no electrical hum or buzz—no between-station noise.
- Available for any line voltage or frequency.

STEWART-WARNER CORPORATION • CHICAGO, ILL.

MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
<b>Fada Radio &amp; Elec. Co. (Concluded)</b>							
212T	Table		525-60000	AC	25x20x12 $\frac{1}{2}$	3-6K7, 6L7, 2-6C5, 6Q7, 2-6L6, 6E5, 2-5W4	456
1216T	Table		525-60000	AC-DC	25x19 $\frac{1}{2}$ x12 $\frac{1}{2}$	3-6K7, 2-6C5, 6L7, 6Q7, 4-25L6, 3-25Z6, 6E5, 11S.19	456
1242B	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242W	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242D	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242BG	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242V	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242R	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242G	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242RG	Bakelite Table		535-1750; 5600-18500	2DC&B	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242T	Table		535-1750; 5600-18500	2DC&B	10 $\frac{1}{2}$ x19 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1242C	Console		535-1750; 5600-18500	2DC&B	37x22 $\frac{1}{2}$ x11	1C6, 1A4, 1F6, 1F4	456
1246B	Bakelite Table		535-1750; 5600-18500	6DC	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1246W	Bakelite Table		535-1750; 5600-18500	6DC	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1246D	Bakelite Table		535-1750; 5600-18500	6DC	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456
1246BG	Bakelite Table		535-1750; 5600-18500	6DC	9x16 $\frac{1}{2}$ x7 $\frac{1}{2}$	1C6, 1A4, 1F6, 1F4	456

**Garod Manufacturing Co., 115 Fourth Ave., New York, N. Y.**

**Grebe Manufacturing Co., 119 Fourth Ave., New York, N. Y.**

206-L	Table	\$47.50	5700-17200; 540-1735	AC	10 $\frac{1}{2}$ x16 $\frac{1}{2}$ x8 $\frac{1}{2}$	80, 6A7, 6K7, 6Q7G, 42, 6U5	456
703-L	Table	47.50	145-360; 550-1600; 5700-18000	AC-DC	10 $\frac{1}{2}$ x16 $\frac{1}{2}$ x8 $\frac{1}{2}$	25L6G, 6A7, 6D6, 6Q7G, 25Z5, 6.136, 6U5	456
307-L	Table	62.50	550-1600; 1500-4000; 5700-18000	AC	11 $\frac{1}{2}$ x21 $\frac{1}{2}$ x9 $\frac{1}{2}$	80, 6U5, 6V6G, 6F5, 6K7, 6A8G, 6H6	456
803-L	Table	62.50	550-1600; 1500-4000; 5700-18000	AC-DC	11 $\frac{1}{2}$ x21 $\frac{1}{2}$ x9 $\frac{1}{2}$	25L6G, 25Z6G, 25Z6G, 6Q7G, 6K7, 6A8G, 6U5, 6.137	456
2B2-L	Table	59.50	540-1735; 5700-17200	2DC	11 $\frac{1}{2}$ x21 $\frac{1}{2}$ x9 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
2B6-L	Table	69.75	540-1735; 5700-17200	2DC&B	11 $\frac{1}{2}$ x21 $\frac{1}{2}$ x9 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
309-L	Table	83.50	535-3600; 5400-18600	AC	13x25 $\frac{1}{2}$ x13	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-L	Table	83.50	535-1550; 1400-3600; 5400-18600	AC-DC	13x25 $\frac{1}{2}$ x13	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
3012-L	Table	99.75	540-1735; 2300-22000	AC	13x25 $\frac{1}{2}$ x13	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1203-L	Table	99.75	540-1735; 2300-22000	AC-DC	13x25 $\frac{1}{2}$ x13	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
3B2-L	Table	79.50	535-1550; 1400-3600; 5400-18600	2DC	13x25 $\frac{1}{2}$ x13	1J6G, 1C7G, 1H6G, 1H4G, 3-1D5G	456
3B6-L	Table	89.75	535-1550; 1400-3600; 5400-18600	2DC&B	13x25 $\frac{1}{2}$ x13	1J6G, 1C7G, 1H6G, 1H4G, 3-1D5G	456
307-T	Table	63.75	550-4000; 5700-18000	AC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x9 $\frac{1}{2}$	80, 6U5, 6V6G, 6F5, 6K7, 6A8G, 6H6	456
803-T	Table	63.75	550-4000; 5700-18000	AC-DC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x9 $\frac{1}{2}$	25L6G, 2-25Z6G, 6Q7G, 6K7, 6A8G, 6U5, 6.137	456
2B2-T	Table	60.75	540-1735; 5700-17200	2DC	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x9 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
2B6-T	Table	71.00	540-1735; 5700-17200	2DC&B	19 $\frac{1}{2}$ x15 $\frac{1}{2}$ x9 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
309-T	Table	83.50	535-3600; 5400-18600	AC	24 $\frac{1}{2}$ x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-T	Table	83.50	535-3600; 5400-18600	AC-DC	24 $\frac{1}{2}$ x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
3B2-T	Table	79.50	535-3600; 5400-18600	2DC	24 $\frac{1}{2}$ x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	1J6G, 1C7G, 1H6G, 1H4G, 3-6J5	456
3B6-T	Table	89.75	535-3600; 5400-18600	2DC&B	24 $\frac{1}{2}$ x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	1J6G, 1C7G, 1H6G, 1H4G, 3-6J5	456
3012-T	Table	99.75	540-1735; 2300-22000	AC	24 $\frac{1}{2}$ x17 $\frac{1}{2}$ x12	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1203-T	Table	99.75	540-1735; 2300-22000	AC-DC	24 $\frac{1}{2}$ x17 $\frac{1}{2}$ x12	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 648G	456
Challenger-1	Compact	25.00	550-1735	AC-DC	7x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	6A7, 6D6, 6Q7G, 25L6G, 25Z5, 6.133	456
Challenger-2	Compact	29.25	550-1735; 5700-17200	AC-DC	7x10 $\frac{1}{2}$ x5 $\frac{1}{2}$	6A7, 6D6, 6Q7G, 25L6G, 25Z5, 6.133	456
286-I	Console	69.95	540-1735; 5700-17200	AC	40x24x13 $\frac{1}{2}$	80, 6A7, 6K7, 6Q7G, 42, 6U5	456
307-I	Console	89.95	550-4000; 5700-18000	AC	40x24x13 $\frac{1}{2}$	80, 6U5, 6V6G, 6F5, 6K7, 6A8G, 6H6	456
803-I	Console		550-4000; 5700-18000	AC-DC	40x24x13 $\frac{1}{2}$	25L6G, 2-25Z6G, 6Q7G, 6K7, 6A8G, 6U5, 6.137	456
2B2-I	Console	87.50	540-1735; 5700-17200	2DC	40x24x13 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
2B6-I	Console	97.75	540-1735; 5700-17200	2DC&B	40x24x13 $\frac{1}{2}$	1J6, 1C7G, 1H4G, 1H6G, 1D5G, 1D5G	456
309-2	Console	109.50	535-3600; 5400-18600	AC	42x24 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-2	Console	109.50	535-3600; 5400-18600	AC-DC	42x24 $\frac{1}{2}$ x13 $\frac{1}{2}$	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
3012-3	Console	133.50	540-1735; 2300-22000	AC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1203-3	Console	133.50	540-1735; 2300-22000	AC-DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
3B2-3	Console	113.75	535-3600; 5400-18600	2DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	1J6G, 1C7G, 1H6G, 1H4G, 3-1D5G	456
3B6-3	Console	113.75	535-3600; 5400-18600	2DC&B	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	1J6G, 1C7G, 1H6G, 1H4G, 3-1D5G	456
3016-4	Console	189.50	540-1735; 2300-22000	AC	45x28x16 $\frac{1}{2}$	2-6V6G, 2-80, 6A8G, 2-6H6, 3-6J5G, 6U5, 5-6K7	456
1603-4	Console	189.50	540-1735; 2300-22000	AC-DC	45x28x16 $\frac{1}{2}$	4-25L6, 3-25Z6G, 4-6K7, 6H6, 6F5, 6F5G, 6U5, 6A8G	456
5240-4	Console	325.00	5650-60000	AC	48x28x16 $\frac{1}{2}$	4-6L6G, 2-5X4G, 6X5G, 7-6K7G, 4-6C5G, 2-6H6G, 6J7G, 6R7G, 6L7G, 16G5	456
307-P5	Console	157.50	550-4000; 5700-18000	AC	40x24x13 $\frac{1}{2}$	80, 6U5, 6V6G, 6F5, 6K7, 6A8G, 6H6	456
309-P5	Console	173.50	535-3600; 5400-18600	AC	42x24 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
803-P5	Console	166.50	550-4000; 5700-18000	AC-DC	40x24x13 $\frac{1}{2}$	25L6G, 2-25Z6G, 6Q7G, 6K7, 6A8G, 6U5, 6.137	456
903-P5	Console	182.50	535-3600; 5400-18600	AC-DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
3012-P6	Console	212.50	540-1735; 2300-22000	AC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
3012-P6A	Phono. Comb.	255.00	540-1735; 2300-22000	AC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
3016-P6	Console	245.50	540-1735; 2300-22000	AC	45x28x16 $\frac{1}{2}$	2-6V6G, 2-80, 6A8G, 2-6H6, 3-6J5G, 6U5, 5-6K7	456
3016-P6A	Phono. Comb.	287.50	540-1735; 2300-22000	AC	45-28-16 $\frac{1}{2}$	2-6V6G, 2-80, 6A8G, 2-6H6, 3-6J5G, 6U5, 5-6K7	456
1203-P6	Console	221.50	540-1735; 2300-22000	AC-DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
1203-P6A	Phono. Comb.	263.50	540-1735; 2300-22000	AC-DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
1603-P6	Console	256.50	540-1735; 2300-22000	AC-DC	45x28x16 $\frac{1}{2}$	4-25L6, 3-25Z6G, 4-6K7, 6H6, 6F5, 6F5G, 6U5, 6A8G	456
1603-P6A	Phono. Comb.	295.50	540-1735; 2300-22000	AC-DC	45x28x16 $\frac{1}{2}$	4-25L6, 3-25Z6G, 4-6K7, 6H6, 6F5, 6F5G, 6U5, 6A8G	456
309-EL	Table	88.50	145-360; 535-1550; 5400-18600	AC	13x25 $\frac{1}{2}$ x13	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-EL	Table	88.50	145-360; 535-1550; 5400-18600	AC-DC	13x25 $\frac{1}{2}$ x13	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
4012-EL	Table	109.75	145-360; 540-1735; 2300-22000	AC	13x25 $\frac{1}{2}$ x13	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1204-EL	Table	109.75	145-360; 540-1735; 2300-22000	AC-DC	13x25 $\frac{1}{2}$ x13	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
309-ET	Table	88.50	145-360; 535-1550; 5400-18600	AC	24x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-ET	Table	88.50	145-360; 535-1550; 5400-18600	AC-DC	24x16 $\frac{1}{2}$ x11 $\frac{1}{2}$	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
4012-ET	Table	109.75	145-360; 540-1735; 2300-22000	AC	24 $\frac{1}{2}$ x17 $\frac{1}{2}$ x12	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1204-ET	Table	109.75	145-360; 540-1735; 2300-22000	AC-DC	24 $\frac{1}{2}$ x17 $\frac{1}{2}$ x12	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 648G	456
309-E2	Console	119.50	145-360; 535-1550; 5400-18600	AC	42x24 $\frac{1}{2}$ x13 $\frac{1}{2}$	6A8G, 3-6K7, 6F5, 6H6, 6V6G, 80, 6U5	456
903-E2	Console	119.50	145-360; 535-1550; 5400-18600	AC-DC	42x24 $\frac{1}{2}$ x13 $\frac{1}{2}$	2-25L6, 2-25Z6G, 6K7, 6B8G, 6A8G, 6Q7, 6U5	456
4012-E3	Console	143.50	145-360; 540-1735; 2300-22000	AC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	2-6V6G, 3-6K7, 6H6, 6A8G, 80, 6U5, 3-6J5	456
1204-E3	Console	143.50	145-360; 540-1735; 2300-22000	AC-DC	42x26 $\frac{1}{2}$ x14 $\frac{1}{2}$	4-25L6, 3-25Z6G, 6K7, 6B8G, 6Q7G, 6U5, 6A8G	456
4016-E4	Console	199.50	145-360				



MODEL	TYPE	PRICE	RANGE (IN KC.)	POWER SUPPLY	DIMENSIONS	TUBES	I. F.
<b>International Radio Corp., Ann Arbor, Mich. (Kadette)</b>							
40	Bakelite Compact	10.00	540-1550	AC-DC	5½x7½x4	6C6, 6C6, 12A7	
K41	Bakelite Compact	13.50	540-1650	AC-DC	5½x7½x4	6K7, 6J7, 25A7G	
K43	Ivory Plaskon	13.50	540-1650	AC-DC	5½x7½x4	6K7, 6J7, 25A7G	
K44	Red Plaskon	13.50	540-1650	AC-DC	5½x7½x4	6K7, 6J7, 25A7G	
K150	Walnut Bakelite	22.50	540-1650	AC-DC	6½x8x3½	6A8, 6K7, 6Q7, 25A7G, K72B	448
K151	Ivory Plaskon	22.50	540-1650	AC-DC	6½x8x3½	6A8, 6K7, 6Q7, 25A7G, K72B	448
K25	Green Marble Crystlin	29.50	540-1600	AC-DC	7½x8x5	6A7, 6D6, 75, 25B5, 25Z5, 165R4	448
K26	Blue Glass Crystlin	29.50	540-1600	AC-DC	7½x8x5	6A7, 6D6, 75, 25B5, 25Z5, 165R4	448
K27	Red Marble Crystlin	29.50	540-1600	AC-DC	7½x8x5	6A7, 6D6, 75, 25B5, 25Z5, 165R4	448
K28	Blue Marble Crystlin	29.50	540-1600	AC-DC	7½x8x5	6A7, 6D6, 75, 25B5, 25Z5, 165R4	448
K10	Ivory & Blue Plaskon	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K11	Iv. & Yellow Plaskon	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K12	Iv. & Green Plaskon	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K13	Ivory & Rose	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K14	Brown Tan Bakelite	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K15	Dark Green Bakelite	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K16	Black Red Bakelite	29.50	540-1700	AC	7½x9x6½	6A7, 6D6, 6Q7, 25B5, 25Z5, 165R4	448
K617	Wood Compact	17.95	540-1650; 1500-4400	AC-DC	9½x11½x6	6D6, 6D6, 6C6, 43, 25Z5, 165R4	448
K1019	Table	19.95	540-1550; 2200-6800	AC	9x17x7½	6A7, 6D6, 2-76, 2-41, 200R, 250R, 320R4	448
K1129	Table	29.95	540-1550; 2200-6800	AC	8½x17x7½	6A7, 6D6, 3-76, 2-41, 200R, 250R, 300R4	448
K634	Table	34.95	540-1850; 5300-17500	AC	9½x18½x8	2-6D6, 76, 75, 41, 80	448
K739	Table	39.95	540-17200	AC	9½x18x8	6A7, 6D6, 6Q7, 76, 25B5, 25Z5, 140R8	448
K1149	Console	49.95	540-1550; 2200-6800	AC	38x22x11	6A7, 6D6, 3-76, 2-41, 200R, 250R, 300R4	448
K1159	Console	59.95	540-1550; 2200-6800	AC	40x24x13	6A7, 6D6, 3-76, 2-41, 200R, 250R, 300R4	448
649X	Chair-side	55.00	540-1850; 5300-17500	AC	23x12x22½	6D6, 76, 6D6, 75, 6V6G, 80	448

<b>Philco Radio &amp; Television Corp., Philadelphia, Pa.</b>							
38-690	XX	\$395.00	530-18200	AC	44½x30½x16½		470
38-116	XX	200.00	530-18200	AC	43½x27½x19½		470
38-1	XX	175.00	530-1720; 2300-22000	AC	43½x27½x17½		470
38-2	XX	159.50	530-1720; 2300-22000	AC	42½x26½x18		470
38-3	XX	129.50	530-1720; 2300-22000	AC	42½x25½x16		470
38-4	XX	100.00	530-1720; 5700-18000	AC	41½x25½x15		470
38-5	X	89.95	530-1720; 5700-18000	AC	40½x25½x12½		470
38-5	B	79.95	530-1720; 5700-18000	AC	20½x15½x11		470
38-7	XX	79.95	530-1720; 5700-18000	AC	41½x25½x13		470
38-7	T	65.00	530-1720; 5700-18000	AC	11½x17½x9½		470
38-7	CS	89.95	530-1720; 5700-18000	AC	21½x15½x25½		470
38-8	X	75.00	530-1720; 5700-18000	AC	39½x24½x11		470
38-9	K	65.00	530-1720; 5700-18000	AC	39½x25x10½		470
38-9	T	49.95	530-1720; 5700-18000	AC	10½x17½x9		470
38-10	F	55.00	530-1720; 5700-18000	AC	38½x22½x10½		470
38-10	T	39.95	530-1720; 5700-18000	AC	11x16½x9		470
38-12	C	22.50	530-1720	AC	8x11½x6½		470
38-12	C (Ivory)	25.00	530-1720	AC	8x11½x6½		470
38-12	T	27.50	530-1720	AC	8x11½x6½		470
38-14	T	29.95	530-1720; 2300-7400	AC-DC	8x11½x6½		470
38-14	CS	29.95	530-1720; 2300-7400	AC-DC	8x11½x6½		470
38-15	T	29.95	530-1720; 5700-18000	T AC	8x11½x6½		470
38-15	CS	29.95	530-1720; 5700-18000	T AC	8x11½x6½		470
38-22	XX	85.00	530-1720; 5700-18000	AC-DC	41½x25½x13		470
38-22	T	69.95	530-1720; 5700-18000	AC-DC	11½x17½x9½		470
38-22	CS	95.00	530-1720; 5700-18000	AC-DC	21½x15½x25½		470
38-23	X	79.95	530-1720; 5700-18000	AC-DC	39½x24½x11½		470
38-23	K	69.95	530-1720; 5700-18000	AC-DC	39½x25x10½		470
38-23	T	49.95	530-1720; 5700-18000	AC-DC	11x16½x9		470
38-33	B	29.95	530-1720	2 DC	14½x12½x8½		470
38-33	F	45.00	530-1720	2 DC	38½x22½x10½		470
38-34	B	39.95	530-1720	6 DC	17x13½x9½		470
38-34	F	55.00	530-1720	6 DC	38½x22½x10½		470
38-35	B	42.50	530-1720	6 DC or 110V AC	17x13½x9½		470
38-35	F	57.50	530-1720	110V AC	38½x22½x10½		470
38-38	X	69.95	530-1720; 5700-18000	2 DC	39½x24½x11½		470
38-38	T	39.95	530-1720; 5700-18000	2 DC	11x16½x9		470
38-38	K	59.95	530-1720; 5700-18000	2 DC	39½x25x10½		470
38-39	X	82.50	530-1720; 5700-18000	6 DC	39½x24½x11½		470
38-39	K	69.95	530-1720; 5700-18000	6 DC	39½x25x10½		470
38-39	T	55.00	530-1720; 5700-18000	6 DC	11½x17½x9½		470
38-40	X	87.50	530-1720; 5700-18000	6 DC or 110V AC	39½x24½x11½		470
38-40	K	75.00	530-1720; 5700-18000	6 DC or 110V AC	39½x25x10½		470
38-40	T	59.95	530-1720; 5700-18000	110V AC	11½x17½x9½		470
38-60	B	39.95	530-1720; 2300-7400	AC	17x13½x9½		470
38-60	F	49.95	530-1720; 2300-7400	AC	38½x22½x10½		470
38-62	T	29.95	530-1720; 2300-2500	AC	10x15½x8½		470
38-62	F	39.95	530-1720; 2300-2500	AC	37½x21½x10		470
38-89	B	45.00	530-3900	AC	17x13½x9½		470
38-89	K	59.95	530-3900	AC	39½x25x10½		470
38-93	B	22.95	530-1720	AC	14½x12½x7½		470
38-610	B	49.95	530-1720; 2300-20000	AC	18x13x9½		470
38-610	J	59.95	530-1720; 2300-20000	AC	37x23½x10½		470
38-620	T	59.95	530-1720; 2300-20000	AC	11½x20½x9½		470
38-623	T	55.00	530-1720; 2300-20000	2 DC	11½x20½x9½		470
38-623	K	69.95	530-1720; 2300-20000	2 DC	39½x25x10½		470
38-624	T	65.00	530-1720; 2300-20000	6 DC	11½x20½x9½		470
38-624	K	79.95	530-1720; 2300-20000	6 DC	39½x25x10½		470
38-630	K	79.95	530-1720; 2300-20000	AC	39½x25x10½		470
38-643	B	79.95	530-18200	2 DC	20½x15½x11½		470
38-643	X	105.00	530-18200	2 DC	39½x25x14		470
38-665	B	99.50	530-1720; 2300-22000; 24000-42000	AC	20½x15½x11½		470
38-665	X	129.50	530-1720; 2300-22000; 24000-42000	AC	39½x25x14		470
38-2620	T	59.95	150-395; 530-1720; 5800-18200	AC	11½x20½x9½		470
38-2630	K	79.95	150-395; 530-1720; 5800-18200	AC	39½x25x10½		470
38-2650	B	89.95	150-395; 530-1720; 2300-22000	AC	20½x15½x11½		470
38-2650	X	115.00	150-395; 530-1720; 2300-22000	AC	39½x25x14		470
38-2670	B	99.95	150-395; 530-22000	AC	21½x16½x14		470
38-2670	X	139.50	150-395; 530-22000	AC	39½x25½x15½		470

# the driving force behind Radio Retailing's Leadership -

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McGraw-Hill Building  
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New York, N.Y.

June 23, 1937

OFFICE OF THE PRESIDENT

Mr. O. Fred. Rost, Editor  
Radio Retailing  
330 West 42nd Street  
New York, N. Y.

Dear Fred:

Congratulations on the June issue of "Radio Retailing". I am impressed with the fact that you have succeeded in bringing together in that one issue a wealth of editorial material of the type that must definitely exert a constructive influence on all readers. The factual data and directories included should make that issue a particularly valuable reference book.

In making this comment, I want to repeat once more what I have said to you frequently in our various conferences, namely, that I think of "Radio Retailing" as one of our most valuable publications in that it has a very definite and highly important place in our publishing structure.

"Radio Retailing", supported as it is by the full force of the whole McGraw-Hill organization with its unparalleled facilities, should continue to provide the radio industry with the finest type of publishing service that is possible, keeping always in mind strict observance of accepted standards and ethics in all three branches of publication - editorial, circulation and advertising.

In spite of the discouragements experienced during the depression, we continued to provide the industry with leadership and guidance in full confidence in the future. I continue to consider our franchise in this industry of great value to the company.

I want you to know that I look to you for a continued maintenance of the high standard of acceptance and authority which "Radio Retailing" has registered in the past, while at the same time protecting and constantly broadening the influence of the publication both within its particular field and our own organization.

Cordially yours,  
*James H. McGraw*  
President

MEMO

Thank you Mr. McGraw! I think this will interest everyone in the radio industry - May we publish it?

Fred.  
O.K.  
*James H. McGraw*

**RADIO RETAILING**  
A McGraw-Hill Publication  
330 W. 42nd St., New York City

# July

# NEWS

## Registered: 6,500

Parts show held last month called most successful since old RMA set shindigs

CHICAGO—The largest attendance at a radio trade show since the last memorable 1932 RMA Convention and Exhibit in Chicago, was recorded at the Radio Parts Manufacturers National Trade Show, ending its four-day run at the Stevens Hotel last Sunday, June 13th.

Business transacted and in prospect was reported by exhibitors far in excess of expectations.

A total of 6,500 individual registrations were recorded by the show staff, under the direction of managing director Kenneth A. Hathaway. The foreign registrations included radio men from Argentine; Austria; Belgium; Brazil; Cuba; Czechoslovakia; England; Mexico; and Scotland.

Most every Canadian province was also represented at the Show.

At the close of the Show, it was announced by the management that October

1-3, inclusive, had been selected as the days for the New York National Trade Show this fall.

## Music Merchants Make Merry

Convene at Hotel New Yorker  
July 26-29. Banquet at Astor

NEW YORK—From executive secretary W. A. Mennie of the National Association of Music Merchants comes the news that this active group will hold its 36th Annual Convention and Trade Show at the Hotel New Yorker, July 26-29 inclusive.

According to Mennie, all indicators point toward the largest and best affair ever held. To date, more than 200 rooms have been assigned to 135 exhibitors, who will show every conceivable kind of musical instrument. Between 2,500 and 3,000 dealers are expected.

Owing to the fact that facilities were not available at the New Yorker, the Annual Banquet will be held at 6:30, July 28 at the Hotel Astor.



**DENIES RUMOR**—Don Crosby, appointed manager of Crosley's radio division as this issue closed, issued a statement denying the rumor that the Cincinnati factory would henceforward concentrate on sets under \$25 list, pointing out that the 1938 line included both home and auto sets considerably above this price. One console sells for well above \$150



**NAMED COMMITTEEMEN**—Charged with the responsibility of running the National Association of Music Merchant's coming convention are: (Front row, left to right) Albert Behning, W. A. Mennie, Hermann Irion, Clarence S. Hammond, Arthur J. Neumann. (Standing) George F. Chapin, A. L. Ford, John Majeski, Herbert Simpson, Carleton Chace and Harold Morse. Missing when this photo was taken were committeemen George H. Bundy, Fred Gretsck, Jr., Harry Griffith, W. G. Heller and Dr. Alexander Russell

## New Charger Execs.

McDonald, Albers, Watts,  
Robertson head up Wincharger

SIOUX CITY—Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, has just announced election of a new set of officers for the Wincharger Corporation. John Albers, one of the founders, becomes treasurer; Hugh Robertson, Jr. is secretary in charge of production; W. W. Watts is vice-president and sales manager and McDonald himself is president and general manager.

Robertson is a graduate in mechanical engineering of Purdue and was formerly with Lyon Metal. Watts was for twelve years with Montgomery Ward.

## Wholesale Parts Branch

NEW LONDON—Thomas H. Brown, parts jobber of New Haven, Connecticut, has opened a branch here at 671 Bank Street.

## President



**JAMES H. MCGRAW, Jr.**

Effective June 21, James H. McGraw, Jr., was elected president of the McGraw-Hill Publishing Co. (publisher of *Radio Retailing*) to succeed Malcolm Muir, resigned. Mr. McGraw, Jr., continues as chairman of the board and assumes the additional responsibilities of the office of president.

Following his graduation from Princeton University in 1915, Mr. McGraw entered the service of the company and for twenty-one years has served actively in various posts connected with its publishing activities. After eight years of service with individual papers and groups of papers, he entered the general management of the company as treasurer in 1923, and became executive vice president in 1932. In 1935 he was elected chairman of the board to succeed James H. McGraw, founder of the company.

In 1932 and 1933 Mr. McGraw served as president of the Associated Business Papers and in addition to his work in his own company he has contributed generously of his time and effort to the advancement of business paper publishing. Thoroughly grounded in the editorial tradition, he has applied himself aggressively to keeping the business paper abreast of what is best in modern publishing practice from the viewpoint of both readers and advertisers.

## New Blood In IRSM

Rathsburg made president, Horman vice-president. Marty succeeds Hathaway

CHICAGO—At its annual meeting the Institute of Radio Service Men elected J. J. Rathsburg of Detroit national president. F. L. Horman of Brooklyn became vice-president and Joe Marty, Jr. of Wilmette secretary-treasurer, acting executive secretary succeeding Kenneth Hathaway.

Under a new plan, every member of the IRSM will receive a subscription to the IRSM News and Digest, the Institute's house-organ and a copy of the organization's Questions and Answers Handbook. Included also will be a membership card, certificate and window decalcomania.

## Bay State Ballots

BOSTON—The Professional Radiomen's Association of Massachusetts, recently organized to promote and maintain sound merchandising policies, has elected Henry Dormitzer president. James A. Stine has been made vice-president, and Ralph Magliozzi treasurer. G. Lewis Lothrop, secretary-elect, states that the association "has fond hopes of being the Moses to lead the local radio industry out of the wilderness of unethical competition, price cutting and other unfair business practices from which the legitimate service man and retailer have suffered in recent years."

## Reversed Cuts

NEW YORK—D. W. Onan & Sons and Pioneer Gen-E-Motor cuts appearing on page 89 of the June issue (items 122 and 123) were accidentally reversed during the process of makeup.



**HUNT, PECK EXPERT** — *Todd Reed*, ad manager for General Household, bats out much of the Grunow copy you read on this faithful "mill"



**THE WINNAH!**—*George F. Chastain* of Monett, Mo., grand prize winner of Raytheon's Serviceman's Contest, receives his 600-bucks from sales manager *Earl Dietrich*



**BIRTHDAY PRESENT**—*A. C. Kleckner*, vice-president, and *R. H. Campbell*, engineer, of the Webster Electric Co., Racine, substitute latest Teletalk inter-communicator models for the usual flowers on the desk of president *S. A. Loeb*, celebrating a birthday

THE BEST "BUYS" ARE MADE FOR CASH\*

I'M MY OWN BOSS—  
I BUY RAYTHEONS!



\*By "CASH" we mean your jobber's regular terms.

THERE is satisfaction as well as profit in doing business in a hard-headed way—buying on regular terms rather than getting into "tanglefoot" deals. RAYTHEONS were never sold by depression methods—that is one of the reasons why RAYTHEON sales are increasing every month. Another important reason is the unquestioned high quality of RAYTHEON tubes. Ask your RAYTHEON JOBBER.

THE AVERAGE DEALER INVESTS HIS MONEY IN RAYTHEON 7 TIMES A YEAR

SAVING HIMSELF 5% OR MORE EACH TIME

7 x 5% = 35% SAVINGS BY BUYING RAYTHEON for CASH!

# RAYTHEON

445 Lake Shore Drive, Chicago, Illinois  
555 Howard Street, San Francisco, Cal.

420 Lexington Ave., New York, N. Y.  
55 Chapel Street, Newton, Mass.

415 Peachtree Street, N. E., Atlanta, Ga.

## Parts Jobbers Organize

Southern suppliers adopt tentative by-laws

CHICAGO—Organized here during the recent parts show was the Southern Radio Parts Jobbers Association. Eighteen jobbers participated, elected F. A. Morris president and J. C. Jordan secretary-treasurer.

Tentative by-laws adopted included the following:

(1) That a radio parts distributor to be eligible for membership should carry at least 75 per cent of these items: Condensers, speakers, resistors, volume controls, transformers, tubes, wire, coils, equipment, vibrators, batteries, hardware, radio testers.

(2) That his net worth should be at least \$5,000, with a minimum inventory of \$2,500 net jobbing cost.

(3) That 75 per cent of his sales must be at wholesale for resale purposes, amateur equipment included.

(4) That each member would follow the manufacturer's suggested resale schedule.

(5) That the distributor will report to the Association any deviation or variation from manufacturers' established policies.

(6) That all work together as a harmonious unit to promote fair dealings and practices for a legitimate profit, and to further the interest of the group.

Charter members include: W. A. Shuler Co., New Orleans; Garvin Electric, Atlanta; Specialty Distributing, Atlanta; Radio and Sound Service, Knoxville; Radio Accessories, Orlando; Auto Service, Birmingham; Radio Sales and Service, Columbus (Ga.); Thurow Radio Distributors, Tampa; P. I. Burk, Louisville; Nelson Radio, Mobile; Pan-American, Miami; Radio Electric of Birmingham and Montgomery; Dixie Radio, Columbia; Stratton Radio, Tulsa; K. D. Sales, Shreveport; Henry Radio, Butler; Tennessee Valley Appliance, Nashville and Radio arts Distributing, Norfolk.



**MAKES BENDIX BOW** — *John Chamberlain*, introduced to the industry at the June Washing Machine Convention at Wheaton, Ill., supervises the launching of his company's revolutionary new appliance



**TELEVISION OF TOMORROW**—In Radio City's experimental television studio, *David Sarnoff*, (center), president of RCA, signs a contract for space at the New York World's Fair in 1939. *Betty Goodwin*, announcer, looks on with *Lenox R. Lohr* (left), president of NBC, and *Grover Whalen*, president of the Fair

### Ogle To Mallory

INDIANAPOLIS—C. R. Ogle, recently secretary and sales manager of the B-L Electric Manufacturing Company, has joined the sales organization of P. R. Mallory & Company, Inc., will be associated with the rectifier sales activities.

### Tichenor, Detroit

DETROIT—The Tichenor Company, 7323 W. Chicago Blvd., is located in this city and not in Chicago, as shown incorrectly in *Radio Retailing's* June issue, page 96, under "Check List of Accessory Manufacturers."

**TESTS TOUGH WINDS** — Just how hard wind leans on a wind charger has, up to now, been a matter of test in a wind tunnel. Out in Clarinda, Iowa, W. G. Dunn uses a new method. He has a charger mounted on the front of his car, records pressure on a calibrated dial on the instrument panel



### H-S Moves

CHICAGO—The local sales office of the Hygrade-Sylvania Corp. is now located in suite 1256, Field Building, 135 South LaSalle St. Headquartering here are: L. A. Wheelock, W. C. Mahoney, A. R. Oliver, C. E. Marshall, R. W. Metzner, G. H. Hurley, C. S. Long, Jr.

### C-B Catalog

CHICAGO—The Clough-Brengle Company of 2815 W. 19th St. has just brought out an 8-page, photographically illustrated catalog describing the complete new C-B line of electrical testing equipment. Complete specifications of all instruments plus much technical data of general interest is included.



**APPLIANCE MEN** — *Howard Scaife* talks with *Harry Mealey*, refrigeration sales manager for Edison General Electric Appliance Co., at the company's June district manager's shindig

# LEFT TO RIGHT AT THE RMA'S DINNER



W. A. Hurtienne, B. M. Bryant and J. G. Brooks of Zenith



O. W. Alexander, F. A. Ross and John F. Ditzell of Stewart-Warner



Max Stone of Operadio, P. E. Wiggins of Sears and Eddie Riedell of Raytheon



Bond Geddes of the RMA, Larry King of Operadio and Harold W. Harwell of Cinaudagraph



C. A. Gerlach and A. Dangler of Grunow



Bruce Coffin of Triad, Harry Eller of Clinton, Richard Briggs of Hytron and Joe Thompson of Raytheon



Mr. and Mrs. Earl C. Booth of Arvin



Paul Galvin of Motorola, Hugh Robertson and A. N. Freese of Zenith



A. H. Gardner of Colonial, E. P. Brooks, P. E. Wiggins and R. G. Keogh of Sears Roebuck



Frank A. Hiter, Walter Dyer, R. S. Brunhause and Lester Kelsey of Stewart-Warner

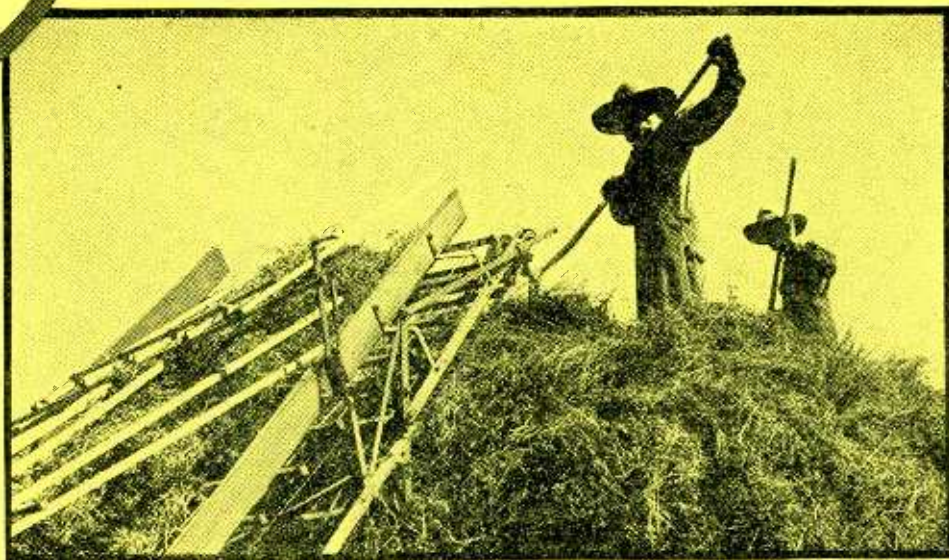


Mr. and Mrs. Ira Owens, representing Utah



# A Friendly

*"Symbol of the Radio Age"*



## *Radio changes life on the farm*

The farm of yesterday and the farm of today are vastly different. And radio is the reason. RCA is proud to have pioneered farm radio—proud to have taken so large a part in every phase of its development—from the standpoint of broadcasting as well as reception.

Of all forms of entertainment, radio alone puts the farm family on a par with families in big cities. Radio is the farmer's chief source of recreation and his news ticker. Besides entertainment, radio helps the farmer in business—bringing him a wide variety of news and information about weather, crops and livestock. It gives him latest price quotations, aids in the preservation of his property against the ravages of the elements. In short, radio has made the farmer's life a *better* life.

## *National Farm & Home Hour ties knot of friendship between farmer and RCA*

For the last decade, NBC (an RCA service), the U. S. Department of Agriculture and the national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. The National Farm & Home Hour, which is broadcast over 91 stations from coast to coast on the NBC Blue Network during the noon hour, every day except Sunday, has become the farmer's tuning habit. This program is adapted to the farmer's special needs and presents a well-balanced combination of national farm news, educational talks and entertainment features.

The National Farm & Home Hour is one of the ways in which RCA serves the farmer—a service that has

created a bond of friendship between farmers and RCA.

## *RCA's interest in 4-H Clubs gives farm youth brighter future*

The U. S. Government in 1899 originated what is now known as the Boys and Girls National 4-H Clubs. Today more than one million farm juniors belong to these clubs. Under the sponsorship of the U. S. Department of Agriculture and the State extension services, RCA gives material aid to agriculture in the constant betterment of these clubs, sponsoring the Social Progress Program, a contest that promotes the social, recreational and economic betterment of rural life. Club members are using radio and recorded music in this contest thereby extending the usefulness and the potentialities of the radio industry. The farm family of America knows and likes RCA and its broadcasting service, the NBC.

# RADIO CORPORATION OF



# Sign to Farmers

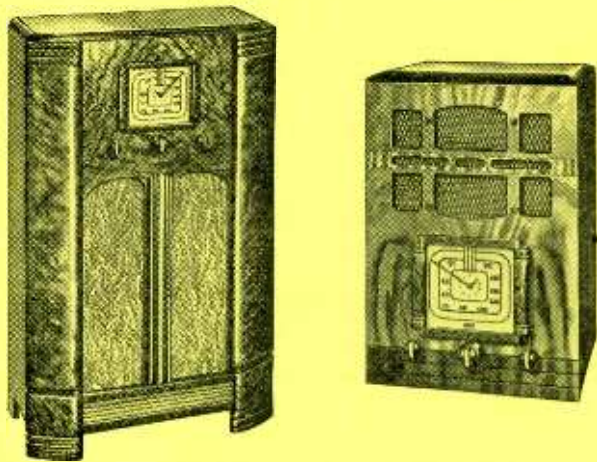
*Thousands of farmers prove friendship by buying RCA Victor 1938 Farm Sets with Sensational Distance Booster*

RCA Victor 1938 farm radios are the talk of every farm home! Featuring the sensational new Distance Booster, which gets more stations with finer tone and greater volume, these new battery sets are creating new sales records in dealers' stores all over the land.

They've got everything! Power rivals that of big electrically operated city radios. Cabinets are big and beautiful. Prices are low—and operating costs are at a minimum, with sets operated by either Wincharger or gasoline motor generator.

These sets are *real* values—values every dealer can cash in on. Push them with all you've got—and they'll bring you plenty in return! Because there are 6,812,350 farms in this country—and farmers this year will have an estimated income of 10 billion dollars. That means that they are likely prospects for a radio set. A radio is the one thing that really *completes* a farm home, and when you feature RCA Victor sets, you pave the way for a profitable visit with every farmer in your community!

*Distance Booster brings more stations with Finer Tone . . . Greater Volume!*



(AT LEFT) RCA Victor Distance Booster Model 85BK, a stunning, 5-tube, 3-band superheterodyne, offering world-wide entertainment with tremendous power and life-like tone. New, big "Save-the-Battery" Dial. "B" battery plug connection, phonograph connection, 2-volt operation or 6-volt operation with Pak-O-Powr and 6-volt storage battery.

(AT RIGHT) RCA Victor Distance Booster Model 85BT, featuring 5 RCA tubes, "Save-the-Battery" Dial, aircraft and amateur calls, foreign reception, standard broadcast, police bands, and a host of extra-value features.

Other RCA Victor farm radios are Console Model 86BK and Table Models 84BT and 86BT, which offer many outstanding performance features—features that will help you make easy sales.

In addition, you can make handsome profits through sales of RCA Victor electrically operated radios to power line farm homes. There are 21 models, ranging from \$20 up, which offer a total of 55 splendid features to help you sell. Foremost of these is the first truly automatic tuning—RCA Victor Electric Tuning. Others include new Overseas Dial, which makes short wave tuning 50 times easier than ever before, Armchair Control, Sonic-Arc Magic Voice, Beauty-Tone Cabinets, Magic Brain, Magic Eye, RCA Metal Tubes.

## *RCA Victor*

RCA Manufacturing Company, Inc., Camden, N. J.

# AMERICA • Radio City, New York

## G-E Ups Three

### Crossland, Wandres, Brandt Advance

BRIDGEPORT—E. H. Vogel, manager of General Electric's radio division, announces that, effective June 1, H. A. Crossland became manager of a newly created Technical Sales and Service Section. C. T. Wandres, for the past six years advertising manager for G-E radio, has assumed Crossland's former responsibilities as manager of radio tube sales. A. A. Brandt succeeds Wandres, has been appointed supervisor of advertising for all products of the radio division.

N. Bishop and H. R. Shaw have been assigned to the Technical Sales and Service Section. P. R. Butler has been placed in charge of the Radio Sales Service Section, succeeding Bishop.



**WANDRES**—C. T. Wandres, former G-E Radio Division ad manager, now manager of radio tube sales



**BRANDT**—New radio advertising supervisor for General Electric's radio division is A. A. Brandt



**CROSSLAND** — New manager of G-E's newly-created Technical Sales and Service Section, H. A. Crossland

### C.I.T. Office

STAMFORD—The C. I. T. Corporation, national sales finance company, opened an office here June 10 in the First Stamford National Bank & Trust Company building, 1 Atlantic Street. E. C. Schuman is in charge.

### Shure Fire

CHICAGO—A new, completely revised six-page catalog of microphones and acoustic devices has just been published by Shure Brothers, 225 W. Huron Street. Copies are available on request.

### Bruno Denies

NEW YORK—Interviewed concerning a rumor circulated among the trade to the effect that the Bruno Laboratories, Inc. is in some manner connected with the manufacture of amplifier and complete sound systems, or is being financed by a manufacturer of sound equipment, William A. Bruno authorized *Radio Retailing* to quote him as follows:

"These rumors are without foundation and have been circulated for the sole purpose of embarrassing us with manufacturers of sound equipment whose business we have secured and are enjoying. I own and control the Bruno Laboratories, Inc. No stock has ever been issued to any company or individual connected directly with any concern engaged in the manufacture of sound equipment."

### New Cabinet Plant

CHICAGO—Bob Fogelson, who has been identified with the radio industry since its inception, as buyer, merchandiser and sales promotion manager with several large manufacturers and distributors, announces the organization of the Illinois Wood Products Corporation.

Fogelson, president of the new firm, states that it has acquired a plant equipped with modern machinery and complete facilities for production. Additional new machinery, plus a thoroughly experienced personnel, will permit large, straight line production of quality radio furniture.

Production will start about July 1st, in the plant, at 2512 S. Damen Avenue.

### New Wholesale Idea

ALBANY—American Appliance Associates, Inc., has been formed here to merchandise a complete line of radio parts and tubes under one trade-name to radio servicemen. Activity is confined, for the present, to New England, New York and Pennsylvania.

Sales exec is L. T. Holland, for the past fourteen years with Hygrade-Sylvania and its predecessor companies. Engineering will be handled by M. A. Feldstein, formerly in charge of GE's middle Atlantic states division. A. O. Linzey, formerly comptroller and treasurer of E. S. & E., Albany, handles the new firm's finances, says it will introduce a new method of financing retail purchases.

## PARTS JOBBERS ON PARADE\*



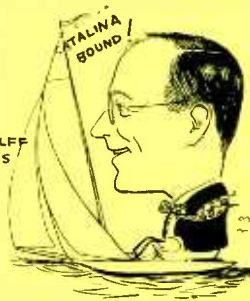
L. M. TESDELL  
DES MOINES



J. V. DUNCOMBE  
ERIE, PA.



CLARENCE  
SUEDEKUM



CHAS. R. KIERULFF  
LOS ANGELES



CHAS. K. FAILING  
CHICAGO.



**TREAT FOR REPS**—Shure Brothers blew representatives to a feed during the Paris Show at Chicago. (Left to right around the table) Joe Muniot, W. Bert Knight, Fred Ellinger, sales department's A. E. Green, Fred Hill, S. K. MacDonald, sales department's M. A. Cope, C. H. Dolfuss, Jr., H. P. Hardesty, C. W. Snipe, A. C. Simmonds, chief engineer Ralph Glover, president S. N. Shure, sales manager E. L. Berman, assistant sales manager O. H. Smith, R. C. James, Jr., R. M. Campion, J. P. Kay, W. Ellinger, export head J. C. Hill, R. H. Clawson, ad man J. S. Latucky, factory man J. Craig, J. Vawter, F. E. Schmitt, H. W. Burwell and A. Calais



**GREEK LETTER**—From Lambropoulos Freres, S.A., Emerson's distributor at Athens, comes this photo of the medal awarded as first prize at Solonika's Second International Fair for excellence of style and technical design

### Pontiac Awards Strombergs

ROCHESTER—Stromberg-Carlson radio sets have been selected as prizes in a campaign now on between Pontiac salesmen. Twenty-five sets are to be awarded (Model 150-L's) to high men in the automobile manufacturer's sales force competition.

\*Sketched from life in the booth of the National Union Radio Corp. at the Stevens Hotel, Chicago, in June



EARL BEAUDRY  
COLUMBIA  
S. CAROLINA



MARTIN BROTHERSON  
JOPLIN, MO.



C. RAY TWYNHAM  
AKRON

## Radio At Mart

Majestic maintains exhibit, shows new set line

CHICAGO—Coincident with the occupation of its new plant in the Kenwood district, the Majestic Radio & Television Corp. is showing its 1938 radio line in suite 525 of the American Furniture Mart as we go to press. Headquarters are also maintained by president N. L. Cohn in the Drake Hotel, will be open to visiting dealers until June 17.

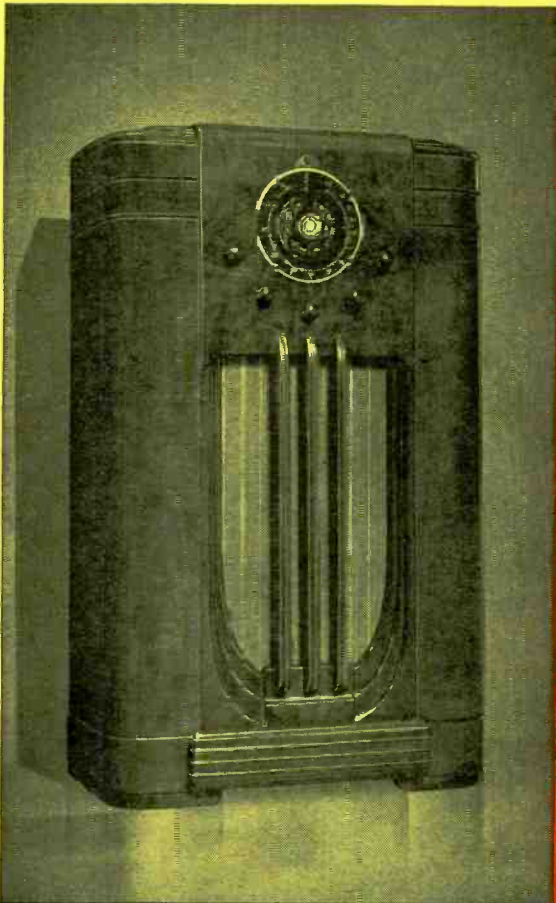
The Mart opened July 5.



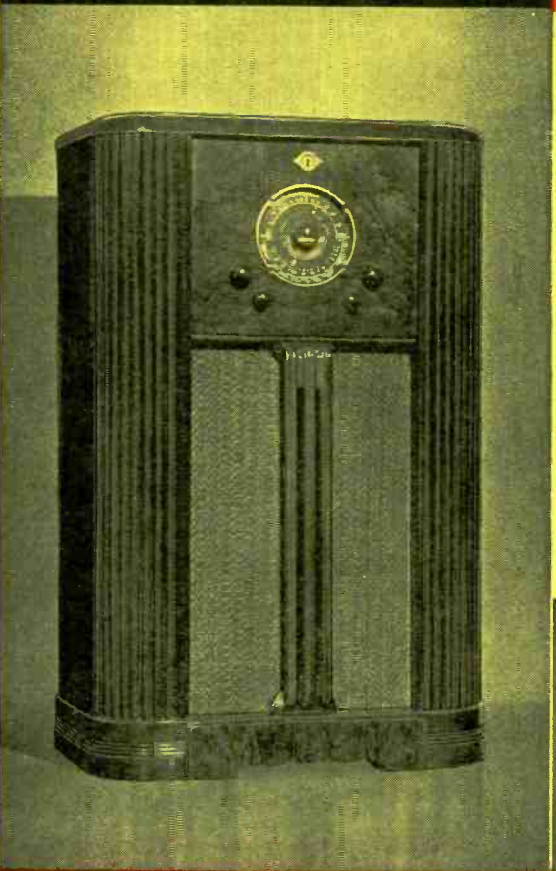
**SWAMPED**—John Bradfield, vice-president and general manager of International Radio Corp., says orders for the new Kadette line, lead by a 10-tube table model, have necessitated radical expansion in manufacturing facilities, setting up of additional production lines



**EAST FOR KADETTE** — Ed McCarthy. He's just been appointed eastern division sales manager for International Radio Corp.



ARVIN Phantom Prince Model 1237  
2 tubes — 12" Speaker



ARVIN Phantom Knight Model 828  
3 tubes — 10" Speaker

*Beautiful Styling  
Sparkling Performance  
Attractive Prices*

YOU GET EVERYTHING  
IN THE NEW 1938



# ARVINS

WITH THE

*Phantom Filter Circuit*

There's big sales appeal in the Arvin line—20 exceptionally fine radios in smartly designed cabinets—with every modern improvement headed by Arvin's exclusive Phantom Filter Circuit.

● You'll realize the sales value of the new 1938 Arvins when you see and listen to the beautiful consoles and table models. Arvin has everything—five to fourteen tube AC radios—powerful battery sets for farm homes—and striking AC-DC portables. Arvin has both the performance and the styling which appeals.

There's real selling support behind the Arvin line—a big program of nation-wide consumer advertising in leading weekly and monthly magazines—more than 50 million Arvin sales messages to your best prospects before Christmas . . . Impressive merchandising displays for your floor or show window . . . and other promotional material that makes sales and profits for you. See and listen to the new Arvins at your jobber's.

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA  
*Also Makers of Arvin Phantom Filter Car Radios*



ARVIN Phantom Girl Model 518A  
5 tubes — 5" Speaker



ARVIN Phantom Junior Model 618  
6 tubes — 6" Speaker

## FRONT MEN FOR FACTORIES

**GIBSON**—Hoy & Company, Inc., Albany, N. Y., now has the Gibson refrigerator line in the Albany-Troy area.

**CONTINENTAL RADIO**—Sid Gatty now represents this outfit, making Admiral radios, in Philadelphia, Baltimore, Washington and Virginia. Lou Willis, formerly western sales manager for A-K and Grigsby-Grunow, has been appointed district manager for California, Nevada, Utah and Arizona.

**CLARION**—From R. B. Lacey, vice-president of the Clarion Corporation, comes the following list of important new distributor appointments: Bell Radio Parts Company, Columbus, Ohio; E. L. Chambers & Co., Cincinnati, Ohio; Taylor Supply Co., Harrisburg, Penna.; Alberson Sales Co., Bloomington, Ill.; Wayne Hardware Co., Ft. Wayne, Ind.; Capitol Furniture Co., Dayton, Ohio; Repass Auto Company, Waterloo, Iowa; Dakota Radio Corp., Yankton, S. Dakota; Jack D. Fink and Co., St. Louis, Mo.; D.L.C. Company, Grand Rapids, Mich.; Charles Held Co., Detroit; Radio Parts Co., Milwaukee and Madison, Wis.; Lukko Sales Corp., Chicago, Ill.; In addition, Albert Middleman has been appointed district sales representative for western Pennsylvania and West Virginia while J. M. Cartwright will represent Clarion in the Southwest.

**MILLION**—New representatives include Theo. W. Keller of Council Bluffs, Iowa; F. J. Bullivant, St. Louis; E. H. Pratt, Kansas City, Mo.; H. A. Killam, Portland, Ore.

**CROSLEY**—H. M. Weber has joined the sales force of the Johnson Distributing Co., Crosley distributor in Tampa, Fla. He will cover the Florida west coast territory. Answers to the name of Herman.

**HORTON**—Republic Distributing Co. of Grand Rapids now has the Kleenzoning and Beauty Aid lines in western Michigan.

**GRUNOW**—Moore, Bird & Company has the General Household Utilities line in Denver; Lew Bonn of Minneapolis has just been appointed; Mericope Appliance Co. has it in New Orleans; Charles Ifeld Co., has just been put on in Albuquerque, N. M.; V. Tausche Hardware Co. has the radio line in LaCrosse, Wisc.; Passman Equipment Company in Monroe, Louisiana; Arizona Hardware in Phoenix and Majestic Sales Co. in Sioux Falls, S. D. Moore, Bird, Lew Bonn, V. Tausche and Majestic Sales also have the Grunow refrigerator line.

### Story of Plastics

**CHICAGO**—The Chicago Molded Products Corporation of 2145 Walnut St. has just released a 40-page booklet describing different varieties of plastics, giving many facts about their use. Of particular interest to designers are pages dealing with metal inserts, specifications which are difficult to follow if plastic parts are to be rugged.



**FUN IN THE FACTORY**—Engineer *Joe Hersh* yodels a ditty while sales manager *Haskel Blair* (left) and chief engineer *Ben Waxler* of the *David Bogen Company* wait for the chorus-cue



**SMILES WITH REASON**—*Warren Hasemeier*, sales manager for *Wilcox-Gay*, keeps his pen busy filling orders for the concern's new *Wal-Radio*, shown in the background



**TWO OF THE MUCHERS**—There are more. (Mucher the elder and three uncles in the business!) Here's *George* (left) and *Victor* of *Clarostat* talking over a new resistor product. *George* is chief engineer and *Vic* is sales manager



**PROUD OF NEW STORE**—*V. P. Felt*, (left) president of *Felt Radio*, Salt Lake City, holds open house in his new store, excites the envy of *A. H. Garrard*, Burley, Idaho sound equipment dealer, and *Charlie Harris* of Ogden, who also sells p.a.



**FROM ZENITH TO GRUNOW**—General Household Utilities' new export manager is **E. G. Hefter**, formerly with Zenith. Out goes Grunow's exporting through a New York commission house. The factory will now handle it direct

### Cabinet Plant For Crosley

RICHMOND, IND.—The Crosley Radio Corporation of Cincinnati has selected a site here, just north of the Belden plant, will soon break ground for a new refrigerator cabinet factory. Powel Crosley, Jr., interviewed, stated that this plant will replace the one destroyed by fire in January's flood, will not in any way curtail activities at Cincinnati, supplementing rather than supplanting facilities there.

One story high, 1200 feet by 200 feet, occupying approximately 100 acres, the new plant is scheduled for completion December 1. Partial operation, permitting employment of 750, is planned for October 1.

### Grigsby Back

CHICAGO—B. J. Grigsby, president, announces the organization of the Elsbert Manufacturing Co., Inc., with offices and factory at 353 West Grand Ave. Other officers of the new company, which is developing and will shortly begin manufacture of a new type of slow-speed, high-torque fractional horsepower electric motor, ignition devices and systems for greater efficiency in internal combustion engines, are: Raymond J. Grigsby, vice-president; O. E. Grigsby, secretary and H. E. Kranz, chief engineer.

## Air: Status Quo

**No drastic reallocation of broadcast facilities contemplated by FCC**

CHICAGO—"No drastic reallocation of broadcast facilities is contemplated by the Federal Communications Commission and the only changes in policies and regulation will be those deemed advisable, to be made step by step." This was the assurance given members of the National Association of Broadcasters by Judge E. O. Sykes, chairman of the FCC Broadcast Division, principle speaker of the Association's 15th Annual Convention.



**GOES WITH GREBE**—Successively with the Victor Company, Philadelphia Distributors and Newark Distributors, **George A. Tatem** now becomes general manager of the Grebe Manufacturing Company of New York



**NEW G.S.M.**—Dividing his time between National Union's New York and Chicago offices is **Homer W. Kunkler**, now general sales manager



**CAMERA-SHY**—Hard to catch, even with a candid camera, is **P. S. Billings**, president of Belmont Radio. This is one of the few existing photos of him

### Done With Mirrors

NEW YORK—Night or day, a block away, you can see the copy selling both service and tubes on National Union's new electric clock now available to dealers as a premium.

The clock face is 16 by 24 inches, bounded by a one-inch, two-tone, black and silver frame, in five colors, with a silver mirror background. Illuminating lights can be turned off in daytime without stopping the clock movement.

### "None Have Dared"

CHICAGO—A new engineering bulletin, entitled "None Have Dared," has just been released by the Electronic Design Corporation of 162-A N. May Street, maker of "Vocagraph" Sound Systems. Containing much technical information of interest and value to retailers and servicemen, this bulletin is available without charge to readers of *Radio Retailing*.

### Transducer Moves

The Transducer factory, which had been located at 22 West 48th Street, moves to new larger quarters at 455 West 45th Street. In charge of activities at the new address are F. L. Lester, production engineer and Ben Eisenberg, test and design engineer. Serving in the capacity of design consultant is Richard W. Carlisle.

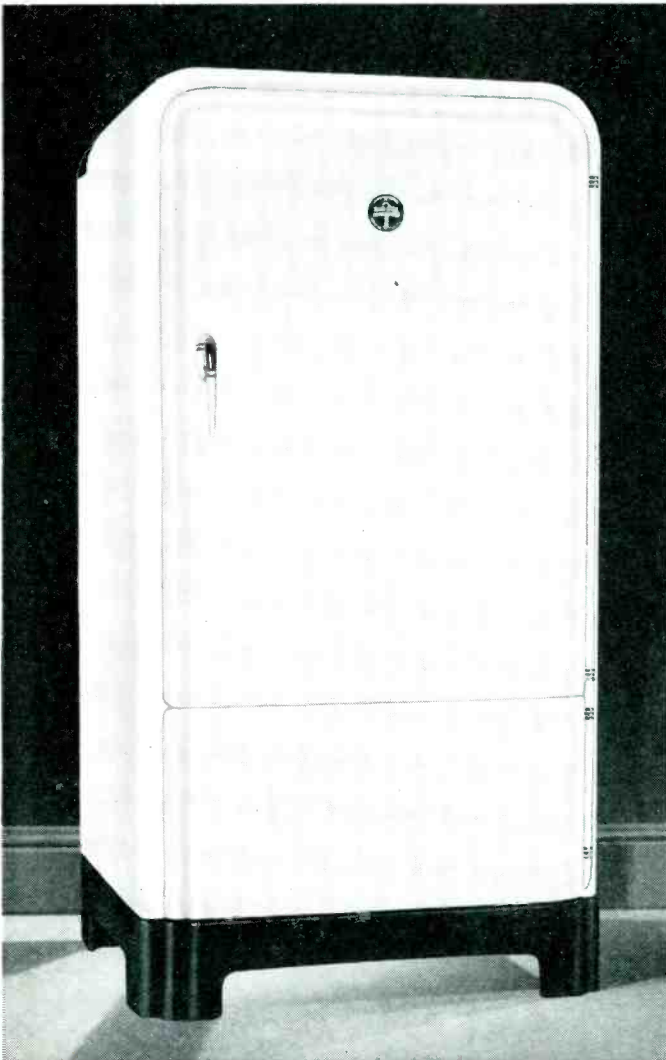


**MAMMOTH MERCHANDISING FLEET** — To trailers with a vengeance go Motorola distributors. Here's 15 of a fleet of 30, snapped in front of Galvin's factory before trans-shipment. Each

one carries the full line of 18 home models, 5 auto-sets and the new 6-110 volt model, hooked up to power and antenna leads for actual demonstration

# ANY FAMILY ANYWHERE IS A PROSPECT FOR SERVEL ELECTROLUX

*This Silent Refrigerator runs on either Gas, Kerosene, or Bottled Gas*



**N**O MATTER where you're located, you can make money with the world-famous Servel Electrolux refrigerator. For there are Servel Electrolux models that run on either of these three fuels—gas, kerosene, or bottled gas. Whichever is most suitable for a particular home.

Think of it. Any family can own this different refrigerator. Any family is a possible source of extra income for you.

#### **NO MOVING PARTS**

Selling Servel Electrolux is not difficult. Because of its different operating principle—no moving parts in the freezing system—it gives you a sales talk that no competitor can match.

Furthermore, Servel Electrolux is today supporting dealers with the most aggressive advertising program in its history. For months a gigantic three-way magazine campaign has been telling the story of this different refrigerator to more than 32,000,000 people each month.

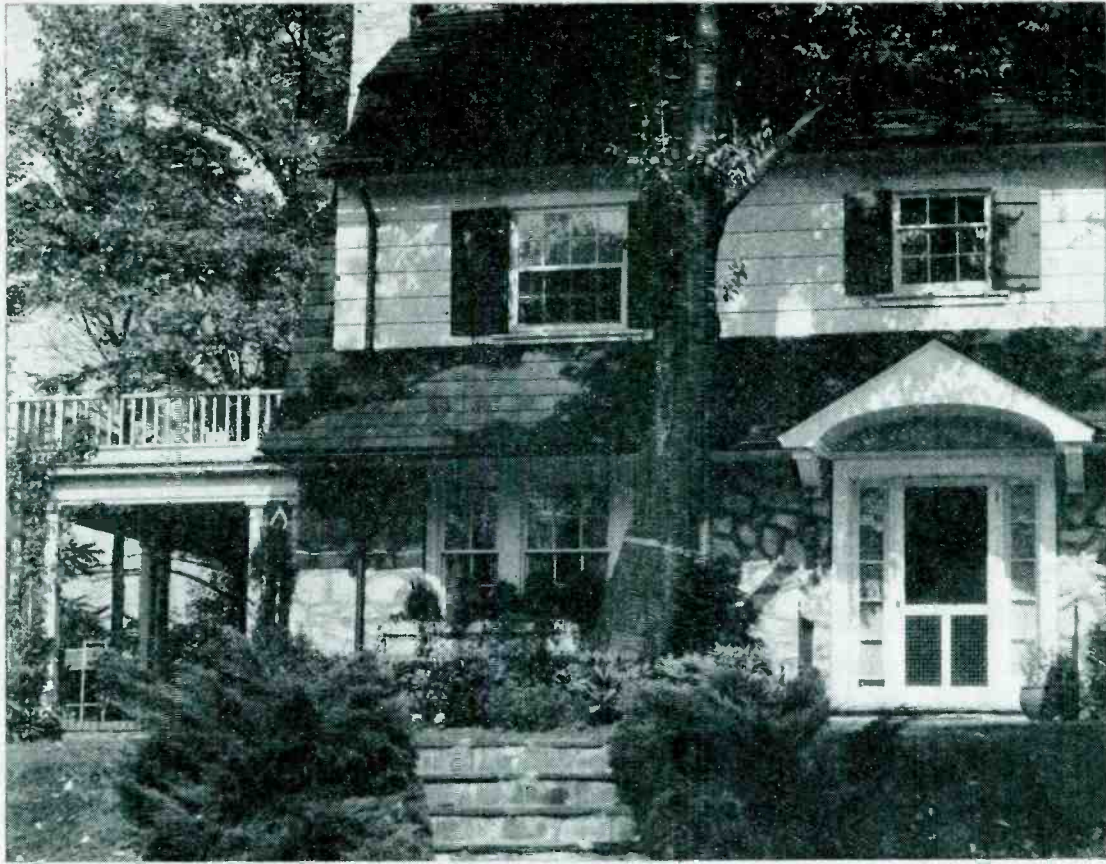
There are a number of profitable dealerships still available. For information write to Servel, Inc., Servel Electrolux Sales Division, Evansville, Indiana.

## **SERVEL ELECTROLUX**

THE *Gas* REFRIGERATOR

### **THESE EXCLUSIVE SELLING POINTS ARE YOUR STAR SALESMEN**

- Permanently Silent Refrigeration
- No Moving Parts In Freezing System
- Modern Beauty
- Lasting Efficiency
- Continued Low Running Cost
- Every Worthwhile Convenience



*Enter here for Sales*

**The passport to any home is dependable service—and that's where Sylvania tubes come in!**

• • •  
If you don't think radio tubes are important, try selling a few cheap, inferior "seconds," and see how quickly the echoes get back to you!

Good tubes are vital to your business. So why not sell tubes that guard your reputation for dependability...like Sylvania's? They'll open the door of many a home in your town—and they'll hold it open for you all the year 'round, whenever there are other, bigger-profit sales to be made.

Sylvania tubes won't let you down. They can't. Scores of manufacturing tests during production see to that. Why not get in touch with us, and see how we can help you? For complete sales and technical information, write to the Hygrade Sylvania Corporation, Emporium, Pa.

**SYLVANIA**

THE SET-TESTED  
RADIO TUBE





## ... Parts Return Racket

**R**ADIO parts jobbers and manufacturers are leaning over backwards to kick themselves more easily. A practice sponsored by them has become, paradoxically, a selling-point and a profit-killer at the same time. The practice referred to is indiscriminate replacement of radio parts, free of charge.

Although on the surface the replacement of radio parts on a no-questions-asked basis appears to be a cheap good-will gesture for the parts jobber catering to local servicemen, amateurs, experimenters and dealers—with the manufacturer presumably paying the ultimate bill—the habit has become so widespread and generally adopted that it is proving an actual handicap to sales and profit both to the jobber and the manufacturers. We are losing far more through such practice than is generally realized. And it's time to call a halt, for our mutual good. Let me explain:

Were the returned articles actually faulty in construction and performance, the cry about "making good" would be justified. But expert engineers design present-day parts. Years of actual use has served to work out the "bugs." Production is carefully safeguarded. Mighty few defective parts get out these days, so far as

**Most no-questions-asked replacements represent misplaced jobber liberality. Manufacturers appear to absorb loss but must pass on costs in form of higher lists**

**Says Victor Mucher**

*Clarostat Mfg. Co., Inc.*

quality lines are concerned. Imperfections are few, yet returned parts many. Why?

The answer is apparent. In his attempt to keep his customers satisfied, the average jobber goes to any length to render those "good-will" services which apparently cost him nothing. "The customer is always right"—particularly in a field as competitive as parts jobbing. "And anyway," reasons the jobber, "the manufacturer pays, not me. I return his goods by express collect; let the manufacturer worry."

But such reasoning is far from smart. The jobber does not realize the profit he should be making by selling *additional parts*. He does not look

beyond the false "good-will" angle and the "free" parts replaced by the manufacturer. He is playing sucker without realizing it.

The usual serviceman, amateur or experimenter is like all of us—he makes mistakes every day, and if he can make someone else foot the bill, it is to his advantage to do so. If, however, the "faulty" component was not so easily returnable—if a questionnaire had to be filled out with each returned part, it is highly probable that in many instances a faulty condition (not in the part itself, but in the usage) could be rectified.

Please, Mr. Jobber, bear in mind that you are no longer selling the  
(Please turn to page 53)

# PREVIEW of NEW PRODUCTS

## DICTOGRAPH

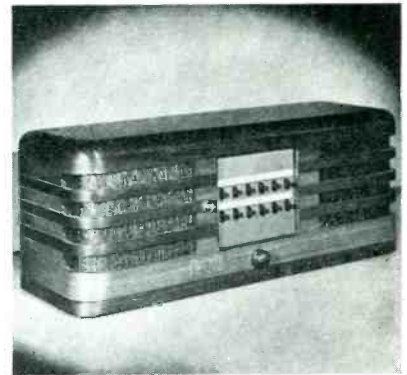
Dictograph Products Co.  
580 Fifth Ave., New York, N. Y.



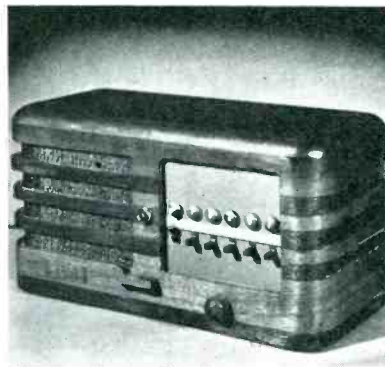
**TRAILER-DICTOGRAPH**—Provides instant communication between driver and trailer while in motion; two models—Model A permits occupant of trailer to talk to driver, speaker's voice being amplified by speaker under dash S35; Model B provides the additional advantage of two-way, simultaneous talk \$65; driver need never take hands from wheel with either model

## WEBSTER ELECTRIC CO.

Webster Electric Co.  
Racine, Wisconsin



**TWO-WAY TELETALK**  
—Maximum capacity, 24 stations; speech may originate at any station and conferences be carried on between as many as 10 persons; no talk-listen switch necessary; conversations are entirely private



**DELUXE SELECTIVE UNIT**—Has bank of enunciator buttons—one for each station; an enunciator button comes forward when a call comes in; if party wanted is away from his desk at the time he can readily tell who was calling and merely calls back

## VOCAGRAPH

Electronic Design Corp.  
164 N. May St., Chicago, Ill.

**SOUND LINE**—Amplifiers and complete portable sound systems featuring a unique reproducing principle termed "Hushed-Power"; this principle employs an improved proportioning of stage gain which reduces tube loading and the possibility of distortion from overload; amplifiers offered in output ratings of 20, 40 and 60 watts

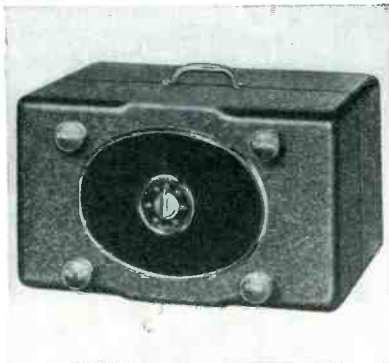


**SPEAKER MICROPHONE UNIT**—May be used with all systems; has switch lever for indicating if operator wishes to speak with selective unit



## GALVIN

Galvin Mfg. Corp.  
4545 W. Augusta Blvd., Chicago, Ill.



**MOTOROLA "COMPANION"**—All-purpose radio; a 6-volt battery and 110-volt plug-in set, it may be used as a trailer radio and on outings as well as in the home; rugged metal case, 6 tubes; battery drain of less than 3 amps.; quick changeover switch; \$49.50

## WESTON

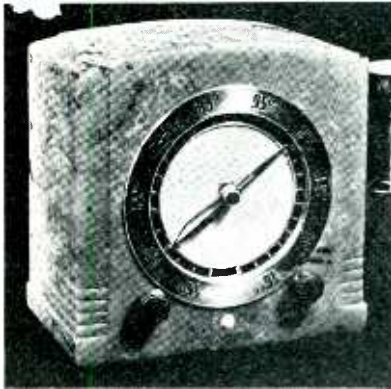
Weston Electrical Instrument Co.  
Newark, N. J.



**773 TUBE CHECKER**—Portable or counter emission type; good-bad scale; 4 1/4 inch meter; new noise test for noisy tubes; hot short check

## KADETTE

International Radio Corp.  
Ann Arbor, Mich.



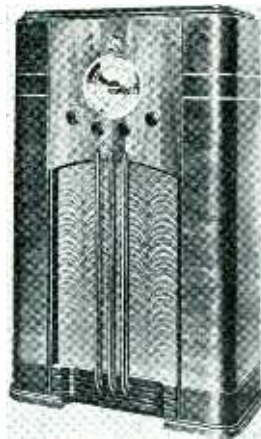
MODEL K-28—Crystlin Clockette radio; resembles blue marble; also available in red; 540-1600 kc.; ac-dc; 6 tubes; measures  $7\frac{7}{8}$  x  $8\frac{3}{16}$  x 5 inches; \$29.50

MODEL K-739 — Horizontal table style; speaker grille open at end and side with decorative bars; black louver type dial; three bands—540-1760, 1720-5700 and 5930-17,200 kc.; ac; 7 tubes;  $9\frac{1}{2}$  x 18 x 8 inches; \$39.95



## CROSLLEY

Crosley Radio Corp.  
Cincinnati, Ohio



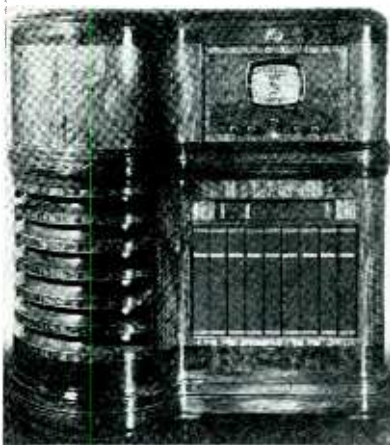
SUPER 11—Iris tuning indicator; Mirro-Dial; striped walnut cabinet with diagonal matched overlay of vertical striped walnut through the center; 11 octal base tubes; 10 in. speaker; 525-22,000 kc.; broad a.v.c.; power supply noise filter

SUPER 8 — Mirro-Dial, edge lighted, gold reflector type with graduations fused on the convex glass; bentwood style cabinet with maple inlays; two solid bronze gold-finish bars transverse the grille; 8 octal base tubes; 8 in. speaker; 525-22,000 kc.; \$39.95



## EMERSON

Emerson Radio & Phonograph Corp.  
111 Eighth Ave., New York, N. Y.



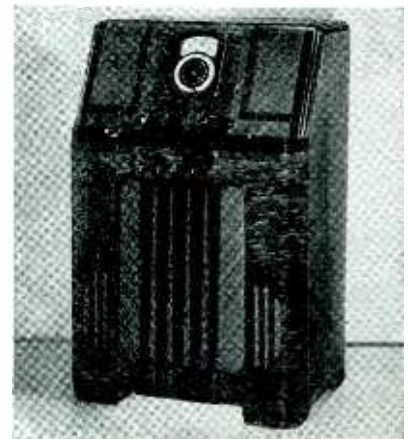
MODEL X-175 — Has "Miracle Tone Chamber," an entirely different type of speaker grille which eliminates the conventional cloth cover, and, through a series of grooved louvres, diffuses the sound waves in a manner which provides equalized reception of high and low notes; radio-phono combination; automatic record changer; 15 tubes; 16-555 meters; electron ray tuning; 10 record albums; \$750

MODEL R-167 — Miracle Tone Chamber; 5 tubes; ac; standard, police and amateur bands;  $6\frac{1}{2}$  in. speaker; hand-rubbed walnut and Oriental wood cabinet; \$29.95



## PHILCO

Philco Radio & Tel. Corp.  
Philadelphia, Pa.



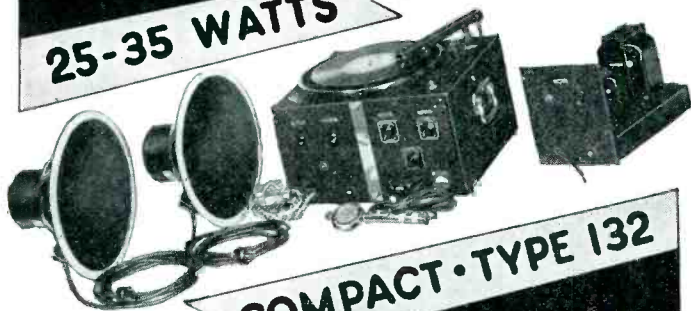
MODEL 116-XX — Inclined control panel to permit tuning with ease; high-fidelity; automatic and magnetic tuning; beam type output tubes; sealed cabinet; acoustic clarifiers; twin-tone controls; spread band dial; 15 tubes; 5 tuning ranges



MODEL 38-12C—Striking new illuminated full vision dial; sliced walnut cabinet with narra-wood inlays; superhet; 5 tubes; covers standard American broadcasts and state police; measures  $8 \times 11\frac{5}{8} \times 6\frac{1}{8}$

**6 VOLT D.C.  
110 VOLT A.C.**

**25-35 WATTS**



**RUGGED • COMPACT • TYPE 132  
MOBILE  
P.A. SYSTEM**

Uses Beam Power Tubes . . . Electronically mixes one Microphone and one Phonograph . . . Includes Dual Diaphragm Crystal Microphone Hand Type . . . Two 12" Heavy Duty Permanent Magnet Speakers . . . Interchangeable Power Packs . . . can be used in conjunction with Radio Set by using a Model A-3960 Radio Matching Unit.



Model 108

8-15 Watt Portable Unit

Complete with Model 813 Amplifier, velectron microphone with combination hand and banquet stand, 10" Electrodynamic speaker and \$8300 tubes.....

Model 813 Amplifier alone including \$3800 Tubes.....

● Extremely rugged, compact and ready to go in every case where a temporary installation is required. A simple change of parts and it's ready for 110 Volt A. C. or 6 Volt D. C. Beautifully finished in baked black stipple, this unit never falls down on the job expected of it.

PRICE—Unit only, 6 Volt D.C. \$14250 operation including Tubes.....

Additional for two 12" Permanent Magnet Speakers and Crystal Micro- \$7500 phone.....

A. C. Power Unit only, with Tubes.. \$2250

(Above prices subject to usual jobbers' and dealers' discounts.)

The Most COMPLETE Line of Intercommunicating Systems, P. A. EQUIPMENT, P. A. SPEAKERS AND RADIO REPLACEMENT SPEAKERS THE MARKET AFFORDS. EASY TIME PAYMENT PLAN.

**THE PRICED RIGHT LINE... THE LIBERAL  
DISCOUNT LINE... THE 1937 PROFIT LINE!**

For New 1937  
ILLUSTRATED CATALOG  
Address Dept. R7R

**OPERADIO**  
MANUFACTURING COMPANY  
ST. CHARLES • • • ILLINOIS

*Available*



**A FEW  
CHOICE FRANCHISES**

One of the world's leading typewriter manufacturers has a few choice portable franchises available.

THE LINE in question has been strongly advertised both nationally and locally for many years. It appeals to every price class. It is a wonderful account opener.

WIDE PROFIT-MARGIN is offered. Granted you have a conveniently located store and a record as a successful merchandiser, you will make money handling this line. If interested, write at once—no obligation. Let us show you what many other stores in your line have done.

● Address Box RR77, Radio Retailing  
330 W. 42nd St. New York, N. Y.

THE



**20-C AMPLIFIER**

20 Watts Output. Dual mike input.

Electric Eye Monitor.

Modern in appearance and performance.

A complete line of sound systems for every application illustrated in U.S.E.'s new 16 page catalog.

TYPE

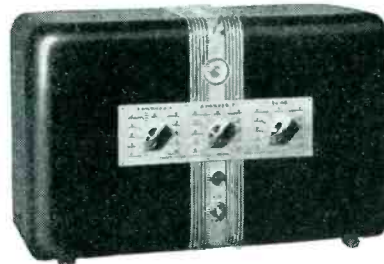
Write for new Catalog No. 107 and proposition.

**UNITED SOUND  
ENGINEERING CO.**

Manufacturers of Electronic  
Equipment

2241 University Ave.  
St. Paul, Minn.

Licensed by arrangement with  
E.R.P.I. under patents owned  
and controlled by A. T. & T.  
and Western Elec. Co., Inc.



**"RED HEADS"**



● SERVICE MEN PREFER  
"RED HEAD" CONDENSERS  
THEY'RE DEPENDABLE

**THANKS!**

to R M A members who  
visited us while in Chicago.  
We hope you enjoyed seeing  
how "RED HEADS"  
are made.



512 So. Peoria Street  
Chicago :: :: Illinois

# UNIVEX

Universal Camera Corp.  
32 W. 23rd St., New York, N. Y.



**UNIVEX CINE 8**—Uses No. 100 standard 30 ft. film roll;  $4\frac{1}{4} \times 3\frac{3}{8} \times 1\frac{5}{8}$  in.; Ilex-Univar f:5.6 lens with Iris diaphragm stops from f:16 to f:5.6; interchangeable super-speed and telephoto lenses available; quick loading; \$9.95. Projector, \$14.95

# GREBE

Grebe Mfg. Co.  
119 Fourth Ave., New York, N. Y.



**MODEL 3012-3**—Automatic tuning; choice of ten stations; large illuminated dial; 12 tubes, ac; figured walnut front and sides with striped walnut center panel and top

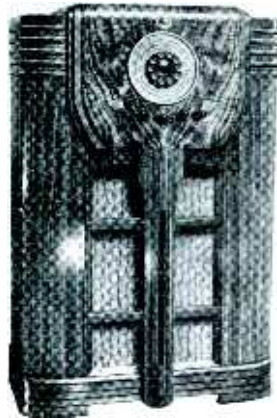
**MODEL 307L**—Seven tubes; ac; striped walnut cabinet; speaker grille on left front and side ornamented by three horizontal bars; 550-18,000 kc.; large full vision dial



# FADA

Fada Radio & Electric Co.  
30-20 Thomson Ave., Long Island City, N. Y.

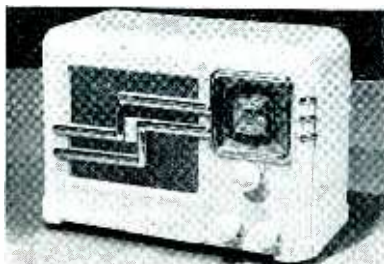
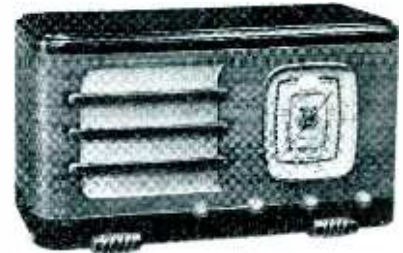
**FLASH - O - MATIC MODEL**—This cabinet may be had with 10, 11 or 13 tube chassis; automatic tuning with automatic frequency control; 540-18,500 kc.; Flash - O - Graph tuning indicator; infinite impedance detector makes possible the handling of greater signal strengths and modulation peaks and eliminates need to tune precisely "on the button" for good quality



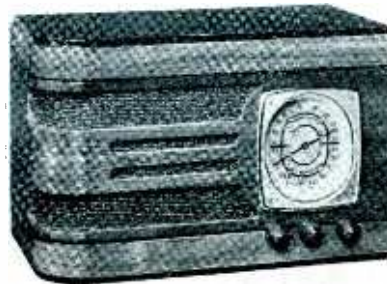
# DE WALD

Pierce-Airo, Inc.  
510 Sixth Ave., New York, N. Y.

**MODEL 700**—Deluxe bentwood style cabinet in American duo-tone walnut; Syncro-beam tuning; 7 tubes; ac-dc; indirectly illuminated etched instrument dial; band indicator; 19-550 meters



**COLORADIO 354**—In beetle cabinet the following colors are offered: ivory, chinese red, ivory and gold, chinese red and gold; in Bakelite, walnut, black and chromium, black and gold; available with or without untarnishable trimmings; new golden or silver "Glo-Dial" to match metal trimmings



**MODEL 629**—Beam amplification; 6 tubes; ac-dc; indirectly illuminated etched instrument dial; bentwood type cabinet in American walnut; full automatic volume control; full range dynamic speaker

# Electro-Acoustic



**MODEL  
EAP • 2232  
30 WATT**

**115 VOLT AC-6VOLT DC  
COMBINATION-**

**MOBILE  
SOUND SYSTEM**

\$225.00 List Price  
F.O.B. Fort Wayne, Ind.

**IT'S A SENSATION! IT'S NEW!  
THERE'S A BIG MARKET!**

- 1** It will outperform any mobile equipment regardless of price.
- 2** It can be set up quickly and easily for use with any 6 volt storage battery in truck or automobile and
- 3** —requires no Power Pack. Change-over from 6 V. DC to 115 V. AC is accomplished **AUTOMATICALLY** by merely inserting the desired supply cord.
- 4** —can be taken inside and used for church, ballroom or auditorium—operating from any 50-60 cycle, 115 volt AC power source.
- 5** Features the Electro-Acoustic original "Jar-proof" Pickup which follows the grooves no matter how rough the road or pavement.

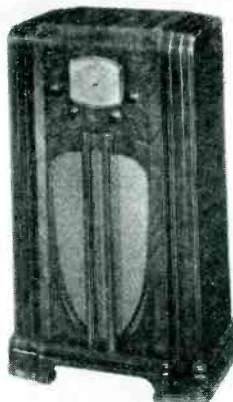
A complete line of Sound Systems for permanent installation or portable use from \$53.00 up. Fully licensed.

**COUPON**

ELECTRO-ACOUSTIC PRODUCTS CO.  
Dept. R, Fort Wayne, Indiana. Date.....  
Please send me special bulletin on the Model EAP-2232 Mobile System and the name of my nearest distributor. I am also interested in receiving complete information on:  
 Electro-Acoustic Portable Systems.  
 Electro-Acoustic Amplifiers.  
 Magnavox "EA Special" Speakers.  
Name.....  
Address.....  
City..... State.....

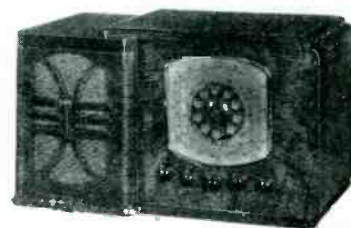
## GAROD

Garod Mfg. Co.  
115 Fourth Ave., New York, N. Y.



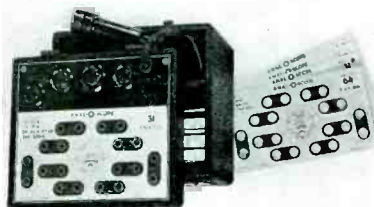
**MODEL 206-1** — Six tubes; ac; 540-1735 and 5700-17200 kc.; large illuminated dial; figured walnut center panel edged with striped walnut; three horizontal pilasters, giving the new louvre effect, start at the bottom of the cabinet and run across the top

**MODEL 309L** — Automatic tuning; choice of 10 stations; deluxe model of the table line; figured walnut cabinet combined with striped walnut; 9 tubes; 535-3600 and 5400-18,600 kc.



## SIMPSON

Simpson Electric Co.  
5216 W. Kinzie St., Chicago, Ill.

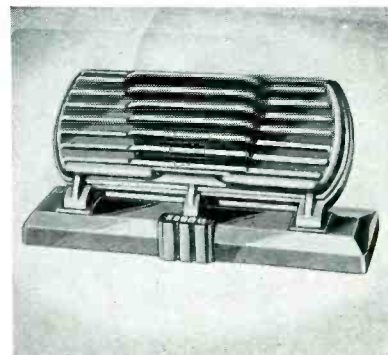


**ANAL - O - SCOPE** — Through the use of machined cards placed over the jack switches, covering the internal connections and designations of all types of tubes, operator can make complete analysis without interruption; new cards issued as new tubes are announced; no need to refer to charts or instruction books; cards are carried in case and are indexed for filing; \$17.50 net to dealer

## BRUNO

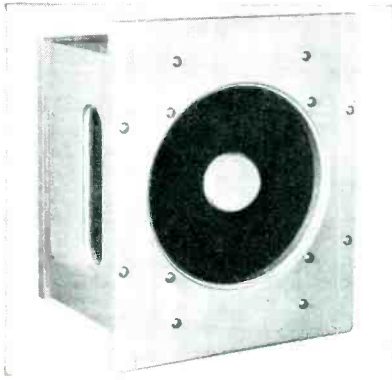
Bruno Labs.  
30 W. 15th St., New York N. Y.

**MAGNETIC VELOCITY MIKE** — Designed for pulpit and desk work or for all applications where speaker generally assumes a fixed position; by use of directional fins and by placing the "movement" horizontally, extremely wide angle of pick up is obtained; output, -65 d.b.; impedance to grid or 200 ohms; high impedance, \$47; low impedance, \$49



## JENSEN

Jensen Radio Mfg. Co.  
6601 S. Laramie Ave., Chicago, Ill.

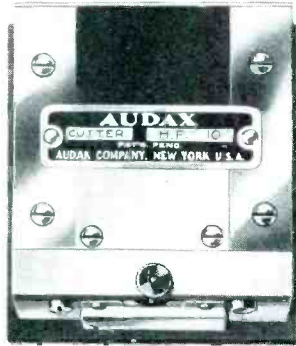


**PERI-DYNAMIC KITS**—Line of Peri-Dynamic reproducers in kit form; each consists of speaker and knock-down enclosure plus all necessary screws, bolts, grilles, brackets; enclosures are cut to size and drilled; two models, KV, illustrated, for use where reproduction of speech is of paramount importance and music is secondary, and, KM for general uses

## AUDAK

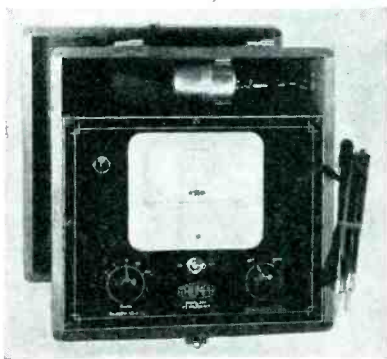
Audak Co.  
500 Fifth Ave., New York, N. Y.

**AUDAX CUTTER**—Professional 10-A model; designed to deliver same professional results in instantaneous recording as obtained in studios; any impedance up to 500 ohms; ruggedly constructed; cutter readily interchangeable



## TRIUMPH

Triumph Mfg. Co.  
4017 W. Lake St., Chicago, Ill.

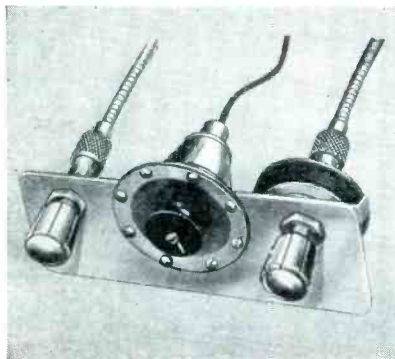


**366 VOLTMETER**—Extremely stable circuit comparable to laboratory type instruments; two 6F5 metal tubes and IV glass rectifier used; input impedance constant at approximately 10 megohms; 0/1.5/3/15/30/150 volts r.m.s.; \$34.95

## STAR

Star Machine Manufacturers, Inc.  
1371 E. Bay Ave., Bronx, N. Y.

**CONTROL UNIT**—One control fits all cars—all radios; every ratio self contained in one head so a turn of a screw gives any ratio desired; quickly and simply installed without drilling; indicator moves in or out for any panel thickness



# STOP

In Suite 525 at the  
Furniture Mart,  
Chicago, July  
5 to 17



# LOOK

At the New Line of  
**1938**  
Majestics

FIRST  
SHOWING  
*The New*  
**1938**

# LISTEN

To Our Protected  
Exclusive Dealer  
Franchise Plan

# Majestic RADIO

at the **MAJESTIC DEALER HEADQUARTERS** During the "Showing" at the American Furniture Mart in Chicago.

Let Us Explain How You Can Realize Amazing Radio Profits on Greater Volume Radio Sales by Dealing Direct With the Manufacturer!

**THE MOST VALUABLE FRANCHISE IN RADIO!**

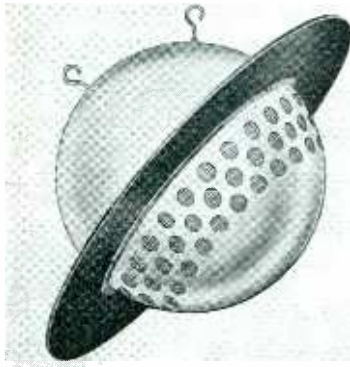
## MAJESTIC RADIO & TELEVISION CORP.

Chicago, Illinois

CABLE ADDRESS:—"MAJESTICO—CHICAGO"

## COLORTONE

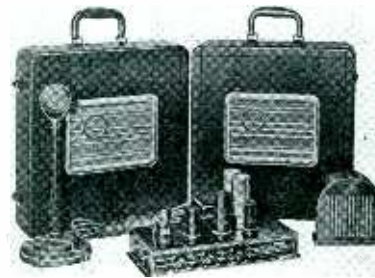
Colortone Acoustic Devices  
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**SATURN MODEL U-24**  
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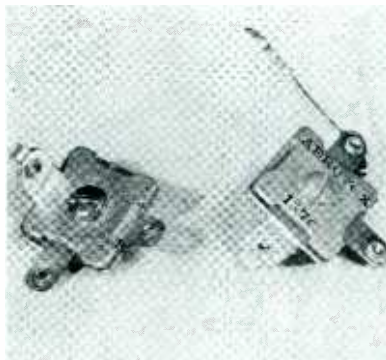


**AP-922 SOUND SYSTEM**—Rated output, 10 watts; operates directly with all types of high impedance crystal and velocity microphones; compact dual speaker carrying case houses the amplifier, mike, stand and two Magnavox special 8 in. p.a. speakers; may also be had without carrying case

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## TRANSDUCER

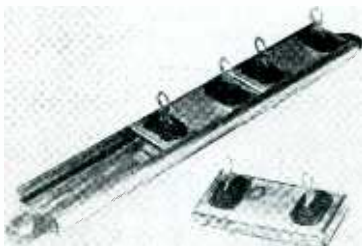
Transducer Corp.  
Radio City, New York, N. Y.

**BULLET TR-8**—Customer built microphone to satisfy any line or amplifier requirement; sensitivity, —38 db.; may be had in black or choice of colors; impedances, 10, 50, 200, 500, 2500, 50,000, 500,000 ohms; four other redesigned and improved models also announced



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Here's a 6-volt wind generator that operates anywhere . . . and rolls up profits for you without any investment! It goes to work in a 4-mile-an-hour wind and puts out from *two to five* times as much current as any other generator under the same conditions. Its top output is 25 amperes . . . enough to run a few lights as well as radio.

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The original D.C. to A.C. converters with all wave filters developed exclusively for radio and sound apparatus.



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6, 12, 32, 115 and 230 volts  
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DeLuxe Model. Durable snow white finish. Metal cabinet-cover has acid-resisting white porcelain top.

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## RADIO RETAILING

330 W. 42d St., New York, N. Y.

## PLASTICS—WHAT YOU SHOULD KNOW ABOUT THEM

(Continued from page 19)

any coming apart, not even in those damp climates where the best of glued construction and veneering may not stay together and where a loose piece or a poorly fitted one might cause objectionable vibration.

As for the color and finish, be it white, ivory, red, or an attractive mottle, the color goes from front to back and is entirely uniform throughout the piece. It will not fade and you can't get it off. Scratch it if you will. The scratch shows the same color and the damage is not particularly evident.

Finish? There isn't any as such. The cabinet has a beautiful surface because the steel die in which it was made has a mirror finish and that is what formed the smooth surface of the cabinet. After being molded the material is chemically inactive and neither water nor alcohol will mar the surface. There need be no fear of leaving a ring from a glass placed on it.

It has been found that a neutral ivory cabinet, attractive in itself, will not be out of place in any surroundings, whether it be living or recreation room.

Ornamentation of the panel may be as elaborate as a die can be cut. To date the majority of the cabinets produced have been in ivory because of its ability to harmonize with its surroundings. There are, however, some beautiful color effects to be obtained in the veined or mottled types. Some of these show a pearly white veined with yellow and brown, or the same background veined with green.

There is one more question that may arise, namely:—"Why are molded plastics cabinets not used universally, particularly for the table models?" One answer is:—"The cost of the molds is very high."

At present, the cost of a single set of molds for a small cabinet is from \$1,500 to \$5,000, depending upon the intricateness of the design. The male and female parts of a set of molds, have to be machined tediously out of solid blocks of steel and then polished off to a mirror-like finish.

To get lowest costs on the actual production of molded cabinets, it is desirable to have at least two complete sets of molds, which means that a set manufacturer must invest from \$3,000 to \$10,000 in molds before he

can obtain economical production. Such initial investment is warranted only if the maker is certain that the set will sell in tremendous quantities and thus justify every possible economy of mass production.

## SPOTLIGHTED . . . PARTS RETURN RACKET

(Continued from page 43)

experiments of a laboratory. You are handling a stock of parts exhaustively tested by skilled engineers at the plant. Those parts are designed to give better service at a lower cost than those of a few years ago. Why permit the insinuation that you don't know how to choose dependable parts; that you are handling so much junk; that the serviceman is taking a chance with possible defective material every time he starts out on job? That's very poor sales psychology.

I wish jobbers could be present when those "Express Collect" packages that bring returned goods are opened. What non-descript items! We come across some of our controls fully five years old—returned because they are "defective!" Some returned controls have been used for years. Our engineers open up other controls and discover that they have been em-

ployed for entirely different functions than intended. Still other controls are the products of other manufacturers, yet we are expected to swap new controls for those returned. We even find evidences of servicemen and dealers breaking up trade-in sets and sending in the components for full replacement!

Well, let's be constructive, in conclusion. Here are a few suggestions:

1. Let's begin using a suitable questionnaire, asking for such information as the part brand, type number, how used, when bought, from whom bought, nature of complaint, name and address. No part is to be accepted by the jobber without a properly filled-out questionnaire or complaint form.
2. You as the jobber can protect your good-will simply by explaining that it is the manufacturer, and not you, who makes the replacement. Consequently, you can accept a so-called defective part only subject to the factory adjustment, if any. You will send the part back to the factory, express prepaid by the complainant. The factory will answer the complainant directly, with a carbon copy to you. That eliminates your headache.
3. You should insist from now on that you are handling quality radio parts and not so much junk.
4. You need no longer play sucker for this replacement racket, thereby imposing a heavy yearly toll on the manufacturers, which in turn must be reflected in increased prices if it continues at its present pace.
5. You need not let servicemen and dealers use the "defective goods" gag as a means of stalling on their payments.
6. If you adopt this policy, other jobbers will likewise swing into line, for all jobbers are out to make a fair profit.

In short, pass the whole buck to your parts manufacturer. Let him tell these "free replacement" racketeers what's what. If you do just that, we'll all do more real business and make nicer profits. And we won't lose one iota of *genuine good will*.

## REPRESENTATIVES, REGISTER!

From manufacturers desiring to expand distribution, we receive many requests for names and addresses of experienced representatives. Conversely, many representatives desiring additional lines ask us for the names of manufacturers interested in such distribution.

In order that we may render such service with a minimum of waste motion and a maximum of timeliness representatives are invited to register, calling changes with respect to territories or requirements to our attention as these occur. Information needed follows:

### RADIO RETAILING

330 W. 42nd St., New York City

Name and address.....

Territory covered.....

Lines wanted.....

Lines handled.....

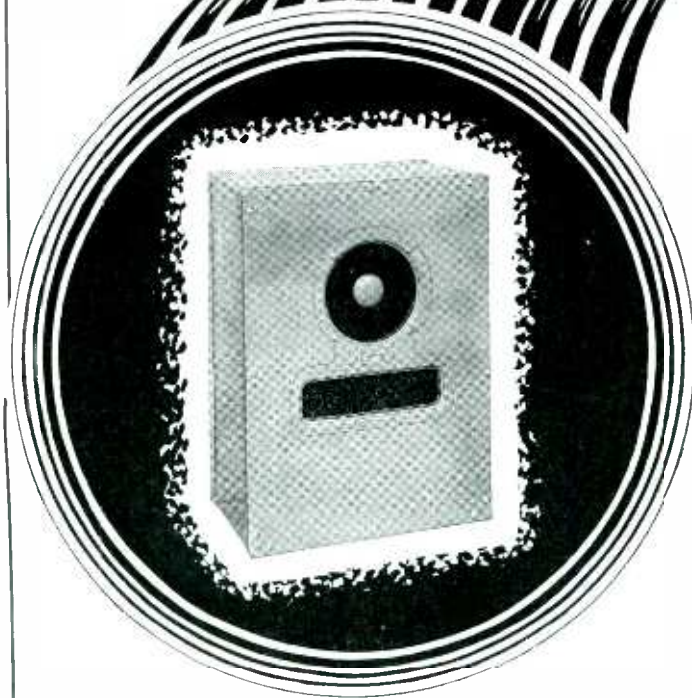
(Signed).....

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... IN THE ART OF  
SOUND REINFORCEMENT  
AND REPRODUCTION

● The Day of the Bass Reflex and Peri-Dynamic Principles . . . Basic New Art Which Will Dominate the Whole Future of the Industry . . .

● The Day of the Complete Loud Speaker . . . No Baffle Required . . . Makeshift Baffles and Boxes Are Now As Out of Date as a Hand Crank for the Automobile . . .



# Jensen

## PERI-DYNAMIC REPRODUCERS

Models KM and KV

For every known application of loud speakers . . . Radio Sets, Speech and Music reinforcement, Stage and Floor Show reinforcement, Hotels, Schools, Studios, Homes, etc. . . . These new reproducers are undeniably the greatest advancement since the electro dynamic speaker . . . with new and specific performance ability engineered by the Jensen Laboratory and brought direct to the field of application.

**Model KM Reproducer**—Four sizes for 8, 10, 12 or 15 inch speakers, all with *Bass Reflex*, essential to the best reproduction in music, adds new octaves of low frequency. Speech is crisp and intelligible. Actually, performance is better than an infinite baffle. Prices as low as \$20.50 complete with highly efficient Jensen 8-inch speaker.

**Model KV Reproducer**—Three sizes for 8, 10 or 12 inch speakers, designed for really understandable speech reinforcement. The lower frequencies, not essential to good voice reproduction are eliminated. These models are relatively smaller than "KM" Models because of their function. Prices are as low as \$12.50 complete with Jensen 8-inch speaker.

Models KM and KV are shipped in kits consisting of speaker and knock-down enclosure. Easy to assemble . . . only a screw driver is needed. Enclosures are finished in French gray, giving attractive appearance. But they can be readily painted over to harmonize with any surroundings. Thus the innovation not only

brings an entirely new standard of performance to the industry but also solves the baffle problem in a convenient and highly practical manner. *But there is no price premium for these advantages; check this statement carefully!*



*Note convenient flat package in which enclosure is shipped . . . the speaker carton is also included.*

These outstandingly new Jensen products are additions to what has always been the most complete line of loud speakers and accessory equipment. Thus, the field of operation and profits for Jensen jobbers and dealers continues to expand.

# Jensen

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Insures the Quality"

Jensen Radio Manufacturing Company RR-737  
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Please send me Free 12-page folder, "The Guide to a New Day" and other descriptive literature . . . giving complete technical information about these New Jensen Peri-Dynamic Reproducers.

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# SERVICE

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## CIRCUITS

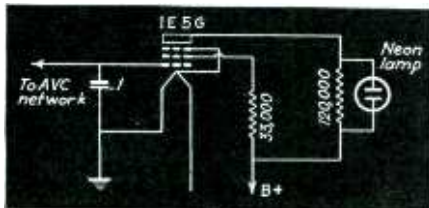
### Neon Tuning Indicator

The problem of a tuning indicator for battery sets has been solved by G.E. engineers. It gives results much similar to the Colorama tuning used on a.c. models.

The indicator consists of a neon lamp and a green bulb mounted behind a bullseye escutcheon. The green bulb remains constant in intensity. Brilliance of the neon lamp is varied by the plate current of the 1E5G, in whose plate circuit the lamp is connected. Since the grid bias of the control tube is connected to the avc network, the neon lamp intensity varies with received signal.

At a condition of no signal, the grid bias on the 1E5G is at minimum, the resulting plate current causes a voltage drop across the plate load resistor. As the neon lamp is shunted across this resistor it glows brightly. The intensity of the neon lamp is greater than the green pilot, hence an amber color predominates the bullseye.

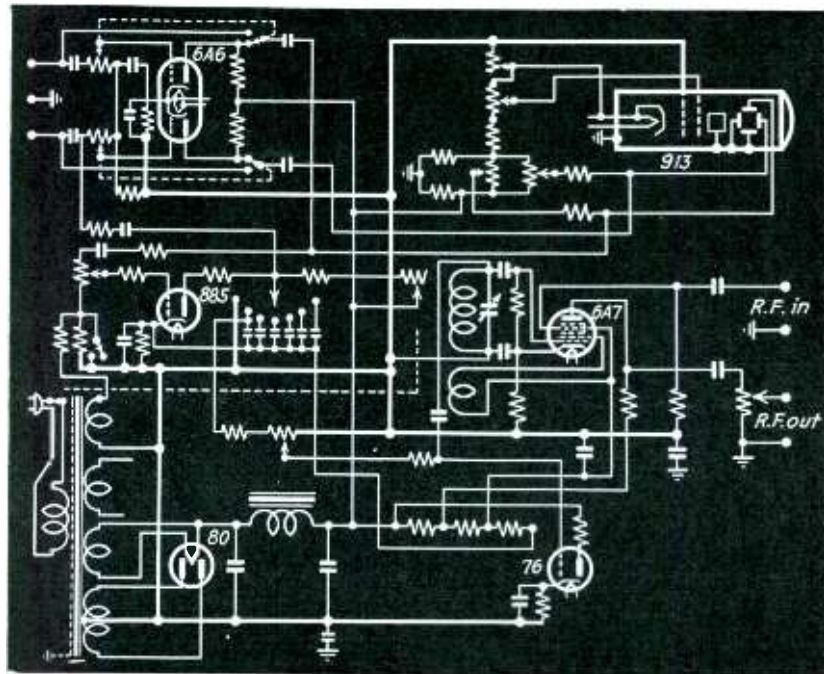
When a signal is tuned in, the avc increases the 1E5G bias, lowers the plate current and the voltage drop applied to the neon lamp; the green bulb then becomes visible. During listening periods the silent tuning switch shorts out the green lamp in order to conserve battery power.



### Oscillograph Wobbulator

Novel circuit design is brought forth in a 913 oscillograph by Triumph with a built-in sweep frequency modulator.

An 885 thyatron which produces the 60 cycle saw-tooth linear sweep is



coupled from the first sweep frequency tap through a voltage divider to the grid of the 76 modulator. The impressed saw-tooth voltage changes the capacity of the tube in direct proportion to the potential applied. As the grid of the tube is in parallel with the tuned fixed oscillator circuit, it swings this circuit from 825 to 865 kc. 60 times per second.

To align a receiver with this instrument the 885 sweep circuit is first synchronized to 60 cycles. The verticle input circuit of the oscillograph is connected across the second detector load resistor of the receiver. The r.f. output terminals connect to antenna and ground. An unmodulated signal generator is then coupled to the r.f. input terminals. This should be tuned to 840 kc. plus or minus the receiver frequency. It is advisable to use the lower frequency to insure the most accurate adjustment.

The resultant pattern on the oscillograph shows a narrow vertical trace at the left side of the familiar inverted V resonance curve of the overall selectivity. The peak of the vertical trace

is 15 kc. away from the center of the screen. This band width may be varied by a potentiometer in the grid circuit of the 76. It is preset at 30 kc. but may be varied from 0 to 55 kc.

### New Two-Volt Filament

Heretofore pure nickel was employed for filaments in two volt tubes. However, it lacked much in regard to mechanical strength. Very often a slight jar would cause the hairlike wire to snap, ending abruptly the life of the tube.

Recently the Wilbur B. Driver Co. has discovered an aluminum nickel alloy which possesses a high hot tensile strength. Under the name of "Tensite" this material may be drawn down to .001 inch, thereby offering the necessary resistance in the requisite length. Several tube manufacturers are using this material with an increase of tube life.

## Wireless Intercommunicator

Demand for intercommunicators which are easily installed brings forth this schematic from Bogen. Signals are carried to remote points through one leg of the power line and BX shielding.

In the receive position, signals picked up through the line are carried to the diode plates of the 75 detector after passing through the oscillator tank circuit. The rectified voltage is then amplified by the 6C6 amplifier which feeds the 43 modulator-amplifier. The signal is coupled to the speaker through the circuit switch.

For transmit, the circuit switch is thrown to the opposite position. This connects the speaker, which is now used as microphone, to the grid of the 75 triode section. The signal voltage thus generated feeds the grid of the 43 modulator, and in turn plate modulates the 43 oscillator.

The oscillator circuit is of the well-known cathode feedback type. The plate of the 43 is independent of the r.f. circuit. The secondary of the oscillator coil is connected across one side of the power line and the BX shielding.

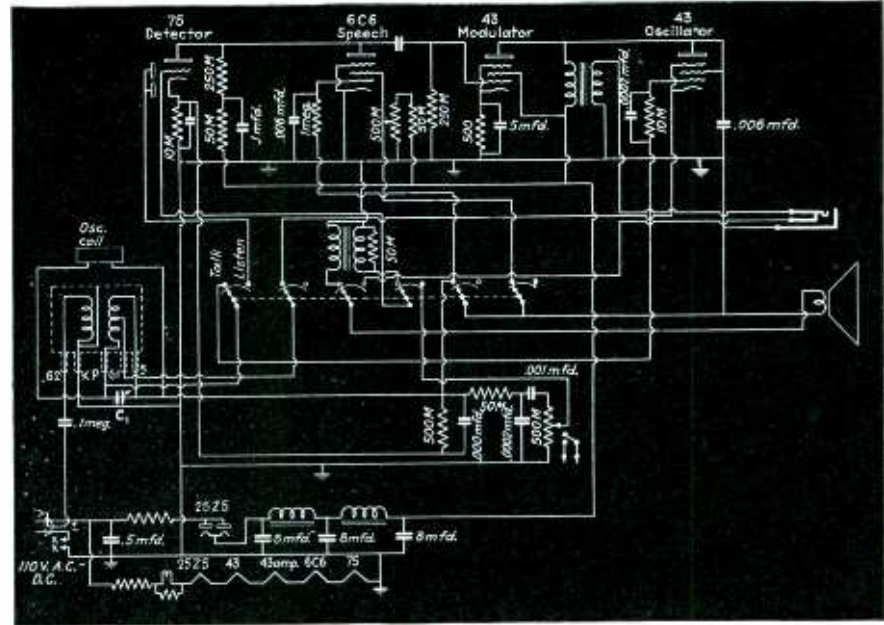
The frequency of the oscillator is in the region of 100 kc. It may be changed to establish different channels by shunting a .0005 mfd. or similar capacity across terminals 1 and 2 directly above the oscillator coil. The trimmer condenser C1 tunes the various units to resonance, it is adjusted when the units are installed and left alone.

If it is desired to receive private signals, a 50 ohm earpiece may be plugged into a jack on the rear of the chassis. A.c.-d.c. operation is made possible through the use of the 25Z5 transformerless power supply.

## Degenerative Tone Control

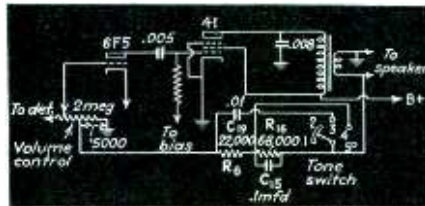
The usual method of tone control is to bypass high frequencies to ground or retard low frequencies by adding a series resistance to the circuit. A new method introduced by G. E. employs degeneration to cancel out the undesired frequencies, feeding back to the input an out-of-phase voltage at the undesired signal frequency.

Referring to the schematic, when the tone control is in the normal position, (shunting 1 and 2) a portion of the output voltage from the voice coil is fed back through the resistor-capacity network C15, R16, and R6 to a tap on



the volume control. This feedback voltage is out of phase with the input and the resulting degeneration improves the frequency characteristics and decreases distortion.

In the bass position, (shunting 2 and 3) the switch connects C19 in parallel with the previous mentioned network. The value of C19 is such that more degeneration of the high than the low frequency notes occur, thereby increasing the bass response. The "foreign"



position of the switch (3 and 4 shunted) shorts out C15 and R16 and places C19 and R6 in parallel, giving a frequency response best suited for short wave reception.

At the "speech" setting (4 and 5) C15 and R16 are shorted out, C19 is removed from the circuit, leaving R6, thereby providing flat degeneration at all frequencies, which is the most desirable for programs predominating in speech.

## Neutralized Output Stage

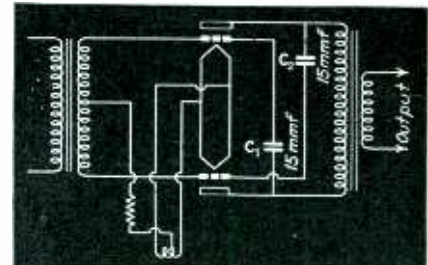
Recent months have introduced degeneration as an almost standard feature in amplifier design. A slightly different

perspective of this feature shows the use of neutralization in a Western Electric amplifier.

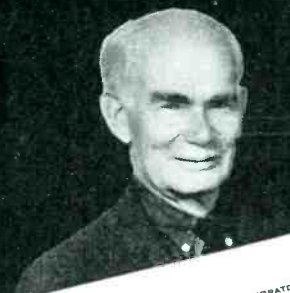
Neutralization has been used for many years in radio frequency amplifiers, both for receiving and transmitting. Its purpose in this case is to prevent oscillation. Oscillation is not noticeable at the lower audio frequencies. Only in rare cases is the feedback from the grid to plate capacity in audio amplifiers great enough to cause the stage to oscillate. However, there is an almost equal consequence; regeneration is almost always present, this is simply the first stages of oscillation.

The presence of regeneration is indicated by peaks in the frequency range. In extreme cases oscillation may occur when the grids are driven into or near the positive region. This results in the signal peaks appearing "fuzzy."

To safeguard against oscillation and also reduce regeneration the amplifier stage may be neutralized as indicated in the diagram. This consists of feeding the signal from the plate of each tube back to the opposite tube grid through a



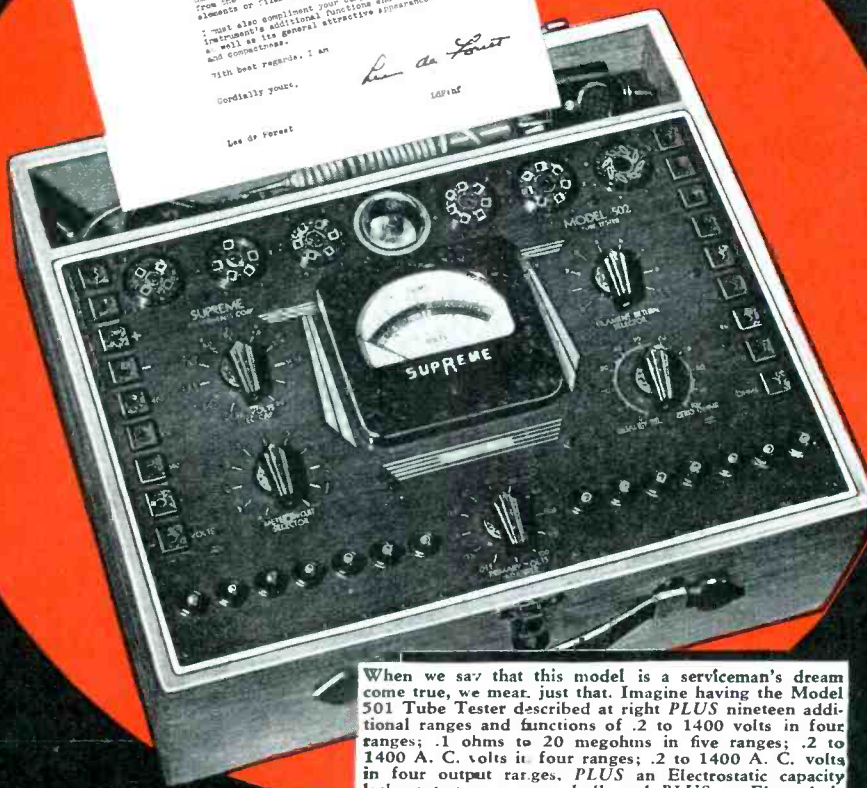
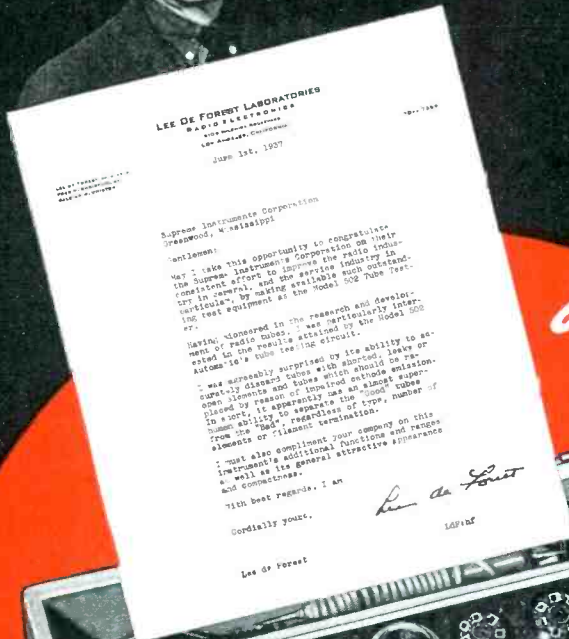
capacity (C1 C2) equal to the grid-plate capacity. The resultant out of phase voltage on each grid which is equal to, and cancels out, the voltage fed through grid to plate capacity.



"YOUR NEW MODEL 502 HAS ALMOST SUPER-HUMAN ABILITY!"

SIGNED

Lee de Forest



When we say that this model is a serviceman's dream come true, we mean just that. Imagine having the Model 501 Tube Tester described at right PLUS nineteen additional ranges and functions of .2 to 1400 volts in four ranges; .1 ohms to 20 megohms in five ranges; .2 to 1400 A. C. volts in four ranges; .2 to 1400 D. C. volts in four output ranges. PLUS an Electrostatic capacity leakage test on a neon bulb and PLUS an Electrolytic filter capacity leakage test on a "Good-Bad" English reading scale. A complete, quality tube tester and set tester in a space 10½" x 14½" x 5", weighing only 16 lbs. at this new low price. Dealer's Net Cash Price Model 502 ..... \$49.95 Or, \$5.50 cash and 10 monthly payments of \$4.95

Everybody is talking about the new 1938 SUPREME instruments—the HIT of the Chicago Radio Show!

Both servicemen and jobbers alike are loud in their praise of these smaller, lighter and more compact instruments!

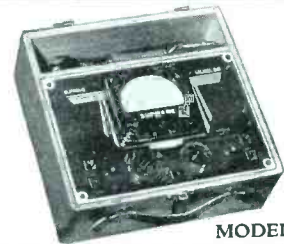
Each designed around SUPREME'S new flush-panel meter, built to new high standards of precision by Westinghouse. Beautifully modeled in antique Bronze panels with Golden Oak carrying cases. Perfectly engineered, these SUPREME instruments are destined to sweep the service industry like wild fire, and bring you a complete new conception of operating ease and accurate results that COUNT!

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Export Dept., Associated Exporters Co., 145 W. 45th St., New York City  
Cable Address LOPREH, New York

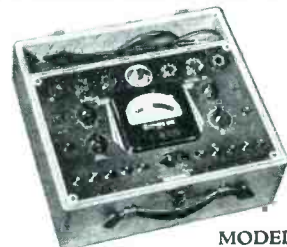


MODEL 541

Here is the sweetest and fastest little Set Tester ever offered a serviceman at any price. Measuring only 7¼x10¼x4½" and weighing but 9 pounds, 20 ranges and functions are at your finger tips on a single selector switch.

Here you have .2 to 1400 A. C. volts in four ranges; .2 to 1400 D. C. volts in four ranges; .2 to 1400 D. C. mills in three ranges; .2 to 1400 A. C. volts in four output ranges; .1 ohm to 20 megohms in five ranges (all self-contained)—and look at the price!

Dealer's Net Cash Price ..... \$26.95  
Or, \$4.00 cash and 7 monthly payments of \$3.67



MODEL 501

Test your customers' tubes more accurately—all more tubes! That's SUPREME'S new Electro-conductance tube tester. This excellently engineered unit tests tubes for (1) Inter-element leakage between any two elements, (2) open test in any element, (3) short check between any two elements, (4) quality test of complete tube and (5) in the case of tubes having two or more sections, separate sectional quality tests. 5 TESTS ON EVERY TUBE!

Here is value unsurpassed! Trick tubes won't bother you—new tubes won't bother you. If you don't know all about SUPREME'S exclusive "floating filament" tube testing circuit be sure to write today.

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MODEL 551

To the serviceman who appreciates the truly time saving ability of SUPREME'S "Free Reference Point" system of analysis, we say "Buy the Model 551 Analyzer!" Use it as a multimeter—or use it as an analyzer! For here you have all the point-to-point functions and ranges of the Model 541 Set Tester PLUS the ability to make all resistance, voltage or current measurements between any two tube elements, or between any tube element and ground or chassis. Why "Get out and get under" the radio chassis?

Instead, using the Model 551, the serviceman literally spreads out the radio receiver's circuit on the analyzer panel, eliminating costly delays in physically breaking each individual circuit for current measurements, or fishing around underneath the chassis for point-to-point tests.

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Or, \$4.25 cash and 10 monthly payments of \$3.86

Now you can test  
*All Automotive and  
 Home Battery Radio*  
**VIBRATORS**



with Model 1670  
**VIBRATOR - TESTER**

*An Approved DeLuxe Model*

**DEALER PRICE (Metal Case) . . . \$24.00**

*Locate Service Troubles Quickly . . . Sell More Vibrators*

- Tests All Types Vibrators
- Three Scale Triplett Instrument
- Uses Approved 5000 Ohms Load

This new Triplett Vibrator Tester has been constructed with the engineering cooperation of leading manufacturers of vibrators. It will test all types and makes. A load of 5000 ohms recommended by the vibrator engineers is applied. The 3-scale meter shows the following: 0-10 volt scale shows voltage input to the vibrator; the GOOD-BAD Scale shows output; scale marked 0-100 per cent shows per cent of output voltage as reflected by change in input voltage. Low damped meter permits needle to follow voltage fluctuations caused by faulty vibrator contacts.

Model 1670 in Portable Metal Case with Black Wrinkle Finish.  
*Attractive Etched Panel* DEALER NET. . . . . \$24.00  
 Model 1670 in Portable Leatherette Case with Separate Compartment for  
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*Worth Looking Into*

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**TUNG-SOL**  
*Tone-flow radio Tubes*

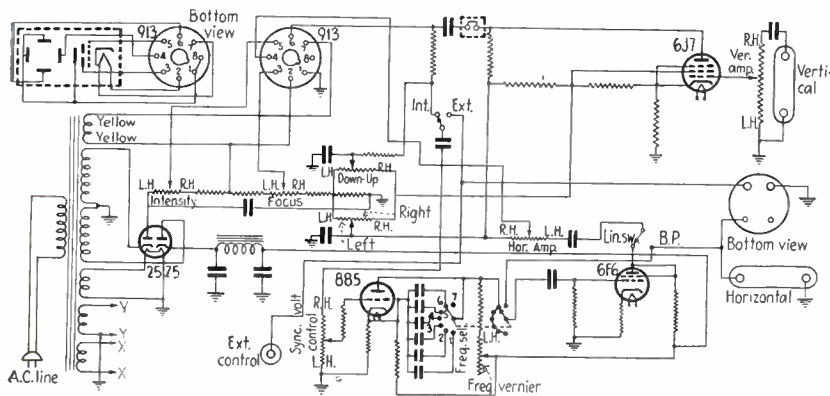
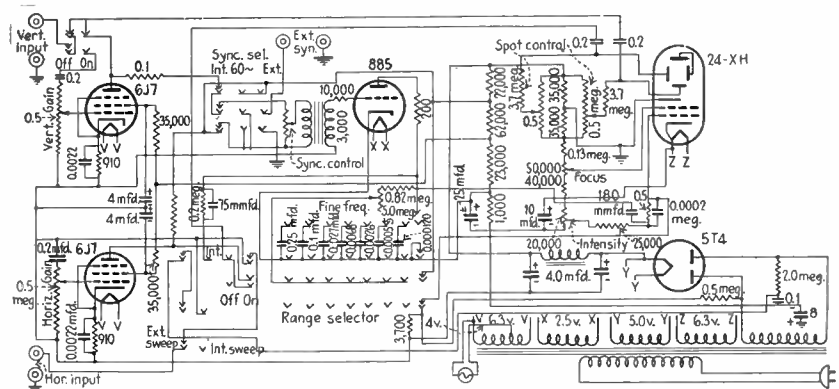
TUNG-SOL LAMP WORKS, INC.  
 Radio Tube Division, Newark, N. J.

Sales Offices: Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit,  
 Kansas City, Los Angeles, New York, General Office: Newark, N. J.



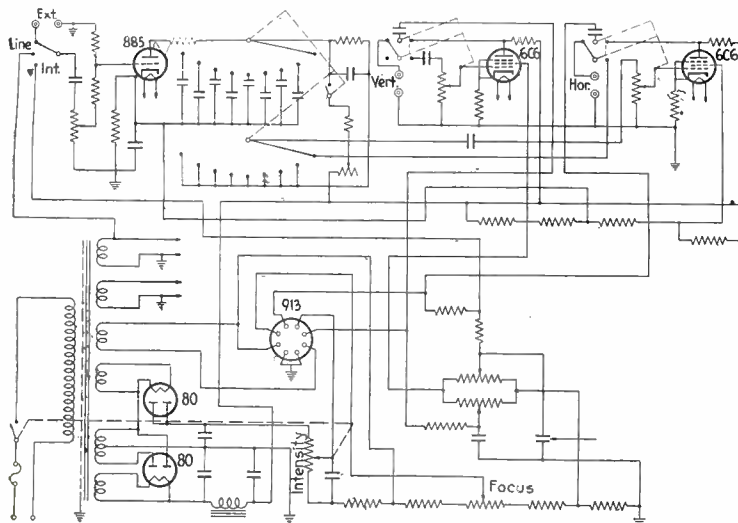
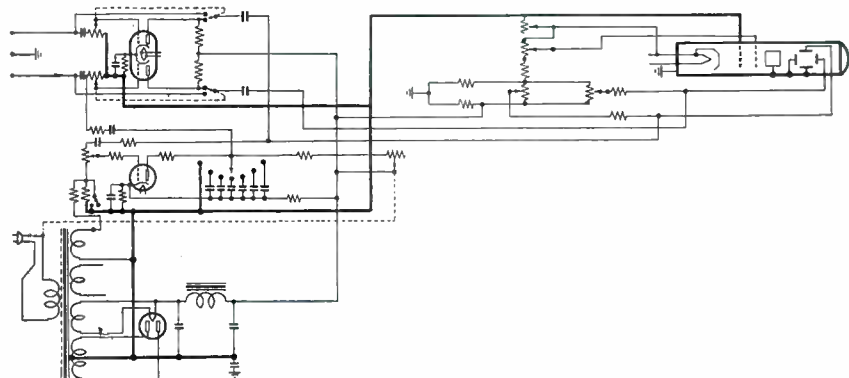
# Small Oscilloscope Design

**SUPREME MODEL 535.** Two inch oscilloscope using 24-XH tube; return sweep eliminator removes high frequency linear sweep return; snap-lock synchronizer, vertical and horizontal amplifiers; built in sweep circuit covers frequencies from 15 to 500,000 cycles; uni-control permits separate control of two potentiometers from one shaft protrusion.



**CLOUGH-BRENGLE MODEL 105.** Vertical and horizontal amplifiers; vertical sensitivity, .68 rms. volts for full screen deflection; linear sweep variable from 15 to 30,000 cycles; synchronizing lock; beam centering controls; provision for internal or external synchronizing; light shield protects screen; linear or external sweep circuit; separate power supplies for operating 913 tube, sweep and amplifier circuits.

**TRIUMPH MODEL 820.** Linear sweep circuit from 15 to 35,000 cycles; horizontal and vertical amplifiers; sensitivity 13 mm. per volt, beam centering controls for both vertical and horizontal positioning of spot; synchronizing lock; light shield on screen; 60 cycle sweep if desired; maximum voltage input 400 volts; specially designed quick heating rectifier circuit prevents damage to 913.



**BENDIX-DAYRAD MODEL 3710.** Vertical and horizontal controls for beam centering; amplifier response flat from 15 to 100,000 cycles; sweep frequency continuously variable from 15 to 20,000 cycles; maximum voltage input 400 volts; synchronizing lock for internal, line frequency and external sweep circuit, vertical and horizontal plates may be connected direct to test circuit.

© RADIO RETAILING

(Continued on page 61)

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National Union has given servicemen throughout the United States more than 70,000 pieces of fine equipment. If you're not taking advantage of National Union's service dealer plan, you're missing the greatest opportunity in the radio industry today.

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All you do is contract to purchase a few tubes per week, place a small deposit, which is refunded to you after the tube purchase is completed, and the equipment you have selected is yours "for keeps," without any strings attached. Meanwhile, remember that you have the use of the equipment all during the time tube purchases are being made.



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Tell me how to get free Electric Clock.  
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**N.U. TUBES**

RR-737

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**M**ORE Farmers who live away from "high-lines" will purchase radios and light plants this year.

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There is a Globe high efficiency battery to meet every rural power and light requirement and splendid service with 8 Globe factories and 5 Globe warehouses stretching from coast to coast to insure speedy delivery. Globe national advertising has also built up a name and fame for Globe Batteries of great value to any battery dealer.

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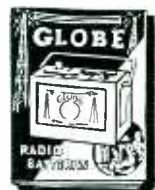


No. 25—2-Volt Radio "A" Battery.

Glass Jar Cell with Ball-type indicator.

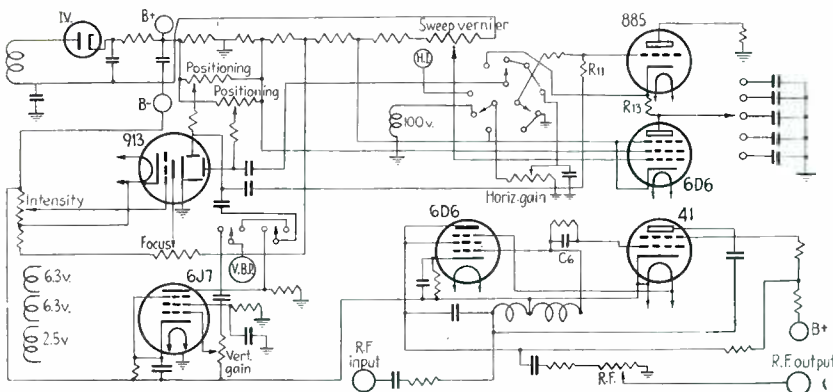
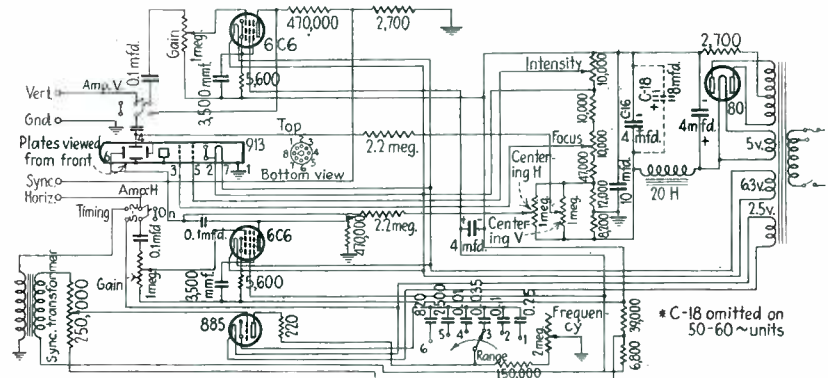
GLOBE-UNION INC., Milwaukee, Wisconsin  
Rush Bulletin 87-A and full details about Globe radio and light batteries.

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Street.....  
City and State.....  
Individual..... RR-4



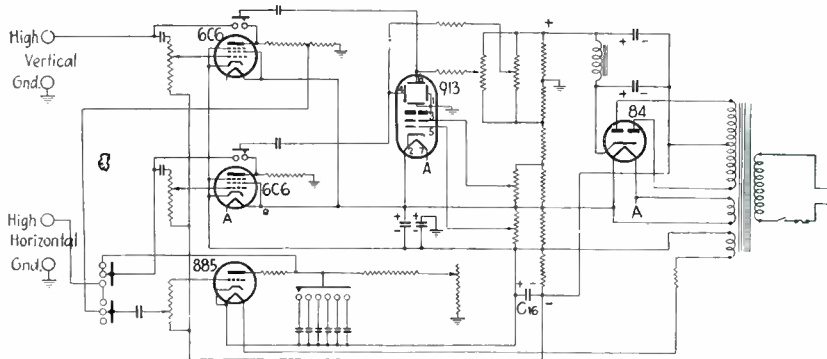
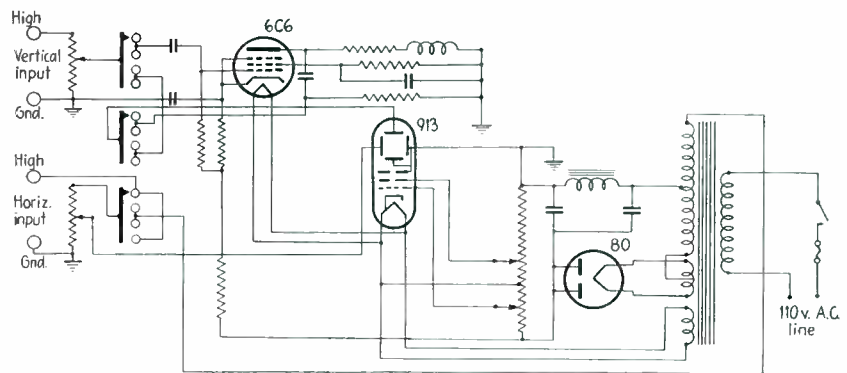
# Small Oscilloscope Design

**RCA MODEL 151.** Beam centering controls for vertical and horizontal adjustment, adjustable tube mounting; horizontal and vertical amplifiers; 885 linear sweep oscillator supplies frequencies from 30 to 10,000 cycles; sensitivity 1.75 volts rms., amplifiers flat from 50 to 10,000 cycles; calibrated screen; separate switch for cutting vertical and horizontal amplifiers.



**HICKOK MODEL RFO-3.** Wide range sweep circuit, 1 to 150,000 cycles; built-in electronic frequency modulator. Tube screen is recessed behind panel, shielding image from interference of light; vertical and horizontal gain potentiometers; provision for external, internal or 60 cycle sweep; switch for cutting amplifier in or out of circuit; vertical and horizontal centering controls.

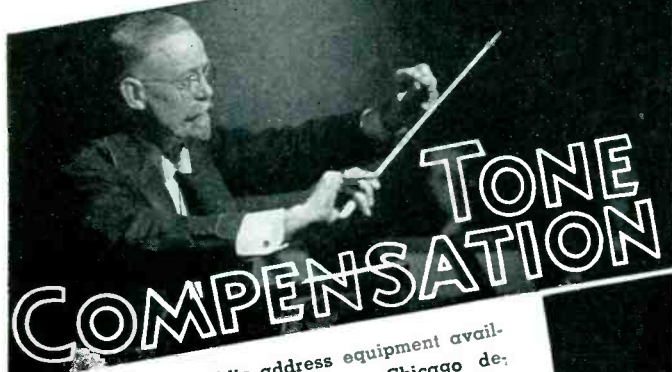
**JACKSON MODEL 521.** A compact 913 test instrument; vertical amplifier, no horizontal amplification; 60 cycles sweep circuit; separate gain controls for both horizontal and vertical input circuits; maximum vertical sensitivity 1 volt a.c. per inch; horizontal sensitivity 75 volts a.c. per inch. Frequency range of vertical amplifiers essentially flat from 20 to 100,000 cycles. Maximum signal input 400 volts d.c., 300 volts a.c. Screen calibrated in k.c.



**BURTON ROGERS MODEL 60.** Built in amplifiers for both horizontal and vertical plates of 913; linear sweep circuit using 885 tube; vertical sensitivity with amplifier on, 5 volts; amplifier off, 55 volts. Horizontal sensitivity amplifier on, .6 volts; amplifier off, 60 volts; input to horizontal and vertical posts 1 megohm.

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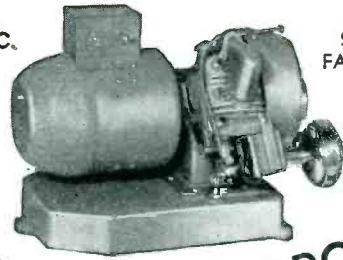
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power plants for D. C. only, 175 watts for charging 6 or 12 volt batteries, as low as \$4.50. All have push button starter. RED TOPS have "what it takes" to insure big profits: Right price, outstanding features, full line, sales helps, big discounts, etc. Sold only through established dealers and jobbers.

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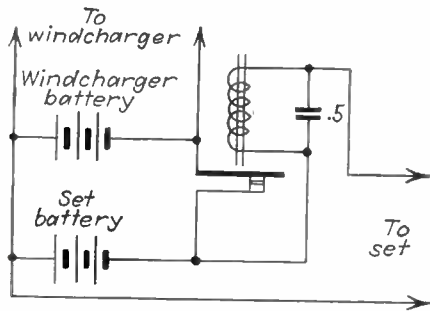
Export Office: 100 Varick St., New York, N. Y.

# SHORTCUTS

## Eliminating Windcharger Voltage Surges

By B. O. Bass

Two volt sets using windchargers should take special precautions that the set is not operated while the charger is delivering power to the battery. At times the voltages across the battery



terminals reach as high as 8 or 9 volts for a 6-volt unit, especially if the battery is a few years old. This means that approximately 3 volts would be applied to the filaments. If a tube does not burn out from these surges it usually becomes paralyzed.

An effective remedy involves the use of a separate battery for the receiver

and windcharger. The two are automatically connected together when the set is off by a relay in series with the set lead. The set battery then is charged by the windcharger battery. When the set is again used the relay automatically disconnects the two, completely eliminating danger from voltage surges, at the same time the windcharger power is not being wasted.

The relay for this purpose may be the type used with trickle chargers or an adapted car generator cut-out. It should be a closed-circuit type with no current flowing through the winding. Shunt the winding with a .5 mfd condenser to avoid any impedance in the lead to the set. Connections are shown in the schematic.

## Neon Sign Interference

By M. E. de Beauchamp

Contrary to popular opinion, neon signs and their associate equipment, if properly installed and serviced, *should not* cause radio interference. Radia-

tion of interference through power lines and by electrostatic and electromagnetic coupling is an indication of abnormal conditions. It may be caused by loose contacts, ungrounded transformer case, leaky bushings, flickering tubing, defective electrodes, too low transformer voltage so that the ionization point of the gas is just barely below maximum voltage, or corona discharges due to long leads and the proximity of metal objects.

Whenever radio interference is encountered, check the installation for visible or audible discharge between or from high voltage components. If the discharges are discovered, their correction can be had by better spacing. If a discharge cannot be found, disconnect the tubing at the transformer terminals and operate the transformer, first with the secondary shorted, then with no load. This will indicate whether the transformer is leaking. With the shorted secondary no interference should be present.

If the disturbance still persists, operate the installation at reduced primary voltage to determine if there is an ample margin of safety from the flickering point. The tube should not flicker when the line voltage is reduced 15 per cent.

## IMPROVED UP-TO-THE-MINUTE 1937-38 TUBE TESTER



MODEL  
430

POSITIVELY CHECKS ALL TYPE RADIO TUBES ACCORDING TO DATA CONTAINED IN LATEST RECOMMENDATION OF TUBE ENGINEERS.

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- Uses Triplett Direct Reading Instrument (GOOD-BAD Scale)

Only  
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Five flush type sockets provide for all tubes. The tester operation is very simple and indicates condition of the tube for dealer and customer on Direct Reading (GOOD-BAD) colored scale of Triplett Instrument. Will also test for inter-element shorts and leakages. Complete in attractive, sturdy, quartered-oak case. Sloping etched panel of silver and black. Suitable for portable and counter use.

Dealer Price ..... \$18.00

Model 431 same as 430 except has Readrite (GOOD-BAD) Meter.

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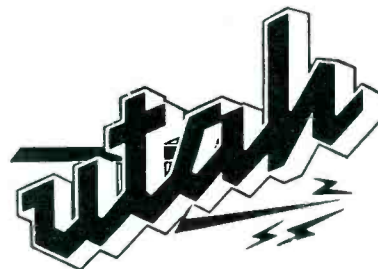
Chicago



To the entire radio industry thanks! We're accustomed to receiving a lot of attention on the Utah Line but never before at any convention or exhibit have we been favored with so much active interest, so much genuine enthusiasm for our offerings, as we received at the last Radio Parts Convention in Chicago.

We are grateful, and take this means of expressing our appreciation to all those who visited our booth and our factory during the convention.

The enthusiasm expressed over Utah's Products is an inspiration to even greater efforts, both in the direction of quality and service. We thank you!



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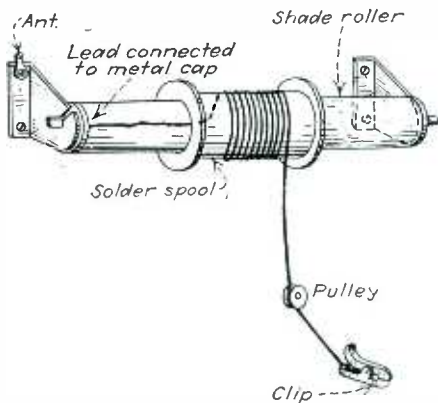
# SHORTCUTS

## Automatic Antenna Reel

By S. S. Balsam

Every store, shop or test bench usually has a loose lead from the antenna for making a temporary as test connection to a radio. It is needless to mention the "sore thumb" properties of this method. The following sketch shows how this lead may be concealed, and yet be ready for instant use when it is wanted.

A window shade roller is cut down to approximately 14 in. This is the shortest practical length without interfering with the spring mechanism. The roller is cut on the end opposite the



ratchet. Replace the roller pin in the new end.

Take the ends from a small spool of solder and the center from a large metal spool, such as is used for 500 feet of a.c. wire. Solder the ends to the center of the large spool. Ream the holes in each end of the spool thus formed so that a tight fit is obtained between the spool and the roller. Solder a wire from the metal spool to the ferrule of the shade roller. Also solder one end of about 15 feet of flexible wire to the center of the spool and wind up by hand. Mount the roller on brackets of the outside casing type, taking care to wind up the spring slightly.

## Improving Pickup Tone

By Gerald Evans

Phono-combinations and record-players often pass some "whang." That is to say sustained musical notes have a frequency variation, making the note appear off-key. Some lateral cut records are also guilty of this variation.

This effect can be reduced greatly by connecting a condenser directly in shunt with the pickup. Values from .00025 to .001 mmf. should be tried.

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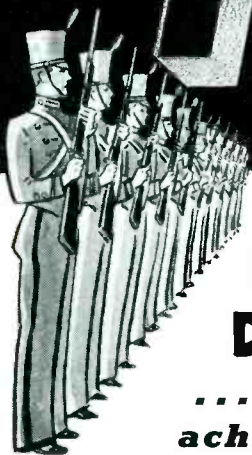
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# TRICKS

## AIRLINE 62-99

Inoperative . . . poor 32 oscillator tube. Try several tubes. A slight re-adjustment of plate and screen voltages is sometimes helpful.

## AIRLINE 62-134

Intermittent high pitched whistling . . . defective oscillator grid leak. This is a 100,000 ohm resistor.

## ATWATER KENT 84

Dead . . . shorted oscillator plate tuning condenser at right of chassis looking from front. Motorboating . . . suspect second detector bias and screen resistor.

## A.K. 155

Weak, distortion . . . replace .5 meg metalized grid return resistor from 42 grid to ground.

## A.K. 810

Motorboating and audio howl . . . check  $\frac{1}{2}$  watt carbon resistors, connected from plates of 6F6 tubes through .01 mfd condensers to ground. Open 10 mfd electrolytic condenser across bias has caused excessive a.c. to pass through these resistors, causing them to heat and change value. Replace resistors with 1 watt 10,000 ohm units, condenser is 10 mfd at 200 volts.

## APEX 10

Inoperative. normal with 27 a.v.c. tube out of socket . . . replace 1800 ohm section of Candohm resistor at rear of chassis.

## APEX 26

High screen voltage on detector tube . . . replace 2640 ohm section of armored resistor with 2,500 ohm 10 watt wire wound resistor.

## APEX 32

Fading, intermittent howling. . . Flat bypass condenser can containing 6 condensers has poor ground connection. Can is common, solder can to tube shields.

## APEX 36

Normal or excessive volume at high end of dial. weak on other end . . . replace open antenna choke and realign set.

## ARVIN AUTO RADIO

Mechanical hum . . . vibrator chatters against chassis. This may be eliminated by removing vibrator and increasing the tension on the vibrator grounding spring cup.

## AUDIOLA 31

Intermittent fading, weak at low frequency end of dial . . . high resistance contact between stator section of gang condensers and lugs. Tighten screws, taking care not to throw stators out of alignment.

## BRUNSWICK 11, 12

Shorted tuning condensers caused by broken porcelain insulators in turret assembly . . . use fiber insulators of the same thickness for replacement.

## BRUNSWICK S14

Noise and motorboating . . . replace grid leads from condenser stators to tube grids, increase tension on phono switch blades. Dead. . . Inspect local-distance switch.

## CROSLEY 42

Insensitive, low volume . . . replace large 6000 ohm carbon resistor with wire wound 10 watt unit. The value of the original resistor has increased greatly due to overload.

## CROSLEY 5M3

Dead . . . shorted section of electrolytic condenser in can above chassis.

## CROSLEY 120

No reception, crackling . . . shunt 2000 ohm resistor across divider section supplying oscillator plate.

## CROSLEY 715

Intermittent reception accompanied by oscillation . . . if normal when finger is placed on grid cap of 2B7 at rear of chassis replace defective 3 section filter (part No. W-36056).

## EMERSON 32

Hum, no reception . . . open in condenser block beneath chassis. Shunt an 8 mfd condenser across terminals.

## EMERSON 107-W

Distortion . . . check resistance from 43 grid to ground, should be approximately 1 meg. Lower reading indicates breakdown in C22, a .1 mfd condenser.



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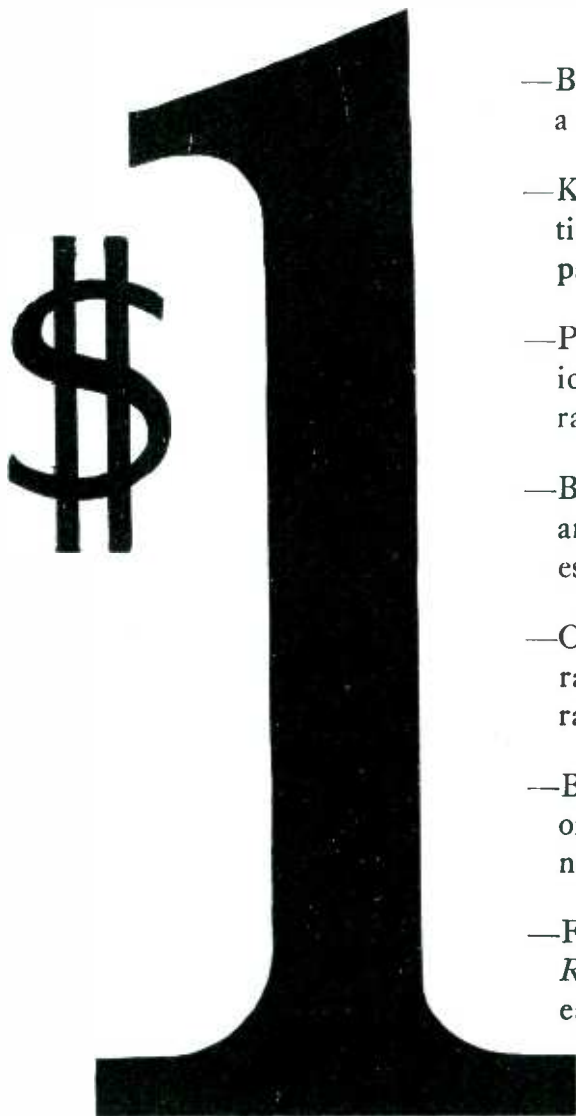
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7-37

# TRICKS

## FADA 25-Z

Dial slips . . . check clearance between dial drum and volume control.

## G.E. A-125

High sensitivity, crackling, no avc . . . shorted .05 mfd on screen of 6K7 avc amplifier stage. This is a 200 volt unit, replace with higher voltage rating.

## GE 1937 MODELS

Pilot light burnouts . . . insert 150 ohm resistor in centertap of high voltage winding, also 15 ohm resistor in series with colorama lights. This offsets high line voltage.

## JACKSON BELL 34

Distortion . . . replace .1 mfd by-pass from screen of 6J7 to ground.

## LYRIC S-8

Low volume, crackling . . . replace .002 mfd between second detector plate and cathode. Excessive oscillation on high frequency end can be remedied by replacing .1 mfd condenser connected between first detector grid and oscillator grid coil. Realign set.

## MAJESTIC 908

Hum, fading . . . lift rubber covered wires of cable so as to clear 116 ohm non inductive centertap resistor.

## MAJESTIC 116

Weak, checks normal . . . replace G58AS in the second i.f. amplifier stage with a 78.

## MAJESTIC 300

Motorboating when volume is advanced . . . replace 10 mfd electrolytic, C3 in schematic.

## MAJESTIC 500

Inoperative over part of the dial . . . replace 50,000 ohm oscillator grid-leak connected from cathode to grid of 6A7. This resistor often will increase greatly in value.

## ZENITH FORD AUTO RADIO

Dead, tubes do not heat, switch must be snapped several times to start . . . replace volume control and switch. The trouble is in the switch only, but the control is usually worn also. Use a D.P.S.T. switch for longer life. Connect the poles in parallel.

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# INDEX TO ADVERTISERS

	Page		Page		Page	
ABC RADIO LABORATORIES.....	51	HORTON MFG. CO.....	52	SERVEL, INC., ELECTROLUX DIV.....	41	
(Short Wave Converters)		(Washers and Ironers)		(Refrigerators)		
AEROVOX CORP.....	64	HYGRADE SYLVANIA CORP.....	42	SENTINEL RADIO CORPORATION... 8, 9		
(Condensers)		(Radio Tubes)		(Radio Sets)		
ARCTURUS RADIO TUBE CO.....	66	INTERNATIONAL RADIO CORP..... 4, 5		SOLAR MFG. CORP.....	66	
(Radio Tubes)		(Radio Sets)		(Capacitors)		
ARISTON MANUFACTURING CO... 69		INTERNATIONAL RESISTANCE CORP. 54		STANDARD TRANSFORMER CORP... 64		
(Replacement Speakers)		(Resistors)		(Transformers)		
BRIGGS & STRATTON CORP..... 10		JANETTE MFG. CO.....	52	STEWART-WARNER .....	28, 29	
(Battery Chargers)		(Rotary Converters)		(Refrigerators)		
BREEZ-ELECTRIC CO. ....	51	JENSEN RADIO MFG. CO.....	54	STROMBERG-CARLSON TELE. MFG.		
(Wind Electric Plants)		(Reproducers)		CO. ....	2	
DAVID BOGEN CO.....	66	MAJESTIC RADIO & TELEVISION		(Radio Sets)		
(Inter-Communication Systems)		CORP. ....	49	SUPREME INSTRUMENTS CORP.... 57		
CHAMPION RADIO WORKS..... 65		(Radio Sets)		(Radio Test Equipment)		
(Radio Tubes)		MALLORY & CO., INC., P. R. Second Cover		TRIAD MFG. CO.....	52	
CINAUDAGRAPH CORP. ....	71	(Volume Control)		(Radio Tubes)		
(Speakers)		McGRAW-HILL BOOK CO.....	50	TRIPLET ELECTRICAL INSTRUMENT		
CONSOLIDATED WIRE AND ASSOC.		(Technical Books)		CO. ....	58	
CORPS. ....	46	NATIONAL CARBON CO.....	3	(Test Equipment)		
(Condensers)		(Batteries)		TUNGSOLO RADIO TUBES, INC..... 58		
CORNISH WIRE CO.....	51	NATIONAL UNION RADIO CORP... 60		(Radio Tubes)		
(Antennas)		(Radio Tubes)		UNIVERSAL MICROPHONE CO., LTD. 65		
CROSLEY RADIO CORP. Inside Back Cover		NOBLITT-SPARKS INDUSTRIES, INC.. 38		(Microphones)		
(Radio Sets)		(Auto-Radios)		UNITED SOUND ENGINEERING CO. 46		
CROWE NAME PLATE & MFG. CO. 67		OPERADIO MFG. CO.....	46	(Sound Apparatus)		
(Auto-Radio Controls)		(Sound Systems)		UTAH RADIO PRODUCTS CO..... 64		
DU MONT LABORATORIES, ALLEN B. 69		PIONEER GEN-E-MOTOR CORP.... 62		(Replacement Speakers)		
(Oscillographs)		(Gas-Electric Plants)		WARD PRODUCTS CO.....	52	
ELECTRO-VOICE MFG. CO.....	62	RADIO CORP. OF AMERICA... 36b, 36c		(Auto Antennas)		
(Microphones)		(Sound Engineering)		WEBSTER-CHICAGO .....	62	
ELECTRO-ACOUSTIC PRODUCTS		RAYTHEON PRODUCTION CORP... 35		(Inter-Office Communication)		
CO. ....	48	(Radio Tubes)		WESTERN ELECTRIC CO.....	69	
(Mobile Sound Systems)		RCA MANUFACTURING CO..Front Cover		(Microphones)		
FADA RADIO & ELECTRIC CO..... 6		(Radio Sets)		WESTINGHOUSE ELECTRIC SUPPLY		
(Radio Sets)		READRITE METER WORKS..... 63		CO. ....	20	
FAIRBANKS-MORSE HOME APPLI-		(Tube Testers)		(Radio Sets)		
CANCE CORP.....	25	REMLER CO., LTD.....	52	SEARCHLIGHT SECTION		
(Radio Sets)		(Sound Equipment)		<i>(Classified Advertising)</i>		
FOX SOUND EQUIP. CORP.....	52	RIDER, JOHN F.....	65	Classification	Page	
(Sound Equipment)		(Service Manuals)		CATALOGS .....	71	
GENERAL ELECTRIC CO....Back Cover		EMPLOYMENT .....				71
(Radio Sets)		RADIO STOCKS				
GENERAL INDUSTRIES CO.....	65	G. & G. Genuine Majestic Refrig-				
(Radio-Phonograph Units)		erator & Radio Parts Service.. 71				
GOBE-UNION, INC.....	60	Karamus Sales & Export..... 71				
(Batteries)		=====				

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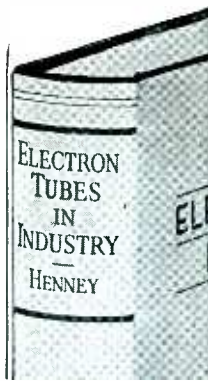
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# LETTERS

## Bluebook Booster

We have just received the June issue of *Radio Retailing* and observe with much interest the section entitled "Radio Trade-In Allowance Bluebook."

We are wondering if it would be possible to get additional copies of this particular section and, if so, just what the charge would be.

Will you please advise?  
OKLAHOMA CITY

R. FORBES  
*Spurriers, Inc.*

No reprint plans have been formulated to date. We are glad, however, to forward 6 tear-sheets, without charge. The supply, incidentally, is now practically exhausted.

## And a Question

Just received your June issue. After 12 years in the radio business finally somebody comes along with a Trade-In Allowance Bluebook that we might be able to use.

We cannot, however, quite understand how you rate these sets. For example, in listing a 1935—you show a top allowance of \$18. Surely you do not think that the potential buyer will trade for this when buying a new set at \$150 or more?  
DETROIT WELLENSIEK MUSIC HOUSE

The BLUEBOOK was designed to return dealers a substantial net profit on trade-in transactions. Obviously, it was desirable to lean somewhat in the dealer's favor rather than the consumers. And yet it is our conviction that the maximums given are still reasonable.

Determine the gross margin on a \$150 radio. Subtract from this your overhead percentage. Unless you make money on the resale (some dealers do, some think they do and some do not!), the resulting figure will be your absolute maximum. Subtract from this maximum a decent net profit and you will find that the \$18 quoted leaves little over for safety.

Incidentally, the BLUEBOOK plays no favorites with respect to trademarks. Except in the case of orphan lines allowances always work out the same where the new set list and old set list and age are identical, regardless of brands.

## Glad to Cooperate

I want to take this opportunity of thanking you for your cooperation on behalf of the arrangement committee handling the special Radio Industries train to the Chicago Parts Show in June.

It was only through your generosity and good fellowship that it was possible to make this affair a success.

We have requests from many to repeat the event next year and hope to be able to do so.  
NEW YORK

PERRY SAFTLER  
*"The Representatives"*

## Liked Wood Story

I was very glad to note in your April number of *Radio Retailing* a discussion on woods for radio sets.

The industry certainly needs this sort of discussion and in my judgment the

manufacturers need to give some recognition to the necessity of producing a radio cabinet that will fit in with accepted period furniture for better homes. Practically no attention has been given to this development so far as I can learn.

You can have all the fine burl veneers in a cabinet but if the cabinet itself is poorly constructed and finished and ugly to look at, fine woods are not sufficient. Why the industry has failed to recognize this situation I do not know. High class furniture dealers are thoroughly disgusted with the poor design and construction of most of the radio sets, even those that cost over \$100.

CHICAGO  
E. W. LLOYD  
*Commonwealth Edison Co.*

## Pleased, Naturally

You will be interested to know that we have received several requests for additional information about walnut from your April article on woods.

Your magazine seems to be well read, for they came from various sections of the country, and from Canada.

CHICAGO  
DOROTHY COURCER  
*American Walnut Mfrs. Ass'n.*

## Anti-bonus

As a serviceman and dealer I heartily agree with R. B. Lawton (May, *Radio Retailing*). I don't think that the offering by manufacturers of a bonus to junk used sets is going to solve the problem of trade-ins. Mr. Lawton's suggestion is one after my own, that if the manufacturers will market a decent set at a decent price and profit, and cut out these boxes that make a noise for \$9.95 (pay 50 cents a week) the radio business, both sales and service, will begin to show a profit.

I would much rather sell a \$100 radio than ten \$25 ones. The former would be a musical instrument and pave the way for a profitable repair job a couple years hence. The latter would be a blast-can and when it comes in for repair all kinds of excuses have to be offered the customer to soothe him because in most cases the cost of repairing these small sets is as much or more as a good set.

Also, a man will expend as much time and energy selling a cheap set as he will a good set, but there's no money in it for anyone, customer included. To my way of figuring, the manufacturer, being hungry for business, has spoiled the public. This is a direct outgrowth of the depression. Well, the depression is over now. Let's sell real stuff, get our price and make some money.

AUBURN, N. Y. JOHN T. STEIGERWALD

## Reprint Requests

In one of your recent issues you published a tube chart headed "Tops and Bottoms."

We desire to reproduce this chart for use in one of our forthcoming catalogs and would like your permission. We will, of course, give your publication proper credit.

KANSAS CITY  
J. A. BURSTEIN  
*Burstein-Applebee Co.*

We revised the chart you refer to, printed a new one in June, 1937. Permission to reproduce it is granted.

I would appreciate it very much if you could send me a reprint of "Oscillograph Design for the New 913," by L. C. Waller. This paper would be used by the students of the Institute as a reference in their work here.

NEW YORK  
JOSEPH H. SCHOTLAND  
*Hebrew Technical Institute*

## TWO MINDS, SINGLE THOUGHT



Radio Retailing editorial page published in March

Columbia Broadcasting Company advertisement, June "Printer's Ink"



TWO SENSATIONAL NEW MODELS IN THE CROSLLEY ALL-STAR RADIO LINE

# CROSLLEY SUPER 8

A superb new table model that gives the same fine tonal quality and selective reception usually found only in higher priced console models. Ideal for small apartments where limited space restricts the use of a console model.

8 Octal Base tubes; 3 bands, 535-22,000 Kc. continuous; Push-pull output (5 watts maximum); Automatic Volume Control; 8" Electro-dynamic speaker; Line noise filter; Gold reflector type Mirro-Dial with calibrations fused on convex glass dial; Walnut veneer cabinet with gold-finished escutcheons; Front and side panels of sliced and stump walnut; Decorative maple inlays; 2 gold grille bars. Dimensions: 10 $\frac{1}{4}$ " high, 16 $\frac{3}{8}$ " wide, 7 $\frac{3}{8}$ " deep.

8 TUBES  
\$39<sup>95</sup>

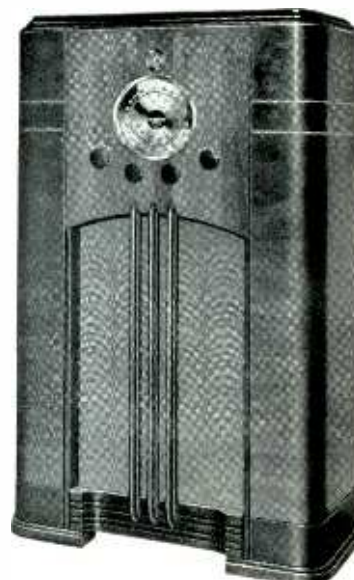


# CROSLLEY SUPER 11

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11 Octal Base tubes; 3 bands, 535-22,000 Kc. continuous; Push-pull output (10 watts maximum); Automatic Volume Control; Tone Control; Electron Ray tuning indicator; 10" Electro-dynamic speaker; Line noise filter; Gold reflector type Mirro-Dial with calibrations fused on convex glass dial; Half round walnut front panel with gold-finished escutcheon and decorative inlays; V-matched and half round walnut pilasters and side panels; Top of sliced walnut. Dimensions: 10" high, 21" wide, 12 $\frac{3}{4}$ " deep.

11 TUBES  
\$69<sup>95</sup>



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FOR A RECORD-SMASHING YEAR**

### with the **NEW G-E Radio**

You'll do *more* business with the General Electric Radio line this season because G-E has built into its new 1938 line a long list of timely and effective improvement features — features which meet definite market demands leading to enlarged sales opportunities. Take, for example, the new G-E TONE MONITOR — a radio circuit of radically new design. This amazing and exclusive G-E Radio feature brings out the high and low notes of each orchestral instrument — with a fidelity that is new and startling. The TONE MONITOR is not confined to the higher priced G-E Radios alone. All models, except the five tube sets, offer this new feature.

GENERAL ELECTRIC backs its new, sensational, RADIO line with the heaviest and most concentrated national magazine advertising schedule and newspaper advertising campaign in its history. Everything about the G-E Radio Sales Promotion Program is complete, dramatic, and sales-compelling.

*The  
New*



**GENERAL ELECTRIC  
RADIO**

Appliance and Merchandise Department, General Electric Company, Bridgeport, Conn.