

Jackson-Bell-Flint Superheterodyne Advertisements

The Ad below establishes 1930 as the year of introduction. This two page magazine insert is shown here as two separate pages for readability as is one from 1931.

THE NEW FLINT SUPERHETERODYNE WHAT NEXT?

By DR. RALPH L. POWER

THE radio old-timer was meditating the other day and, reminiscing, looked backward and forward during his little talk. "What next," was both the beginning and end of his narrative. He brought the radio industry up

list price of \$79.50.

"That looks like quite a good sized order. It is. Perhaps nothing lately has caused such a gasp of astonishment in trade circles, as well as with the radio buying public, as this new line.

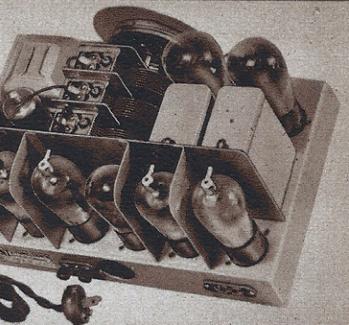
"Today Lowell Kinsley is a supervisor at the M-G-M studios. It is nearly five years ago that he first broached the idea that a crystal set could be operated without batteries and yet providing loud speaker volume. Even in the wildest of dreams and the most vivid imagination he could never believe that he would be credited with being responsible for the radio industry which has sprung up and continues to flourish in Los Angeles.

"The first individual to recognize the possibility of Kinsley's development was Fritz Falck, of the Advance Electric Company, and to him should be credited the first organized manufacturer to grasp the possibility of the idea.

"His Chief Engineer at that time was Raymond A. Stoehle.

"Stoehle's refinements proved especially worthy of Falck's merchandising ability and the result was an extensive demand for Falck's products.

"What would Stoehle have said if this old-timer had approached him and predicted that 5,000 radio sets would be produced daily in the Los Angeles manufacturing center, and that some day Los Angeles would startle the radio industry



The Compact Little Receiver from Above

with an eight tube superheterodyne receiver built to retail complete, tubes and all, for only \$79.50?

"Before me is another midget radio. When I say another, perhaps I ought to say that in outward appearance it looks like the usual midget line.

"But here I am playing all around the country with it now, as I did last night and the night before, with never changing results.

"Here is the tone of the expensive set and the sharpness of dialing of the costly product. It is now seven o'clock at night and, with one sweep, I 'pull' them in everywhere.

"KFI, in Los Angeles; then KFSD at San Diego; KFRC, San Francisco; KOIN, Portland. KFXM, San Bernardino, reports that practically nobody in Los Angeles gets them on account of KGFJ. Yet this little midget super brings in the valley station like nobody's business."

"And so on up and down the dial . . . Chicago, Denver, Shreveport, Cincinnati . . . almost no end to this geographical skipping around the radio map.

"Of course I am not at all amazed because I am operating a superheterodyne. But what literally takes my wind away is that I am doing all this with one that retails for a paltry \$79.50.

"Why, the features of the most expensive of sets have not been



Raymond A. Stoehle, Chief Engineer
for Flint Radio Corporation

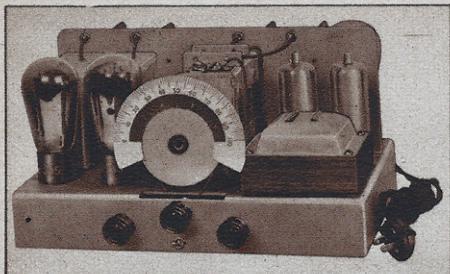
through the jalopy age to the present time. Listen to some of his cogitations.

"Now that we ask 'what's next,' the answer seems to loom up almost right away, for I see by the announcements that a Los Angeles firm is getting out a superheterodyne in a midget cabinet all complete, even including tubes, for the



Flint Superheterodyne, Rear View

COAST-TO-COAST RECEPTION



Front View of Flint Superheterodyne

omitted . . . tone control, local and distance switch and vernier dial.

"Now I have to admit that all cabinets more or less look alike. So let's turn the set around. Ordinarily one would expect to visualize the working unit of such a low priced receiver as a messy conglomeration of wires and a tube here and there, some cheaply made transformer and the kind of chassis that would look best well covered up.

"But here before me I see a product that looks as though it had never known or even heard of the original jalopy . . . a set that is in every sense a completely manufactured product with every earmark of substance and reliability.

"The chassis design shows the workmanship of mechanical en-

gineering and the layout is in line with every accepted method of simplicity necessary to inspire public acceptance.

"At first glance one sees exposed four screen grid tubes, one 27 and one 80 stand in line soldier fashion. In the rear of the partition one sees

two 45's which indicates that this superheterodyne operates in push pull.

"There doesn't seem to be a feature omitted. I notice the phonograph jack and the connection for a microphone. As a whole the chassis is so complete that my wandering thoughts bring me back to a natural exclamation—'what's next?'

"Now let's turn the chassis upside down. How well I remember Kinsley's bread-board contrivance. How well do I recall the various units that had been turned out in the community and how I now shudder in picturing the conglomeration of wires that went hither and thither with apparently no beginning and no end.

"But here I see laced wires—uniform and straight—which practically enables one to see the follow-up of a diagram all cleanly laid out.

"The expression of my pleasure in seeing this workmanship product is not with the idea of individualizing any one in particular. But, still, the credit always goes to the one who does things first and to my knowledge this Flint superheterodyne is the first. It is blazing the way for others to do better, if such a thing is possible. Following no beaten paths, but blazing trails of their own, Flint has done a pioneer work.

"I should end right here, and would have done so were it not for a peculiar incident . . . that of reading this story to a merchandizing executive of one of the local firms.

"I asked him quite innocently what sort of sales argument a manufacturer's salesman would have to use in presenting this radio receiving set to the trade.

"He said that an eight-tube superheterodyne brings forth a new word in salesmanship . . . 'gimme.'

"What's next?"

8 TUBES

FOUR SCREEN GRID » » » »

PUSH PULL 45's » » » »

LOCAL-DISTANCE SWITCH

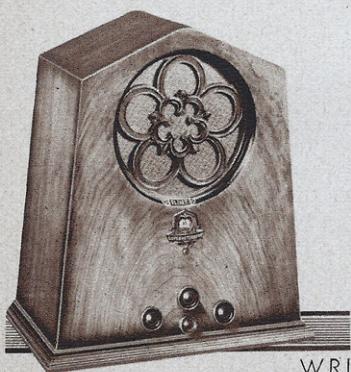
DYNAMIC SPEAKER

TONE CONTROL

VERNIER DIAL

PHONOGRAPH JACK

MICROPHONE JACK



WRITE OR WIRE IMMEDIATELY TO

FLINT RADIO CORPORATION

2425 West Washington Street :: Los Angeles, California

\$79⁵⁰
With
Tubes
LIST PRICE

ADVERTISEMENT

OMITTING ALL IDLE TALK WE WANT- CRITICAL Radio Dealers

WHO REALIZE WHEN
BUSINESS IS TOUGH *the Public is very much more
DISCRIMINATING....*

**IT TAKES FLINT SUPERHETERODYNE
PERFORMANCE** to make a set **STAY SOLD!**

Test 'em all against the FLINT and your next communication will read:

"PLEASE SHIP AT ONCE" Etc.

We solicit Your Business STRICTLY on the Merit of Our Productnot on IDLE TALK!
Tone, Distance, Sensitivity and Selectivity!
The SUPERHETERODYNE without a squeal or harmonic."

**FLINT
SUPERHETERODYNE**

Completely Equipped with Eight Matched Tubes
R. C. A. RADIOTRONS OR CUNNINGHAM'S



WE SOLICIT CHASSIS BUSINESS

LICENSED
By R.C.A.



Plus every refinement of the highest priced radio
... tone control... local and distance switch... Vernier dial...
phonograph connection... microphone connection... dynamic
speaker and 45's in push-pull. **\$79⁵⁰** LIST PRICE

DEALERS WRITE FOR DISCOUNTS

FLINT RADIO CORPORATION

2425 West Washington Boulevard

Los Angeles, California

Another Two Page Advertisement establishing 1930 as the Introduction Date

FLINT RADIO CORPORATION
2425 West Washington Boulevard
Los Angeles

December 30, 1930.

Mr. H. W. Dickow,
Business Manager "Radio",
428 Pacific Building,
San Francisco, Calif.

My dear Mr. Dickow;

Please utilize this letter of acknowledged satisfaction to fill one of the two pages that we have contracted for in the coming issue. The remaining page we present to you to use in any way you may see fit.

This unusual way of fulfilling our contract should be credited to the extraordinary pulling power of your publication.

Our double spread ad appearing in your previous issue produced to date six hundred and eighty three inquiries and we are

positively elated at the remarkable results obtained.

We contemplate the preparation of some very interesting advertising material for the next issue, but for the present we desire an opportunity to catch up with the initial orders received from our regular distributors and from those who responded to our recent advertisement.

Extending to your publication and staff our best wishes for a Happy and Prosperous New Year, we remain,

Cordially yours,
R. A. Steele
Flint Radio Corp.

RAS/VK

RADIO

ESTABLISHED 1917
THE NATIONAL TRADE MAGAZINE

ARTHUR H. MALLORAN
EDITOR
NECKERTON PARKER
MERCHANDISING EDITOR
P. B. LUCAS
ASSOCIATE EDITOR
H. W. DICKOW
ADVERTISING MANAGER

PUBLICATION OFFICE
PACIFIC BUILDING
SAN FRANCISCO, CALIFORNIA

January 3, 1931.

BRANCH OFFICES
415 LEXINGTON AVE.
CHICAGO
307 NO. MICHIGAN AVE.
BOSTON
88 ST. BOTOLPH ST.

Mr. R. A. Stolle,
Flint Radio Corporation,
2425 W. Washington Blvd.,
Los Angeles, Calif.

Dear Mr. Stolle:

It was a genuine pleasure to learn from your letter of December 31st that you have received six hundred and eighty three inquiries to your rotogravure advertisement which we published for you in the December issue of "RADIO". The issue was in distribution only two weeks when your letter reached us.

It is evident that the radio dealers of America awaited the introduction of a midget super-heterodyne such as you advertised in our publication.

The large number of inquiries received from your advertisement also proves the faith which the dealers have in "RADIO". Likewise, they have faith in you and faith in the product which you offer for sale.

FLINT RADIO has enjoyed a splendid reputation in the radio trade. When we learned that you were about to introduce a midget super-heterodyne we instructed our Southern Manager to solicit your advertising for "RADIO". We believed that your scoop announcement to the trade would bring you a profitable return on your advertising investment and we are happy to know that you are elated to find that "RADIO" pays.

"RADIO" begins its fifteenth year of publication with a policy of service to the retailer and to the manufacturer. It pleases us to learn that you will continue to use two pages of rotogravure in future issues of "RADIO". Space is being reserved for you in our next issue. It is our sincere hope that our publication will open new markets for you....bring you greater profits during 1931....make your product known and used from Maine to California.

Success to you.

H. W. Dickow:MC

Yours very truly
H. W. Dickow
Business Manager

AUSTRALIA



*Australia
Japan·China*
CAME IN CLEAR
AND WITH EASE ON MY
FLINT SUPERHETERODYNE

radio set," writes Mr. James E. Hanes of Little Rock, California. He states further, "Besides average distant stations I played the following eight Japanese stations: JOAK, Tokyo; JOFK, Hiroshima; JODK, Keijo; JOCK, Nagoya; JOGK, Kumamoto; JOHK, Sendai; JOBK, Osaka and JOJK, Kanazawa. Then with equal ease I tuned in COHB, Harbin, China; COMK, Mukden, China and 4QG, Brisbane, Australia."

Surely we point with pride to such performance, but the most interesting paragraph of Mr. Hanes' letter follows:

"I am not a radio expert. After a hard day's work on my ranch I turn on my set which is my

only entertainment. On my old set I could rarely reach any farther than Denver. Once in a while I could hear Chicago. But now, with my FLINT SUPERHETERODYNE, I have played WEAF, New York; all the Japanese stations; the two Chinese stations and Brisbane, Australia. I forgot to mention that I had KGMB, Honolulu, Hawaii and they tell me that's a hard one to get."

Mr. Hanes is evidently **not** a radio expert . . . with the FLINT SUPERHETERODYNE you **don't have to be** a radio technician to duplicate this performance.

The FLINT SUPERHETERODYNE is easily tuned. It is designed so that **anyone** can bring in great distance. It is a typical **family** superheterodyne. **SUPERB** in tone quality, **SELECTIVE**, to remain within the limit of ten kilocycle separation and broadened out sufficiently so that you don't pass the incoming signal without knowing you were on the station.

The outstanding performance of the FLINT SUPERHETERODYNE is creating a constantly growing demand . . . the stability of the FLINT SUPERHETERODYNE is acknowledged by all users.

FLINT SUPERHETERODYNE

Every refinement of the highest priced radio . . . tone control . . . local and distance switch . . . vernier dial . . . phonograph connection . . . microphone connection . . . dynamic speaker and 45's in push-pull.

*Completely Equipped
WITH
Eight Matched Tubes*

R.C.A. RADIOTRONS OR CUNNINGHAM'S

TONE *that* **EXCELS** **\$79.50** LIST PRICE

FLINT RADIO
2425 · WEST · WASHINGTON · BLVD.

JAPAN-CHINA

Stability MEANS,
UNIFORMITY

We quote the service manager of one of our customers, whom we are supplying with two hundred chassis and speakers weekly, in the following: "If it were not contrary to the policy of my firm, I believe that we could dispense with the rechecking and testing of your SUPERS. I am astounded at such uniformity."

This UNIFORMITY we accomplish by the most rigid of inspection methods. Every part is checked and double checked, tested and re-tested and only if it comes up to our required engineering standards is it incorporated into the superheterodyne.

Only experienced radio technicians are employed in the assembling of the FLINT SUPERHETERODYNE. Their ability is reflected in the high class workmanship found in the chassis.

Crystal controlled oscillators are used in checking the accuracy of frequencies... assuring peak uniformity. Before the completed chassis leaves the test booth for the final O.K. it has undergone the same close scrutiny that is ordinarily only devoted to custom-built apparatus.

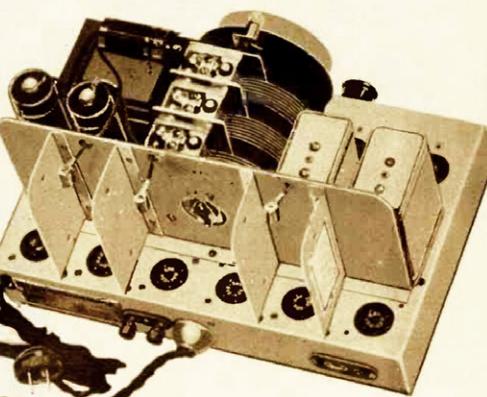
WE INVITE SAMPLE ORDERS
and solicit your further business strictly on
the merits of our product.



The FLINT SUPERHETERODYNE is Licensed by the Radio Corporation of America; designed by engineers of reputation and manufactured in a modern sunlit radio factory that is equipped with the latest precision apparatus.

▼ ▼ ▼
COMPARE the performance of the FLINT and note in particular the ease of operation, stability, uniformity and above all the surpassing beauty of the

TONE

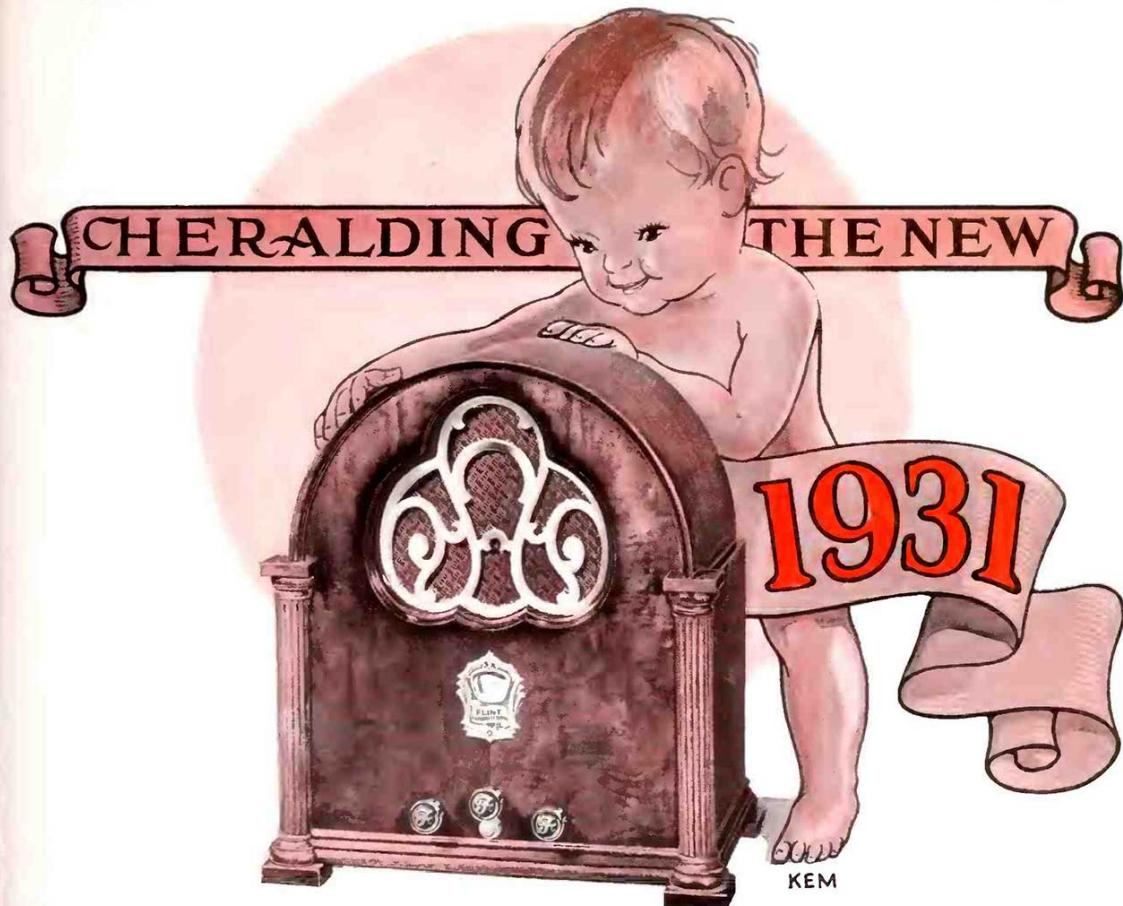


CHASSIS and
DYNAMIC SPEAKER
▼ ONLY ▼

TONE *that* **EXCELS** \$**60** LIST PRICE
LESS TUBES

CORPORATION

LOS ANGELES · CALIFORNIA



FLINT SUPERHETERODYNE

L I C E N S E D B Y R. C. A.

Completely Equipped with Eight Matched Tubes

R. C. A. RADIOTRONS OR CUNNINGHAMS

PLUS

every refinement of the highest priced radio
 ... tone control ... local and distance switch ... Vernier dial ...
 phonograph connection ... microphone connection ... dynamic
 speaker and 45's in push-pull.

\$79⁵⁰
 LIST
 PRICE

MANUFACTURED BY

FLINT RADIO CORPORATION

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Los Angeles, California