

# HISTORY OF THE RADIOBAR COMPANY OF LOS ANGELES, CA.





# WHAT IS A “RADIOBAR”?





# MY EMERSON RADIOBAR



# ORIGIN OF THE RADIOBAR COMPANY



- **Earnest J. Krause (1897-1970) founded the company in the early 1930s in Los Angeles.**
- **May have been as early as 1930 though no complete sets were produced until 1933.**



# WHO WAS KRAUSE?

- He was a real estate developer and stockbroker in the 1920s in Los Angeles
- He had an interest in local radio station KRLO. The station's first official air date was February 19, 1927. The station was licensed to Krause, KRLO engineer and owner Freeman Lang, and A.B. Scott.

# WHO WAS KRAUSE?

- Krause had a new building (“the Krause Building”) constructed in Beverly Hills which opened in early 1928
- His business occupied most of the first floor
- In February 1928 station KRLO was sold to Krause and he renamed it KEJK
- (K plus his initials)



# WHO WAS KRAUSE?

- He moved the KEJK studio to his new building at 9631 Wilshire Blvd.
- Only 2 months later he sold the station to R.S. MacMillan Petroleum
- The call letters were changed to KMPC in 1930 and it still broadcasts today on 710 AM



# RADIOBAR

- Krause did well in his business dealings
- He got the idea to construct a bar which also contained a radio
- He reportedly started making cabinets as early as 1930 at a factory at 7100 McKinley in Los Angeles





# RADIOBAR FACTORY PICTURES



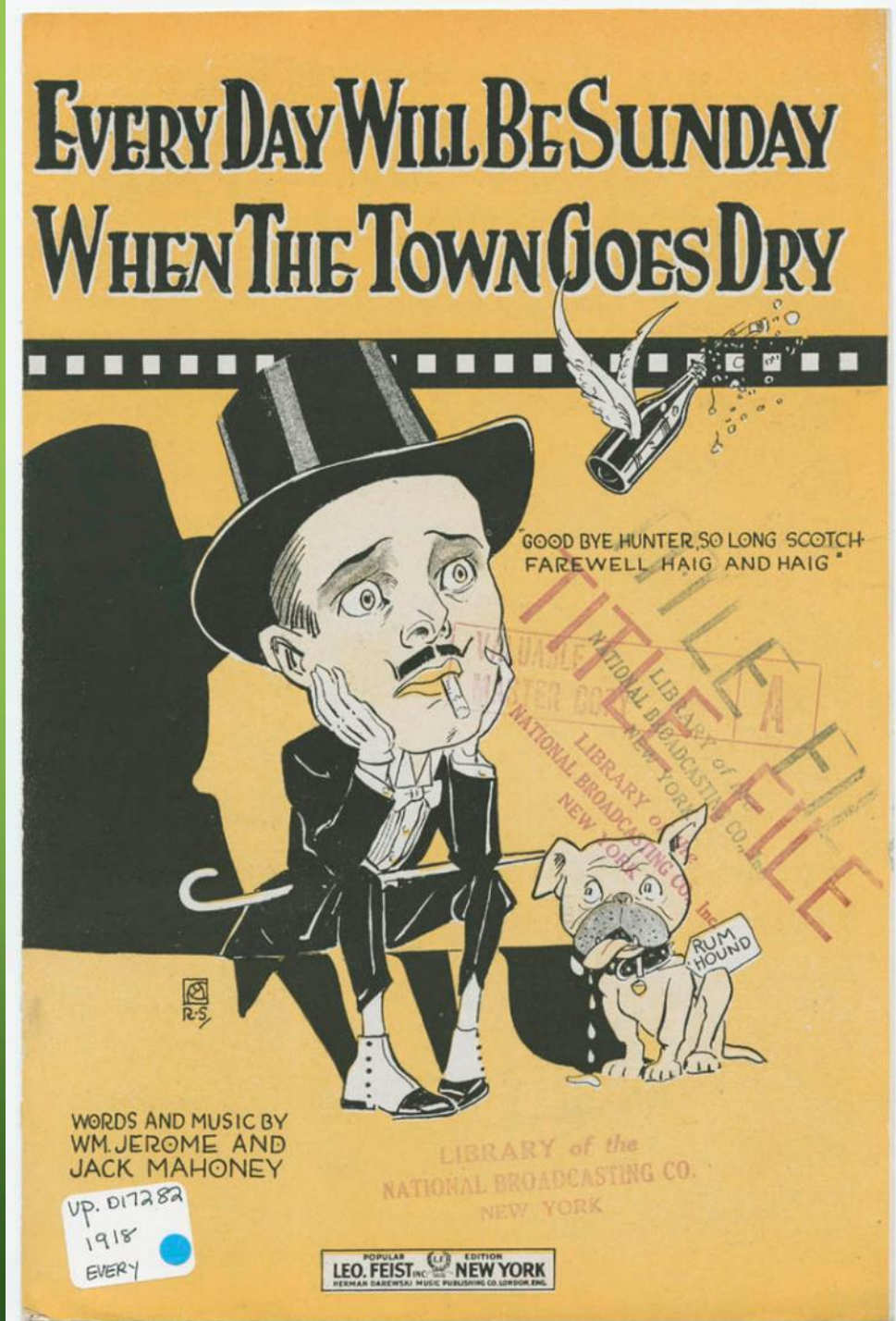
**Cabinet Finishing**

# RADIOBAR

- But Krause had a marketing problem:  
**Prohibition**

People were not likely to buy a Radiobar unless they could buy alcoholic beverages to use with it.

Cover of 1918 sheet music





# PROHIBITION

- The U.S. Senate proposed the Eighteenth Amendment on December 18, 1917. Upon being approved by a 36th state (Nebraska) on January 16, 1919, the amendment was ratified as a part of the Constitution. By the terms of the amendment, the country went dry one year later, on January 17, 1920.

# PROHIBITION

## The New York Times.

NEW YORK, FRIDAY, JANUARY 17, 1919. TWENTY-TWO PAGES

TWO CENTS

Page 1

Page 4

### NATION VOTED DRY; 38 STATES ADOPT THE AMENDMENT

Nebraska Clinches Approval as  
36th State, Missouri and  
Wyoming Following.

#### PROCLAMATION NEXT STEP

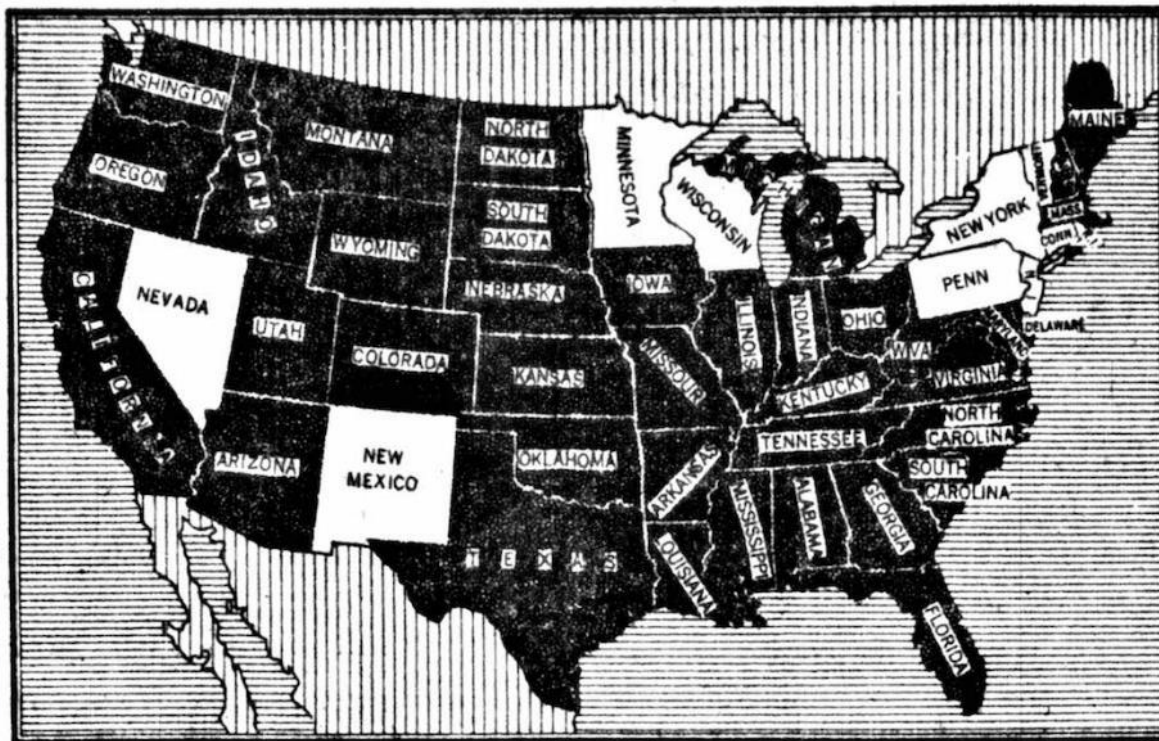
Amendment Construed as Ef-  
fective One Year After Sec-  
retary of State So Acts.

#### NOW PLAN ENFORCEMENT

Bills for Drastic Observance to be  
Presented to Congress and  
Legislatures.

Special to The New York Times.

Prohibition Map of the United States





# PROHIBITION

- On October 28, 1919, Congress passed the Volstead Act, the popular name for the National Prohibition Act, over President Woodrow Wilson's veto. The act established the legal definition of intoxicating liquors as well as penalties for producing them.

# PROHIBITION

- Prohibition was successful in reducing the amount of liquor consumed, cirrhosis death rates, admissions to state mental hospitals for alcoholic psychosis, arrests for public drunkenness, and rates of absenteeism.
- By 1925, however, there were anywhere from 30,000 to 100,000 speakeasy clubs in New York City alone. Opponents of Prohibition talked of personal liberty, new tax revenues from legal beer and liquor, and the scourge of organized crime.





# RADIOBAR

- It seems likely that Krause thought that there was a high probability that Prohibition was on its way out, and that he would be ready with his product when that happened.

Orange County, California, sheriff's deputies dumping illegal alcohol, 1932



# PROHIBITION

- Given the broad public outcry to repeal prohibition, it is easy to see why Krause had high hopes for repeal and thus a market for his Radiobars.
- He did, however, design his Radiobars with a small “hidden” locking door on the side, just the right size to hide liquor bottles. I have not found any information that suggests he sold his Radiobars before the end of prohibition.





# PROHIBITION

- On March 22, 1933, President Franklin Roosevelt signed into law the Cullen–Harrison Act, legalizing beer with an alcohol content of 3.2% (by weight) and wine of a similarly low alcohol content. On December 5, 1933, ratification of the Twenty-first Amendment repealed the Eighteenth Amendment, and liquor was again legal. States and counties had the right to continue prohibition if they desired, and there are still dry counties in the country today.
- The following Map shows dry (red), wet (blue), and mixed (yellow) counties in the United States as of March 2012.

# PROHIBITION





# RADIOBAR

- This shows the patent for the Radiobar with a submission date in October 1935 and approval in August 1936. Krause is listed as the inventor. The patent application pictures a set with a Philco chassis and I suspect that Philco insisted on a patent before becoming more directly involved with his company in 1936.

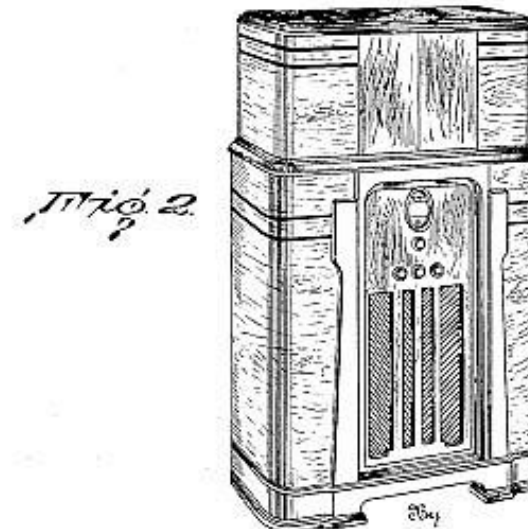
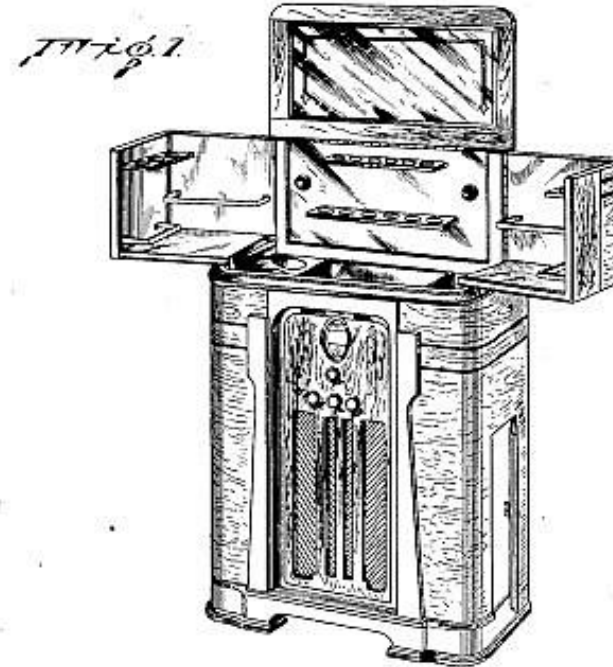
Aug. 25, 1936.

E. J. KRAUSE

Des. 100,952

COMBINED RADIO AND BAR CABINET

Filed Oct. 26, 1935



Inventor  
E. J. Krause,

Ralph B. Stewart  
Attorney

# RADIOBAR CO.; WAS KRAUSE THE FIRST TO THINK OF THIS IDEA?

1928 AD FOR POOLEY "RADIO-  
CELLARETTE" BAR CABINET  
FOR ATWATER KENT RADIOS

**"THAT IT SERVES TWO ENDS  
IS INSTANTLY EVIDENT FROM  
THE PICTURES. LEARN ITS  
SECRETS FROM THE POOLEY  
DEALER NEAR YOU"**

153

## POOLEY



RADIO-CELLARETTE—De Luxe  
Model 7800

Equipped with 24 glasses, four decanters, silver shaker, silver tray, mixing spoon, knife, corkscrew, bottle-opener, and glass lemon reamer. All glassware specially designed and of highest quality cut glass. Silver is double plated. At lower right, next to speaker, is a humidor drawer equipped with moistening pad and lock. With above equipment but without receiving set or speaker, \$430



### Entertainment!

**I**NGENIOUS—original! Yes, but that's only the half of it. This is a really magnificent radio cabinet. Everything about it—woodwork, finish, equipment—is purposely the best obtainable. That it serves two ends is instantly evident from the pictures. Here is radio entertainment de luxe! Learn its secrets from the Pooley dealer near you.

Prices slightly higher west of the Rockies, in Inter-Mountain States and Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.

This unique Pooley creation is only one of many described and pictured in our complete new catalog—sent free on request. Just fill in and mail the coupon.

**THE POOLEY COMPANY**  
1600 Indiana Avenue Philadelphia, U. S. A.

Please send me, free, the illustrated book that describes all the new Pooley Radio Cabinets.

Name, .....

Address, .....

City, ..... State, ..... H. G. 2

**RADIO CABINETS**  
for ATWATER KENT RADIO



# RADIOBAR CO.; WAS KRAUSE THE FIRST?

**RADIO-CELLARETTE  
WITH AK RADIO**



# RADIOBAR CO.; WAS KRAUSE THE FIRST?

**RADIO-CELLARETTE  
CONTENTS  
ACCORDING TO THE  
AD. PRICED AT \$430  
WITHOUT A RADIO.**

## **RADIO-CELLARETTE—*De Luxe* Model 7800**

Equipped with 24 glasses, four decanters, silver shaker, silver tray, mixing spoon, knife, corkscrew bottle-opener, and glass lemon reamer. All glassware specially designed and of highest quality cut glass. Silver is double plated. At lower right, next to speaker, is a humidor drawer equipped with moistening pad and lock. With above equipment but without receiving set or speaker, \$430



# RADIOBAR MODELS AND NOMENCLATURE

- I have been able to identify 22 different models produced between 1933 and 1941, but there may have been more.
- One online source estimates that 10,000 Radiobars were constructed during their 12 years in business (1930-1942).
- Some of the same models were available in multiple years with new ones added along the way, but different radio chassis were used in different years, often with little or no change in cabinets.

# RADIOBAR MODELS IDENTIFIED

- 105
- 106
- 107 multiple years
- 205 1935?
- 210B multiple years, 1933 Riders 4-1. There were 4 versions of the early 210 tube lineup
- 304
- 504 multiple years
- 505 multiple years, Riders 4-1
- 506 1935 model
- 507 multiple years
- 510 multiple years, Riders 4-2
- 515 1936, Philco chassis
- 526 1935 model
- 528 multiple years, Riders 4-1
- 536 multiple years
- 550 1937, Philco chassis and Capehart Phono
- 40-10 armchair model, 1938, Philco chassis
- 50-9 1938 6 tube, Philco chassis
- 60-7x 1938 6 tube, Philco chassis
- U100 Zephyr 1940-1942, Philco chassis
- 110BR Zephyr 1941, Philco chassis
- 200R BR Chippendale 1940, and 1941 w/phono, Philco 8 tubes, 3 bands, horizontal dial



# RADIOBAR MODELS AND NOMENCLATURE

The Radiobar company manufactured the cabinets and supplied the glassware, but did not manufacture their own radios.

There are discrepancies in the available literature about who made the radios for the company.

The companies listed in various previous published articles include Patterson, Gilfillan, RCA, Zenith, and Philco. My research suggests that Radiobars were not sold as complete sets with RCA or Zenith radios installed by the factory.

What clouds the waters is that Radiobars could be purchased without a radio at all, and then any radio chassis could be added.

# RADIOBAR MODELS AND NOMENCLATURE

Radiobar as a company appears only in Volume 4 of Riders Perpetual Manuals.

Only 5 models were listed: 210-B, 505, 508, 510 and 528 and they are likely Only part of the initial 1933-1934 lineup.

Other models were added within the first year including Model 507 though there is no Riders listing for it or any of the other later models under Radiobar.



# RADIOBAR MODELS AND NOMENCLATURE, FIRST MODELS

Model 505 had a 5 tube chassis (types 55, 57, 58, 2A5, 80). The radio manufacturer is uncertain but likely Patterson or Gilfillan.

Model 507 had a 7 tube chassis (55, 56, 57, 58, 58, 42, 80) made by Patterson

Models 508, 528, and 210B had 8 tube chassis (55, 56, 57, 58, 58, 59, 59, 5Z3) made by Patterson

Patterson and Gilfillan were both California Companies, and were both “RCA *licensed*”.

# RADIOBAR MODELS AND NOMENCLATURE

**Model 510 had a 10 tube chassis made by Patterson but there were 2 different chassis with different tube complements, both shown in Riders Volume 4.**

**Version 1 had tube line-up 55, 56 (2), 57, 58 (3), 46 (2), 82**

**Version 2 had tube line-up 55, 56 (2), 57 (2), 58 (2), 59 (2), 82**



# RADIOBAR MODELS AND NOMENCLATURE

Note that these early Radiobar model numbers appear to designate the number of tubes by the last 2 digits of the number with the exception of the 210B but...The 1937 Mallory-Yaxley Radio Service Encyclopedia lists 4 versions of the 210 based on the radio chassis.

**210:** 10 tubes with type 46 outputs

**210B:** 8 tubes or 10 tubes with type 59 outputs

**210C:** 10 tubes with 59 outputs but different line-up than the 10 tube 210B

Most if not all of the model numbers persisted throughout the life of the company but the radio chassis in them changed.

# RADIOBAR MODELS

Model 210B shown in the August 1933 edition of Radio Retailing magazine as a newly available radio. This is the first time that anything about Radiobar appeared in Radio Retailing. Note that the radio receiver is described as “*RCA licensed*” or a Philco. I think this term is why some previous authors have said that RCA sets were used. Though not confirmed in Riders, the article confirms that at least some Philco Chassis were used from the beginning.

The article says that the set is equipped with 24 “topaz” glasses

According to Geology.com, “Topaz Glass” is a misnomer used for glass made in one of the many color varieties of topaz. The most common color of topaz is colorless. All of the Radiobar glasses I have seen are colorless.



Radiobar

A combination radio set and bar, known as the “Radiobar,” is being manufactured by the Radiobar Co. of America, 3584 Wilshire Blvd., Los Angeles, Calif. It may be had in different models, all cabinets being walnut with carvings of solid walnut. The radio receiver supplied is either an all-wave RCA licensed set or a Philco radio. The prices range from \$119 to \$295.

The illustrated Model 210B, \$295, is equipped with 24 topaz glasses, chrome plated combination spoon and measuring cup, bottle opener and corkscrew, six topaz decanters, 41-oz. cocktail shaker, large ice container, refuse container, tray, stainless steel knife and two electric lights. Space is provided 12 bottles of ginger ale.—*Radio Retailing*, August, 1933.



# RADIOBAR MODELS

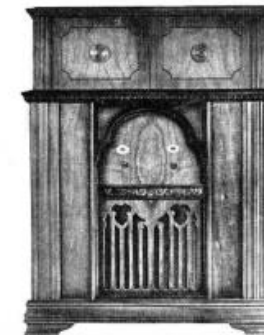
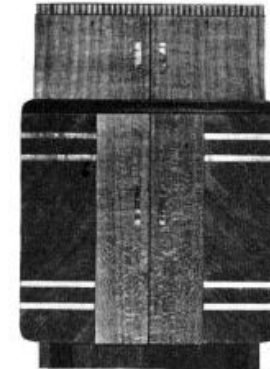
November 1933 ad in Radio Retailing showing from upper right the 210B, 510, 505, and 528. The ad says Radiobars are made in 8 sizes but the 4 pictured are the larger models available. The other 4 sizes are not listed. It also notes that all sets are *licensed* under RCA patents.

## Cash in Now on REPEAL with "RADIOBAR"

"Radiobar" open, ready for service. Equipment includes complete set of glasses, of special design, spoon, measuring cup, bottle opener and cork-screw; also decanters with stoppers, cocktail shaker, funnel, ice container, reflux container, stainless steel knife and electric lights. Space provided for ginger ale or charged water bottles. Interior finished in heavy chrome.



"Radiobar" with 10-tube all wave RCA Licensed radio set in beautiful walnut cabinet. Price complete (tax paid) \$295.00. Model number 510; height 58 in.



"Radiobar" number 505 with 5-tube RCA Licensed receiver with 75 master wave length switch. Price complete (tax paid) \$119.90. (Model 506 with 3-tube set, \$165.00). Cabinet is 44 in. high.

All Sets Licensed Under R.C.A. Patents

(Left) Modernistic "Radiobar" combined with 5-tube all wave RCA Licensed radio set in cabinet of artistic, imported woods, inlaid. Price complete (tax paid) \$249.00. Model number 528; height 47 in.

Here's a timely opportunity for immediate sales

Your customers can mix their favorite cocktails without going into the kitchen—a practical, money-making up-to-the-minute idea.

"Radiobar" has created immediate sales wherever it has been introduced.

Made in eight sizes to meet every pocketbook. Mail coupon below for details of sales plan.

RADIOBAR CO. of AMERICA

270 Park Ave., New York, N. Y.  
3582 Wilshire Bl., Los Angeles, Cal.

RADIOBAR COMPANY OF AMERICA  
270 Park Ave., New York City

Kindly send full information concerning the "Radiobar" sales plan with prices and discounts.

Name .....  
Company .....  
Address .....

# RADIOBAR MODELS

**Model 510 shown in the Three Stooges Short film "Three Little Pigskins". The film was released in December 1933. If you are a fan of the 3 stooges, you might be able to identify the blond lady who is bending forward.**



01.23.2011



# RADIOBAR IN THREE LITTLE PIGSKINS

Larry Fine and Lucille Ball





# RADIOBAR GLASSWARE

- All Radiobars included a complete set of glassware but the larger fancier models had more types and a greater number of drinking glasses and other glass pieces.
- There were 2 distinct styles of glassware. Based on observation of different models, the change appears to have occurred in the 1935-1937 period. During that time period the early style glassware was phased out in the lower end models, and the newer models received the late style glassware.

# RADIOBAR GLASSWARE

AD 304 circa 1934, seen in a recent auction



CA 62/504, circa 1937





# RADIOBAR GLASSWARE

AD 304 with early style glassware



CA 62/504 with late style glassware





# RADIOBAR GLASSWARE

early style glass cocktail shaker



late style glass shaker and bitters container





# RADIOBAR GLASSWARE

early style glass liquor bottle



Late style liquor bottles





# RADIOBAR GLASSWARE

early style shot glass and cocktail glasses



Late style highball glass, cocktail glasses, and shot glass





# RADIOBAR GLASSWARE

Late style Ice Bucket



Late style Shaker with gold tone lid





# RADIOBAR GLASSWARE

**Wine Glass**



**Carafe set**





# RADIOBAR GLASSWARE



- **Fancy Radiobar showing a shelf for wineglasses**



# RADIOBAR GLASSWARE

Martini  
Pitcher



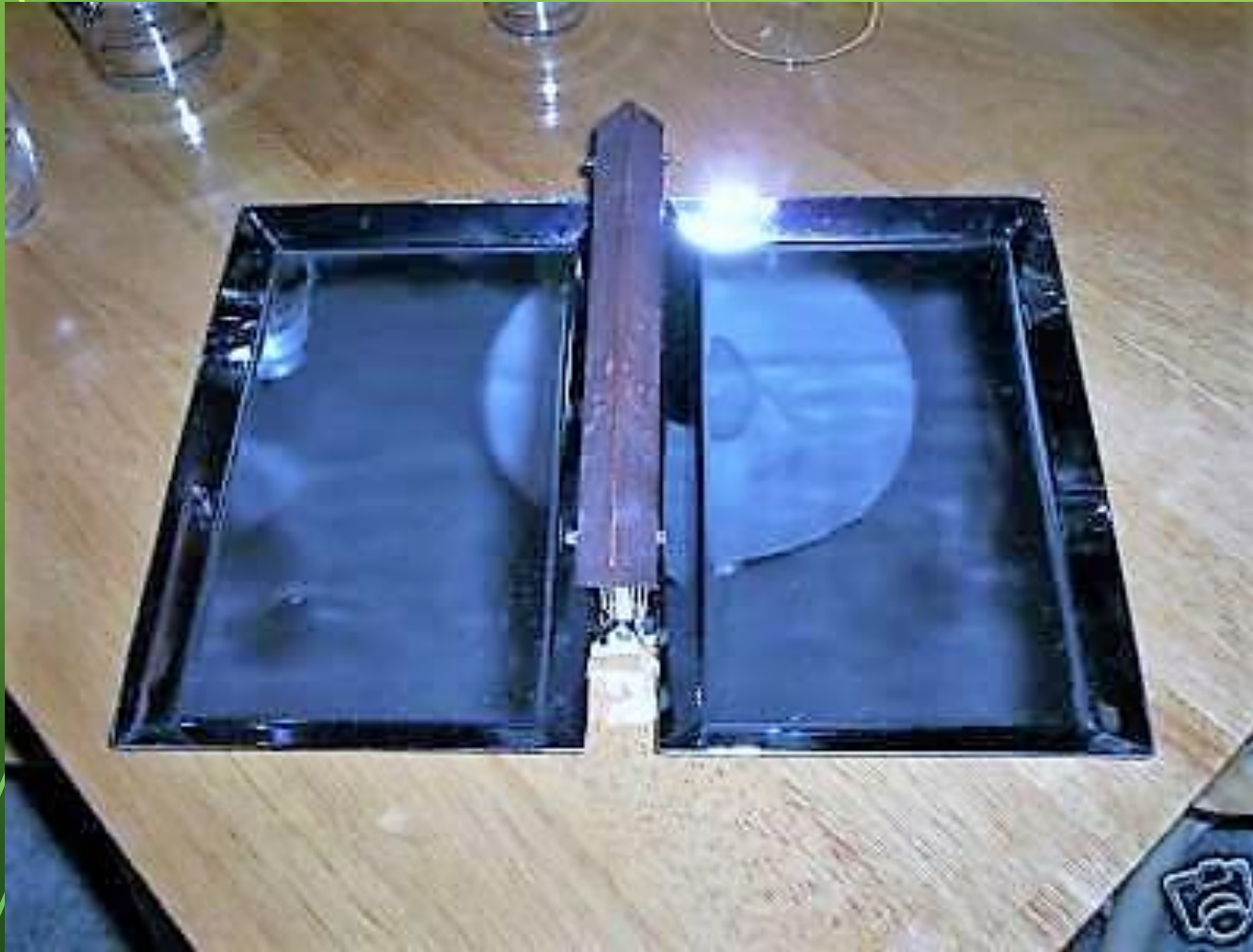
Glassware and equipment  
descriptions in 1935 ad

Model 505, 506, and 508—"RADIOBAR" Walnut Cabinet. Beautiful matched grain Oriental and Butt Walnut. Size when closed  $45\frac{3}{4}$ " high,  $30\frac{1}{2}$ " wide, 16" deep. When open it is  $58\frac{3}{4}$ " high,  $54\frac{1}{4}$ " wide.

The equipment includes eight cocktail or small highball glasses, eight liquor glasses and six large highball glasses, six liquor decanters, one ice container, one refuse container, two electric lights, cocktail shaker, funnel, stainless steel knife and special corkscrew and bottle opener. Space is provided for seltzer water and ginger ale bottles.

# RADIOBAR GLASSWARE

## Folding Serving Tray





# RADIOBAR MODELS 1934

December 1, 1933 ad in Vogue Magazine proclaiming that “Musical America has a new bar”. This is the only ad the company ever placed in Vogue. Both Los Angeles and New York addresses are listed in the ad.

In circle Model 210B  
In middle left Model 510  
Lower left Model 528

RECEIVED 1933

97

*Musical America has a new bar!*



Total cost of all Radiobar models, priced from \$175 to \$1100, including complete equipment.



Model 510—Complete with RCA licensed radio, built-in bar, and other features. Price, \$175.



Model 528—Complete with RCA licensed radio, built-in bar, and other features. Price, \$1100.

## RADIOBAR™

makes two blessings flow where one flowed before

Music hath unsuppressed charms—if your radio strikes the new Rigid note, Radiobar is the latest in art you ever saw; an RCA licensed all-wave radio—with a tone you've only heard equalled at Carnegie Hall. Picks up London, Paris, Berlin . . . like that.

But wait . . . that's only half the story. Your guests like a little something with their music. So, trying to look casual, you open the top of your set and reveal a bar—like a bar. Rows of gleaming glasses, an ice bucket, a shaker, even a cocktailer. Sure . . . you'll have to do the mixing yourself. Orders for Radiobar are pouring in—no first come, first served. Write us for a pamphlet.

RADIOBAR COMPANY OF AMERICA  
2090 Wilshire Blvd., Los Angeles, Cal. and 210 Park Ave., at 37 St., New York, N.Y.



# RADIOBAR MODELS 1935

- September 1934 list of “new” 1935 models in Radio Retailing. These are the same models advertised in the November 1933 except for the 508 model. We know more models were available than these listed, but these were the higher end models. The tube line-ups did change, however. Type 80 or 5Z3 rectifiers are listed instead of the type 82.
- Note the company address is shown as New York. Some previous authors have questioned whether the New York and Los Angeles companies were the same company or not. Available evidence suggests that they were the same company. Manufacturing was in L.A. but there was a showroom and warehouse in N.Y..

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Radiobar Co. of America, 41A East 47th St., New York, N. Y. ( <i>Radiobar</i> )								
505	\$157.00	Bar-Radio Comb.	Console	1500-4000 550-1500	AC	44x33x17	80, 2A5, 2A6, 58, 57	Super.
508	189.00	Bar-Radio Comb.	Console	550-20,000	AC	44x33x17	58, 58, 57, 55, 56, 80, 59, 59	Super.
528	249.00	Bar-Radio Comb.	Console	550-20,000	AC	47x34x17	58, 58, 57, 55, 56, 80, 59, 59	Super.
510	295.00	Bar-Radio Comb.	Console	550-20,000	AC	50x37x18	5Z3, 59, 59, 53, 55, 58, 57, 58, 58, 56	Super.

# RADIOBAR MODELS 1935

- Pictures of “new” models from Sept. 1934 Radio Retailing
- Upper right model is likely the 508 priced at \$295.
- Lower left model is 528 priced at \$249



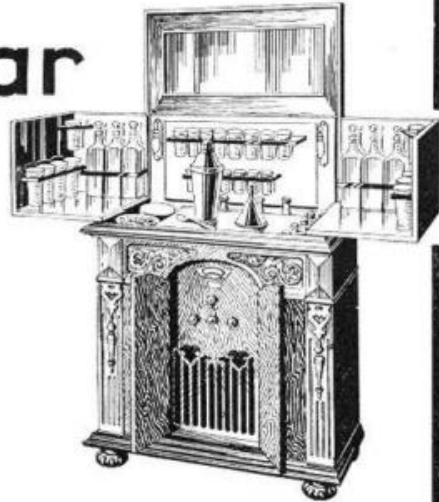


# RADIOBAR MODELS 1935

## See and Hear Radiobar

REG. U. S. PAT. OFFICE

Meets the demand for a quality combination of Radio and Bar. Priced from \$129 up. Display two or three on your floor. See for yourself how Radiobar will make money for you. Can be supplied without chassis. See it at Booths 212-213 at the N. Y. Show, or write for catalog.



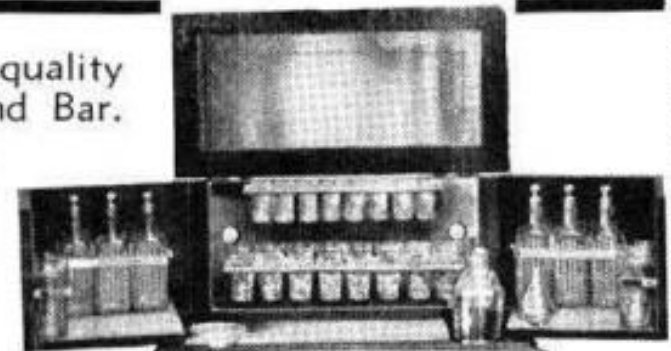
**RADIOBAR COMPANY of AMERICA**  
Los Angeles, California Cable Address : Radiobar  
New York Showroom: 41A East 47th St.  
Cable Address: Likex New York

# Radiobar

REG. U. S. PAT. OFFICE

Radio Retailing ads, Sept. 1934, Dec. 1934. Note L.A address along with New York Showroom. Early style glassware is shown. Model 210B and Model 506. The ads both say the set can be supplied without a chassis.

Meets the demand for a quality combination of Radio and Bar. \$95 up—complete with glassware, etc. A money-maker. Can be supplied without chassis.



# Radiobar

REG. U. S. PAT. OFFICE

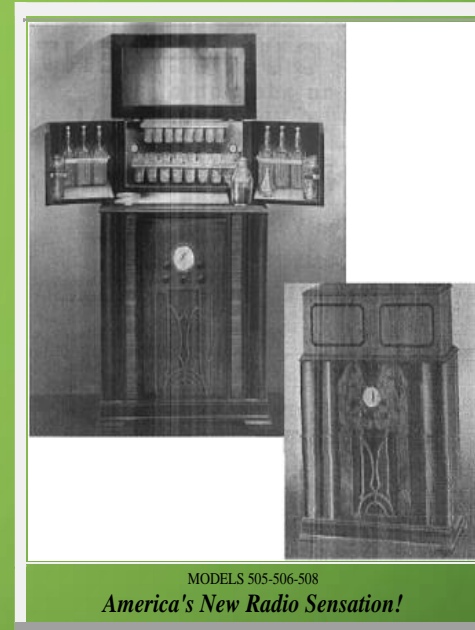
**RADIOBAR COMPANY  
OF AMERICA**  
LOS ANGELES, CALIF.  
New York Showroom: 13 East 47th St.



# RADIOBAR MODELS 1935

Radiobar Advertisement from Radio Craft for March, 1935

- March, 1935 Ad from Radio Craft shows model 506.
- Lists models 105, 106, 505, 506, and 508
- The 105 and 106 were 27 inches wide and 43.5 inches tall and 13 inches deep
- The 505, 506, and 508 were 30.5 inches wide, 45.25 inches tall, and 16 inches deep



## Radiobar. . . . .

REG U.S. PAT. OFF.

"RADIOBAR" is America's greatest value in radio. It gives you a handsome piece of furniture, a fine radio, and when opened a cocktail bar!

**Model 105 and 106 - "RADIOBAR"** Walnut Finish Cabinet. Size when closed 43½" high, 27" wide, 13" deep. When opened it is 54" high, 45" wide. The equipment includes six highball glasses, six cocktail glasses, four whiskey glasses, four liquor decanters, one ice container and one electric light. Fittings are of heavy chromium plate.

**Model 505, 506 and 508 - "RADIOBAR"** Walnut Cabinet. Beautiful matched grain Oriental and Butt Walnut. Size when closed 45¼" high, 30½" wide, 16" deep. When opened it is 58¼" high, 54¼" wide.

**The equipment** includes eight cocktail or small highball glasses, eight liquor glasses and six large highball glasses, six liquor decanters, one refuse container, two electric lights, cocktail shaker, funnel, stainless steel knife and special corkscrew and bottle opener. Space is provided for seltzer water and ginger ale bottles.

**Model 105 - "RADIOBAR"** The radio is the latest 5-tube short wave (19 to 50 meters). American and foreign broadcast. RCA licensed chassis. Price complete, \$199.50. Less Radio, **\$69.50**

**Model 106 - "RADIOBAR"** The radio is the latest 6-tube full all wave (15 to 575 meters). RCA licensed chassis. Price complete, \$119.50. Less Radio, **\$69.50**.

**Model 505 - "RADIOBAR"** The radio is the latest 5-tube short wave (19 to 50 meters). American and foreign broadcast. RCA licensed chassis. Price complete, \$139.00. Less Radio, **\$109.00**



# RADIOBAR MODELS 1935

A similar 1935 ad. All sets are still listed as having a RCA *licensed* chassis.

The speaker grill on the this Model 506 is different than other models I have seen.



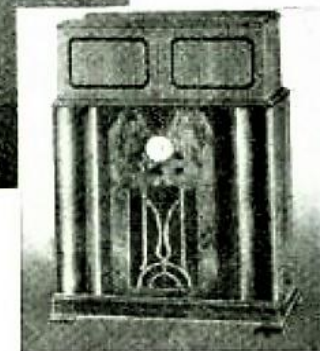
MODELS 505-506-508 OPEN

**America's New Radio Sensation!**

## Radiobar . . . . .

REG. U.S. PAT. OFF.

"RADIOBAR" is America's greatest value in radio. It gives you a handsome piece of furniture, a fine radio, and when opened a cocktail bar!



CLOSED

**Model 105 and 106—"RADIOBAR"** Walnut Finish Cabinet. Size when closed 43 1/2" high, 27" wide, 13" deep. When opened it is 54" high, 45" wide. The equipment includes six highball glasses, six cocktail glasses, four whiskey glasses, four liquor decanters, one ice container and one electric light. Fittings are of heavy chromium plate.

**Model 505, 506, and 508—"RADIOBAR"** Walnut Cabinet. Beautiful matched grain Oriental and Butt Walnut. Size when closed 45 3/4" high, 30 1/2" wide, 16" deep. When open it is 58 3/4" high, 54 1/4" wide.

The equipment includes eight cocktail or small highball glasses, eight liquor glasses and six large highball glasses, six liquor decanters, one ice container, one refuse container, two electric lights, cocktail shaker, funnel, stainless steel knife and special corkscrew and bottle opener. Space is provided for seltzer water and ginger ale bottles.

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**Model 506—"RADIOBAR"** The radio is the latest 6-tube full all wave (15 to 575 meters). RCA licensed chassis. Price complete, \$159.00. Less Radio, \$109.00.

**Model 508—"RADIOBAR"** The radio is the latest 8-tube full all wave (15 to 575 meters). RCA licensed chassis. Price complete, \$189.00. Less Radio, \$109.00.

**OTHER MODELS** No. 528, \$249; No. 510, \$295; No. 526, \$219.

WRITE FOR DETAILED INFORMATION. DISTRIBUTORS AND DEALERS FULLY PROTECTED.

**RADIOBAR COMPANY OF AMERICA**

7100 McKinley Ave.

# RADIOBAR PRICES 1935

• Model	Complete Set	Cabinet and glassware only
• 105	\$199.50	\$69.50
• 106	\$119.50	\$69.50
• 505	\$139.00	\$109.00
• 506	\$159.00	\$109.00
• 508	\$189.50	\$109.00
• 510	\$295.00	
• 526	\$219.00	
• 528	\$249.00	



# RADIOBARS 1935

- 1935 ad from the Washington Furniture Company showing model 528 with Philco Chassis. It is shown with the late style glassware



**RADIOBAR**

An amazing achievement! The association of America's twin entertainer — Radiobar and PHILCO — in magnificent cabinets, for the hospitable diversion of your guests.

Radiobar with PHILCO... words and music of the world at a twist of a dial... liquid treasure and festive spirit in the completely-equipped Cocktail Bar... for "America is now Entertaining" with Radiobar, the center of attraction whenever owned... the perfect host... the grand mansion sideboard for every home.

See the new 1935 Radiobars with Philco at the Washington Furniture Co. Beautiful cabinets, many models all combining a luxurious Cocktail Bar, fully equipped with glasses, decanters, ice and refuse containers, electric lights, mirrors and many other private bar accessories—and the very latest Philco Radio receivers... Standard American, Short-wave and All-wave reception. Illustrated, Radiobar 528, a truly magnificent, modernistic model, standing, open 63 in. high by 60 in. wide, and closed 47½ in. by 34 in. We invite you to our store to see the complete line.

Many Models From Which to Choose **\$89<sup>00</sup> TO \$315<sup>00</sup>**

# RADIOBAR MODELS 1936

Sept. 1935 Radio Retailing List of "New" Models for 1936. All are noted as using Philco radios and the tube complements have changed. The N.Y. address is now listed as a warehouse and showroom.

MODEL	PRICE	RANGE in Kc.	POWER SUPPLY	DIMENSIONS H, W, D	TUBES (Metal in bold)	I. F.
<b>Pilot Radio Corp. (Continued)</b>						
CX68 Console	\$94.50	545-18,800	DC	41 x 25½ x 13	6D6, 6D6, 6A7, 75, 43, 43	456
PX63 Phono-Comb.	150.00	545-18,800	AC	41½ x 26 x 17	6D6, 6D6, 6A7, 75, 42, 80	456
PX68 Phono-Comb.	165.00	545-18,800	DC	41½ x 26 x 17	6D6, 6D6, 6A7, 75, 43, 43	456
CX114 Console	149.50	530-23,500	AC	43 x 27½ x 14½	6D6, 6D6, 6D6, 76, 76, 6A7, 85, 42, 42, 5Z3, 6C6	456
PX114 Auto. Comb.	395.00	530-23,500	AC	45 x 40½ x 19	6D6, 6D6, 6D6, 76, 76, 6A7, 85, 42, 42, 5Z3, 6C6	456
<b>Radiobar Co. of America, † 7100 McKinley Ave., Los Angeles, Calif. (Radiobar)</b>						
*107 Radiobar	\$99.50	530-4000	AC	54 x 45 x 13	6A7, 78, 75, 42, 80	460
*507 Radiobar	174.95	540-18,000	AC	59 x 53½ x 16½	6A7, 42, 75, 78, 78, 80	460
*528 Radiobar	268.50	145-18,000	AC	63 x 60 x 17	6A7, 42, 42, 42, 75, 78, 78, 80	460
*536 Radiobar	294.50	145-18,000	AC	62½ x 60½ x 19½	6A7, 42, 42, 42, 75, 78, 78, 80	460
*510 Radiobar	347.50	150-22,000	AC	66 x 65 x 18½	5Z3, 6A3, 6A3, 37, 42, 77, 77, 78, 78, 78, 76	460
* Philco Radio Chassis used.						
† Warehouse & Showroom at 13 E. 47th St., New York.						





# RADIOBAR AND PHILCO

This short article from May 1944 is the only print reference I could find that actually says that Radiobar merged with Philco. Radiobar started using Philco chassis exclusively in 1936. The merger likely occurred in 1937 before the factory moved in 1938 to Philadelphia.

## Joins Coast Company

Los Angeles—William J. Green is a new senior engineer with the Hoffman Radio Corp., Los Angeles. He was with the Radiobar Company for six years. When Radiobar was merged with Philco, he was with their Philadelphia factory five years more.

# RADIOBAR AND PHILCO

May 1938 news story in Radio Retailing about moving the factory to Philadelphia

## **Radiobar Comes East**

PHILADELPHIA—From Los Angeles to this city moves the factory of the Radiobar Company of America, of which E. J. Krause is president. All models turned out by this concern use Philco chassis.



# RADIOBAR MODELS 1936-1937

May 1936 ad for "Radiobar with Philco"

Shows 8 models.

Counterclockwise from top

550 Radio-Phono

515

504 with late glassware

507 with early glassware

528

536 with late glassware

510 with late glassware

107 with early glassware

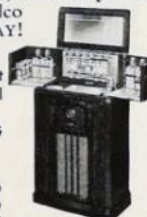
## Order Now for INCREASED SUMMER PROFITS RADIOBAR WITH PHILCO



DON'T delay another day...get in touch NOW with your nearest Philco distributor for complete details of the new, 1936-37 line of RADIOBARS. Buy today for "higher unit sales PROFITS" this summer! A BIG season is opening...summer homes, country homes, resorts, beaches, mountains...all are prospects for "America's Greatest Entertainment Combination" RADIOBAR-WITH-PHILCO...the finest in private bar equipment for the home with world-famous radio for the Living Room, Library, Sun Room, "Play" Room or Den. National Magazine advertising beginning, new folders now ready. Wire, write or phone your nearest Philco distributor TODAY!

★  
Just Starting Great Summer National MAGAZINE ADVERTISING CAMPAIGN

See —  
COLLIER'S . . . May 9th  
TIME . . . May 4th  
NEW YORKER, May 2nd  
ESQUIRE . . . July Issue out June 1st



RADIOBAR 107, extraordinary value in this low priced leader in private bar service.



RADIOBAR 510, hand-carved masterpiece for fine homes. See Philco Radio and private bar service for smart entertaining.

For the Sixth Year, RADIOBAR makes Entertainment History with 1936-37 Models..!

Outstanding in this great line of many models is the new RADIOBAR 550, shown above, a magnificent Period design, RADIO-PHONOGRAPH-BAR combination. Automatically playing and changing from 1 to 8 records, this beautiful Matched Burl Walnut & Satinwood Inlay unit houses Philco's finest ALL-WAVE Radio Receiver & Aerial and Radiobar's own distinguished private bar service for 12.

\$99.50 to \$795

Above:  
RADIOBAR 515

—a smart addition to the new line is this superbly designed Period model, completely equipped with glasses, decanters, shaker, mirrors, metal bar top, etc., and with Philco's latest 1937 All-Wave Radio Receiver.

Right: RADIOBAR 504—a new, low priced combination, hand-finished in grained Walnut and contrasting trim, fully equipped with latest Philco Radio and Radiobar's private bar service.

★ Prices include Radiobar cabinet, Philco radio & aerial and are slightly higher than Dealer and West Antique White finish, \$10 extra.

RADIOBAR 507, beautifully grained American Walnut, carved panel, bar equipped. 1937 Philco Radio. A smart host.

RADIOBAR 528, modern design in early Colonial woods for the smart host. Latest PHILCO Radio. Bar service for 8.

RADIOBAR 536, a gorgeous Walnut-grained cabinet, hand-carved, latest PHILCO Radio and Radiobar's own distinguished bar service.

RADIOBAR COMPANY OF AMERICA . 7100 MCKINLEY AVE., LOS ANGELES . 70 WARREN ST., N.Y.



# RADIOBARS WITH PHILCO

December, 1936 newspaper ad by the Hub Furniture Company in Washington, D.C. for Model 107 with Philco 84B radio.

It notes that the 107 is Radiobars lowest priced cabinet with service for 6, and has a new 1937 Philco radio with "Philco high efficiency tubes". The set was discount priced at \$89.50, but nationally advertised for \$99.50.

THE HUB\* FURNITURE CO.\* 7th AND D  
*No Money Down! Easy Terms*  
OPEN EVERY NIGHT 'TIL 9  
Entertain in the Modern Manner  
**PHILCO**  
*Radio Bar*  
MODEL 107-81B **\$89.50**

This is Radio Bar's lowest-priced cabinet, equipped service for six, with a new 1937 Philco Radio, complete with Philco high efficiency tubes.

**LIBERAL ALLOWANCE  
FOR YOUR OLD RADIO**

**CROSLEY**  
Table Model  
**\$19.99**  
5 tubes, superheterodyne receiver, embodying many important new developments; walnut cabinet with clear vision dial.

New 1937  
**ZENITH**  
Model 5-S-159  
**\$52.95**  
5 tubes, tunes American and foreign stations, police, amateur, aviation and ships at sea. 8-inch electric dynamic control, split second reticulator.

**THE HUB, 7<sup>TH</sup> AND D STS.**



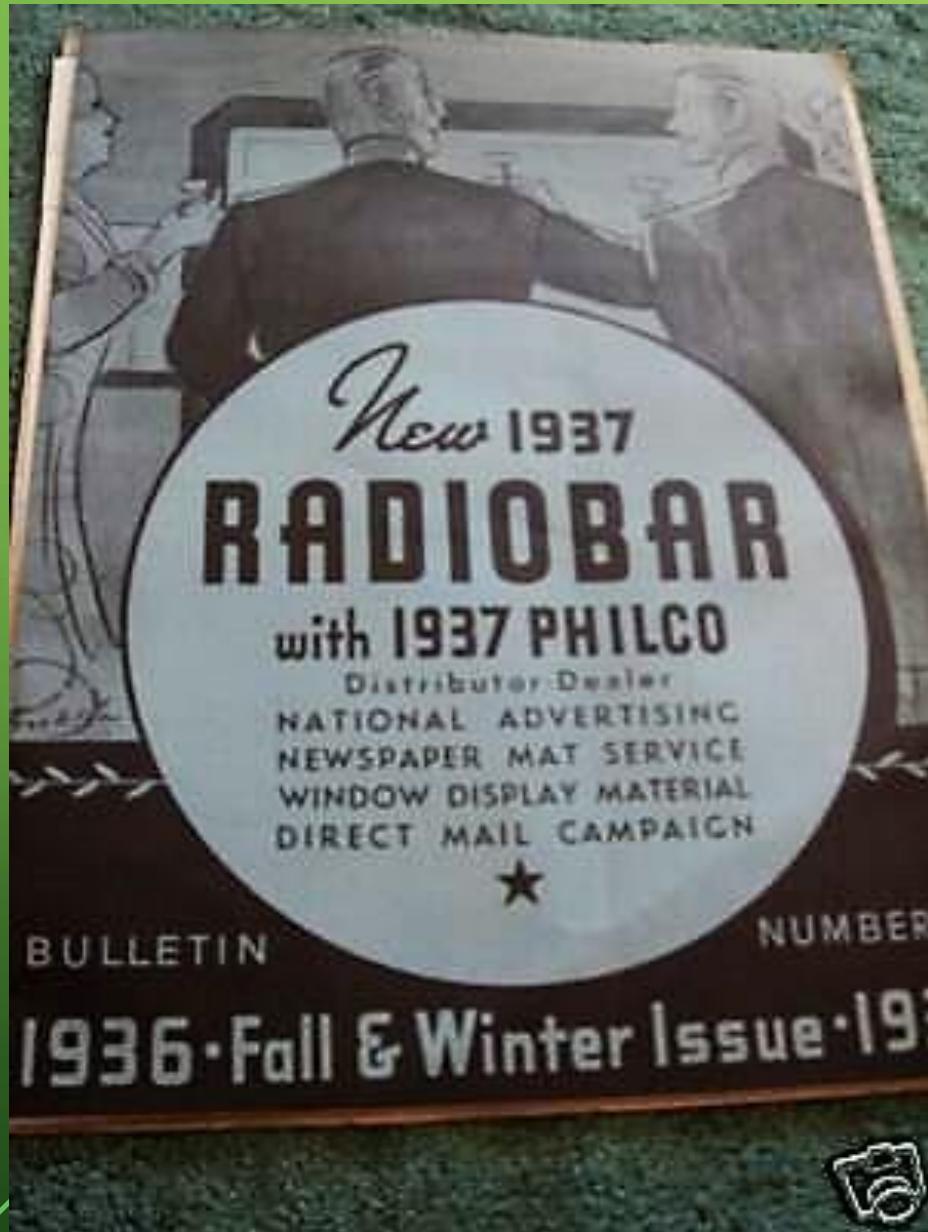
# RADIOBARS WITH PHILCO

**Model 107 with Philco 84B Radio seen on Ebay. Lower end model with early style glassware even though it is a 1937 model.**





# RADIOBARS WITH PHILCO



1937 Model 504 with Philco Radio.  
Appears to be the same cabinet as  
my Emerson.

At left, cover of Radiobar brochure.





# RADIOBARS WITH PHILCO



## 9 RADIOBAR

*Radiobar Company of America*

**Models:** Radios, phonograph combinations and automatics with cocktail equipment.

**Description:** Six standard models and two combinations. All standard models may be had in antique white trim finish at slight additional charge. Philco Radio chassis throughout. Complete cocktail equipment included.

**Prices:** 6 standard models range from \$140 to \$429 and the combinations are \$895 and \$795.—*Radio Retailing*, September, 1936.

Left: Sept. 1936 Radio Retailing story about 1937 models, all with Philco radios. Eight models were said to be available. Two of them contained phonographs. Note the cabinets could be obtained with antique white finish.

Right: Ad shows 1937 Model 536 with Philco 640B Radio. It notes that the cabinet could be purchased pre-drilled for a Philco Radio for \$70 less than the complete set.



### RADIOBAR MODEL 536 - 640B \$284<sup>95</sup>

Radiobar presents a magnificently modern, curved panel, gorgeously grained Walnut cabinet, which opens to 62½ inches high by 60½ inches wide, and closes to 48¼ inches by 33½ inches by 17 inches. Completely equipped with private bar service for eight, and with 1937 Philco American and Foreign Radio.

Same Bar (without radio), panels drilled for Philco sets . . . . .

\$215<sup>00</sup>

# RADIOBARS WITH PHILCO



1937 Model 507 with Philco Radio and antique white finish. Part of an ad on the right showing the extra cost for white finish was \$10.

## RADIOBAR MODEL 528

Antique White Trim  
Finish.

This finish may be  
applied to any model  
at \$10 extra.



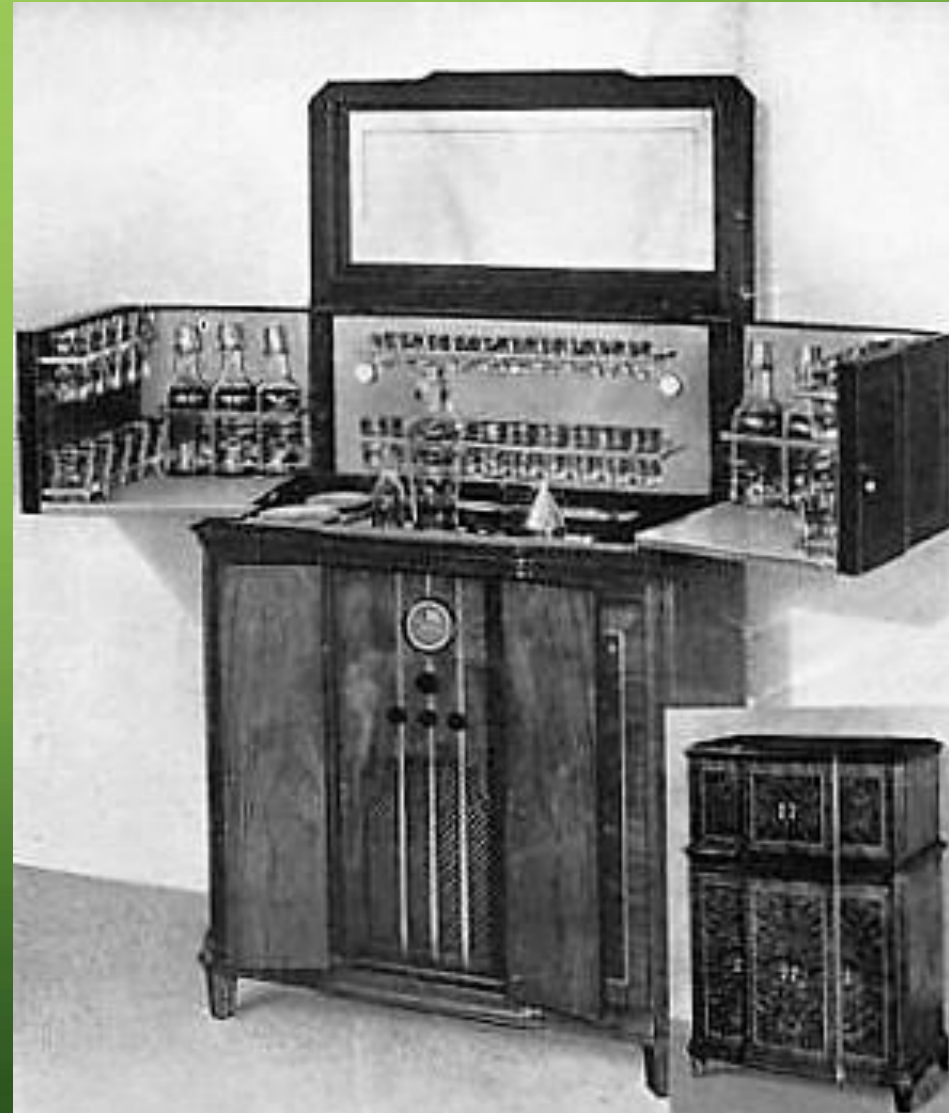
# RADIOBARS WITH PHILCO

1937 Models with Philco 37-610 Radios. Model 504 on the left and 507 on the right. Both with late style glassware. Each had service for 6 and 4 liquor bottles.



# RADIOBARS WITH PHILCO

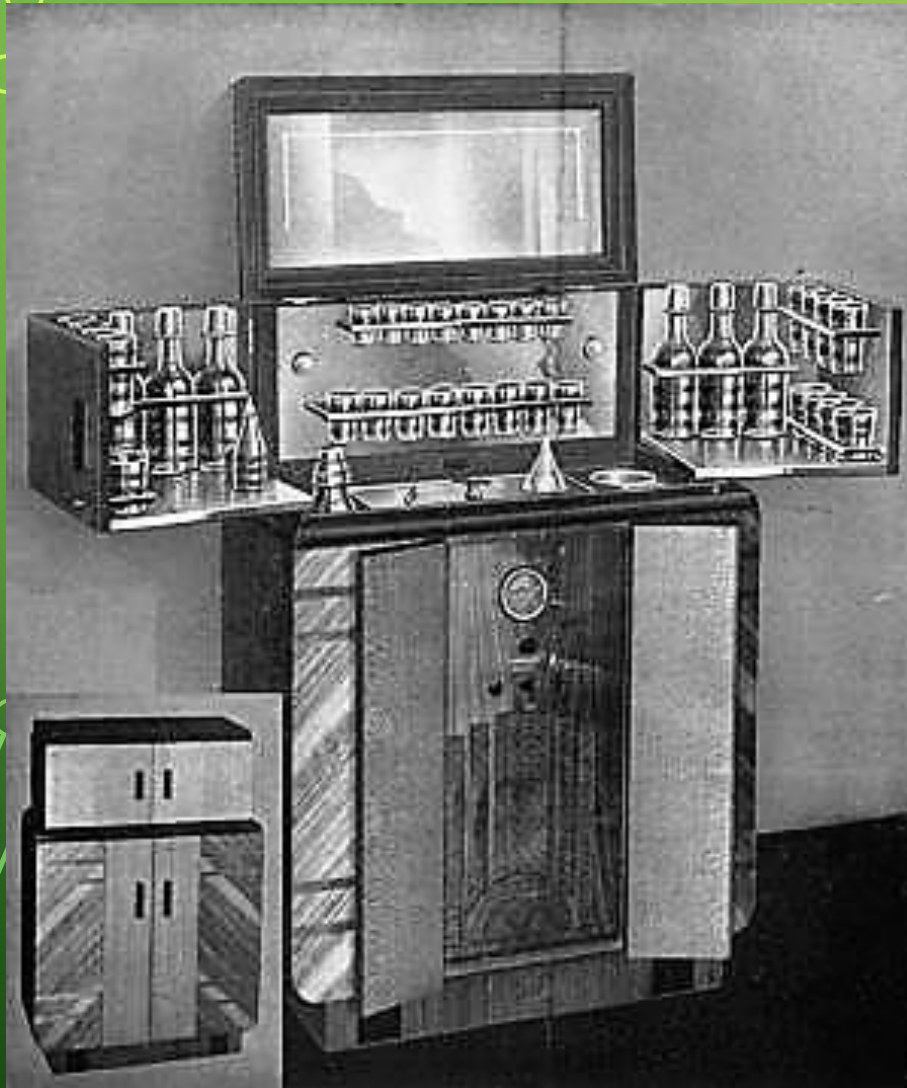
1937 Models with Philco 37-650 Radios. Model 510 on the left and 515 on the right. These were higher end models with doors. Each has 8 of each type of drinking glass and 6 liquor bottles.





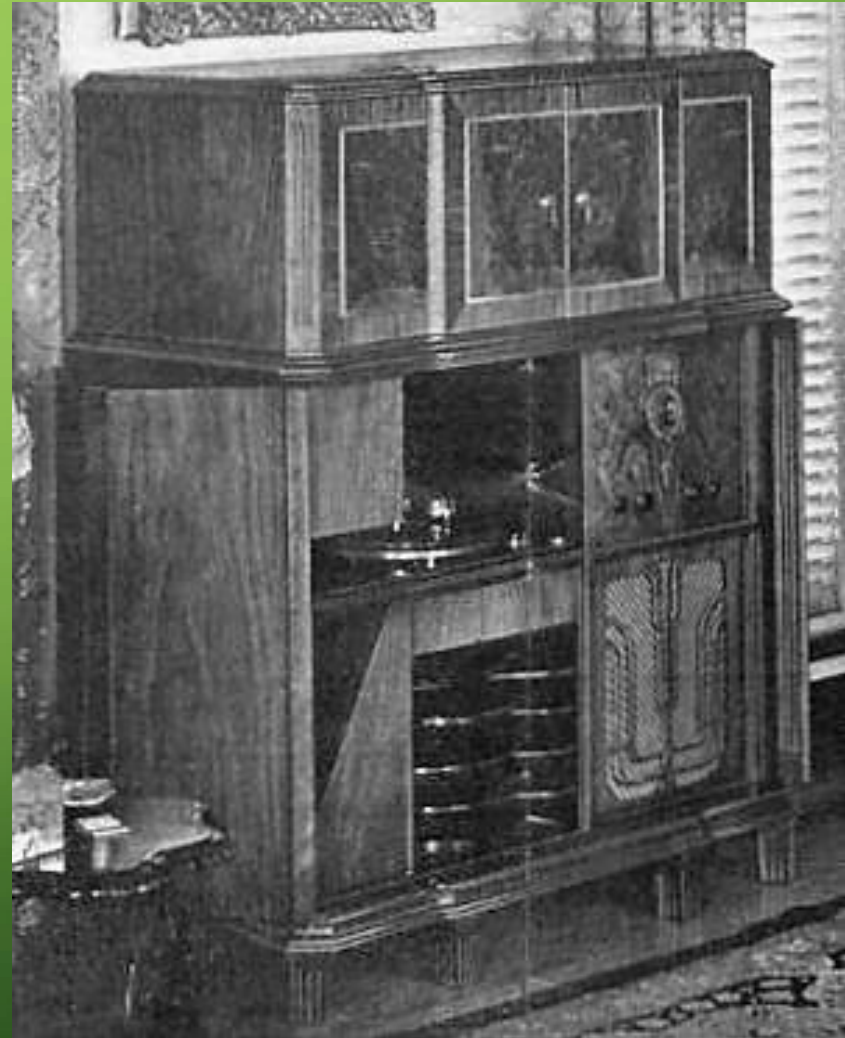
# RADIOBARS WITH PHILCO

**1937 Models with Philco Radios. Model 528 on the left with 37-620 chassis and 536 on the right with 37-640 chassis. Again, service for 8 and 6 liquor bottles.**



# RADIOBARS WITH PHILCO

**1937 Model 550 with Philco 37-116 Radio and a phonograph.  
Doors open on the right and closed on the left**





# RADIOBARS WITH PHILCO

**1937 Model 507 with Philco Radio seen on Ebay. This is the most common model I have seen advertised for sale on the internet.**





# RADIOBARS WITH PHILCO

**1938 Model with Philco Radio  
seen on Ebay**



**Model 510 with Philco  
chassis**





# RADIOBARS WITH PHILCO

**1938 Model 528 with Philco Radio  
seen on Ebay**



**Model 528 with doors closed**





# RADIOBARS WITH PHILCO

**1938 Model 536 with Philco Radio  
seen on Ebay**



**Closed position. Looks like catalin door pulls**



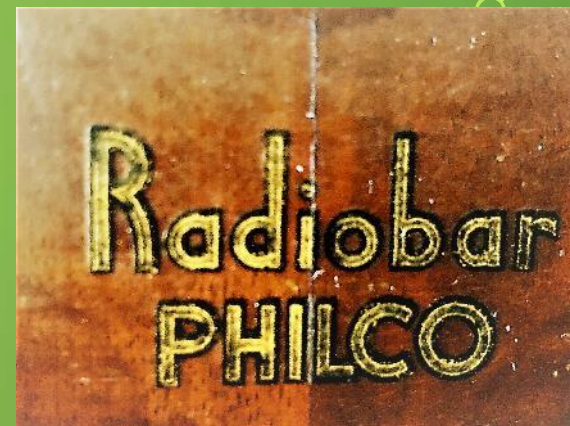


# RADIOBARS WITH PHILCO

Chairside Radiobar seen on  
Ebay. Probably 1938.



Chairside with bar door  
open





# RADIOBAR 1940



## RADIOBAR

COMBINATION—A completely enclosed cabinet bar with automatic record-player and radio chassis. The set has pushbutton tuning, covers short-waves and the record player is of the drawer-type. Attractive cabinet in bleached Swedish Moderne finish, top opened available for bar service with liquor storage compartment. Radiobar Corp. of America, 296 Broadway, New York, N. Y.

April, 1940 Radiobar product pre-view in Radio retailing. Note it is the Radiobar company listed with no mention of Philco, but what can be seen of radio appears to be a Philco radio.

This April 1940 Radio Retailing story about new Radiobar factory representatives suggests that Philco and Radiobar may have become separate entities.

ex con-  
ve data  
phono-  
ent and  
ies free

ES —  
his title,

**RADIOBAR**—Four new factory representatives include *R. H. Campbell* of Chicago (Illinois, Indiana and Wisconsin), *Albert Raffogel* of Cleveland (Ohio, West Virginia and western Pennsylvania), *Harry Richards* of Grand Rapids (western Michigan) and the *Robert Howard Company* of Newark (northern New Jersey).

RADIO and Television RETAILING, APRIL, 1940



# RADIOBAR 1940

June, 1940 Radiobar product review of the model 100RB Zephyr in Radio retailing. Appears to have 1941 Philco radio chassis.



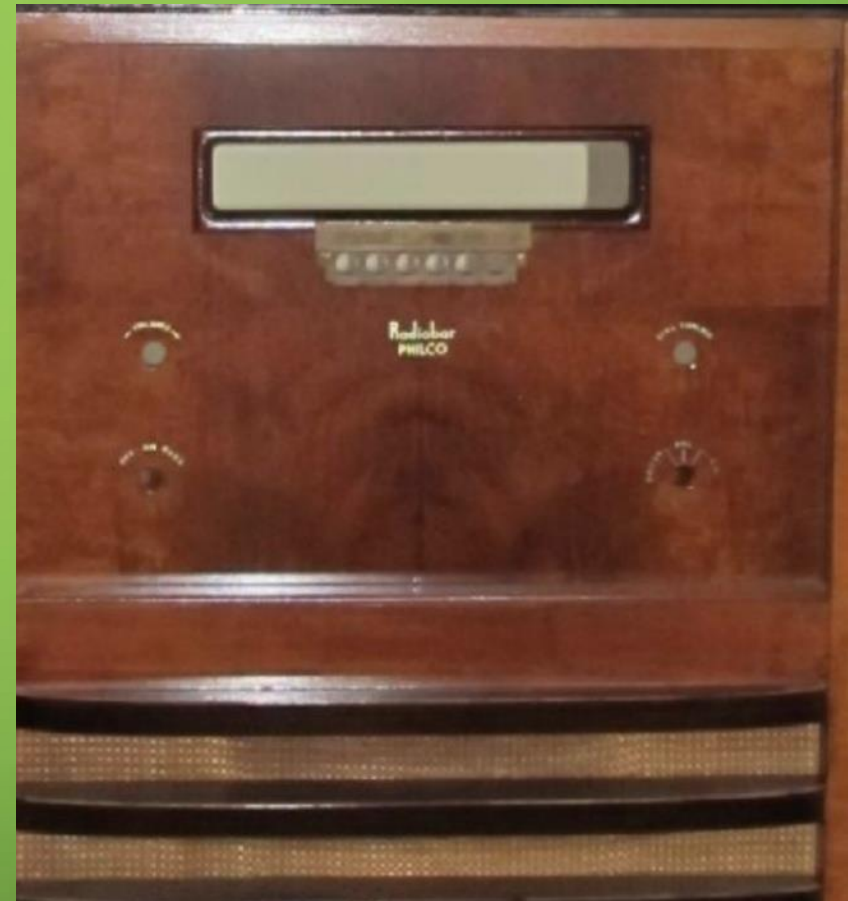
Radiobar Company of America, 296 Broadway, New York, N. Y. — The Zephyr, model 100RB, is distinctively modern in design. The cabinet is made up of contrasting walnut veneers. Equipped with chromium mirror, cocktail bar which can be completely concealed. Glassware is provided with bar. Contains liquor storage compartment at side.

Feb. 1941 Radio Retailing story about low 1940 radio industry console sales.

CONSOLE SALES fell so flat on their face in 1940 that most manufacturers are properly "leery" about producing a scad of such straight radios this year. There is, in fact, some danger that the pendulum will swing too far in the other direction, forcing the people who want such sets to go a little hungry. There may be fewer of them, but there are such people.

# RADIOBAR 1942

1942 Radiobar, U-100. Picture is from Radiomuseum. Chassis is missing but layout is identical to Philco model 42-365.





# RADIOBAR 1942

Philco on left. Radiobar U-100 on right



**Philco 42-365, 1942**





# RADIOBARS WITH OTHER CHASSIS

Radiobar model 506 seen on Ebay and said to have a RCA chassis. I suspect it has a RCA licensed chassis and that was misinterpreted by the seller.



Model 507 with a Zenith Chassis





# RADIOBARS WITH OTHER CHASSIS

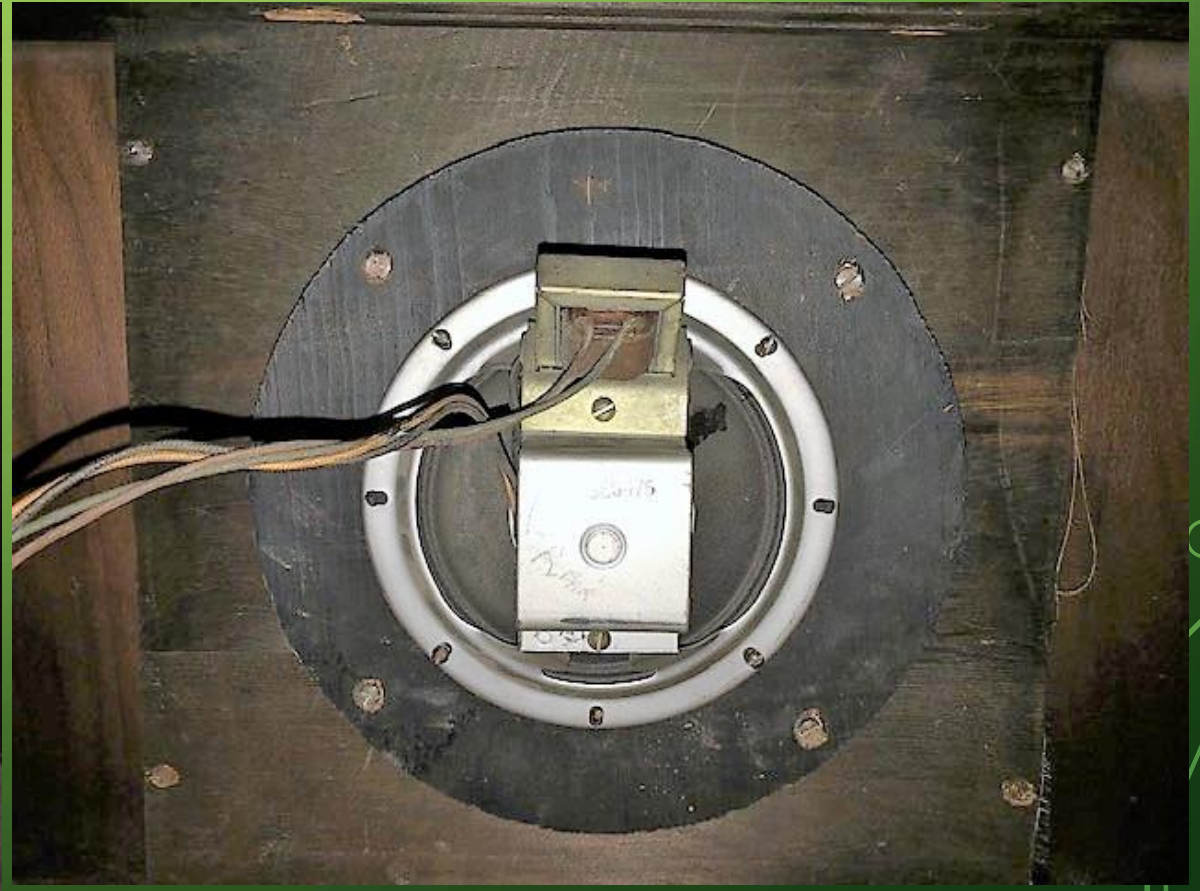
Model 507 with a Stromberg Carlson Chassis Chassis





# RADIOBARS WITH OTHER CHASSIS

My Emerson Radiobar





# RADIOBARS WITH OTHER CHASSIS

My Emerson Radiobar with 1936 F133 chassis





# RADIOBARS IN THE MOVIES

**Angels with Dirty Faces, 1938,  
Cagney**



**Gold Diggers of 1933. Note that the mirror  
appears to have been blacked out.**





# RADIOBARS IN THE MOVIES

**Meet Boston Blackie, 1941**  
Writing on the mirror says "No  
squad car!! No Blackie!!!"



**One Fatal Hour, 1936.** The lid has been  
covered with white cloth.



# RADIOBARS IN THE MOVIES

**It's a Wonderful Life, 1946. George Baileys friend, Sam Wainwright, in his New York office.**



**Undated picture of actor George Raft with a white Radiobar 506**

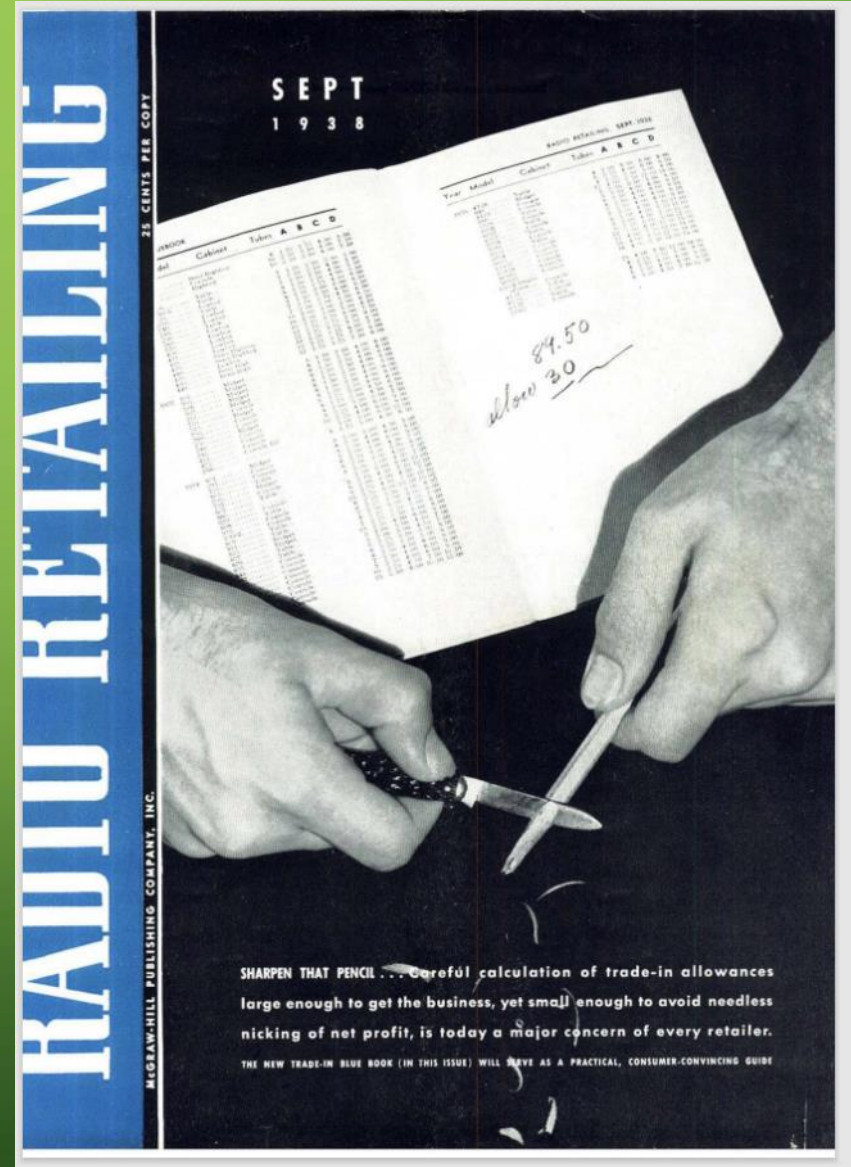




# RADIOBAR TRADE IN VALUES THE FIRST “BLUE BOOK” IN RADIOS

- In September, 1938, Radio Retailing published its first “Blue Book” of suggested radio trade-in values. Trade-in value was determined by model but also the price of the new model that the customer purchased. In general, values for trade-ins were pretty low.

Cover of the issue showing the radio dealer sharpening his pencil.



# RADIOBAR TRADE IN VALUES THE FIRST "BLUE BOOK" IN RADIOS

Four columns of trade in values were used depending on the price of the new set being purchased.

## HOW TO USE THIS BLUE BOOK

1. To determine the amount of a sound allowance you must know the name, year and model of the old set.
2. Turn to the page showing the yearly models of the brand involved. If the old set is not marked with its model number, the style of cabinet and number of tubes might furnish the necessary clue.
3. There are four columns of suggested allowances, that apply as follows:

Column A—	If list price of <i>new set</i> is \$50 or less
Column B—	" " " " " " " \$51 to \$100
Column C—	" " " " " " " \$101 to \$150
Column D—	" " " " " " " over \$150

4. Show your prospective customer this Blue Book, explain just how you have arrived at the amount of the allowance that you are offering.

**IMPORTANT NOTICE.** This Blue Book is presented by *Radio Retailing* solely as a contribution toward improvement of merchandising practices and in the hope that it will aid in building better relations between the public which buys radio sets, and the dealers who sell them.

The allowances as quoted are considered as fair and reasonable and fully justifiable in the interest of the consumer. The use of these schedules is strictly optional and in each case it will be voluntary on the part of each individual dealer. *Radio Retailing* does not represent any particular organization or group.

*Directory*

OF DEALER

MAXIMUMS

for RECEIVERS

MADE in U. S. A.

*Years*

1933

1934

1935

1936

1937



**RADIO**

TRADE - IN

ALLOWANCE

*Blue Book*



PUBLISHED . . . September 1938

EXPIRES . . . September 1939

**RADIO**

RETAILING



# RADIOBAR TRADE IN VALUES

## THE FIRST “BLUE BOOK” IN RADIOS

The 1936 Radiobars were the only year listed in the Blue Book with trade-in values. These numbers were touted as maximum values. Radio Retailing was a publication designed for radio dealers, and clearly looking out for their interests with this publication. Imagine trading in your 2 year old stylish model 528 radiobar on a \$175 radio, and getting only \$25 for it. Like today with automobiles, many likely decided to sell their old radios themselves.

### RADIOBAR

1936	107 Radiobar.....	5	\$4.00	\$7.00	\$10.00	\$14.00
	507 Radiobar.....	6	7.00	15.00	20.00	25.00
	528 Radiobar.....	8	7.00	15.00	20.00	25.00
	536 Radiobar.....	8	7.00	15.00	20.00	25.00
	510 Radiobar.....	11	7.00	15.00	20.00	25.00

# OTHER RADIOBAR PRODUCTS

1945 ad for Multi-Kwik clothing hanger. Note Radiobar Co.  
"Established 1930" on the label.



SAVES SPACE

**Multi-Kwik**  
**Skirt and Trousers**  
**HANGER**

Quickly and securely nine skirts, slacks, shorts and trousers hang in a space less than 8 inches. Garments hang straight at full length in perfect shape for easy selection. Creases disappear — makes pressing last — Saves delay at the cleaners.

Multi-Kwik Hangers are precision built of seasoned hardwoods, the hanger bars doweled in to assure constant, correct tension. Easily installed with two screw nails in closet wall or doors. Order two or more for each closet in your home. . . .

Postpaid anywhere in America.  
Check or Money Order . . \$2 each

**Multi-Kwik**  
SKIRT AND TROUSERS HANGER

Box #2789, Hollywood 28, Calif.





# OTHER RADIOBAR PRODUCTS

1945 ad

**Multi-Kwik**  
THE ORIGINAL ALL-STEEL 16 DISC  
WHEEL BEGINNERS' ROLLER *Skates*



HEY KIDS! COUNT 'EM!  
16 DISC WHEELS  
FOR EASY ROLLING!

AGES 3 TO 7 LEARN  
QUICKLY, SAFELY  
FUN WITHOUT FEAR

**ONLY \$2.40**  
(Plus Freight  
Some Localities)

Designed for small boys and girls ages 3 to 7, this wonderful, *real* all-steel roller skate provides healthful, muscle-building fun from the start. Beginners at once gain confidence because of lower center of gravity, foot balance, 16 Disc Wheels and soft straps. ADJUSTABLE.

AT LEADING STORES EVERYWHERE

**MULTI-KWIK CO.** A Division of Radiobar  
Company of America  
WEST LOS ANGELES 25, CALIFORNIA

1946 ad

HERE'S GOOD NEWS...AGES 3 TO 7

**RUBBER WHEEL  
ROLLER SKATES BY  
Multi-Kwik**



Perfect companion to  
the original 16-disc  
wheel skate but may  
be used indoors, too!

Sleek and shining in  
rust-proof steel —  
quiet SOLID RUBBER  
WHEELS...and safe  
for beginners...ages  
3 to 7...adjustable.

**ONLY 2.75 pr.**  
(Plus freight  
some localities)

AT LEADING STORES EVERYWHERE

**MULTI-KWIK CO.** A Division of Radiobar  
Company of America  
WEST LOS ANGELES 25, CALIFORNIA



# RADIOBAR CURRENT MARKET VALUES

**This early model 304 with complete set of glassware and an extra shaker and ice bucket recently sold for \$2000 at an auction in PA.. Two weeks later it sold on Ebay for \$4151 without the 2 extra pieces.**



**This Model 536 with no radio but most of the glassware just sold for \$3999 on Ebay.**





# RADIOBAR CURRENT MARKET VALUES

These two were on Ebay recently. The upper one is offered for \$9500 with glassware or for \$4500 with no glassware.



Philco Radiobar WITH or WITH OUT original glassware Available. WORKING.

Pre-Owned

**\$9,500.00**

or Best Offer

+\$550.00 shipping

**47 Watching**

[Watch](#)



Radio Bar from 1938

Pre-Owned

**\$12,199.00**

or Best Offer

Freight

**39 Watching**

[Watch](#)

# RADIOBAR CURRENT MARKET VALUES

The demand for pieces of glassware is high. Here are some recent Ebay sales of glassware.



Philco Radiobar Double Old Fashioned With Platinum Bands Federal Glass 5 Glasses

Pre-Owned

**\$449.00**

Jul-17 19:21

15 bids

+\$18.30 shipping

**Free Returns**

[View similar active items](#)

[Sell one like this](#)



Philco Radiobar 8 Oz Flat Tumblers With Platinum Bands by Federal Glass Lot Of 5

Pre-Owned

**\$405.00**

Jul-17 19:20

13 bids

+\$12.15 shipping

[View similar active items](#)

[Sell one like this](#)



Philco Radiobar 4 Oz Flat Tumblers With Platinum Bands By Federal Glass Set of 4

Pre-Owned

**\$676.00**

Jul-17 19:19

16 bids

+\$9.99 shipping

**Free Returns**



Philco Radiobar Radio Bar Shot Glass (PAIR) Deco Federal Glassware

Pre-Owned

**\$175.00**

Jul-07 18:40

[Buy It Now](#)

**Free Shipping**

[View similar active items](#)

[Sell one like this](#)



ONE Philco Radiobar Radio Bar Collins Step Glass Deco Federal Glassware

Pre-Owned

**\$75.00**

Jul-07 15:15

[Buy It Now](#)

**Free Shipping**

[View similar active items](#)

[Sell one like this](#)



PHILCO RADIOBAR (RADIO BAR) 4 OZ GLASSES-SET OF 3 Platinum & Black Bands

Pre-Owned

**\$525.00**

Jul-07 12:57

1 bid

**Free Shipping**



# SOURCES

- **710KMPC.com**
- **Mulholland Press, Robert W. Baumbach article**
- **Philco Library**
- **Worldradiohistory.com**
- **Pre-war consoles by Mark V. Stein**
- **Earnest J. Krause and the Radiobar Co., John Okolowicz article, Radio Age, June 2005.**
- **Wikipedia**
- **Geology.com**
- **My Email: shans01a@comcast.net**