

A McGraw-Hill
Publication

January
1926

Radio Retailing

The Business Magazine of the Radio Industry



New model 5 ampere

Ready—the 5 ampere Tungar. Fans have been asking for it. Now they can get it.

It's the swift, no-trouble charger for all "A" and "B" storage batteries and auto batteries, too.

When fans ask for it *now*, will you be stocked and ready?

Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER

TUNGAR—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

a perfect cone!



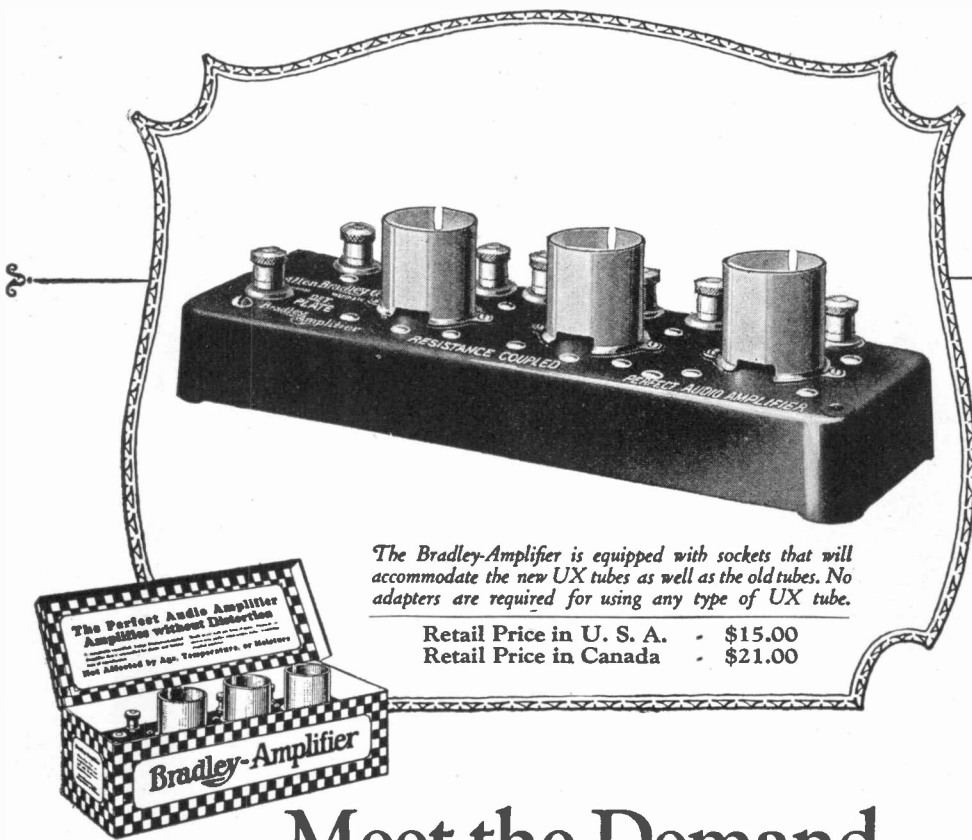
That's not our verdict. But we've heard so many dealers and distributors and fans say "perfect—perfect" that we just can't resist repeating it.

If you've heard the Brandes Cone you know that this statement is true. Its tone is so satisfyingly real. Its range is so complete.

And how the public does choose a *good looking* instrument! Especially when such an attractive cabinet conceals such a remarkable speaker.

Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908



The Bradley-Amplifier is equipped with sockets that will accommodate the new UX tubes as well as the old tubes. No adapters are required for using any type of UX tube.

Retail Price in U. S. A. - \$15.00
 Retail Price in Canada - \$21.00



The Heart of the Bradley-Amplifier



TUCKED away within the polished bakelite base of the Bradley-Amplifier are six inconspicuous, solid molded resistance units known as Bradleyunits.

The Bradleyunit is the heart of the Bradley-Amplifier because it alone can amplify the incoming tone frequencies without distortion. It replaces the ordinary bulky audio-frequency transformer and eliminates the most frequent cause of distortion in a radio receiver. The Bradleyunit cannot deteriorate or change with age.

Meet the Demand

For a Reliable Resistance Amplifier and Make An Extra Radio Profit

A TREMENDOUS demand has been created by radio feature writers in radio magazines for resistance amplifiers to replace transformer amplifiers in radio receivers. The idea of the resistance amplifier has already been sold to the radio public. You can get the benefit and make an immediate profit by meeting this demand with the Bradley-Amplifier.

The Bradley-Amplifier is a development of the Allen-Bradley Company, known the world over for superfine radio products. This new unit is perfect in appearance and performance, and with the strong Allen-Bradley guarantee behind it, is the best and most profitable radio accessory for the dealer this season.

Send for complete descriptive matter, today.

SELL THE

Bradley-Amplifier
 Resistance-Coupled
PERFECT AUDIO AMPLIFIER

ALLEN-BRADLEY CO.
 489 Clinton St.
 Milwaukee, Wisconsin

Please send us your latest sales literature on the Bradley-Amplifier. We want to make an extra radio profit this season.

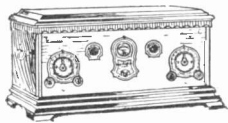
Name.....

Address.....

.....



Shielded and Sealed —



No. 601 RECEIVER. Table Model. 6-tube; totally shielded; dual control; equipped with volt meter; operates horn or cone type Loud Speaker; Solid Mahogany. \$210 without accessories.

No. 602 ART CONSOLE. American Walnut cabinet; Built-in loud speaker; Same operating unit as No. 601. \$340 without accessories.

Prices quoted are for the United States east of the Rockies.

Stromberg-Carlson Receivers are shielded against interference.

In the No. 601 and No. 602 Receivers, heavy copper shields guard all four tuned radio frequency circuits from every extraneous sound except that to which the antenna is tuned. Not a condenser, not a coil, not a fraction of an inch of wire can pick up any frequency except the one to which you tune the antenna. That is Stromberg-Carlson Rejeativity.

Stromberg-Carlson Receivers are shielded against thoughtless handling.

This ensures that the distance ability, the marvelous tone quality and the selectivity which the shielding makes possible, shall remain unchanged.

Stromberg-Carlson Receivers are sealed.

And with each instrument goes the manufacturers' guarantee of its faithful performance as long as the seals remain unbroken.

The protection which Stromberg-Carlson gives its product, is typical of the protection given to its dealers—in price; in freedom from service costs; in customers' good-will.

Stromberg-Carlson Telephone Manufacturing Co.



1060 University Avenue
Rochester, N. Y.

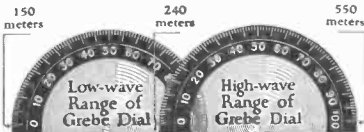


A Year in Advance

—the Synchronphase Offers unusual Sales Opportunity



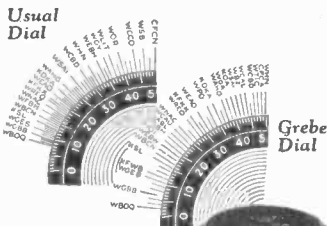
Grebe
Binocular Coils
Reg. U.S. Pat. Off.
and
Low-wave
Extension
Circuits



A B
The high-wave reception range of the Grebe dial (B)—from 550 down to 240 meters—equals the practical tuning range of the usual receiver. The low-wave range of the Grebe dial (A) provides additional reception down to 150 meters.



Grebe "Colortone"



Grebe
S-L-F
Condenser



Flexible Unit Control



"Take the lead and set an example of diligent toil."
—Confucius

Much toil and great diligence have made the Synchronphase worthy of first rank in radio receivers.

Doctor W. H. A.

LAST year Grebe developed the fieldless **L** Binocular Coils and S-L-F (straight line frequency) Condensers.

These Grebe developments have now been adopted on a number of other receivers.

This year Grebe has devised the *Low-Wave Extension Circuits*, "*Colortone*," and *Flexible Unit Control*. It will be interesting to see how soon these, too, are added to other sets.

When you sell the Synchronphase, you can offer your trade a set that is at least a year in advance—a set whose outstanding features sell it because of the superior reception they make possible.

Write for full description

A. H. Grebe & Co., Inc., 109 W. 57th St., New York
Factory: Richmond Hill, N. Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

This company owns and operates stations WAHG and WBOQ; also low-wave rebroadcasting stations, mobile WGMU and marine WRMU.

The GREBE SYNCHROPHASE

TRADE MARK REG. U.S. PAT. OFF.



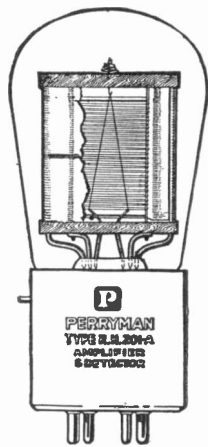
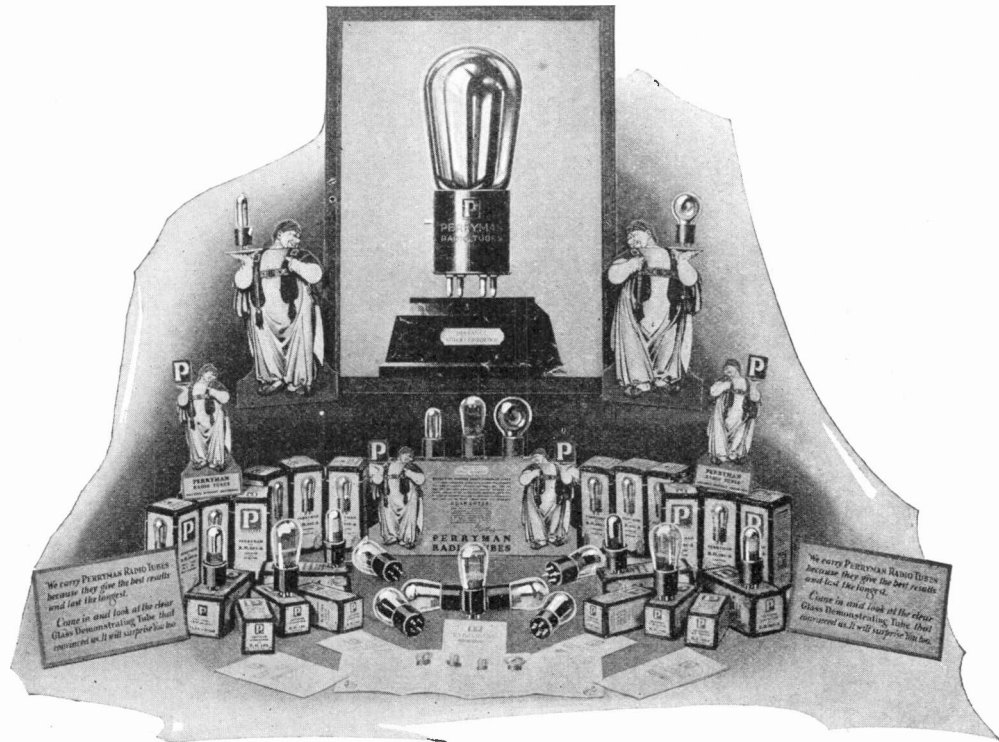
The Synchronphase is also supplied with battery base and in a de luxe Console Model.



All Grebe apparatus is covered by patents granted and pending.

PERRYMAN RADIO TUBES

"Distance without Distortion"



Clear Glass Demonstrating Tube, showing internal construction of Perryman Type R. H. 201-A.

The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges, top and bottom. You can't shake them apart. Notice the spring catch which holds the filament in position and allows for expansion and contraction with changing heat conditions. You can see at a glance that this tube will deliver the best results obtainable for the longest possible period of time.

Perryman Type R. H. 201-A
Perryman Type R. H. 199
(Standard and Miniature Base)
Perryman Rectifier
\$2.50 each

Here's the Service that helps you sell PERRYMAN Tubes

Use the sales material we give you free of charge. It is securing a fast turnover wherever it is displayed.

The Perryman Window Display makes them stop, look and come in. The Perryman Counter Display with its clear glass demonstrating tube tells them more at a glance than you could tell them in an hour. It sells them the tubes because it satisfies their common sense.

When they ask your opinion all you have to say is, "We carry these tubes because we think they're mighty good. Put them in your set and try them out. If you don't like them bring them back."

That's fair enough. Isn't it?

Do you wonder that the better dealers and jobbers are handling Perryman Tubes?

Wholesalers, Dealers and Manufacturers are cordially invited to write us for full information about Perryman Tubes.

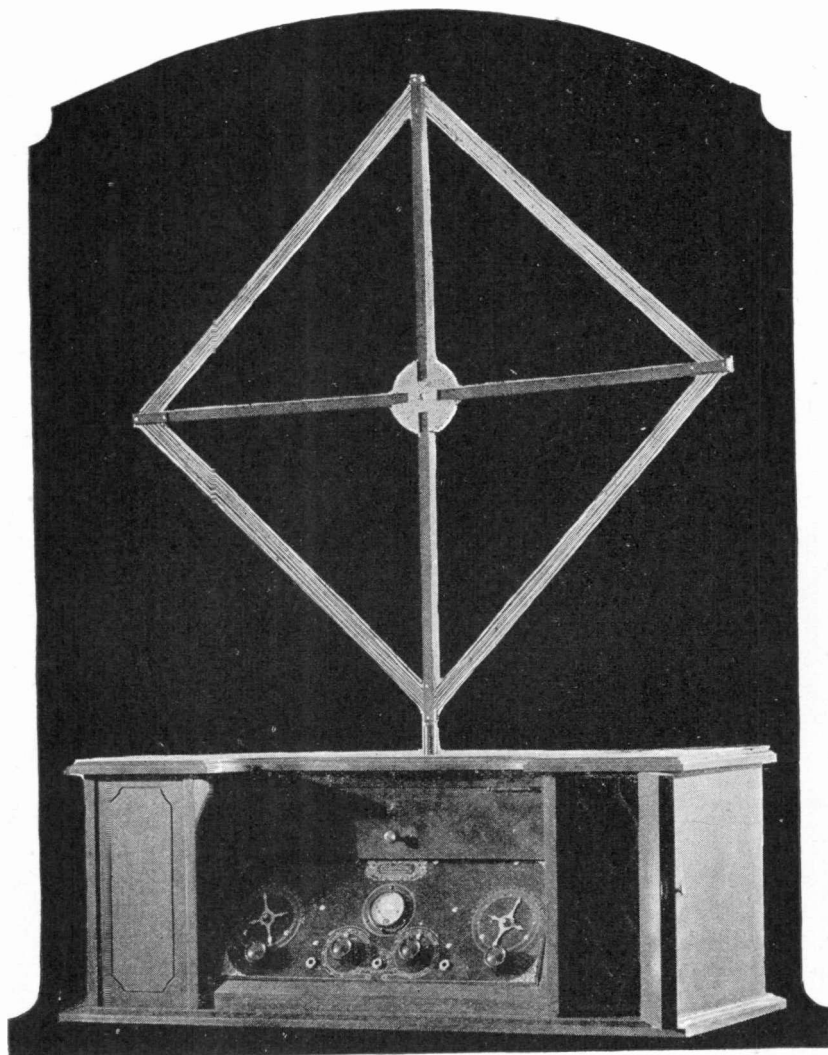
PERRYMAN ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.

SALES AND EXECUTIVE OFFICES
33 W. 60th ST., N. Y. C.

"What to sell in Radio" answered by

CLEARTONE



Here is opportunity for radio sales in a big, satisfactory and profitable way. Cleartone complete Radio Sets have definitely proven that their design and performance features give them preference. The seven-tube set illustrated is sold complete with all accessories, including loud speaker, for one price. Nothing extra to buy. Dry battery operation and loop antenna make it especially desirable for farm and apartment house markets. The tubes and batteries are installed in the set. This Cleartone set can be demonstrated anywhere without putting up aerial or ground. Beautiful tone—artistic design. Easy to move from room to room. Let us give you complete details. Other dealers are ordering and reordering, clearly showing we have a wonderful and profitable proposition.

SPECIAL NOTICE

Within a very few months we will announce a complete set functioning direct from A.C. power lines, doing away completely with batteries. The price of this set will be extremely attractive. We invite correspondence from dealers who are interested in a set of this type. Be sure and write to us for full detailed information at once.

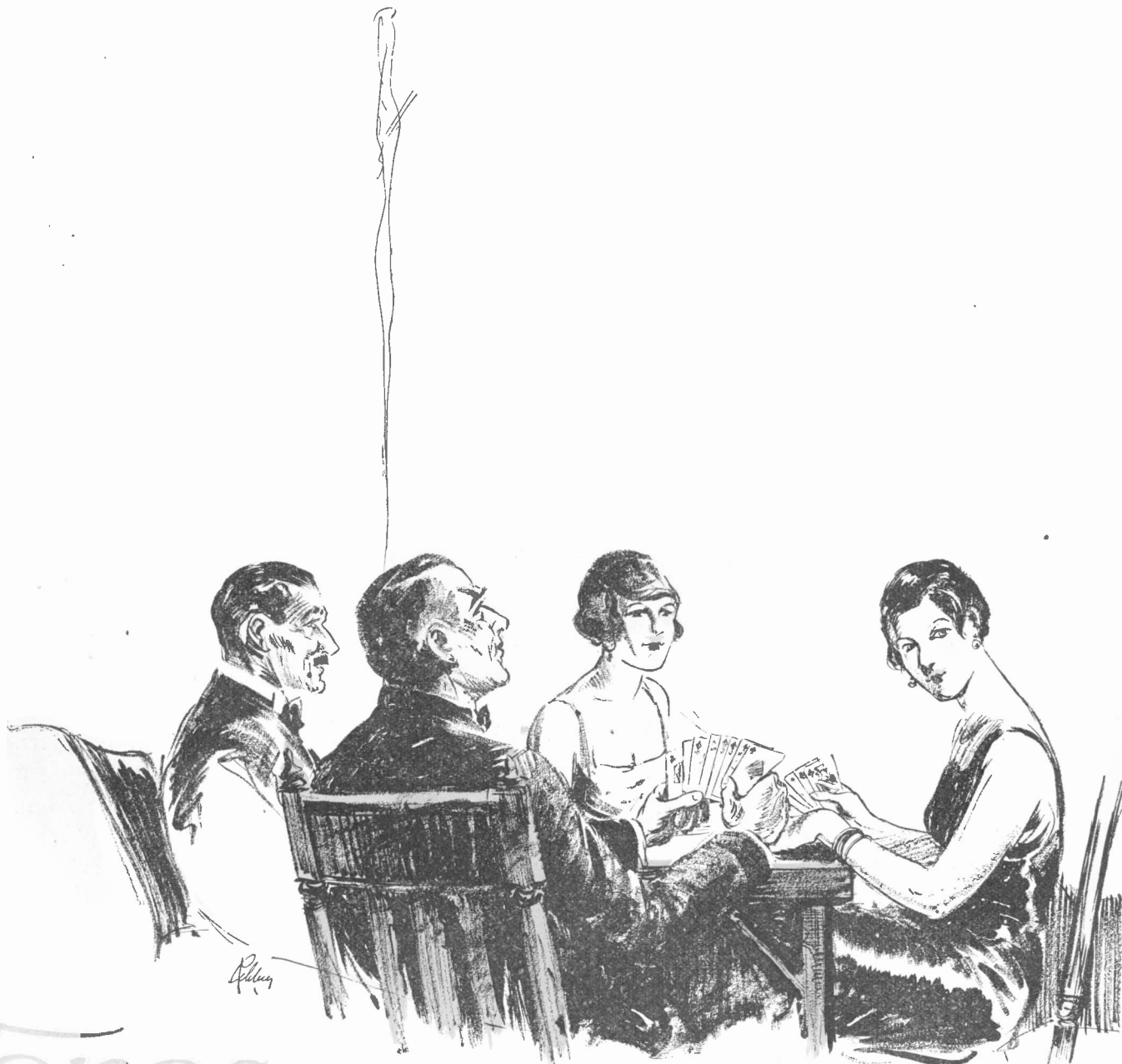
*Did you get details
on the new
Cleartone Series 100?*

They are companion sets to our 7-tube No. 90 Series Loop Receivers. Operate on dry cell or storage battery equipment. Five tubes consisting of two stages of controlled tuned radio frequency amplification, detector and two stages of transformer coupled audio frequency amplification.

Write or wire for exclusive dealer proposition.

The CLEARTONE RADIO COMPANY
2429 Gilbert Avenue, CINCINNATI, O.

CLEARTONE *Complete* RADIO SETS



Tones which have never come

After twenty-one and more years devoted to the reproducing of sound, the Pritchard-Roever engineers have attained such perfect balance and synchronizing of elements as to reproduce the broadcast sound unmarred, unforced, with utmost purity.

The most distinguished, the most critical music experts have pronounced it as absolutely unique in the fidelity of tonal recreation.

Add to this the wider *range* of tones now made possible for the first time in radio by the Pritchard-Roever, and you have an instrument unequalled by any other radio receiver.

There will always be a demand for the vaudeville class of radio,



List
\$325
without tubes
and batteries

THE MARVELOUS NEW

Pritchard-Roeper
RADIO



through the Radio before!

but there are fine homes in every community waiting for radio reception to be raised to the plane of the opera.

There are enough radio dealers and radio jobbers who appreciate the significance of such performance from the sales standpoint to absorb our manufacturing capacity and to require constant enlargement of those facilities.

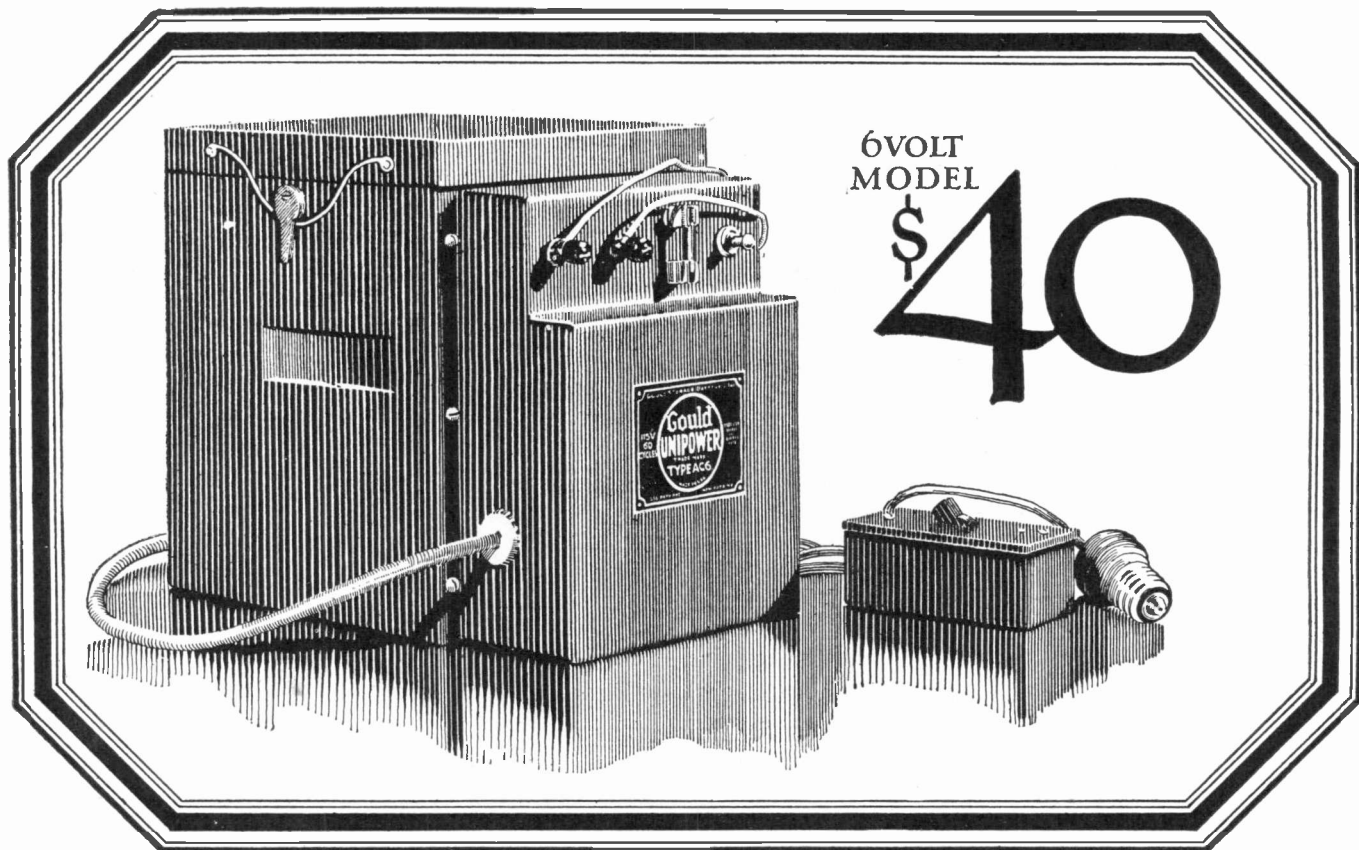
This is a first announcement. The richest territory is now open. To the right distributors we extend a proposition which will be mutually advantageous and enduring.

AUTOPHONE MANUFACTURING CORP.

324 East 23rd Street, New York

For quick profits—UNIPOWER

RADIO'S LATEST TRIUMPH



THOUSANDS of dealers report that the national advertising on Unipower is bringing many prospects into their stores for quick, easy sales at substantial profits.

This advertising is telling the millions a proven sales story that makes radio enthusiasts want and buy Unipower.

But to help you reap the greatest benefit from this advertising, we have prepared a "Special Dealer Folder." This folder explains just how you can tie-up your store to this national advertising by

means of sales helps that actually help—which we supply FREE.

Unipower is a scientifically designed "A" power unit that automatically converts house lighting current into radio power of the highest quality. It is a single compact unit, enclosed in a beautifully finished gas-tight case.

Send for folder

Place your order with your jobber immediately and then write for your copy of "How to put Unipower to work for you." It will be mailed promptly.

THE GOULD STORAGE BATTERY CO., Inc., 250 Park Avenue, N. Y. Branches: Chicago, Kansas City, San Francisco.

UNIPOWER is supplied in two models for use with 110-125 volt A. C. only. Standard models are for 60-cycle. (Special models, 25-50 cycle, are available at slightly higher prices.) All are equipped with special Balkite rectifying element. The 4-volt model is for UV-199 tubes or equivalent and retails for \$35; the 6-volt, for UV-201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

Unipower

TRADE MARK

Off when it's on ~ On when it's off

Phenolite is made in six standard grades—each adapted to a specific use, and each of definite character and unvarying quality, made in accordance with our scientifically exact formulae!



—sell lasting beauty!

SEE the smooth, even surface of Phenolite radio panels—no pits, no rough spots, no variation in lustre! . . . And the rich lustrous beauty of Phenolite is permanent—it does not dim with age. For those who prefer a satin finish, Phenolite can be rubbed down with oil and pumice! . . . America's leading manufacturers of radio receiving sets are paying a premium to insure lasting quality and unvarying performance . . . Phenolite meets their every requirement . . . Your jobber will supply you with panels or tubing of Phenolite—or write us.



Phenolite can be machined in precisely the same manner as wood and steel . . . It can be milled, punched, threaded, turned, tapped, sawed, drilled, bored, ground!

National Vulcanized Fibre Co.
 PHENOLITE PRODUCTS DIVISION, WILMINGTON, DEL., U. S. A.
 We operate six great plants and maintain sales and service offices at Baltimore, Birmingham, Boston, Chicago, Cleveland, Denver, Detroit, Greenville, Los Angeles, Milwaukee, New Haven, New York, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle, St. Louis, Toronto

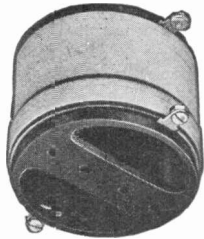
PHENOLITE

Reg. U. S. Pat. Off.

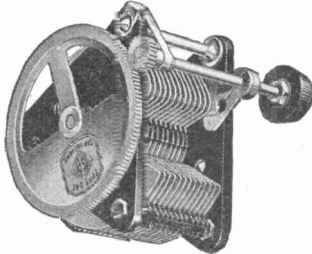
Laminated BAKELITE

SHEETS: RODS: TUBES: SPECIAL SHAPES

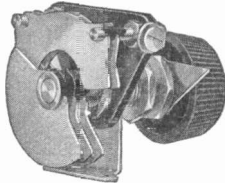
Made by the makers of National Vulcanized Fibre



Type 277-D Coil
Price \$1.50



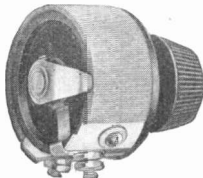
Type 247-H Condenser
Price \$5.00



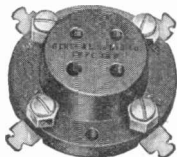
Type 368 Micro Condenser
Price \$1.25



Type 285 Audio Transformer
Price \$6.00



Type 301 Rheostat
Price \$1.25

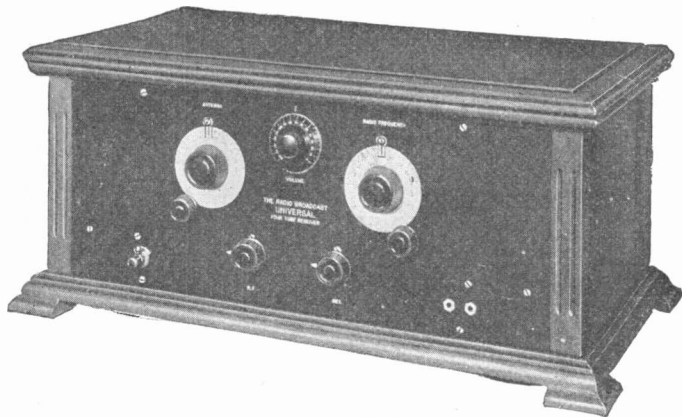


Type 349 Socket
Price 50c.

What  The RADIO BROADCAST
UNIVERSAL

FOUR TUBE RECEIVER

Means to YOU?



THE best way to build up a profitable business in radio parts is to encourage your set-building customers in the construction of reliable circuits using reliable parts. The Radio Broadcast "Universal" has been chosen from more than 200 circuits as the one representing the best practice in receiver design. It will soon be the outstanding circuit of the season — winning its popularity through its performance.

The "Universal" does not require any special parts — being constructed entirely of General Radio standard parts. These same parts may be readily adapted to numerous other circuits, thereby making it possible to reduce your inventory, speed up your turnover, and increase your profits by concentrating upon General Radio parts.

The "Universal" circuit is due for wide popularity. Be ready to supply your set-building customers with parts and construction information when the demand is created. Ask your jobber or write us for full information on the Radio Broadcast "Universal."

GENERAL RADIO CO.
Cambridge 39 Mass.

GENERAL RADIO

FREE RADIO BATTERY DISPLAY CABINET

Here's something your business *needs*—a handsome steel display cabinet especially designed for Bright Star "A," "B" and "C" Radio Batteries—"supreme in every test"—with a compartment at the top for Bright Star Guarantee Booklets imprinted with your name.

These booklets are illustrated, showing Bright Star Radio Batteries, Flashlight Batteries and Cases, together with prices and valuable information as to prolonging the life of batteries.

You know what an attractive display means, what a big help it is in building business. This Bright Star Battery Display Cabinet gets instant attention and gets cash sales—it starts you off at once in the battery big-league class.

And it's yours—FREE—as soon as your order is received for a relatively small supply of Bright Star Batteries. Here's the opportunity to put New Life into your Battery Sales and put New Business on your books.

More Business—we're handing it to you—write today for full information—this calls for action NOW.



BRIGHT STAR
BATTERY COMPANY
 Hoboken, New Jersey.

Tests 3 tubes a minute without error— without calculation— with a Superadio vacuum tube **DYNAMOMETER**



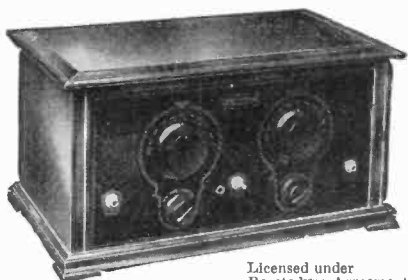
Patents pending

What the Dynamometer test does for you!

1. Tells whether or not a tube is a good R. F. Amplifier, A. F. Amplifier or Detector and how good.
2. Tubes may be matched.
3. Measures the performance of the tube before it is placed in the set.
4. Gives definite measure of the power of the tube.
5. Tells whether or not tubes should be reactivated.
6. Discloses tubes that have been operated with excessive filament voltages.
7. Tells if tubes have been roughly handled.
8. Compares tubes of different manufacturers.
9. Gives Relative Efficiency of any number of tubes.
10. Tells if grid is exercising proper control of plate current.

*The following defects in manufacture
may be disclosed:*

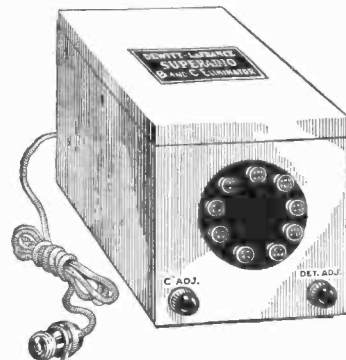
11. Under ageing.
 12. Poor filament wire.
 13. Low Vacuum.
 14. Improper size of tube element.
 15. Improperly spaced elements.
- The Amplification constant, Plate Impedance and Mutual Conductance are obtained directly without calculation.



Licensed under
Reactodyne Agreement

5-Tube Receiver of Advanced Design

Superior engineering has produced this Receiver in which finest results are uniformly obtained. Only 2 dials to tune. Matchless Tone Quality. Price \$56.



Just Out—A Perfected "B" and "C" Battery Eliminator

Price \$35.00 list. Supplies 22½, 45, 67½, 90, 135, B voltage; also 4½, 9, 22½, C voltage. Both 22½ variable.

Write today for further details on Superadio Products
—the result of scientific design and modern production
methods.

DEWITT LAFRANCE CO., North Cambridge, Mass.

BOSTON REPRESENTATIVE: Martin, Hartley & DeWitt Sales Co., 99 Bedford St. CHICAGO REPRESENTATIVE: William A. Welty & Co., 36 So. State St.

STEWART-WARNER

Matched-Unit Radio

Instrument
plus Reproducer
plus Tubes plus
Accessories

What did 1925 teach you?

THE past year has raised the "Old Harry" with rabid radio price-cutters, manufacturers of "orphan" sets, retailers who scorned service and slipshod radio retailing in general.

If you are sincere and have an abounding faith in the wonderful future of Radio, heed this timely tip.

1926 and many years to come will handsomely reward the man who sells Stewart-Warner Matched-Unit Radio—for many reasons.

Stewart-Warner is in the radio business to stay and to give service! The name, Stewart-Warner, is known the world over to represent the highest quality merchandise, dependable service, and a square deal. Over twelve million people are today satisfied users of Stewart-Warner products. To keep *their* confidence and to win *new* millions, we perfected and built our Matched-Units to give complete radio satisfaction. Our distinct triumph of **MATCHING** our Instrument with our Reproducer, Tubes and Accessories, *all* to work in perfect unison, brings perpetual radio enjoyment for your customers.

Our **NAME** is *right*, our **FACTORY** is *right*, and our **PRODUCT** is *right*.

Our **SALES PROPOSITION** is *right*! Read and judge for yourself.

Your success means ours. We *must* protect you from unfair competition, to protect ourselves. And we *have*, 100% strong!

For a Stewart-Warner Representative there are *no* bargains—*no* cutting of prices—*no* jobbers and *no* competing representatives in his district. You deal directly with the Stewart-Warner Factory Branch in your district. The Stewart-Warner Distributor positively *will not* sell any of our Matched-Units to any dealer but an authorized Stewart-Warner Representative.

Our national advertising campaign for 1926 will vastly increase our constantly growing demand for Stewart-Warner Matched-Unit Radio.

Some extremely good districts are still open for high-grade, sincere men who appreciate that Stewart-Warner have the Radio and the unusual sales proposition they have been waiting for. Profit, Protection, Prestige and Permanence await you. Don't delay—write today!

Tune in
STEWART-WARNER
Programs
Station WBBM
226 Meters
TIME SCHEDULE
OPPOSITE

Stewart-Warner

SPEEDOMETER CORPORATION

1820 Diversey Parkway - CHICAGO, ILL.

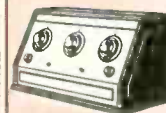
Mon. - 12-3 a.m.
6-7 p.m.
Tues. - 9-12 p.m.
Wed. - 8-10 p.m.
12-2 a.m.
Thur. - 8-10 p.m.
Fri. - 8-10 p.m.
Sat. - 8-9:30 p.m.
11-2 a.m.
Sun. 4-6, 8-10 p.m.
Chicago Time



Model 300
\$65.00



Model 325
\$80.00



Model 305
\$95.00

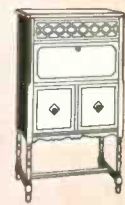


Model 505
Radio Table
\$22.50

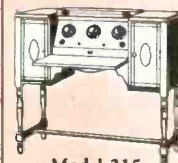


Model 410
\$65.00

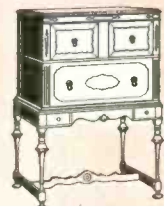
Console Table including Built-in Speaker and Battery Compartment, without Radio.



Model 310
\$175.00



Model 315
\$285.00



Model 320
\$450.00



Model 400
Reproducer
\$25.00



Model 405
\$19.50

Radio Tube
Model S-W
501-A
\$2.50



TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

Thank



Kolster Eight. Single control. Internal loop. Provisions for external loop or antenna. Built-in reproducer.



Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Built-in reproducer.



Kolster Six. Dual control for antenna. Built-in reproducer.



Kolster Six, dual control, loud speaker enclosed, space for batteries.



Kolster Six. Dual control for antenna. External reproducer.

You, Gentlemen

IN the few months since it was announced, Kolster Radio is now being enjoyed in homes everywhere.

We owe much to our dealers and distributors—for their generous welcome—for their splendid cooperation.

Our business principles are sound—our success is based upon the success of our dealers and distributors. We are pleased with their favorable reception.

Kolster Radio is already a known and respected instrument with the public. To them has been addressed a splendid advertising campaign, designed to create sales for Kolster dealers.

Kolster production is well under way and shipments are constantly increasing.

Kolster Radio is a permanent factor in the industry. The value of the Kolster franchise to dealers and distributors will increase with the passing of time.

While representation is widespread, there are communities where the Kolster franchise is still open. We invite interested dealers to communicate with us.

Signed


General Manager

KOLSTER RADIO

ATWATER KENT RADIO

“What kind of company makes it?”

EVERY DAY, as the public gets wiser, do you not hear fewer and fewer customers ask, “What’s the price of that radio?” and more and more customers ask, “What kind of company makes it?”

If you are an Atwater Kent dealer, figuring where you stand at the beginning of this New Year, are you not firmer than ever in your conviction that the stability of your manufacturer is no mean asset?

* * * * *

The Atwater Kent dealer knows:

- 1 THAT behind the company with the strongest financial resources of any independent radio manufacturer stands the personal responsibility of a man who for twenty-five years has jealously guarded the quality of every product that bears his name.
- 2 THAT we have built the largest radio factory in the world, and are putting on a large addition this winter,* because we are thinking of tomorrow’s market as well as today’s.
- 3 THAT the merchant is backed by a policy that safeguards his profit, and is not tempted to throw his money away on job lots.
- 4 THAT he is handling the Radio which requires minimum service and is therefore insured against needless worry and expense.
- 5 THAT Atwater Kent owners are satisfied with their receiving sets and radio speakers and are always boosting them in making more sales.
- 6 THAT Atwater Kent is the make the greatest number of people intend to buy— or buy next, if they already have unsatisfactory sets. (Four surveys prove this.)

* This addition covers 153,000 square feet. When it is completed probably in April—we shall have a fifteen acre factory. We are also using our old Germantown plant, which covers two acres

7 THAT the Atwater Kent sales campaign is supported by an unparalleled advertising campaign, reaching, in magazines and newspapers and on billboards, into every corner of the United States and Canada.

8 THAT the new series of concerts by the Atwater Kent Radio Artists—the world’s best—specially benefit the Atwater Kent merchant, in increased sales.

* * * * *

Nineteen Twenty-five was a wonderful Atwater Kent year. We wish to thank every one of you who helped to make it so.

And please keep in mind that more than ever they’ll be asking, “What kind of company makes it?” in 1926.

Hear the Atwater Kent Radio Artists every Sunday evening at 9:15 o’clock (Eastern Standard Time) through stations—

WEAF New York	WFI } . . . Philadelphia
WJAR Providence	WOO } alternating
WREI Boston	WCAE Pittsburgh
WCAP Washington	WGR Buffalo
WSAI Cincinnati	WOC Davenport
WCCO Minneapolis-	WTAG Worcester
St. Paul	KSD St. Louis
WEAR Cleveland	WWJ Detroit
	WLIB Chicago

Send for illustrated booklet of Atwater Kent Radio

ATWATER KENT MFG. COMPANY
A. Atwater Kent, President
4733 WISSAHICKON AVE. PHILADELPHIA, PA.

Prices slightly higher
from the Rockies west,
and in Canada



Radio Speaker
Model L, \$17

Model 20 Compact,
\$80

Radio Speaker
Model H, \$22

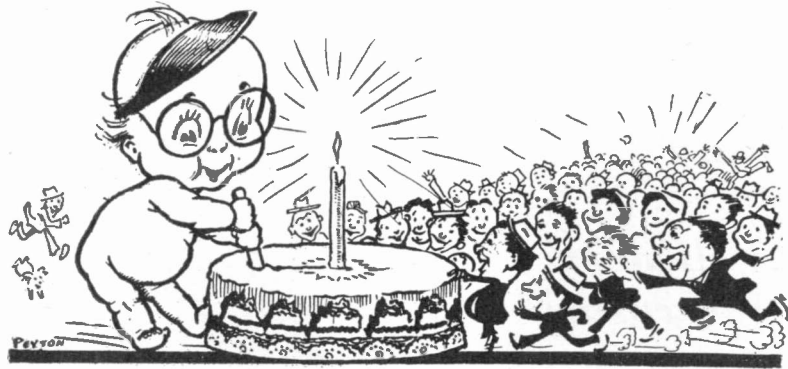
J. ANDREW WHITE,
Contributing Editor
S. J. RYAN,
Merchandising Counsellor
E. E. WHITEHORNE,
Contributing Editor
L. E. MOFFATT,
Associate Editor
PAUL WOOTON, Washington

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

WILLIAM C. ALLEY,
Associate Editor
H. W. BAUKAT,
Assistant Editor
O. RISO,
Assistant Editor
RAY SUTLIFFE, Chicago
H. S. KNOWLTON, Boston
C. GRUNSKY, San Francisco



“Radio Retailing’s” First Birthday—One Year Old This Month

Table of Contents, January, 1926

1926 Will Be Radio's Merchandising Year <i>A "First Anniversary" Message from the Editors of "Radio Retailing" to its Growing Army of Readers.</i>	19	Getting Mystery Into Radio Windows <i>Simple Tricks and Devices Which Accomplish the Apparently Impossible, Applied to Radio Windows.</i>	39
Looking Ahead in 1926 <i>New Year Will Bring Fulfillment of Past Radio Developments, Industry Leaders Declare.</i>	20	A Normal Demand for Parts Will Continue <i>Experimenters and Annual "Boy Crop" Will Sustain a Steady Market for Good Parts.</i>	41
Apartment House Has Radio Outlets for Every Tenant <i>Newest New York Dwelling, with 88 Apartments, Provides Aerials and Radio Wiring for Each Suite.</i>	24	Distinctive Advertising Makes the Store Stand Out <i>"Tatch-a-Radio Shop," of Chicago, Competes with the Big Fellows by Unique Publicity Methods.</i>	45
For 1926, the Keynote Is "Convenience" <i>Major J. Andrew White Reviews Merchandising Trends and Forecasts Public Demand for the Coming Season.</i>	25	Testing Instruments Speed Up Sales and Service <i>Inaugurating a Monthly Service Department to Which Readers Are Invited to Contribute.</i>	48
How to Tie Up with Broadcast Features <i>There Are Profits in Quality Radio Programs, but Dealers Must Learn to Merchandise Them.</i>	28	"Many Hearty Returns" <i>Congratulations from Every Branch of the Trade on "Radio Retailing's" First Birthday.</i>	52
January Is the Month to Clear Stocks <i>Some Suggestions for the Post-Holiday Housecleaning of Left-overs and Overstock.</i>	30	Your Editors Have This to Say <i>"Costly, but Courageous." "January Down on the Farm." "Kill the Dill Bill." "Better Programs and New Markets."</i>	54
Self-Service Sells Parts <i>The "Cafeteria" Idea, Applied to Radio, Has Been Found to Boost Parts and Accessories Sales.</i>	33	New Merchandise for the Dealer to Sell	56
Service Keeps Them Coming <i>Customer Service Is the Magnet Used by the Aeolian Company to Draw and Hold Its Trade.</i>	37	What the Trade Is Talking About	64
		Dealer Helps Offered by the Manufacturers	68
		Specifications of Battery Chargers, Eliminators and Power Units	70

McGraw-Hill Company, Inc., Tenth Avenue at 36th Street, New York, N. Y.

JAMES H. MCGRAW, President
ARTHUR J. BALDWIN, Vice-President
MALCOLM MUIR, Vice-President
EDWARD J. MEHREN, Vice-President
MASON BRITTON, Vice-President
JAMES H. MCGRAW, JR., V.-P. and Treas.
C. H. THOMPSON, Secretary

Electrical World Journal of Electricity Ingenieria Internacional
Industrial Engineer Engineering and Mining Journal-Press
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record Coal Age
Copyright, 1926, by McGraw-Hill Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada.

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, 401 Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission St.
LONDON, E. C., 8 Boulevard St.

And Still They Come Pouring In—

“Radio Retailing’s” Army of Readers Grows and Grows

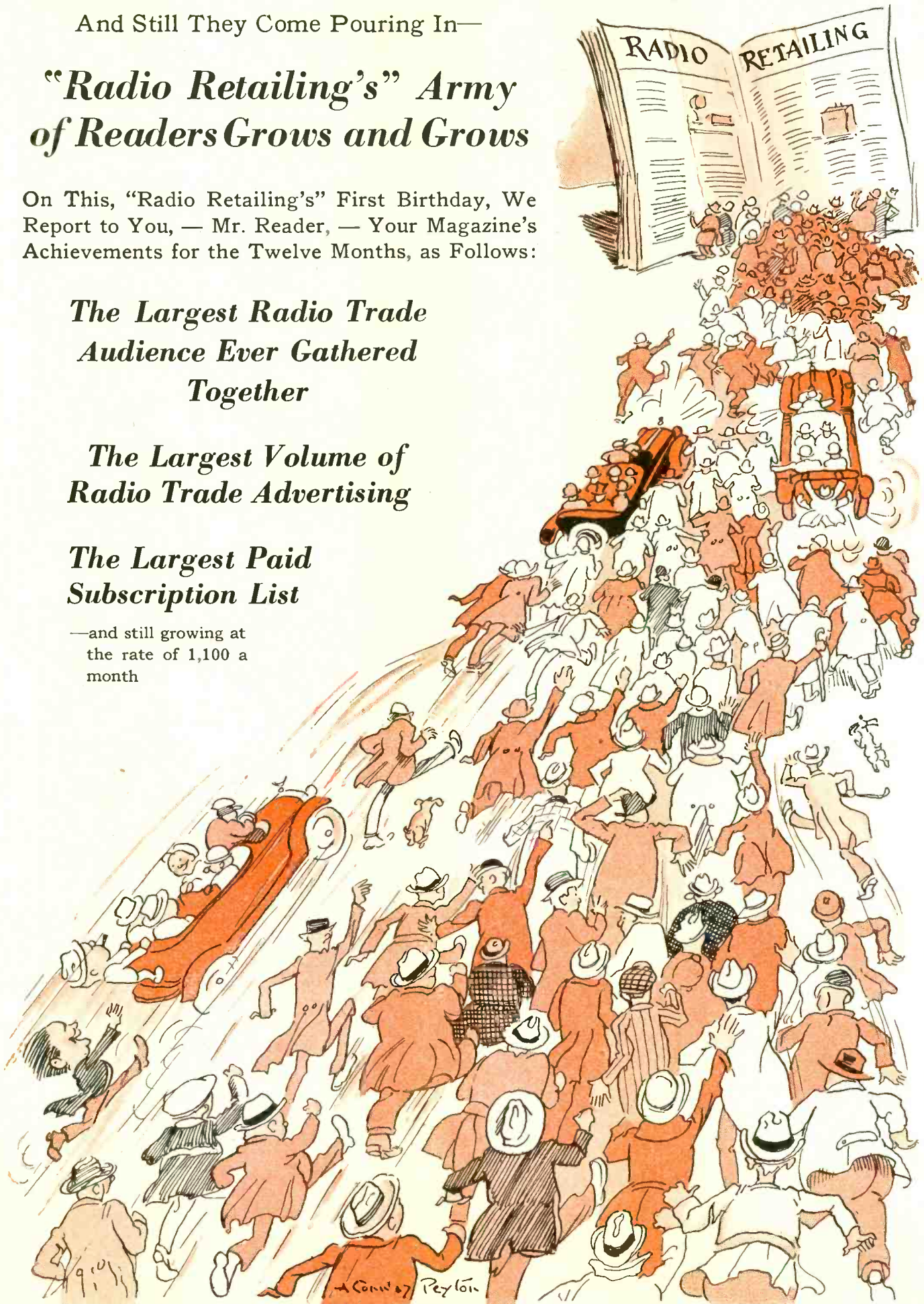
On This, “Radio Retailing’s” First Birthday, We Report to You, — Mr. Reader, — Your Magazine’s Achievements for the Twelve Months, as Follows:

*The Largest Radio Trade
Audience Ever Gathered
Together*

*The Largest Volume of
Radio Trade Advertising*

*The Largest Paid
Subscription List*

—and still growing at
the rate of 1,100 a
month



Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 3

January, 1926

NUMBER 1

Getting Ready for 1926—

Radio's Merchandising Year

ONE year ago this month, there issued from the presses of the McGraw-Hill Company, the first edition of *Radio Retailing*. Backed by fifty years of electrical publishing experience, its editors and publishers accepted responsibility to make the new magazine a clearing-house of trade and selling information for the great business of retailing radio.

It was a unique field for service into which the new journal at once stepped.

An Exchange of Business Facts

THE radio trade was in the midst of confusion. Retail stocks were being dumped and prices cut, and there was need for stabilization. Selling methods needed to be improved and house-demonstrations and canvassing introduced on a larger scale. There was much to learn and apply of time-payment plans so effective in other fields. There were problems of dealer financing. Studies of radio selling costs in various types of stores were waiting to be made, the standards set up for good merchandising practice.

Attractiveness of cabinet and fidelity of tone quality were new notes in the public's demands,—notes destined to greater importance as time went on. There was the situation of interesting in radio the women, the real purse-string holders, as well as mere men and youths. The trade needed to be awakened to the great farmer market, and to be shown what the farmer would buy and how to sell it to him. Summer introduced its inevitable slack season, and sales methods and expedients had to be collected and presented out of the experience of other dealers and other lines, to keep up business headway.

Attacking Trade Evils

TRADE evils and abuses needed a national forum for their discussion by all parties,—dealers, jobbers and manufacturers,—coupled with channels for the widespread dissemination of the solutions and remedies thus proposed. Interference by radio sets and electric-power sources threatened the good name of radio, and methods of prevention and shielding had to be spread among the trade. Emphasis needed to be put on the important matter of "servicing" radio sets by dealers, to keep customers' purchases in full operating condition, together with the most efficient service methods and their costs.

Radio selling practices inherited from ten or more different retail fields had to be garnered, sifted and exchanged to put the competition of all on the basis of the best. There were new problems in store arrangement to be settled; new possibilities in window-display arrangement to be demonstrated; new uses of newspaper and direct-mail advertising to turn to the account of selling radio equipment. And all the time the tens of thousands of radio dealers, scattered in city, town and hamlet, had to be kept informed of the newest things to sell in radio sets, accessories and parts,—a vital information service for any retailer who would keep abreast of his market.

IN these multifold ways of service,—and many others,—the new magazine, *Radio Retailing*, has, during the twelve months just passed, seized the offered opportunities and played an energetic part of usefulness. That its activities and policies have met with the approval of the trade and industry would seem apparent from the record of circulation and advertising growth for the year, as well as from the opinions expressed by readers, a number of which appear on subsequent pages of this first anniversary issue.

Some Big Things Ahead

FOR 1926 and beyond, the editors of *Radio Retailing* see steady progress for the commercial development and popular use of radio.

Stabilization of set styles and circuits is about here. An accepted date in late Spring for the year's announcement of new models will help in this trend. Improvement in tone quality and acoustical fidelity will go on. Controls will be simplified. Current supply will be further made a matter of simply turning a switch. Broadcast programs will be even better than the present remarkable offerings. News announcements will come to play a larger part in making radio a utility as well as a means of entertainment. And the ether will be cleared of annoying interference.

Only one-sixth of the country's homes, it must be remembered, yet have radios. Thus far, as an industry, we have just been getting ready. With all its progress, 1925 was but "a laboratory year." Now we are "getting set to go." 1926 will be a year of distribution achievements.

1926 will be radio's great Merchandising Year.

Industry Leaders Say 1926 Will Be

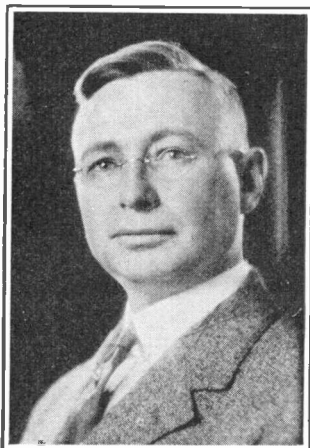
Benefits of Past Years' Developments Will Be Reaped During 1926
—With Increasing Stability of Manufacturers, Jobbers, and Dealers

Selling Peak Expected to Broaden Out This Year

By **GEORGE A. SCOVILLE**

Chairman, Radio Section, Associated Manufacturers of Electrical Supplies
Vice-President, Stromberg-Carlson Telephone Manufacturing Company

IN THE past, the radio industry has presented an extremely difficult problem to manufacturers, as the peak demand has covered a period of but two or three months, due mainly to the fact that there was more or less development continually going on in circuit and apparatus design. The last year, however, has shown no revolutionary changes in circuit or design. Due to this fact, confidence is rapidly being established in the mind of the public as to the stability of the industry, and the manufacturers are in a much better position to intelligently prepare their stocks, their merchandising and their advertising plans.



George A. Scoville

The results are as to be expected. Dealers are stocking more intelligently and are also pushing radio during the off-demand period when salesmanship is really required. The good dealer is collecting prospects during the demand period, which he can have his men concentrate on after the holidays.

We are going to see the peak broadened out, and I would not be a bit surprised to see it transformed, even this winter, from a three months' period to a five or even seven months' period, and it is going to get better all the time.

Period of Sound and Prosperous Development Is Ahead

By **DAVID SARNOFF**

Vice-President and General Manager,
Radio Corporation of America

THE great progress made in the development of radio receiving devices during 1925 are only now becoming apparent, as the latest products achieved by the art are being made available to the public. I look forward to a period of sounder, better and more prosperous development of the radio industry in 1926 than in any preceding year. The marked improvement in

broadcasting, both from the standpoint of technique and of programs, will soon be demonstrated on a wide scale by high-power broadcasting.

Thus far, radio has sought its leading programs from the opera, the concert hall, the orchestra and the stage. The day may come, however, when the relationship will be reversed—when the broadcasting station will be the field for original talent; when broadcasting will create new reputations, instead of capitalizing old ones; when the opera, the stage or the concert hall will draw from radio; when broadcasters will compete with music publishers for original compositions, and not only buy, but sell, music publishing rights.

The question, "Who shall pay for broadcasting?" apparently tired of waiting for a ready-made solution, has begun to solve itself. Whether by voluntary or by organized group effort, the radio industry must and will continue to contribute toward the maintenance of broadcasting, for it is clear that without broadcasting there can be no radio industry. As for extraneous support, this much is certain: the best programs now broadcast by radio are contributed by those interests which have most to gain from public good will.

As for trade conditions, with the flood of liquidation subsided, many unsound elements have been swept away. There remains a wiser and a better industry. Those who attempted to roll into one, the three periods of industrial growth—the period of experimentation; the period of development, and the period of stability—met with economic retribution.

The selective processes which have been going on in the up-building of distribution systems will be marked, in 1926, by stronger and better equipped retail sales channels, by adequate servicing arrangements and by modern time payment plans.



David Sarnoff

Elmer E. Bucher, sales manager of the Radio Corporation, made the following statement:

"While it is to be expected that radio, in general, will continue to improve as time goes on, because radio as an art is still young, nevertheless, I see no revolutionary technical changes in radio receiving devices and accessories during the coming year, for it is my opinion that the technical revolutions in this branch of the art were made in 1925 and the public is now able to place in its home the latest types of sets which were developed by the laboratories and factories during 1925. The Radio Corporation of America contemplates continuing the manufacture and sale of its present line of sets, tubes and accessories during the coming year."

"Harvest Year" for the Radio Trade

Public Confidence in Radio as an Industry and as a Standard Article of Merchandise Should Be Restored—Era of Overproduction and Dumping Believed Ended

1926 Will Restore Public Confidence

By COLIN B. KENNEDY
President, Colin B. Kennedy Corporation

NO YEAR has ever dawned so brightly for the radio industry as 1926. Conditions have never been so encouraging to those members of the industry who have their eyes forward, their chins out and their feet on the ground.

Success in an industry depends upon public confidence in the products of that industry. Today, the years of careful planning, work and thought are bearing fruit. The foundation has been laid for the future structure. The public believes in radio.

This public confidence is the result of several improved factors. The first of these is better merchandise. Engineering problems have been removed. Reception has been made simpler, surer and better. The radio buyer today may be fairly confident of getting his money's worth from any one of a number of manufacturers. Better programs and better broadcasting have awakened the public to a keener appreciation of radio.

Distribution channels are fast becoming stabilized. Radio is being sold in a legitimate and dignified manner. The "bootblack-butcher shop" type of dealer is disappearing, to be replaced by men with standing in their communities.

In view of this can anyone doubt that 1926 will usher in a series of prosperous years for those members of the industry who have established themselves in the public confidence and are worthy of getting the business? So, let's off with our coats, roll up our sleeves, and get it!

"Those Who Deserve It" Will Get the 1926 Business

By R. M. KLEIN
General Manager, F. A. D. Andrea, Inc.

THE outlook in the radio business for the coming year is good if by that we mean taking the industry as a whole. 1926 will reward those dealers, jobbers and manufacturers that have walked the straight and narrow path of proper merchandising. The market will be larger and more receptive than ever and it will be a question of "business for those who deserve it."

Radio Retailing, January, 1926

The bringing of period art furniture into the industry may be regarded as a far step forward and this will be reflected in 1926 sales.

While many writers wrote hesitatingly of the extent to which the music trade would enter the radio business, there need be no further doubt about it—the radio and musical instruments of other kinds are going to march right along together. Both from the jobber and dealer angle will 1926 see a widening of interest in the music trades in radio. But it should be remembered that in radio, at least, because of the service element and other considerations, the type or classification of dealer is largely a matter of his business sense and no classification has a real monopoly of outlets at this time. 1926 will see demonstration and service outstanding requirements from the dealer angle.

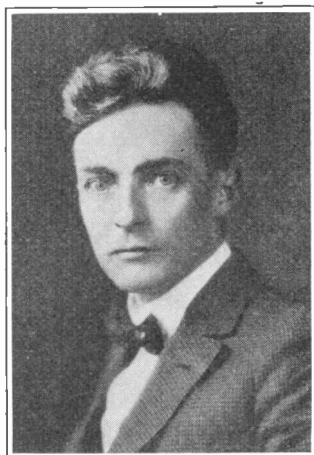
Improved Merchandising Methods Will Bring Banner Year

By POWEL CROSLLEY, JR.
President, Crosley Radio Corporation

NINETEEN hundred and twenty-six will be a turning point in the radio industry. Not alone will it exceed previous years in the amount of business done, but also it will witness a decided stabilization of the industry.

There are in use today between four and five million sets. That sounds large, but in reality it is small when compared to the number of automobiles, telephones, phonographs, and so forth, in use. Basing a prediction on the saturation point in these industries, it is safe to say that, for every one who now owns a radio receiver, there are four prospective purchasers, to say nothing of resales to the five million present owners. Besides, one huge field of almost six million prospects—the farm market—has hardly been scratched.

1926 will also bring into practice more systematic merchandising methods. During the past five years, the radio trade has been too busy growing to do anything else. As the demand for radio outfits grew spontaneously throughout the country, the sale of sets was taken up by virtually every type of retail business. But experience has proved that not every type of retail dealer was adapted to the sale of radio, and these "square pegs" are being eliminated. In their place there is being organized, through the natural evolution of the industry, a broad, substantial



Colin B. Kennedy



Powel Crosley, Jr.

foundation of successful radio distributors. These men have learned by experience the best methods of bringing radio to the public and as a result, will do much to make 1926 a banner year.

They will use improved sales methods to bring the advantage of radio ownership to every home; they will work out and put into practice, proper financing methods for time payment sales, which is a logical way to sell a piece of home equipment such as radio is; they will provide adequate service facilities; they will work toward eliminating the peaks and valleys caused by the seasonal demand for radio equipment—in short, they will do all in their power to completely stabilize the industry and make 1926 the greatest sales year radio has yet known.

Manufacturing Stability Will Insure Dealer Prosperity

By GORDON C. SLEEPER

President, Sleeper Radio Corporation

RADIO during 1926 offers the radio dealer a bright and cheerful outlook, with the prospect of ready sales of dependable receiving sets at comfortable and satisfying profits. The stabilization of the manufacturing side of the industry insures a minimum amount of the obnoxious "dumping" practice that weakens the public's buying confidence and that creates consternation among the great majority of dealers who can buy their merchandise only through regularly established channels and at regularly established prices.

List prices will be maintained more steadfastly, and cutting will not be tolerated by reputable firms having the true interests of the industry at heart. This condition will insure permanent satisfaction on the part of the set purchaser, who, being only human, finds no pleasure in paying \$100 for a set at one store one day, and then finding another store selling the same set a week later for \$75.

Dealers can expect greater sales than ever before because the radio set has now completely shed the scientific and mechanical aspect that at first prohibited its adoption as a piece of household furniture. The radio set is now an accepted home accessory of unquestioned desirability, and is regarded as a musical instrument, as a source of unlimited entertainment, rather than as a mere electrical novelty of passing interest.

The outlined broadcasting activities of 1926 insure the final prosperity of the radio dealer. With prodigious amounts of publicity being given the program features by the daily press, the man who does not own a radio set quickly realizes he is missing many things worth hearing, and sooner or later he gravitates toward a radio store with the idea in mind of purchasing an instrument that will bring the music of great musicians into his home.



Gordon C. Sleeper

Take Courage from the Failure of Cut Price Sales

By ELLERY W. STONE

President, Federal Telegraph Company

RADIO has come into its own. That is, it is today seriously considered as a staple permanent industry, worthy of conservative financial support and intelligent merchandising effort.

We can take courage from the failures of the cut-price sales. It is true that several have been consummated, but only in lines admittedly too weak to survive the inroads of good, sound competition. Cut-rate sales are injurious to the industry as a whole, but particularly to the manufacturer of the product slashed. Reputable manufacturers today are well able to control the retail price of their merchandise and consequently they and their dealers have suffered very little. This in itself is a huge step forward over last year.

The novelty of radio has disappeared. Today it is classified as a home necessity and must be merchandised as such. The 1926 radio business will be larger than any year heretofore. The field exists for great sales, but as we are facing a selling market, not a buying market, dealers must exert their sales forces to the utmost to get the business. Thorough, concentrated effort, careful surveys and clear judgment with sufficient capitalization, will provide profits for any legitimate dealer.

Consumers require service. They may have made original purchases at cut rates, but today they have learned the benefits to be derived from patronizing the local dealer with a reputation at stake.

Dealers should be highly satisfied. They are receiving better apparatus, better sales co-operation, territorial rights and protection against unfair competition. What industry does more for its dealers?

Broadcasting Experiments Will Improve Reception

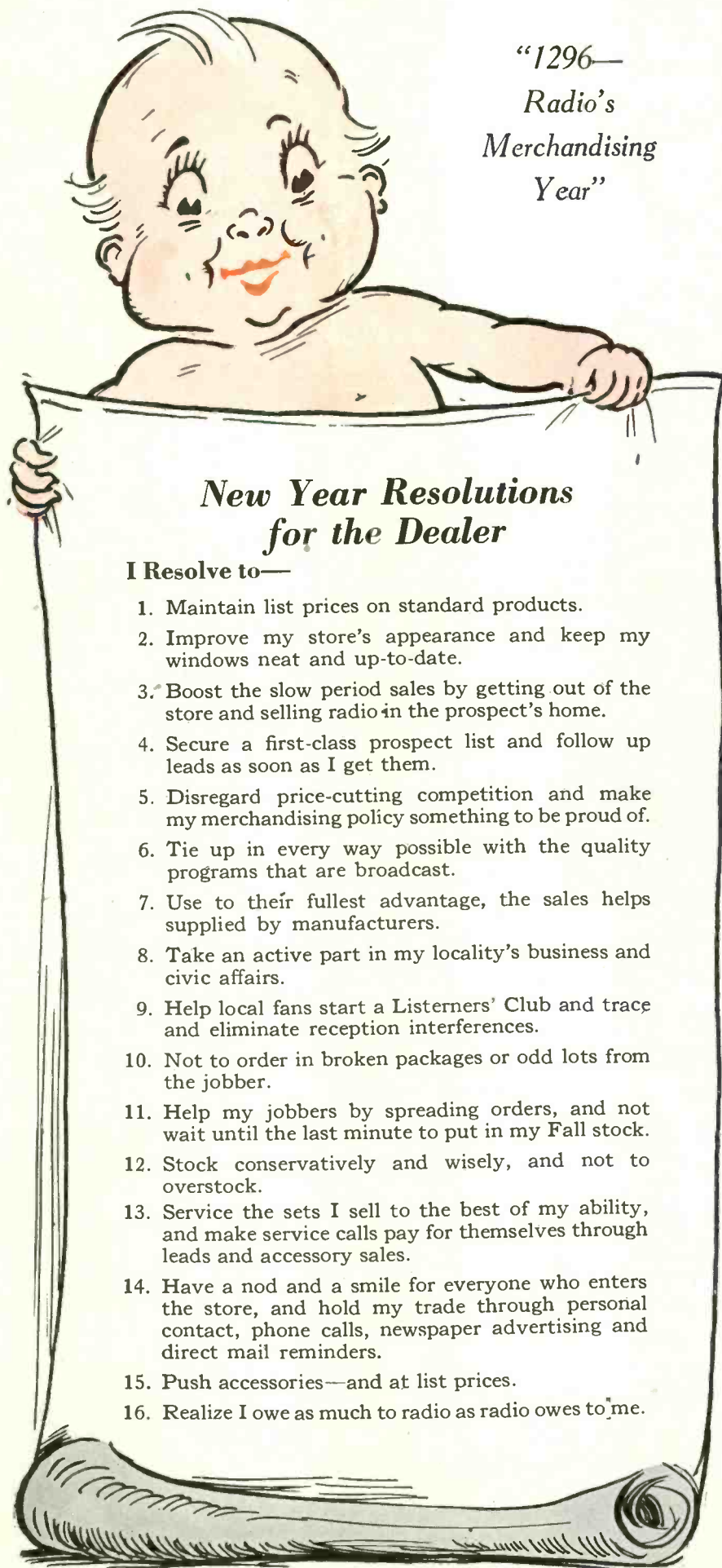
By M. P. RICE

Director WGY, General Electric Company

THE technical development of broadcasting will keep pace during 1926 with developments in other branches of the radio industry. At South Schenectady, N. Y., the General Electric Company has constructed a large radio developmental station where experiments in all conceivable forms of broadcast transmission will be carried out. In this station are the various transmitting units of WGY.

For some time past the WGY programs have been broadcast from the developmental station on 41.9, 109 and 1,560 meters in addition to the 380 meter radiation. Continual experimentation is going on to determine the good and bad qualities of broadcasting on the various wavelengths.

Very extensive wave propagation tests on various forms of antennæ are also being made. Measurements are being obtained at various points in this country and abroad, on eight different wavelengths varying from 15 to 1,500 meters. As a result of these studies, the best wavelength, the best form of antenna, and the best power value for each type of broadcast service may be discovered.



"1296—
Radio's
Merchandising
Year"

New Year Resolutions for the Dealer

I Resolve to—

1. Maintain list prices on standard products.
2. Improve my store's appearance and keep my windows neat and up-to-date.
3. Boost the slow period sales by getting out of the store and selling radio in the prospect's home.
4. Secure a first-class prospect list and follow up leads as soon as I get them.
5. Disregard price-cutting competition and make my merchandising policy something to be proud of.
6. Tie up in every way possible with the quality programs that are broadcast.
7. Use to their fullest advantage, the sales helps supplied by manufacturers.
8. Take an active part in my locality's business and civic affairs.
9. Help local fans start a Listeners' Club and trace and eliminate reception interferences.
10. Not to order in broken packages or odd lots from the jobber.
11. Help my jobbers by spreading orders, and not wait until the last minute to put in my Fall stock.
12. Stock conservatively and wisely, and not to overstock.
13. Service the sets I sell to the best of my ability, and make service calls pay for themselves through leads and accessory sales.
14. Have a nod and a smile for everyone who enters the store, and hold my trade through personal contact, phone calls, newspaper advertising and direct mail reminders.
15. Push accessories—and at list prices.
16. Realize I owe as much to radio as radio owes to me.

Dealers Everywhere Report Large Increase Over Last Year's Business

During December the editors of *Radio Retailing* sent out questionnaires to typical radio dealers to find out how 1925's business volume compared with 1924 in percentage. Fifty-seven per cent of the dealers say that business is better this season than it was last.

Here are some of the comments received from the dealers:

Radio Sales Studio, South Boston, Va.—"Business so far has been at least twice as heavy but don't expect it to stay at that—it will triple easily."

Wyman & Richards, Buffalo, N. Y., report this year's business is 25 to 30 per cent greater than last year.

Briggs United Electrical Service, Inc., Erie, Pa.—"Three times as many sets are being sold by us this year."

The Service Electrical Company, Indianapolis, Ind., says this year's business volume is 200 to 300 per cent more than last year's.

The Kentucky Ignition Company, Lexington, Ky., says this year's business shows a 50 per cent increase over last year's.

Hatfield Electrical Company, Indianapolis, Ind., reports 40 per cent greater volume this year.

Moon Brothers, Inc., Detroit, Mich., report a 40 per cent increase.

The United Accessories Corporation, Buffalo, N. Y., reports business this year 100 per cent greater than last year.

The Robinson Music Store, Washington, D. C., says that September, 1925, showed a slight increase over September, 1924, October showed a 50 per cent increase over 1924, and November showed a slight decrease under 1924.

The Beaver Radio Supply Company, Evans City, Pa., states that this year's business volume is 200 per cent or better compared with the last three years in percentage.

Fred S. Lincoln, Inc., Washington, D. C., reports a slight improvement in this year's business over last year.

Phoenix Radio Service Company, also of Washington, D. C., reports 40 per cent better business.

Milo E. Stockum of Coshocton, Ohio, says that this year's business volume is 200 per cent compared with last year's.

Mark McManus of Smyrna, Del., reports this year's business is 15 per cent better than last.

The Guth Electrical Company, Perth Amboy, N. J., reports an increase averaging about 60 per cent.

L. E. Gray of Export Pa., reports an increase of 100 per cent in parts and 50 per cent in sets.

The Standard Radio Company of Washington, D. C., says that this year is about 40 per cent better than 1924.

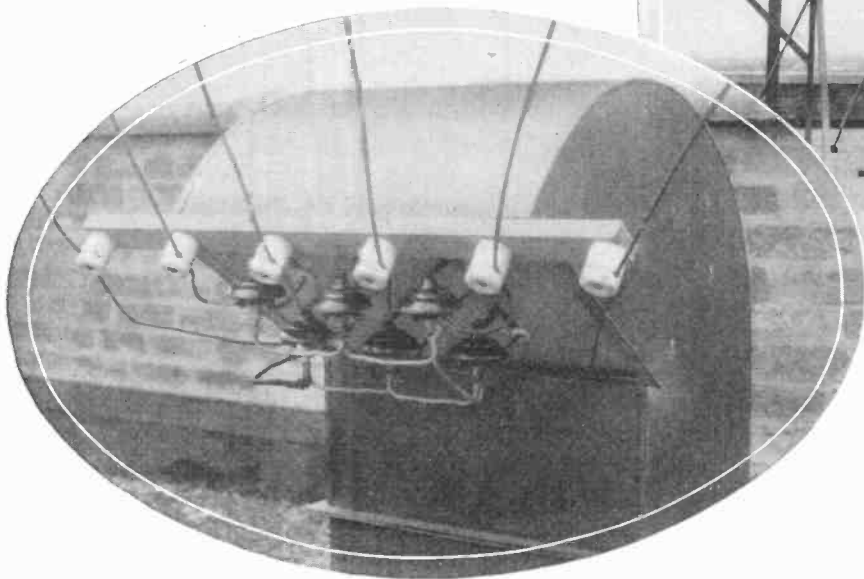
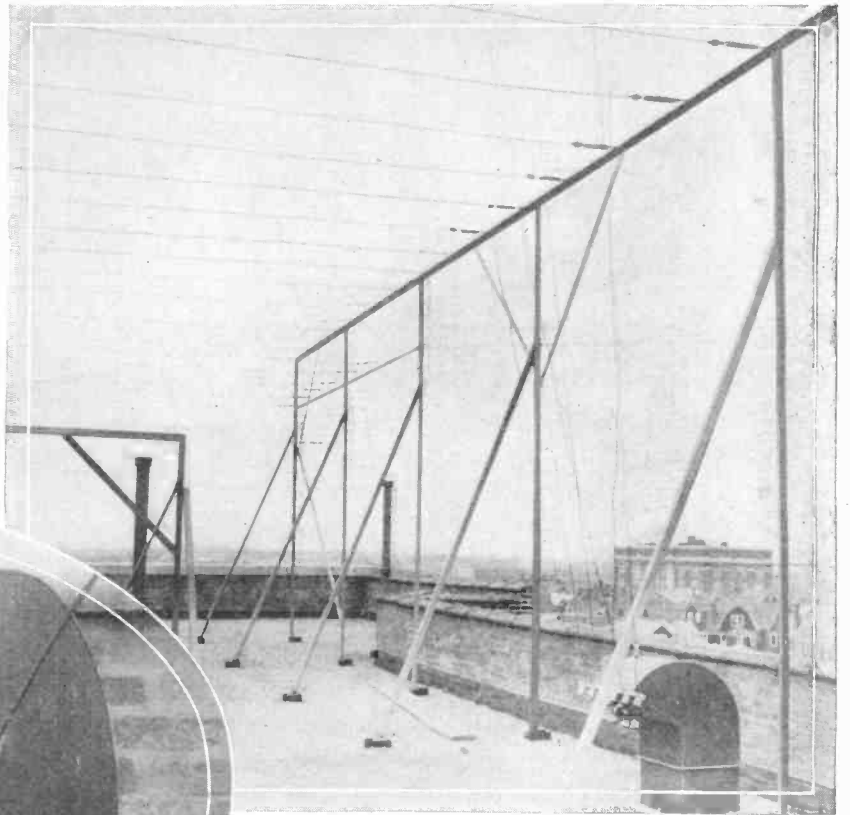
The Gewehr Piano Company, Wilmington, Del., reports a 40.1 per cent increase in their radio department during October.

Wiring the 1926 Apartment House for Radio

The increasingly important place radio is achieving in contemporary life may be demonstrated by the fact that New York's newest large apartment house, Tudor Hall, located at Elmhurst, a suburb of New York City, was wired, during the course of its construction, for radio reception in every apartment.

On the right is a section of the roof, showing part of the antenna system. In the center and at each end of the building are located these steel racks, each of which is 15 ft. high and approximately 100 ft. long. They support a total of 88 aerials. Springs mounted behind each insulator give flexibility to the system.

Below can be seen the method by which the lead-in wires are taken through the roof. Hardwood boards are placed in copper hoods, to which boards are fastened six porcelain

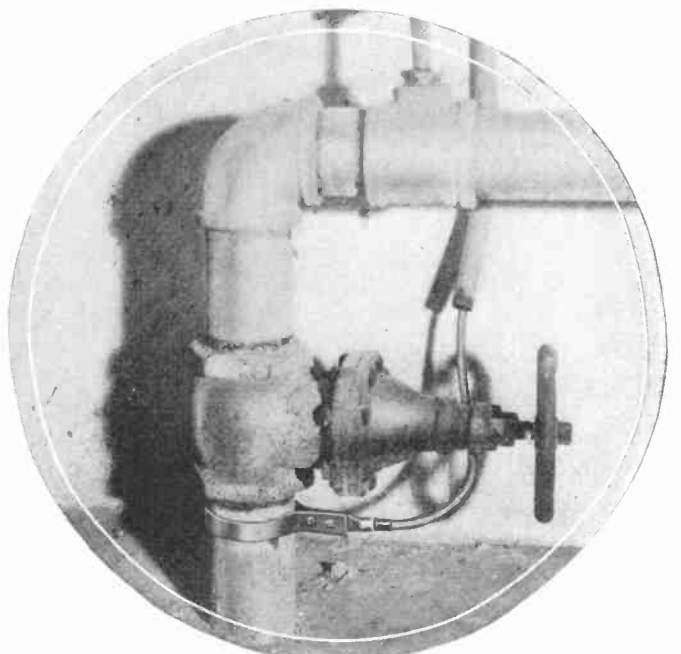


insulators for the lead-in wires. Directly below these are the lightning arresters, which are all connected to a common ground. There are 15 of these hoods.

On the left is a typical view in an apartment, showing the antenna and ground brought out in the living room baseboard by use of cord tip jacks. No metal laths are to be found in the walls and the wires are carried by porcelain tubes and knobs.



The ground connection for the entire system is made on the water main where it enters the basement, shown below. A No. 8 solid copper wire runs up each riser to the roof and is tapped to every ground outlet by a No. 14 wire. All connections throughout the entire system are soldered. In each lease are two clauses to the effect that no tenant shall use a regenerative receiver or install any other outside antenna.



Radio, During 1925, Achieved "Quality"—

For 1926, the Keynote Is "Convenience"

A Review of the Last Twelve Months' Developments that Have a Bearing on
Dealer Sales. And a Look Ahead into the Coming Season

By J. ANDREW WHITE
Contributing Editor

THE selling task of the radio retailer in the year just ended reminds me a lot of the animal-trainer that Booth Tarkington used to tell about. The man was amusing a village crowd with the antics of his trick dog, when a buggy pulled up alongside and the driver said: "I'm very much interested in that, my man. How do you manage to train your dog that way? I can't teach mine a single trick."

The simple rustic glanced up and replied: "Waal, I figgers it out this way: You have to know more than the dog or you can't learn him nothin'." * * *

There were few startling things, few tricks, of the plainly obvious order in 1925's radio merchandise, and this fact imposed no little handicap upon those who had been accustomed to selling radio by the circus methods which fastened onto the industry from its inception. Yet, although no striking novelties were developed during the year just closed, the things the engineers produced that were new, certainly were useful to any dealer well-versed in radio—useful in putting demonstration sets through their paces, if, like the fellow with the dog such dealers could teach that merchandise to show off for the onlooker.

Steps Toward Tone Quality

Take the matter of quality reproduction, for instance. The improvement in audio transformers was so marked that it was exceeded only by the vast strides made in the perfecting of speakers. Cones and cabinet types came along that made the earlier horns we had thought pretty good, sound sickly in comparison.

But what funny things happened when these greatly refined and truly accurate accessories were unintelligently used! Particularly the cones. All of us have had the experience of hearing customers say that "the neighbor next door had tried out one of the new speakers and didn't like it nearly as well as his old horn." And time and time again we have heard the cone condemned because it didn't "sound as sweet" as the speaker to which the fan had become accustomed. All of which was due to attaching the particular type of new speaker to the wrong set.

That is one lesson the dealer had to learn. But once he realized the point, it made selling a lot easier. *Comparison of the new with the old*—that was all that was necessary.

Improved Speakers Aided All Radio

So, in reviewing the outstanding developments of the year just past, on the point of value to the radio business at large, I would award first place, to the cone and cabinet types of speakers. Not alone because of their helpfulness in effecting a remarkable improvement in quality of reception, but because they stimulated manufacturers of sets and parts in the making of better stuff for truer reproduction.

I recall just as vividly as if it had happened five minutes ago the first time I heard a cone-speaker work. It was in the laboratory associated with our uptown New York store. An advance sample had been sent in to be put through the tests to which all our merchandise is subjected before we make a purchase. The speaker had been attached to a stock

model of a standard set, a good one from both the standpoint of construction and quality. The shopman who had hooked it up was standing by, listening, when I arrived. On his face was an expression of condemnation that plainly said, "Another blah speaker; not so good."

The Keynote for 1925 Was Quality

After I had listened for perhaps two minutes an entirely different idea dawned upon me. It wasn't bad. *It was too good!* And the more I listened, the stronger became that suspicion. No doubt about it; the *speaker was reproducing*, with a faithfulness never before encountered, *what was in the set*—and was showing up just how artificial were the tones standard receivers of that day were delivering!

That suspicion became a conviction when the cone was later plugged in on the best and most advanced type of set we had in the place. It was a set that had exceptionally good audio transformers, and when it was teamed up with the new cone, what a whale of a difference!

Out of such experiences come selling ideas. Doubtless thousands of other dealers got the same hunch about the same time.

1925 a quality year.

A new story.

Not sensational, but *sound and substantial*; and that was the greatest thing in its favor. And, as you know, merchandising on that sane fundamental principle has not only been the way to attract such purchasers as could be found for a slack twelvemonth, but it built up a steady foundation for the renewed confi-

dence which was reflected in the holiday buying which closed out the year.

How Store Selling Methods Were Affected

Greatly improved speakers had an immediate and noticeable effect in changing policies in those stores where sloppy selling methods were in force, too. That, I believe, has also been good for the industry. For it didn't take long for the dealer to understand that each of the new devices had to be "teamed up" with the right sets to get the desired benefit of the full improvement. There were sets which didn't deliver enough volume to properly operate certain of the cones; there were others where the impedance didn't match up; and there were plenty of receivers whose audio quality was so poor that manufacturer's false-whiskered claims were quickly stripped off.

In this way dealers learned a lot about the merchandise they were carrying that otherwise they might not have known. And they tightened up their methods of demonstrating, so that on comparative hearings the newer products showed so marked an improvement that there was a real story to tell intending purchasers whose eyes had heretofore been caught solely by the price slashers. Yes, by and large, loudspeaker development stands out, with me, as the most useful contribution to the retail radio business of the year ended. *Better sets* have been made because of it—and better parts, too! And makers out of step in the march toward the quality objective have been found out by the dealer and the public.

Tuning Controls Simplified

Now, as to the improvement next in importance among the outstanding developments of 1925. I feel inclined to award second place to the *simplification of tuning controls*.

A good job was done there—a job so good in fact that it is perfectly obvious that further refinement is coming. *Last year's keynote was Quality; this year's should be Convenience.*

Engineers deserve unrestricted praise for all that has been accomplished in getting down to single-dial or two-dial control, in some instances, and even for developing other sets which, if they do not literally measure up to this ideal, at least look simpler to the novice. The

early multiplicity of adjustments handicapped the popularity of radio sets, as every retailer well knows. Now we have radio merchandise which presents no "mental hazard" to the man who is skittish at the mere thought of associating with anything mechanical. And in addition it has been possible to present better-looking panels with the sub-

electrolytic rectifiers for B batteries; and supply combinations that even include C battery voltage, those users who can conveniently "make the grade" for the initial financial investment have an accessory for their radio sets that consolidates the whole equipment for enjoyment of broadcast entertainment into a complete and self-sustaining unit. And it is one, by the way, which requires *less attention in proportion to the recreation it delivers* than any amusement device I can, offhand, think of.

Power supply units are a very important "something else" for the radio dealer to talk about in the new and better order of salesmanship which has tossed away circus methods without a regret—to accept the radio as a sound business.

For the radio business of 1925 and 1926 no longer stands on shifting sands of public fancy but involves catering to people who expect to get stuff that will work faithfully at all times, and who, according to tastes and pocketbook, look to the retailer for information as to *what is best for them to buy*, rather than for assurance that the thing will work at all—as the situation stood not so long ago.

Clearing Up the Tube Situation

Another development which has contributed not a little to restoration of public faith in radio's reliability and stability is the cleaning up of a lot of doubts about tubes. When just about everybody who had never before been heard of was making tubes and the newspapers and fan conversation were filled with warnings about bootlegging, it was an unending source of annoyance to the dealer who was trying to do a decent job of merchandising, that customers left his store announcing they would go elsewhere to buy at bargain prices tubes which would be used with parts or sets of first grade.

Here was a difficult situation to meet—relieved a bit by the appearance of reactivation devices, it is true, but not really taken in hand until the idea was sold to the public that *every tube purchaser was entitled to have a test* and to witness the tube being rated for utility and efficiency before the purchase was made. That helped some.

But the marked change came with the appearance of low-consumption

The Four Outstanding Improvements in Radio During 1925

1. Better loudspeakers — cone and cabinet types.
2. Simplification of tuning controls on sets.
3. Lamp-socket supply of sets.
4. Clearing up of the tube situation.

stitution of one or two decorative dials in place of a collection of unsightly knobs.

Plenty of preliminary talk preceded the actual reduction in the number of controls and we heard a lot about the difficulties to be overcome—indeed, it looked as if many a long day would pass before there would be anything doing along this line. And now that desire has been crowned with accomplishment in this case, thought naturally turns to another success—the production of workable devices to supply power from the electric-light socket. To me, this achievement of lamp-socket supply ranks Number Three in the outstanding developments during 1925.

Lamp-Socket Radio an Outstanding Accomplishment

Battery eliminators have caught on quickly with the public, and there is every indication that they are to become one of the strongest selling items in the new season. It is perfectly logical that they should, too, for now that we have found satisfactory quality, the *trend is toward convenience*.

Charging the storage battery has been one of the greatest nuisances in radio and the dying off of both A and B dry cells at most inopportune moments has afforded constant irritation. Now with "trickle-chargers" for A batteries; tube and

and greater-volume types of tubes—once again providing the dealer with a story of improved devices to make broadcast reception more enjoyable. The new models arriving at a time when the gold-rush aspect of the business had become materially tarnished, the opportunists who had dashed into the field of tube production could not arouse themselves to the pitch of enthusiasm required to appropriate the large chunk of money for capital investment in plants to put out competing models.

For the record then, let one of the outstanding achievements of 1925 be considered in the tube field. That the tubes are better in quality, price and performance merely adds to the distinction.

That just about covers the things which appear to me to be the outstanding developments of 1925.

They are all things of real substance, it must be agreed, each contributing to the stabilization required while the business went through a period that called for less rushing and more sound thinking.

The question of the self-contained antenna versus the one strung on the roof doesn't seem to be much nearer settlement, so that subject hasn't been included in this review. Nor has it seemed worth while to dwell particularly upon the riotous outbreak of shielding of sets in, on, about, and over and under the transformers. Both remain matters of controversial opinion as to which is the most effective way to accomplish what after all is the same thing.

My interest as a retailer of radio has naturally centered itself where it appeared that there were developments which clearly indicated key-notes of selling policy. I feel that we have had them.

Last year—1925—it was Quality.

This year—1926—it is Convenience.

The New Year Audience

How big was the audience that listened to the epoch-making New Year programs, not only from WJZ and WEA, New York, but to stations throughout the country?

Taking 5,000,000 as the number of sets in use, and an average of five listeners to every set, the figure makes a minimum of 25,000,000 people. It is a pretty safe estimate to say that between one-quarter and one-third of America's total population listened to radio on the first day of the new year.



"Radio Retailing's" Inventory of the Radio Business as of January 1, 1926

Estimates Compiled by "Radio Retailing" from Sources Believed to Be Accurate and Authoritative

Total Radio Audience	20,000,000
Total Radio Sets in Use	5,000,000

Total Sales in 1925	
Radio Sets	2,000,000
Loudspeakers	2,000,000
Headsets	900,000
Vacuum Tubes	20,000,000

Total Retail Value of All Radio Equipment Sold During 1925 \$450,000,000

Sets	\$180,000,000
Accessories and Replacements	\$200,000,000
<small>(including dry batteries, A, B and C, \$75,000,000; storage batteries \$18,000,000)</small>	
Parts	\$70,000,000

Radio Industry Census	
Radio Manufacturers	2,000
Radio Jobbers	1,000
Radio Retailers	31,000

Figures Bearing on Radio Saturation	
Homes in United States	26,000,000
Telephones	15,000,000
Passenger Automobiles	15,000,000
Homes Wired for Electricity	14,500,000
Phonographs	10,000,000
Farms in United States	6,500,000
Radio Sets now in use on farms	650,000



Are You Using 1926's Superb Broadcast



**“There’s Profit
in the Air”—
Taking Advan-
tage of Quality
Programs Should
Be the Dealer’s
Most Important
Merchandising
Function**

TO NIGHT!!!

Listen in via radio
to the concert by

The
New York Philharmonic Orchestra

under the direction of

Willem Mengelberg

WJZ, WRC, WGY

8.30 P. M.

SET OWNERS—DON'T MISS IT

The Best in Music

STOP missing the wonderful programs in the air every
night.

If you haven't yet bought a set, it's time you did.

A telephone call will bring a set to your home at the
time of the concert for a short demonstration.

BLANK RADIO SHOPPE

417 MAIN STREET

Radio Sets : Parts : Accessories : Service

Phone 7033



1. Use Window Signs

THE first thing to be done in “selling” out-
standing broadcast features to the public, and
thus directly imbue them with the desire to have a
radio receiver to hear the programs, is to keep a
sign in your window, listing the day's best bet, as
shown in the illustration above. A sign with inter-
changeable letters should be used as it is necessary
to change it each day.

2. Distribute Handbills

At the left is a typical handbill which may be
easily and reasonably prepared for sidewalk and
hand distribution. As may be seen, an appeal may
be made not only to set owners to listen to some
particular feature, but also to non-owners to pur-

Features to Help You Sell More Receivers?

KEYSTONE RADIO AND ELECTRIC SERVICE

RADIOS - AERIALS - INSTALLATIONS - REPAIRS
ACCESSORIES - ELECTRIC APPLIANCES

6237 HAVERFORD AVENUE

Hello Everybody!

Next Sunday Evening, Josef Hoffman, often called the world's greatest pianist, will play at WJZ at 8.30 -- Frieda Hempel will sing from KEAF at 9.15 -- and for those who like lighter forms of entertainment, the Capitol Theater gang at 7.20.

These are some of the fine programs that broadcasting stations are sending out every night. Are you taking advantage of them? Do you know that, at almost any hour every evening, you can tune in a number of stations and get practically any kind of entertainment you wish? Musical concerts of the highest type, by famous orchestras and prominent artists -- dance selections, the latest jazz played by the most popular symphonians -- up-to-the-minute song hits interspersed with your favorite ballads and spirituals -- entire symphonies of the old masters, educational talks, travelogues, news happenings as soon as they occur, college courses, instruction, market reports, financial news, prices of stocks and bonds -- in fact, almost anything you want to hear.

Now, a word to those of you who do not own radio receivers -- you owe it to your family to provide them with pleasant home entertainment, to relieve the monotony of the long hours during the day when you are at work -- and think how restful and refreshing it will be to sit in your own home every evening and be entertained by talented and popular artists and orchestras.

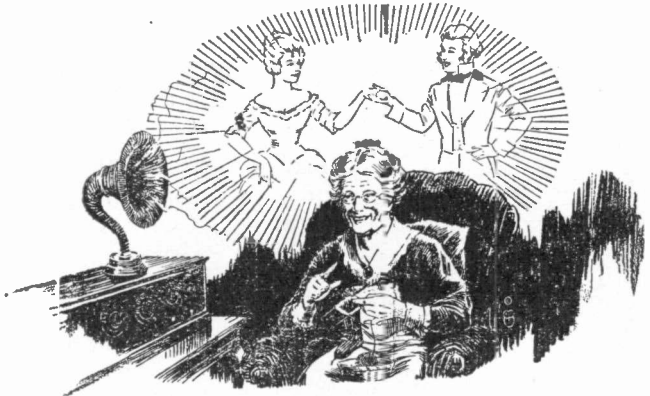
Pick out some one broadcast feature -- and there are very many -- and let us demonstrate to you, at that time, in your own living room, the surprising degree of perfection which radio entertainment has reached. A telephone call -- Brown 7488 -- is all that's necessary.

Sincerely yours,

Ralph Smith

Ralph Smith,
Keystone Radio Service

Hear JOHN McCORMACK—January 1st,
8:30 p.m.—WJZ, New York



Greet Mother With A RADIO SET!

The hours get pretty long for good old mother some days and, though she may not speak of it, she silently yearns for something to make life just a little more cheerful. Something to make her feel "young" again and happy to be living.

So why not greet her next Sunday—Mother's Day—with an ATWATER KENT RADIO SET? She'll enjoy it—especially when she hears how clearly it brings in old-time folk songs and classical music.

It's a wonder on all reception. Easy to operate. And the cost is not great.

DETUNCO
RADIO SERVICE
DETUNCO

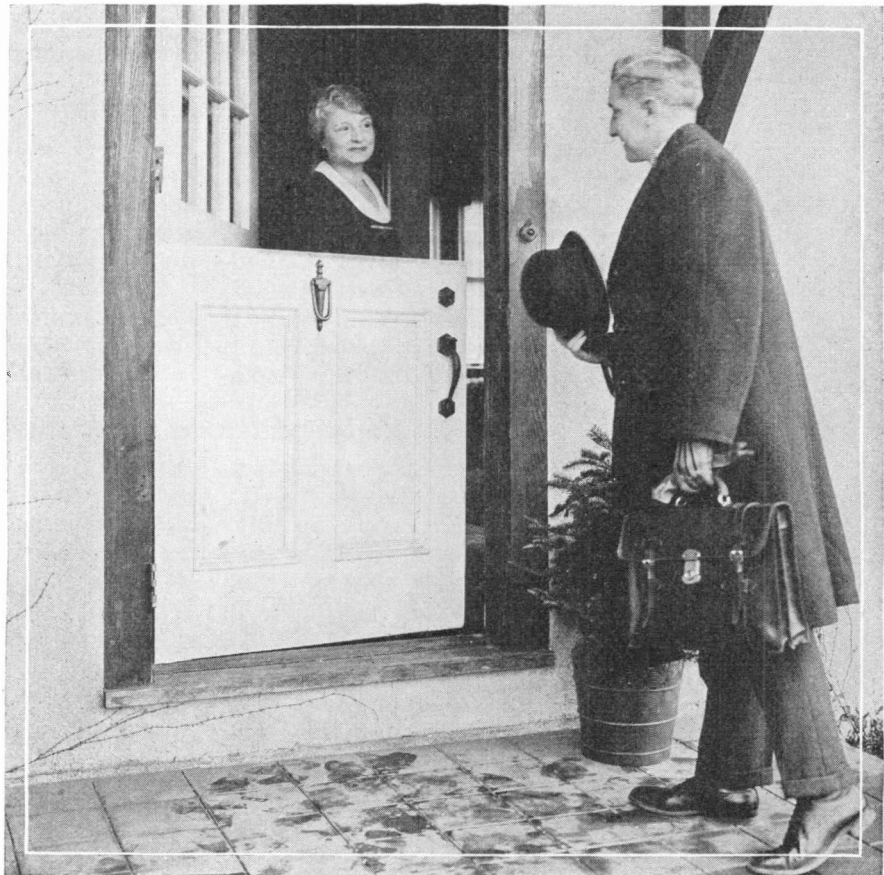
chase a set and get in on the fine concerts which may be received each night.

3. Direct Mail and Newspaper Ads

At the top of this page are illustrated two more effective ways of bringing concerts and recitals by prominent artists to the attention of the public. Left is an appealing direct mail letter which may be sent to your entire mailing list, owners and prospects both, and right is a typical newspaper advertisement in which is inserted, at the top, a line calling the reader's attention to some outstanding radio event. It is a worth-while practice to include in every newspaper ad, an announcement of the week's biggest broadcasting event.

4. Phone and Personal Calls

Two more ways remain for the dealer to bring these quality programs to the attention of his customers and prospects. Isn't a recital by John McCormack, for instance, worth a few telephone calls to a selected list, telling them about it? And when you are in the neighborhood of the residence of those prospects who are still holding out, any dealer can well be proud to ring the front doorbell and say that a star of the magnitude of Mme. Schumann-Heink is to broadcast a recital and that there should be a radio set in every home to hear it.



January Is the Month to Clear Stocks

Some Suggestions for the After-Inventory Housecleaning of Odd Merchandise Items in the Radio Store

By S. J. RYAN
Merchandising Counsellor

January is the "good-bye" month to odd-lot merchandise. It is a pretty good business month in all retail lines, but it is particularly good in radio, being exceeded only by November and December.

Theoretically, every month should be a clearance month, so as to keep stocks clean. But little attention is actually paid, at the time, to soiled or slightly broken or odd remainders of merchandise that are not moving during the busy Fall and holiday season. These all come to our attention during inventory, and so January is a general clearance month in all retail lines.

We have, during that period, a competition of clearance effort that is quite intense. Careful planning, therefore, is essential to success.

"Odd-Cent" Pricing

PPRICE reductions are, of course, the first consideration. The psychology of the odd-cent price, as practiced by department and chain stores, is well understood by all merchants. One method is to arbitrarily establish a range of prices such as 9c., 19c., 29c., 39c., 49c., etc., and fit into these groups the various items that are to be reduced. These can be advertised and displayed and sold to better advantage in this manner. It may be the price range should not be so close, more like 7c., 27c., 47c., 97c., etc. *In any event great care should be taken to have the values unusual!*

Automatic Reductions

ANOTHER method of pricing, and one not so generally understood but one that is quite effective, especially in disposing of higher-price merchandise, is the "automatic price reduction" plan. This method requires publicity, such as newspapers or windows, and the reductions promised must be absolutely lived up to. For example, let us say we have on hand 20 shopworn sets formerly retailing at \$100 to \$125. We decide to offer them at a flat price of \$89 each the first day and state that each day, for eight days, those remaining will be reduced \$10 until a final price of \$9 is reached. It sounds very drastic, but if judgment is used it is not quite so ruinous as it seems and does attract attention and business, and increased store traffic.

Reduced Down Payments

REDUCING down payments is another method quite generally used as a variation of the price appeal. Be careful of this, however, especially in radio—and do not *extend the length of time of the contract!* A reduction of the amount of the first payment, with a slight increase in each of the subsequent payments, will serve practically the same purpose, and with greater safety to you.

Price Will Move Merchandise

PPRICE is the psychology of January selling. Every retail ad emphasizes this point during the month. Tie into this general effort, then, not only by adjusting your prices but by changing the appearance of your shop, or at least a goodly portion of it. If you use the group price method discussed above, place the merchandise in price sections and placard them prominently. Arrange your advertising in the same way.

SOILED, slightly-broken and odd remainders of merchandise come to the dealer's attention during inventory-time. January, therefore, is the general clearance month in all retail lines for odd-lot merchandise.



Look for Bargains to "Sweeten" Your Stock

THE success of your selling will, in the final analysis, depend upon your values. Maybe you haven't got enough distressed merchandise in your stocks to justify going after the January business in a really aggressive way.

In that event, you will find others are not so fortunate and you can pick up some rare bargains from the wholesalers. This "sweetens up" your offerings and many times you can sell such merchandise at a low price and still make a small profit.

Premiums and How to Pick Them

THE use of premiums during a sale period like January is quite general. Of course this is just another way of reducing price and depends very largely for its success upon the premium. Strange as it may seem, a premium not directly related

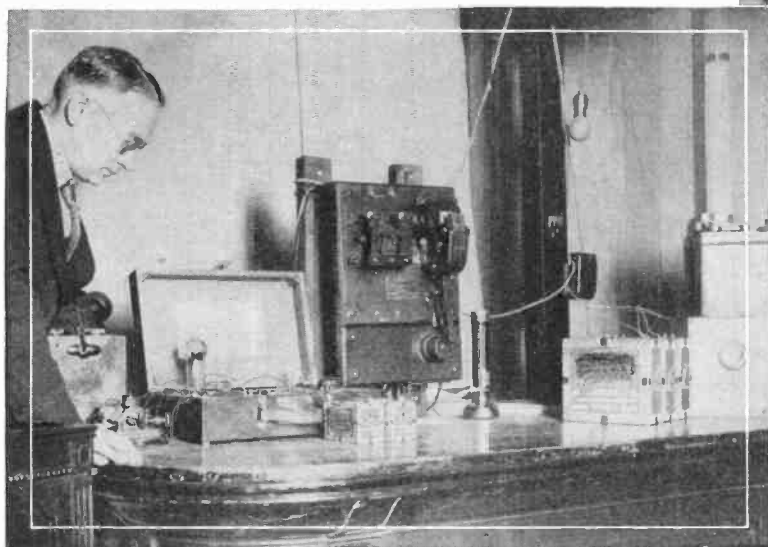
to the merchandise usually proves the better drawing card. For example, a set of tubes given as a premium with a receiving set might not prove as effective as a set of dinnerware of the same dollars and cents value.

"Early Morning" Sales

A TIME-HONORED method is the "time sale," used as a rule to get in a crowd during hours that are not busy, such as the morning. We can accept it as a certainty that merchandise can be sold at any hour of the day or night but the more inconvenient the hour the greater the value must

be. This is a good method to use when a merchant makes a particularly advantageous purchase of wanted merchandise. There will undoubtedly be many such opportunities in January, 1926, as there have been in preceding Januaries. The first month of the year is "bargain time" everywhere.

New Year News Caught by the Camera's Lens



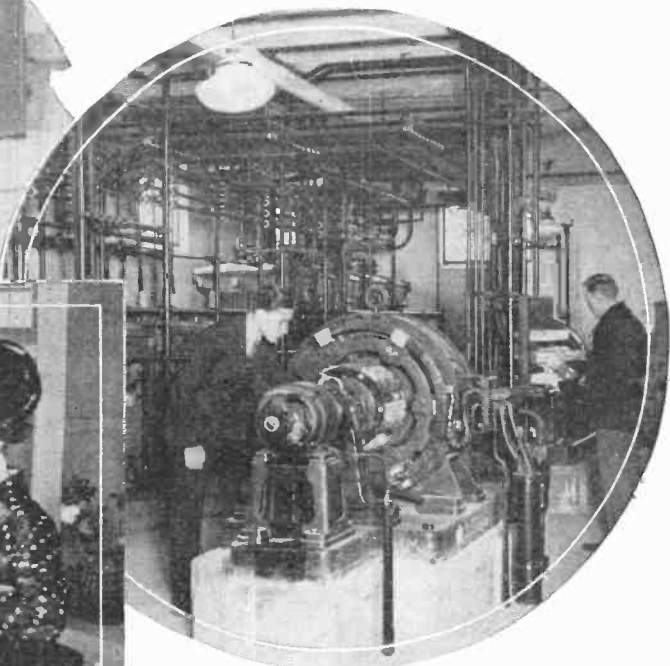
A "shadow-sensitive" vacuum tube is the newest radio invention. Vik Zworykin, of the Westinghouse Company, is shown above with his latest discovery—a radio tube that is actuated by the slightest shadow that crosses it.



The New York Electrical League again wishes New York "A Merry Christmas and a Happy New Year," through its annual illuminated Christmas tree in Times Square.



A waterproof wireless receiver (left), designed especially for use in life-boats in case of emergency, was an outstanding feature of the recent Shipping and Engineering Exhibition at London.



A tax of about eighty cents a month must be paid by Japanese set owners to the municipal broadcasting station at Tokyo. The sets are then sealed at this station's wavelength, presumably to prevent the listeners from getting more than their money's worth. It wouldn't make such a big hit in America.

The Radio Corporation's new super-power station, the 50,000-watt WJZ at Bound Brook, N. J., officially opened New Year's Day with a program featured by a recital by John McCormack and re-broadcasting 2LO, London. Photo above shows the huge motor generators at Bound Brook.



Self-Service Sells Parts

Canadian Radio Shop Adopts the Cafeteria Plan in Selling Radio—Parts and Accessories in Open Wall Shelves Permit Customers to Pick and Choose Freely—Losses Slight

THE cafeteria system of merchandising has found its way into radio. The three McWaters brothers of Toronto, Canada, give a lot of credit to the self-serve system for their phenomenal success in retailing radio.

The small size of the store presented a problem as to how to display sets and accessories to advantage in the space available. While they had a frontage of twenty-five feet, the depth of the store tapered from six feet at one side to fourteen feet at the other. Show-cases would have taken up most of the floor space, so they applied the cafeteria system—parts and accessories grouped in wall shelves from which the customer makes his purchases.

Customers go in and help themselves and request the attendant to wrap the merchandise up. Asked regarding pilfering, the brothers explained that they have a stock record system which is in reality a perpetual inventory and that during the two years this system has been in operation their loss by theft has been practically nil.

Long before radio became commercialized the McWaters brothers had been interested in wireless telegraphy. They had wireless outfits at their home back in 1910. They are now the chief executives of the Canadian Radio Electric Company, Ltd., with main store and head office at 457 Danforth Avenue, Toronto, and a branch store, operated on the cafeteria plan, at 1154 St. Clair Avenue, West. The business is under the active management of the three brothers, R. S. McWaters, president; J. J. McWaters, general manager, and W. A. McWaters, secretary-treasurer.

Picked a Good Location

Their start in the retail radio trade was with a prominent department store, but in 1922, they commenced in business for themselves in a small store ten feet square, at 413 Danforth Avenue.

This ten-by-ten store was right

Radio Retailing, January, 1926

A "Radio Cafeteria" to Sell Parts

The Canadian Radio Electric Company, Ltd., Toronto, has boosted its parts and accessories trade appreciably by removing counters for these items and displaying them in open wall shelves, where they may be freely inspected by the purchaser.

This method of making radio buying easier for the public has resulted in a steady increase in this shop's parts and accessories sales.

next to a popular movie theatre. Business increased steadily until the brothers found it necessary, early in 1923, to secure more spacious premises, and the present main store was acquired. Soon after this move it was decided to open the St. Clair

branch store, which, like the pioneer shop, is located next door to a busy moving picture house.

Operations were begun with a stock of \$1,000. As fast as this was turned over the profits were put back into the business until today a \$10,000 stock is carried and turned over ten times annually. In selecting merchandise the McWaters brothers examine everything in their own laboratory, to ascertain if each article is all the salesman or manufacturer claims for it. In this way they convince themselves and can assure their customers just how the particular article will function.

Three salesmen are employed and they do most of their selling in the evening at the home of the customer. When a prospective purchaser who has come into the store cannot be fully sold while there, an offer is made to demonstrate any set in the home. It does not require much persuasion to obtain this permission. The salesman who has been assigned to give the demonstration



The "self-service" plan in use by the Canadian Radio Electric Company of Toronto, is adequately visualized in this picture. Note the open shelves, partitioned off in

bins for each type of parts and accessories, which the customer may pass before and inspect and select the articles he wants. Losses through theft have been negligible.

takes the set at the appointed time to the home. It figures out that three out of every five demonstrations produce sales. They are not always closed the first or second night, and it is sometimes necessary to make a call on the third evening. This is the final effort and if the sale is not closed the set is removed.

For those desiring a private shop demonstration there is a large room at the rear of the Danforth Avenue store, fitted up under homelike conditions, where prospects may listen in undisturbed.

Care in Selecting Salesmen

Salesmen are given preference who have had experience selling such goods as pianos, adding machines, phonographs and furniture. It is believed these types of men are best suited to sell radio sets. They are given a thorough training in one of the stores before going out to houses to try and close sales.

The salesmen work on a ten per cent commission payable when the first payment is received.

All sets are not sold for cash. When a customer desires the easy payment plan, one-third of the purchase price is required with the order, the balance payable in six months or less. Notes are taken care of by a finance corporation and interest is charged the customer at six per cent.

When a set is sold the sale is not forgotten, a record being made and

Electrical Appliances Help Ease "Off-Season Slumps"

A line of electric lamps, fuses, flashlights, fancy lamps, electric irons, toasters and the smaller electrical appliances has been found to be an ideal supplement to radio. Of course, this line sells well all year 'round, particularly at Christmas time, but its greatest usefulness is during the summer, when the electrical appliance sales fill in the gap caused by the decline in radio interest.

monthly letters and literature regarding new accessories, etc., are mailed to the customer. Those who have purchased sets are telephoned to occasionally to ascertain if the set is working satisfactorily. If a client makes a complaint, a service man is sent out. This often results in sales of new batteries, tubes and accessories. Charge for repair work is based at \$1.25 an hour, plus material.

When repairs are made at the customer's home the charge is figured from the time the service man leaves the store until he returns. The service men often sell new bat-

teries, tubes, loud speakers and sometimes a new and better set.

A line of electric lamps, fuses, flashlights, fancy colored lamps, electric irons, toasters and the smaller electrical appliances help to a large extent in keeping up sales during the summer months when selling of radio sets is not so active. This line is carried the whole year, of course, and an exceptionally good business is done all year round.

Newspaper Ads Used Daily

It has been proved that daily newspaper advertising brings best results. Advertising is carried regularly in the Toronto dailies. Local community newspapers issued weekly are also used and circulars are distributed to homes in the community at least once a month. Letters are also mailed direct to a select list of prospects from time to time.

One feature that is given credit for attracting attention to the store in the evening is the illumination. Both stores are the best lighted in the vicinity where they are located.

Windows are changed at least weekly and one particular line of radio sets is featured each week.

At times, demonstrations of radio sets are given in church halls and nearby clubs and it is found that many sales result. One day last summer a demonstration was given at a large picnic held in one of Toronto's amusement parks which won wide publicity for the store.

Home Demonstrations Sell Speakers

Five different types of loud speakers are featured. These are all shown on a table and are controlled by a switch so that each can be quickly thrown on or off for purposes of comparison. Speakers are allowed out on trial on payment of \$5. After three days the customer is to pay the balance or return the speaker. If the customer is known he is permitted to take the speaker home personally and if not known it is delivered to the house to make sure the order is genuine.

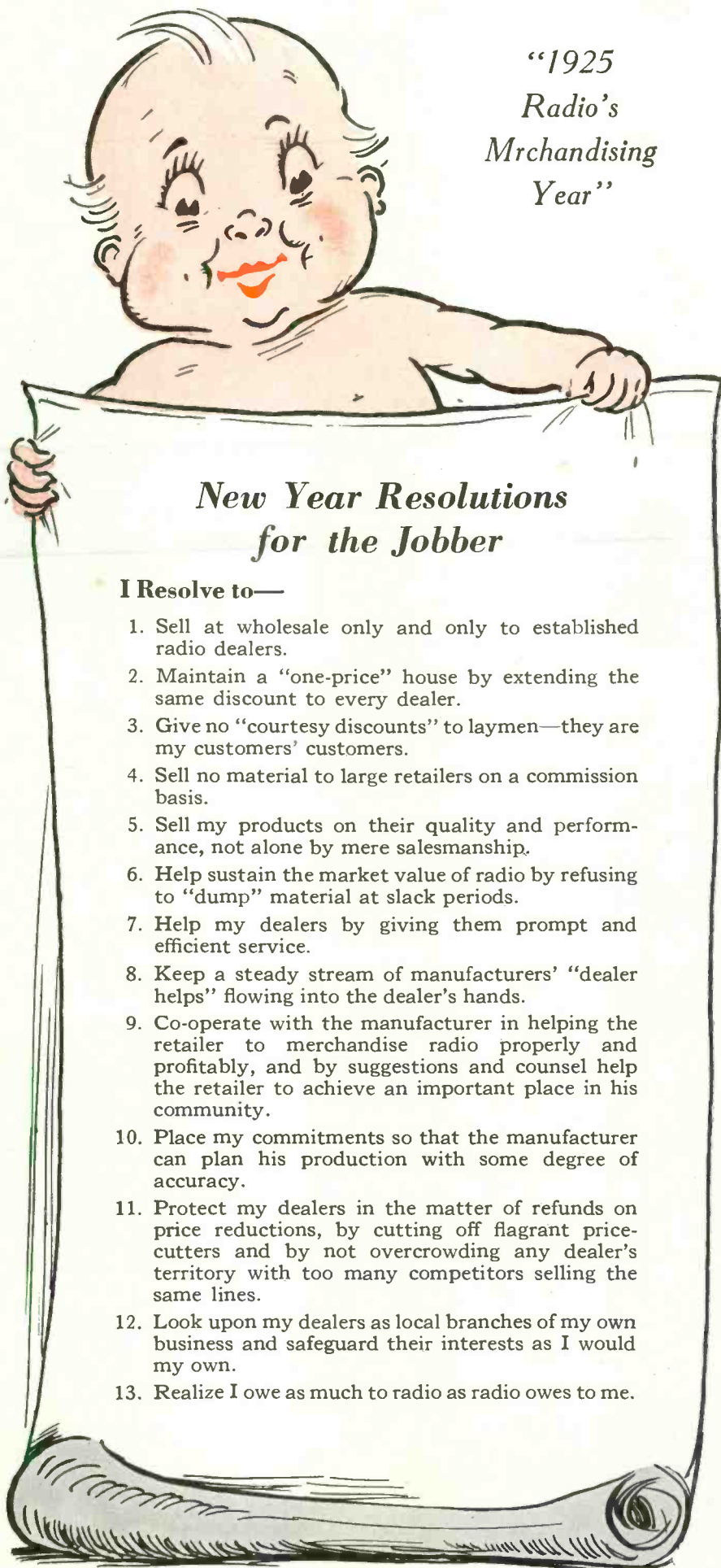
Headsets are always tested in the customer's presence so they can have no come-back in case the phones become damaged after being sold and the customer asks for a price adjustment.

Standard manufactured sets are taken in as part payment for new sets. About 10 per cent to 25 per cent is deducted from original list



Sidewalk demonstrations play a big part in causing the passing crowds to stop and look at the radio window displays of the Canadian Radio Electric Company, To-

ronto. Although this idea is not a new one, it is unfailling in its results, particularly if the receiver is of the completely self-contained type with no wires visible.



“1925
Radio’s
Mrchandising
Year”

**New Year Resolutions
for the Jobber**

I Resolve to—

1. Sell at wholesale only and only to established radio dealers.
2. Maintain a “one-price” house by extending the same discount to every dealer.
3. Give no “courtesy discounts” to laymen—they are my customers’ customers.
4. Sell no material to large retailers on a commission basis.
5. Sell my products on their quality and performance, not alone by mere salesmanship.
6. Help sustain the market value of radio by refusing to “dump” material at slack periods.
7. Help my dealers by giving them prompt and efficient service.
8. Keep a steady stream of manufacturers’ “dealer helps” flowing into the dealer’s hands.
9. Co-operate with the manufacturer in helping the retailer to merchandise radio properly and profitably, and by suggestions and counsel help the retailer to achieve an important place in his community.
10. Place my commitments so that the manufacturer can plan his production with some degree of accuracy.
11. Protect my dealers in the matter of refunds on price reductions, by cutting off flagrant price-cutters and by not overcrowding any dealer’s territory with too many competitors selling the same lines.
12. Look upon my dealers as local branches of my own business and safeguard their interests as I would my own.
13. Realize I owe as much to radio as radio owes to me.

price. They have no trouble to dispose of used sets at good prices. There is often a waiting list and all have been disposed of profitably.

Each member of the firm and sales staff is given the following rules to endeavor to live up to:

Procrastination is the thief of time. Do it Now.

Store opens at 8:30 a.m. Closes at 10:30 p.m.

All customers must be served courteously and thanked for their patronage.

A sales slip made out for every article sold.

No refund without O. K. of store manager.

Deposit of \$5.00 on loudspeakers going out on trial. Signature of customer must be on the receipt.

A repair order filled out for every job. Repair jobs must be ready when promised.

All merchandise must be placed back into stock immediately after serving customers.

Smoking prohibited.

Stock must be kept in order and every customer satisfied or no sale.

**Dealers Co-Operate to
Stop Interference**

The radio dealers of Easton, Pa., and vicinity, have formed an association the primary purpose of which is to “clear up” radio reception in their vicinity. The elimination of man-made static is a serious problem in many localities and the most effective means of finding and stopping it is for the radio dealers to band together and co-operate with broadcast listeners.

At the first meeting, it was decided to distribute questionnaires to fans, asking them to report noises which interfered with good reception. The questionnaires were distributed by the dealers themselves and contained the following questions:

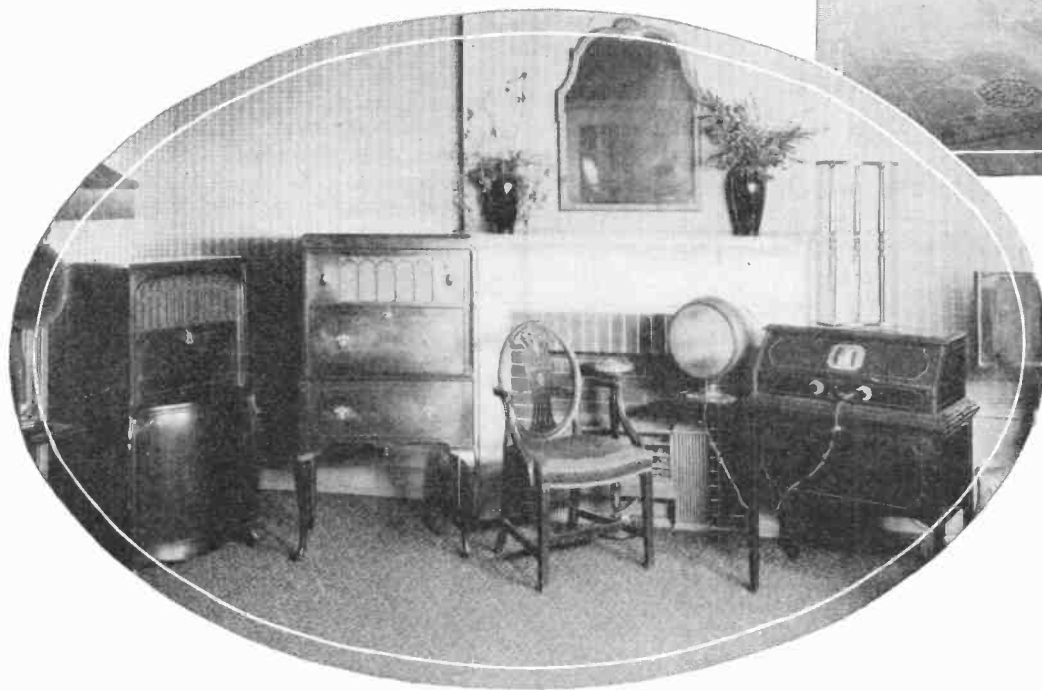
How to Locate Noises

1. Are disturbances in your vicinity continuous or intermittent?
2. What hours are they most prominent?
3. What hours is reception clearest?
4. What do you believe causes these disturbances?

The fans were also asked to donate, in small amounts, to a fund for the purpose of employing a radio technician to search out and remedy the interference noises. So far, the idea has met with an enthusiastic response.

Rich Surroundings Make Buying a Pleasure

SERVICE is the basis of the radio merchandising structure of the Aeolian Company of New York. Long recognized as one of the leading music houses in the country, the Aeolian Company realized it had a fine reputation at stake when it began to retail radio. Its selling and service policies, therefore, may be regarded as among the highest type of music and radio merchandising. At the right is a side of the main display rooms in the Aeolian Company's 42nd Street building in New York City. Each receiver is displayed on a separate platform, bringing it nearer the level of the viewer's eyes.



AT THE left is one of the radio demonstration rooms, in which a number of receivers may be heard under conditions approximating the customer's home. Comfortable chairs and settees are provided, and the fireplace and other effects give a homelike atmosphere. Below is the main musical instrument display room, where customers are met by a hostess as they enter. The hostess ascertains the type of musical instrument the customer desires to hear, and a salesman called who is best fitted to sell that type of instrument.



Service Keeps Them Coming

"Once a Customer, Always a Customer," Is the Standard the Aeolian Company's Radio Department Has Set for Itself—How Expert Service Is Responsible for Holding Trade

THAT the public should be educated to a greater confidence in radio by never being allowed to hear a set out of good condition, is the contention of H. J. Haines, radio engineer of the Aeolian Company, New York City. He believes that a good percentage of the sales of radio sets are made through one person hearing the radio in another's home, and that the matter of keeping all sets that leave his department in good repair is of vital importance.

Service should commence immediately with the delivery of the set, rather than wait until the owner complains, in his opinion, and to this end the Aeolian Company's radio service department is organized to give the best in service that it is possible for it to give, in the belief that the sales end and the service end of the radio industry are inter-dependent.

"Anyone who has bought a radio set is entitled to service to protect what he has paid for, and the more radio sets that are made to function properly throughout the country the more credit will be reflected upon radio and the more it will benefit the radio industry at large," Haines declared.

Service is the keystone of the good will built up by the Aeolian Company's radio department, and has made the slogan, "Once a Customer Always a Customer," a reality rather than merely an aspiration. This public confidence has not been built up through any pretense at giving free service, for a standard charge of \$1.50 an hour is made for each call after the original installation. It is because of this charge that the service department has been put on a paying basis and is equipped and ready to render efficient service whenever called upon.

After the installation of the set, a service man visits the customer and presents the regulation yearly service contract for him to sign, and for which a charge of \$20 is made. The radio service entailed in the contract covers the following points: A complete inspection of the set and its

equipment every thirty days, consisting of a thorough testing of the set and the condition of the batteries, tubes and other accessories. One emergency call a month is made without charge in the event that the set develops trouble between the regular monthly inspections.

Service Fee Included in Total Sale Price

This yearly service charge does not include the charging of batteries or the replacement of worn out tubes or batteries; all such replacements being made at regular retail prices. For service calls in addition to the two per month specified, the regular rate of \$1.50 an hour is made to subscribers to the service. The service fee is included in the price on all completely installed non-aerial sets, while additional charge is made where outside antenna must be erected.

A written order must be made out before a service man from this department makes a call, and a material slip, setting forth the kind and amount of work done on the set, returned to the office files. Service men are routed according to a plan board kept in the office, and, except

where specified deliveries of sets interfere, are kept to their territories. The service cars which supply the service force with accessories carry a full supply of parts at all times. The service report card also serves as a prospect card and any prospects listed thereon by the service man, and later turned in to the office and sold by a salesman, are considered the service man's customers, and he is given a commission for such sales. Thus the service man develops into a good salesman. A good service man, it is claimed, should be able to sell enough parts to cover his expenses on a job and, at the same time, keep the customer satisfied.

This service department is an asset and not a liability to the radio department. Fifty per cent of the service business is done with non-customers, who are charged a greater service fee than the contract customer which factor has gone far toward putting it on a paying basis. Considerable effort is made to get a customer to renew his yearly service contract at its expiration, and in that way, keep him an accessory customer of the house, as well as a prospect for a new set.

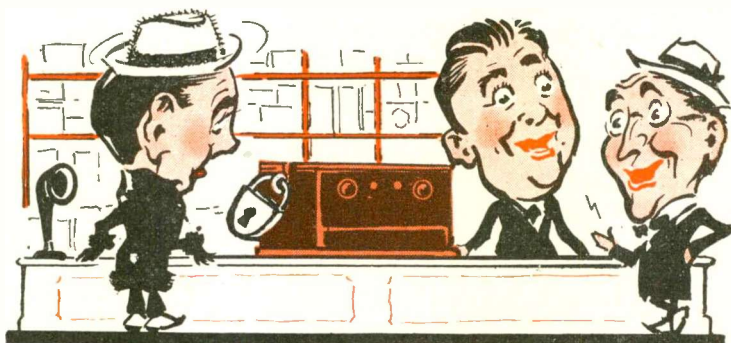
Out of the arguments both for



Neat, well-dressed young men of the radio engineer type are employed as service men by the Aeolian Company. In this service department, all sets sold are thoroughly

gone over and reconditioned before they leave the shop, thus reducing service calls to a minimum and insuring that the set will function properly for some time.

WHY THEY SUCCEEDED



“Keep the Lid of the Set Down”

“SUPER-SALESMEN,” not technical radio men, employed by the Loveman, Joseph and Loeb department store, Birmingham, Ala., are responsible for the store's success in selling radio, according to the radio manager, E. P. Holstein. This store's radio department is making money because—

Salesmen sell entertainment. Nothing whatever of a technical nature is mentioned to prospects, and they are advised to “keep the lid of the set down.”

Time payments are featured in the store's selling plan, one-third cash required as first installment.

No interest charge is made on a time payment contract, the company carrying its own paper.

No let-up is permitted during the Summer, and many prospects are lined up for the Fall.

One hundred inches of newspaper advertising a month is the advertising appropriation.

No inferior or cheap sets are sold, the minimum installation being \$200.

No trade-ins are accepted.

and against free service on radio sets, the question arises as to whether the fault lies with the plan itself or with the lack of ability on the part of the service men to acquire the knack of selling. The radio service department of the Aeolian Company has proved one thing, and that is, that the service man should also be a good salesman.

Haines claims that the repair department can make or break confidence in the house it represents, and that in many cases the attitude of the radio dealer and his salesmen toward the service man has created antagonism—a wish on the part of the repair man to be something else. The service man's work is often looked upon as a necessary evil. Yet

what can the dealer or his salesmen do if the sets they have sold are not kept in condition, or are not given that attention which the repair department can give with little cost, and if properly managed, at considerable profit. It is further alleged that if any dealer will but study the results of service, he will find that after the set has been reconditioned, the one who owns it will at once come in and buy new accessories or parts.

Some exceptional methods have been used, and are being used by the radio department of the Aeolian Company to get a line on prospects and induce them in to buy sets. The outside sales force is not allowed to do house-to-house canvassing, and

when calls are made, they are made in a personal way, as follow-up on inquiries and prospects gained from various sources. Coupon advertising supplies a good percentage of the leads, and these in turn are, where possible, followed up by telephone calls. When the customer visits the Aeolian radio department he is received by a hostess whose desk is situated just inside the entrance hall. The “Peg System” of calling salesmen on the floor to attend to the specific requirements of customers is in use here, and once the customer has made known his needs to the “greeter,” the salesman who specializes in the type of set he wants is called.

Selectivity of receivers has become one of the most intricate problems with which this department has had to cope, and in order to assure the customer of getting the most out of his set, and of servicing it to the best advantage, it has been found necessary to practically dictate to him the kind of receiver he must buy in order to tune out his neighboring broadcasting stations. There are some twenty-three stations in the New York Metropolitan area, and a special department has been created by the Aeolian Company's radio division to make a careful study of the type of sets best suited to the various sections of the city, and to make maps of the territory, which are referred to at the time of sale. It is a rule not to sell an antenna set where the matter of selectivity demands that a loop set be used. “Where do you live?” is the first question asked in making a sale.

Mr. Haines believes that the service end of the radio industry is so closely allied with the sales end that the question of service should be studied from a business point of view.

“Few dealers,” he says, “give due consideration to the question of service. They seem to feel, and doubtless many of them believe, that a radio set once sold to a family is the last sale that can be expected in that quarter, and straightway proceed to neglect its upkeep; with the result that the family which bought it knocks the house that sold it; whereas, if it were properly serviced, it would be a talking point for further sales. It is killing sales every day that it is allowed to remain in bad condition. To forget a buyer after a radio set has been placed in a home is a business crime.”

Getting Mystery Into Radio Windows

Apparently Accomplishing the Impossible Is the Surest Way of Attracting Attention to Your Window Displays—Here Are a Few Suggestions That Radio Dealers Can Adapt

VERY few people can resist the temptation to solve a puzzle. The same instinct which results in burnt biscuits because the housewife is endeavoring to find a four letter word to represent a Phoenician work of art, leads the passer-by to stop and study any window display which contains an element of the mysterious. Not only does he stop, but failing to solve the secret of the mystery, he enters the store and inquires the answer.

Such windows are those by which objects within the window are set in motion by pressure on a "button" painted in the center of the pane of glass without apparent connection to the appliance in question, windows in which articles rise or move about without visible means of support, and so forth. One dealer with a knowledge of the tricks of stage magic, arranged a curtained box with mirrors so that by changing the illumination the article on display appeared and disappeared again at intervals, in several different places.

One of the most successful of these windows is that of the mysterious faucet and the bottomless fish bowl. The illusion is that of an ordinary faucet suspended by strings in mid-air, from which water is continuously flowing into a fish bowl. This, however, never fills up, but remains always at the same level. The fish bowl rests on top of a radio set and has obviously no outlet, as can be seen by walking around to the rear and examining the installation closely. The result is a puzzle which invariably attracts crowds. There is, moreover a continuous stream of people who enter the store to inquire how it is done.

The secret of the window display is, of course, not given away.

Appreciation of the customer's interest is shown and the matter is made even more mysterious by pointing out that the faucet is supported by common cotton cord and has no

Water Flowing from a Suspended Faucet

is a tried and successful way to get crowds around your window display and hold them there wondering how it can be done.

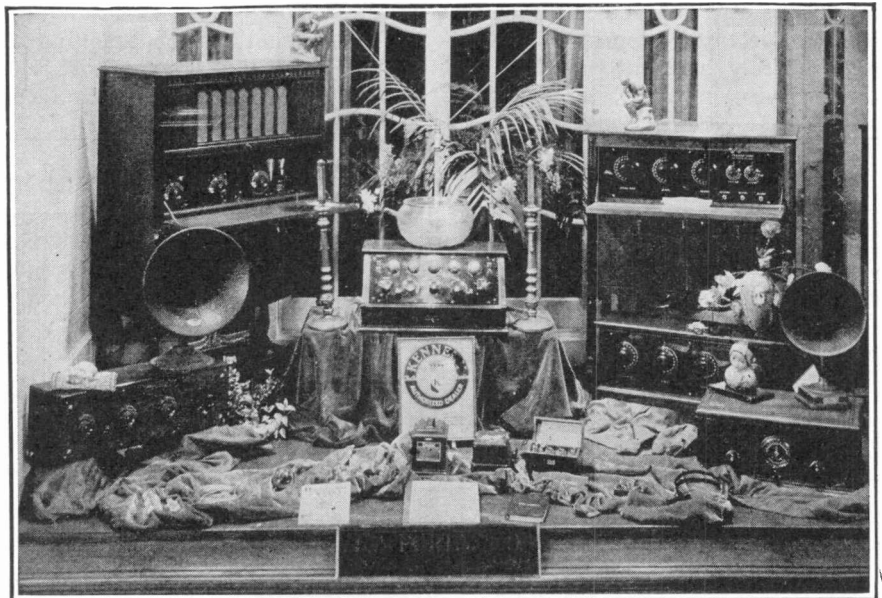
How to do it, together with several other suggestions for animated and "mysterious" window displays that can be tied up with radio, are contained in this article. They are simple in construction, inexpensive to make, and have been proven by many actual trials in all types of windows, to be infallible in collecting crowds.

possible connection in the rear, but it is explained that the mystery would cease to be interesting if it were disclosed. During the talk, a

set is turned on and the radio germ is planted, with, perhaps, a selling talk as well, if the inquirer displays interest.

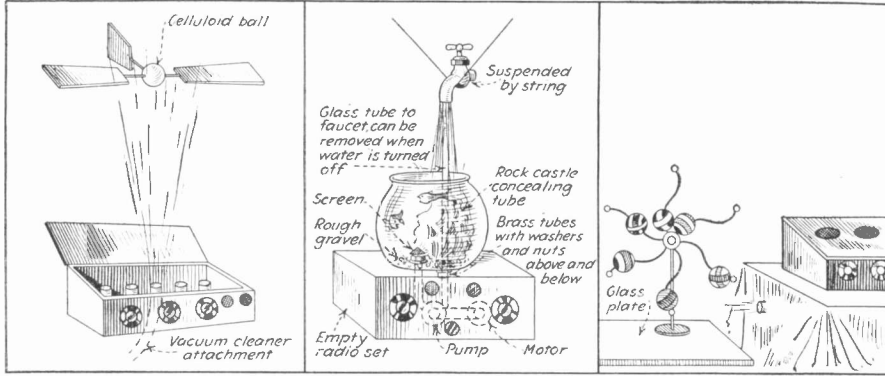
The "mystery" is really a simple matter. The fish bowl has two outlets in its base. The water flows out through one of the openings through which a pipe extends into the empty radio instrument below, where a small motor and pump send the water back up a glass tube extending through the second opening in the bowl and up into the mouth of the faucet. When the water issues from the top of the tube, inside the faucet, it flows down about the outside of the tube, completely concealing its presence.

Two short lengths of brass pipe, inserted in the two openings in the base of the bowl, threaded, and made fast by washers, insure watertight connections. Also, it is possible to have the brass tube larger than the glass one to the faucet, which fits into it. This makes it a simple matter to remove the glass tube.



The E. A. Portal Company, of San Francisco, recently presented the well set up "mystery radio window" pictured above. Note the gold fish bowl resting on top of the radio set in the center, and the faucet suspended by strings in mid-air, out of

which a continual stream of water is flowing into the bowl. An explanation of how this is done is contained in this article, and on the following page is a "wiring diagram" showing the exact "hook-up" of this and several others.



The diagrams above present three effective ways of getting an atmosphere of mystery into a radio window display. At the left, a celluloid ball is kept revolving in mid-air by means of a hidden vacuum cleaner

attachment, in the center is a picturization of the "water coming from nowhere" idea, and on the right, another "perpetual motion" scheme kept perpetual by a jet of air from a hidden vacuum cleaner.

The outlet tube extends a very short way above the bottom of the base of the bowl and is covered with a screen to prevent any substances from slipping into the pipe and clogging it. A layer of pebbles and coarse gravel above this entirely conceals the opening and yet does not impede the flow of water. The connection of the glass tube which goes to the faucet is also concealed by the gravel. In order to make the machinery even more certainly invisible, a small rock "castle" such as are commonly used in fish bowls, is placed directly in front of the tubes. Gold fish can, of course, be kept in the bowl.

almost to the radio set below and then rallies, soars and goes into a most complicated series of gyrations and tail spins.

This is the familiar trick of the celluloid ball and the jet of air in a new form. A vacuum cleaner with a blower attachment is concealed below, the nozzle coming up through the bottom of a radio set and connecting with one of the empty tube sockets. Lamps are connected with the cleaner in series, so that the current of air is reduced in force, just enough being left to keep the ball suspended. The wings and tail are attached far enough away from the main body of the ball so that they do not ordinarily catch the main current of the air but help to steady the ball. Occasionally, on the other hand, they are caught in an eddy and furnish some of the most spectacular of the convolutions.

Another window which has an almost equal fascination is that of the self-propelling airplane. A light celluloid ball is fitted out with wings and a tail so that it looks like a miniature airplane and is discovered by the spectator suspended in mid-air, entirely without support. It also moves, swoops slightly, falls

A perpetual motion machine was installed in the window of E. A. Portal, a San Francisco radio dealer,

and brought people from far and wide in the attempt to solve its puzzle. It is said that several physics students from the University of California reported the matter to their professor, who visited the display to study into the matter and find the solution. The window consisted of a small spiral affair with wire spokes on which brightly colored balls were strung. These slid into the center as the machine revolved and then out to the margin again, apparently in their slide, exerting sufficient force to keep the machine perpetually in motion. It was, of course, mounted on a glass plate supported by tumblers, so that any connection up the stem of the framework was out of the question.

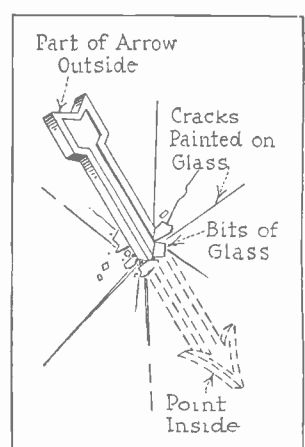
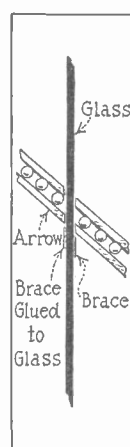
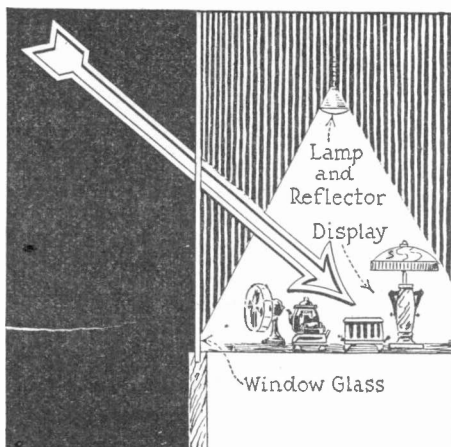
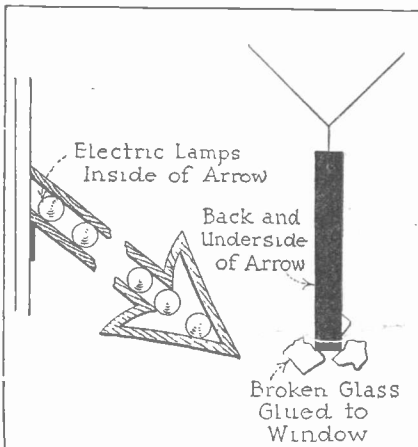
Another Vacuum Cleaner Trick

This is another mystery to be explained by the use of a vacuum cleaner blower attachment, concealed this time beneath a radio set on a nearby stand. The jet of air need be very slight to keep the light machine in motion. The narrow slitted blower attachment is most satisfactory for this arrangement.

Another very simple mystery which is always popular is that of the balls continuously rolling about a round metal tray supported on stemmed glasses. A jet of air from the side concealed by a velvet draped stand supplies the motive power here also.

All of these effects are extremely simple to prepare and the result far outweighs that of any other possible window on which a similar amount of attention and money might be spent.

Large Illuminated Arrow Seems to Penetrate Window Glass



A large illuminated arrow that seems to penetrate the plate glass of a show window and to be about to pierce the merchandise within, is a device that has been used in a German store to attract attention to the goods on sale.

The arrow is a box sawed in two at an angle. Electric lamps set inside gleam through the transparent sides. The lamps are fed by wires which are also used to suspend the two halves of the arrow on either side of the glass. The ends that

come in contact with the glass are steadied by inconspicuous blocks glued to the glass. Fragments of glass are stuck to the window to simulate the break in it and cracks are painted to run from the supposed break. A strong light shines on the merchandise.

Why a Normal Demand for Parts Will Continue

Increasing Number of Radio Courses in Educational Institutions and Annual "Boy Crop" Are Sustaining Factors—Improved Products and New Hook-Ups Will Help



BECAUSE there will always be an annual crop of over a million young Americans seeking some outlet for their creative energy and because there will continue to exist, in every community, a sizable number of radio "bugs," there will always be a normal, healthy demand for quality parts. Everyone is aware that there are many dealers today who have become more or less discouraged over their parts business these last few months. Parts manufacturers agree that the bottom has been reached, however. From now on they look for a steady and sustained interest on the part of the

public, in radio parts buying. This prediction is based on the opinions of those who are in touch with the trend in amateur set building.

Organized instruction in the fundamentals of radio theory and practice is rapidly spreading. There is a growing demand on the part of grammar and high school boys—and adults as well—for an opportunity to learn, under professional guidance, what radio is all about. As Arthur R. Nilson, Director of Education, East Side Y. M. C. A., New York City, says:

"The interest in our radio classes has grown steadily each succeeding

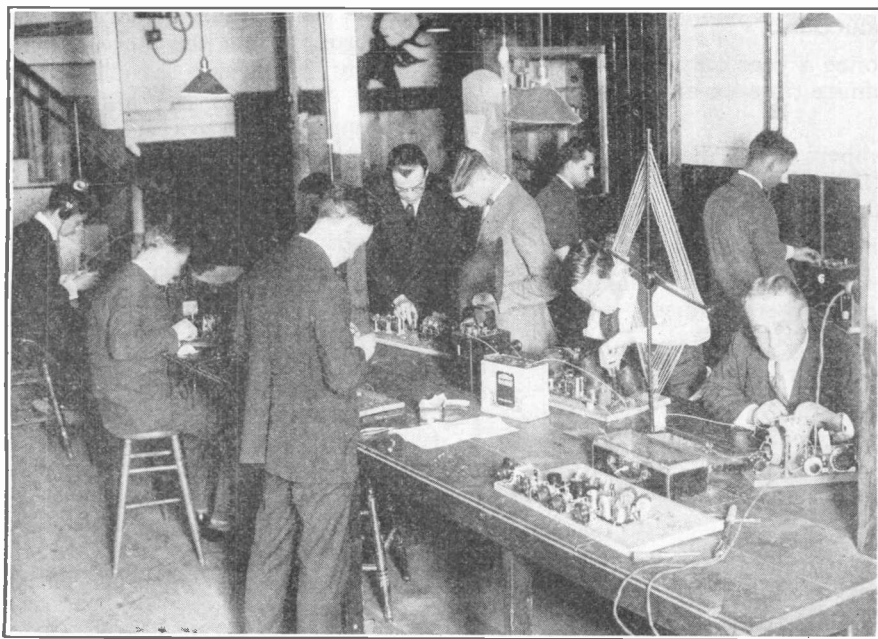
year. Today our facilities can scarcely accommodate the number of boys who have registered for the afternoon classes and the seventy or more adults who attend the evening sessions."

That other educational institutions, in other parts of the country, are also feeling the effects of this desire for instruction in the theory of radio is indicated by Mr. Nilson's next remark.

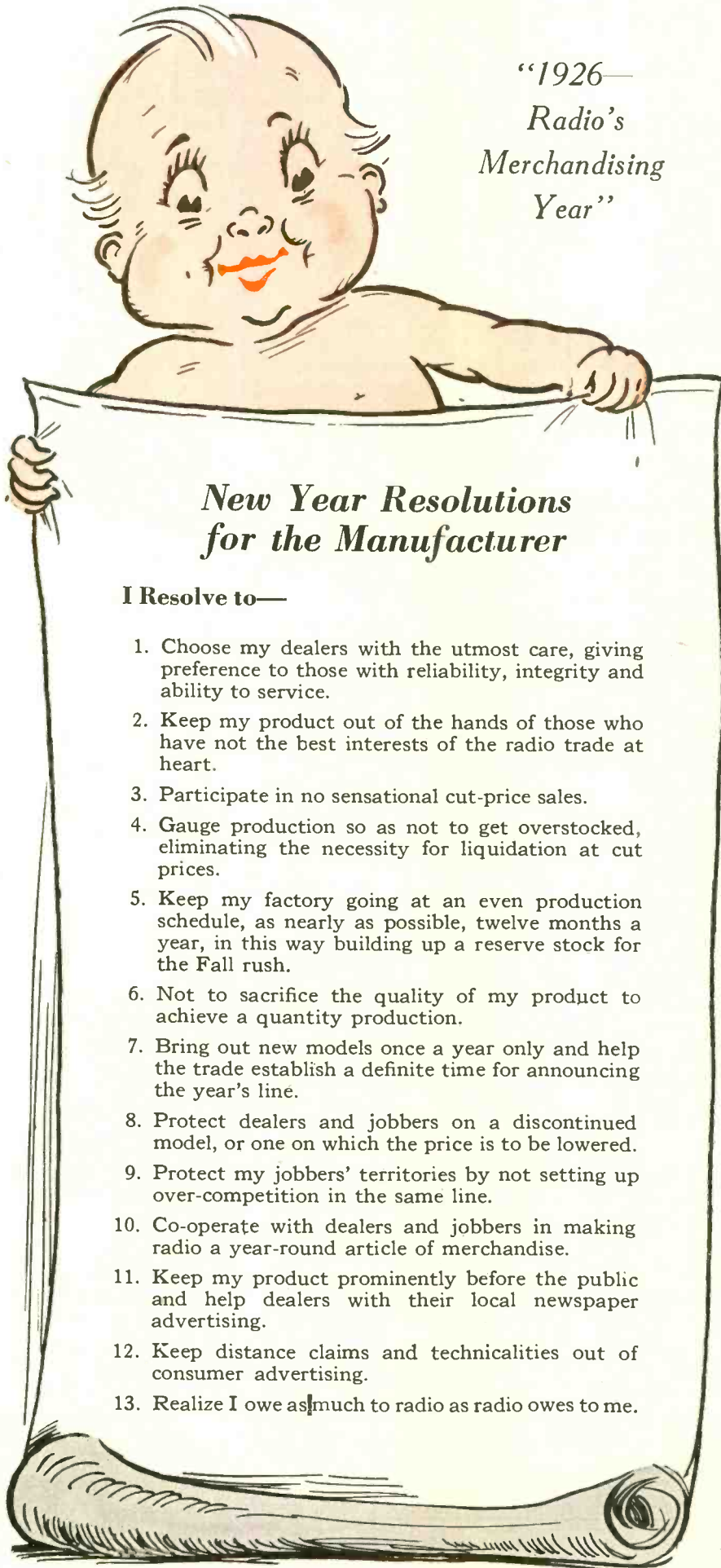
"Last summer I attended the Teachers' Training Classes under the jurisdiction of the State Normal School, at Oswego, N. Y. I was particularly impressed with the intense interest that practically all of the high school teachers took in our system of radio instruction. There were over 900 present. They all asked many questions as to our experience and methods along these lines. It seems to me that the time is not far distant when the subject of radio will play an important part in the curriculum of most grammar and high schools. This cannot help but create a market for radio parts and this market should be an intelligent and a sustained one."

That most boys are, at present, thinking about radio is confirmed by R. B. Brownlee, chairman of the department of physics, Stuyvesant High School, New York City and faculty advisor of the Stuyvesant High Radio Club. Mr. Brownlee is in a position to observe at first hand the likes and dislikes of over 4,700 boys. He says:

"We give just as much time to



Where radio is studied, "from the ground up." Every one of these students, at the East Side Y. M. C. A., New York City, will soon be buying parts of his own.



“1926—
Radio’s
Merchandising
Year”

New Year Resolutions for the Manufacturer

I Resolve to—

1. Choose my dealers with the utmost care, giving preference to those with reliability, integrity and ability to service.
2. Keep my product out of the hands of those who have not the best interests of the radio trade at heart.
3. Participate in no sensational cut-price sales.
4. Gauge production so as not to get overstocked, eliminating the necessity for liquidation at cut prices.
5. Keep my factory going at an even production schedule, as nearly as possible, twelve months a year, in this way building up a reserve stock for the Fall rush.
6. Not to sacrifice the quality of my product to achieve a quantity production.
7. Bring out new models once a year only and help the trade establish a definite time for announcing the year's line.
8. Protect dealers and jobbers on a discontinued model, or one on which the price is to be lowered.
9. Protect my jobbers' territories by not setting up over-competition in the same line.
10. Co-operate with dealers and jobbers in making radio a year-round article of merchandise.
11. Keep my product prominently before the public and help dealers with their local newspaper advertising.
12. Keep distance claims and technicalities out of consumer advertising.
13. Realize I owe as much to radio as radio owes to me.

The Parts Market Has Reached a State of Normalcy Because:

1. It has reacted to the level of sustained buying.
2. The buying power of the annual “boy crop” will be a constant and sustaining influence.
3. Increasing facilities for radio instruction will create new prospects who will know how to “build their own.”
4. Improved products and new “hook-ups” will continue to appear in steady volume.

the theory of radio in our physics courses as we possibly can. This means that a large majority of our boys get enough of the ‘fundamentals’ so that they know what parts they need and can buy them intelligently. The normal boy who has been taught the theory of radio will not rest content until he has built one or more actual sets.”

The future of any country rests in the hands of its young men and women. The same may be said of the radio parts business. The foregoing is a partial picture of the influences which are shaping “the young idea” in respect to radio, but what of today’s actual market conditions? The experience of one of the largest chain store corporations in the country is illuminating. It reports that its radio parts department is still one of the largest and most profitable in the stores. This company does not handle cheap goods. The parts are high grade and command fair prices.

Another indication of the public interest in quality parts is presented in the unique sales plan of the Hammarlund-Roberts Company, New York City. By this plan ten manufacturers unite in marketing a radio “foundation unit” on a co-operative basis. Lloyd Hammarlund reports a rapidly growing buying demand from amateur set builders. The distribution of the “foundation unit,” (this includes the panel, sub-panel, all necessary wire and hardware) and of the various parts which are produced by the nine other manufacturers is through the dealer outlet in the regular manner.

Sales would indicate that there exists, at present, a normal demand for good parts.

Music and Concerts for Hospital Kiddies—

*Two Years Ago, a Dream—
Today, Made an Actuality
by Radio*



“A RADIO outlet and speaker in every ward” is the boast of the Shriners’ Hospital for Crippled Children at Portland, Ore. In this way, the long hours of illness or convalescence are made brighter for the shut-in children whose lives otherwise would be dreary and monotonous. Radio’s great contribution to humanity can be no more forcefully expressed than by the pictures you see on this page, photographed during one of the radio concerts at the Shriners’ Hospital.

TRUNK lines, ending in standard radio-jack receptacles in the baseboard, supply every ward with radio programs from a central receiving set located and controlled by the telephone operator at her switchboard.

A special amplifier, which may be seen atop the switchboard in the first picture, supplies the necessary volume for clear reception. A microphone is cut into the circuit and several of the nurses entertain the kiddies when the broadcasting stations are silent.



Unique Publicity Draws the Crowds

LET TATCH ATTACH—A—RADIO FOR YOU

Model 425
6 tube Howard cabinet, walnut finish. Price without accessories, \$425

Model 325
5 tube Howard cabinet, walnut finish. Price without accessories, \$325

Model 200
6 tube Howard cabinet, walnut finish. Price without accessories, \$200

Model 150
5 tube Howard cabinet, walnut finish. Price without accessories, \$150

Model 250
3 tube Howard cabinet with built-in Baldwin set. Price without accessories, \$250

SERVICE TRUCK
At Your Service Day and Night
When you buy a RADIO at the Tatch-a-Radio Shop you receive the best radio service procurable. Our truck, manned by a radio expert, is literally a service department in itself and available at your home day or night. It insures you a perfectly working radio at any time.

We Deal in Radios Only

Announcing

The 1926 Models of *Howard Neutrodyne Receiving Sets*

Because of the longer time it takes to manufacture real QUALITY radio receiving sets, the Howard Radio Company can produce only a limited amount of their famous sets this season. We have contracted for a large number of this production and will supply as many of our customers as possible, filling orders in rotation received.

We suggest that you place your ORDER AT ONCE. The Howard Neutrodyne is known and recognized universally as the master receiving set. Owners of these sets are only too proud to recommend them unconditionally to their friends and neighbors. No better endorsement than this can be had.

Prices on Other Receiving Sets—\$35 and Upwards
CONVENIENT TERMS—A SMALL DEPOSIT INSURES DELIVERY
For Appointments—Call Superior 3553
G. A. Tatch, Mgr.

TATCH-A-RADIO SHOP, Inc.
RADIO SETS & EQUIPMENTS,
642 NORTH MICHIGAN AVE.
CHICAGO

Remember Our Address
642
NO. MICHIGAN AVE.
Easy to reach with ample parking space for station.
2 Blocks North of Tribune Tower

Tatch-A-Radio Shop, 642 N. Michigan Ave.
Telephone Superior 3553
This coupon entitles holder to 15% reduction on all accessories when purchased with radio receiving sets on or before December 23, 1925.
Name..... Address.....

Present Coupon on Left
15% REBATE
On all accessories to every one who purchases a receiving set
BY DECEMBER 23rd

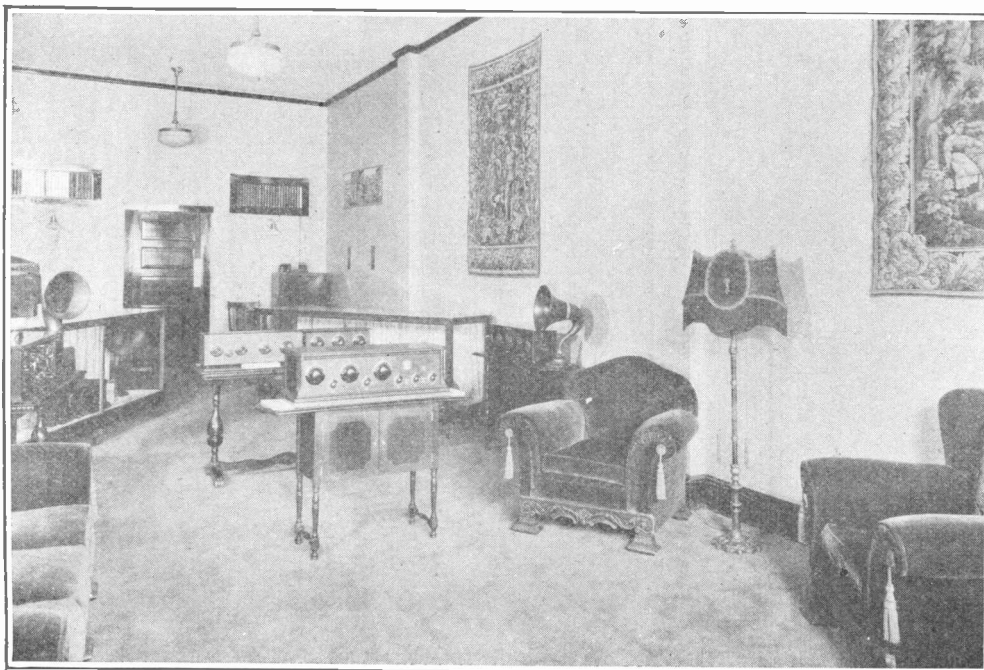
Our Xmas Present to Every Radio Fan

ADVERTISING which, because of its originality, lifts itself out of the class of ordinary advertising is one of the ways G. A. Tatch, owner of the Tatch Radio Shop, Chicago, has of bringing his small store to the competition level of the larger establishments. At the left is a typical Tatch ad.

The service car illustrated in the center of the advertisement has also done its share in bringing the "Tatch-a-Radio Shop" to the attention of Chicagoans. The truck is an ordinary auto chassis on which is mounted a specially built body in the form of a large radio receiver. An aerial is built atop the set and loud speakers are provided for public broadcasting from a real receiver located in the interior of the car.

Lower left is the interior of the Tatch shop. The appeal of radio, Tatch believes, is primarily one of pleasure. Those who stroll into the store are in a contemplative or joyful mood and that feeling should be encouraged by restful surroundings in which they may relax and listen to a radio receiver in comfort. A soft, thick carpet, deep, easy chairs and divans, appropriate wall decorations and soft lights make the interior of the Tatch shop attractive and inviting.

Below is a "confidential information" report which Tatch requires every time payment customer to fill out. In this way, financial conditions may be checked and credit references ascertained.



Phone Superior 3553
TATCH-A-RADIO SHOP, INC.
642 NO. MICHIGAN AVENUE
CHICAGO, ILLINOIS

CONFIDENTIAL INFORMATION

Name in full *Walter P. Haynes*
Home address *3263. Clifton Place*
City *Chicago, Ill.* Phone *Eng. 4862.*
Age *28* Married or Single *Married* Number of children *1*
Company name or employer *Worrell Machine Shop*
Business Address *3261 West Madison* Business Phone *Ch. 4552*
What Dept. Occupation *machinist* Foreman or Supt.
How long in Present Position *5 years*
How long in last previous position and name of Employer *4 years, Van Jones*
Checking Acct. at *Union Trust* Bank
Savings Acct. at Bank
My monthly income aggregates \$ *250*
Are there any judgments against you? *No*
Do you own your home? *No* Value \$ Rent
Have you ever purchased a radio on time payment? *No* What make? ..
From Whom Have you paid References and Charge Accounts (give three or more) Name *Marshall Field* Phone ..
Radio will be kept at *3263. Clifton Place.*
SIGNATURE *Walter P. Haynes*
References will not be furnished unless you are purchasing a radio receiving set on time payments. Dealers Name Date
N. B. Salesman will please fill in other side. (See Over)

Distinctive Advertising Makes the Store Stand Out

Location on Busy Thoroughfare, an Outstanding Auto Delivery Truck and Distinctive Newspaper Advertising Bring This Chicago Store to the Attention of the Public

AN UNUSUAL delivery, service and demonstration truck, and a store on Chicago's exclusive Boulevard, are the two factors which G. A. Tatch, of 642 North Michigan Boulevard, Chicago, Ill., advances for his rapidly increasing radio business.

The upper part of the truck is a large replica of a well known radio set. The lower half has openings on both sides for loud speakers. The entire assembly is mounted on a one-ton auto chassis.

Apart from the valuable service this unique truck renders in transporting the service man and his sets to their destination, Tatch frequently operates a sales crew of from three to five men from this mobile headquarters.

Truck Helps Break Down Sales Resistance

"The truck is parked at a street corner in some good residential district," he says, "and the men work from it on assignments. As you may well imagine, the resistance at the front door in large cities is pretty stiff. We find, however, that with both loud speakers going and the truck placed where it can be seen from the front windows of the houses we are working, there is an appreciable lessening of hostility on the housewife's part. This identification of the salesman with a company that is apparently big enough to maintain a special automobile seems to inspire confidence in the prospect's mind. Frequently, the man is invited in and then it is a comparatively simple matter to induce the prospect to step out to the traveling display room and look at two or three sets."

Mr. Tatch feels that the truck has already paid for itself. Its advertising value is quite apparent. He further states that more than one good salesman has applied for a position on a straight commission basis because he figured a concern with a truck like that must be a live, up-to-date outfit. His present service

man was also attracted by the same line of reasoning.

The store which Tatch maintains is modern in every respect. Its heavy carpet, easy chairs and luxurious furnishings give it the atmosphere of a drawing room rather than a store. Does it pay to keep shop in a fancy location where the rentals are based accordingly? Tatch says it does.

Transient Trade Is Half of Total Volume

"Because of our location we keep open nights and Sunday afternoon. This is when we do a large part of our business," he added. His transient trade represents at least 50 per cent of his total volume. "It is nothing for us to arrange for the sale of over \$800 worth of radio sets on a Sunday between two and six in the afternoon," he continued. "Our Sunday volume is frequently more than that of a weekday afternoon. Some times we drive out to a home

Tatch Sizes It Up This Way—

"Twenty per cent of the families in Chicago now have radio but 18 per cent of these are excellent prospects for better sets."

"Arrange with your own banker to handle your time paper. Mine never did any contract loan business before, but I was able to sell him on the idea at 6 per cent for a six months' loan."

"I take full pages in a leading Chicago Sunday paper and I think I am well repaid."

"I believe in a good location and a distinctive delivery truck."

and bring the family into the store. Sunday afternoon seems to be about the only time some people have. I don't say that my method would pay in smaller places but they seem to fit Michigan Boulevard, Chicago."

Another business-getting method employed by Tatch is his monthly circularization of a district voters' list of over 15,000 names. "The voters' list is a productive one," he says.

West Coast Dealer and Broadcasting Station Co-operate



Russell F. Austin, of Riverside, Cal., one of the West Coast's leading radio merchants, is an advocate of the belief that broadcasting stations and radio dealers have much in common and can be of mutual benefit. The result is, that occasionally KHJ, Los Angeles, stages a public program in Austin's radio shop, bringing hundreds of

people into the store, and making the KHJ artists known personally to many radio fans. The photo shows one of the programs being broadcast from Austin's store. The two figures standing at the right, by the microphone, are "Little Boy Blue" and "Uncle Remus," both popular KHJ entertainers.



**Radiola Super-Heterodynes
that use no antenna
and no batteries**

With its complete
circuitry, the
Super-Heterodyne
is the most
efficient and
reliable of all
radio receivers.
It is the only
one that can
be used with
or without an
antenna, and
with or without
batteries.

RCA-Radiola
MADE BY THE MASTERS OF RADIOLOGY

Running in Vogue, Vanity
Fair, House & Garden,
Town & Country, Spur,
Cosmopolitan, American
Magazine, Literary Digest,
Collier's, National Geo-
graphic, Time.

Total circulation
8,000,000.

**RCA sells
the *product*
and the *dealer*
to the public.**

in intensive nation-
wide advertising.

The RCA Authorized
Dealer sign marks the
leading radio dealer
in every neighborhood



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA  Radiola

MADE BY THE MAKERS OF RADIOTRONS



Testing Instruments Help Sales and Speed Up Service

Inaugurating a Monthly Department of Service Hints and Helps for the Dealer, the Salesman and the Service Man—The Editors Invite Readers' Comments, Suggestions and Questions

INSTRUMENTS to test various radio parts and accessories are meeting with increasing popularity on the part of the radio dealer who takes pride in his service department and facilities.

To provide a complete and accurate radio service, many dealers have found it necessary to equip their service and repair departments with as many of these testing instruments as they deemed it profitable to invest in. That most of the instruments are profitable investments is proven by the experiences of the A. W. Mayer Company, of Boston, Mass., under the leadership of Arthur W. Mayer.

In order to illustrate an idea, the most forceful way is to present a practical and profitable application of the idea. Mayer, of Boston, has become one of the outstanding dealers in Eastern Massachusetts for several reasons. First and foremost because his organization is made up of men who know radio and because it has taken the lead in providing a complete radio service, even to the extent

of acquiring an imposing array of testing instruments for the convenience of its customers. And every one of the instruments, Mayer declares, has more than paid for itself in a few months' time.



A. W. Mayer of Boston is convinced that testing instruments play a large part in the radio dealer's service facilities. He is shown here testing a fixed condenser. At the head of the page is a view of the Mayer store interior. Note the wall switch at the extreme right, permitting four loud speakers to be demonstrated consecutively.

The radio fan of today who builds his own set is one who is able to discriminate between good and bad parts and accessories and who wants and is willing to pay for absolute accuracy—just as every set owner wants batteries and tubes tested before he makes the purchase.

The testing craze is spreading and has extended even to fixed condensers and grid leaks. Set-builders seem willing to pay the small extra charge which is made for tested apparatus and, in fact, are demanding this testing service in increasing quantities.

To supply that demand, dealers must have testing instruments and the dealer who makes an investment in testing equipment, as Mayer points out, cannot help but create a respect and confidence in the public mind for his store. It makes the shop without doubt the leader, in the public's estimation, so far as technical radio and radio repairs and service are concerned. Many times it has come to Mayer's attention that his shop has been recommended by



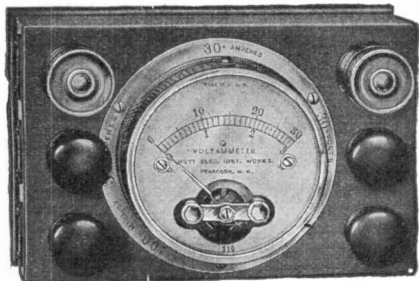
The "Superadio" vacuum tube dynamometer is manufactured by the DeWitt-LaFrance Company, Incorporated, Cambridge, Mass., and is declared to be the first direct reading meter for the measurement of dynamic or power values of a radio tube to be placed on the market. The extreme simplicity of operation makes it possible for any one to operate it without having had previous experience. This device will tell whether or not the tube is a good radio frequency amplifier, audio frequency amplifier or detector, and to what extent. Tubes may be matched, and it also may be determined whether or not tubes should be reactivated. Tubes that have been operated with excessive filament voltages may also be checked. The following defects in manufacture may be disclosed: Under ageing, poor filament wire, low vacuum, improper size of tube element, and improperly spaced elements. The amplification constant, plate impedance and mutual conductance are obtained directly without calculation of any kind. Use of this device will enable the dealer and jobber to properly test the tubes before he sells them, and also the consumer may determine what tubes are best suited for his purposes.

one radio fan to another in the following way:

"Something wrong with your set? Go down to Mayer's, he has all those testing machines and can check over your whole set."

Mayer's testing laboratory, under the direction of E. J. Maginot, has become one of the main factors in the company's success. The business is divided into three separate departments—service, sales and repairs—and each must stand alone, each must show its own profit. The reason why the service department pays for itself, in Mayer's opinion, is due in large measure to the testing instruments which he features and the charges made for performing these services.

In fact, the store has been depart-



The Hoyt Rotary Meter, shown above, is one of the testing instruments made by the Burton-Rogers Company, Boston, Mass. Its usages are explained elsewhere on these pages.

mentalized to such an extent that the cash register has special buttons, made by the cash register company especially for Mayer, reading "Sets," "Parts," "Service," "Repairs." In this way, each individual transaction of each separate department may be checked up. Also, each department head turns in a weekly report on the business done during the week.

Both Mayer and Maginot are competent radio experts, both being associate members of the Institute of Radio Engineers, since 1913. The fact that they "know their business" is also greatly responsible for the store's high position as the "radio authority" of Boston.

One of the most important instruments in this service department is a direct capacity reading meter just put out by the General Radio Company of Cambridge, Mass. This device measures the capacity and power factor of fixed and variable condensers, in fact, of any parts where capacity measurements are desirable. Measurements ranging from .001 to .10 microfarads may be made with an accuracy to within one half of one per cent.

Instruments Soon Pay for Themselves

Mayer makes a charge of 25c. for thus precisely measuring fixed condensers, and \$1.50 an hour for testing variable condensers which usually takes about twenty minutes. This instrument, according to Mayer, paid for itself in three months.

Included in the department, also is a micro-ammeter which will measure to the almost unbelievable degree of one-five millionth of an ampere. This is used to measure grid leaks and high resistances in any apparatus. It can be connected with an oscillograph and the antenna energy measured. It is in great demand among amateurs and experimenters whose specialized research requires the utmost precision.

Of course, a tube tester is a feature of Mayer's service, being one of the first stores in Boston to supply a service of that nature. Tube reactivators are also featured, a charge of 50 cents a tube being made. For the exclusive radio store to survive as the logical retail radio outlet of the future, Mayer believes it must provide a complete and thorough radio service, with a complete equipment of testing instruments, as well as a general improvement in the appearance of the store and its



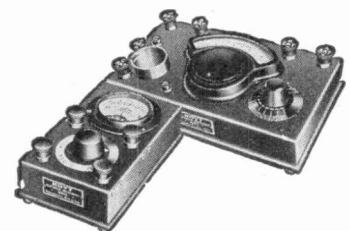
The "Comparaphone," made by the Bristol Company, Waterbury, Conn., permits easy demonstration of three loud speakers, by sending phonograph music through each one in turn, almost instantaneously.

merchandising and service methods.

Battery checking was the first of the radio testing demands. Next followed tubes, and instruments were developed to check tubes, increasing in accuracy as time went on, until it is now possible to learn every minute detail of each individual tube's characteristics and whether it is best suited as a detector, a radio amplifier or an audio amplifier.

The latest and, perhaps, the most thorough of the tube-checking instruments has just been marketed by the DeWitt-La France Company, Inc., of Cambridge, Mass., and is called the "Superadio Dynamometer." This includes a voltmeter to check the plate voltage, another voltmeter and an ammeter for the plate current, a buzzer to test the amplification factor and an impedance meter to measure the resistance. After subjecting a tube to this instrument, the tube's whole history becomes an open book.

With this instrument, it is possible to ascertain to what use the tube may best be put, tubes may be matched, gives definite measure of its power, tells whether it can or should be reactivated, discloses whether tube has been subjected to excessive filament voltage, compares tubes, gives relative efficiency of any



The Hoyt Tube Tester, Models 100 and 100-A, is a complete tube tester, explained on the following page.

number of tubes, tells if the grid is exercising proper control of plate current, tells whether, in manufacturing, the tube has been underaged, has poor filament wire, low vacuum, and whether it has improperly sized or improperly spaced elements.

Its greatest commercial use, however, lies in the fact that it is possible to paste on the tube the fact that it should be used either as a detector, or radio or audio amplifier.

The Bristol Company, Waterbury, Conn., puts out a loud speaker testing device called the "Compara-phone," which makes it possible to secure an accurate comparison of three different speakers by switching from one to the other instantaneously. For the best results it is suggested a talking machine be used instead of a radio receiver, so that a clear tone test may be achieved.

The Burton-Rogers Company, Boston, Mass., makes several radio testing devices, the latest of which is the "Hoyt" tube tester, Model 100, which tests the elements of vacuum tubes. It detects open circuits, short circuits plate and grid, plate and filament, or grid and filament, and detects poor emission or low vacuum.

The instrument is a combination voltmeter and milliammeter with ranges of six volts for A battery

testing, 24 volts for B battery testing and 10 milliamperes for tests of plate current consumption of individual tubes. Tests of the filament, plate and grid of the tube may be made. From these readings it is possible to plot emission curves. With attachment model 100-A, made to go with Model 100, the grid bias as supplied by a C battery can be measured, thus giving complete characteristic curves. Model 100-A consists of a center zero voltmeter and a potentiometer.

The Hoyt rotary meter, also made by the Burton-Rogers Company, consists of a moving coil voltmeter of an exclusive and patented design. The instrument is compact and easily portable, fitting into the palm of the hand, and will perform the following tests: obtains plate current consumption of a single tube, tests current consumption of all tubes in series, or of power amplifiers for loud speakers, tests A battery current consumption, tests voltage of A batteries, tests voltage of B batteries.

Manufacturers who bring out new instruments which dealers may use in their service departments for the purpose of testing radio apparatus, are urged to send information and photographs to *Radio Retailing* for representation in these pages.

What the Electrical Inspector Asks of Radio Installations

BY VICTOR H. TOUSLEY
Chief of Electrical Inspection,
City of Chicago

(Concluded from December Issue)

The Underwriters' Laboratories List of Approved Fittings for radio work is constantly increasing. Devices constructed and listed in accordance with the Laboratories standard may be assumed to be safe from life or fire hazards.

In those devices designed to eliminate the B battery for instance, the voltages are kept as low as consistent with successful operation. All live parts of the equipment except such as is required for connection to radio apparatus is fully protected.

In the Laboratories' examinations, voltage break-down tests are applied to all parts. Devices are short-circuited, just as they might be in actual use. When temperatures become high to a danger point or where a device burns out, it is not accepted. Tests made by bringing into contact the ends of wires connected to the high voltage terminals show that whatever arc is produced will not set fire to cotton or other inflammable material.

Certain daily newspapers advertise the sale of parts for the B battery eliminator, it being intended that these parts will be assembled by the amateur. Assembled devices of this type, it is feared, may prove to be a serious life or fire hazard.

The New 50,000 Watt Station, WJZ, of the Radio Corporation of America, is definitely sending out on super-power. The results, in the majority of reports from recent tests, have been gratifying, according to studio officials, and the complaints so few as to be negligible. Super-power seems established as a practical, progressive and satisfactory undertaking.

The Federal Radio Corporation, Buffalo, N. Y., is making straight line capacity variable condensers in three sizes. The capacities are .000275, .000525, and .001 mfd. with respective retail prices of \$4.50, \$5.40 and \$6.50. Other items of interest are, three point suspension, $\frac{1}{4}$ in. shaft and aluminum plates. With the plates open, the condensers have a diameter of $3\frac{1}{4}$ inches.

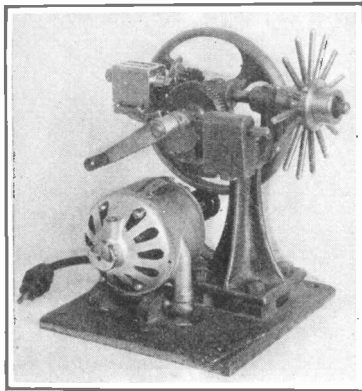
Heckert L. Parker, formerly manager of the Pacific Radio Trade Association and more recently connected with the sales department of the Magnavox Company, has been appointed factory manager for Magnavox with headquarters at Oakland, Cal.

Radio Stock Quotations

Stock	1924		1925		Current Market Dec. 29
	High	Low	High	Low	
American Bosch Mag.	37 $\frac{3}{8}$	22 $\frac{1}{4}$	54 $\frac{1}{2}$	26 $\frac{1}{8}$	31
Apco Manufacturing Co., A	26 $\frac{3}{8}$	21	24 $\frac{1}{4}$
Brunswick-Balke Col. Co.	50 $\frac{1}{4}$	48 $\frac{1}{8}$	49 $\frac{3}{8}$	24	27 $\frac{7}{8}$
De Forest Radio	28 $\frac{3}{4}$	21	34	12	12
Dubilier Condenser	33 $\frac{7}{8}$	32 $\frac{1}{2}$	35 $\frac{1}{4}$	7 $\frac{7}{8}$	7 $\frac{1}{2}$
Duplex Condenser	12 $\frac{3}{8}$	11	17 $\frac{1}{4}$	1	1 $\frac{3}{4}$
Freed-Eisemann	33 $\frac{1}{4}$	27	33 $\frac{3}{4}$	6 $\frac{3}{4}$	7
Freshman Co., Chas.	23 $\frac{1}{8}$	21 $\frac{1}{2}$	28	9 $\frac{1}{2}$	16 $\frac{3}{8}$
Garod Radio	17 $\frac{3}{4}$	2	5 $\frac{1}{2}$
General Electric, Comm.	322	193 $\frac{1}{2}$	337 $\frac{1}{4}$	227 $\frac{1}{4}$	326
Grimes Co.	27	2	3 $\frac{1}{4}$
Hazeltine Corp.	48 $\frac{1}{4}$	13	51 $\frac{3}{4}$	14 $\frac{1}{4}$	15 $\frac{1}{2}$
Inter Ocean Radio	16 $\frac{3}{4}$	6 $\frac{3}{4}$	14	1 $\frac{1}{2}$	1
Jones, Jos. W. Co.	.95	.15	9	1	1
Liberty Radio	8	5 $\frac{3}{8}$	10 $\frac{1}{2}$	2 $\frac{5}{8}$	4
Manhattan Electric Supply	49 $\frac{3}{4}$	33 $\frac{1}{4}$	59	42 $\frac{1}{4}$	54 $\frac{7}{8}$
Mu-Rad Radio	6 $\frac{1}{2}$	2 $\frac{7}{8}$	2 $\frac{1}{2}$
Music Master	21 $\frac{1}{2}$	1 $\frac{3}{4}$	3 $\frac{1}{4}$
Pathe Co., A.	49 $\frac{3}{4}$	38 $\frac{3}{4}$	92	42 $\frac{1}{4}$	83 $\frac{3}{8}$
Radio Corp. Comm.	66 $\frac{7}{8}$	19	77 $\frac{7}{8}$	39 $\frac{1}{4}$	42 $\frac{7}{8}$
Rova Radio	18	9 $\frac{1}{8}$	14 $\frac{1}{4}$	51c	71c
Sleeper Radio	17	15	19 $\frac{3}{4}$	2 $\frac{1}{8}$	2 $\frac{3}{8}$
Stewart-Warner	100 $\frac{7}{8}$	48 $\frac{1}{2}$	96 $\frac{1}{2}$	55	89 $\frac{1}{8}$
Thermidyne Co.	19 $\frac{1}{2}$	12	22 $\frac{1}{4}$	2	2 $\frac{1}{8}$
Thompson Radio	21	7	25	4 $\frac{1}{2}$	3 $\frac{3}{8}$
Tower Manufacturing Co.	28 $\frac{7}{8}$	18 $\frac{1}{2}$	24 $\frac{1}{2}$	5	9 $\frac{1}{8}$
Victor Talking Machine Co.	117	65	91
Ware Radio	39 $\frac{1}{2}$	13 $\frac{3}{4}$	40 $\frac{1}{4}$	1	1
Weston, A.	28 $\frac{1}{2}$	19 $\frac{5}{8}$	28 $\frac{1}{4}$



New Service Tools and Equipment for the Dealer's Use



Electric Coil Winding Machine

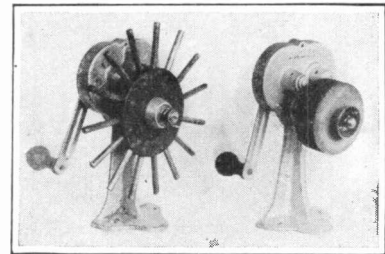
Radio Retailing, January, 1926

Speed and flexibility are the outstanding features of the electric coil winding machine, manufactured by the Weehawken Electric & Manufacturing Company, 543 Gregory Avenue, Weehawken, N. J. The makers point out that it will handle sizes of wire from No. 38 to No. 16, will wind various size center diameters, and also wind either the spider web or basket weave coils. Due to the fact that a Universal motor is used, either alternating or direct current may be used, while the speed of the machine is controlled by a foot pedal. An additional feature is a reset counter with which the machine is also equipped. This is accurate and fool proof. Intended price, \$100.

Coil Winder and Tool Sharpener

Radio Retailing, January, 1926

Simple in design and efficient in operation is the "Dazey" coil winder, manufactured by the Defiance Radio & Electric Company, 1021 South Twelfth and Kay Streets, Tacoma, Wash. With this winder any size or type of coil may be wound, either placing the primary between the secondary windings or us-

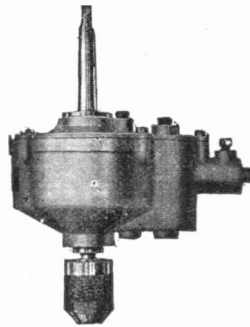


ing two separate windings. The wire can be space wound, parallel wound or criss-cross, or any other type of wind-criss-cross. The coils wound on these machines are entirely self-supporting, requiring no pegs, lacing, or forms to hold the wire in place. It is claimed by the manufacturers that a perfect 50-turn spider-web coil may be made in less than a minute. The winding form may be replaced by a small grinding wheel if so desired. Two sizes are made and intended retail prices are \$6 and \$10 respectively.

High Speed Tapping Attachment

Radio Retailing, January, 1926

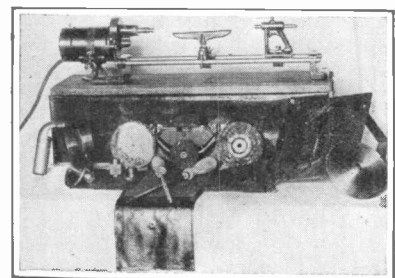
Sensitive tapping without adjustment, coupled with high speed of the spindle, are the superior characteristics claimed for the tool manufactured by the Eastern Tube & Tool Company, Incorporated, 594 Johnson Avenue, Brooklyn, N. Y. The leather-lined cone clutch and cast iron driving cones have a smoothness of action and a slipping point which is claimed to prevent tap breakage. A tap may be stopped or entered at whatever speed desired by the simple regulation of the press lever. If a tap sticks or hits the bottom of the hole, the clutch slips. Twice as fast as the forward speed is the reverse speed. The parts are made of light alloy steel and the case is of aluminum. This device can be applied to light drill presses. Its capacity is $\frac{3}{8}$ -in. in steel, and $\frac{1}{2}$ -in. in cast iron or brass. The weight, including chuck and shank is 3 $\frac{1}{2}$ pounds. The distance from the chuck nose to the press spindle is 5 $\frac{1}{2}$ -in. Shanks and parts are interchangeable. The intended retail price is \$45.



Portable Shop

Radio Retailing, January, 1926

Compact yet powerful is the "Speed Way" portable shop, which is manufactured by the Electro-Magnetic Tool Co., Cicero, Ill. It is fitted with a case, equipped with a handle, so that it may be carried anywhere, and operated wherever there is an outlet socket. Using the lathe, material up to 12 in. long and 6 in. in diam. may be handled. A tool rest, tail stock, metal and wood centers, chuck, spur center, face plate, parting tool, gouge chisel, universal wrench, circular saw, power grinder, buffer and wire brush for cleaning, are some of the

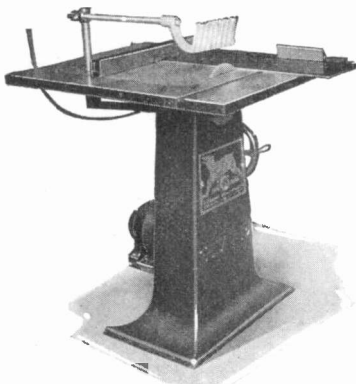


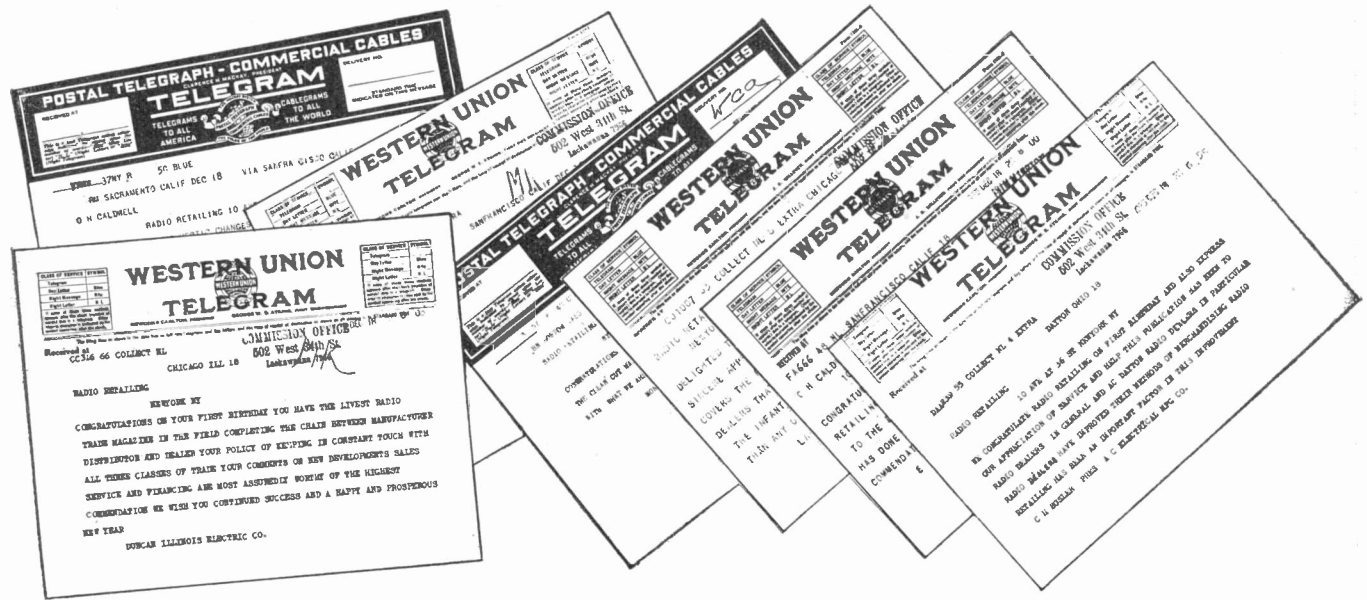
accessories furnished with this device. In addition it may also be used as a portable electric drill. The illustration shows clearly the different items enumerated above. The intended retail price is \$75.

Panel Saw

Radio Retailing, January, 1926

Small enough to be portable yet large enough to cut full size panels is the electric panel saw manufactured by R. L. Barker & Company, 642 West Washington Boulevard, Chicago, Ill. When delivered it is ready to run and is equipped with a special blade that is said to cut very smoothly and to have a long life. Other equipment includes besides the special saw, cross-cut and rip guides, guard, $\frac{1}{2}$ -hp. General Electric repulsion induction or compound wound type motor, plug, cord and wrenches. Specifications are as follows—Table 35-in. x 28-in. x 26-in., the latter dimension being the height from the floor; saw to rip guide 25-in. maximum; saws 8-in. and 6-in. diameter; depth cut of 8-in., saw, 2 $\frac{1}{2}$ -in. The saw arbor is ball bearing and the weight is 275 pounds. Panel and tube cutting is not only a profitable business but enables the dealer to give his customers better service and helps him sell parts and accessories.





Congratulations Pour in on Radio

Radio Retailing:

Radio is marching forward at double quick time, and publications, such as *Radio Retailing*, which are dedicated to keeping people in step with this advance are rendering a valuable public service. Together the radio industry and radio publications are growing more and more essential to our every day life.

Philadelphia, Pa.

Radio Retailing:

Let me take this opportunity of expressing to you my sincere appreciation of *Radio Retailing*. It effectively covers the radio field and it must be read by the radio dealers that attempt to do a real merchandising job. Radio, the infant prodigy of business, needs *Radio Retailing* more than any other publication.

LAKEVIEW RADIO COMPANY,
Harold Weidensang,
Chicago, Ill.

Radio Retailing:

We send hearty congratulations and best wishes for *Radio Retailing's* birthday. To one less familiar than we are with McGraw-Hill publications it would seem astonishing that *Radio Retailing* has in so short a time made for itself such a commanding position in the radio industry. It is a splendid journal and a real help to the dealer. May *Radio Retailing* continue its good work.

LUDWIG HOMMEL & COMPANY,
Pittsburgh, Pa.

Radio Retailing:

Articles in *Radio Retailing* are greater in number and better prepared than any magazine coming to our association headquarters. Goods are never sold until they are in the customer's hands and your articles telling dealers how to sell their goods have been of great assistance. We all appreciate advertisements for the information they carry, but dealers will invariably

put down their subscription money for the magazine that will give the most help in selling their goods. Stick to that policy and don't take cut-rate advertisements and there is no question of your leadership. Best wishes for unbounded success in 1926.

NORTHWEST RADIO TRADE ASSOCIATION,
H. H. Cory.

Minneapolis, Minn.

Radio Retailing:

Congratulations on the completion of your first year of service to the radio industry. May your good work continue for many years to come. The dealer, today the weakest link in the chain of radio sales, can be strengthened by applying the principles that you teach.

PACIFIC RADIO TRADE ASSOCIATION,
Arthur H. Halloran, president,
San Francisco, Calif.

Radio Retailing:

Congratulations on the first anniversary of the entrance of *Radio Retailing* into the radio field. It has been a real contribution to the development of the industry. The McGraw-Hill Company has done a fine piece of work in this paper and deserves all commendation. Best wishes for the coming year.

E. T. CUNNINGHAM TUBE COMPANY,
San Francisco, Calif.

Radio Retailing:

Congratulations on your first birthday. In my opinion *Radio Retailing* is serving a very definite purpose and in presenting to the radio dealer at large the various plans used by those dealers who have been most successful, you are putting it within the reach of every progressive dealer to be successful also. We like your publication because it is dealing with facts and is not presenting half-baked theories to your readers. Keep the good work up.

SAMSON ELECTRIC COMPANY,
Chicago, Ill.

Radio Retailing:

Congratulations on the first anniversary of *Radio Retailing*. We find the paper useful in many ways and enjoy reading it.

ELECTRIC APPLIANCE COMPANY,
C. Robt. Churchill, president,
New Orleans, La.

Radio Retailing:

Congratulations on this, your first anniversary, are indeed a humble offering to such efforts as yours of the past, considering the pioneering energies you have spent in educational work to the radio trade. To have braved the terrific momentum of this greatest of all industries and unmindful of cost to have devoted your time and money to the educational development of the retail outlet was one of the greatest contributions to lifting the business out of chaos into safe and sane merchandising. Zenith wishes you more power in the credit you deserve.

ZENITH RADIO CORPORATION,
H. R. Roemer, director sales promotion,
Chicago, Ill.

Radio Retailing:

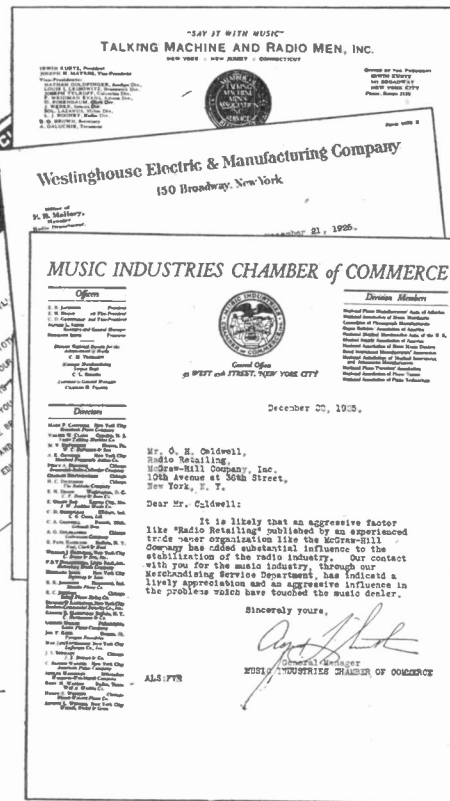
Radio Retailing has proved by actual test the most satisfactory medium for putting over the features of the quality, service and profit of the Na-ald line of sockets, dials and adapters. We have found *Radio Retailing* fully up to the high standard of service of the McGraw-Hill publications.

ALDEN MANUFACTURING COMPANY,
M. M. Alden,
Springfield, Mass.

Radio Retailing:

Radio Retailing has been invaluable to our business, in fact we consider it a part of our business. Many ideas taken from *Radio Retailing* have been of much value to Rose Radio.

ROSE RADIO & ELECTRICAL SUPPLIES,
New Orleans, La.



Retailing's 1st Birthday

Radio Retailing:

your magazine . . . stands out pre-eminently for its helpful dealer co-operation. Only a year old, it has become firmly established in the favor of the progressive radio retailers, and its date of publication is looked forward to with keen interest by those in the trade who are alert to take advantage of the merchandising hints and helps with which every number abounds.

We congratulate the McGraw-Hill Company on the wonderful progress *Radio Retailing* has made in one short year's time, and extend our very best wishes for the continued success of this truly helpful publication.

HERBERT WEIL,
PRESIDENT, HERBERT JOHN CORPORATION.

New York City.

Radio Retailing:

Congratulations on your first birthday. You have the livest radio trade magazine in the field, completing the chain between manufacturer, distributor and dealer. Your policy of keeping in touch with all three classes of the trade and your comments on new developments, sales, service and financing are most assuredly worthy of the highest commendation. We wish you continued success and a happy and prosperous New Year.

ILLINOIS ELECTRIC COMPANY.
JOHN DUNCAN

Chicago, Ill.

Radio Retailing:

Congratulations on your magazine and one year of service. I certainly appreciate the clean-cut manner in which your paper is conducted. Your methods are right in line with what we are trying to accomplish in this New England territory.

MONTY COHEN.

Boston, Mass.

Radio Retailing:

You can list me among those who heartily approve of this publication and its policies.

I find it interesting and helpful, and fully equal to McGraw-Hill standards in general, which we all admit, are up in the higher wavelengths.

I trust that *Radio Retailing* may go forward to a long, useful, and prosperous life.

BRANDES PRODUCTS CORP.
M. C. Rypinski, vice-president.

Newark, N. J.

Radio Retailing:

In these days of hectic changes a close watch on the changing market is very essential. This information has been well supplied by *Radio Retailing*. It has been a great help to us both in buying and selling. Congratulations on the completion of your first year.

J. C. HOBRECHT COMPANY.
Sacramento, Calif.

Radio Retailing:

I would hesitate to comment on the excellence of *Radio Retailing* since its inauguration some months ago, as I do not feel qualified to pass judgment on such an excellent paper.

The fact that it is so often quoted in conversations and letters would seem to indicate an authoritative character in its pages, and I feel sure that those more directly connected with the merchandising problems of the industry will quite generously express as their opinion that it is a most acceptable help and elevating factor in the industry.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY.
E. B. Mallory.

New York, N. Y.

Radio Retailing:

The past year has wrought vast improvements in the radio industry. I believe credit is due very largely to the influence of good radio publications. *Radio Retailing* is to be heartily commended upon the high position it has attained among contemporary magazines.

There is much yet to be accomplished and I feel *Radio Retailing* can be depended upon to do its bit.

HUGH H. EBY,
THE H. H. EBY MANUFACTURING COMPANY.
Philadelphia, Pa.

Radio Retailing:

. . . an aggressive factor like *Radio Retailing*, published by an experienced trade paper organization like the McGraw-Hill Company, has added substantial influence to the stabilization of the radio industry. Our contact with you for the music industry, through our Merchandising Service Department, has indicated a lively appreciation and an aggressive influence in the problems which have touched the music dealer.

ALFRED L. SMITH.
GENERAL MANAGER, MUSIC INDUSTRIES CHAMBER OF COMMERCE,
New York City.

Radio Retailing:

Radio Retailing is just the sort of a magazine that you would expect from the McGraw-Hill Company. It has been a delight to read it in its infant year, and if it improves as all infants do, I anticipate all future issues with great pleasure.

TALKING MACHINE AND RADIO MEN, INC.,
Irwin Kurtz, president.
New York, N. Y.

Your Editors Have

Costly—But Courageous and Effective

A CERTAIN prominent, well-thought-of radio manufacturer recently performed a feat which is generally considered without parallel in Don Quixote-ism in any industry.

This manufacturer, whose product has never been cut in price, heard that a certain cut-price house had gotten hold of a number of his receivers and planned to slash them mercilessly. The manufacturer at once went to the "gyp" and bought back every one of his own sets at the "gyp's" own price! The "gyp" probably considered the manufacturer a fit candidate for any good insane asylum, but the rest of the industry takes off its collective hat and bows down in humble tribute to a man who thus had the courage to live up to his ideals and business ethics—even at serious financial cost.

This company, by the way, has never been questioned, financially, and occupies one of the strongest and leading positions in radio. The reason is obvious.

January Down on the Farm

WITH his corn all husked, with his crop money in hand, and with at last some weeks of comparative leisure ahead, the farmer, during January and February, is a prime prospect for radio.

It is the season when his forced activity lets down. Also it is his season of prospective isolation, if snows are heavy. Yet he still wants to keep in touch with his market quotations. And his family want the state university radio course and city entertainment.

Here is the cue for the radio dealer. The rush of the city buyers' demand may have passed with Christmas, but January marks the season when the farmer buyer is in his most receptive mood. And this January sees him flush with funds as never before.

Would You Favor Having Congress Put a Uniform Price on All Radio Sets?

LIKE all well-wishers of radio, the editors of *Radio Retailing* earnestly hope for an early settlement of the copyright controversy between the broadcasters and the copyright owners which will make for the freest possible use of copyrighted productions over the air. We realize that broadcasting needs the copyrighted compositions—yet we also suspect that *even more* do the copyright-owners need radio broadcasting.

But however their interests have been mishandled, we feel that the authors, composers and publishers have rights to their intellectual property and creations, just as radio inventors have rights to sell or license their patented radio inventions,—how, where, and to whom they wish.

The Dill bill now being prepared for Congress by the Democratic Senator from the state of Washington, would fix the price at which any or all copyrighted compositions might be licensed for broadcasting. Such

price-fixing by Congress contravenes every American principle. No radio man would admit for a minute that all radio patents whatever their development cost or commercial importance should be licensed to all comers at a uniform price of say \$1. Or that all radio sets should by law sell at the same price. Yet this is the situation which the Dill bill would impose on all copyright-owners.

At the risk of taking a position unpopular with a large section of the radio industry, *Radio Retailing* rises to oppose the Dill bill as fundamentally unsound and unjust, and as a dangerous attack on the great American patent and copyright system. We believe, also, that some of the soundest thinkers in radio share this view.

Let Radio Have Its Own Popular Copyrights

RADIO RETAILING'S interests are of course those of radio and the radio broadcasters. We want to see the broadcasting stations at liberty to broadcast popular copyright numbers without the present extortionate and inequitable system of taxing—a system imposed by the business organization controlling the authors' and composers' copyrights, but out of which the authors and composers themselves get little.

Heaven speed the day, then, when the broadcasters take into their own hands the creation and copyright control of acceptable compositions which through radio can be popularized beyond anything it is possible to do through other mediums. We think that radio is important enough and strong enough to create its own supply of popular melodies. Co-operation of even a few interests would quickly bring this about, and with the tables turned on the monopolists, fair and reasonable agreements would readily be arrived at.

Better Programs Will Open New Consumer Markets

TWO things are popularizing radio—good programs and good reception. Quality is a more vital factor today than ever before, because the public, recovering from the novelty of radio, is now seeking that which satisfies, and that element is *quality*.

Fortunately there is every reason for optimism as this New Year's issue goes to press. This is based on the observance that, without exception, those leaders in the industry who have given expression to their well-founded observations, unanimously predict for the coming year programs of an even higher entertainment standard and of broader educational value than have, in the past, been presented. Receiving sets, particularly the loud-speaker elements, will also be further refined in the direction of both quality and convenience.

With these facts in mind surely the radio dealer can face the coming year secure in the knowledge that not only is radio here to stay, but that there are being opened up new consumer markets, composed of a very desirable and discriminating class of prospects—who have heretofore been holding off.

This to Say—

The Service Men's "Bedside Manner"

AMONG physicians there is practiced a fine art known in the profession as "good bedside manner." It consists in the visiting M. D. maintaining throughout his sick-room call an attitude of *cheerfulness, confidence* and *sureness* in all that he says or does. Such a bedside manner inspires hope and confidence in the patient and the patient's family, and builds for faith in the doctor's treatment.

The radio service man who is sent out to call on a disgruntled customer whose set is working badly, has a chance to apply similar "good bedside manner" in a way to build confidence in himself, his employer, and the set he is servicing. The service repairman's attitude from the moment he greets the troubled set-owner can infer doubt and difficulty. Or, he can say, as is one wise service man's characteristic greeting: "Oh yes, we can fix that. You just rest assured, Mr. Smith, that when I leave this job, your set will be working 100 per cent."

Its Dangers Have Been Exaggerated

THE holiday season just closed has seen a marked increase in the number of radio sets purchased on time-payments. The man with a limited amount of money to lay down has, with the aid of easy-payment purchase plan, been able to buy a better outfit than his cash resources would otherwise have permitted. Time-payments are no doubt in large part responsible for the fact that set purchases this season average \$175 to \$200, as against \$100 last season.

In some quarters a good deal of fear is expressed at the growth of this time-payment business. It is declared to be unsound economically, and productive of widespread financial trouble in the event of a slump. Our own view is that the dangers of this practice have been greatly over-drawn, and that merchants and credit managers, if they will exert themselves, can eliminate much, if not all, of the risk.

"Interference"—It Involves the Radio Man's Business Investment

THE increasing ether "interference"—caused by other radio sets, by the "beating" of distant stations, by electrical arcs and sparks, and by the operation of electrical appliances within the user's own home or vicinity—must be recognized as a serious menace to radio's fulfillment of its own possibilities. For what shall it profit the owner of a marvelously sensitive set, with a speaker of pure tone quality, if his programs are continuously accompanied by whistles and wails, and punctuated by thunder crashes and rifle fusillade. No music-lover or person of sensitive nerves will long stand such assaults. Nor will set sales spread.

With smaller, low-power sets such interference was not so noticeable. But as the power and price of the

equipment go up, the disturbance to the musical possibilities of the outfit, mounts all the faster. Every radio man's investment in his business is vitally involved in this "interference" situation. Dealers and listeners must start local plans to minimize local interference if radio's present high popular favor is not to be jeopardized.

"Outside Selling" Does Not Mean House-to-House Canvassing

THERE is much talk in the radio trade about "house-to-house selling." And there is also much odium against that particular method of selling radio. Rightly so. Radio is not the kind of merchandise that can be successfully and confidently sold by a cold unheralded knocking at front doors. The average housewife is suspicious of unannounced callers and especially so when it comes to radio.

But the same line of reasoning does not apply to outside sales campaigns, following up telephone and direct-mail work. Radio can and should be sold in the customer's home. It is the only way radio sales can be pepped up during the eight months of the year when Mr. and Mrs. Public stop thronging into radio stores, begging to be waited on. A well-planned, well-conducted, well-heralded sales campaign carried on outside the store with a selected list of prospects to work on, and tied up with newspaper and direct-mail advertising, will keep sales on a higher level from January to September.

Do You Go to Your Banker for Business Advice?

MANY radio shops are "one-man owned" and one-man operated. The one-man proprietor, in such cases works under a certain disadvantage in that he does not have the assistance and counsel of associates in the formulation of his business policies. It will be found particularly desirable for that individual, therefore, to have a close, a harmonious and friendly relationship with his banker.

The financial experience and business acumen of the seasoned banker is always, within reasonable limits, at the service of his client. A consultation with the banker will bring an element of assistance into the business which is otherwise lacking. A well-conducted bank wants to put the business of its customers on a sound basis. It is glad to grant financial accommodations where the risk is a proper one. It must, of course, be borne in mind that the banker is working with the money of others and is held responsible for the security and investment returns on this capital.

Be frank with your banker and work in harmony with him. Your business will be materially assisted, not only from the credit standpoint, but more especially from the benefit of consultations on such matters as undue expansion of inventory or unwise extensions of credit.



What's New in Radio and

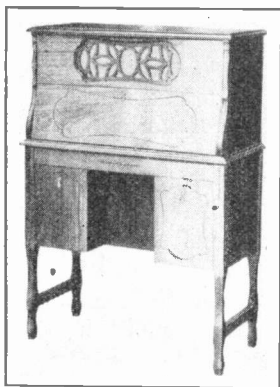
This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products on the market.



Has One-Dial Control

Radio Retailing, January, 1926

Now being made by the Duotone Radio Corporation, Wilmington, Del., is the type G 1-A, six-tube receiver with one-dial control. The small control beneath the large dial is a battery switch, while the one on the left regulates the volume. An Accurate dial is used, which has a ratio of 80 to 1 with no back lash. The receiver will operate from either inside or outside antenna or loop. It may be had in either a solid mahogany or walnut cabinet. Standard storage battery tubes are used and the circuit is non-radiating. Intended retail price \$300.



Console Radio Cabinet

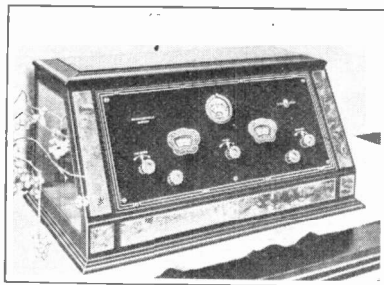
Radio Retailing, January, 1926

Type "75-E" is one of the latest consoles to be manufactured by the Blandin Phonograph Company, Incorporated, Racine, Wis. Its overall dimensions are 42½ in. x 30½ in. x 15½ in. which makes it small enough to be used in an apartment or small living room, and at the same time provides ample space for all batteries, etc. The panel space measures 7 in. x 26 in. x 5 in. and may be mounted in either a vertical or slanting position. The intended retail price is \$60. This is but one of the models of a very complete line being produced by the above company.

Six-Tube Receiver

Radio Retailing, January, 1926

"Pritchard-Roeber" is the name of the receiving set shown illustrated which is being made by the Autophone Manufacturing Corporation, 324 East Twenty-third Street, New York. This is a six-tube receiver incorporating tuned radio frequency amplification; with resistance coupled audio frequency amplification. The manufacturer claims quality of tone, selectivity and ease of control for this receiver, of which the electrical unit is sealed at the factory and is guaranteed as long as the seal remains unbroken. Two-tone walnut is used in the cabinet and the panels on the cover edge are of rosewood. All batteries are placed in compartments on either side of the panel and are covered with a close fitting top-piece. Intended retail price, less accessories, but including built-in loud speaker, \$325.



Five-Tube Receiver

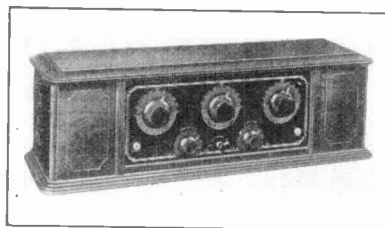
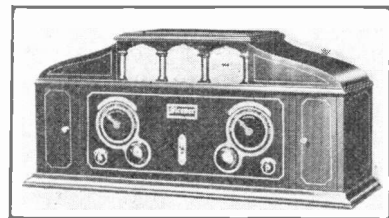
Radio Retailing, January, 1926

Arranged to accommodate the new type of tubes including special output amplifier tubes, is the "Model 30," 5-tube tuned radio frequency receiving set, made by the Colin B. Kennedy Corporation, 2017 Locust Street, St. Louis, Mo. Tuning is accomplished by means of two dials, vernier operated. A double reading voltmeter has been added, which gives accurate reading of either A or B battery. Fitted in the back of the set is a special plug which provides for immediate connection or disconnection of all wires. All exposed metal parts are either gold or dull silver finish. A volume control is also incorporated and the set will operate on either indoor or outdoor antenna. Intended retail price is \$145 without accessories.

Has Built-in Speaker

Radio Retailing, January, 1926

The "Serenader," made by the Sleeper Radio Corporation, Long Island City, N. Y. is here illustrated. This is a five-tube receiver incorporating two stages of radio frequency, detector and two stages of transformer coupled audio frequency. Two-dial control is used, actuating a single condenser on the right and a double condenser on the left. Mechanical and electrical provision for a UX power tube in the last stage of amplification is incorporated. The condensers have 6 to 1 reduction gear drives with the scale calibrated directly in meters. A built-in reproducer utilizes a special adjustable Brandes unit. Overall dimensions are 34½ in. x 16½ in. x 11 in. Intended retail price \$115.



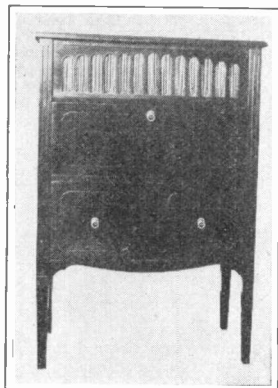
Five-Tube Receiver

Radio Retailing, January, 1926

A five-tube receiver is being manufactured by the Clapp-Eastham Company, 139 Main Street, Cambridge, Mass., that will operate on either dry cell or storage battery tubes. The set is encased in a mahogany cabinet, with a gold trimmed panel. Straight line frequency condensers are used, and genuine bakelite insulation is found throughout the set. This set is manufactured under the Armstrong regenerative license No. 1113149. An outstanding characteristic is said to be fidelity of reproduction. The intended retail price of this model, which is known as T-5B is \$85. Another model, known as T-5A has an intended retail price of \$75.

Where to Buy It News of Latest Products Gathered by the Editors

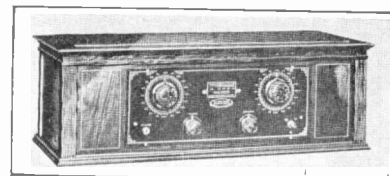
It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Six-Tube Receiver

Radio Retailing, January, 1926

"Model VI-C" is a six-tube radio receiver manufactured by the Wright-De-Coster Radio, Incorporated, 1466 Selby Avenue, St. Paul, Minn. The circuit is composed of one stage of radio frequency, a detector and four stages of audio frequency amplification. The audio frequency amplification consists of one stage of transformer and three stages of resistance coupled amplification. Two dials do the tuning, utilizing Martin-Copeland dials. 199 tubes are used which are mounted on a special base said to eliminate all microphonic or tube noises. Flexible wiring eliminates the possibility of loose connections. The high and low wave length switch makes it possible to bring in all stations from 200 to 600 meters with equal volume. A voltmeter is also set in the center of the panel. Intended retail price is \$250.

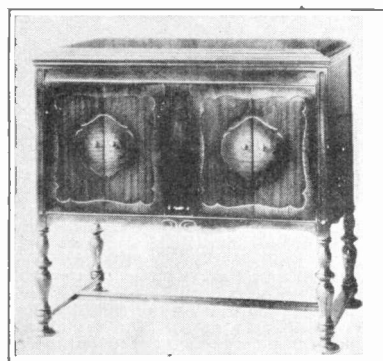


Five-Tube Receiver

Radio Retailing, January, 1926

Type "RC-2" is a two dial, 5-tube radio receiver manufactured by the Hayes Products Company, Grand Haven, Mich. A feature of this set is the "Ensign" automatic wave meter on which is marked wave lengths of 225, 300, 400, 500 and 600 meters. Direct tuning to wave lengths is claimed to be had by use of this device. Square plate, straight line wave length condensers using the entire dial are incorporated on this receiver. An outdoor antenna is recommended although the set will operate on an inside antenna.

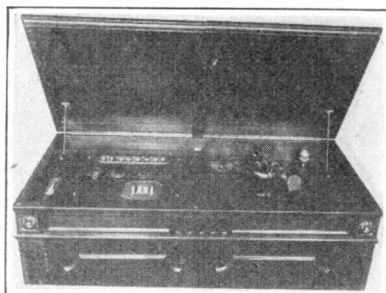
Radiola Combinations with Orthophonic Victrolas and Electrolas



Alhambra

Radio Retailing, January, 1926

Illustrated above is the "Alhambra" Orthophonic Victrola, combined with a five-tube tuned radio frequency Radiola. The Spanish style cabinet is finished in mahogany with maple overlays blended. It is 33½ in. high, 35½ in. wide, and 23½ in. deep. Either an indoor or outside antenna with ground may be used. The receiver is dry-cell operated, using 4 UX-199 tubes and 1 UX-120 tube. A jack is provided so that radio reception may be had on a separate loud speaker if desired, otherwise use of a concealed control valve permits reproduction of either record or radio reception. Other equipment on the machine includes a spring motor, non-set automatic eccentric groove brake, speed indicator and regulator, twelve-inch turntable, record albums, two-piece lid and one-hand lid supports. All Victor records may be played on this machine. It has a capacity for thirty records and the motor runs for ten minutes without re-winding. The intended retail price is \$350.



Radio Retailing, January, 1926

In addition to the two models illustrated, the Victor Talking Machine Company, Camden, N. J., has three other models equipped with radio receivers. First—the "Alhambra" with a six-tube Radiola super-heterodyne operating on dry-cell batteries. This may be used with either indoor, outdoor or loop antenna. With the exception of the radio receiver this model does not differ from the regular Alhambra model. Intended retail price, \$425. Second—the "Florenza" an Orthophonic Victrola combined with a six-tube Radiola superheterodyne incorporated in a semi-wall type cabinet in Italian style. The dimensions are 45½ in. x 39½ in. x 23½ in. Finished in blended walnut. Intended retail price, \$550. Third—the "Hyperion," an electrola in combination with an eight-tube Radiola super-heterodyne operating entirely from house current. The cabinet is walnut in Italian style with maple overlays blended, having overall dimensions of 57½ in. x 47 in. x 19½ in. Reproduction of records played by electric pick-up or radio reception is on a ten-inch cone. Other features are the same as for the "Borgia" model with the exception that it is furnished with a compartment and pilot lamp, fixed top, drop panels and four doors in front. Intended retail price, \$900.

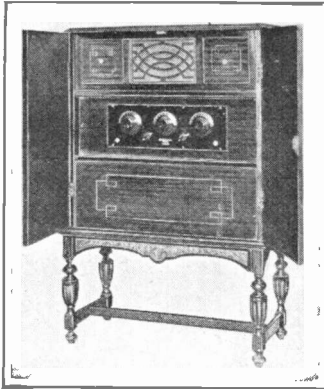


Borgia

Radio Retailing, January, 1926

Above is shown the "Borgia," which is an Orthophonic Victrola, Electrola and eight-tube Radiola super-heterodyne combination. Has concealed directional built-in loop antenna. Tubes used are 7 UX-199, 2 UX-216-B, 1 UV-876, and 1 UX-210. Equipped with a two-way switch and valve permitting orthophonic reproduction of records; electric pick-up for orthophonic reproduction of records with volume control; or orthophonic reproduction of radio reception, 110-20 volt, 60 cycle current supply operates radio, electric pickup and drives motor for turntable. A jack is provided so that radio reception or record reproduction may be had on a separate loud speaker, if desired. The Italian Renaissance cabinet is finished in blended walnut. It is 45½ in. high, 44 in. wide and 22½ in. deep. An induction disc electric motor drives the twelve-inch turntable. The illustration in the center shows this model open at the top. Intended retail price, \$1,000.

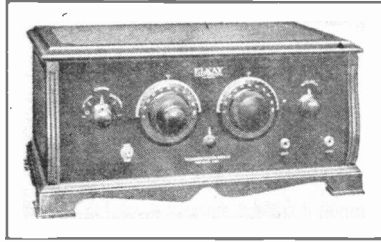
What's New in Radio and Where to Buy It—



Radio Cabinet

Radio Retailing, January, 1926

The Associated Furniture Manufacturers, 9-11 East Fortieth Street, New York, are the makers of 50 different patterns of radio tables, consoles and cabinets. They are made of combination mahogany and walnut, solid walnut with Japanese lacquer decoration, mahogany finish, and with hand carved faces. The one illustrated is shown open and is known as No. 2062. This type is a combination of mahogany and walnut whose overall dimensions are 55 in. x 33 in. x 15 in. The intended retail price is \$120.



Four-Tube Receiver

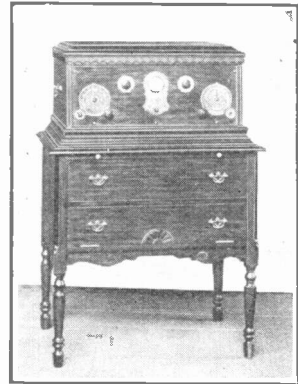
Radio Retailing, January, 1926

"Type 4-S Elkay Super Selector" is being manufactured by the Langbein-Kaufman Radio Company, 511 Chapel Street, New Haven, Conn. This set consists of one stage of specially tuned radio frequency amplification, detector and two stages of transformer coupled audio frequency amplification. It will operate on either dry cell or storage battery tubes, and uses a patented selectivity control. Two main tuning controls are used and the set has an intended retail price of \$70. A five-tube receiver is also made by this company, using one stage of tuned radio frequency and three stages of audio frequency amplification, of which the last two are resistance coupled. This set has an intended retail price of \$80.

Radio Table

Radio Retailing, January, 1926

No. 601 table type radio receiver is illustrated on the new No. 2881 radio table being made by Stromberg-Carlson Telephone Manufacturing Company, 1060 University Avenue, Rochester, N. Y. This table is just large enough to accommodate the receiver and is equipped with a sliding shelf that can be pulled out and used for writing purposes. The front door is designed to give the pleasing appearance of two drawers. This door is of one piece construction and hinges down exposing ample space for batteries and battery charger, or battery eliminator. The table has an intended retail price of \$42.50.



Six-Tube Receiver

Radio Retailing, January, 1926

"Diamonola" Six is the name of the illustrated receiver manufactured by the Defiance Radio & Electric Company, 1023 South Twelfth & Kay Streets, Tacoma, Wash. The set uses straight line condensers incorporated in what is said to be a new and exclusive circuit. It will operate on either antenna or loop, and uses 6 standard storage battery tubes. The wave band covered is from 200 to 600 meters. Finished in either a black walnut or mahogany. The intended retail price complete, which includes tubes, B batteries, loop, cabinet and loud speaker, is \$225.

Metal Marker

Radio Retailing, January, 1926

The Crowe Nameplate & Manufacturing Company, 1749 Grace Street, Chicago, Ill., is making conductor markers or cable tags which indicate plainly the uses of the various wires. These little metal tags may be easily and quickly attached by bending the half open loop around the cable, with a pair of ordinary pliers. Use of these tags makes tracing of wires unnecessary when changing batteries and eliminates mistakes.



Radio Cabinet

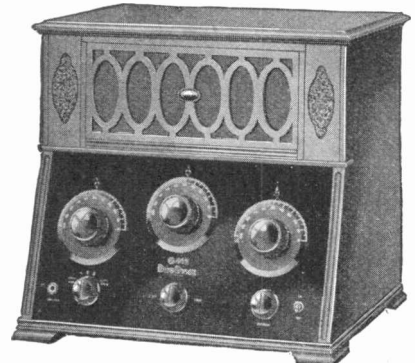
Radio Retailing, January, 1926

A number of new additions have just been announced in the line of radio cabinets manufactured by the Udell Works, Incorporated, Indianapolis, Ind. One of their new models, known as No. 747 has a built-in horn with an attractive grill work at the top. Any size or style of standard radio receiving set can be accommodated in the middle section, which has an attractive front that drops down and forms a leaf or table when desired. The cabinet is finished in two tone brown mahogany, and the bottom section is enclosed with two doors. Space is provided which will accommodate all batteries and accessories necessary for the set.

Five-Tube Receiver

Radio Retailing, January, 1926

A table console receiver is shown in the Globe Duodyne Radio model 3-53, manufactured by the Globe Electric Company, 14-28 Keefe Avenue, Milwaukee, Wis. This is a five-tube, 3 dial receiver, employing 2 stages of tuned radio frequency amplification. All insulating parts are of bakelite, including the panel which is 9 in. x 16 in. The dials are of the vernier type which aid in tuning. Made of mahogany the cabinet includes a built-in reproducer. There is also ample space in the cabinet for dry cell B batteries. Intended retail price is \$135.

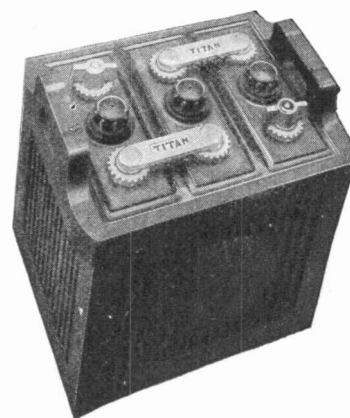
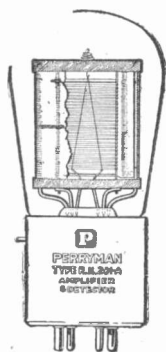


News of Latest Products Gathered by the Editors

Tube

Radio Retailing, January, 1926

Now manufacturing a complete line of radio tubes for both storage battery and dry cell use is the Perryman Electric Company, 33 West Sixtieth Street, New York, N. Y. As the successful operation of any radio tube depends largely upon the permanency of the filament and its position with its relation to the plate and grid, this company has equipped the upper end of the former with a spring that holds it in proper position at all times and allows for natural expansion and contraction with the changing heat conditions. Rectifier tubes built by this company are along the same lines as the standard type tubes except that they employ no grid and are also assembled with greater rigidity. In the standard storage battery type tubes, two bridges are used at each extremity of the filament plate and grid, which add to the rigid construction.



Storage A Battery

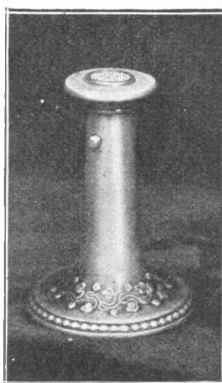
Radio Retailing, January, 1926

The General Lead Batteries Company, Newark, N. J., announce a new radio A battery known as type RS. The battery is of rubber case type, durable and acid-proof. Heavy connectors join the cells. There are no copper or brass inserts to corrode. Thick, heavy wood separators are used between the plates. They are made in all standard capacities from 80 to 140 amperes at 6 volts.

Electric Cigar Lighter

Radio Retailing, January, 1926

The "Remoliter" is an electric cigar lighter operating from 110 volts a.c. or d.c. house current. This device is manufactured exclusively by the Remo Corporation, Meriden, Conn. In addition to the general use that this device may be put to, it is especially recommended to be used in connection with a radio set, which is a feature that DX fans will appreciate. It is made of cast metal, well designed and in antique silver. Intended retail price is \$5. Renewable heating units may be had for \$1.



Tube Rejuvenator

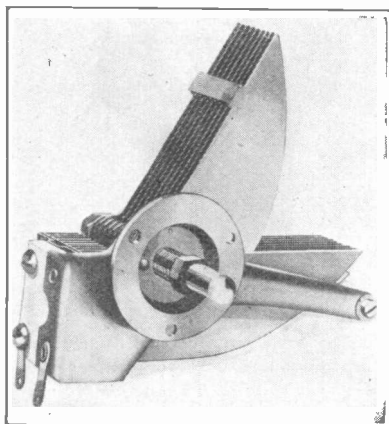
Radio Retailing, January, 1926

The "Hemco" tube rejuvenator has recently been placed on the market by George Richards & Company, 557 West Monroe Street, Chicago, Ill. It may be operated from 110 volts, either a.c. or d.c. and will rejuvenate 201-A and 199 type tubes. The intended retail price is \$2.85.

Variable Condenser

Radio Retailing, January, 1926

Illustrated, is the straight line frequency condenser recently placed on the market by the Pacent Electric Company, Incorporated, 91 Seventh Avenue, New York. Low-loss design is incorporated in the construction of this condenser in that the rotor is grounded in continuous connection with the metal end-plate. Highest insulation is obtained by means of isolantite. The brass plates are riveted and soldered to a rigid channel frame construction. Either 1 or 3 hole mounting may be used. The design also provides for unit-control tandem mounting. Condensers may be had in capacities of .00035 and .0005 mfd. at intended retail prices of \$3.50 and \$4.50 respectively.



Reproducer

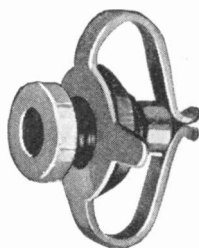
Radio Retailing, January, 1926

The Robbins & Myers Company, 608 South Dearborn Street, Chicago, Ill., is marketing a combined horn type reproducer and the head set. Connections are provided in a base for three head sets. Recommended for use with this horn is the "Melofone." This consists of air tubes which are connected to the reproducer thereby utilizing the vibration of an air column from the diaphragm of the reproducer instead of the electro-magnetic system on ordinary head sets. The intended retail price of the reproducer with one head set is \$30. The intended retail price of the Melofone with one head set is \$5.75. Extra head sets are \$2.50. These head sets consist of tubing, a head band and ear pieces.

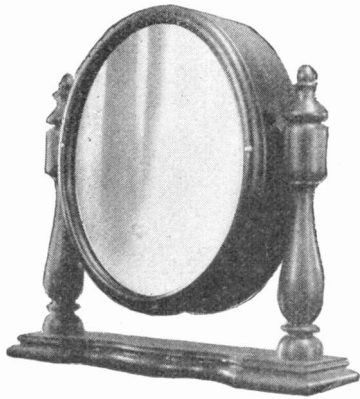
Cord Tip Jack

Radio Retailing, January, 1926

King Quality Products, Incorporated, Buffalo, N. Y., have a new cord tip jack which in addition to the purpose for which it was designed, is proving decidedly handy in general experimental work and battery connecting. Its original use was to eliminate the necessity of the phone plug and the unsatisfactory front panel binding post. It provides positive electrical contact with all standard phone tips. The jacks can be furnished with pairs of polarity indicating red and black insulating washers which permit of mounting on metal panels. An installation can be made lighter in weight and neater by the use of these jacks.



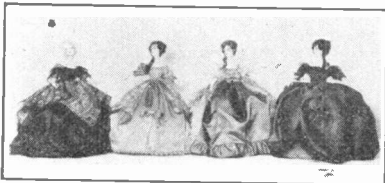
What's New in Radio and Where to Buy It—



Mirror Type Reproducer

Radio Retailing, January, 1926

A mirror type reproducer is being marketed by Irvin I. Aaron, 36 South State Street, Chicago, Ill. A sound passage 17½ in. long, built like the voice passage in the human throat, gradually widens until it forms the mouth at the base of the mirror. The sound waves are then projected so as to strike the top of the cabinet or table upon which this reproducer is placed, to be reflected in all directions. It is built entirely of solid mahogany and the mirror is of heavy plate glass. Overall dimensions are 10 in. wide x 11 in. high and it may be had in either two-tone or dark mahogany finish. The intended retail price is now \$15.



Doll Reproducer

Radio Retailing, January, 1926

"Princess Uteena" is a doll reproducer which is being made by the Princess Uteena Manufacturing Company, 212 East Sixth South Street, Salt Lake City, Utah. A "Utah" unit is incorporated in these figures, no two of which are dressed alike, and only the best of silk materials are used. The gowns may be removed for cleaning without difficulty. Either a 7-ft. or 20-ft. cord may be had for this reproducer, which has an intended retail price of \$30 and \$32.



Glass Insulator

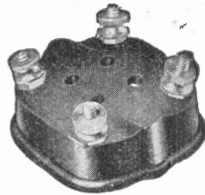
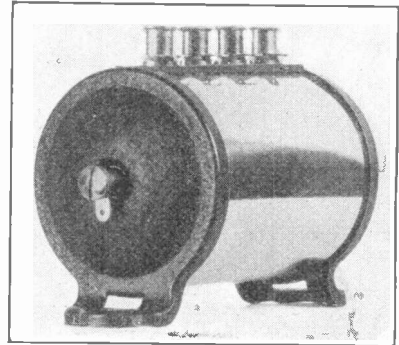
Radio Retailing, January, 1926

Insulators made of glass to be used in the antenna system are being manufactured by the McKee Glass Company, Jeanette, Pa. These are very well molded insulators of "Insula" glass, having a length of 3½ in. They are designed to withstand severe strains and are not easily affected by temperature changes. They may be obtained packed singly or 25 in a counter display box. Intended retail price is 25c. This company also makes a glass radio tube socket which has an intended retail price of 50c.

Audio Frequency Transformer

Radio Retailing, January, 1926

An audio frequency transformer which gives powerful amplification without distortion is being manufactured by the General Radio Company, Ltd., Radio House, 235 Regent Street, London, W. 1, England. This instrument is completely shielded as can be seen in the illustration and is provided with a special terminal on the end for grounding. The windings and wire are of generous size which allows for a large overload. This transformer is of the open core type with which the American market is not familiar. The core has a very large cross sectional area made up of small diameter material which minimizes eddy current losses. The case is nickel plated and the end plates crystallized. Soldering lugs are attached to all terminals and the mounting may be accomplished by means of two holes either on the panel or on the baseboard.



Socket

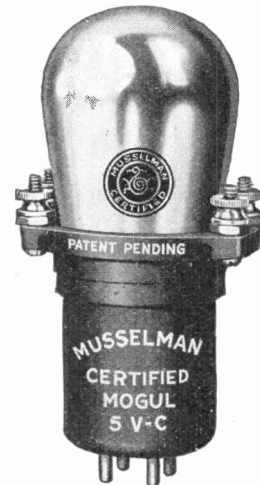
Radio Retailing, January, 1926

The Hoosick Falls Radio Parts Manufacturing Company, Incorporated, Hoosick Falls, N. Y., is making the illustrated socket to be used with UX-199 and UX-122. All metal parts are nickel plated and the wiping contacts are of phosphorus bronze. It is very small, durable and the Bakelite well molded.

Power Amplifier Tube

Radio Retailing, January, 1926

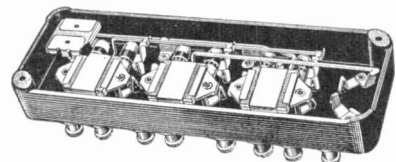
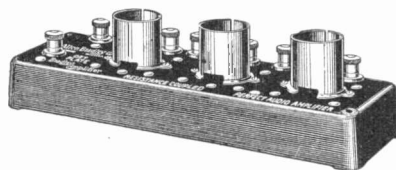
"Mogul 5VC" is a power tube amplifier with an adapted base being made by the Van Horne Company, Incorporated, Franklin, O. In the development of the five-volt power tube, it was found advisable to make a base arrangement so that the additional "B" and "C" voltages required for the operation of the Mogul could be obtained without requiring a change in the wiring of the majority of sets. To this end the special adapted base has four binding posts in addition to the usual four prong contacts. This tube is made both as a Van Horne selected and Musselman certified, the intended retail price of the former being \$5.25; that of the latter, \$5.75. These prices cover the tube complete, the adapted base being a single unit for which no extra charge is made.



Resistance Coupled Amplifier

Radio Retailing, January, 1926

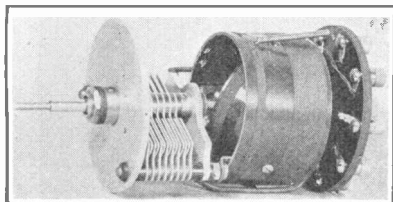
The "Bradley-Amplifier" is a 3-stage resistance coupled amplifier that can be connected to any type of standard tuner. It is made by the Allen-Bradley Company, 286 Greenfield Avenue, Milwaukee, Wis. The Bradley units and condensers are mounted within the molded bakelite base. All joints are soldered and all that extends above the base are the sockets and terminals. Overall dimensions of the base are 9¼ in. by 3¼ in. These sockets are also intended to handle the new UX series of radio tubes. A resistance coupled amplifier such as this eliminates all distortion and gives a clarity of tone and faithfulness of reproduction which will satisfy the most critical. It is to be remembered that three stages of resistance coupled amplification is equal in volume to two stages of transformer coupled amplification but the gain is in the tone quality obtained. Intended retail price is \$15.



News of Latest Products Gathered by the Editors

Three Circuit Tuning Unit

Radio Retailing, January, 1926

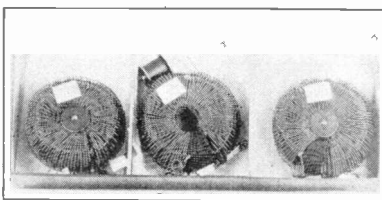


An improved type of three circuit tuning unit is being made by the Unilog Radio Company, 4101 Union Avenue, Chicago, Ill. Bakelite housing covers all the parts which keeps them free from dust and moisture. On the back disk, as can be seen in the illustration, are mounted binding posts for all connections. This makes mounting and connecting an easy process. The entire unit may be mounted to the panel by means of a single hole. The condenser shaft is hollow accommodating a small size shaft so that the rotor may be turned separately. The intended retail price complete with the dial is \$12.50.

Toroid Coils

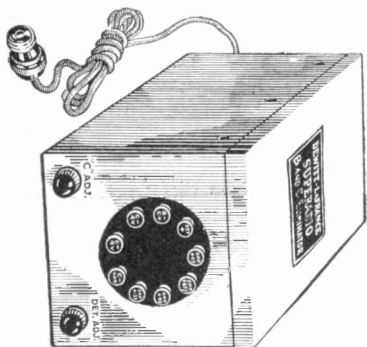
Radio Retailing, January, 1926

A compact toroid coil is being made by the Nolte Manufacturing Company, 193 Plainfield Avenue, Jersey City, N. J. These coils measure 3½ in. in diameter x 1¼ in. deep and both the primary and secondary windings are in the form of a toroid. The solid construction gives ample protection to all the wires. Intended retail price for a set of three coils is \$6.



B and C Eliminator

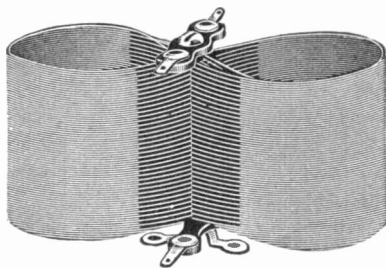
A bimetallic type rectifier is incorporated in the B and C eliminator being manufactured by the DeWitt-LaFrance Company, Incorporated, 54 Washburn Avenue, Cambridge, Mass. The detector voltage may be varied from 0 to 60 volts, and the C battery from 4 to 25 volts. The C battery also has two fixed taps, one at 4½ volts and the other at 9 volts. Other taps allow the use of 45, 67½, 90 and 135 volts for amplification. The only care necessary is the addition of a glass of water about once in six months. Included with the rectifier is a large transformer and a filter. The manufacturer claims that the rated output voltages are sustained with any set up to 10-tubes. The total current consumption is 1/10 amp.



Radio Frequency Coils

Radio Retailing, January, 1926

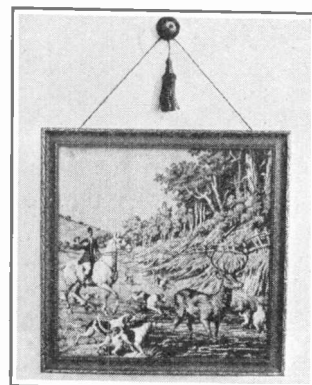
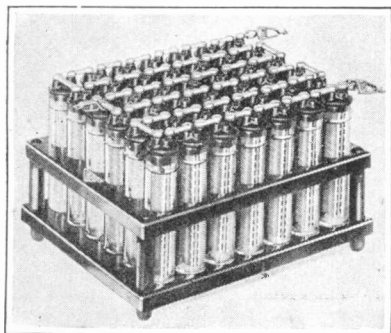
A compact radio frequency transformer is found in the "Twin-Eight," which is being manufactured by the Bodine Electric Company, 2254 West Ohio Street, Chicago, Ill. As the magnetic field is almost entirely self-contained, there is no interference with the fields of adjacent coils, condensers, wires or other parts of the set. These coils may be used in any tuned radio-frequency circuit, and do not require placing at critical angles. When tuned by a 0.00035 mfd. condenser they will fully cover the broadcast wave length range. As individual coils they have intended retail price of \$3, or they may be obtained in matched sets of 3 at intended retail price of \$9.



Storage B Battery

Radio Retailing, January, 1926

An 84-volt storage B battery, known as "Graynie" is being marketed by The Zinke Company, 1323 Michigan Boulevard, Chicago, Ill. It has a capacity of 3,000 m.a. hours, and is equipped with glazed, crown shape porcelain cell tops, which are sealed air-tight. Two gravity balls indicate the battery condition at all times. The cells are solidly fixed into a metal frame which insures permanence. Extra long cells are used so as to completely eliminate spilling and evaporation which in turn will eliminate current leaks and noises in the set. A 2-year guarantee accompanies each battery, and the space taken by these cells is less than that taken by 90 volts of dry B batteries. Intended retail price is \$18.85.



Tapestry Type Reproducer

Radio Retailing, January, 1926

Decorative as well as useful is the tapestry type reproducer being manufactured by the P and G Manufacturing Company, 300 South First Avenue, Maywood, Ill. These are being made in two sizes, which are 20-in. x 20-in., and 19-in. x 26-in. Different tapestry pictures may be placed in this frame according to the particular desire of the purchaser. The unit is concealed behind the tapestry. The prices are \$25 for the former size and \$35 for the latter.



Fixed Condensers

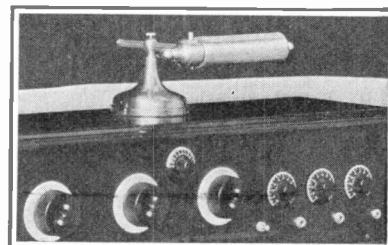
Radio Retailing, January, 1926

To be used for either by-pass purposes or in filters are the fixed condensers being made by the Potter Manufacturing Company, 2004 Sheridan Road, North Chicago, Ill. These condensers are arranged for either vertical or horizontal mounting, and may be had in capacities of .1, .25, .5, 1, 2, 3, 4 Mfd. They are also made in three types which are tested to withstand 250, 350 and 650 volts a.c. In addition, these condensers will be found very efficient when used in amplifiers or to increase or decrease the wave range of sets. The intended retail prices are from 70c. to \$3.75.

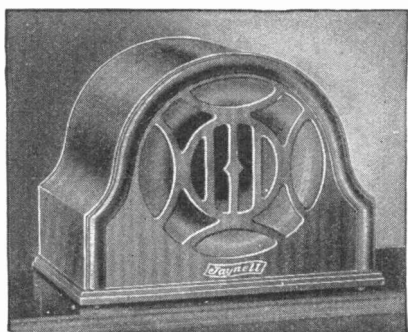
Radio Lamp

Radio Retailing, January, 1926

A heavy brass radio lamp is being made by the Faries Manufacturing Company, Decatur, Ill. It has a height of 4¾ in. and extends 10¼ in., with the base heavily weighted and covered with thick felt. The cylindrical shade is attached with a clamp on lock holder. Swivels permit the light to be thrown in any direction and the socket is of the push-through type. A 25-watt tubular style bulb is to be used and the lamp is wired with 6 ft. of silk cord. The intended retail price is \$6.



What's New in Radio and Where to Buy It



Reproducer

Radio Retailing, January, 1926

A mantel type reproducer is now being manufactured by the Jaynell Manufacturing Company, 217 North Desplaines Street, Chicago, Ill. Built somewhat on the shape of a clock, the front is equipped with an attractive grill work and it is claimed that an exceptionally clear and mellow tone is obtained. Each reproducer carries with it an unconditional guarantee and the intended retail price is \$25.

Automatic Filament Control

Radio Retailing, January, 1926

An improved filament ballast unit is now being marketed by the Daven Radio Corporation, 158 Summer Street, Newark, N. J. These are made in 5 types, are numbered in order, and will take care of from one to five tubes respectively. The resistance element consists of a special wire having a high temperature co-efficient. It has a balancing effect in passing current to the filament of the tubes which takes care of the voltage drop as the battery discharges. This, of course, is when used with a 6-volt storage battery. The use of these units will operate the tubes at greatest efficiency during all times and insures longer life and better quality of reproduction.



Screw Driver

Radio Retailing, January, 1926

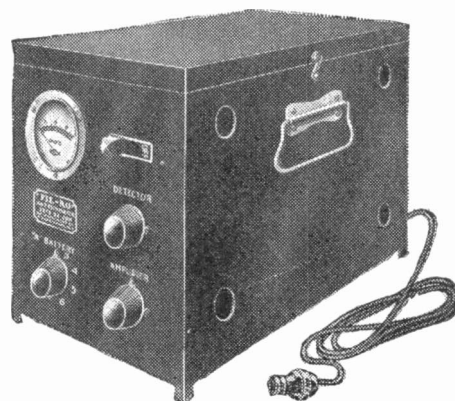
The Apex Stamping Company, Riverdale, Ill., is marketing a new type of screw driver for radio use. Made of cold rolled and clock spring steel it is so designed as to hold the screw in any position enabling the operator to get into hard places where the fingers cannot reach. These screw drivers are nickel plated and are packed on an attractive counter display card in four colors, one dozen to a card. The intended retail price is 50c. each.



Battery Eliminators

Radio Retailing, January, 1926

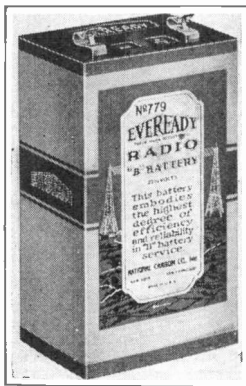
"Fil-Ko" battery eliminators are being made by the D.X. Instrument Company, Union Trust Building, Harrisburg, Pa. Three different types are made which are D.X. 5-200, D.X. 57 and D.X. 200. The first is an A and B battery eliminator with overall dimensions of 8 in. x 10 in. x 15 in. and an intended retail price of \$90. The second is an A battery eliminator which gives 5 to 7 volts at 2½ amperes. The overall dimensions of this type are 8 in. x 10 in. x 12 in. and the intended retail price is \$67.50. The third type is a B battery eliminator with a voltage range of from 0 to 200 for the amplifiers and from 15 to 50 for the detector. Overall dimensions of this instrument are 7 in. x 7 in. x 7 in. and the intended retail price is \$40.



Dry B Battery

Radio Retailing, January, 1926

The National Carbon Company, Long Island City, N. Y., announces a new Eveready B battery to be known as No. 779. This is designed particularly to fit the battery compartments of certain types of Operadio and DeForest receivers. The voltage is 22½ and dimensions 4½ in. x 3½ in. x 7½ in. The new battery permits the use of the largest size cells possible in the battery compartments of the sets referred to, resulting in the greatest economy permitted by the space available for power supply. The intended retail price is \$2.



Tube

Radio Retailing, January, 1926

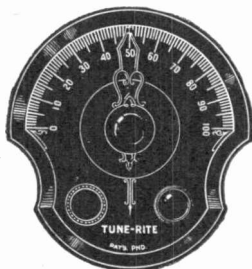
The "Ureco Goldentone" tube has recently been announced by the United Radio & Electric Corporation, 425 Central Avenue, Newark, N. J. It is a power tube designed for use in the last audio stage and is said to greatly improve the reception. This new tube is said to increase the flow of plate current to almost twice that of an ordinary 201-A type tube. This increase in plate current means clear, loud-speaker volume on distant stations and better tone qualities.



Dial

Radio Retailing, January, 1926

The "Tune-Rite" dial is being manufactured by the Radiall Company, 50-52 Franklin Street, New York, and is said to give straight line frequency tuning. This is accomplished by means of two gear trains, within the front plate of the dial. These move independently in such a way that, while one moves the pointer at a regular rate over the graduated scale of the dial, the other rotates the condenser. The vernier action changes gradually from a ratio of 24:1 at low wave lengths to 2½:1 at high wave lengths. This dial may be obtained for either clockwise or counter clockwise condensers. It is finished in gold and black and has an intended retail price of \$3.50.

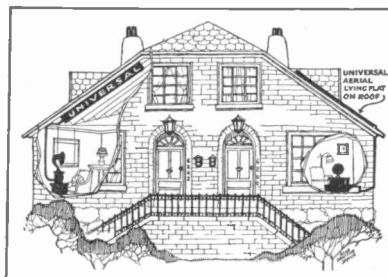
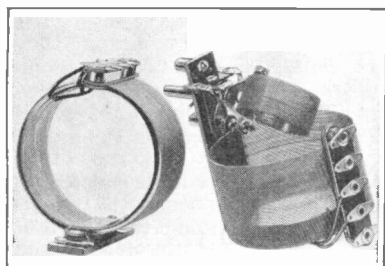


News of Latest Products Gathered by the Editors

Coils for Roberts Circuit

Radio Retailing, January, 1926

These are being made by the Hammarlund Manufacturing Company, Incorporated, 424 West Thirty-third Street, New York. As can be seen in the illustration they are of the low-loss type being wound by a special process on cellulose. Each turn is equi-distant from the next with a slight space between them. The turns are anchored firmly in the composition giving great strength and exceedingly high inductance value. Dielectric losses are reduced to a minimum and the distributed capacity is negligible. These coils are to be used with .0005 mfd. condensers and have intended retail prices of \$7.50 per set.



Antenna to Minimize Interference

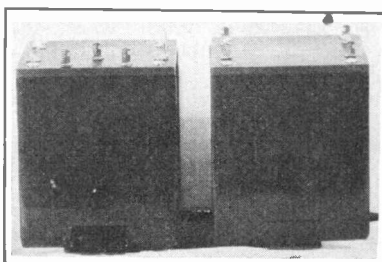
Radio Retailing, January, 1926

A "Universal Antenna" is being made by the Kane Antenna Company, 3343 West Monroe Street, Chicago, Ill., which can be installed in such a way as to be quite inconspicuous. It measures 6 ft. x 15 in. x 2 1/2 in., contains 260 ft. of tin copper braided antenna wire and is transposed-wound. The device is designed to reduce static and power noises. The manufacturer also points out that where two of these devices are used together, one as an antenna and the other as a counterpoise, extreme selectivity and clear reception are to be had. It is entirely weather-proof, non-directional and may be installed in a very few minutes. Intended retail price is \$15 each; two for \$27.50. The above company specializes in various types of antennas, designed to eliminate or minimize interference of all kinds.

Transformers and Chokes for B Eliminators

Radio Retailing, January, 1926

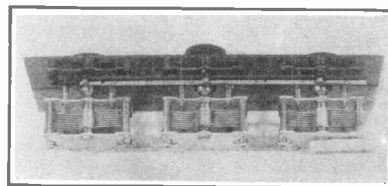
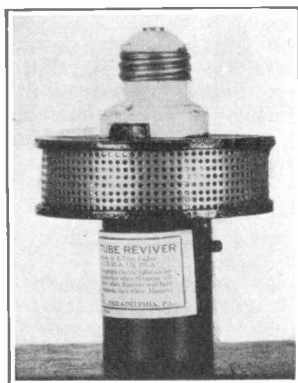
Choke coils and transformers made especially for the new Raytheon rectifier tube are being manufactured by the General Radio Company, Cambridge, 39, Mass. The high tension side of the transformer has a center tap which allows a potential of 200 volts to be placed on either side of the tube. An additional winding is furnished which gives 7 1/2 volts for use in lighting the filament of a power tube if one is used. Both windings of the filter choke are incorporated in one case, which is the same size as the transformer—making two very convenient units for mounting. The intended retail price is \$10 for each unit.



Tube Reactivator

Radio Retailing, January, 1926

The tube reactivator being made by the International Resistance Company, Incorporated, Sixteenth and Chestnut Streets, Philadelphia, Pa., is a lamp socket device not much larger than an ordinary electric light bulb. As can be seen in the illustration, the whole unit fits in the light socket. It will reactivate thorium filament tubes of the UV and UX-201A types. After being inserted in the lamp socket the button on the side is pressed, by means of which the tube is flashed for a period of 45 seconds, then it is released and the tube allowed to age. The time for aging is approximately 10 minutes. This is a very convenient device which operates on 110-20 volt a.c. or d.c. current. Another model is made which will accommodate 199 tubes. The intended retail price of each model is \$4.50.



"Group Control" Kit

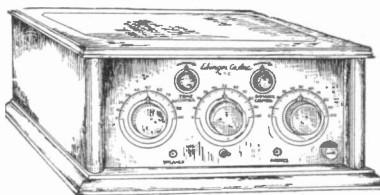
Radio Retailing, January, 1926

The illustration shows the "group control," a gear and rack device made by the Kurz-Kasch Company, Dayton, O., to be applied to a three dial set. Complete detailed instructions, together with all necessary parts, are furnished with each kit. The master control, which is located in the center, can be had either clockwise, counter-clockwise, or as a vernier pointer. All condensers may be actuated from the center dial, or they can be moved individually in order to compensate for slight variations. To install this device no rearrangement of the panel is necessary—the only change necessary on most standard sets is to move the condensers back a quarter of an inch—accomplished by means of the washers and screws supplied. The correcting vernier has a ratio of approximately 50 to 1 and a smooth action without backlash. In most cases it will be found that once the condensers have been adjusted to the gear-rack and compensation made for variation in capacity, the tuning control will be concentrated on the center dial. A center master dial graduated to 360 deg. may be had upon request. The vernier pointer is furnished either single or double and is particularly suitable for a panel already graduated. The intended retail price is \$7.50.

Five-Tube Receiver

Radio Retailing, January, 1926

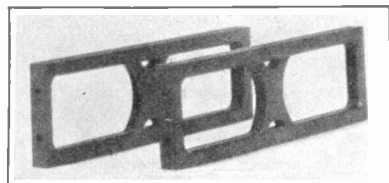
A five-tube radio receiver is being manufactured by E. Singer Company, Incorporated, 40 Hudson Street, New York. The electrical unit is installed in a two-tone walnut cabinet with walnut panel and gold engraved bakelite dials. The wavelength range is said to be from 160 to 550 meters. Process wiring and short leads are incorporated with bakelite sockets to take both the old and new type tubes. The dial in the lower left hand corner is a tone regulator to be used in clarifying the signals. The intended retail price is \$87.50.



Brackets

Radio Retailing, January, 1926

Brackets for sub-panel mounting are being offered by the Garfield Radio Manufacturing Corporation, 64 Vesey Street, New York. These are made of Radion, have holes drilled for mounting, and are mechanically square with perfect right angles. They are tested under a pressure of 2,000 pounds which establishes their ability to withstand the weight of apparatus placed upon them. Overall dimensions are 6 1/2 in. by 2 in. by 1/2 in. The intended retail price is \$1.25 per pair.



Audio Frequency Transformer

Radio Retailing, January, 1926

The Brandes Products Corporation, 200 Mount Pleasant Avenue, Newark, N. J., has introduced a new audio frequency transformer. The winding ratio is 1 to 5. Intended retail price \$4.

What the Trade Is Talking About

A. M. E. S., Radio Section, Sees No Radical Changes Next Season

Standardization of sets and accessories was the principal topic of the semi-annual meeting of the Radio Section, Associated Manufacturers of Electrical Supplies, held in New York City, Dec. 7-10. As usual, the program consisted of separate meetings devoted to the interests of specific products. As we go to press, the recommendations of the convention were still in the hands of counsel and will not be available until sometime in January.

Briefly, they relate to standardization of plate voltages, impedance of loudspeakers, identification of leads from sets, and antenna wire strength and length.

"Socket power" was the term adopted for apparatus or sets which are designed to operate when plugged in on central station lines. The "X" tube was recommended as a standard for future set construction, socket manufacturers to be advised accordingly.

The high point of the 3-day session was the frankness reflected in the speech of E. E. Bucher, sales manager of the Radio Corporation of America, who volunteered the information that his company, aside from two tubes to be announced June 1, would enter the next season without any radical changes in its line. Mr. Rypinski of Brandes Products Corporation, chairman loudspeaker committee, and W. B. Schulte, of the Burgess Battery Company, chairman of the dry battery committee, gave similar assurances that no revolutionary accessories or devices were in sight and that the market need not fear upsets in the minor requirements to come from year to year.

In conversation with members at the meeting, *Radio Retailing* found that the time was never more opportune for getting the trade to agree on a definite date for announcing new models, as is being done in the automobile industry. The great waste in radio distribution due to "broken package" or small unit buying on the part of dealers is traceable to the manufacturers who, in announcing their models shortly before the holidays, do not give the dealers time to learn how to sell the line of his selection. It is felt that an announcement period, for example June 1, would tend to stabilize the production as well as the distribution end of the industry.

Receiver Appointed for Ware Corporation

The Ware Radio Corporation, New York City, one of the neutrodyne licensees, went into bankruptcy late in December, Stark B. Ferriss, of the law firm of Ferriss and Lewis, being appointed receiver.

This action was not wholly unexpected as the Ware company had been in financial difficulties for some time. Withdrawal by the Music Master Corporation of Philadelphia from contracts to market a seven-tube neutrodyne receiver made by Ware is considered one of the main factors in Ware's failure. Charges and countercharges, made by Walter L. Eckhardt, president of Music Master, and Paul Ware, each putting responsibility for the failure on the other's shoulders, featured the proceedings.

The fact remains that Music Master cancelled its contract, whatever the reason, with the Ware company, leaving the latter unable to meet its obligations.

The C. D. Tuska Radio Manufacturing Company, of Hartford, Conn., is reported to have been purchased by Walter Carl, a prominent insurance man of Boston, Mass. No announcement has as yet been made concerning the future plans of the company.

The decision of the Hoover conference not to give out any more licenses until present holders retire from the field seems to have been a severe blow to several companies that went ahead and built complete broadcasting stations on the hope that they might be given permission to broadcast. Some of the stations were warned not to proceed until they were definitely assured of a wavelength and those who disregarded the warning may not receive much consideration from the Department of Commerce.

Eskimo Kids Visit Chicago



Commander Donald B. MacMillan, (left) just back from his voyage of exploration in the northern polar regions, was the guest of honor at the fourth annual Chicago Radio Show. He is shown here with Lieut. Commander E. F. McDonald, Jr., who was second in command on the Arctic journey, and two of the Eskimo youngsters who were brought back on a visit to the United States. They were one of the big hits of the Chicago show.

Introduction of Dill Bill Delayed

Difficulties in determining the fee which would be equitable to owners of copyright music have delayed the introduction by Senator Dill, of Washington, of the amendment to the copyright law providing for the use of copyrighted music by radio broadcasters.

Senator Dill believes that there is more danger in fixing the fee too low than too high. If the fee should be made too low the owner of the copyright would not be willing to let his production be broadcast. It is Senator Dill's intention to fix a maximum amount which is not to be exceeded. Under such an arrangement it would be possible for the owner of the copyright to make whatever concession he desired below that amount.

Maximum Figure in Doubt

As this is written Senator Dill hopes to get his bill before Congress shortly after the first of the year, but that will depend on his ability to confer with certain of the interests concerned as to the figure which should be inserted in the bill. The bill itself will be in simple form, since it will carry no other provisions except to amend the copyright law to extend the mechanical reproduction of music to radio.

Senator Dill has also introduced in the Senate the radio regulation bill, similar to Representative White's bill but differing in one particular. He specifies that no censorship authority is to be granted. The hearings on that measure will begin before the Senate committee January 8.

Hearings on Representative White's radio bill will begin January 18 before the Merchant Marine Committee of the House of Representatives, it has been announced. This is the bill which would give the Department of Commerce legal power to regulate the assignment of broadcasting licenses.

Pewee Crosley, Jr., president of the Crosley Radio Company, Cincinnati, O., has bought the American Radio Research Manufacturing Company of Medford Hillside, Mass., makers of the Amrad line of radio receivers. The Amrad company will be reorganized and refinanced by Mr. Crosley and it is hoped it will again assume the place in the trade which it formerly held.

An unusual phenomenon threatens to interfere with good radio reception, according to a Brooklyn, N. Y., astronomer. Sun spots, unusual at this time of year, are appearing in increasing numbers on the face of the sun. These, it is said, shoot electrical energy directly at the earth, which may or may not cause a surplus of winter static. At any rate, the noises might as well be attributed to sun spots as anything else.

"Radio Week" Plans Are Nearing Completion

In addition to the international broadcasting tests during "Radio Week," January 24 to 30, plans for DX reception from American broadcasting stations are being arranged, as suggested by the editors of *Radio Retailing*.

During the first five evenings of the week, from ten to eleven p.m., Central Standard Time, all American broadcasters are asked to remain silent to permit European reception in the United States. On Friday evening, a variation in the plan will be made, to give listeners in all parts of the country an opportunity to hear distant American stations which, ordinarily, would be drowned out by local broadcasting.

On that evening, during the first fifteen minutes of the "silent hour," ten to eleven, C.S.T., all U. S. stations will be silent, except those in the Eastern Standard Time zone. During the second 15 minute period, the Central Time stations will have the air exclusively; during the third quarter, the Mountain Time stations will be heard and the last quarter will be devoted to the Pacific Coast broadcasters. This will give fans on both coasts opportunity to log the stations of the opposite coast.

On Saturday, January 30th, another DX feature is planned. The "silent hour" that night will again be divided into four fifteen-minute periods. The first quarter will be devoted to Canadian stations; second, to stations in the northern half of the United States; third, to stations in the southern half, and finally, during the last quarter Cuban and Mexican stations will have the air to themselves.

Listeners Complain to Utility Commission About Interference

A unique complaint, the first of its kind, was filed with the New York Public Service Commission at Albany, when forty-five residents of Windsor, N. Y., claimed interference by the Susquehanna Valley Telephone Company with radio reception. It is alleged the telephone company has been using an electric ringer and when operated, "it roars through every radio which is receiving." The commission will take the matter up with the telephone company.

The Charles Freshman Company, Inc., New York City, reports gross sales for the month of November, 1925, as \$1,715,389.38. That month's sales were three and a half times the corresponding month of 1924, gross sales then being \$494,321.95. For the one month of November, 1925, gross sales amounted to 80 per cent of the sales for the entire year of 1924, according to a statement issued by the company.

The McPhilben-Keator Company, Inc., is the name of the recent merger between the McPhilben Radio Corporation, 245 W. Fifty-fifth Street, New



Frank P. Foley, vice-president of Resas, Inc., is one of the few radio manufacturers who are too busy to get away to Florida every winter. As can easily be seen, his winter is spent in a big coat and a wof of a pair of mitts. We suspect that besides the hand in that right glove, Frank has concealed a couple of B batteries. Oh, yes, Frank is the one standing up—the one with the hat on. The young lady, presumably, is Francine, Jr.—he neglected to inform us specifically.

York City, and the Gilbert-Keator Corporation, 135 Fifth Avenue, New York City, both prominent radio jobbers in the Metropolitan area. All offices of the two companies will continue to be operated. The officers of the new corporation are: Randall M. Keator, president; Maxwell Fisher, secretary; Henry M. Deimei, treasurer. Mr. Gilbert has withdrawn in order to enter the manufacturing field.

Victor Artists Again to Broadcast

The announcement that the Victor Talking Machine Company's phonograph artists will again broadcast a series of concerts this season was received with acclaim by the trade. The first of the 1926 programs was given on the evening of New Year's Day and, similar to the first program given just a year ago, the featured stars were John McCormack and Lucrezia Bori.

This year, however, the stations broadcasting were the new 50,000 watt WJZ of the Radio Corporation at Bound Brook, N. J.; KYW, Chicago; KDKA, Pittsburgh; WBZ, Springfield, Mass.; WGY, Schenectady, N. Y.; and WRC, Washington, D. C. Other Victor artist programs will follow at two-week intervals, it is announced, probably on alternate Thursdays. Tentative plans call for the next program to be given Thursday evening, January 14th, of which it is hoped Mme. Frances Alda will be the outstanding figure. The same chain of stations will do the broadcasting.

The City of Cincinnati, Ohio, announces that a series of twenty radio concerts will be broadcast under its auspices, from the Cincinnati Municipal Station WSAI, on Monday night of each week. The Cincinnati Symphony and the Cincinnati Community Concert Orchestras have places on the program and numerous other artists and entertainers of reputation will contribute to the series.

Russell H. Hopkins, formerly advertising manager of the Silver-Marshall Radio Company, Chicago, Ill., has been appointed editor of *On the Air*, a Chicago publication.

Super-Power Tests Prove Satisfactory



Dr. J. H. Dellinger, chief of the radio laboratory, Bureau of Standards, made accurate records of the 50,000-watt super-power tests recently conducted by WGY, Schenectady, N. Y., and according to his reports the waveband was not appreciably

wider than the usual low-power wave. Dr. Dellinger, shown in the photo looking over the graphic record of the reception of the high power stations, says they will not blanket or interfere with other nearby, low-power stations.

Chicago Dealers' Association Plans Time-Payment Financing

A. C. Stewart, president of the Radio Dealers Association of America, Inc., 155 N. Clark Street, Chicago—an organization of 500 retailers at present confined chiefly to Chicago and Illinois—announces that it is the intention of this association to so change its constitution and by-laws that the body may apply for authorization to issue 200,000 shares of common stock at a par value of \$10 per share. Maurice Slater, counsel for the dealers, explains that the association proposes to use the funds thus obtained, for the purpose of financing the discounting of radio paper submitted by dealer-members and that surplus funds will be used to support a central or co-operative purchasing bureau. Mr. Slater expressed the opinion that it would be practicable to fix the interest charges to time-payment customers at reasonable rates, and that the books of the association would eventually show a surplus which would be returned to the dealer stockholders in the form of dividends.

It will be recalled that the September Radio Show in the Furniture Mart, Chicago, was held under the auspices of this body. The following is the list of officers: president, A. C. Stewart, Diverser Radio Company; first vice-president, P. Ackerman, W. D. A. P. Radio Company, Inc.; Secretary, E. A. Lasdon, Service Radio Company; treasurer, C. W. Williard, W. W. Laboratory.

Mr. Stewart feels that there is need for closer dealer co-operation if the dealer interests are to be properly looked after. He cites the necessity for protection against the "gyp," the tactics of certain jobbers, and the practices of some manufacturers. He feels that it will eventually be possible to run a radio-dealers' association advertising campaign, the purpose being to inform the public of the benefits to be derived from trading with dealers who are members of this association.

These various projects are at present in a tentative or development stage. "Just as soon as the dealer membership and representation grows to national proportion the time will be ripe for action," said Mr. Stewart.

Harold W. Arlin, chief announcer of Station KDKA, the Westinghouse Company's broadcasting plant at East Pittsburgh, Pa., has been appointed manager of personnel for the Westinghouse plant at Mansfield, O., and has left his position before the microphone of KDKA, which he held for five years.

Philip K. Murdock, for eight years foreign sales manager of the Bryant Electric Company, has been appointed to a similar post with the Sleeper Radio Corporation, Long Island City, N. Y. He has established an office in the Woolworth Building, New York City, from which he will supervise the distribution of Sleeper radio sets to all parts of the world.

Mr. Murdock has had considerable experience in export work. He was connected for a while with the Locomobile Company of America, and later had charge of foreign sales for the Bryant Company and several other large electrical supply manufacturers.

Atwater Kent Programs for January

The artists appearing on the series of Sunday evening concerts given by the Atwater Kent Manufacturing Company through WEA, New York, and allied stations, during the month of January will be as follows:

January 3: Albert Spalding, violinist; January 10: Paul Althouse, tenor, and Arthur Middleton, baritone; January 17: Florence Austral, soprano, and Cecilia Hansen, violinist; January 24: New York Symphony Orchestra, Walter Damrosch conducting; January 31: Mme. Ernestine Schumann-Heink, contralto; February 7: Charles Hackett, tenor.

Sixty-Million-Dollar Radio Suit Filed by Fessenden

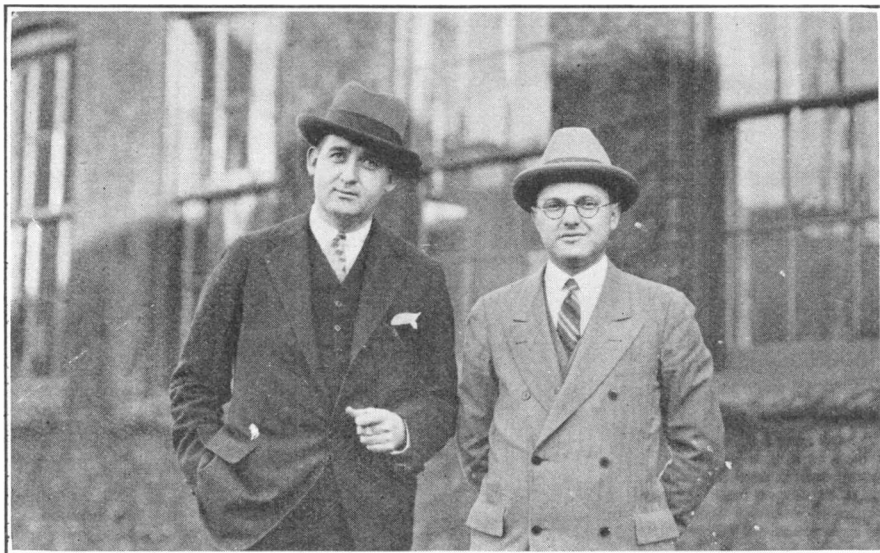
Suit claiming triple damages amounting to \$60,000,000 was filed December 3 in the United States District Court at Boston on behalf of Prof. Reginald A. Fessenden of Chestnut Hill, Mass., against the General Electric Company, Radio Corporation of America, Westinghouse Electric & Manufacturing Company, Western Electric Company, Inc., United Fruit Company, Wireless Specialty Apparatus Company and International Radio Telegraph Company, under the Sherman act and Clayton anti-trust law. The defendants are charged with lessening and finally destroying competition, restraining commerce and injuring the plaintiff through combination and control of radio apparatus, manufacture and use. A list of between two hundred and three hundred inventions, title to which it is contended resides in the plaintiff, is appended to the bill.

Ludwig Hommel of Ludwig Hommel and Company, Pittsburgh, Pa., gave a luncheon recently to his visiting dealers at the William Penn Hotel in that city. J. R. Newman, secretary of the company, was toastmaster. In addition to an address by Mr. Hommel, H. E. Sherwin of the Fada Company, and James H. Weir of the *National Stockman and Farmer* also gave talks on the radio trade and selling conditions.

The Reynolds Music Houses have been appointed Fada Radio franchised dealers in Mobile, Ala., and Pensacola, Florida. W. H. Reynolds is at the head of the stores. Mr. Reynolds is well-known in the music trades, having been in the retail and wholesale phonograph and music business for over twenty-five years. W. D. Miller has charge of radio merchandising in the Reynolds stores. Mr. Reynolds is president of the Rotary Club and the Chamber of Commerce in Mobile.

The Electric Supply and Equipment Company, wholesalers, 278 Broadway, Albany, N. Y., with branch offices at Elmira and Buffalo, will hold its fourteenth annual convention at the Ten Eyck Hotel, Albany, on Saturday, January 9th. On the same day an electrical and radio show will be held for the public in the hotel. It is expected that about 500 guests, including the company's dealers, manufacturers and employees will be present, according to J. O. Morris, vice-president and general manager.

Stanley & Patterson, manufacturers and wholesalers of electrical and radio supplies, have purchased a new factory building at Varick, Spring, and Vanduyck Streets, New York City, to which their manufacturing and jobbing business will be moved February 1. The new structure has a very convenient and central location, near the New York entrance of the new vehicular tunnel under the Hudson. There are six floors, each with an area of 21,400 sq. ft. George L. Patterson is president of the company.



The picturesque Stromberg-Carlson factory at Rochester, N. Y., seems to be a Mecca for hundreds of dealers and representatives. Here are H. A. Brennan (left) and Ben-

jamin Gross, composing the firm of Gross-Brennan, Inc., New York representatives of Stromberg-Carlson, just after a thorough inspection of the Rochester factory.

H. A. Lewis Becomes Sales Director of Electric Refrigerator Company

Howard A. Lewis, well known to electrical and radio men as an outstanding merchandising thinker in the fields of radio and electrical appliance distribution, has announced his resignation from the McGraw-Hill Company to become director of sales of the Electric Refrigerating Corporation. This is the new holding company that will effect the combination of the Kelvinator Corporation and the Nizer Corporation, both leading manufacturers of electrical refrigerators in Detroit, and the Grand Rapids Refrigerator Company. Mr. Lewis for eight years has been manager of *Electrical Merchandising* and for the past year has added to his responsibilities the business management of *Radio Retailing*.

Mr. Lewis entered the electrical industry on the Pacific Coast when, just out of Leland Stanford University, in 1910, he joined the old Pacific Electric Heating Company of Ontario, Cal., later known as the Hotpoint Electric Heating Corporation. In 1911 he moved East in charge of the New York district of the company. In 1914 he opened a London office and organized the European business. One year later he returned and took over the Chicago office in addition to the New York office, to which later was added the Canadian company, so that his territory embraced everything east of the Rockies.

With the consolidation of the Hotpoint and Hughes organizations to form the Edison Electric Appliance Company in 1917, Mr. Lewis joined the McGraw-Hill Company. From that time to the present he has been one of the shrewdest analysts of the economics of electrical and radio distribution and one of the most outspoken advocates of efficient specialty-selling practice.

The Central Radio Laboratories, Milwaukee, Wis., has appointed H. E. Osmun as general sales manager. For several years Mr. Osmun was assistant sales manager of the Globe Electric Company, also of Milwaukee. The Central Radio Laboratories manufacture the "Centralab" variable resistances.

The Vincennes Phonograph Company, Vincennes, Ind., has purchased the Radio Industries Corporation of New York City. The two concerns will consolidate under the corporate title of The Radio Industries Corporation, J. S. Watters is president of the new company, Irwin Kreiger is vice-president and S. B. Fleming treasurer. The sales and promotion are in the hands of Scott and Keane, New York City.

The Ehlert Cabinet Company, Waukesha, Wis., has just completed an addition to its factory, measuring 80 by 225 feet, giving it space to increase its output to 1,000 radio cabinets daily.

The McGraw-Hill Publishing Company has purchased the *E. M. F. Electrical Year Book* published by Electrical Trade Publishing Company,



H. A. Lewis, formerly business manager of *Radio Retailing* and *Electrical Merchandising*, is shown here in a contemplative mood, probably dreaming about his new duties as sales director of the new Electric Refrigerating Corporation.

Chicago. The 1926 edition, which will be out April 1, 1926, will be edited by the staff of the Electrical Trade Publishing Company and sold by the staffs of both organizations. Headquarters for the Year Book until completion of the 1926 edition will be at the offices of the Electrical Trade Publishing Company in Chicago, but information and data may be secured from men of both organizations. This standard reference book will supplement the service of McGraw-Hill electrical publications by supplying the reference information needed by buyers and specifiers throughout the industry.

Drama League's Radio Play Contest Will Close Feb. 1

For the purpose of securing better radio programs a national radio play contest has been launched through the joint efforts of the Drama League of America and WLS, the Sears-Roebuck Agricultural Foundation station, Chicago.

To the victor will be given \$500 in cash and silver loving cup. A second prize of \$200 will be awarded to the runner-up, and for the third best \$100 will be given. Any man, woman, or child in the United States is eligible to submit manuscripts of their plays. The contest will be conducted under the auspices of the Drama League. The prizes have been donated by WLS. All manuscripts must be received on or before February 1st, 1926.

As soon as the winner has been selected by a committee of experts chosen by the Drama League, preparations will be immediately made to produce the prize play, to be broadcast from WLS and many other stations of the country by a special company under the direction of the League. The rehearsals will be so timed that the winning play will be produced for the benefit of the air audience during National Drama Week, February 14 to 20.

The Hastings-Pettingell Sales Company is the name of a new corporation formed to succeed the Hastings Electric Sales Company, of 42 Binford Street, South Boston, Mass. The address will remain the same. C. A. Hastings is president of the new company and R. V. Pettingell treasurer. Mr. Pettingell was formerly president of the R. V. Pettingell Electrical Supply Company, Boston, but has sold out his entire interest in that concern.



The Third Wisconsin Radio Show, held November 11 to 15 at the Auditorium, Milwaukee, met with outstanding success. The above photo shows the interior of the exhibition as it appeared just before the show

opened. This annual Wisconsin show, under the auspices of the Wisconsin Radio Trade Association, is said to be the first in the United States to be conducted and financed wholly by a trade organization.

How Manufacturers Promote Dealer Sales

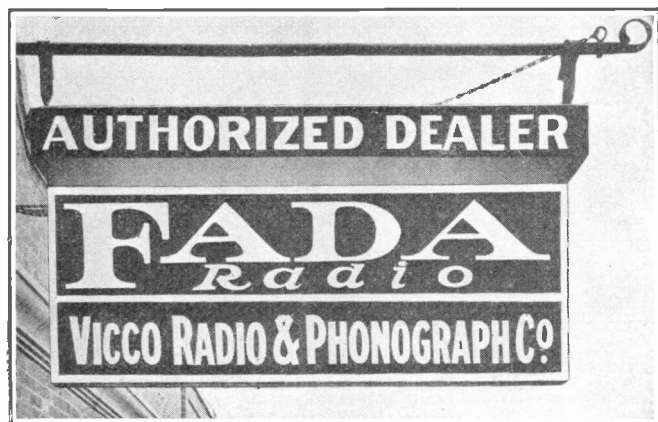
New "Dealer Helps" Offered to the Radio Retailer by the Manufacturer to Increase the Merchant's Radio Profits

Electric Signs for Display Outside the Store

Shipments are being made to authorized dealers of F. A. D. Andrea, Incorporated, 1581 Jerome Avenue, New York, of electric signs for outside store displays. These signs are shipped on the basis of selling them to the dealer at a net cost. Each sign is wired completely on either side for three electric light sockets, and is supplied in the standard Fada colors of orange and black. All necessary fittings, hangers, suspension chains, junction boxes, etc., are included. As the construction is made to conform with the fire underwriters' specifications, installation with permit may be made in practically any town in the country.

The metal surface of the sign is finished with a heavy dull enamel or paint and then coated with opar varnish which does not reflect the light. The sign itself is double-faced, 5 ft. 7 in. long and 31 in. high, over-all including the canopy, the sign proper being 22 in. wide. The dealer's name is painted in by hand on each sign and is at the bottom of the sign where it is closest to the eye level.

The Kellogg Switchboard and Supply Company, 1066 West Adams Street, Chicago, Ill., describes its various products in an 8-page folder. This is supplied to dealers with blank space allowed for their imprint.



F. A. D. Andrea, Incorporated, 1581 Jerome Avenue, New York, is furnishing its dealers the illustrated electric sign. When illuminated at night this sign can be seen for quite a distance. Its color scheme of orange and black makes an attractive addition to any store front.

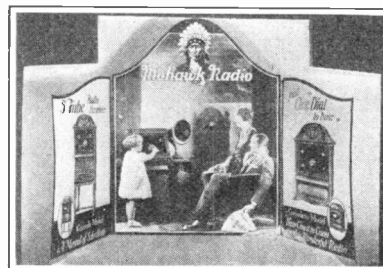
Frank W. Morse Company, 289 Congress Street, Boston, Mass., in merchandising its spring grip binding posts has furnished dealers with a counter display container. Each box in the display containing binding posts has been marked with a small colored paster which designates the marking to be found on top of the binding posts. This aids in selecting binding posts, as each type has a marker of a different color.

The Westinghouse Electrical and Manufacturing Company, East Pittsburgh, Pa., has just issued folder No. 4690 called "Tune in with Micarta." It describes the popular use of Micarta Radio Panels. A list of broadcasting stations, with their respective wavelengths and location, together with space for three-dial setting records, are also contained in this folder. This may be obtained from any of the branch offices of the Westinghouse Company or from the Publicity Department at East Pittsburgh, Pa.

Garrison - Rumely, 3020 Sheridan Road, Chicago, Ill., manufacturers of the G-R circle cutter, are furnishing these in an attractive display box. Twelve cutters, each wrapped in an instruction sheet and packed in individual boxes, are contained in the display.

The Atwater Kent Manufacturing Company, 4733 Wissahickon Avenue, Philadelphia, Pa., has available a series of lantern slides for dealers which they will furnish at half cost. These will be found useful in promoting Atwater Kent sales through local theatres. The dealer's name and address will be imprinted upon each slide before it is sent from the factory.

Tuning Made Easy



This is the keynote of the above display furnished by the Mohawk Electric Corporation of Chicago, Illinois. Highly colored, the card is intended for the background of a window display.

The Gould Storage Battery Company, Incorporated, New York, has prepared a series of sales helps for its dealers. These consist of a series of 1, 2, 3 and 4 column advertisements for use in local newspapers. A large broadside in colors notified the dealers of this latest co-operation on the part of the Gould Company. In the broadside are featured the various ads and the cuts that are to be used with them. Window and counter-display cards in three colors have also been prepared, together with a consumer's booklet. This material, with the cuts, is being furnished to Gould dealers free of charge.

E. J. Cunningham, Incorporated, 182 Second Street, San Francisco, California, has issued an interesting envelope stuffer entitled, "The Stars Are on The Air." Every tube made by this concern is illustrated, together with a short description of what it is to be used for and the price. Space is provided on the back for the dealer's imprint.

The Acme Apparatus Company, 37 Osborn Street, Cambridge, Mass., in a six-page booklet sets forth a merchandising plan together with a list of its products. It includes the contract offered to authorized dealers whereby they are protected against reduction of price.

The Fitch Radio Company, 105 West 40th Street, New York, describes in detail its cone type speaker, in a 6-page folder. Interesting points on the cone type of reproducer are brought out.

The General Radio Company, Cambridge, 39, Mass., has issued a six-page folder in which it explains type 247-W, wavemeter and filter, its installation and use.

Furnishes Retailer with Testing Board

A sound sales feature has been instituted by the H. G. Saal Company, 1800 Montrose Avenue, Chicago, Ill., manufacturer of the "Saal Soft Speaker." This company has so much faith in the merits of its reproducer, that it furnishes to each retailer, along with a shipment of reproducers, a test panel in order that various other reproducers may be compared to the one the above company makes. This panel is made so that the output of one receiving set may be applied to any one of four reproducers. These are all connected permanently to the board and the board in turn to the set, so that by simply turning a knob on the test panel the operator may shift from one speaker to another. In this manner instantaneous comparison between reproducers may be had for the customer's demonstration.

The Independent Radio Manufacturers, Incorporated, which is composed of all radio manufacturers licensed to do business under the Hazeltine Neutrodyne patents, plan to run newspaper copy in Canadian publications somewhat along the line of the campaign that ran in the United States last year. The campaign, which was very successful in getting before the general public the advantages of the Neutrodyne improvements, also did much to stop the confusion of conflicting names and claims in radio. The new campaign is being sponsored with much enthusiasm by those manufacturers operating under the Hazeltine patents.

The Acme Wire Company, New Haven, Conn., has issued a leaflet called "Acme Wire Makes Better Radio," in which the various types of wire and spaghetti are illustrated in brown, red, green and yellow. Space is left on the last page where the dealer may imprint his name and address.

Silver - Marshall, Incorporated, 105 South Wabash Avenue, Chicago, Ill., is issuing a booklet called "Sales-Cast" which they will send to dealers every month, in order to keep them informed of the latest lines being handled by this company. Large display cards are also available, which are intended to be loaned to dealers.

The A-C Electrical Manufacturing Company, Dayton, O., has issued a series of descriptive folders and pamphlets, done in several bright colors, and covering the complete line manufactured by this company.

The Amsco Products, Incorporated, Broome and Lafayette Streets, New York, has issued a six-page bulletin, printed in black on green paper, called "How to Tear off Three Radio Ads In



"Goods Well Displayed Are Goods Half Sold"

Belief in this maxim has led the Cornish Wire Company, 30 Church Street, New York, to prepare attractive, substantial display cartons. These are appropriate for displaying magnet wire and aerial wire either on the dealer's counter or in his window. Dealers will find that by placing wire before a customer, instead of storing it on the shelves or behind the counter where it cannot be seen, will result in stimulated sales.

Three Seconds." This shows three Amsco advertisements, one for the allocating condenser, one for the vernier dial and one for parts. Mats of these are supplied to dealers upon application.

The Dixie Distance Crystal Company, Covington, Ky., is mounting twelve of its loud tone crystal detectors on a card measuring 11 in. x 14 in. These crystals are packed in small envelopes and may be sold direct to the consumer from the card.

The Dayton Fan & Motor Company, Dayton, O., recently distributed the first issue of the "Day-Fan Dial." Made in a very convenient pocket size it will report general news of the radio world, and special news of "Day-Fan" process.

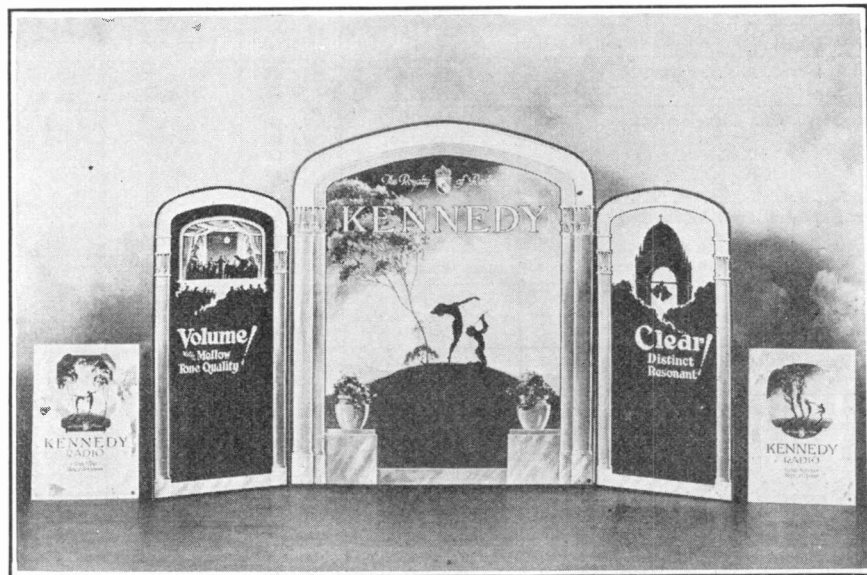
Kennedy Corporation Provides Model Windows for Dealers

A very good example of dealer help co-operation is shown in the window display service furnished by the Colin B. Kennedy Corporation, St. Louis, Mo., to its dealers.

An elaborate 3-panel easel display was first prepared—which is 36-in. high by 58-in. wide. This with two highly attractive counter cards is furnished dealers, to form the basis from which they may build up their window display. Model windows were set up by the Kennedy Corporation, then photographed and these photographs, together with a floor plan and detailed description are also sent to dealers. Complete and simple are the instructions supplied, so that any dealer—regardless of whether he has ever had any experience in window trimming or not—can install this attractive sales producing window in a comparatively short time. There is practically no expense connected with this, and the materials the dealer has to furnish himself are those which can be had most anywhere.

The Pfanstiehl Radio Company, 11 South LaSalle Street, Chicago, Ill., has brought out a special counter display for dealers. This consists of a very attractive wooden frame designed to hold a standard 8½ in. x 11 in. letter size message. The advertisements which fit into this frame are replaced weekly. While they are apparently from the manufacturer addressed to his dealer, they are in reality addressed to the consumer. The dealer's reputation is strengthened as they bear the direct Pfanstiehl indorsement and they also have a unique attention value.

The Conneway Electric Laboratories, Magnatron Building, Hoboken, New Jersey, is issuing the "Magnatron News," which is a monthly journal.



Illustrated is the 3-panel easel display which the Colin B. Kennedy Corporation has prepared to supply to dealers. This very artistically symbolizes the spirit of

radio, and cannot help but catch the inquisitive eye of the wandering passerby. The effect created is supported on each side by two counter cards.

"Radio Retailing's" Specifications of Battery

Specifications of radio products, with the name and address of the manufacturer, together with complete information concerning each product is a monthly feature of *Radio Retailing*. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is *Radio Retailing's* desire to make these pages a representative directory of radio products, so that, by keeping and filing them each month, the

dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representation in these tables, which will be revised, brought up-to-date and published in rotation. For variable condensers see December issue, pages 843-846. For batteries see October issue, pages 521-526. For loud speakers, earphones and phonograph units,

see September issue, pages 291-294. For radio receivers, season 1925-26, see August issue, pages 160-165. For makers of knock-down sets in kit form, see June issue, pages 545-546. For portable receivers and loop antennas, see May issue, pages 448-451. Complete listings of all radio manufacturers and their products appear in the Radio Trade Directory which is published quarterly by the McGraw-Hill Company.

Battery Chargers

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	Operates From A.C. or D.C. Current	Maximum Charging Rate in Amperes	Maximum B Battery Voltage That Can Be Charged	Normal Current Consumed in Watts	Type of Charger
Acme Electric & Mfg. Co., Cleveland, O. (No bulbs furnished at quoted prices).	Acme A-2	\$8.50	5x6x4 $\frac{1}{2}$	8	A.C.	2 and 5	120	(2amp.) 95	Bulb
	Acme AB-2-120	10.50	5x6 $\frac{1}{2}$ x4 $\frac{1}{2}$	8	A.C.	2 and 5	120	(2amp.) 95	Bulb
	Acme DC-110	12.00	7x7x8 $\frac{1}{2}$	10	A.C.	2 and 5	120	(5amp.) 150	Bulb
	Acme AU-2-120	13.50	7x7x8 $\frac{1}{2}$	10	A.C.	2 and 5	120	(5amp.) 150	Bulb
	Acme AB-5-120	18.50	8 $\frac{1}{2}$ x7x9 $\frac{1}{2}$	17	A.C.	2 and 5	120	(5amp.) 150	Bulb
	Acme ABM-5-120	20.00	8 $\frac{1}{2}$ x7x9 $\frac{1}{2}$	17	A.C.	2 and 5	120	(5amp.) 150	Bulb
Altown Corp., Buffalo, N. Y.	Action 260 A-B	14.00		9	A.C.	5	96	90	Bulb
	Action 225-A-B	19.50	8 $\frac{1}{2}$ x4x10 $\frac{1}{2}$	18	A.C.	2	96	90	Bulb
	Action 560 A-B	19.50	11x4x11 $\frac{1}{2}$	18	A.C.	5	96	90	Bulb
American Apparatus Co., Richmond, Ind. (Combination A and B Battery Charger and tube re-activator)	6-100-6	15.75	5x7x10	10	Both	4	100	110	Bulb
American Battery Co., Chicago, Ill.	Big American	5.00	4x4x7	6	Both	$\frac{1}{2}$	48	110	Chemical
Apco Mfg. Co., Providence, R. I.	Apco 77	18.50	4 $\frac{1}{2}$ x6	8	A.C.	7		75	Vibrating
Burton Rogers Co., Boston, Mass.	6	20.00	6 $\frac{1}{2}$ x6 $\frac{1}{2}$ x9	16	A.C.	6	122 $\frac{1}{2}$		Bulb
	5-Batt. capacity	60.00	8x9x11 $\frac{1}{2}$	25	A.C.				Bulb
Cleveland Engineering Labs. Co., Cleveland, O.	Storad 4 R	2.75	6 $\frac{1}{2}$ x3 $\frac{1}{2}$	2	A.C.		48		Chemical
D. A. Radio Co., Buffalo, N. Y.	Darco 21	3.25	10 $\frac{1}{2}$ x5x8	3	A.C.	$\frac{3}{4}$	70	.75	Chemical
	Darco 22	4.50	15x5x8	4	A.C.	$\frac{3}{4}$	140	.75	Chemical
Detroit Battery Charger Co., Detroit, Mich.	Debeco Jr.	18.50	7x5x6 $\frac{1}{2}$	10	A.C.	4	96		Bulb
Economic Appliance Co., Irwin, Pa.	McTighe	1.50	3 $\frac{1}{2}$ x4	1	D.C.	$\frac{1}{2}$	60		Chemical
	Eaco	5.00	10x10x5	4	D.C.	$\frac{1}{2}$	90		Chemical
Electric Storage Battery Co., Philadelphia, Pa.	Exide B	2.25	5 $\frac{1}{8}$ x3 $\frac{1}{8}$	2	A.C.				Chemical
Fansteel Products Co., North Chicago, Ill.	Balkite	19.50	6x10 $\frac{1}{2}$ x6 $\frac{1}{2}$	20	A.C.	2 $\frac{1}{2}$		60	Chemical
	Balkite	10.00	5 $\frac{1}{2}$ x2 $\frac{1}{2}$ x5	3	A.C.	Trickle			Chemical
Fore Electrical Mfg. Co., St. Louis, Mo.	Master	18.50	7x8 $\frac{1}{2}$ x6 $\frac{1}{2}$	13 $\frac{1}{2}$	A.C.	6	120	75	Vibrating
Forest Electric Co., Newark, N. J.	Unitron 00	18.00	6x6x8 $\frac{1}{2}$	10	A.C.	2 $\frac{1}{2}$	110	90	Bulb
	Unitron 0	30.00	6x8x10	13	A.C.	6	110	170	Bulb
France Mfg., Co., Cleveland, O.	Type 12	12.00	5x7x9	10	D.C.	6			Resistance
	Type 106	12.00	5x7x9	10	D.C.	6			Resistance
	Super-A	17.00	6x7x10	15	A.C.	5 to 7			Vibrating
	Type 2019	18.00	5x7x9	10	D.C.	4			Resistance
	Super-charger	22.00	6x7x10	15	A.C.	5 to 7	120	80	Vibrating
General Electric Co., Schenectady, N. Y.	Tungar	18.00	7 $\frac{1}{2}$ x7 $\frac{1}{2}$ x5 $\frac{1}{2}$	10	A.C.	2	96	70	Bulb
	Tungar	28.00	9 $\frac{1}{4}$ x7 $\frac{1}{8}$ x6 $\frac{1}{8}$	15	A.C.	5	48	160	Bulb
General Lead Batteries Co., Newark, N. J.	Titan	3.00	7 $\frac{1}{2}$ x4	1 $\frac{1}{2}$	A.C.	$\frac{1}{4}$	48	82	Chemical
Gold Seal Electric Co., Cleveland, O.	Duplex	6.00	7x5x5	8	A.C.	2	90	80	Bulb
Gould Storage Battery Co., New York	Gould-B	5.00	4x8 $\frac{1}{2}$	5	A.C.	$\frac{1}{4}$	72	27	Chemical
Heyer Products Co., Inc., Montclair, N. J.	Everymans	18.50	6x6x9	12	A.C.	2 $\frac{1}{2}$	96	80	Bulb
	Everymans	29.50	6x6x9	12	A.C.	6	96	180	Bulb
Holmes Electrical Mfg. Co., Chicago, Ill. * Capacity 10 batteries at 6 amp. rate.	A. C. 176	11.50	5x5x4 $\frac{1}{2}$	7	A.C.	5	96	75	Vibrating
	Autocharger 135	13.50	4x4x6	5	A.C.	2	48	125	Bulb
	Ajax 211	14.00	5x5x4 $\frac{1}{2}$	7	A.C.	2	48	125	Bulb
	Autocharger 184	15.00	3 $\frac{1}{2}$ x6x4	6	A.C.	2	48	125	Bulb
	Holmes 202	16.50	4 $\frac{1}{2}$ x5x9 $\frac{1}{2}$	10	D.C.	4-5	96		Resistance
	Argon 198	18.00	8x6x5 $\frac{1}{2}$	10	A.C.	2	48	125	Bulb
	Autocharger 136	24.00	5x4x6	12	A.C.	5	48	200	Bulb
	Argon 199	28.00	9x6x7 $\frac{1}{2}$	15	A.C.	5	48	200	Bulb
	Holmes *309	75.00	12x12x12	36	A.C.	6	48	150-600	Bulb
	Interstate Electric Co., St. Louis, Mo.	Simplex	16.00	6 $\frac{1}{2}$ x7x9	17	A.C.	5 to 7	120	80
Ultra		18.00	6 $\frac{1}{2}$ x7x9	17	A.C.	5 to 7	120	80	and
Twin Bulb		22.00	6 $\frac{1}{2}$ x7x9	17	A.C.	5 to 7	120	80	Vibrating

Chargers, Battery Eliminators and Power Units

Battery Chargers (Concluded)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	Operates From A.C. or D.C. Current	Maximum Charging Rate in Amperes	Maximum B Batteries Voltage That Can Be Charged	Normal Current Consumed in Watts	Type of Charger
Kimley Electric Co., Buffalo, N. Y.	K-3	5.00	8x7x4	5	A.C.	1	140		Chemical
King Electric Mfg. Co., Buffalo, N. Y.	Electron	18.00	7½x4½x6½	10	A.C.	6	120	90	Bulb
	Electron	25.00	6½x9x8½	25	A.C.	6	120	195	Bulb
	Electron	29.00	7½x4½x6½	10	A.C.	6	120	90	Bulb
	Electron	39.00	6½x9x8½	25	A.C.	6	120	195	Bulb
Kodel Radio Corp., Cincinnati, O.	Crescent	9.00	3½x4½x6	7	A.C.	2	110	80	Bulb
	Crescent	12.00	3½x4½x7½	11	A.C.	5	110	80	Bulb
	Midget	12.50	5½x10½x4½	4	D.C.	4	110	80	Resistance
	Eclipse	14.50	8½x6½x7½	12	A.C.	2	130	80	Bulb
	Gold Seal	19.50	8½x6½x7½	13	A.C.	5	130	80	Vibrating
	Eclipse	20.00	8½x6½x10½	14	A.C.	5	130	80	Bulb
Leich Electric Co., Genoa, Ill.	Non-Tune 16	19.00	6x6x9	12	A.C.	2		37	Vibrating
Liberty Electric Corp. of N. Y., New York	Ful-wave A	18.00	5½x7½x5	12½	A.C.	8	96	60	Vibrating
	Ful-wave A-B	22.00	5½x7½x5	15	A.C.	40	96	75	Vibrating
Mohawk Electric Mfg. Co., Newark, N. J.	Mohawk-P	20.00	11x7½	10½	D.C.	5		500	Resistance
Philadelphia Storage Battery Co., Philadelphia, Pa.	Philco-32	15.00	8½x8½x9½	11½	A.C.	1	48		Chemical
Reflex Spark Plug Co., Cleveland, O.	Reflex	15.50	5½x6x10	8½	A.C.	2	120	40	Bulb
Schaeffer Mfg. Co., Portland, Ore.	Universal ABC	15.00	5x5x8	8	A.C.	2 and 4	100	60	Bulb
Smith, W. B., Danbury, Conn.	Hawley A	2.75	4x6x4	3½	A.C.	½ to ⅞	75		Chemical
	Hawley B	4.00	7½x4x4	5½	A.C.		150		
Standard Transformer Co., Warren, O.	Standard	14.00	6x7x8	15	A.C.	3			Bulb
	Standard	18.00	7x8x8	20	A.C.	6	48		Bulb
Sterling Mfg. Co., Cleveland, O.	Sterling 19	22.50	6½x7½x6½	10	A.C.	5	96	110	Vibrating
Triple-A-Specialty Co., Chicago, Ill.	Silver Beauty	16.50	10½x7x6½	6	A.C.	6	96	150	Bulb
	Silver Beauty	18.00	10½x7x6½	11	A.C.	3	96	100	Bulb
	Silver Beauty	28.00	10½x9x6½	16½	A.C.	6	96	150	Bulb
Valley Electric Co., St. Louis, Mo.	Valley ABC	19.50	6x6½x7½	21	A.C.	6	96		Vibrating
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.	Rectigon	18.00	6x7½x9½	12	A.C.	2½	96		Bulb
	Rectigon	28.00	6½x8½x10	18	A.C.	5	48		Bulb
Wilson Electrical Labs., Chicago, Ill.	Dynamik-6	7.50	6x4½x5½	6	A.C.	2½	Yes	110	Bulb
	Dynamik-0696	12.00	6x4½x5½	6	A.C.	2½	Yes	110	Bulb
	Dynamik-696	14.00	6x6x7½	9	A.C.	2½		110	Bulb
Wolke Electric Co., Louisville, Ky.	Wolke B23	12.00	8x5x5	17	A.C.	3½	100	60	Bulb
	Wolke B56	18.00	11x8x8	30	A.C.	7	100	150	Bulb

Battery Eliminators

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	A.C. or D.C. House Current (60 Cycles)	Voltages Delivered	Normal Current Consumed, Watts	Number of Controls
Acme Electric & Mfg. Co., Cleveland, O.	E B	\$28.50	8½x7½x7	15	A.C.	0-120	10	2
American Bosch Magneto Corp., Springfield, Mass.	Nobattery—B D N	30.00	7x7x12	30	D.C.	{ 15-60, 60-100 90-150	10	1
	Nobattery—B A N	49.50	7x7x12	30	A.C.		15	1
Apco Mfg. Co., Providence, R.I.	Rectodyne 66	44.00	14½x6½x6	22	Both	22½, 45, 90		1
Audiola Radio Co., Chicago, Ill.	Audiola	34.50	8x9x4	11	A.C.	15-50, 90-100		1
Bosch Radio Corp., New York City	Bosch	30.00			A.C.	0-20-50-100		1
Cooper Corporation, Cincinnati, O.	A-n-B	95.50	15½x10½x9½	53	A.C.	0-60, 0-135	90	3
DeWitt-LaFrance Co., Cambridge, Mass.	Superadio	35.00			A.C.	0-60, 4-25 45, 67½, 90, 135	10	2
Dubilier Condenser & Radio Corp., New York	Super-Ducon 800	47.50	5x9x8	18	A.C.	15-50, 90	12	1
	Super-Ducon 801	30.00	5x9x8	18	D.C.	15-80, 90	5	1
Durus Corporation, New York	Durus	32.50	6x7½x5½	15	D.C.	6-50-100	30	1
	Durus	32.50	6x7½x5½	10½	A.C.	20-50-100	10	1
	Durus	75.00	8x6½x16½	41	A.C.	6 Filament 45-75-100	95	1
Duschnes, G. S., Inc., New York	Durns	45.00	6x6x8	7	D.C.	{ 22 45 75-110		1
	Durns	65.00	6x8x14	30	A.C.			
D.X. Instrument Co., Harrisburg, Pa.	Fil-ko 200	40.00	7x7x7	12	A.C.	15-50, 0-200 5-7 at 2½ amp. Combination A and B		2
	Fil-ko 57	67.50	8x10x12	35	A.C.			1
	Fil-ko 5-200	90.00	8x10x15	45	A.C.			3
Engineering Labs. of America, New York	Any Current	21.00	5x5x6	8	Both	{ 10-90 100	10	1
		16.50	5x5x6	8	D.C.			10
Epom Corp., New York	Epom	40.00			A.C.	10-40		2
Fansteel Products Co., North Chicago, Ill.	Balkite B	35.00	8½x8x3½	10	A.C.	22-90 90	10	
	Balkite B II.	55.00	9x6½x7½	26	A.C.			
Ford Radio & Mica Corp., New York	Ford	32.00	4½x8x6½	9½	A.C.	0-60, 0-110	17	2

Battery Eliminators (Concluded)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	A.C. or D.C. House Current (60 Cycles)	Voltages Delivered	Normal Current Consumed, Watts	Number of Controls
Fore Electrical Mfg. Co., St. Louis, Mo.	Fore	36.00	8½x7x6½	10½	A.C.	22-45, 90-120	10	2
Forest Electric Co., Newark, N. J. * Charges A Battery at 2½ amps.	Unitron No-Bee *Unitron combination	28.00 45.00	6x6x8½ 6x12x8½	14 23	A.C. A.C.	0-50, 0-135 0-50, 0-135	10 A charger 90 B Eliminator 10	2 2
Freshman Co., Chas., New York	Master B	17.50	6x6x6 6x6x6	7½ 7½	D.C. A.C.	45 } 90 }		1 None
Gardiner Electric Mfg. Co., Emeryville, Cal.	A-C	50.00	7x10½x7½	15	A.C.	18 to 130	7	2
Grigsby-Grunnow Hinds Co., Chicago, Ill.	Majestic A & B Supply	57.50		35	A.C.			
Hayes Products Co., Grand Haven, Mich.	† Hayes AB-1	75.00	7½x7½x11	30	A.C.	45, 110	86	None
Kimley Electric Co., Buffalo, N. Y.	Multi-power 90 Mx.	26.50	10½x13x7	25	Both		10-15	1
Lane Mfg. Co., Chicago, Ill.	Lane	25.00	6x6x6½	15	Both	0-50, 90		1
Lester Radio Shop, Los Angeles, Cal.	Less Batt.-110	25.00	6x10x6	10	Both	0-30, 110		2
Los Angeles Sales Co., Los Angeles, Cal.	Lasco	24.00	2½x7x12	7	A.C.	22½-100 and C	55	1
Mac Fadden & Co., Inc., Philadelphia, Pa.	B Power 5	35.00	5½x8x5½	13½	A.C.	0-50, 0-150		1
Magnus Electric & Radio Mfg. Corp., New York	No Bee 950	25.00	5x8x7½	7	A.C.	22½, 45, 90		1
Martin, Glenn L. Co., Cleveland, O.	Aero-B II	42.00	4½x5½x8½	10½	Both	0-75, 90-150	6-10	2
Mayolian Radio Corp., New York	Mayolian 605	45.00			Both	90-120-180	12	2
Mohawk Electric Mfg. Co., Newark, N. J.	Mohawk	25.00	11x6	10	Both	22-50, 100	5	1
Mu-Rad Labs., Inc., Asbury Park, N. J.	Mu-Rad	45.00	10x6x4½	12½	A.C.	32-93	10	None
Precision Electric Mfg. Co., Los Angeles, Cal.	Precision-1	28.50	8½x6½x5	9	A.C.	0-90, 70-120		2
Radio Corp. of America, New York	Duo-Rectron	65.00	8x17½x8½	21	A.C.	22½, 45, 90, 135		1
Radio Products, Inc., Richmond, Ind.	Dis-Ton 60	37.50	11x4x6½	8	Both	12-60, 40-120	8	2
Radio Receptor Co., Inc., New York	Receptrad R-2 Receptrad R-3	20.00	3x5x9 8x12x7	2 30	D.C. A.C.	18-70, 110	90	1 None
Radio Television Co., Cleveland, Ohio	R-T-40	35.00	4½x7½x5	7½	A.C.	0-100	11	1
Radio Units, Inc., Maywood, Ill.	Wilson-WB	35.00	25x10x7	45	A.C.	22-45, 90		1
Rhamstine, J. Thos., Detroit, Mich.	Rhamstine	25.00	6x6x6	10	A.C.	0-50, 0-110		2
San Pedro Radio Lab., San Pedro, Cal.	2 B 2 AB 2 BC 5 B 2 ABC 5 BCD	22.50 25.00 25.00 25.00 27.50 30.00	3½x8x7 3½x8x7 3½x8x7 3½x8x7 3½x8x7 3½x8x7	6½ 6½ 6½ 6½ 6½ 6½	A.C. A.C. A.C. A.C. A.C. A.C.	22-45 50-130	7½ 10 10 12 12 15	1 2 1 1 2 2
Schickerling Products Corp., Newark, N. J.	Powr Packt	50.00	8x7½x6	16	A.C.	16-90, 150		1
Timmons Radio Prod. Corp., (Germantown) Phila., Pa.	Timmons-25	28.50	7x3x8½	6½	A.C.	16-45, 0-120	15	2
Valley Electric Co., St. Louis, Mo.	Valley	30.00	6x6½x7	12½	A.C.	22, 45, 90	44	2
Waage, A. H., New York	Waage-A	22.50	5½x5½x5½	6	Both	20, 100	7	2
Wolke Electric Co., Louisville, Ky.	Wolke-2 Wolke-1	17.50 27.50	7x5x5 8x4½x7	20 28	Both Both	0-45-90 0-60, 0-160	10 10	1 2

†A and B combination

Power Units

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	A.C. or D.C. House Current (60 Cycles)	Voltages Delivered	Normal Current Consumed, Watts	Number of Controls
American Battery Co., Chicago, Ill.	‡Powerall 3	48.00	15x15x8	5	A.C.	96	10	
Cleveland Engineering Labs. Co., Cleveland, O.	Storad A Power		21x7½x7½	35	A.C.	6	75	1
Edison Storage Battery Co., Orange, N. J. *25 cycles	Edison Edison Edison Edison	34.00 47.10 78.50 60.00	17½x8x11½ 17½x8x11½ 23½x8x11½ 23½x8x11½		*A.C. *A.C. *A.C. *A.C.	1.4 4.2 7 7		
Electric Storage Battery Co., Philadelphia, Pa.	Exide 15872 Exide 15867	23.00 38.00	8½x5½x6½ 9x5x12½		A.C. A.C.	4 6		1 1
Gould Storage Battery Co., Inc., New York	A C-4 A C-6	35.00 40.00	5x8½x8½ 7½x11½x9½	14 39	A.C. A.C.	4 6	6-15 15-40	1 1
Philadelphia Storage Battery Co., Philadelphia, Pa.	Phileo A-60 Phileo B-60 Phileo AB-460	42.50 47.50 65.00	12½x9½x8½ 7½x8½x8 12½x11½x9½	28½ 20½ 31	A.C. A.C. A.C.	6 Filament 0-60, 80-100 4 Filament 48 75-100-135	20 10 10	1 1 1

‡Combination rectifier and charger

CROSLEY

*Powel Crosley Junior
has always done
the unexpected*

*His Announcement
of December 26th
was no exception
to that rule.*

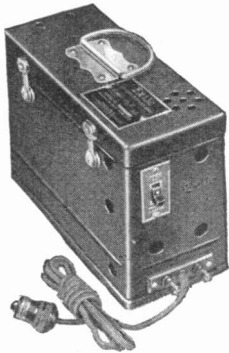


RADIO



Exide

The battery name your customers know



Exide Radio Power Unit
(Combination "A" Battery and Charger)

To be kept connected to both light socket and radio set. When switch is raised, radio set is connected; when lowered, battery is automatically placed on charge. Made in two sizes—for sets using 4-volt and 6-volt tubes.

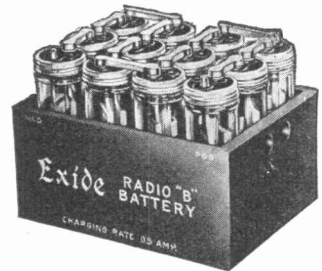


6-Volt "A" Battery
The rugged, good-looking Exide 6-volt "A" Battery in the one-piece case.

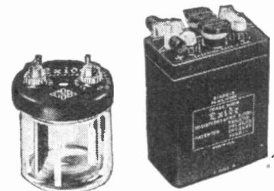
YOUR customers may not understand radio. The parts of a radio set may be strange and new to them. But the name Exide is an old and familiar friend in an unfamiliar world.

Your customers have known all about Exide for years. They have seen this battery advertised, and, if they own a car, they probably have an Exide beneath the floor boards and know its performance. Exide has come to mean a good battery to these people, so they buy Exide Radio Batteries because they know they will give long and dependable service.

There are Exide Batteries for every size of set and every type of tube—compact, efficient, long-lived batteries that are reasonably priced and designed to bring out the best reception by a steady, powerful flow of current. It will pay you in profits and customers' good will to display them.



24-Volt "B" Battery
In glass cells, 6000 milliamperes hour capacity. Also made in 48-volt size.



Rectifier
Exide Rectifier for economically recharging "B" Battery from your own house current.

4-Volt "A" Battery

Compact Exide "A" Battery for low-voltage tubes. Also made in 2-volt size.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia

Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto



A Safe Investment

Federal stability is assurance against harmful, unloading tactics

Federal Ortho-sonic Receivers cost only what good quality is worth. Any economies effected by increased production, or by quantity purchasing, will be passed on to Federal Retailers and Wholesalers in a manner that will not work a hardship on the trade.

There are no structural weaknesses in the Ortho-sonic line. Any refinements in construction, any new models produced will be announced to the public without resorting to a wholesale "dumping" program.

Federal is in radio to stay! Federal financial resources are secure! Federal stability is complete! In its dealings with its Wholesalers and Retailers and the public, Federal will always be fair and square. Federal Retailers and Wholesalers need fear no harmful, unloading tactics.

The Federal proposition is the most liberal, the most elastic merchandising arrangement ever presented. Discounts allow a margin of

profit that permits you to make money. You are amply protected against excessive competition. You are backed up with an aggressive, powerful advertising campaign, and furnished with complete retail selling helps that will bring business to you.

The Federal Ortho-sonic line meets every public demand. Lifelike tone quality, distance-getting ability, precise selectivity, beautiful cabinets, popular prices, a wide range of styles — all these are found in the Federal Ortho-sonic line. And the nationally advertised Ortho-sonic Tone Test is the most convincing sales demonstration ever prepared for radio retailers.

There are no signed contracts between Federal and its distributors. No "scrap of paper" is needed to strengthen the bonds between Federal and its trade! If you haven't read the details of this unusual proposition that is so ideal from your standpoint, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal

ortho-sonic

Radio

"Rivaled only by Reality"

Mohawk Radio

Manufactured by Mohawk Corporation of Illinois
Independently Organized in 1924

5 tubes - just ONE dial to tune



Simple Control Sells the Mohawk

WHY waste your time trying to show your customers how to get satisfactory reception with three dials? You don't need to when they can step up to the Mohawk and, with a slight turn of *one* dial, tune stations in and out without any disturbing squeaks or howls.

The Mohawk three-in-line *balanced* condenser has ended the three hand shortage—all you need is one hand. You don't have to be an expert to operate it. Anyone can tune in and get volume and undistorted, life-like reproduction coupled with the Mohawk's beauty of tone and selectivity.

Every woman is instantly attracted by the Mohawk's simplicity of control, and every man realizes a new enjoyment.

But only Mohawk has the *balanced* condenser. An exclusive achievement by Mohawk engineers.

Test the Mohawk and convince yourself.

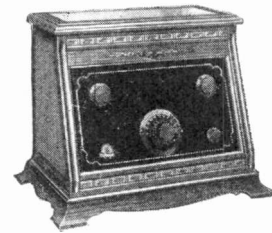
Write today or ask for free booklet, "Sharper Tuning with One Dial" and list of Mohawk Jobbers.

Manufacturers
MOHAWK CORPORATION OF ILLINOIS
Independently Organized in 1924
Chicago, Ill.

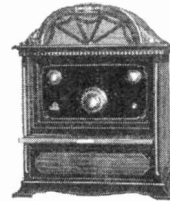
Sales Department
THE ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Ill.



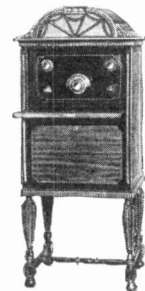
Mohawk Radio, "5 tubes, just one dial to tune." [Accessories extra.] \$100.



Mohawk Receiver, Model 100, five tubes, just one dial to tune. Retail price, without accessories, \$100.



Mohawk Console-lette, Model 110, retail price without accessories, \$175.



Mohawk Console, Model 115, retail price without accessories, \$225.



Mohawk No. KU51 Kit. Contains all parts of the famous Mohawk, including cabinet, for assembling. Retail price, \$75.

All the parts of the Mohawk can be had to sell separately. Be sure to have the Mohawk *Balanced Condenser*—the heart of the Mohawk, it's good for extra sales and profit.

Facts and figures to prove that Eveready Batteries are the most economical



These Eveready Batteries are the correct size for your set. With average use they will last you a year or longer

You have been one of the many who use B batteries that are too small in capacity for their receivers. That is not economical. It makes you buy B batteries twice as often as necessary. For the right size Eveready to your set and add a "C" battery, if you haven't one, and you'll get maximum service at minimum cost.

The life of your Eveready "B" Battery depends on its capacity in relation to your set and how much you listen in. We know, through a careful investigation, that the average year-round use of a set is two hours a day. Taking that average we have proved over and over that on sets of one to three tubes the No. 772 Eveready "B" Battery used with a "C" battery will last a year or longer. On sets of four and five tubes, the larger Heavy Duty Eveready Batteries used with a "C" battery will last eight months or more. Here is the secret of "B" battery satisfaction and economy:

With sets of from 1 to 3 tubes, use Eveready No. 772. With sets of 4 or more tubes, use either of the heavy duty batteries, No. 770 or the even longer-lived Eveready Layerbilt No. 486.

We have prepared for your individual use a new booklet, "Choosing and Using the Right Radio Batteries," which we will be glad to send you upon request. This booklet also tells about the proper battery equipment for use with the new power tubes.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY Radio Batteries - they last longer

EVEREADY HOUR - EVERY TUESDAY AT 9 P. M.
Radio Station Time
For local radio stations, tune in the "Eveready Hour" - broadcast through all stations.
New York City 8 P. M. - 9 P. M.
Philadelphia 8 P. M. - 9 P. M.
Chicago 8 P. M. - 9 P. M.
Detroit 8 P. M. - 9 P. M.
St. Paul 8 P. M. - 9 P. M.

Tuesday night means Eveready Hour—9 p. m., Eastern Standard Time, through the following stations:

- WEAF—New York
- WJAR—Providence
- WEEI—Boston
- WTAG—Worcester
- WFI—Philadelphia
- WGR—Buffalo
- WCAB—Pittsburgh
- WSAI—Cincinnati
- WWJ—Detroit
- WOC—Davenport
- WEAR—Cleveland
- WGN—Chicago
- KSD—St. Louis
- WCCO—Minneapolis, St. Paul

THIS year will see the most specific, attention-compelling and convincing advertising ever done on batteries. Actual facts and figures will be used in the national advertising of Eveready Radio Batteries, irrefutable proof that *they do last longer*. There's a mighty appeal to the pocketbook in this campaign. "Fit the large Evereadys, such as No. 772, to one to three tubes, and they will last a year or longer. Use Eveready No. 770 or Eveready Layerbilt No. 486 on four or more tubes, and get at least eight months' service." This campaign combines news, education and selling. Its effect will be tremendous, far exceeding anything ever before accomplished for battery sales by advertising. This year Eveready Radio Batteries take a great step forward. It will pay

you to march in the procession with them. Watch for the advertisement reproduced above. It will appear in the January 9th issue of *The Saturday Evening Post*. Order Eveready Radio Batteries from your jobber.

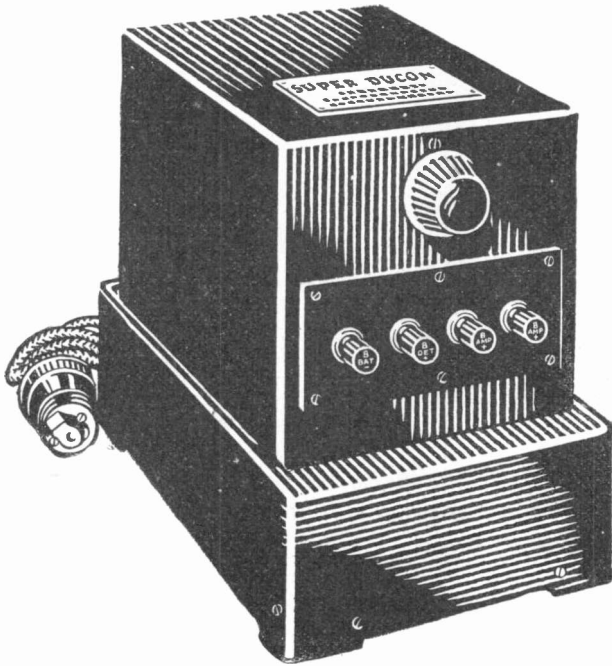
Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY

Radio Batteries

-they last longer

Super-Ducon



first
among
"B" battery
eliminators

THE prestige of the Dubilier name is based upon leadership in the manufacture of radio devices. The Super-Ducon was the first successful "B" battery eliminator made. Today, like the Micadon, it is the acknowledged leader in its field. Noiseless, compact, economical, the Super-Ducon gives a sustained "B" voltage for every tube.

Model 800 delivers a "B" potential of approximately 90 volts to sets having six tubes or less. The Detector "B" voltage is variable from 10 to 50 volts. A. C. Model 800 complete with tube* and cord \$35.00

Model 800-A designed for use with sets requiring "B" potentials of 135 volts. Recommended for resistance coupled amplifiers and the new UX Radiotrons. Variable detector voltage from 10 to 50 volts. A.C. Model 800-A complete with tube* and cord . . \$47.50

*The RCA Rectron UV-196

Sell Dubilier devices—their name and quality is known.

Dubilier

CONDENSER AND RADIO CORPORATION

PUSH THIS SET!

It's Going Big!

THE THOMPSON MINUET



WHEN you find a product that is a great success, push it hard. That's the way to make the most money in the shortest time.

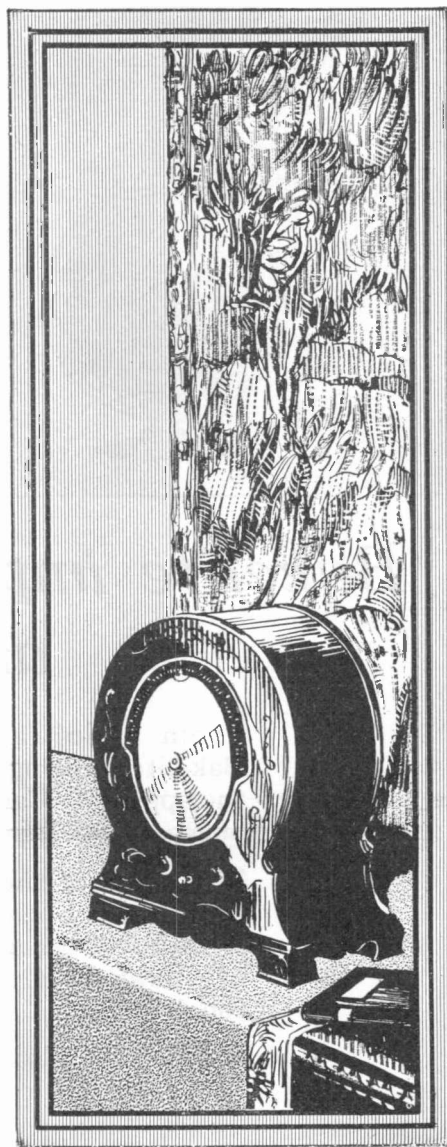
Put your radio selling efforts where they will do the most good—behind the Thompson Minuet. This is the astounding performer that is one of the very few large sellers of the season.

Perhaps you know some of its history, how it was introduced last September, how it was an immediate triumph because of its perfection of tone, eclipsing anything ever before heard in radio. And how some wisecracks sniffed and said it was all right for locals, but you'd never get distance with it.

Very well. We have letters from owners who get 68 stations in a night. Testimonials, unsolicited, that prove the Minuet is as great a distance-getter as it is a reproducer—second to none and far better than the majority.

Distance plus beautifully perfect quality—the ideal combination in radio—no wonder Thompson dealers in all parts of the country have been wiring us rush repeat orders for immediate shipment of Minuets.

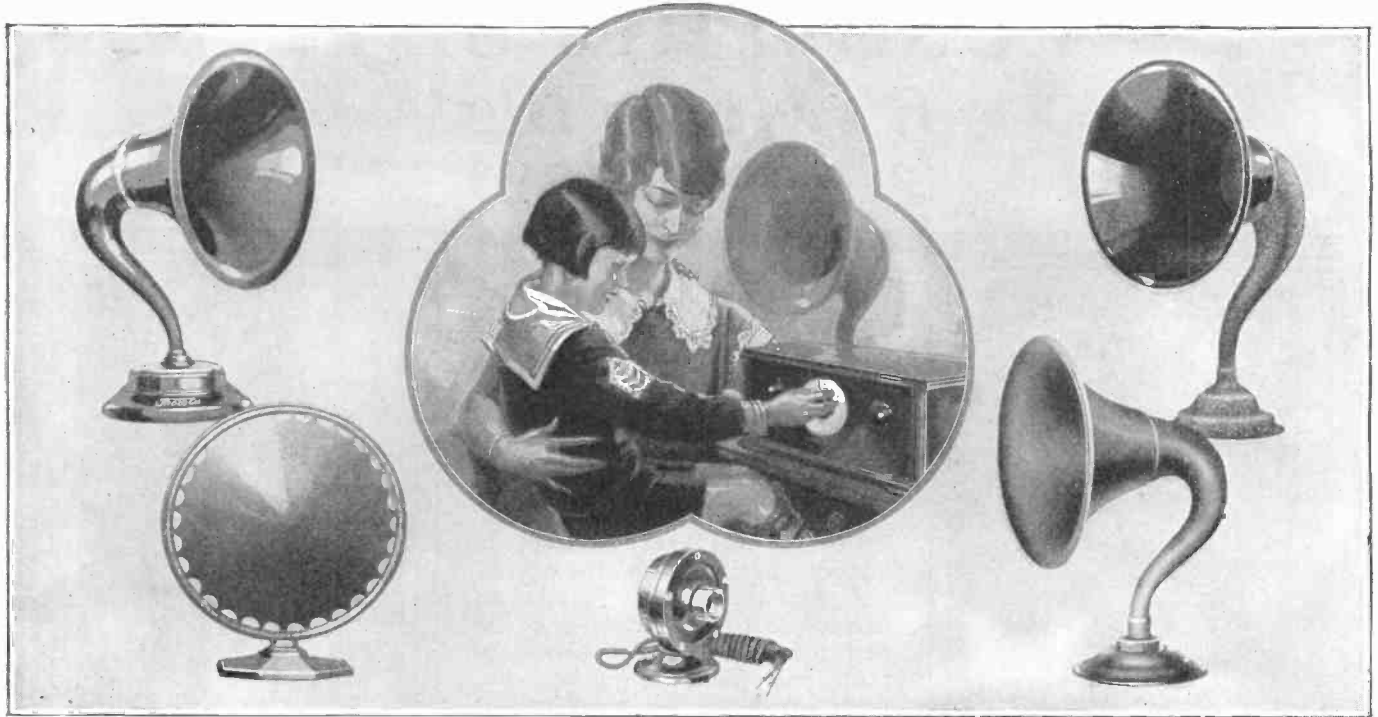
There's no better buy in radio than this Thompson Minuet at \$139 list. Remember that includes the cone speaker too. Remember the Minuet uses dry batteries only and holds them all inside. The greatest success of the year! A sure money-maker for 1926. Write us at once. R. E. Thompson Manufacturing Company, 30 Church Street, New York City.



Thompson Minuet A 5-tube dry-cell Thompson Receiver combined with improved cone-shaped speaker, enclosed in a newly developed Thompson sound chamber, producing full, natural tones, on low as well as high notes. All batteries are dry cells and are self-contained. If necessary, will operate on a wire around the picture moulding. Size—21½ inches high, 18½ inches wide, 10½ inches deep. List price \$139 (slightly higher west of the Rocky Mountains and in Canada). Other Thompson Receivers, \$89 to \$360 list.

THOMPSON RADIO

BUILT BY THE MAKERS OF ARMY AND NAVY RADIO APPARATUS USED BY LEADING NATIONS



Bakelite improves Speaker appearance and performance

From diaphragm to horn, Bakelite is being used to better the appearance and performance of Radio Speakers.

The horns of the Saal, Thorola and Bestone Speakers are molded of Bakelite because the absence of vibration is an aid to true tonal quality.

Bakelite is also used for dia-

phragms, electro-magnet housings and cones because it is unaffected by temperature or atmospheric changes.

Dealers will find that the use of Bakelite in Speakers provides an effective sales argument, for the public recognizes the superiority of Bakelite for Radio.

Write for Booklet 39.

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.

Chicago Office: 636 West 22nd Street

Some of the Speakers using Bakelite

Saal Soft Speaker
Thorola
Bestone
DeForest Cone

Musette
Atlas
Atwater-Kent
(Electro-Magnet spools and housing)

Splitdorfone
Western Electric
(Diaphragm)
Operola
(Phonograph Attachment)

BAKELITE

REGISTERED

U. S. PAT. OFF.

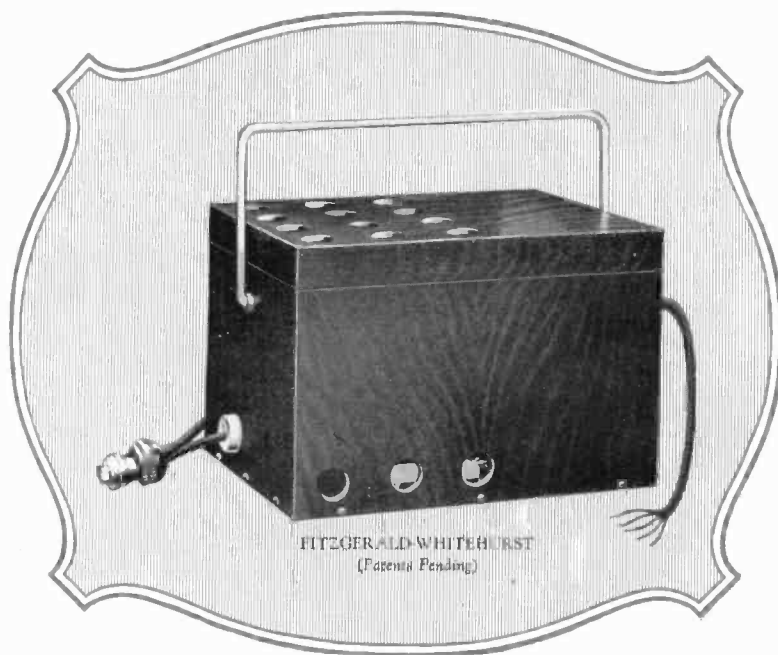


THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

Here's What Every Radio Owner Has Been Looking For

Since Radio first entered the American home, the mind of every radio engineer in the country has been ceaselessly turned to the problem of eliminating A and B batteries from the radio set. Hayes has done it! The greatest single improvement ever made in radio.

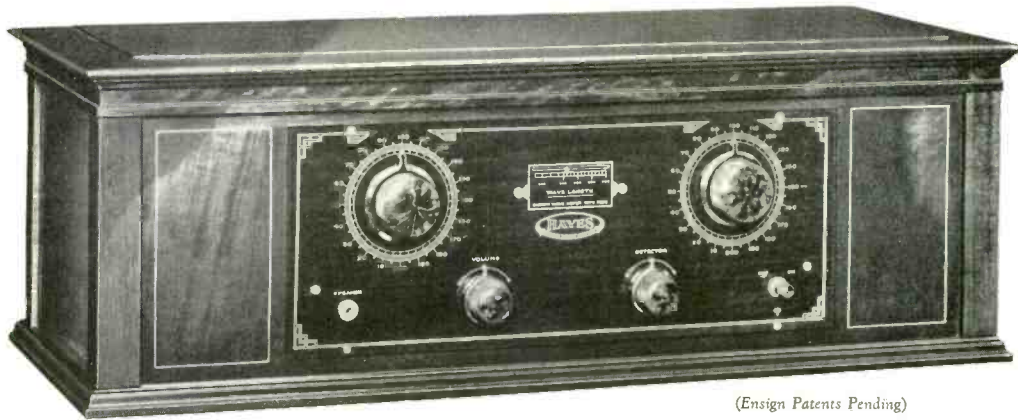


*For 60-cycle alternating current service only.
Other types now being developed*

The Hayes Battery Eliminator Type A-B-1 replaces both A and B batteries in all sets up to six standard 201-A tubes. Connected to set the same as batteries. Operates from any lamp socket. Silent, simple, nothing to be adjusted, nothing to get out of order. The time will soon come when every owner can afford to throw away his old-fashioned A and B batteries in favor of this revolutionary improvement.

HAYES

Hayes 2-Dial 5-Tube Radio Set with Ensign Automatic Wave Meter



(Ensign Patents Pending)

The radio set for the average family. Only two dials. One turns to the wave length of the station desired. The second turns to approximately the same position. Any station "on the air" comes in *every time*. Highly selective. All the "distance" you can get in any radio.

Type A-1 Hayes True-Tone Reproducer



(Marsh Patents Pending)

More than just another loud speaker. A new reproducing unit built on a new principle that actually re-creates every tone and inflection exactly as it leaves the broadcasting station. No distortion, no metallic harshness.

HAYES

Hayes Will Help You Make Real Profits From Radio Business

Radio is still in its infancy. Only one-fifth of the homes in the United States are radio-equipped. 80% of the potential market is yet untouched. The saturation point is far from reached.

With the Hayes line you have units of proven quality to sell to *everyone*—radio owners and to those without radios. Every radio owner is a live prospect for the Hayes Battery Eliminator. Many can be sold the Hayes True-Tone Reproducer. And these two items act as a wedge in getting the Hayes Radio Set into the home of people who have held off from buying until such improvements as these should be available.

Sales Co-operation

Men of wide experience in the selling field will co-operate with Hayes dealers in organizing their selling forces and will personally instruct the dealers' salesmen in the best and most profitable method of selling and demonstrating Hayes Products.

Service Co-operation

The Hayes Service Department is at the service of Hayes dealers. Knowing how important proper installation and servicing are in creating and maintaining good-will, the dealer's force will be thoroughly instructed in the proper

method of installing and servicing Hayes Products. As in the automobile business, radio service can be operated just as profitably as sales.

Extensive National Advertising

Plans are now under way to build a ready market through advertising in leading magazines. *The Saturday Evening Post*, *Liberty*, *The American Magazine* and many others are on our prospective schedule. In addition it is expected that large space in newspapers will be used to produce a quick demand in localities where there are Hayes dealers.

Local Dealer Advertising

Copy and cuts will be provided for the dealer to run in his local newspaper securing a close tie-up with the national magazine and newspaper campaign.

Distinctive Literature

Attractive catalogs, folders, and similar direct mail pieces will be supplied the Hayes dealer without cost for local distribution.

Window and Counter Displays

Hayes dealers will be given from time to time window and counter displays which will parallel the national advertising and provide a means of uniting individual and national effort.

The Hayes Plan

Hayes Radio Products are *quality* products and must be sold on a *quality* basis. This requires a high-grade dealer organization. The Hayes selling plan is designed for dealers of this class. Sales and service co-operation are combined with quality merchandise at prices that make worth-while profits for the dealer.

Companies or individuals, whether in the radio business now or not, who may be interested in handling Hayes Products in exclusive territory, and who can qualify as high-grade, aggressive representatives, will obtain full information by mailing the coupon on the next page.

HAYES

Successful Executives, Managers, Engineers are Putting Their Vast Experience Behind These Products



Mr. Carlton E. Sanders, General Manager, has had wide experience in both manufacturing and sales work. Formerly general manager of the Lyradion Manufacturing Co., manager of his own business, producing the Ensign Square Plate Straight Line Wave Condensers, owner of the American Recording Laboratories, general sales manager of the Cheney Talking Machine Company.



Mr. H. Jay Hayes, President of the Hayes Products Company, is at this time president of the Hayes-Ionia Company, with large automobile body manufacturing plants at Grand Rapids and Ionia, Michigan. He is also president of the Hayes-Hunt Corporation of New York City. These companies are the largest independent body manufacturers in the world. Their combined business this year will exceed \$30,000,000.



Mr. Herbert H. Cudmore, General Sales Manager, has been identified for over twenty years with the electrical business. Formerly sales executive of the National Lamp Works of the General Electric Co., Director of the Mazda Bureau having the development of new markets for Mazda lamps. Mr. Cudmore is well known to the electrical industry.

While the Hayes Products Company is new in the radio field, the men at the head of it bring with them a wealth of knowledge and experience gained in other fields. The men under them are equally well fitted by their past training to carry on their work with the Hayes Products Company. Mr. Ray T. Middleton, Eastern Sales Manager, was formerly Sales Manager for Thermodyne Unico Co., handling New York territory. K. E. Balliet, Field Service Manager, was formerly Vice-President of Transodyne Radio, Inc. W. B. Haller, Pittsburgh District Manager, has been identified with radio in this territory for many years.

The Engineering Department is made up of men such as J. W. Fitzgerald, one of the pioneer inventors of the electric starter, and responsible for the development of the electric service equipment used in Ford Service Stations. Mr. Fitzgerald with Mr. Whitehurst, also one of Hayes engineers, worked together in perfecting the Hayes A and B Battery Eliminator. Earl S. Ensign has been known as a highly successful radio engineer since 1914. His inventions include the Ensign Square Plate Straight Line Condenser, the Ensign Automatic Wave Meter, and the Ensign Circuit, all of which are used in the Hayes Radio Set. Edward S. Marsh, the inventor of the Hayes True Tone Reproducer, will personally supervise its production. As an Acoustic Engineer, he has served as production manager of the Zonophone Co., designer and production manager of the Taylor Instrument Co., and has been building and selling the Marsh Phonograph for a number of years at Rochester, N. Y.

COUPON

HAYES PRODUCTS CO.,
Grand Haven, Mich.

I would like further information about your sales proposition.
I (am, am not) connected with the radio business at present.

Name _____

Address _____

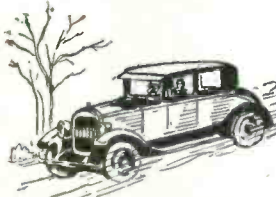
HAYES PRODUCTS COMPANY

Grand Haven, Michigan

HAYES

Straight-Line-Frequency Tuning

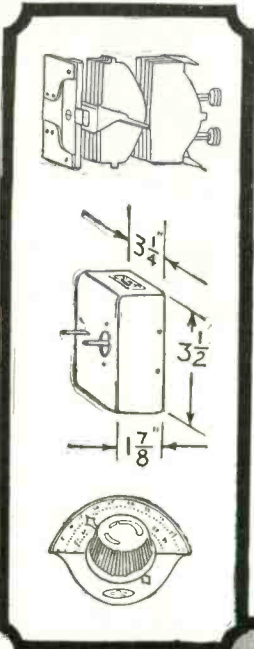
Without the Brakes!



Everywhere the superiority of S.L.F. Tuning is admitted as a *principle*—the problem is to manufacture a condenser without large, awkward plates which may short-circuit and come back on the dealer. ALL-AMERICAN, solving that problem, uses small, rigidly-anchored *sliding* plates, and encloses the whole instrument in a stout metal shield—and yet maintains a very highly-insulated stator.

Also—360 deg. rotation with a special Dial to give its full advantage—range well down below 200 meters—and note the compactness!

Just the proverbial *Reliability* and *Superlative Performance* of ALL-AMERICAN Transformers, carried into the condenser field!



**ALL-AMERICAN
Straight-Line-Frequency
CONDENSERS**

Type C-35 Max. 350 micro-microfarads (Min. 10.5 mmf. at 400 meters) ... \$4.50

Type C-50 Max. 500 micro-microfarads (Min. 11.8 mmf. at 400 meters) ... \$5.00

Type C-40, 360° Dial ... 1.00

**ALL-AMERICAN
TOROID COILS**

Type T-1 Antenna Coupler. \$3.50

Type T-2 R.F. Transformer. 3.50

Set of 3 coils complete. 10.50

The R. F. Transformer has a small primary, closely coupled to the secondary, entirely air-insulated. The coupler has taps for long and short antenna. All bases are of bakelite.

Standard Audio Transformers

3 to 1, R-12. \$4.50

5 to 1, R-21. 4.75

10 to 1, R-13. 4.75

Power Amplifying Transformers (Push-Pull)

Input Type R-30. \$6.00

Output Type R-31. 6.00

Rauland-Lyric

A laboratory-grade audio transformer for music lovers. R-500, \$9.00

ALL-AMERICAN RADIO CORPORATION, 4221 W. Belmont Ave., Chicago, Illinois
E. N. Rauland, President



OWNING AND OPERATING STATION WENR-266 METERS

ALL-AMERICAN

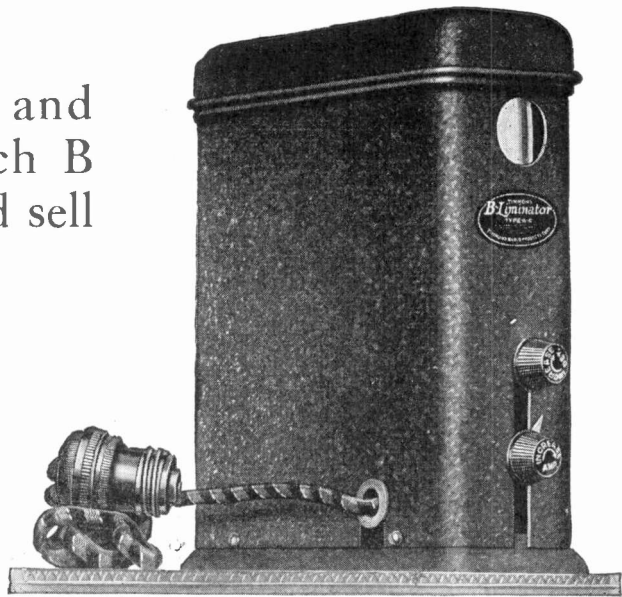
Pioneers in the Radio Industry

Sixteen radio publications and newspapers show you which B battery eliminator you should sell

—they have officially okayed the

TIMMONS *B-Liminator*

(ask your jobber about new discounts)



In selling a B-battery eliminator you are concerned in giving your customers something which will stay sold and give service. Timmons B-Liminators do this. The thousands and thousands in daily use prove it. The dealers who sold these

B-Liminators made their profits and they are continuing to make more B-Liminator profits. If you are not handling B-Liminators, you are passing up a wonderful chance to make some money.

Remember that the Timmons B-Liminator carries the official okay of sixteen radio publications and newspapers

This, in itself, is enough to make the sale. Tell us if you would like to have

B-Liminator folders—glad to send them. We'll also send you folders on the new



Timmons CONE Talker a 14-inch Cone

with many exclusive features such as patented sealed rim

\$25. LIST

This Timmons Cone Talker is a beautiful piece of furniture as well as a wonderfully clear and mellow reproducer. There's no use trying to describe it. Hear it and see it at your jobbers. You'll like the discounts too.



Timmons Radio Products Corp.
Germantown, Philadelphia

TIMMONS *Radio Products*

EVERYBODY Wants a Farrand!

EVERYBODY wants a Farrand Speaker—the man buying a new receiving set, the fan owning an old one. Everywhere Farrand Speakers are displacing and replacing other speakers. Everywhere Farrand dealers are cashing in on this ever-increasing, every-day demand. Are YOU listed among them? If not, get in touch with your distributor at once and begin reaping profits as you never have before.

FARRAND M'F'G, CO., Inc.
Thompson Avenue, at Court Street
LONG ISLAND CITY, NEW YORK



Licensed under
Lektophone patents
1,271,527 and 1,271,529

JUNIOR MODEL
\$16⁵⁰

SENIOR MODEL
\$32⁵⁰

Farrand Speaker



A PROPHECY

1926 will witness great achievements in the Radio Industry.

It will see, before its close, the big bulk of radio business in the hands of perhaps a dozen reputable manufacturers, each earnestly striving for the betterment of Radio as a whole.

For the New Year, we hope, will see the last of the catch-penny makers of shoddy, cut-rate receiving sets—those inevitable parasites of every new and growing industry.

And 1926 will mark important forward steps in radio research and engineering, fostered and encouraged by clean, healthy competition.

We shall see public confidence in Radio more firmly established than ever before, because Good Radio will be brought closer to the people than has hitherto been possible.

A great wave of Radio Service—Service to the Industry—to the Dealer—to the Consumer—will sweep the land.

And the Radio Retailer who has had the judgment and the foresight to associate himself with a Reputable Radio Manufacturer will reap his just reward.

To those Dealers who have, during 1925, helped us to spread the gospel of Good Radio we give our thanks

To our legitimate competitors who have joined us in firmly establishing a Great Industry amid the chaos of evolution, we offer our congratulations

And to both, we wish—with every confidence in its fulfillment—
A Happy and Prosperous New Year!

F. A. D. A N D R E A

Radio

F. A. D. A N D R E A, I N C.

1581 Jerome Avenue, New York

Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle



CASE

RADIO APPARATUS

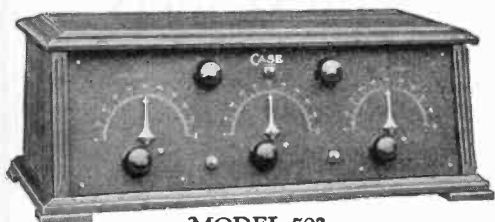
1926

Announcement

INDIANA HYPERDYNE RADIO

WILL HEREAFTER BE MARKETED UNDER THIS
NEW NAME "CASE RADIO APPARATUS"

Nothing Changed but the Name!



MODEL 503

A 6-tube receiver using same parts and circuit as No. 500. It is the final refinement in radio and uses 3 vernier-controlled, silver-plated pointers. Works on inside or outside aerial. Retails \$100.00. West of Rocky Mountains, \$105.00.

Model 506—Same as above only 5 tubes. Lists at \$75.00. West of Rockies, \$90.00.



CONSOLE
MODEL 701

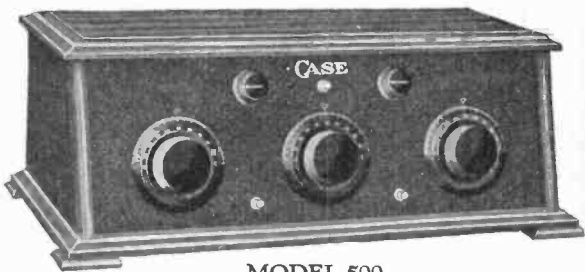
Same as Model 503, placed in this beautiful walnut console with built-in Utah speaker. Retails \$200.00. West of Rocky Mountains, \$210.00.

If you haven't heard this set—do so. It will surprise you as it has others. Selectivity, distance, volume and tone—quality unequalled in any radio near the price. Every part and set complete, built in our own modern plant, keeping down price.

Buy radio merchandise that is built right—that stays sold, when sold. Jobbers all over the country are doing exceptionally well with our line. Do not delay, the time is opportune. We have a distributing proposition that will interest you. Write today for full descriptive literature and dealer's attractive helps.

Description No. 500—Five tubes using Tuned Radio Frequency—no howls or squeals. Solid mahogany cabinet 24 x 8 x 12; 15° sloping panel of black crystal lacquer on aluminum. Best material throughout. **\$65 List**
No exposed wires and many other good features.....

Offices
NEW YORK CITY
Geo. L. Holmes
1819 Broadway
SAN FRANCISCO, CAL
T. A. Mitchell Co.
Balboa Bldg.
FT. WORTH, TEX.
F. J. Keller Co.
905 W. Magnolia Ave.
MINNEAPOLIS, MINN.
J. C. Roper
310 Market Bank Bldg.
ATLANTA, GA.
Darling & Nevins
411 Ga. Sav. Bk. Bldg.



MODEL 500

Factory and General Offices
Indiana Manufacturing & Electric Co.
520 CASE BLOCK MARION, IND.

Radio Apparatus and Automotive Accessories

IT'S A
Dymac
PRODUCT



Meet the New
Member of the
DYMAC
Family

CHARLES V. LOGWOOD
*Technical Director, Radio Div.
Electrical Products Mfg. Co.*

Few men have had as intimate personal connection with the progress of Radio for as long a time as Charles V. Logwood, who, on September 1, 1925, became the Technical Director of our Radio Division.

As far back as 1903, Mr. Logwood was associated with Francis J. McCarty, one of the few engineers of radio telephony of that time. Subsequently, with the Poulson Wireless Telephone Co. and Canadian Independent Telephone Co., Mr. Logwood was concerned with the establishment of the first three radio broadcasting stations in this country, in California, and with the installations of four prominent Canadian stations.

In 1911, Mr. Logwood invented the rotating ticker later supplanted by the ultra audion patented by Mr. Logwood and Dr. Lee De Forest, jointly. Mr. Logwood independently discovered the audion amplifier which came into commercial use in 1912. Since 1911, Mr. Logwood, in the capacity of assistant to the Chief Engineer and later as Research Engineer of one of the pioneer radio manufacturing concerns of the country, has been instrumental in the development of many interesting circuits.

Mr. Logwood's connection with DYMAC is an additional reason why you can continue to advise your customers that in buying DYMAC they are sure of getting the latest and best in radio.

DYMAC on Display

We've pointed out in earlier issues of this and other publications why the DYMAC Selecto Five receiver is a "marked contribution" to radio reception.

We have likewise informed you about the complete coverage and sales appeal of DYMAC National Advertising.

If you're not already displaying DYMAC, this is a good time to begin. People have Christmas money to spend and are in a radio buying mood. They are reacting most favorably to the common sense of DYMAC national advertising and to the Selecto Five's special features.

The DYMAC Selecto Five, \$75; Loud Speaker, \$8.50; and Type G Headset, \$5.00; make a strong radio trio from the sales standpoint.

ELECTRICAL PRODUCTS MFG. CO.
Providence, Rhode Island

Export Office: Ad. Auriema, Inc., 116 Broad St., N. Y. City.

DYMAC Factory Sales Agents

- | | |
|---------------------------------------|--|
| Chicago—E. V. Finson | Denver—Schmidt Sales Co. |
| Cleveland—Factory Sales Co. | Omaha—Leonard Kohn |
| Boston—Hastings Elec. Sales Co. | Fort Worth—Savage & Schmid |
| Philadelphia—Erllehan Bros. | Seattle—Fred. L. Tomlinson Co. |
| Washington—W. Lester Baker | San Francisco—Fred. L. Tomlinson Co. |
| Minneapolis—Twin City Radio Sales Co. | Los Angeles—Fred. L. Tomlinson Co. |
| St. Louis—M. Scott Gardner | Atlanta—Barnes & Co. |
| Kansas City—Wm. S. Reid Sales Co. | Vancouver, B. C.—John E. T. Yewdall |
| | Toronto, Canada—Lester Radio Equipment Co. |

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

Announcing

Operates from
105-125 v 50-60 cycles
Charges both 4 and
6-volt batteries



\$15.00

complete
with switch

ELKON TRICKLE CHARGER

CONSTANT POWER CONSTANTLY

THIS device, based upon discoveries by Samuel Ruben in the field of Unilateral Conductivity is the first to make lighting current available for charging Radio "A" batteries by means of a DRY ELECTROLYTE (*crystal plate*). Combined with "A" batteries it constitutes a continuous, self-regulating power supply. It operates

WITHOUT Acids, Bulbs, Water, Mechanical Synchronizers, Moving Parts, or Noise, and Without Causing Interference with Other Sets

The Elkon Trickle Charger is very economical to operate, occupies little space, and is practically self-operating. In spite of its almost revolutionary advance over anything hitherto known it will sell, complete with built-in switch at a price (\$15.00) which will allow every set owner to buy one.

We do not expect that an announcement of such tremendous significance will be accepted without adequate proof.

And, frankly, we are interested in establishing eventual business relations only with the responsible types of distributors and dealers, who, for the protection of their customers, will make the most thorough tests of this device before offering it for sale.

To such we are ready to extend every assistance for making the necessary tests. We will gladly send a charger, for testing, to any responsible distributor or dealer at the list price, less 30%, which sum will be remitted if the Elkon Trickle Charger has been misdescribed in any particular.

ELKON

More than a decade of continuous research in electro-chemical and thermo-chemical fabrication of the rare metals has won for the name Elkon the highest recognition in the great manufacturing industries which the company serves. The Elkon Trickle Charger in principle, design, construction and in performance has conclusively proved worthy of the name ELKON.

ELKON WORKS
Subsidiary of P. R. Mallory & Co. Inc.
Weehawken, N. J. Inc.

Sole licensees under patents pending to Samuel Ruben

Also manufacturers of

ELKON CONTACT POINTS "ELKONITE" Welding Electrodes
of Tungsten, Silver, Platinum, and Dies
Special Alloys Molybdenum Sheet Metal Products

SPECIALISTS IN RARE ELEMENT METALLURGY

The SOS of

"Where to buy in a flash"

WHEN you want buying information about any of the hundreds of products that you have call for in your radio business, there's no quicker, better way to get it than from your latest copy of **THE RADIO TRADE DIRECTORY**.

You will find in this comprehensive Directory complete classified lists of all known radio products whether they be sets, parts, accessories, materials or supplies, together with the names and addresses of their manufacturers. All trade named products also are classified, making it easy to locate their source of supply.

To help you buy in a flash many of the leading manufacturers have provided condensed catalogs of their products, giving such helpful buying information as types, sizes, finishes, prices, etc. Many list their local distributors so that you might be served most promptly.

THE RADIO TRADE DIRECTORY is indeed the answer to every **S O S** of radio buying!

THE RADIO TRADE

RADIO BUYING!

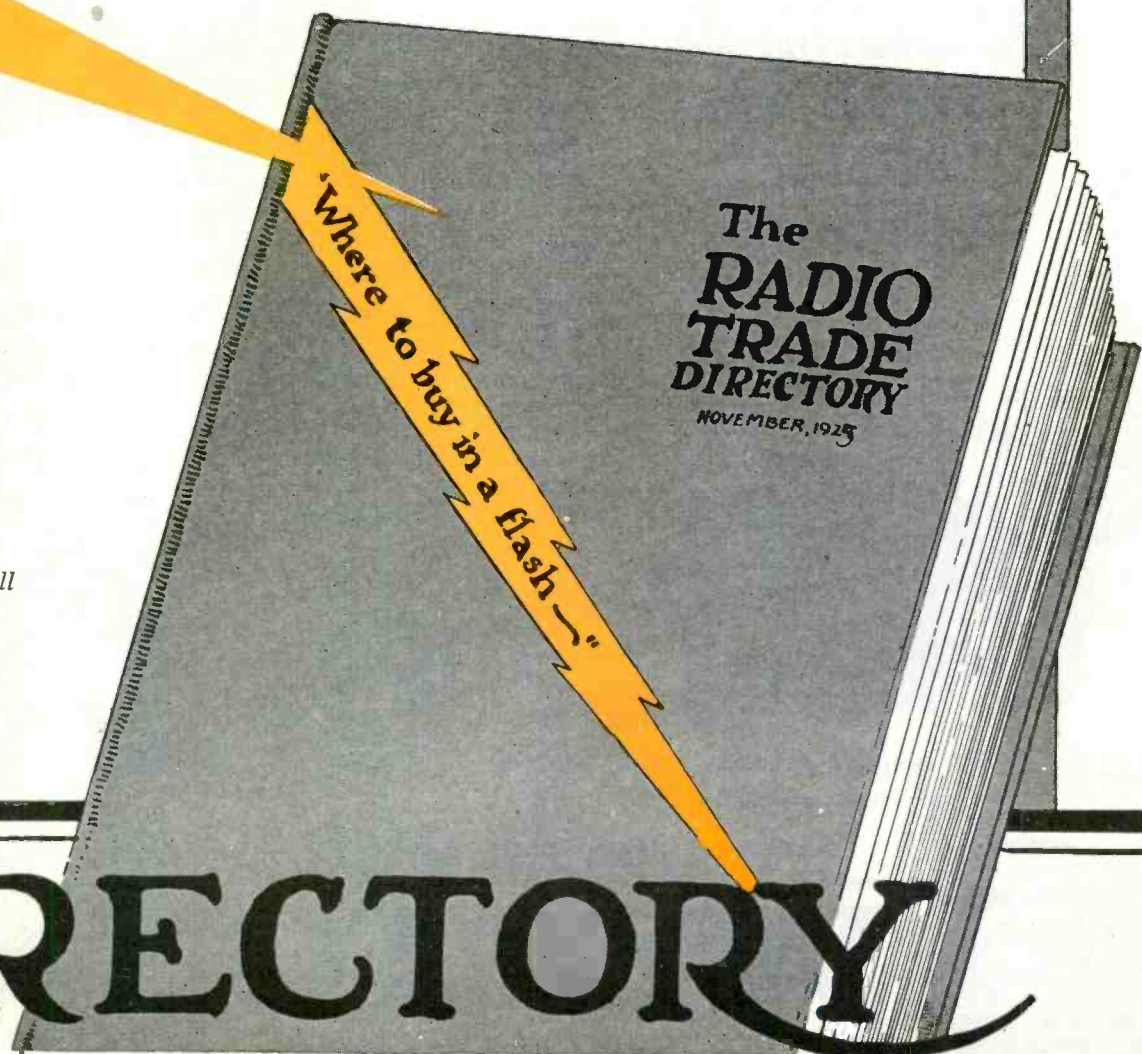
WHENEVER you are about to buy anything in radio from Adapters to Zincite it will pay you to look up sources of supply in the latest issue of The Radio Trade Directory. *Let The Directory help you buy.*

Manufacturers—Let us tell you how you can make it more convenient for the radio industry to have accessible buying information on your products.

THE RADIO TRADE DIRECTORY

Tenth Avenue at 36th Street

New York, N. Y.



A McGraw-Hill
Publication

DIRECTORY

New Profits for Radio Dealers Everywhere

Write for full dealer
information on
the amazing New
**MODEL 506
Pin Jack
VOLTMETER**



WESTON ELECTRICAL INSTRUMENT CORP.
25 Weston Avenue, Newark, N. J.

THE SATURDAY EVENING POST

A NEW Radio product by WESTON

MODEL 506
**Pin Jack
VOLTMETER**

See how easily this instrument plugs-in to Superheterodyne Sets —no tools, no trouble.

THE necessity of this new instrument is best shown by Radiola, Victor and Brunswick providing their sets with pin-jacks for the reception of a voltmeter. Only a quality, high resistance voltmeter will do. Weston Model 506 Pin-Jack Voltmeter has been designed for this purpose.

Ninety Per Cent of Your Radio Troubles Vanish

With this Weston voltmeter you are able at last to turn your battery-setting knob to the exact point to give proper voltage for the best reception—irrespective of the age of your batteries. You prolong the life of your tubes, lengthen the use of batteries, and get the best out of the set.

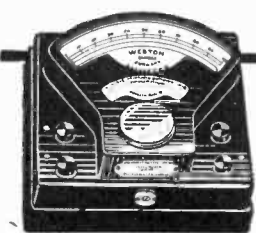
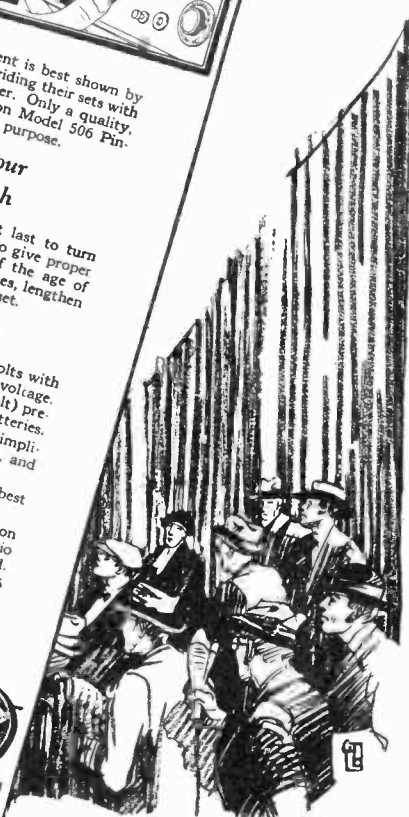
Study the Illustration Again

This Pin-Jack Voltmeter has a range from 0 to 5 volts with a red calibration at 3 volts—the critical tube filament voltage. And its remarkably high resistance (125 ohms per volt) prevents robbing the tubes of current and wasting the batteries. Model 506 Pin-Jack Voltmeter cannot be further simplified, either in design or quick attachment to your set, and priced at only \$7.50.

Always! Here's the absolute assurance you'll get the best from your set at the lowest possible operating cost. Accuracy, durability, beauty of design—this new Weston product is true to the Weston standard, which leads in radio measurement as in every other electrical measurement field. Ask your dealer about it today; get a copy of "Model 506 Pin-Jack Voltmeter" booklet or write us.

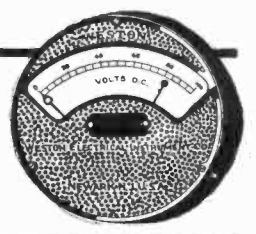
Weston Electrical Instrument Corporation
Weston Avenue, Newark, N. J.

STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



STANDARD THE WORLD OVER WESTON

Pioneers since 1888





A New Service for Manufacturers and Dealers

Nationally Known Lines
to Be Carried by

McPhilben-Keator, Inc.

De Forest	Bright Star
Kolster	Ray-O-Vac
Priess	Weston
Brandes	Sterling
Dictograph	Allen-Bradley
Acme	Carter
Utah	Pacent
Balkite	Dubilier
Ful-Wave	Walbert
Marko	Electrad

A NEW and highly specialized type of service will be rendered both to radio manufacturers and radio dealers by a new distributing organization—McPhilben-Keator, Inc.—which is a merger of the McPhilben Radio Corporation of 245 West 55th Street, New York, and Jamaica, Long Island, and the Gilbert-Keator Corporation of 135 Fifth Avenue, New York.

The new corporation will distribute the nationally known lines of radio receiving sets, head phones, speakers, tubes, batteries, battery chargers and eliminators, and other radio essentials listed on this page.

Both manufacturers and dealers will be interested in this announcement as combining for their benefit the facilities, experience, and resources of two well-known New York distributors.

The territory of Metropolitan New York, Long Island, Northern New Jersey, the Hudson Valley, and Western Connecticut will be covered by salesmen in automobiles, and unusual facilities will be offered for quick deliveries.

Correspondence is invited from those who wish to enlist this efficient type of service.

McPhilben-Keator, Inc.

RANDALL M. KEATOR, Pres.
424 Fulton St., Jamaica
Jamaica 6470-1-2

MAXWELL FISHER, Sec'y
245 West 55th St., New York
Columbus 4470-1-2

HENRY A. DEIMEL, Treas.
135 Fifth Ave., New York

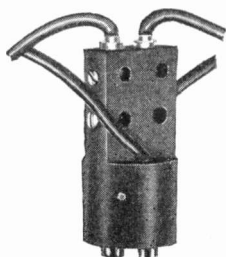
ADAPTERS



CONNECTORALDS

The first and only complete line of adapters for all purposes

NA-ALD Adapters were placed on the market at the same time the new tubes were announced last summer. They have *proved* the value of their scientific design.



No. 420 Connectorald

Na-Ald Adapters and Connectoralds "adapt" and "connect" efficiently. Advance engineering and experimental work by the Na-Ald socket and adapter specialists, assure this efficiency. There are no broad, parallel metal surfaces in Na-Ald Adapters and Connectoralds. There is a minimum amount of metal. Nicety of design and precision in manufacture are combined with the famous Alden process bakelite molding. Lack of capacity effect and utmost efficiency is the result.

Complete directions are supplied with each adapter covering the important sets and uses. The various tube changes made possible by the particular device are fully and clearly explained.

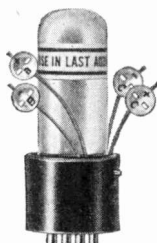
There are Na-Ald Adapters and Connectoralds for using new tubes in old sockets and in order to switch from dry to storage batteries, and vice versa. Na-Ald Connectoralds perform the double function of adapter and connector, as cables for attaching the necessary B and C batteries, are provided. All cables are marked for their proper connections.



No. 920 Connectorald

Carry the Na-Ald line of Adapters and you can *satisfy* the adapter requirements of *all* of your customers.

To fit UX-120 tube in UV-199 socket



No. 120 Connectorald

You are selling UX-120 and CX-220 tubes to fans to improve their sets. This sale includes the additional profit from the necessary adapters and batteries. Make the fan's installation work easy and efficient by selling him Na-Ald Connectoralds.

Cables provided for attaching the necessary B and C batteries. No. 420 Connectorald holds the tube on an angle to fit Radiola Super-Heterodyne and Radiola Super VIII. List price \$1.25. Na-Ald No. 920 Connectorald holds the tube upright for use in most sets with the exception of the Radiola. List price, \$1.25.

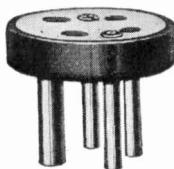


No. 419-X Adapter

To fit UX-120 and UX-199 tubes in UV-201A sockets

Sell fans who want to switch from storage battery to dry cells, a Na-Ald No. 120 Connectorald to fit the UX-120 Tube, which they will use in the last stage, in their UV-201A socket. This Connectorald provides the necessary cables for attaching additional B and C battery voltage required. List price No. 120 Connectorald, \$1.25.

Sell fans the Na-Ald 419X adapters to fit UX-199 tubes to UV-201A sockets of present sets. The combination of a UX-120 tube with 120 connectorald, for the last stage, and UX-199 tubes with 419X adapters in other sockets provides with dry cells, results previously obtained only with storage batteries. List price No. 419X, 35c.



No. 421-X Adapter

to change sockets to take advantage of the new tubes. Na-Ald No. 421-X Adapter fits WD-11 sockets and is particularly recommended for Radiola III, III-A and similar sets. Tubes are raised in sockets only very slightly.

To fit all tubes in dry battery sockets

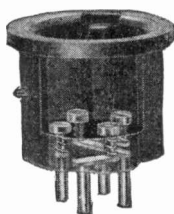
Sell these adapters to every owner of a set equipped for dry cell tubes. Makes dry cell sockets universal, to take all UX tubes and also UV-201A. No need

On this adapter, particularly, the minimum amount of metal and the lack of broad parallel surfaces secure utmost efficiency with minimized capacity effect. List price, 75c. Na-Ald No. 999 Adapter fits UV-199 sockets and is used in sets and also tube testers and rejuvenators. List price, \$1.00.



No. 999 Adapter

To fit UV-199 tubes to UV-201A sockets and to fit the UX-112 tube to UV-201A sockets



No. 429 Adapter

The Na-Ald Adapter No. 429 makes it possible for fans to use the small UV-199 tubes in regular large sockets. List price, 75c.

UX-112 tube with a Na-Ald 112 Connectorald. UX-112 handles double the output of the 201-A tube without distortion. The 112 Connectorald does not raise the tube at all in the socket, so no extra headroom is needed. Connections provided for necessary extra B and C batteries so that proper voltage is supplied to this tube without affecting operation of rest of set. List price, \$1.25.

Sell owners of storage battery sets who wish to get the maximum of power, the

ALDEN MANUFACTURING COMPANY
Dept. A-12, Springfield, Mass.

Send me full information on the complete Na-Ald line of Adapters, Sockets and Dials, including details on the new Na-Ald Colored Dials.

Name

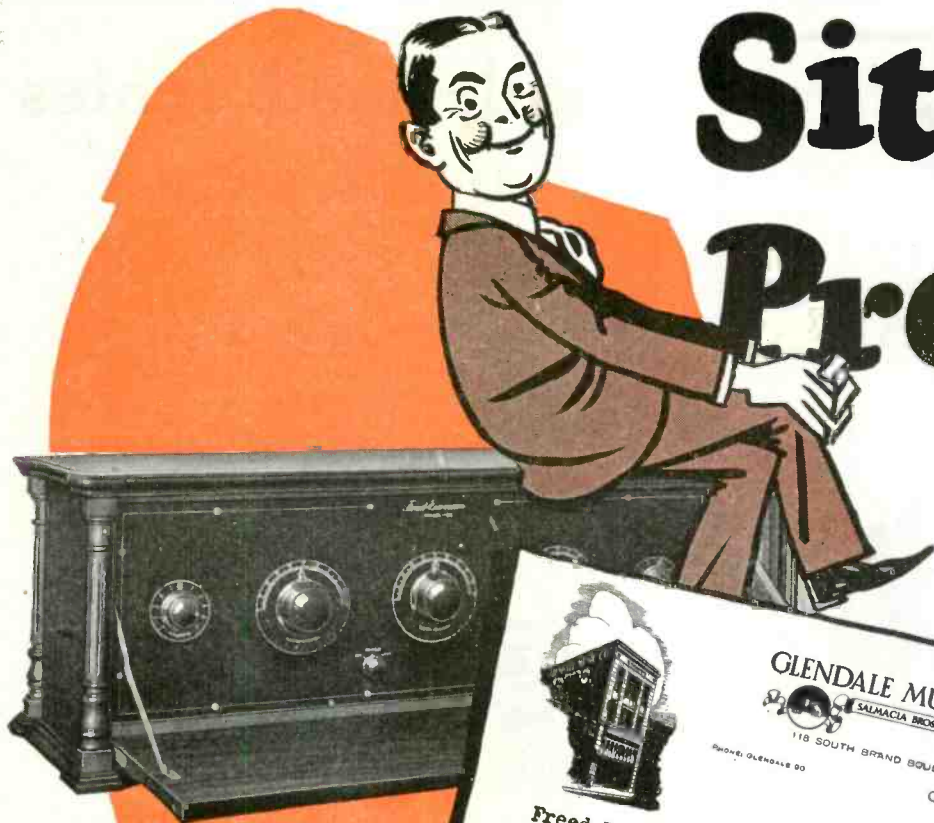
Firm

Street

City State

My jobber is A12

Sitting Pretty



GLENDALE MUSIC CO.
 118 SOUTH GRAND BOULEVARD
 Glendale, California

November 20, 1925

Freed-Eisemann Radio Corp.
 Manhattan Bridge Plaza
 Brooklyn, N. Y.

Gentlemen:

We thought that you might be interested in seeing some of the copy which is being run by us in the Glendale papers and we know that Freed-Eisemann sales are way ahead of all others in Glendale.

We sent the Braun Corporation a check last month in the amount of \$3,796.00 covering October purchases and purchases so far this month indicate we will beat that mark by a good margin.

Incidentally we might state that the "40% and 10%" is responsible for most of our activity with the line.

Yours for better business and more of it.

Yours very truly,
 GLENDALE MUSIC COMPANY
F. Johnson

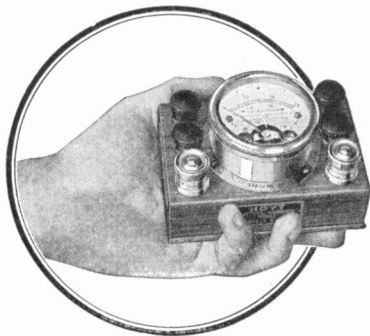
**Unsolicited —
It tells the whole story**

FREED-EISEMANN

World's Largest Makers of Neutrodyne Radio

Hoyt

RADIO ROTARY METER



The Hoyt Radio Rotary Meter gives the service man in one unique and exclusive design (patented 1920) a five-range precision $2\frac{1}{2}$ -in. moving-coil volt-ammeter. This one instrument will do all testing necessary on Radio receiving sets, tubes, batteries and battery eliminators. Ranges are as follows:—

- 15 Milliamperes—for obtaining the plate current on single tube to 3 tube sets, and for testing tubes.
- 75 Milliamperes—for testing the plate (B) current used by large sets of 4 or more tubes, power amplifiers, and the outputs of B battery eliminators.
- 7.5 Amperes—for measuring the current taken by tube-filaments, singly, or in sets; and in charging wet A batteries.
- 7.5 Volts—for testing tubes, filament voltages and A-battery voltages.
- 150 Volts—for measurements of tube plate voltages and voltages of "B" batteries and eliminators.

The operation of the meter is simple and accident proof. Connections are made to the proper binding posts, clearly marked, and the head is rotated until a pointer on the case is opposite that binding post. The meter will then record the reading.

Dimensions are $4\frac{1}{2}$ x $3\frac{1}{4}$ x $2\frac{1}{4}$, with polished mahogany base and nickel plated top

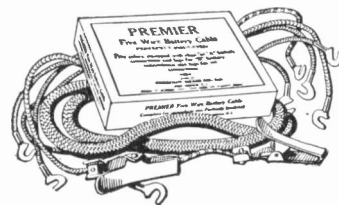
Price—\$24.00

BURTON-ROGERS CO.

26 Brighton Ave., Boston, Mass.

National Distributors

Big demand creates quick sales



Premier 20 ft. Extension Cord and Battery Cable

The reason for this demand is that a Premier Cable does away with the usual unsightly mess of battery wires. It keeps the individual wires concealed, untangled and out of the way. Five different colored wires assure proper battery connection.

This specialty is perfectly insulated, well packed and ready for immediate use.

Nationally advertised

Made in 5 Styles

With connecting lugs to fit every need, including clips for "A" batteries.

With connecting lugs and round lugs for "A" batteries.

With all ends leaded for dry batteries.

With leaded ends and clips for "A" storage batteries.

Made specially to set manufacturers' specifications.

Length 5 ft. List \$1.00

WRITE US

if your Jobber happens to be out and your goods will be shipped in 24 hours from the closest jobber to you.

 **Crescent Braid Co., Inc.**
Providence, Rhode Island

Makers of Premier Extension Cords, 20 ft. and longer. If your Jobber is out of stock, write us and we will have you supplied promptly from the nearest distributor.



Sell Air-Way First

WHEN you deliver an Air-Way you have closed the transaction. You can go on selling new prospects instead of taking a set back and sending out another one, or spending your evenings trying to convince the customer that the set is good for something.

You are going to get your share of the radio business in your market only when you can spend your time selling radios and not trying to prove something that the set itself should demonstrate.

Air-Way sells itself to whomsoever you leave it with. You can prove this by merely testing Air-Way in parallel with anything else at any price, anywhere, at any time.

Three models—\$98.50, \$137.50, \$197.50. Some new and radical Air-Way sales policies that make business good for the radio dealer. Learn about them. Write for data and specifications.

AIR-WAY ELECTRIC APPLIANCE CORPORATION

618 Broadway, Toledo, Ohio

Export Department, 220 Broadway, New York, N. Y.

LIST OF DISTRIBUTORS:

Mr. Ralph Bretzner,
128 West 42nd Street,
New York City,
Telephone—Wisconsin
2777.

B. H. Smith Sales Co.,
755 Boylston Street,
Boston, Mass.
Telephone Back Bay 7009.

Mr. J. H. Lyte,
Box 917,
Narbeth, Pa.

Motor Electric Company,
3320 Broadway,
Oakland, Calif.

Mr. James M. Sullins,
Knoxville, Tenn.

Mr. Frank A. Brady,
747 Warehouse Street,
Los Angeles, Calif.

Mr. J. D. Palmerlee,
Armada, Mich.

Mr. Thos. C. Jepson,
277 Willow Avenue,
Toronto, 8, Ont., Canada.

The Jackson Sales Co.,
20 E. Jackson Blvd.,
Chicago, Ill.
Telephone—Harrison
3744.

Mr. C. L. Titus,
430 U. S. National Bank
Bldg.,
Denver, Colo.

Mr. H. E. McKenney,
997 Forest Avenue,
Portland, Maine.

Mr. C. M. Cutting,
1217 Bainbridge St.,
South Richmond, Va.

Electric Power Maintenance Co.,
1101 Monroe Street,
Toledo, Ohio.

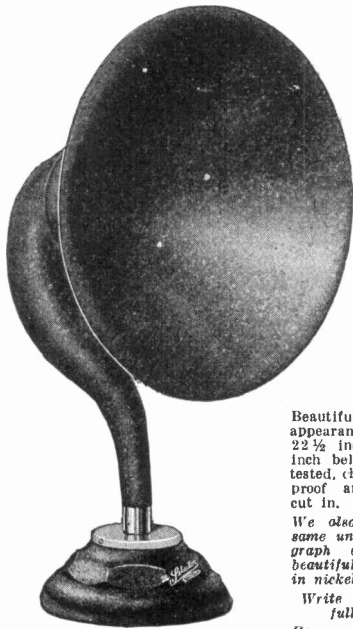
Mr. J. F. Nutting,
1001 Flatiron Bldg.,
Atlanta, Ga.

Wetherbee Bros.,
1801 Young St.,
Dallas, Texas.

Shapleigh Shobe Co.,
701 A. O. U. W. Bldg.,
Little Rock, Ark.



Now—full volume of the UX tube without chatter



Beautiful in line and appearance. Height 22 1/2 inches with 14 inch bell. Adjusted, tested, checked. Fool-proof and ready to cut in.

We also supply the same unit for phonograph attachment—beautifully finished in nickel case.

Write or wire for full details.
Representative Jobbers
Throughout the
Country.

This speaker fulfills to the last degree all the requirements of the perfect Re-Producer, which are:

1. Tone quality, of par excellence.
2. Volume, with power tube amplification, without chatter.
3. Sensitivity, on weakest current impulse.
4. Beauty of finish and dignity of appearance.

These are the qualities combined in one instrument and achieved through pride of workmanship and engineering skill.

The Selector is a loud speaker with a perfect tonal reproduction regardless of the desired volume. It is so sensitive that the weakest signals that can be amplified will be faithfully reproduced, and yet it is capable of reproducing distinctly and clearly the tremendous volume of the new UX type of power tubes with all the richness and color of the original.

Selector

THE SELECTOR CO.

2005 Sixth Avenue, Seattle, Wash.

Here's a live wire battery proposition

The "Hawley" 22 1/2 volt un-acid everlasting re-chargeable "B" storage battery \$2.95 list. Includes chemicals. 90 volts \$10 list. Other and larger sizes. Sold for over 3 years on a non-red-tape 30-day trial refund with a further guarantee of 2 years.

Complete ready to run "B" battery charger \$2.75 list.



RIGHT now, with the opening of the new selling season, you need as many drawing cards as possible to attract trade.

These "Hawley" products are sales getters. Use them *now* as feature merchandise. They will build up a larger trade for you. They will stamp your store as the most aggressive in the community—as the place to go for up-to-date developments. Exclusive dealer territories make the "Hawley" line particularly attractive.

Write for literature. Get particulars on these products and determine their salability for yourself. They are backed by advertising in over 12 national radio publications. Let us tell you about the selling proposition and the organization behind it! *Write today.*

B. H. SMITH, 39 Washington Ave., Danbury, Conn.

Simplex
"SUPER POWER"

Tubes Built to Better Reception!



THE PERFECT TUBE
S. S. P. 201A
Bakelite Base
Silvered & Blue

THE real test of a tube is its performance in a set! Simplex Super Power Tubes are not only good to look at but will render 100% service in a set. Built under our constant, careful inspection they are as near perfect as a vacuum tube can be made, and their use will greatly improve the reception of any set.

Dealers, Jobbers and Distributors should be interested in Simplex Super-Power Tubes because in addition to their being perfect tubes—an unusually large amount of profit can be made by handling them. It will pay you to investigate!



THE PERFECT TUBE
Type 199
Bakelite Base, Silvered and Blue. Also with Adaptor Base.

TITANIA MANUFACTURING CO.
105 West 40th Street, New York City



Trouble shootin'

WHEN customers complain about poor reception, distortion and noises in their set, look first to the fixed condensers. Or, better still, see that Sangamo Mica Condensers go into every set you sell, and every kit for home builders. Then you will be sure it is not condenser trouble.

These condensers cannot change in capacity—they are solidly molded in bakelite. They are guaranteed to be within 10 per cent of marked capacity, and to keep that capacity without change. Not even boiling or freezing has any effect upon them.

E. L. Maschmeyer, trouble shooter for a big distributor in Washington, D. C., writes us this experience:

"My father lives in the mountains of Pennsylvania, and, of course, has a radio receiver to keep him in touch with the business world.

"For some time he has had trouble tuning in stations, so when I went up to make him a visit I took along one of your .00025 mfd. mica condensers with grid leak terminals.

"I tested the set and found that the grid condenser had changed its capacity, due to dampness, as it had been kept near an open window. I installed the Sangamo condenser and the set changed completely; tuning became easier, and quality of reception was improved 100 per cent."

ALSO AVAILABLE: SANGAMO BY-PASS CONDENSERS
1 Mfd. List—\$1.25 ½ Mfd. List—90c



Waterproof



Heatproof

Fumeproof

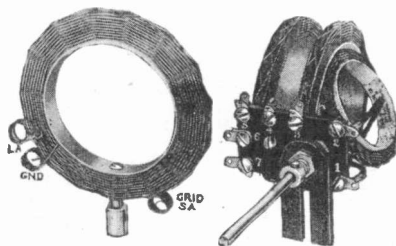
Ask any first class wholesaler for stock and display card

Sangamo Electric Company
Springfield, Illinois

141-6

RADIO DIVISION, 50 Church Street, New York

OFFICES IN PRINCIPAL CITIES
For Canada—Sangamo Electric Co. of Canada, Ltd., Toronto
For Europe—British Sangamo Co., Ponders End, Middlesex, Eng.
For Far East—Ashida Engineering Co., Osaka, Japan



SET MANUFACTURERS

Have you insured your margin of superiority?

Standards of radio reception are becoming higher with each new year. 1926 models must be an improvement over those of 1925, and they will be.

You realize this fact, and are planning to act on it.

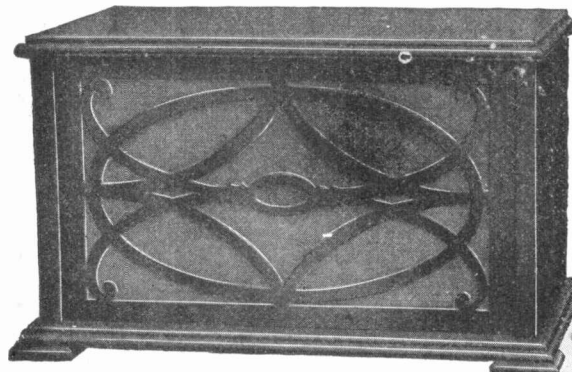
You are well aware that correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.

Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

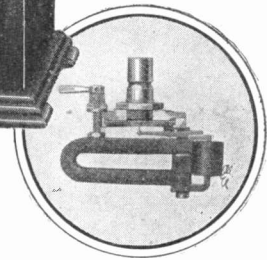
THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.

SICKLES
DIAMOND-WEAVE COILS
(Trade Mark Registered Aug. 4, 1925)

This Speaker
Has the
**NEW
VOICE!**



The New
**SUPER
UNIT**



Super C, \$30.

The small diaphragm commonly used reproduces the middle and upper notes of the musical scale well enough, but it leaves much to be desired from the middle down. Verify this yourself. Listen to almost any speaker and you will be amazed at the muffled sound of the middle and lower registers of voice and instrument.

The Bristol Speaker is equipped with that latest discovery in tone reproduction, the SUPER-UNIT. This unit contains an unusually large diaphragm which brings in the full range of tones from deep bass to high treble.

The rumble of the tympani, the roll of the snare drum, the low tones of the viols, tuba, organ, saxophone and voice—notes you've never before heard in radio—notes which are even more vital in reproduced music than in an actual concert—are clearly and naturally audible.

The cabinet is highly polished mahogany, 17 x 10 x 10 1/4 inches in size, with long, freely vibrating sound chamber. The price is \$30. Ask your dealer for a demonstration.

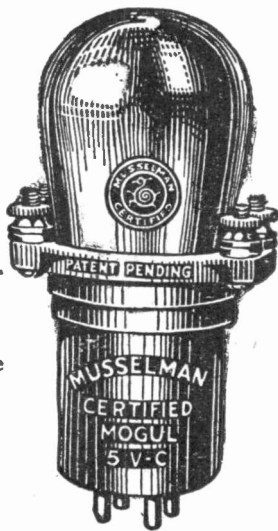
DEALERS AND JOBBERS

write for prices on the Super C; also on the horn types of Bristol Speakers. We have an excellent proposition from a profit standpoint.

BRISTOL SPEAKER
(AUDIOPHONE)

THE BRISTOL COMPANY
Radio Div. AL
Waterbury, Conn.

For 36 years makers of the highly sensitive and accurate Bristol's Recording Instruments



Van Horne

Musselman

**Mogul V-C
Power Amplifier!**

Improves signal quality and increases the receiving range. Increases loud speaker volume from fifty to one hundred per cent.

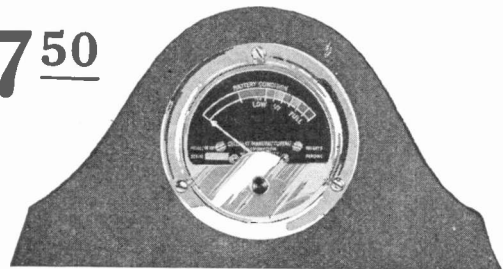
It is not necessary to change your set circuit to use the Mogul Power Amplifier. The extra voltages are added through the patented adapter independently of the regular operating voltages.

Manufactured by

THE VAN HORNE COMPANY

Factory and Sales Office
280 Center St., Franklin, Ohio
Some territory open for responsible jobbers.

\$7⁵⁰



**More efficient than voltmeter
and hydrometer combined**

Merely press the button and it tells the exact condition of the "A" battery—whether low, half charged or full.

It keeps the battery at its most efficient point, removing all uncertainty and guesswork, eliminating the messy hydrometer. It is very easily connected with the receiver.

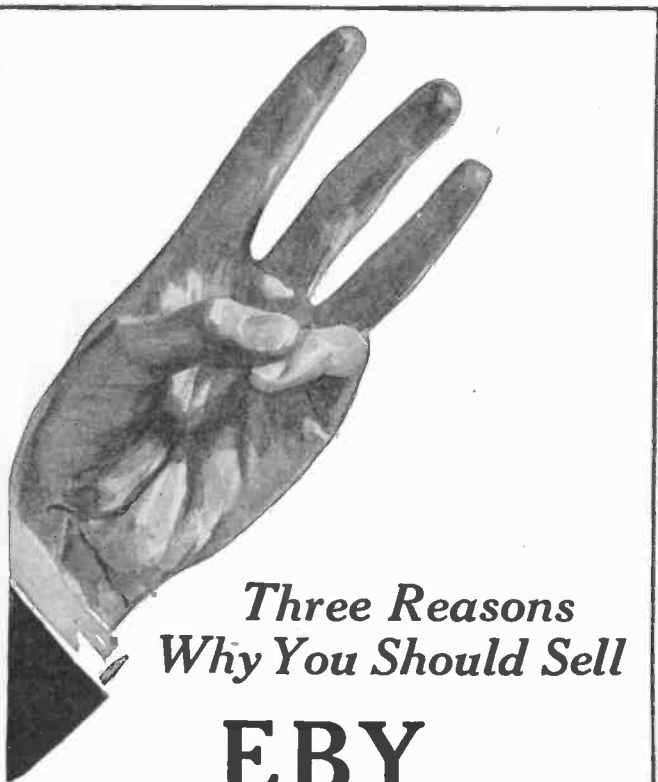
You can sell it to set owners everywhere for the enjoyment it adds to radio reception.

Its wooden mounting is very attractive.

Dealers—write for literature

CELLOKAY MFG. CORP.
Sales Office—1705 Flatiron Bldg., New York

CELL-O-METER



*Three Reasons
Why You Should Sell*

EBY



SPRING SOCKETS

- 1—*A Three Point Wiping Contact* that insures a positive contact at all times. This will eliminate a lot of your service troubles.
- 2—*Its ingenious design* permits the tube to "float" when in service, thereby reducing microphonic noises to a minimum. This is a protection against tube damage for you.
- 3—*All the advantages of Interchangeability* of the new UX, CX and UV tubes for a list price of 60c.

Order a convenient carton of ten EBY Spring Sockets from your jobber today and see their many points of superiority for yourself.

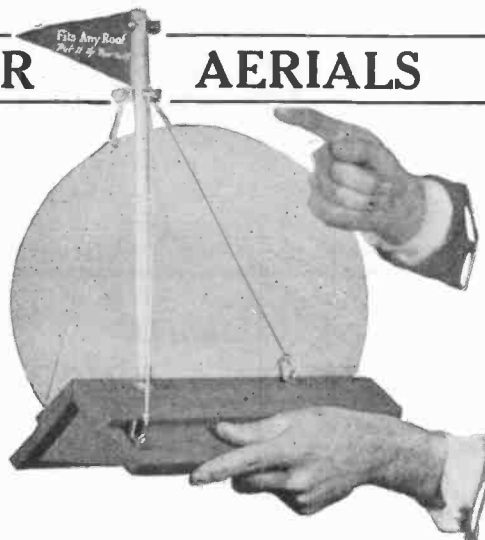
H. H. EBY MFG. CO.
4710 Stenton Ave., Philadelphia



Here is the EBY Binding Post that is standard equipment on eight out of ten of the radio receivers made in America. Your jobber has all of the twenty-seven different markings. How's your stock?

"REDI-MAST"

FOR AERIALS



*Free! This Pigmy
Sales Manager*

*Dealers
say
it's great*

FREE OFFER

For show window or counter, a striking, nickel-plated miniature, "Little Redi," modeled *exactly* like its big brother, "REDI-Mast" — complete with green shingled roof and all attachments. Free to dealers with first order for 5 Redi-Masts.

Dealers say this miniature has great attractive value. It stops the passersby and makes customers of them.

PRICED LOW \$3⁵⁰

Redi-Mast is a complete outside aerial mast, substantially built, and ready to put up. Sold singly or in pairs. Instantly adjustable for all kinds of roofs. Mast made of tough, weatherproof round timber, 5 ft. high by 1 1/4 in. dia. Has three steel guy-rods.

LIST

\$4⁰⁰

Jobbers Salesmen—Send for free miniature "Redi-Mast" to show your Trade.

*with
outrigger
attachment*

**PRESSED METAL MFG. CO.,
WAUKESHA, WIS., U.S.A.**

The **REDI-MAST**
FOR AERIALS



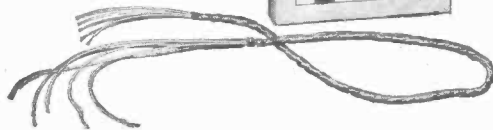
PAT. PEND.



ACME WIRE RADIO PRODUCTS

Celatsite Battery Cable

For connecting A and B Batteries (or current supply) to radio set. Silk braid covering 5 flexible Celatsite wires — 5 feet long—a different color for each terminal. Prevents messy wiring and "blown" tubes. Adds greatly to the appearance of your set.



Stranded Enameled Antenna

The best outdoor antenna you can put up. 7 strands of enameled copper wire; maximum surface for reception. Enameling prevents corrosion and consequent weak signals. 100, 150 or 200 ft. coils, boxed.



Loop Antenna Wire—you can make a good loop with Acme wire made of 65 strands of fine copper wire, green silk covered. Flexible; non-stretching, neat.



The Original Celatsite Wire

Celatsite is a tinned copper bus bar wire with a non-inflammable "spaghetti" insulation in five colors. Supplied in 30 inch lengths.

Flexible Varnished "Spaghetti"

A perfect insulation tube for all danger points in set wiring. Costs little more and is worth a lot more than the cheaper substitutes offered. Black, yellow, red, green, brown; for wires No. 10 to No. 18. 30 inch lengths.

Flexible Celatsite

Flexible stranded wire for "point to point" and subpanel wiring—latest method of wiring sets. 5 colors; black, yellow, green, red and brown, one for each circuit. 25 ft. coils.

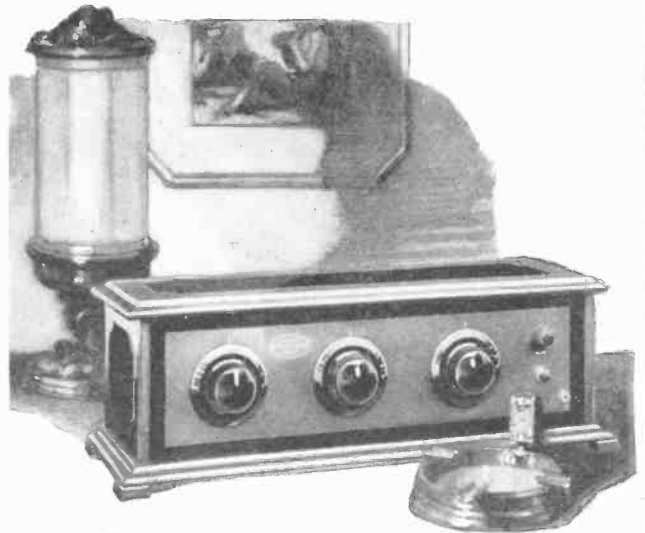


Write for Folder E

THE ACME WIRE CO., NEW HAVEN, CONN.

Branches:

New York, 52 Vanderbilt Ave.—Chicago, 427 West Erie St.
Cleveland, Guardian Bldg.—Boston, 80 Federal Street.



ARBORPHONE

No Wonder Arborphone Sells!

There are several thousand men and women, owners of Arborphone Receivers, who will tell you—

"You cannot equal my Arborphone—
It's all you could ask of a radio."

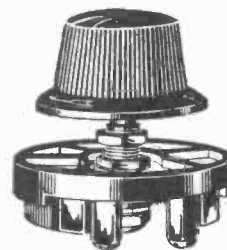
Anyone can tune in enough stations to satisfy the most ambitious air-adventurer. From stations near or far there is a delightful ease of tuning and purity of tone quality unsurpassed in radio.

Better radio cannot be bought—at any price. No wonder hundreds of dealers find Arborphone the best and most profitable radio proposition they ever carried. Wire for sample at once. **JOBING ACCOUNTS** desired in certain territories.

\$60.00 in Rocky Mt. and Pacific Coast States

MACHINE SPECIALTY COMPANY
Ann Arbor, Michigan

\$55⁰⁰



The Original One Hole Mount

No Back
Panel Fussing

Genuine
Bakelite
Throughout

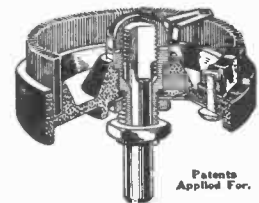
DeJUR RHEOSTATS ONE HOLE MOUNT

Compare the DeJur Rheostat with any other on the market. You will find that the DeJur is different—better—more efficient. Fourteen exclusive features make the DeJur superior to all other Rheostats on the market, and make it the **ONLY RHEOSTAT WITH A POSITIVE CONNECTION PLATE**. We guarantee them absolutely.

DEALERS—JOBBER

Write for catalog of complete line of DeJur Products
Manufacturers—Write for sample and prices.

**DeJUR
PRODUCTS Co.**
LAFAYETTE & BROOME STS
NEW YORK



Patents
Applied For.

Product of over 30 years' experience



Hear
this creation of the World's
oldest makers of speakers

The product of over 30 years' experience

To hear an Amplion perform in comparison with any or all other loud speakers is to understand why these creations of the originators and oldest makers of loud speakers—Alfred Graham & Co., London, Eng.—are leading favorites throughout the world. Get one to test from your jobber. Six models, including console units, \$12 to \$42.50. All Amplions are completely equipped with cords and panel plugs. Nationally advertised. Write for the Amplion proposition.

THE AMPLION CORPORATION OF AMERICA
Executive Offices: Suite E, 280 Madison Ave., New York City
Chicago Branch: 27-29 N. Morgan St.
Canadian Distributors: Burndep of Canada, Ltd., Toronto

AMPLION

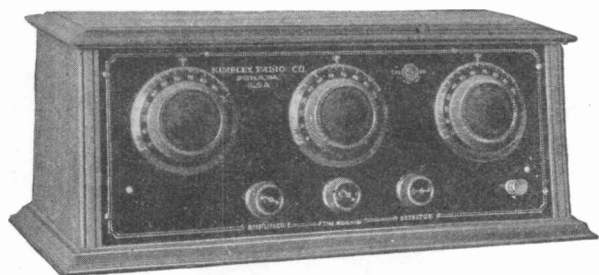


**TRIMM
CONCERT**
\$25

**Compare This Speaker
With Others At Any Price**

For that part of the Radio Public who want absolutely the best money can buy TRIMM CONCERT unquestionably gives results approached by no other reproducer produced thus far. The entire range of musical tone is reproduced with such perfect fidelity, and complete preservation of the original tonal values that you can, with real enjoyment listen to an entire evening's program without tiring. The famous Trimm Unit, fully adjustable for tone and volume is matched to a horn and tone chamber of Volconite, giving a full, rounded tone, as smooth as velvet with never a trace of distortion or blasting. All the volume required without forcing either set or speaker. Here is the surest money maker and trade builder in the entire fine reproducer field.

SPEAKERS		HEADSETS	
Home Speaker	\$10.00	Professional	\$5.50
Entertainer	17.50	Dependable	4.40
Cabinette	17.50	PHONODAPTERS	
Concert	25.00	Giant Unit	\$10.00
Cello	30.00	Little Wonder	4.50



**The right way
to go after 1926 sales**

Radio sales in 1926 will mount higher than any preceding year. Are you prepared to get your share? The best way to go after it is to handle a radio receiver that offers satisfactory reception and low cost. You will find both in the new

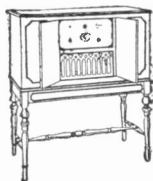
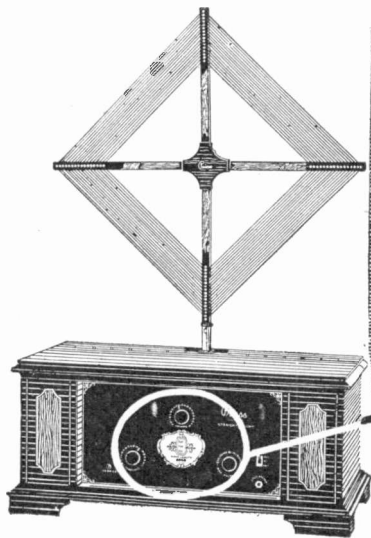
Simplex SR 8
\$65 list

With a list price like this your 1926 radio success will be assured. The Simplex SR 8 is a five tube set—the latest development in radio engineering. Tone modulator gives gradual, noiseless adjustment. Straight line wave length condenser spreads stations conveniently over dial. Genuine mahogany cabinet with Adam Brown finish.

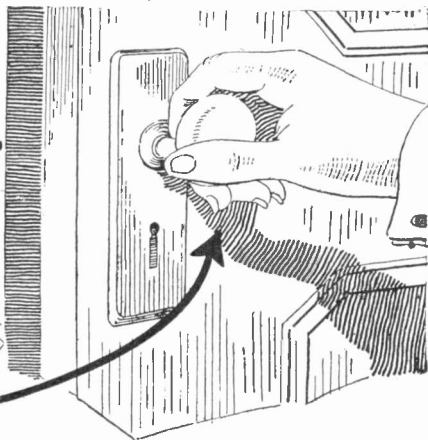
*JOBBERs and dealers write for
our proposition*

SIMPLEX RADIO CO.
Main and Rector Sts., Philadelphia

TRIMM
RADIO MANUFACTURING
COMPANY
24 So. Clinton St.
CHICAGO
U.S.A.



Console model with enclosed panel operated loop and built in loud speaker and battery compartments
\$285



Tunes as easy as turning a door knob

THE first thing a customer will probably notice in the Priesse Straight Eight is the one tuning control with the visible wavelength indicator graduated into meter divisions.

Women as well as men who haven't the patience or the desire to attempt tuning with a multiplicity of controls will welcome this simple tuning feature.

Distant station after distant station comes in with full loud speaker volume. Only the Priesse Straight Eight with its great radio energy amplification of over 4,000,000 before the detector, has this great distance-getting ability.

If you haven't received a demonstration of the Priesse Straight Eight, write or wire us to arrange one for the earliest possible date by our distributor in your territory. A Priesse dealer franchise gives a most liberal discount and full protective features, including protection against price cutting and dumping surplus stocks on the market. Write for particulars.

Priesse
TRADE MARK

STRAIGHT EIGHT

PRIESS RADIO CORPORATION
697 BROADWAY NEW YORK, N.Y.

Lest You Forget

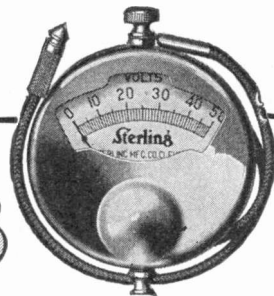
the non-seasonal, always salable radio product.

Sterling Pocket Meters as a radio necessity, have always been in demand—used for electrical testing purposes long before the advent of radio. The Sterling line of meters is the most complete line, best known popular priced devices of their kind on the market. Made with exactly the right resistance to give truthful readings and to protect the battery against excessive drain when being tested.

Prices \$1.00 to \$4.00

THE STERLING MANUFACTURING COMPANY
Cleveland, Ohio

Sterling



Pocket Meter

“Right Resistance”

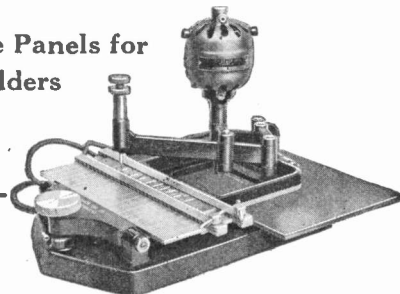
Attention Dealers! Send for our 200-page Catalog



The finest and largest exclusive Radio Catalog in the United States

SCHNEITTER RADIO COMPANY
Dept. I ST. JOSEPH, MISSOURI

Engrave Panels for Set Builders



You can earn several dollars an hour engraving panels for amateurs building their own sets.

A low price engraving equipment for engraving the words used on radio panels, trade-marks, and border and corner designs. Will engrave on Hard Rubber, Bakelite, Aluminum and other soft metals. PRICE OF COMPLETE EQUIPMENT \$135.00.

Branch Tool Co., Dept. P, Forestdale, R. I.

The quality and price for biggest sales



The biggest field for headsets lies among users of multi-tube receivers who want the thrill of getting distance, or who don't want to disturb the household by using the loud speaker.

The famous Superette, selling at this popular price, makes it easy for you to sell headphones to people who only occasionally use headphones.

The Superette is a high quality headset in this popular priced field. It is made with meticulous care and tested with precision instruments before entering our shipping department.

\$1⁹⁵ LIST

Jobbers and Dealers! Here's a worth-while proposition upon which to pick up many extra profits. Write today for literature and particulars.

THE FAMOUS SUPERETTE

NEWTON PRESSED STEEL CO.

131 Hawthorne St., Newton, Mass.

Also manufacturers of the NEWTONE Headset, which Lists at \$3.00

Morse Eureka

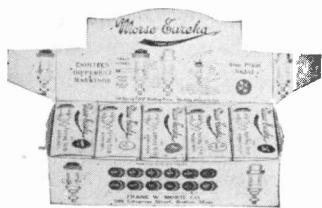
TRADE MARK

Spring Grip

The King of all Binding Posts

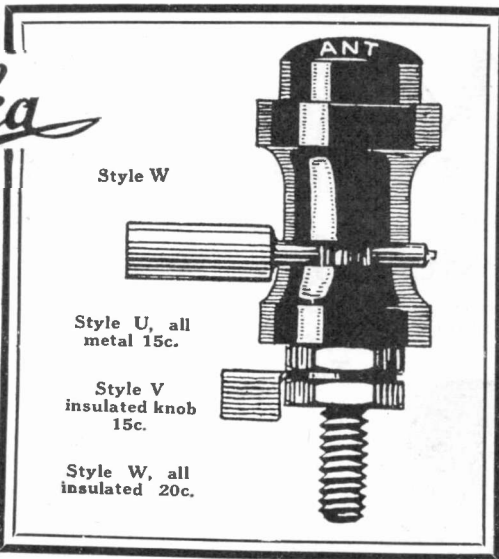
**SPRING GRIP
QUICKER AND
MORE POSITIVE CONNECTIONS
MARKINGS ALWAYS IN LINE
EASIEST TO CONNECT**

Morse-Eureka binding posts are probably the only ones to have been accorded such national recognition.



Counter Display Container for King and Queen Posts

FRANK W. MORSE CO., 289 Congress Street, Boston, Mass.



Style W

Style U, all metal 15c.

Style V insulated knob 15c.

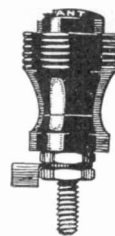
Style W, all insulated 20c.

THE QUEEN OF BINDING POSTS

**Non-removable
Marked Knob
Letters always in line**

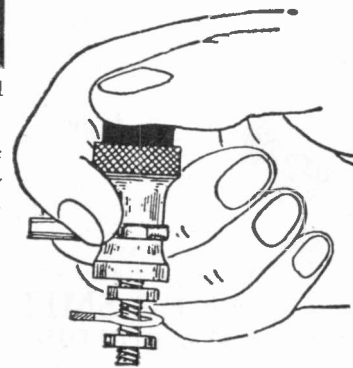
$\frac{1}{2}$ inch Diameter

Most artistic Shape



Style T 15 cents

Ready about May 1st



Style V
You don't pull or you don't push—Just squeeze two parts together.

The reason?

From the very outset, we have gone into the making of binding posts with the same aims, the same carefully worked out policies, as though on a device many times more intricate.

We have concentrated time and money without stint upon development work in their design and production.

"The King and Queen of Binding Posts" are superior.

JOBBER AND DEALERS!

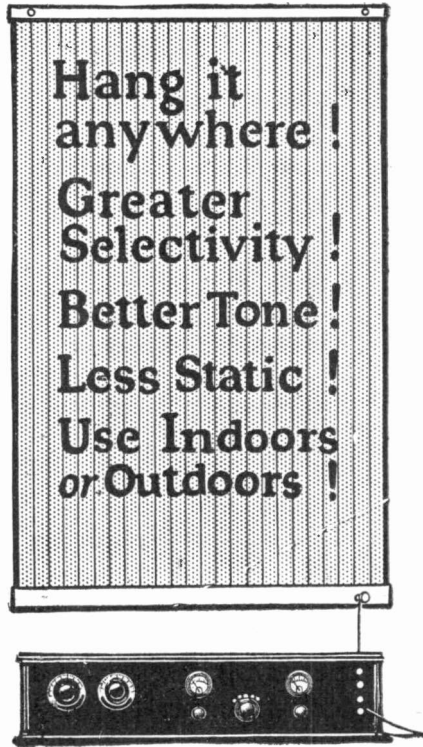
We have a proposition which makes it to your advantage to handle the nationally recognized binding posts. Write for particulars! (Set manufacturers write for information!)

Solve that antenna problem

with

Effarsee

ANTENNAE
REG. U. S. TRADE MARK
PATENT PENDING



Nationwide reports of dealers show that 80% of service calls are the result of faulty antennae. With EFFARSEE the installation of a set is a simple job for the dealer and also a *permanently satisfactory* one.

On performance alone, you can sell EFFARSEE ANTENNAE to the thousands in your neighborhood who have sets using outside aerials. EFFARSEE works perfectly on any good set if it is properly installed. We have letters from hundreds of EFFARSEE users claiming it superior to the ordinary outside antenna. To them EFFARSEE has proved its greater selectivity, better tone, freedom from static, and all-around efficiency.

However, you be the judge. Read our special offer. Don't take our word for a thing. We want you to try the EFFARSEE yourself in your locality with the sets you sell.

IXL (large) \$4.00 list BXL (small) \$2.50 list

FISHWICK RADIO COMPANY
135 W. Central Parkway, Cincinnati, Ohio

SPECIAL OFFER to Dealers Only

Send your check for \$2.50 for IXL type or \$1.50 for BXL type EFFARSEE and we will ship prepaid direct to you.* Try the EFFARSEE on your sets in your store or home. If it does not surprise you in its performance, return it in five days in good condition and your money will be refunded without question.

* (Add 25c. for shipment west of Rockies)

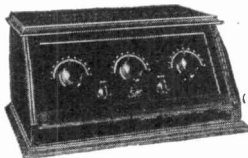
Sylfan

"RADIOMATES"

Matched units to make up complete radio outfits produce best reception for they are balanced with each other.

The New Sylfan "565"

—five tube Tuned Radio frequency receiver of unusual performance and beauty. Brown mahogany finished cabinet with room for batteries. Extreme selectivity. A splendid set. List price, \$65.



The Sylfan Reproducer

—amplifies the full range of instrumental and vocal tones, 14-inch aluminum bell. Fixed unit—needs no adjustment. Total height 21 in. Finished in rich brown tone. List price, \$25.



Sylfan Blue Special Tubes

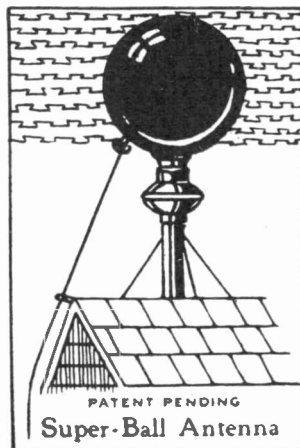
—are packed in singles and in kits of three and five —marked for the position in receiver where they will give best results. Matched tubes \$2.50 each. Unmatched, \$2.25 each. All Sylfan tubes are guaranteed satisfactory.

MANUFACTURED AND GUARANTEED BY
BAKER-SMITH CO., Inc.
NEW CALL BUILDING, SAN FRANCISCO

Branch Office Addresses

New York City, 1270 Broadway Chicago, 30 N. Dearborn Street
Los Angeles, 443 S. San Pedro Street
Denver, McClintock Building Salt Lake City, Atlas Building
Vancouver, B. C., 179 Pender Street, West
Portland, Ore., Henty Building Seattle, L. C. Smith Building

The ANTENNA



that has made good on every claim we made for it.

Endorsed by Radio Experts as the

Superior Antenna

FROM a World of radio owners it is on Top in Popularity.

Because for distance reception and clarity of tone it has no equal.

For the best in Radio reception the outside Antenna is always better if you have the right Antenna.

Jobbers and Dealers, are you ready for the demand? Deliveries at once.

List \$10.00

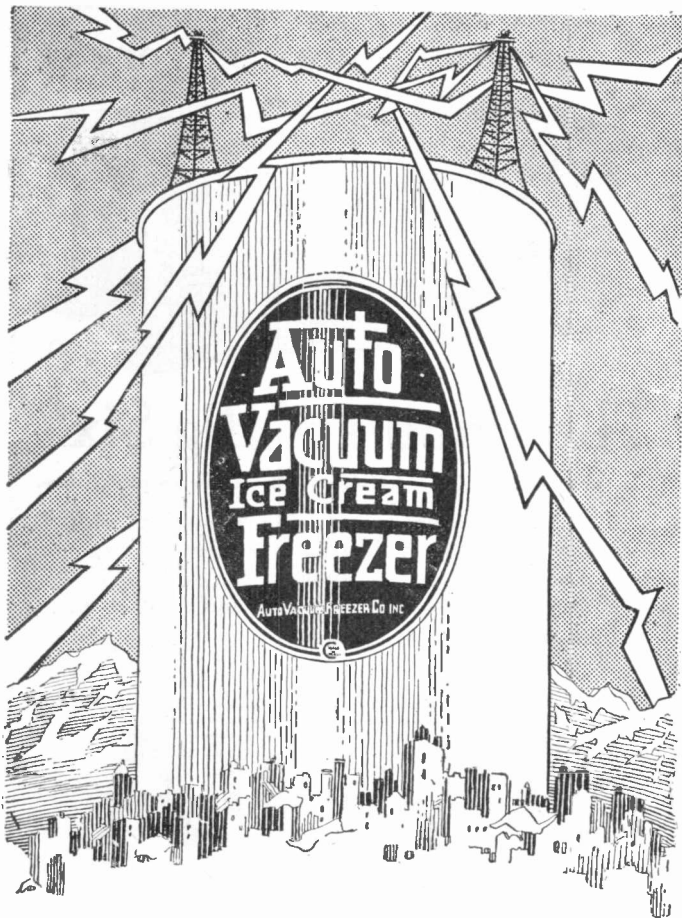
Sales Department

Yahr & Lange

215 E. Water St., Milwaukee, Wis.

Mig's

Super-Ball Antenna Co.
Green Bay, Wis.



Broadcasting Summer Profits

Here is a patented household specialty with a large established Summer volume—the Auto Vacuum Ice Cream Freezer. Make a display of them and bring people into your store. Tell your customers who buy sets and parts about them. Cash in on the good-will of your Radio business.

The Auto Vacuum Freezer is simple in construction—only three parts. It is neat and sanitary—with a white enamel finish. Fully guaranteed to give absolute satisfaction.

NO PARTS TO GET OUT OF ORDER
NO CRANKING — NO LABOR
NO FUSS — NO MUSS

Smooth Delicious Ice Cream

FOUR CONVENIENT SIZES:

1 quart . . \$5.00 list 3 quart . . \$8.00 list
2 „ . . 6.00 „ 4 „ . . 10.00 „

Get on the band wagon. Ask your jobber for full information. If he cannot serve you, write us direct.

AUTO VACUUM FREEZER CO., Inc.
220 West 42nd Street
New York City

The Reason

THE TUBE WITH A SENSIBLE GUARANTEE

Quality!
Performance!
Dependability!

are the factors which made Supertron the foremost Independent Tube in America!!!

The Public buy and enjoy Supertrons because they are assured of satisfaction by a serial numbered guarantee on each tube for their protection — at their own price; the public demand price — two dollars.

The best dealers sell Supertrons because they give the most satisfaction; the best profit and a permanent good will.

The jobbers who practice their purposes sincerely carry Supertrons to serve their dealers better, because Supertron facts are beyond dispute.

Backed by a rigid policy; substantial organization and clean merchandising.

All Types \$2.00 Each (Canada \$2.75)

Distributors

C. E. Niehoff & Co.	Chicago
Fireside Radio Set Co.	Chicago
Yahr & Lange	Milwaukee
The Roycraft Co.	Minneapolis
Hoppe-States Auto Sup.	Des Moines
Sorenson Lamp Co.	Des Moines
Orr Bros.	Cedar Rapids
Radio Dealers Sup. Co.	San Francisco
Franklin Electric Supply Co.	Philadelphia
Keystone Radio Dist. Co.	Philadelphia
Swanson Electric Co.	Evansville
M. H. Johnson Electric Co.	Utica
Hinsdill Electric Co.	Troy
Iroquois Sales Co.	Buffalo
Hamburg Bros.	Pittsburgh
Radio Stores, Inc.	Denver
Reynolds Radio Co.	Denver
Burr-Fowler	Syracuse
American Radio & Supply Co.	Cincinnati
Ed. J. Goetz Co.	Cincinnati
Elgin Radio Corp.	Elgin
Turner Lippee Co.	Newark, N. J.
Herbrick-Lawrence	Nashville
Banner Accessory Mfg. Co.	St. Louis
Witte Hardware Co.	St. Louis
E. S. Cowie Electric Co.	Kansas City
Specialty Service	Brooklyn
G. J. Seedman	Brooklyn
Hermann-Brownlow	Springfield, Mo.
Hillman's, Inc.	Augusta, Me.
Alberta Radio Co.	Alberta, Canada
Imperial Radio Co.	Sault Ste. Marie, Can.
F. X. Guillemin	Montreal, Can.

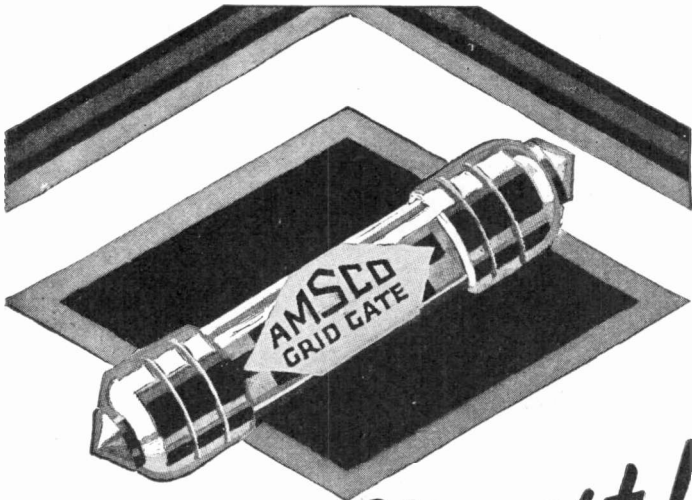
Branch Offices

ATLANTA	Georgia Savings Bank Bldg.
DALLAS	2006 1/2 Commerce St.
PHILADELPHIA	353 No. 4th St.
CHICAGO	53 W. Jackson Blvd.
PITTSBURGH	Federal Reserve Bldg.
DETROIT	714 Lafayette Bldg.
MINNEAPOLIS	229 So. 4th St.
KANSAS CITY	1307 Valentine Road
DENVER	1641 Stout St.
BUFFALO	293 South Elmwood
LOS ANGELES	443 So. San Pedro St.
PORTLAND	997 Forest Ave.
TOLEDO	Summit-Cherry Bldg.
ST. LOUIS	425 Chemical Bldg.

SUPERTRON MFG. CO., Inc.
HOBOKEN, NEW JERSEY

Export Department, 220 Broadway, N. Y. City

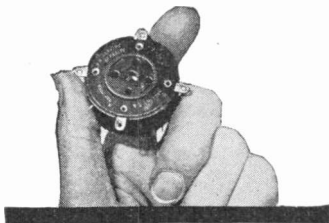
SUPERTRON
A SERIAL NUMBER GUARANTEE



Amsco's Newest!

Grid Gates, Resistors and Resistance Couplers

Grid Gates are the Amsco improvement on "leaks." They provide measured and exact control of the current flow. Extra large for noiseless service. Fit all mountings. Insist upon Amsco Grid Gates, Amsco Resistors, and Amsco Resistance Couplers. The latter are made with .006 condenser in genuine Bakelite base with mountings for two Resistors. Ask your dealer.

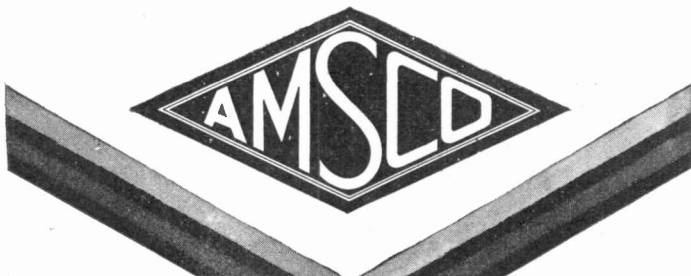


The New Amsco Universal Sockets

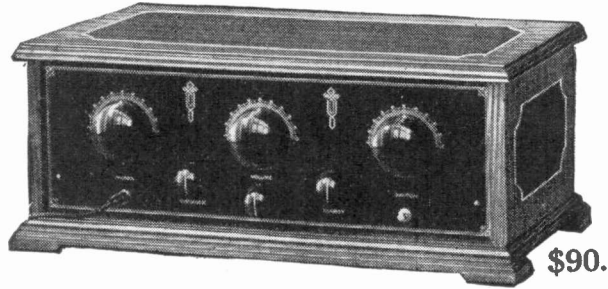
Especially designed to fit all the new types and sizes of U.X. and C.X. radio tubes. Clicks into contact—making positive wipe connection. Most compact and fool-proof socket made. One hole mounting. The Ultimate Socket—will be 1926 standard.

Ask Your Dealer

AMSCO PRODUCTS, INC.
Broome and Lafayette Sts., N. Y. C.



For immediate delivery!



\$90.

The Popular "Big Six"

Six tube tuned radio frequency with power amplification.

This big boy brings 'em in—distant stations with plenty of volume in clear natural tones. As easy to sell as it is easy to tune. Straight line frequency; low loss; gold etched panel; two tone walnut cabinet. It's there!

Write for full particulars today.



RADIO COMPANY

430 South Green St., CHICAGO

MADE IN SALEM



201-A or 199
Types

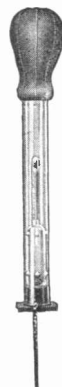
Hytron Tubes are the result of 15 years' experience in lamp and tube manufacturing.

Hytron Tubes are made at our own factory.

Hytron Tubes are tested and passed in our laboratories under supervision of technical experts.

Exclusive Territories Open for Distributors

Hytron Corporation, Salem, Mass.



Scranton Glass Instrument Co., Inc.
SCRANTON, PA.

Manufacturers of

Battery Testers

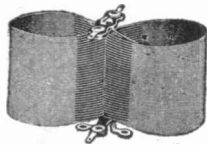
A Size and Type for Every Purpose and Every Price

Descriptive information on request

**"Unless the Float Is Right
The Reading Is Wrong"**

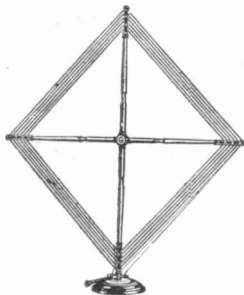
A Sure Winner With the Trade!

Better Tone, Larger Volume, Compactness—
When you offer your customers this new type of Tuned Radio Frequency Transformer, you offer them merchandise they are glad to buy, for it has many advantages over ordinary toroidal or doughnut coils. And its performance is remarkable.



BODINE
TWIN-EIGHT
R.F. TRANSFORMER

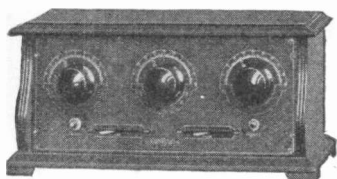
The self-contained field of the Twin Eight Coil prevents magnetic interference from other coils, condensers, tubes, etc. Absolutely no distortions. Also, its condensed field and close coupling of primary and secondary windings assures exceptional volume—clarity of tone. And its compactness makes it easy to assemble in the set. Price, each, \$3.00, set of three matched transformers, \$9.00.



Better Loop Reception

Remarkable selectivity and distance—greater volume—finer tone. The big advantages of the Bodine Folding Loop—advantages made possible by Bodine's basket-weave winding and superior construction throughout. Mahogany finish, wound with green silk wire. Satin silver calibrated dial for logging, concealed hinges; fully collapsible, folding to fit into a box 3 1/2 x 6 x 18 in. Price \$8.50 to \$10.00.

BODINE ELECTRIC COMPANY
2242 W. Ohio St., Chicago, Ill.



Dealers! Name this New 5-tube set

5 of these handsome sets free to the dealer who suggests the best name. \$35, a popular price, makes quick sales. No Buss Bars—No solder—Reduces resistance. No Service Required—A big saving. Solderless Joints—Make a big selling point.

The national enthusiasm for this simply operated, serviceless radio set has been as immediate as it has been overwhelming. There has been but one complaint. The name—KARDONSTRIP RADIO SET—has been criticized as harsh, as difficult to remember, and as non-descriptive.

Think of the four points listed above. Think of a set that no user can harm unless he maliciously tears a riveted joint apart. Think of a set that can go through all the vicissitudes of transportation,—and can still give perfect service! *Then write a name that you think will aptly describe the Kardonstrip Radio Set.*

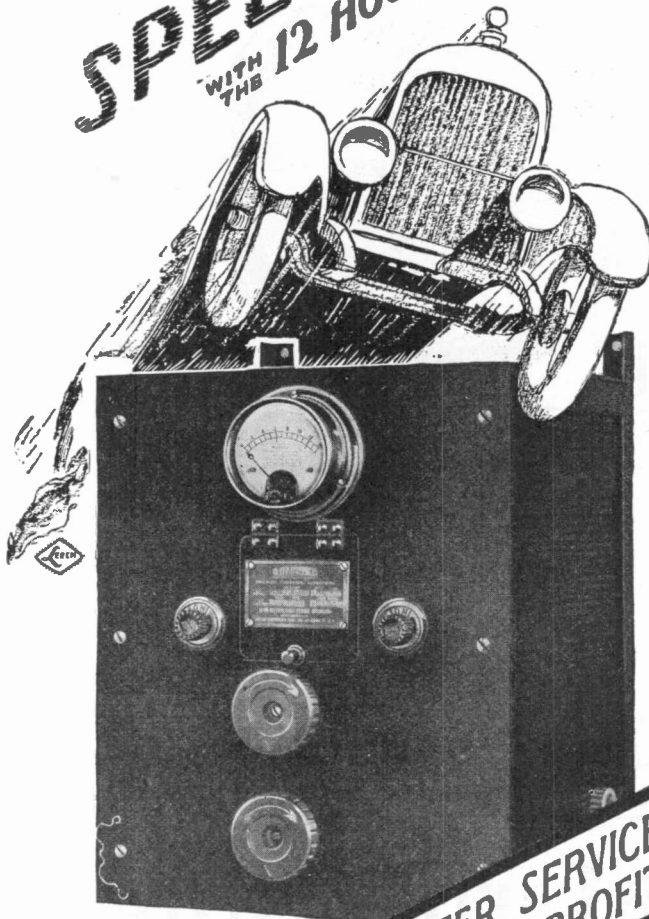
Five of these radio sets will be given free to the radio dealer who submits a name that will be acceptable to us.

Names must be received on or before January 31st. Should two or more dealers submit the name selected as best each will receive the prize offered.

Write us direct for dealer's discount, and we shall advise you whether jobber is available in your territory. Otherwise your inquiry will be handled direct.

KARDON RADIO CORPORATION
239 East 137th Street, New York, N. Y.

SPEED UP
WITH THE 12 HOUR CHARGER



**BETTER SERVICE
GREATER PROFITS**

SPECIFICATIONS:

Charges 1 to 15 Batteries at 2 to 12 ampere rate.
Capacity 15 Batteries every 12 hours.
Made in all cycles and voltages.

"TWIN SIX"

FULL WAVE — TWO BULBS TRANSFORMER

Balanced and Equalized
ADJUSTMENTS

Coarse and Fine
Same Switch Controls Both Bulbs

EFFICIENCY 84%
Another!

Engineering Triumph of the
HEYER PRODUCTS CORP.

SALES DEPARTMENT

**CONSOLIDATED
EQUIPMENT CORPORATION**

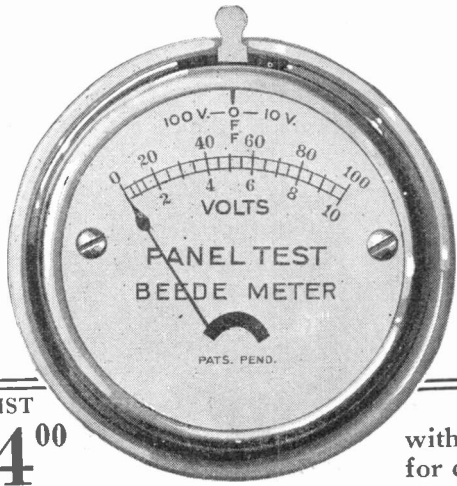
160 GRAND STREET, NEW YORK CITY

Gentlemen:—Please send complete details and prices on Heyer Battery Chargers.

Name

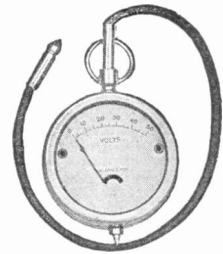
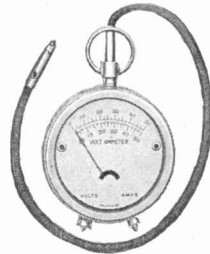
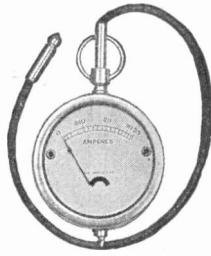
Address

These are accessory profits too good to miss—



LIST
\$ **4**⁰⁰

with a real profit for dealers!



Here are accurate, reliable instruments at a price making them readily salable.

Panel test No. 400 is a new and distinctive instrument. It gives the user complete information right on his panel. Moving the lever to the right gives the exact condition of "A" battery; to the left, an accurate reading of "B" batteries.

The lever is at all other times in the "off" position.

It furnishes the only accurate reading of rechargeable "B" batteries.

It is an absolute check-up on the condition of tubes.

It interferes in no way with the operation of the set, and is very easily installed. Requiring only a 2 1/32 inch hole in the panel, it is a remarkably compact little instrument and extremely sturdy.

All these Beede instruments are unique in their usefulness and accuracy at such popular prices.

There's no season for Beede Instrument sales.

They draw profitable sales the year round.

Write for literature and prices on the complete line of Beede instruments! It will be a revelation in accessory sale opportunities. We sell through the Jobbers.

BEEDE Electrical Instrument Co.

(Factory—Penacook, N. H.)

New York Office—136 Liberty St., New York City

Merit Alone

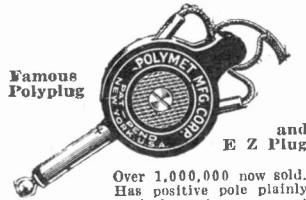
has resulted in the selection of



E Z Extension Connector enables loud speaker or headphones to be used in any room without moving receiving set. Guaranteed firm, positive contact.
Connector only 35c.
Connector with 25 ft. of cord.....\$1.50

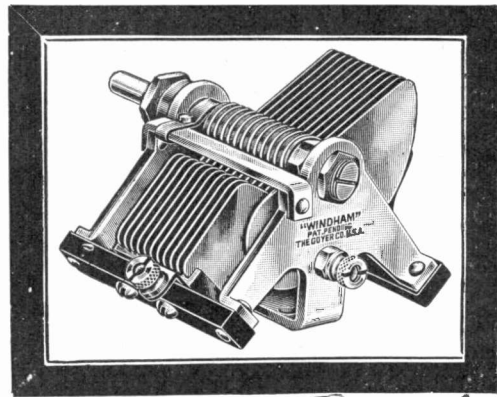
POLYMET PRODUCTS

by more than 40 well known radio manufacturers



Over 1,000,000 now sold. Has positive pole plainly marked—wires cannot loosen; strongest, simplest plug made.
Genuine Bakelite.... 50c.
Composition 35c.

POLYMET MANUFACTURING CORP.
599 R Broadway, New York City



Small
Sturdy
Efficient

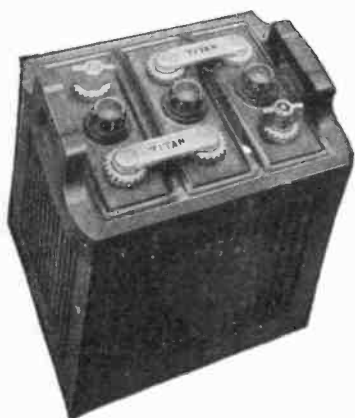
* Practical separation of short wave stations

THE NEW "WINDHAM"

One of the few really distinctive condensers! Here is perfect separation of short wave stations; and in addition, small, compact construction, an adjustment brake for balancing the rotor, and independent adjustment of bronze cone bearings.

*Write for Details.
Desirable Territories Open.*

THE GOYER COMPANY
WILLIMANTIC, CONN.



The new
**TITAN Radio
"A" Type RS**

A rubber case battery,—heavy connectors, the famous long life TITAN plates, no copper or brass inserts to corrode. All standard sizes 80 to 140 amps. at 6 volts.

Make more net profits on Titans

IT pays to sell a good radio battery—it pays well. The market is flooded with the so-called "gyp" batteries that are hurting the entire industry. Such low capacity and short life batteries ruin reception and mean endless complaints for the dealer that sells them. Play safe in TITANS—they are rugged, reliable batteries that sell at a price that invariably means volume sales.

[Free You will be interested in Bulletin 28. "The Theory of the Storage Battery"—it's free. There are only a few copies left—better write for yours today.

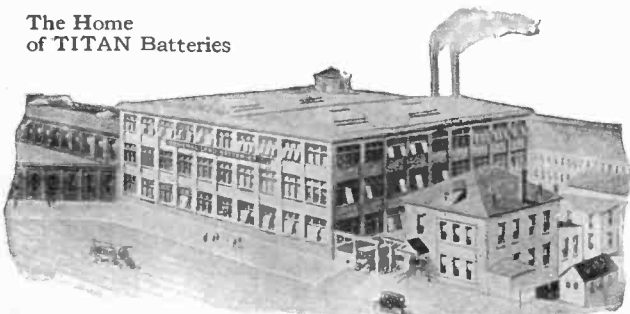
The Battery with the one-eighth inch Plate

GENERAL LEAD BATTERIES COMPANY

2 LISTER AVE.

NEWARK, N. J.

The Home
of TITAN Batteries



HARTUNG CLIPS

*Continuous Circuit
-Bulldog Grip*



No. 14
(Actual Size)

This size clip has in the past proved very popular for radio service, particularly in A and B battery charging. The new features of the improved Hartung line insure even greater convenience and longer service.

A New, Full Line for RADIO USE

Hartung Clips need no introduction to the Radio Trade. We take pleasure in announcing, however, that there is now on the market a *full line* of new and improved Hartung Clips. Look over the table given below and select the size listed which meets your requirements. Then clip and mail the coupon for free sample and our dealer's price list. You will be more than pleased with the clips and the prices should prove a pleasant surprise.

THE NEW HARTUNG LINE				
Code No.	Capacity in Amps.	Length	Jaw Spread	List Price
16*	10	1 3/4 in.	5/8 in.	.07 1/2
14*	20	2 3/8 in.	1 in.	.12
25*	35	3 in.	1 1/2 in.	.16
15	50	3 5/8 in.	1 1/2 in.	.18
36	100	4 1/2 in.	1 in.	.30
18	200	4 3/4 in.	1 1/4 in.	.60

*Specially adapted to radio service.

Clip and mail coupon NOW!

Charles F. Hartung Co.
730 61st St. East, Los Angeles, Calif.

Gentlemen:

Please send me sample of the New Hartung Clip in the following size: Code No.
Send also description of full line and price list. My jobber on clips is

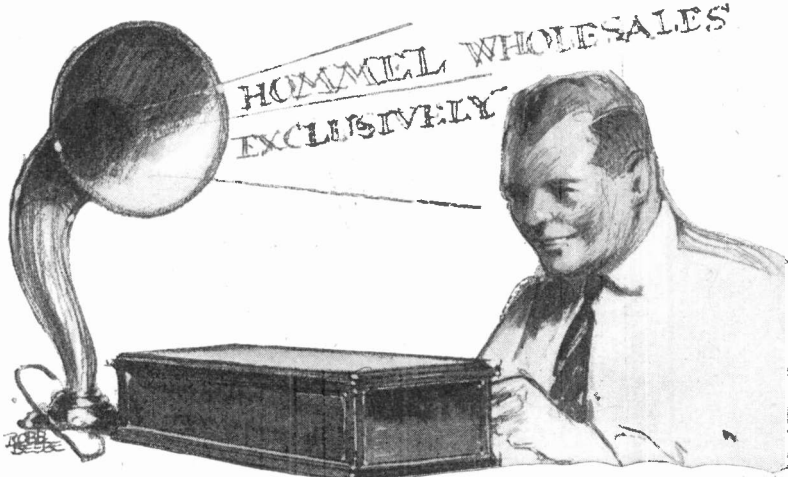
Name

Address

City

State

A Hookup for Dealers that Eliminates Interference



When a Radio Dealer "hooks up" with the House of Hommel—he is assured of the closest co-operation and of a dealer service unexcelled, if even equaled, by any other radio jobber—all of which means greater profits for Hommel Dealers.

The numerous user inquiries referred to their dealers—their policy of wholesaling only—the large stocks of reputable radio equipment carried at all times for immediate shipment to dealers—their inspection and repair department—their modern display room—are but a few of the many features of Hommel Service that are responsible for the reputation and success of the Hommel organization today.

Hommel's Encyclopedia No. 466-R tells the story in detail—
write for your copy to-day.

WHOLESALE

EXCLUSIVELY

LUDWIG HOMMEL & CO

929 PENN AVENUE



PITTSBURGH, PA.

All types—including Gold Seal High Power Tube. **\$6.50**

Price **\$2.50**



Price **\$2.50**

Insured by exacting tests, the matched uniformity of Gold Seal Tubes gives supreme reception.

The Radio Sensation of the Year!

GOLD SEAL Tube sales have broken all records—setting a new mark of well-deserved success. *Quality* is the reason—quality that results from years of tube making experience and the determination to maintain highest standards. Gold Seal dealers are reaping a profit harvest on Gold Seal popularity. Better join us NOW!

Send today for full details.

GOLD SEAL PRODUCTS CO., 250 Park Ave., New York

GOLD SEAL Radio Tubes

THIS IS THE STORY THAT SELLS

RADIO PEP
TO YOUR CUSTOMERS!



RADIO PEP
B-BATTERY ELIMINATOR

is unique in that it stops ALL the hum by using EIGHT perfected electrolytic cells and NO TUBES.

Plugged into the standard A.C. house lighting circuit RADIO PEP gives a silent, strong, dependable plate current that *improves the performance of your set*, due to the effect of its huge condensers.

ECONOMY! No more drain of buying new batteries; and RADIO PEP takes so little current that you see no difference in your electric bills.

135 VOLTS are called for by the modern sets and tubes. RADIO PEP delivers 135 volts year after year without weakening.

Send for particulars and the address of the nearest jobber who can supply you. Money-back guarantee. List price \$38.00.

PEP MFG. CO., INC.
33 West 42nd St., New York

DEALERS!
Increase Your
Profits
by Knowing
Radio
Thoroughly

Earn more on service jobs—and keep your customers satisfied! You can make every hour more profitable if you know radio thoroughly.

Radio Institute of America teaches you set assembly, repairs and troubleshooting on all standard receivers. World's oldest radio school. Courses constantly revised to keep abreast of latest developments.

This coupon will bring you a wealth of important and interesting information.

RADIO INSTITUTE OF AMERICA

Formerly Marconi Institute
Established in 1909

324-B Broadway
New York City

-----TEAR OUT-----

RADIO INSTITUTE OF AMERICA
324-B Broadway, New York City

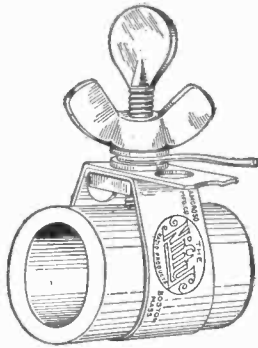
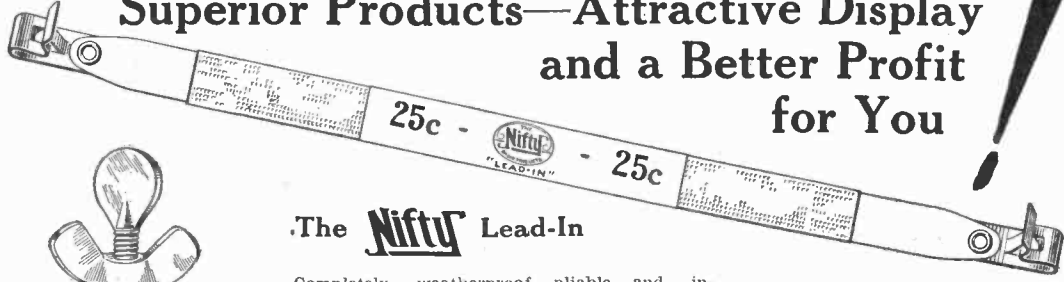
Gentlemen,
Please send me full information on your Residence and Home Study Courses for radio dealers, jobbers and salesmen.

Name.....

Address.....

Fifty in a Nifty Box

Superior Products—Attractive Display and a Better Profit for You



The **Nifty** Ground Clamp

No tools required—no soldering necessary. This ground clamp is made of tinned copper and brass. Easily adjusted to pipes most commonly used with diameters from 1/2 inch to 1 15/16 inches.

The **Nifty** Lead-In

Completely weatherproof—pliable—and insulated. No holes to bore. Fits under windows and doors tight closed.

Get this Nifty Display Carton of Fifty "Lead-Ins" or "Ground Clamps." They'll demonstrate and sell themselves,—and pile up Better Profits for you—just as they have for so many other dealers.

Write today or order from your jobber.

AMOROSO MANUFACTURING CO.

14 SEARS STREET



BOSTON MASS.



Consider Who sells the A-C Dayton

If anyone should know the respective merits of the various radio receivers on the market, it is the jobber, who sooner or later sees all of them.

The A-C DAYTON is not only sold by leading jobbers throughout the country but is universally endorsed by them. They like it because it sells and then stays sold—which means greater profit for all concerned.

Such a receiver deserves investigation, at least.

The A-C Electrical Mfg. Co.
Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years.

Tear off this coupon, sign your name, and mail to us. We will send you full information.



-it's in the Tube

You sell radio satisfaction when you sell CeCo Tubes. Whether used as detectors or amplifiers, they deliver maximum results in tone, volume and life.

Our charted tests (results confirmed by laboratories of national reputation), prove CeCo superiority.

Now ready! CeCo Tubes with new type Long PRONG BASES. Also, Power Amplifier Tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency.

Dealers write giving jobbers name.

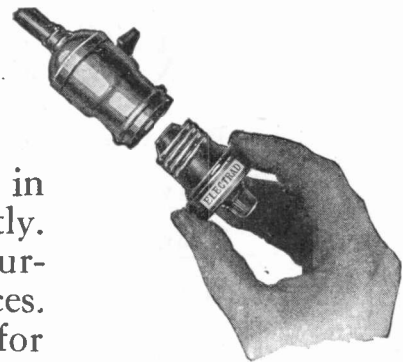
C. E. Mfg. Co., Inc.
702 Eddy Street,
Providence, R. I.



ELECTRAD Lamp Socket Antenna

*A unit that sells on sight—
and stays sold on its results*

Makes any lamp socket an aerial. Plug in and get distant or local stations perfectly. Absolutely safe electrically. Uses no current. Reduces static and other interferences. List 75c. Dealers and Jobbers: Send for our profitable proposition and literature.



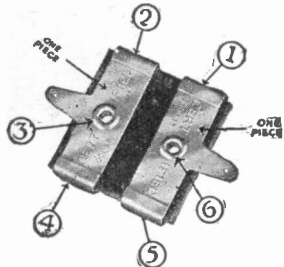
ELECTRAD, Inc.

428 Broadway, New York City

FREE TO DEALERS—"Electrad" Lead-In mounted on display card. Write for yours today. Nothing to buy—no strings attached. "ELECTRAD" LEAD-IN. A tremendous market for this efficient accessory. Waterproofing and insulation of superior quality. Made to meet "Electrad's" high standard—there IS a difference. List 40c.



ELECTRAD



The Six-Point Pressure Condenser

We're telling your customers, in their favorite magazines, about the features of the new "Electrad" Certified Fixed Mica Condenser. Ingenious, rigid binding and firm riveting fastens parts securely at six different points, insuring positive electrical contact. Can't work loose. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916, and applications pending. List 30c. to 75c.

Cash in on the big demand that this national advertising is creating.

DIATRON Radio Tubes

are good because Walter
Armstrong made them good.

Ever dependable. The result of 38
years unparalleled experience.

DIAMOND VACUUM PRODUCTS CO.
4049 Diversey Avenue, Chicago, Illinois.

ELDREDGE PANEL METERS—\$5.00

(Retail Price)

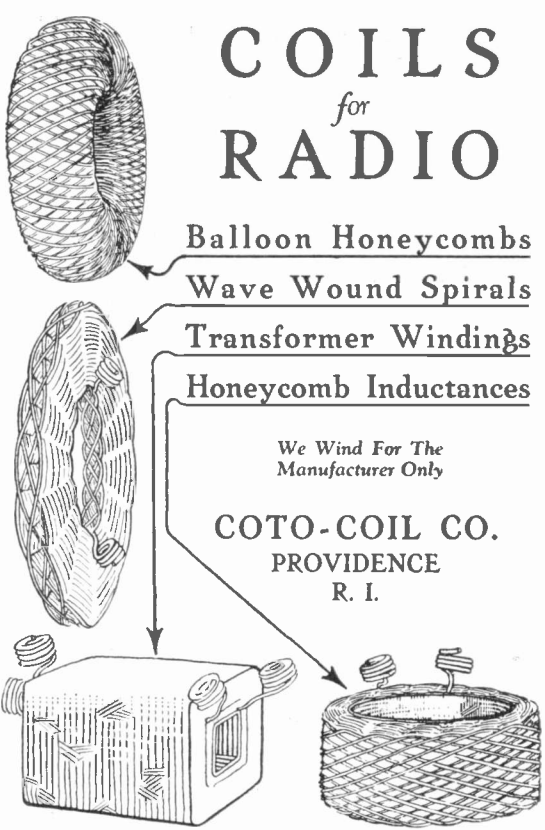
This low price means more business
for the dealer

For information, address

Dept. R

Eldredge Electrical Corporation
Springfield, Mass.

ESTABLISHED 1892



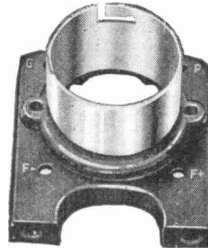
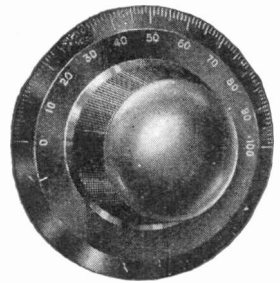
COILS
for
RADIO

Balloon Honeycombs
Wave Wound Spirals
Transformer Windings
Honeycomb Inductances

*We Wind For The
Manufacturer Only*

COTO-COIL CO.
PROVIDENCE
R. I.

*Quick and
Efficient Service
from
our Factories*



on

**All Kinds of
Molded Bakelite
Radio Parts**

MOLDED INSULATION
made to your specifications

For the radio trade, we manufacture Bakelite and Condensite knobs, dials, socket bases, rheostat bases, condenser end plates and other parts.

Let our large and experienced molding organization quote on your requirements.

American Insulator Corp.
52 Vanderbilt Avenue, New York City

THE HOUSE of SUPER-SERVICE

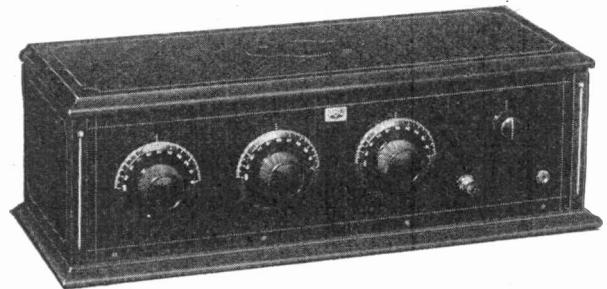
Distributors of

- | | |
|--------------|---------------|
| Radion | Pacent |
| Cunningham | Premier |
| Balkite | Howard |
| Brandes | Utah |
| Remler | Allen-Bradley |
| All-American | Weston |
| Frost | Dulce-Tone |
| Dubilier | Burgess |
| Benjamin | Jefferson |
| Rasla | Erla |
| Carter | Signal |
| Gould | Bremer-Tully |

and Many Other Nationally Known Products

Dealers:—Write for a FREE copy of "HARRY ALTER'S POCKETBOOK," the convenient-to-carry Buying Guide listing over 2,500 items.

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



Model S-10 \$49.50

DIAMOND-T-RECEIVER

5-tube tuned radio frequency

SAMPLE SET

to NEW dealers only

\$19.80

Only one at this price. Send check with order. Equal in LOOKS and PERFORMANCE to any \$80.00 set on the market.

If you do not think so or are not satisfied you can be proud of Diamond T when compared to others, then you may return within 10 days and we will refund in full without delay or argument.

REASONS for this wonderful value are

Direct from factory to dealer
No jobber profits in between

MEANS

Bigger and better value to consumer
\$80.00 value to sell at \$49.50 with 40% and 2% discount.

We reserve right to refuse orders and return checks if oversold.

DIAMOND T RADIO MFRS.
South Bend, Ind.



Here's
the big
Prest-O-Lite
Advertising
Program for
1926!

In 1926 everyone who sells Prest-O-Lite products is going to actually feel the force of Prest-O-Lite advertising working for him. Our advertising will be better than ever before, and there will be more of it too. Every piece of it designed to bring you new business, to make it easier than ever for you to sell Prest-O-Lite, to add to your prestige because you handle Prest-O-Lite products.

Prest-O-Lite advertising will reach your customers through these publications

- | | | | |
|---------------------------|-------------------------------------|--------------------------------|-------------------|
| The Saturday Evening Post | Munsey's Everybody's Complete Story | Detective Story Western Story | Popular Mechanics |
| The Country Gentleman | Popular Short Stories | Love Story Flynn's Sea Stories | Radio News |
| Collier's | Top Notch Adventure | Frontier American Motorist | Radio Digest |
| Popular Science | | | Radio in the Home |
| Popular Mechanics | | | Popular Radio |
| Ainslee's | | | |

A combined circulation of over eight million readers

Prest-O-Lite dealers are going to make more money in 1926 than they ever did before. If you are not a Prest-O-Lite dealer now, it will pay you to look into our attractive dealer propositions. Write us now for details.

THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ontario.

Prest-O-Lite

STORAGE BATTERIES FOR RADIO AND MOTOR CAR



Patented helical winding does away with distortion due to distributed capacity effect and gives high uniform amplification over entire audible range.



Profitable replacements
for supreme tone-quality
and durability

When your customer brings back a set with burned out transformers replace them with

Samson
Helical Wound
Transformers

He will be delighted with the wonderful improvement in tone-quality and will have no further fear of future burn-outs. No Samson Helical Wound Transformer has ever burned out.

Every set owner near you is a real prospect for greatly improved tone-quality and parts that stand up indefinitely—for Samson Helical Wound Transformers.

Our liberal dealer franchise and sales helps will interest you. Send for them today.

Samson Electric Company

Manufacturers Since 1882

Canton, Mass.



Sales offices in thirty leading American Cities



MASTER FORE
Charges both A and B Batteries

Every Radio owner wants the best reception possible. Weak A or B batteries are annoying to say the least. Sell him a Master Fore Battery Charger and win the good will of another customer.

Fill in, clip and mail the coupon now—
TODAY

Manufactured by
Fore Electrical Mfg. Co.
5255 N. Market Street,
St. Louis, Mo.

Sales Department
The Zinke Company
1323 S. Michigan Ave.,
Chicago, Ill.

RADIOGRAM

Fore Electrical Mfg. Co., St. Louis, Mo., Manufacturers. The Zinke Company, Chicago, Ill., Sales Department.

Send me free of charge complete information on how to make more money with the Master Fore.

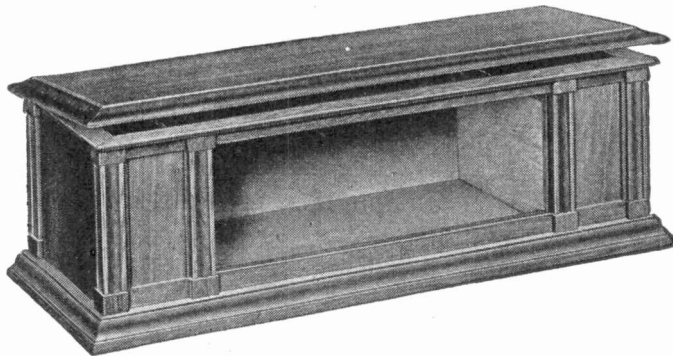
Name

Address

City

State

B B Super-Master Cabinet

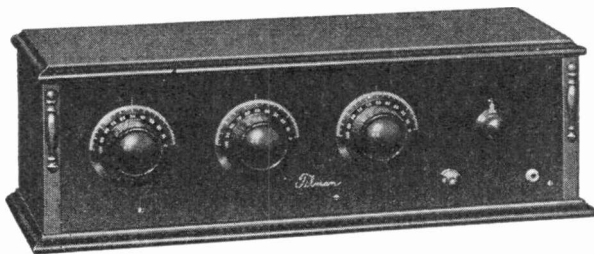


POSITIVELY the prettiest line of cabinets on the market. Get a sample, inspect it yourself and then you will admit that our cabinets are the cabinets. We make nine styles of cabinets. Capacity 1,000 cabinets daily.

EHLERT CABINET COMPANY

Waukesha, Wisconsin

'Phone 46W



Model T-18—\$49.50

Five Tubes—No Squeals

The Tilman Receiver is without a rival in powerful, clear reception that sells at or double \$49.50.

You dealers that want selectivity, here it is.

Dealers discount 40%—2%.

Jobbers write for territory.

Sample set to dealers \$19.50, check with order. Only one at this price. You may return set if not well pleased and we will refund the \$19.50. No delay. No questions asked.

**TILMAN
RADIO CORPORATION**

Wabash, Indiana



**UDELL
Radio Cabinets**

A good example of our stock line of Radio Cabinets is illustrated at left. UDELL covers a complete range in design, finish and price. Write for complete catalog R-83 and dealer's discounts.

We also build special Radio Cabinets under contract. Write us your requirements.

THE
UDELL WORKS, INC.
28th Street at Barnes Ave.
INDIANAPOLIS, IND.

**A Cabinet
that will sell!**

The Standard No. 400 Radio Cabinet combines every Radio convenience with the artistic beauty that radio buyers are now demanding.

Access to set is very simple, compartments are roomy and the horn is made of spruce wood, conceded to be best for tone quality.

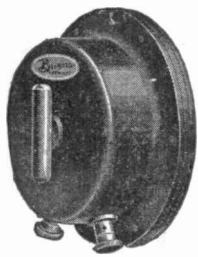
Made in Antique Brown Mahogany or Antique Burl Walnut finish. Write for dealers' transportation allowance and discount list.

**STANDARD PIANO
BENCH MFG. CO.**

1221-1227 W. Lake St.
Chicago, Ill.



Showing how 5-tube set looks assembled



Burns LOUD SPEAKER With Concert Unit

Large size and scientific construction in the Concert Unit gives remarkable tone values which with the special amplifying properties of the Burns horn produce wonderful results.

Burns horn is of a distinctive design with pyralin flare in several handsome finishes.—It pleases the eye as well as the ear.

MANUFACTURERS

American Electric Company

State and 64th Sts., CHICAGO, U. S. A.



Radio Dealers WANTED!

If you are the type of dealer who hustles after business, who isn't content to wait for trade to come in but who takes sets out to demonstrate, can talk and sell quality merchandise, and knows Radio values, we have a big proposition for you. Are you that dealer?

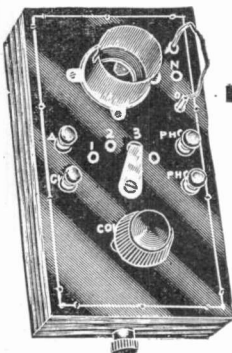
50% Discount to Dealers

We manufacture a complete line of high grade receivers and sell to dealers at 50% discount. We are distributors for more than 225 Nationally advertised lines.



FREE Write today for amazing offers, new 112-page catalog and regular monthly catalogs quoting below-the-market prices on latest merchandise—all free. Everything in Radio for less.

AMERICAN RADIO MFG. CO.
1412 McGee St., Kansas City, Mo.



Steinite

Guaranteed Products
Boost Your Profits

\$6 ONE TUBE SET
1,500 Mile Range
Easy to Sell—Stay Sold

5-Tube Set \$60.00
2-Tube Set \$12.50
Long Distance Crystal Set..... \$6.00
Interference Eliminator \$1.00

STEINITE DISTANCE CRYSTALS
Jobbers and Dealers Write for Wholesale
Prices and Discounts

Steinite Laboratories

General Sales Office
504 South State Street, Chicago, Ill.
Factory, Atchison, Kansas

Size 4x7x2 Attractive—Simple
Thousands of Satisfied Users

MUTER

**Dependable
Radio Products**

**Automatic Shock Proof
Phone Plugs — An
outstanding value.**
List - - - - - **50c**

Standard Complete Aerial Kit
Everything for installation with
full instructions. - - - List **\$3.50**
Sold by Leading Jobbers — Ask for Catalog

LESLIE F. MUTER COMPANY
76th and Greenwood Ave. Chicago, Illinois

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
Positions Wanted, 6 cents a word, minimum
\$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications,
10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:
Bar Numbers in care of any of our offices
count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in
advance for four consecutive insertions of
undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
1 to 3 inches.....\$6.65 an inch
4 to 7 inches..... 6.40 an inch
8 to 14 inches..... 6.20 an inch
Rates for larger spaces, or yearly rates, on request.
An advertising inch is measured vertically on
one column, 3 columns—30 inches—to a page.

Radio Retailing

REPRESENTATIVE AVAILABLE

Export Manager
Now successfully representing several
American firms abroad, desires additional
line on commission basis; will finance.
RA-8, Radio Retailing, Tenth Ave. at
36th St., New York.

BUSINESS OPPORTUNITY

Central California
Wonderful opportunity in Central California
for a young man that knows something
about the music and radio business
and will work and has \$2,000 cash to
invest in business in moderate size town;
write at once as this opportunity may
soon be gone. Address P. O. Box 781,
Stockton, California.

Music and Radio Shop

FOR SALE
Leading radio and piano lines. Victor line.
Central Illinois city.
A good business. Write,
BO-9, Radio Retailing
7 So. Dearborn St., Chicago, Ill.

Your Overstock is a Dead Investment—Move it at a Profit!!

Use the Radio Dealers' Overstock Exchange in Radio Retailing

What have you to turn into cash NOW? Get it into the
"EXCHANGE" of the next issue of RADIO RETAILING.

The cost will be small.

RADIO DEALERS WANTED

5 Tube Demonstrator FREE!
In addition to trade discount on our complete line
of standard sets and accessories, \$5 to \$90.
Money-back Guarantee of Satisfactory dealings.
Write today for illustrated catalog and exclusive
selling plan for live dealers. 20TH CENTURY
RADIO CO., 1432, Coca Cola Bldg., Kansas City, Mo.

TO HELP YOU

LOCATE COMPETENT MEN
"Searchlight" Advertising

Match This Record!

*In 1925—the first year of its publication—
Radio Retailing has achieved
these three records:*

- 1** the largest *total* monthly circulation of any radio trade publication—35,000 copies.
- 2** the largest *paid* circulation of any radio trade publication—over 14,000 subscribers.
- 3** the largest advertising revenue of any trade publication carrying radio advertising.

Radio Retailing
—a McGraw-Hill Publication
473 Tenth Avenue, New York

HOOD HELPS

Here is our new window display in two colors, with the nationally known "RedMan" pointing the way to panel sales.

Write for one for your window or show case, today.



Radio Panels

Hood panels of highest quality hard rubber. A big sales help to set manufacturers. Fast selling and profitable for dealers.

This new Hood Florentine Panel means—

- Rich and distinctive appearance
- No fingerprints, smudges or scratches
- Highest quality radio material
- A novel and serviceable panel

The last word in Panels for Quality Sets—

- Easy to drill and engrave
- Furnished in all popular sizes
- Packed in attractive Hood envelopes
- One side Florentine finish, reverse plain

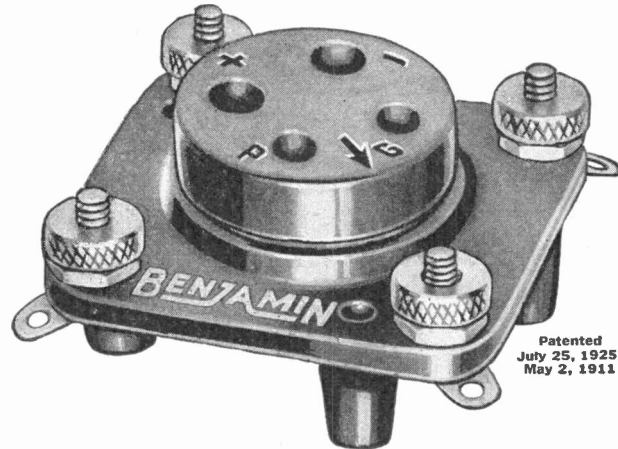
Write for name of nearest distributor, samples and prices, etc.

Hard Rubber Dept. **HOOD RUBBER CO.** Watertown, Mass.

ALPHABETICAL INDEX TO ADVERTISEMENTS

Page	Page	Page	Page
A-C Electrical Mfg. Co. 116	Consolidated Equipment Co. 111	Hartung Co., Charles F. 113	Radio Institute of America. 115
Acme Wire Co. 104	Coto Coil Co. 118	Hayes Products Co. 81-82-83-84	Radio Trade Directory. 92-93
Air-Way Electric Appl. Corp. 99	Crescent Braid Co. 98	Hommel & Co., Ludwig. 114	
Alden Mfg. Co. 96	Crosley Radio Corp. 73	Hood Rubber Co. 123	
All-American Radio Corp. 85		Hytron Corp. 110	
Allen-Bradley Co. 1	De Jur Products Co. 104		Samson Electric Co. 119
Alter, Harry Co. 118	DeWitt-LaFrance Co., Inc. 12	Indiana Mfg. & Elec. Co. 89	Sangamo Elec. Co. 101
American Elec. Co. 121	Diamond T Radio Mfrs. 118		Schneitter Radio Corp. 106
American Insulator Corp. 121	Diamond Vacuum Products Co. 117	Kardon Radio Co. 111	Seranton Glass Instrument Co. 110
American Radio Mfg. Co. 121	Dubilier Condenser & Radio Co. 78		Searchlight Section 121
Amoroso Mfg. Co. 116			Selector Co., The. 100
Amplion Corp. of America. 105	Eby, H. H. Mfg. Co. 103	McPhilben-Keator, Inc. 95	Sickles Co., F. W. 101
Amseo Products, Inc. 110	Ehlert Cabinet Co. 120	Machine Specialty Co. 104	Simplex Radio Co. 105
Andrea, F. A. D. 88	Eldredge Electrical Corp. 117	Mohawk Corp. of Ill. 76	Smith, B. H. 100
Apco Mfg. Co. Inside Back Cover	Electrad, Inc. 117	Morse Co., Frank W. 107	Standard Piano Bench Co. 120
Atwater Kent Mfg. Co. 16	Electric Storage Battery Co. 74	Muter Co., Leslie F. 121	Steinite Laboratories 121
Audiola Radio Corp. 110	Electrical Products Mfg. Co. 90		Sterling Mfg. Co. 106
Autophone Mfg. Co. 6-7	Elkon Works, Inc. 91	National Carbon Co. 77	Stewart-Warner Speedometer Corp. 13
Auto Vacuum Freezer Co. 109		National Vulcanized Fibre Co. 9	Stromberg-Carlson Tel. Mfg. Co. 2
	Farrand Mfg. Co. 87	Newton Pressed Steel & Mfg. Co. 107	Super-Ball Antenna Co. 108
Bakelite Corp. 80	Federal Radio Corporation. 75		Supertron Mfg. Co. 109
Baker-Smith Co. 108	Federal Telegraph Co. 14-15	Pep Mfg. Co., Inc. 115	
Beede Electrical Inst. Co. 112	Fishwick Radio Co. 108	Perryman Elec. Co. 4	Thompson Mfg. Co., R. E. 79
Benjamin Electric Mfg. Co. 124	Fore Electric Mfg. Co. 120	Polymet Mfg. Corp. 112	Tilman Radio Corp. 120
Bodine Elec. Co. 111	Freed-Eisemann Radio Corp. 97	Pressed Metal Mfg. Co. 103	Timmons Radio Products Corp. 86
Branch Tool Co. 106		Prest-o-Lite Co., Inc. 119	Titania Mfg. Co. 101
Brandes Products Corp. Inside Front Cover	General Electric Co. Front Cover	Priess Radio Corp. 106	Trimma Radio Mfg. Co. 105
Bright Star Battery Co. 11	General Lead Batteries Co. 113		
Bristol Co., The. 102	General Radio Co. 10	Radio Corp. of America, 46-47, Back Cover	Udell Works, Inc., The. 120
Burton-Rogers Co. 98	Gold Seal Products Co., Inc. 114		Van Horne Co., The. 102
	Gould Storage Battery Co. 8		
Cellokay Mfg. Corp. 102	Goyer Co., The. 112		Weston Electric Inst. Co. 94
C. E. Mfg. Co. 116	Grebe, A. H. & Co. 3		
Clearstone Radio Co. 5			

To Satisfy the Demand for
the Fine Things of Radio
BENJAMIN has Created the New



Patented
July 25, 1925;
May 2, 1911

Cle-Ra-Tone

"Push" Type Shock Absorbing Radio Socket

Radio Dealers, more than anybody else, welcome the fact that radio today is passing out of the luxury class of merchandise. It is now a necessity to the well-being, happiness and home life of every community. And quality and efficiency, rather than the whimsical and the bizarre, are sought for in radio sets.

The new Benjamin Cle-Ra-Tone "Push" Type Socket is in line with the trend toward achievement of that better quality and efficiency. It embodies all of the exceptional shock absorbing features of the regular Cle-Ra-Tone Socket which eliminates microphonic disturbances and adds a mechanical and electrical superiority over all other types. It assures a better electrical contact and is especially adaptable for multi or "gang" mounting.

The new Cle-Ra-Tone Sockets will be required to take the new UX and UW tubes with "push" type bases. Not another new radio fad, but a step towards the final, absolute perfection of radio.

Nationally Distributed through Radio Jobbers and Dealers

Made Exclusively by

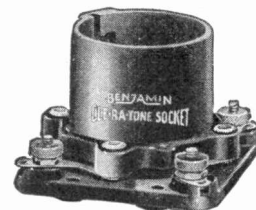
Benjamin Electric Mfg. Co.

120-128 S. Sangamon Street, Chicago

247 W. 17th St., New York

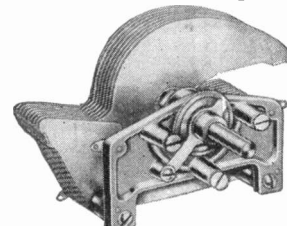
446 Bryant St., San Francisco

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada,
Ltd., Toronto, Ontario



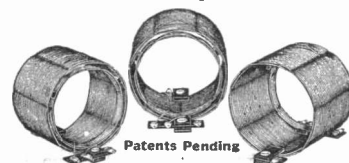
Patented July 25, 1925; May 2, 1911

In the Benjamin Cle-Ra-Tone Socket four delicately adjusted springs support the tube—"float" it above the base—absorb all jars and shocks. Handy lugs make soldering easy. Furnished also singly without base for panel mounting and in gangs on Bakelite sub-panels for compact set building.



Patents Pending

The Benjamin Maximum Range S. L. F. Condenser is a beautiful instrument, in unpolished silver plate finish.



Patents Pending

Benjamin Tuned Radio Frequency Transformers are space wound, air core; double green silk insulation—the nearest approach to an all air dielectric construction and the highest type of inductance possible.

5 APCO

Radio Products

As Necessary To

RADIO OWNERS

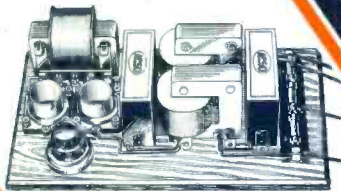
as Gas to the

Man that owns

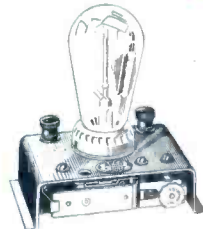
a Car



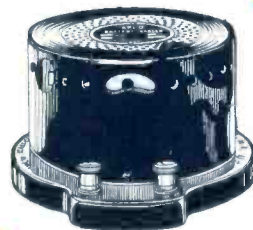
APCO Rectodyne No. 66
List. \$44.00



APCO "B" Kit No. 65
List. \$30.00



APCO "B" Charger No. 80
List. \$1.00



APCO "A" Charger No. 77
List. \$18.50



APCO "A" Charger No. 79
List. \$12.50

RADIO dealers are reporting good business on APCO products. There is always a steady demand for the radio essentials shown on this page, for they are as necessary to radio owners as gas to the man that runs a car.

Our special Franchise includes the right to sell APCO "A" Chargers—that never fail, work noiselessly and charge "A" batteries in ten hours at a nickel's cost. Also the APCO "B" Eliminator in two forms—the APCO "B" Kit (knockdown) and the Rectodyne (enclosed)—"no hum" in either case.

We have enough confidence in your ability to work profitably under the APCO Franchise, to advertise it to you in two colors. You can justify this confidence by sending us a post card asking for more information.

The demand for new sets may rise and fall, but the need for reliable "A" Chargers and "B" Eliminators goes steadily on.

APCO MANUFACTURING CO.

1230 Eddy Street
Providence, R. I.

The new RCA "B" power unit

RCA Duo-Rectron, complete with tubes—supplies "B" voltage from any 50 or 60 cycle, 110 volt lighting source. List \$65



has new points that will out-perform—and out-sell!

- Rectron UX-213* 1. a new long life rectifying tube
- Radiotron UX-874* 2. a new "voltage regulator" tube
- for one to ten tubes* 3. supplies up to 135 volts—and up to 50 milliamperes
- great for demonstration* 4. silent, hum-free
- good selling point* 5. economical to run
- will sell on its name* 6. produced by RCA



RCA Uni-Rectron, a rectifier-amplifier unit, that may be used to operate any type of low impedance loudspeaker from a 50 or 60 cycle, 110 volt A.C. lighting circuit. Complete. List \$105

RCA Duo-Rectron

RADIO CORPORATION OF AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO