

THE OPEN BOOK OF RADIO

GUARANTEE
 Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception return it to your dealer and he will refund your money.**



\$19

UTAH Book Speaker

The Sensation of 1926

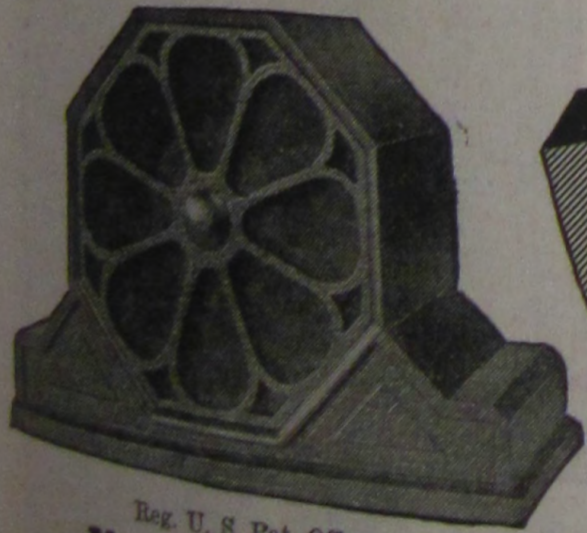
CLEAR, round tones coming from a masterpiece of beauty—The Utah Book Speaker. This is an exclusive, patented Utah feature—no one else can offer you a Book Speaker.

Looks like an open book—reproduces like the finest of the famous Utah line. Tie to Utah. These speakers will build greater profits for you.



Reg. U. S. Pat. Off.
Utah Superflex
\$10.00

See us at the New York Radio Show



Reg. U. S. Pat. Off.
Utah Supreme
\$25.00



Trade Mark Registered

We Are Manufacturers Not Assemblers

UTAH RADIO PRODUCTS CO.
 1421 S. Michigan Ave.
 Chicago



Utah Standard
 The horn with the golden throat—14-in. horn.
\$22.50

Utah Junior
 11-in. horn
\$12.50

Broader Field for Stromberg-Carlson Dealers

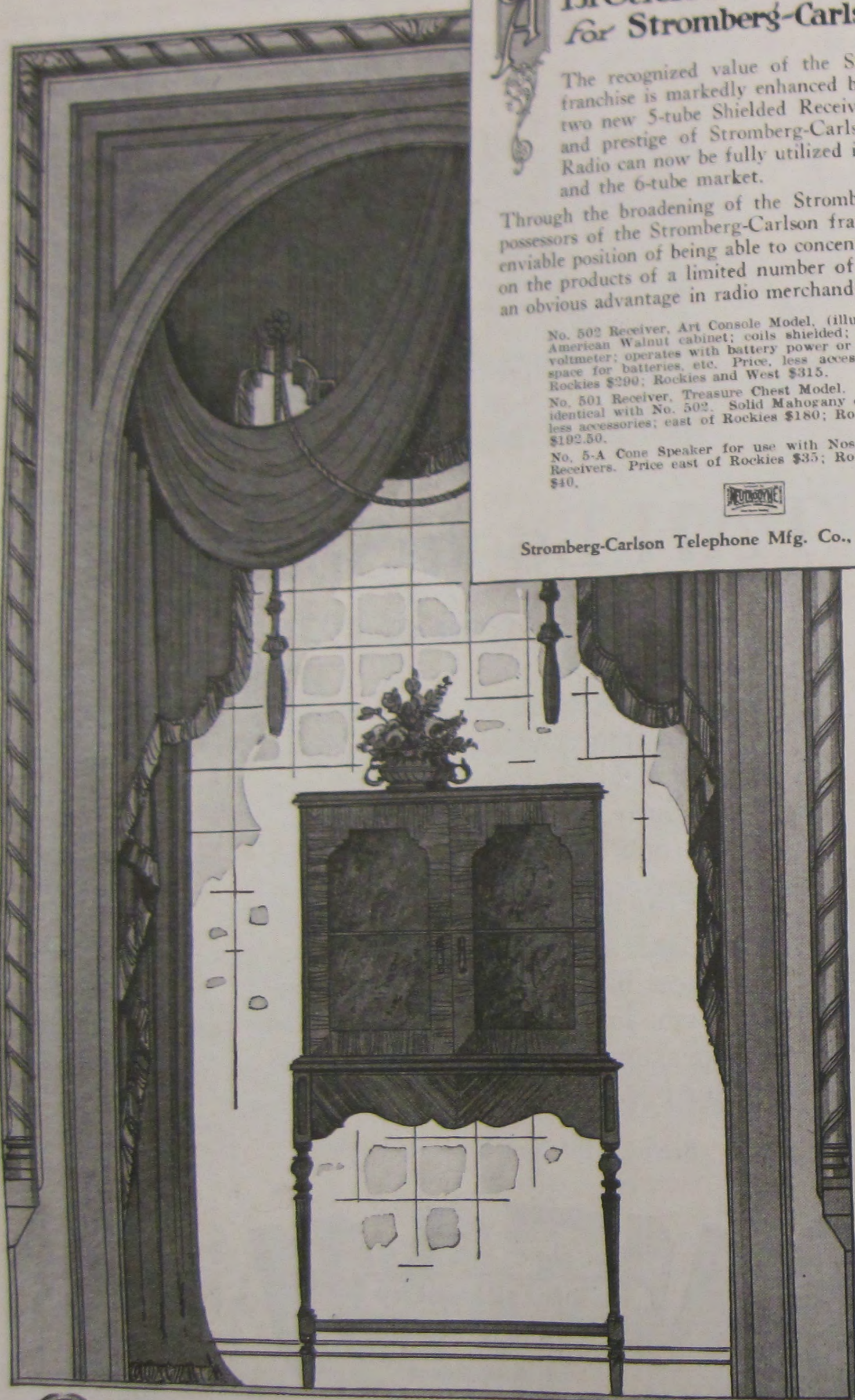
The recognized value of the Stromberg-Carlson franchise is markedly enhanced by the addition of two new 5-tube Shielded Receivers. The power and prestige of Stromberg-Carlson reputation in Radio can now be fully utilized in both the 5-tube and the 6-tube market.

Through the broadening of the Stromberg-Carlson line, possessors of the Stromberg-Carlson franchise are in the enviable position of being able to concentrate their efforts on the products of a limited number of manufacturers—an obvious advantage in radio merchandising.

No. 502 Receiver, Art Console Model, (illustrated above) American Walnut cabinet; coils shielded; equipped with voltmeter; operates with battery power or house current; space for batteries, etc. Price, less accessories; east of Rockies \$290; Rockies and West \$315.
No. 501 Receiver, Treasure Chest Model. Operating unit identical with No. 502. Solid Mahogany cabinet. Price, less accessories; east of Rockies \$180; Rockies and West \$192.50.
No. 5-A Cone Speaker for use with Nos. 501 and 502 Receivers. Price east of Rockies \$35; Rockies and West \$40.



Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.



Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years

New Console Models of THE GREBE SYNCHROPHASE

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

IN addition to its well known cabinet form, The Synchrophase is now offered in five console models.

Each shows the same careful design and construction, that has always been associated with the Grebe name, whether it be the elaborately carved Renaissance model, or the more simple Andalusia.

All consoles are fitted with the standard Grebe receiving unit.

From these five attractive models you can select just the ones best suited to your trade.

Write for Booklet RR and prices.

A. H. Grebe & Co., Inc.
109 West 57th Street, New York

Factory: Richmond Hill, N. Y.
Western Branch: 443 S. San Pedro St., Los Angeles, Cal.

All Grebe apparatus is covered by patents granted and pending



This Company owns and operates stations WAHG and WBOQ

Large national advertising will keep sales of Grebe sets moving rapidly. We offer, in addition, a liberal co-operative newspaper advertising allowance.



Princess Model
Mahogany
Width 24 1/2", Depth 14",
Height 40 9/16"
Retail Price \$220.00



Andalusia Model
Mahogany
Width 41 3/4", Depth 15 7/8",
Height 41 1/2"
Retail Prices—Plain \$320.00
Polychrome \$340.00



Lancaster Model
Walnut
Width 25", Depth 14 1/4", Height 39 3/4"
Retail Price \$260.00



Puritan Model
Rich Mahogany
Width 25", Depth 14 1/2", Height 39 3/4"
Retail Price \$195.00



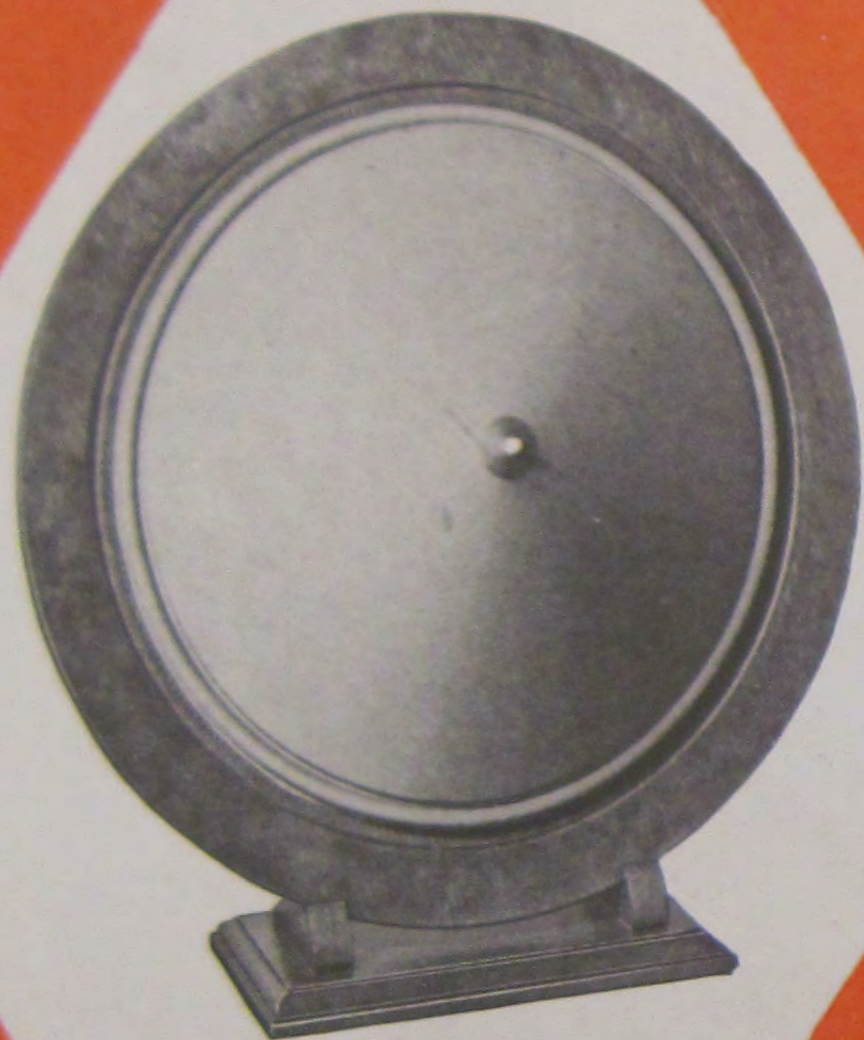
Renaissance Model
Rich Grain Walnut
Width 42 1/2", Depth 21", Height 50"
Retail Price \$1400.00

Melofonic Radio Speaker



A CONE
THAT
IS 100%
QUALITY
THRUOUT

A HIT
FROM
COAST
TO
COAST



\$25

LIST PRICE

50%

TRADE
DISCOUNT

F. O. B.
N. Y. C.

Slightly higher in the West.

Get on the
Band Wagon!

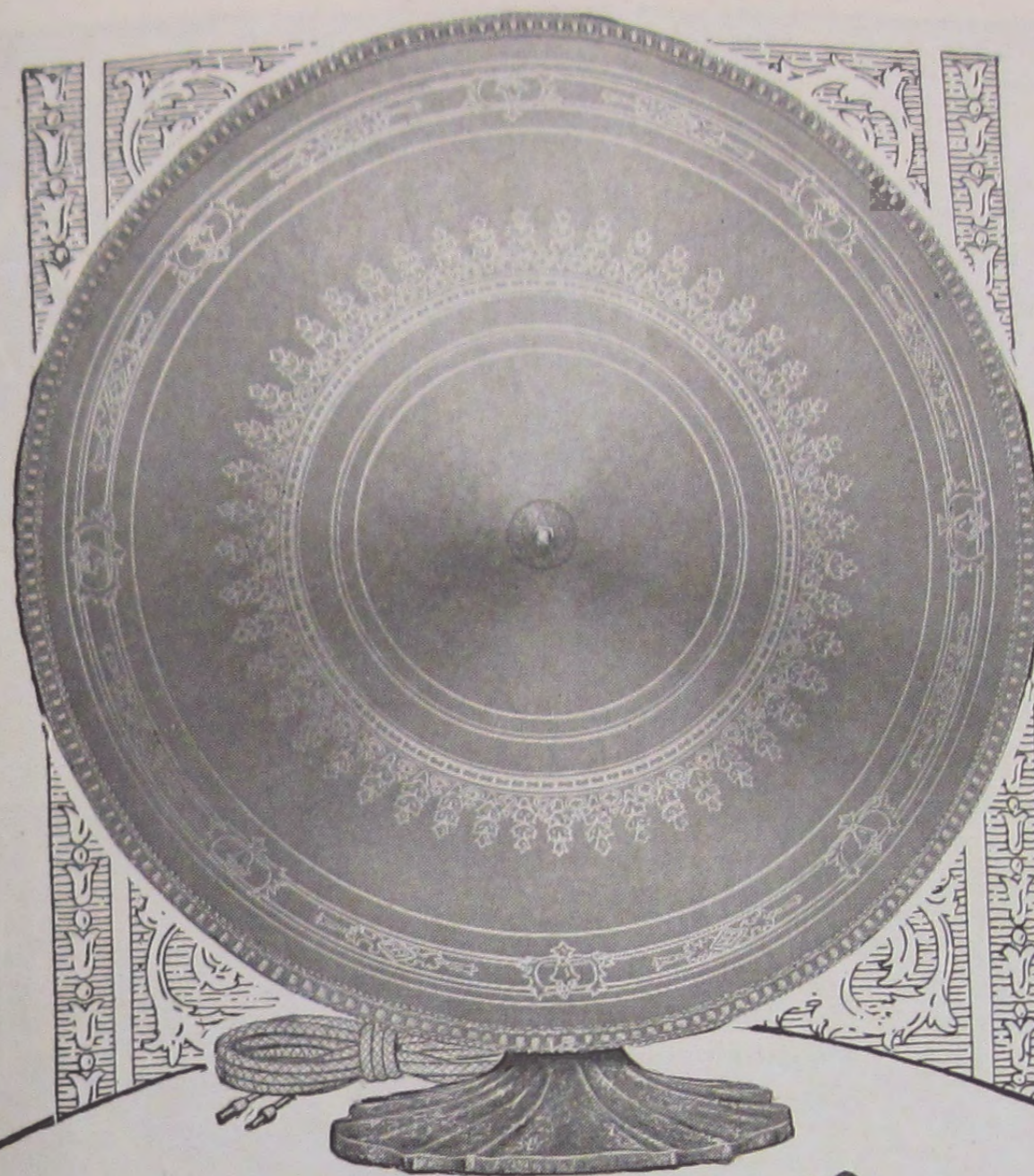
Desirable territory is still open in many sections, but, is rapidly being closed. Send your initial order for a Melofonic today. The discount to the trade is exceptionally liberal and gives you a handsome profit.

Don't delay—this is the speaker for positive results—ORDER NOW!

The Melofonic Radio Speaker is setting the pace for high quality reproduction in the cone speaker field. Good radio sets sound better with the Melofonic. The full resonating Burtex cone—the resonant wood-back sounding board—the heavy duty Melofonic Balanced Armature Unit—give it the superior tone quality that is meeting with the approval of consumer and dealer.

Melofonic Radio Speakers are Fully Guaranteed!

Sets the Pace—Leads the Field!
Progressive Musical Instrument Corp.
319 Sixth Avenue,
New York City



\$9.50

The new Tower Cone

(Packed in Wooden Boxes—No Breakage)

Literally revolutionizing the Cone Speaker market, the new Tower Cone is setting new sales records for quick turnover and steady profits. Thousands of Tower Cone users, all over the country, are now enjoying a delightfully new conception of the capabilities of their receivers. Because of its wonderfully satisfactory performance and striking appearance, this Cone is first choice of owners of both the most expensive sets as well as those lower in price.

You will want to handle this fast selling Cone Speaker. There's a Tower Distributor in your territory. Write us for his name.

TOWER MFG. CORP.

BOSTON, MASS.



Little
Spitfire
\$4.95



Scientific
\$8.50



Tower
Scientific
\$2.95



Meistersinger
\$15.00



Phonograph
Attachment \$3.95

SPARTON RADIO

"The pathfinder of the air"



The Sparton Console

Presenting a truly masterful blending of modern radio science with artful furnishing design.

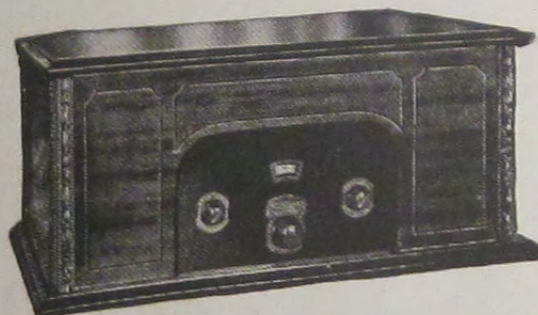
The beautiful finely balanced two-tone walnut cabinet carries a hint of quiet old world splendor. The large built-in cone speaker suspended in seasoned wood, fills the room with full rich melody and faithfully reproduces every inflection of voice or note. There is ample room for all accessories.

A complete line at prices of \$63 and upward. In the far West, and in Canada, slightly more.

Sparton Radio is built by the manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

Make the Perfected ONE DIAL SHAMROCK Your LEADER



Model A
De Luxe Table Type
Perfected Single Dial Control
Price \$95

Slightly higher West of the Rockies

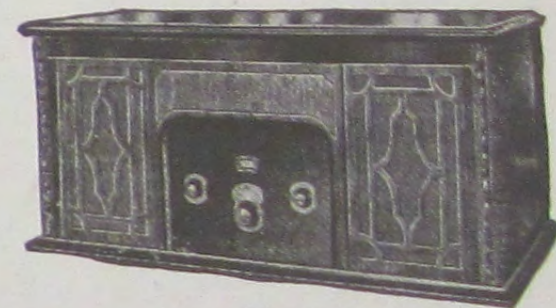
A handsome cabinet of duotone Satin finish French Walnut exquisitely designed with space for double duty Batteries. Can be operated from house current with most any standard equipment.

You must carry a one-dial set this season. The demand is tremendous. **BUT**—make sure the set you feature has perfect selectivity and tonal qualities. Naturally we're partial to the Shamrock. We built it and perfected it after months and months of laboratory experiment.



Model C
Console Grand
Perfected Single Dial Control
Price \$275

Slightly higher West of the Rockies



Model B
The Consolette
Perfected Single Dial Control
Price \$130

Slightly higher West of the Rockies

Beautifully finished in duotone French Walnut—the most popular of wood effects—with built-in loud speaker and ample space for A and B Batteries. Can be operated from house current with most any standard equipment.

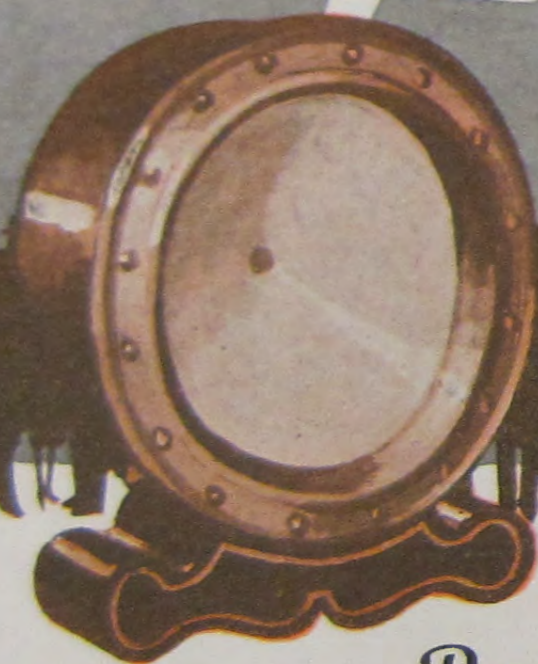
But test the Shamrock yourself! You'll agree that its selectivity cannot be beat. Display it in a prominent place. Make the Shamrock one-dial set a *leader*—use it to attract people into your store. For eye value it can't be beat. For performance it has no peer. Ask your jobber about the Shamrock or write direct to us.

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO.
Main Office and Factory: 196 Waverly Avenue, Newark, New Jersey

MAGNAVOX Radio Advertising 1926



Radio's first large advertiser

FROM 1922 to 1925 Magnavox stood among the top three radio advertisers in national magazines. This year our advertising is planned on a more spectacular basis than ever before. It will far surpass, in volume and sales-value, our previous advertising in national mag-

azines over the same period of time. The prime objective of this advertising is to draw selected prospects to the *Magnavox* dealer's store for demonstrations of sets, speakers and tubes. Pages and double pages will be used in a long list of proved radio mediums starting in September.

New Magnavox Cone Speaker—the most advanced yet made. Covers entire tonal scale—will sell itself in demonstration with any speaker. Cornell model above (9½" wide, 11" high, 5" deep, 7" cone) non-resonant metal finish, mahogany base in two tones. List \$22.50. Stanford model, all-mahogany cabinet, \$35.

These speakers made under Magnavox patents. Distributors and dealers protected from infringement liability.



—and still a leading one

A minimum of one double page in colors and eight full pages in black will be used in the Saturday Evening Post alone before Christmas. This campaign will feature both *Magnavox* Sets and Cone Speakers. It is a forceful, business-getting program that you can focus on your

store. Write us about *Magnavox* dealerships—for sets or speakers. THE MAGNAVOX COMPANY, Gen. office and factory, Oakland, Cal.; Chicago sales office, 1315 S. Michigan Avenue, R. S. Williams & Sons, Ltd., Toronto, Distrs. for Canada [not including British Columbia].

Magnavox Single Dial Sets—now offered in seven models—all continued indefinitely and prices guaranteed until January 1, 1927. *Magnavox* is the perfected and proved single dial set. It sells and stays sold, without sustained service demands.

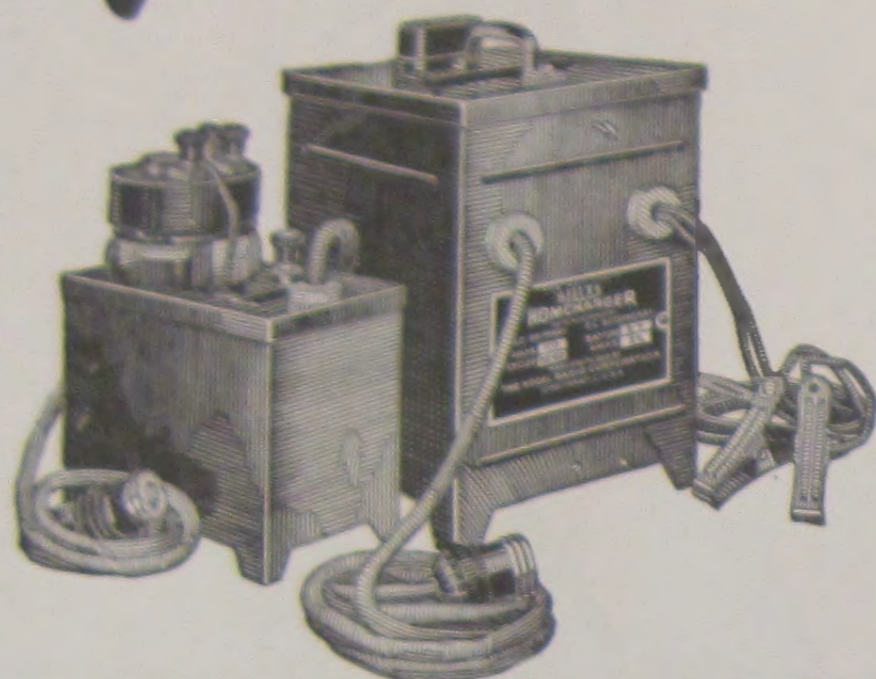
Only thirty-seven sets out of the entire *Magnavox* production last year were returned to the factory as defective.

A·B & C Radio Power from your light socket

SILITE TRICKLE CHARGER

1/2 ampere charging rate. Absolutely noiseless—no bulbs—makes a power unit of your battery.

\$10.00



SILITE

HOMCHARGER

Charges at 2 1/2-3 amperes. Absolutely noiseless—no bulbs—can be used while set is operated.

\$19.50

Your battery troubles are over at last! Now ALL radio power is in your light socket, for ALL circuits, A, B, and C.

Silite, the marvelous new metallic glass rectifying element, provides perfect rectification of light socket current into "A" battery power. Leave the Silite Trickle Charger permanently connected to your storage

battery and on charge—then forget battery charging forever. Silite Trickle makes a power unit of your battery—insures constant, never-falling "A" current that operates your set at highest efficiency. For very large sets, where a higher charging rate is necessary, Silite Homcharger is recommended. Either model may be used while the set is operated.

Kodel A & B Transifiers

Kodel A and B Transifiers actually supply all A, B, and C current direct from the light socket—no batteries of any kind are needed. Just plug the Transifiers into the wall socket and turn on your receiver—smooth, uniform A, B, and C power operates your set as it has never operated before. Watch the new life, new pep it gives your set—the longer range, the much greater volume. Transifiers give quiet, noiseless reception that was never

before possible, even with fresh, new batteries. Vastly different from and superior to the ordinary power units, Transifiers consume electric current only while you operate the set—maintenance cost is much less—it costs less than one-half cent for every hour the set is operated, for all A, B, and C power.

Ask any radio dealer to show you the Silite Chargers and Kodel Transifiers.



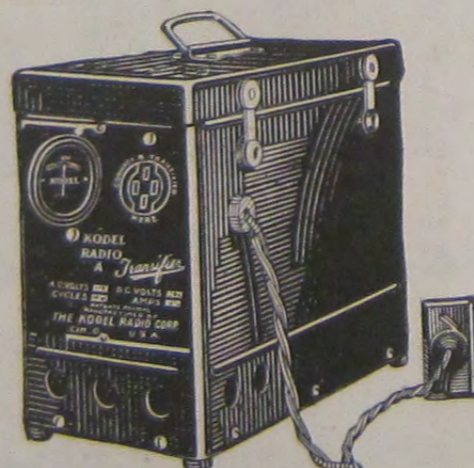
- MODEL 10 "A" TRANSIFIER—Supplies 2, 4, or 6-volt "A" current direct from the light socket. For sets using up to 10 tubes \$42.50
- MODEL 10 "B" TRANSIFIER—22 1/2 to 150 volts "B" current; 4 to 10 volts "C" current for any size set. Operates power tubes \$42.50
- MODEL 61 "B" TRANSIFIER—22 1/2 to 90 volts noiseless "B" power for sets up to 6 tubes. (Bulbs extra) \$28.50

"Behind the Scenes in a Broadcasting Station" an interesting 24-page booklet, will be mailed free on request, together with literature describing Silite Chargers and Kodel Transifiers.

THE KODEL RADIO CORPORATION

503 E. Pearl St. • Cincinnati, O.

Owners and Operators of Broadcasting Station WKRC

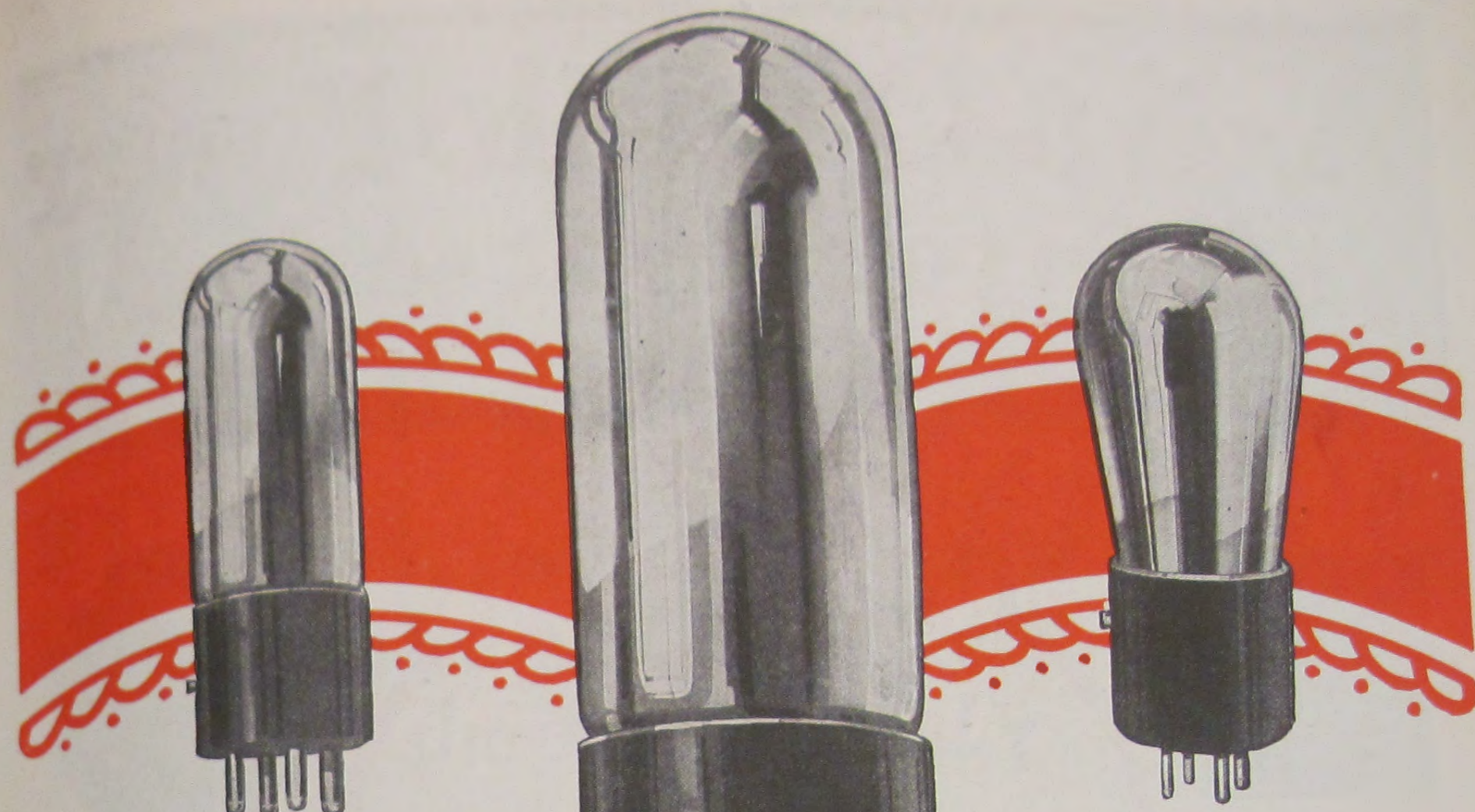


Battery Chargers
Power Units

KODEL

Radio Receivers
Loud Speakers

POWER SPECIALISTS SINCE 1912



Sylvania

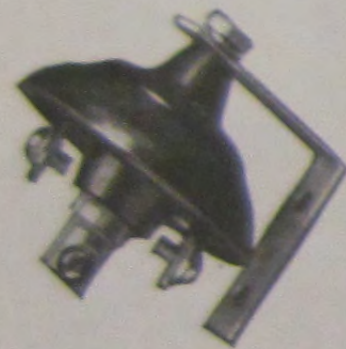
TUBES

WE doubt if any tube can offer better inducements from the dealers' viewpoint. Q Sylvania Dealers sell their tubes with the assurance that no tube made is better—and with absolute confidence that the user will be pleased. Q A strong, reliable, trustworthy organization guarantees the quality of these tubes and stands back of every sale. Q The dealer who handles Sylvania has a profitable connection. Write or wire to-day.

"They Never Disappoint"

SYLVANIA PRODUCTS COMPANY

EMPORIUM, PENNA.



This registered Trade Mark Symbol 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.



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.



What "Made of Bakelite" means to the Radio Dealer

It means easier and quicker selling, for the radio public is so well informed of the merit of Bakelite that its use is accepted without explanation. A salesman's arguments may be concentrated on design and performance.

It means freedom from complaints due to deterioration or discoloration, for the lustrous finish and rich color of Bakelite are permanent, and are unharmed by time, exposure or handling.

It means less time spent in servicing, as Bakelite retains its original high insulation value under all conditions. It successfully resists exposure to heat, moisture, salt-air, fumes and acids.

In short, selling Bakelite insulated parts and sets is a big factor in creating customer confidence and contentment—the soundest possible foundation for expanding sales.

Write for Booklet 39

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y., Chicago: 636 West 22nd Street
BAKELITE CORPORATION OF CANADA, Ltd., 163 Dufferin St., Toronto, Ontario, Can.

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.

With these facts — can

you afford not to be a Farrand dealer?



Farrand Speaker SENIOR

(17-inch cone)
Featuring a new driving unit and walnut-laminated wood cone—with its price unchanged a greater "buy" than ever.

\$32.50

MORE Farrand Speakers sold last season than all other licensed cone speakers combined!



Farrand Speaker JUNIOR

(14-inch cone)
Radios' greatest speaker value—a smaller edition of the Farrand Senior and its only rival in performance.

\$16.50

Illustrated below—
Farrand POWER Speaker

(36-inch cone)
A de luxe size Farrand speaker capable of reproducing the full volume of an orchestra. Pedestal model (illustrated)—

\$79.50

WALL MODEL \$65.00



Farrand Radio Products

NO PRODUCT in the annals of radio retailing offers greater sales possibilities than the Farrand Speaker—no product assures quicker turnover and profit!

the Farrand Speaker from its first appearance on the market.

FARRAND DEALERS know they can get full price without fear of price-cutting competition.

LAST SEASON, despite a trebled production capacity, there were never enough to go 'round. This season, still further increased facilities insure delivery to all.

THREE NEW Farrand Products this season—Power Speaker "B" Eliminator, and combined "B" Eliminator and Power Amplifier—give a threefold additional value to the Farrand Franchise.

THE FARRAND FRANCHISE not only means profit, but protection—proven territorial and price protection that has won the confidence and endorsement of retailers the country over.

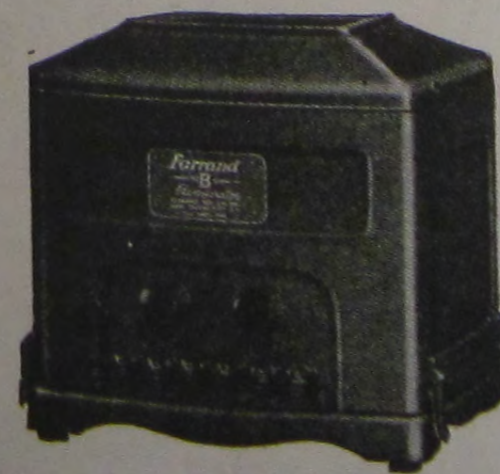
FOUR WORDS tell the story of Farrand consumer acceptance—"The Ear Says Buy!" Quality of performance—outstanding superiority—make Farrand Sales merely a matter of demonstration.

PRICE MAINTENANCE, unparalleled in radio retailing, has identified

All Prices slightly higher West of Rockies

Don't wait. Apply for your Farrand Franchise NOW. There is a Farrand Distributor near you. Get in touch with him At Once!

FARRAND MANUFACTURING COMPANY, Inc.
Thompson Avenue at Court Street
Long Island City, N. Y.

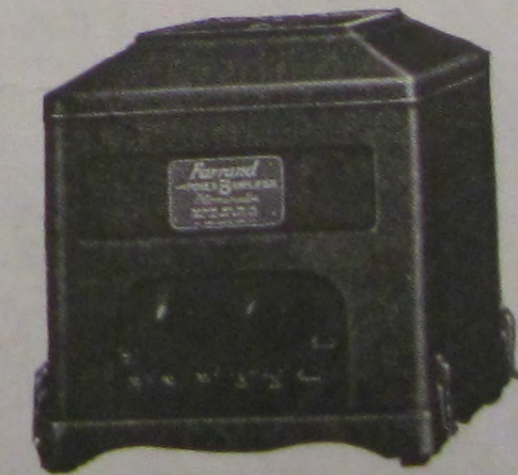


A heavy-duty eliminator of new high-voltage capacity.

\$48.50

without tube

FARRAND "B" ELIMINATOR



Delivers 400 volts of "B" power.

\$62.50

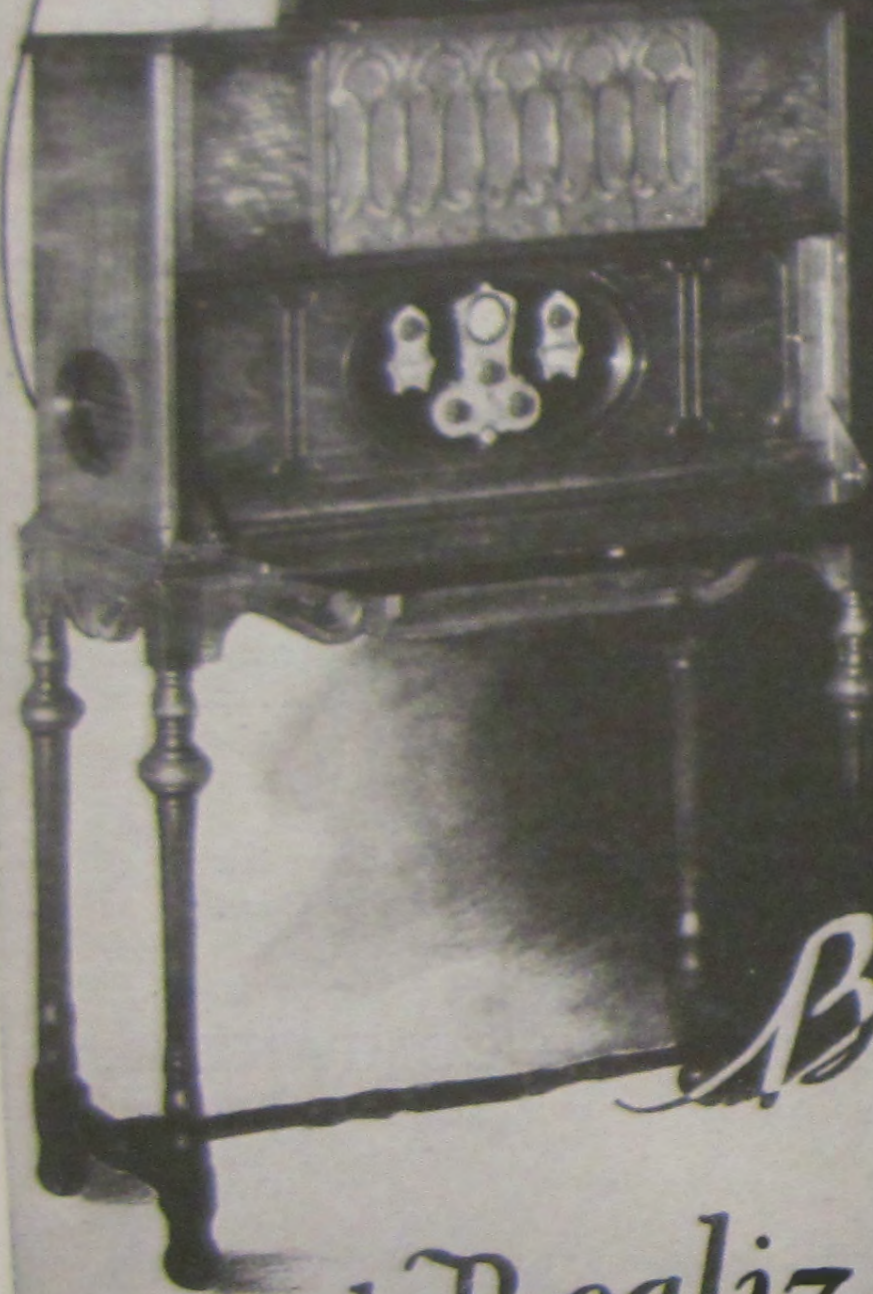
without tubes

FARRAND "B" ELIMINATOR combined with POWER AMPLIFIER

Think!

of the Achievement

Just
plug
and
go!



ARGUS ELECTRIC RADIO

257 West 17th St. New York City

No Batteries
No Attachments
No Rectifying Tubes
No Trouble

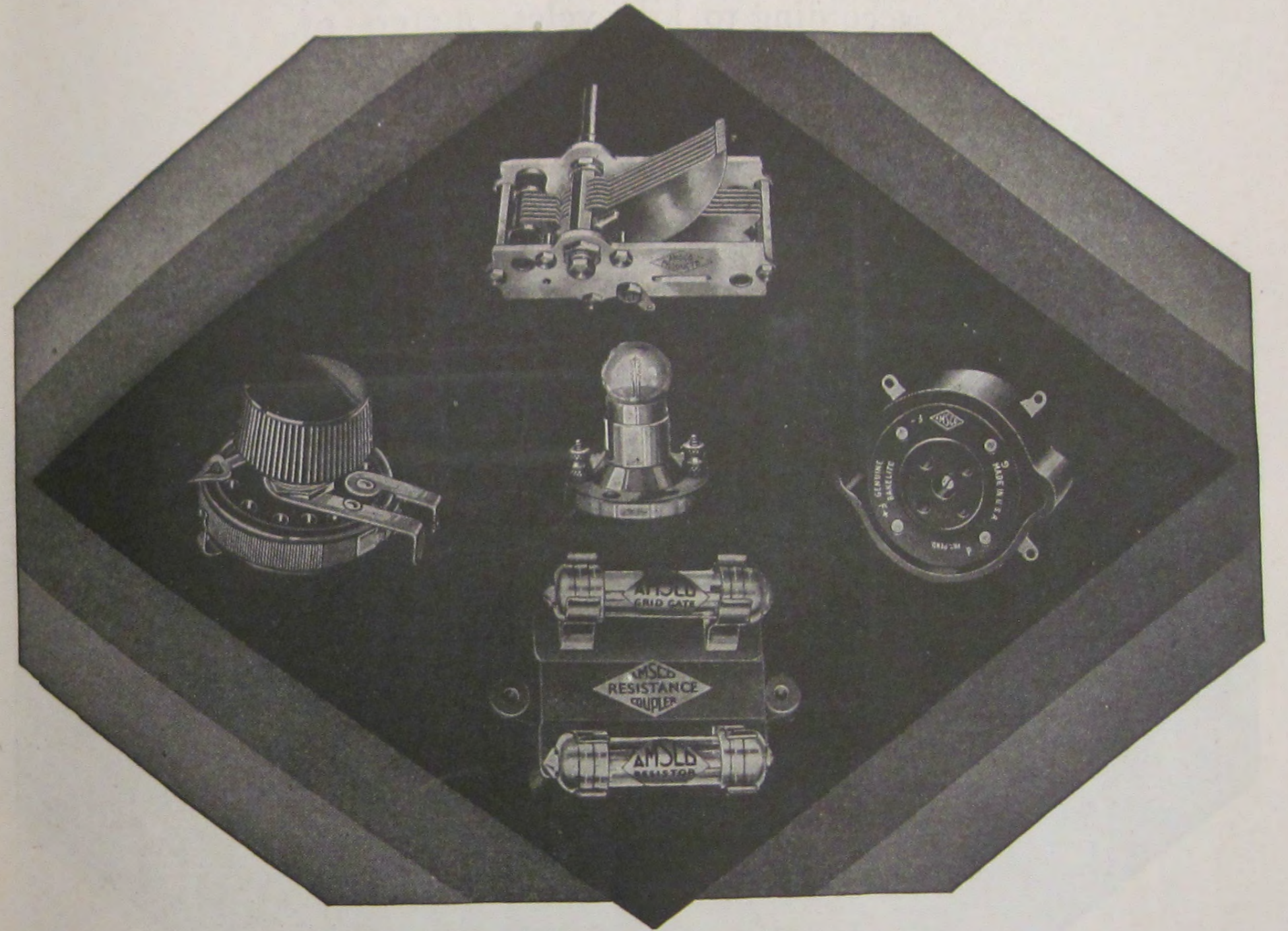
But *A reception that is
Crystal-Clear ~ ~
chromatically and
accoustically perfect*

And Realize ~
the Tremendous Market!
Thirteen Million A.C. wired homes
Get Your Share of this New Market
Be first to introduce the Argus in your territory

We will be pleased to meet visitors to the Radio World's Show, September 13-18, at our Booth, FFI

AMSCO

FOR EXCELLENCE



ENGINEERING ACHIEVEMENTS

1926 - 1927

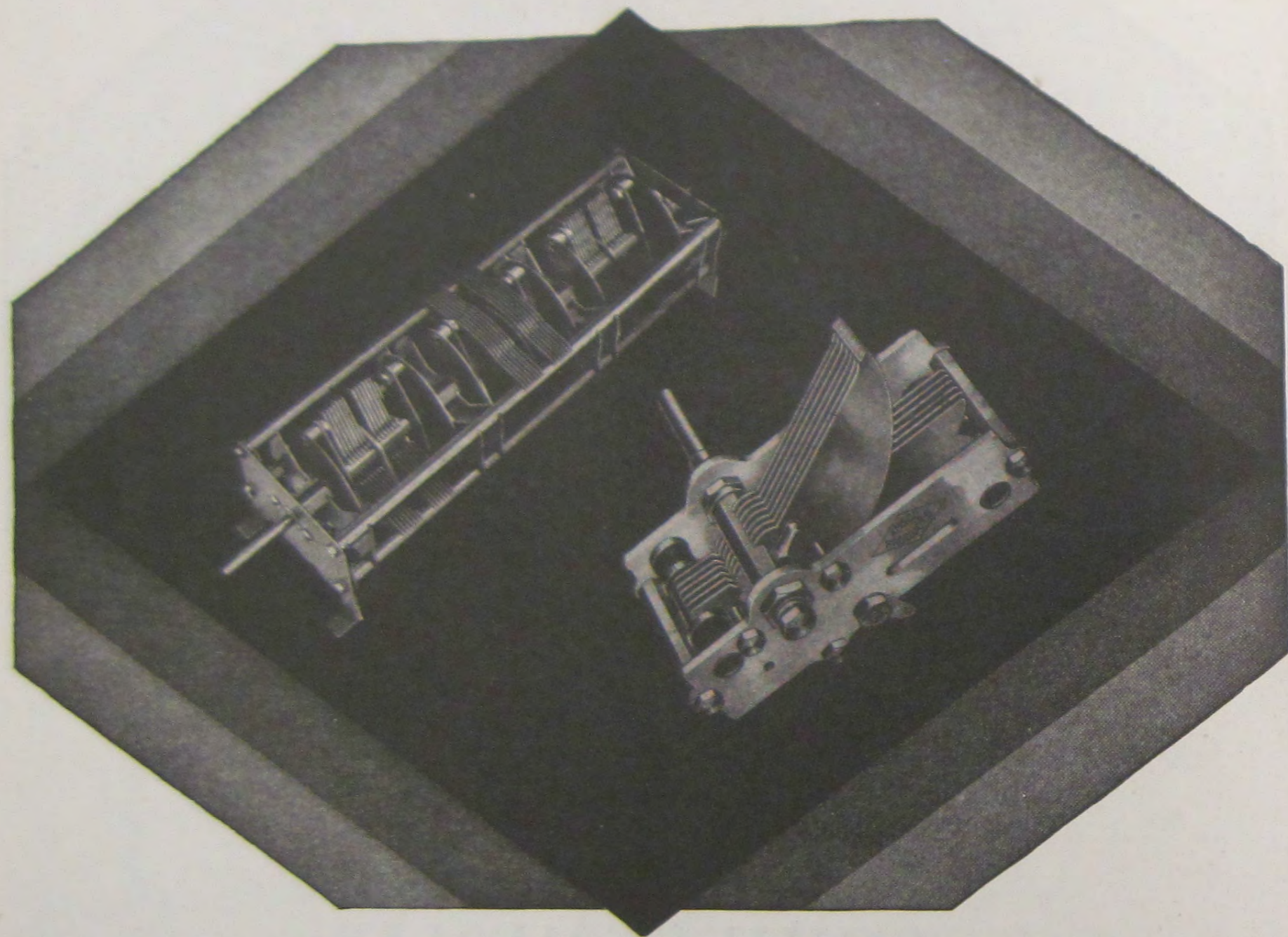
- NEW AMSCO CONDENSERS Allocating by Meters or Kilocycles
- METALOID GRID GATES AND RESISTORS Stable and silent
- AMSCO FILATROLS The Perfected Automatic Rheostats
- TOM THUMB RHEOSTATS The midgets for giant performance
- AMSCO FLOATING SOCKETS Positively non-microphonic at last

For Details See Following Pages



RADIO RETAILING, A McGraw-Hill Publication

AMSCO ALLOCATING CONDENSERS are made in all styles—straight frequency line, straight tuning line, and straight capacity line. They allocate or "spread" the stations with engineering precision, according to kilocycles, meters or capacity variations.

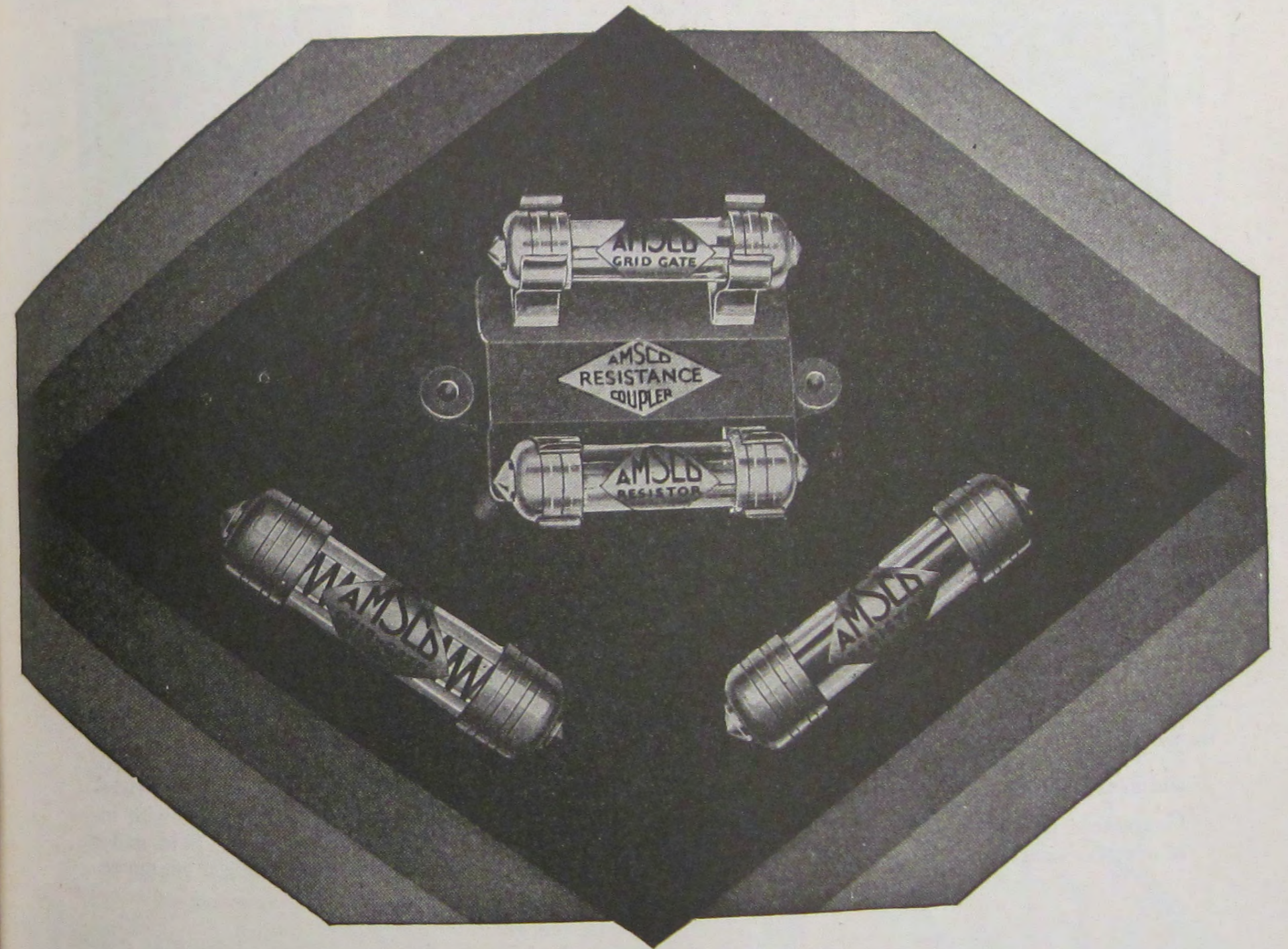


AMSCO ALLOCATING CONDENSERS of all types may be obtained single, siamese, or in gangs matched within less than 1%. Their unflinching uniformity makes *practical* the hitherto theoretical ideal of single control in radio receivers.

Construction guaranteed mechanically and electrically perfect. *They're AMSCO!*

AMSCO METALOID Grid Gates and Resistors are entirely unique, making possible unvarying electrical characteristics even under excessive overload.

A stable colloidal metal fused into glass at high temperature is the AmSCO resistance element. Colloidal—*not crystalline*—means silent operation! Investigate!



AMSCO Resistive Coupling Amplifier. With AMSCO Metaloid Resistors, this unit perfects the resistive coupled audio circuit. It improves upon all previous designs in the arrangement of the binding posts, in that the couplers may be lined up with the sockets, rather than between them.

Marvels of compactness—they eliminate the need for leads—and cut three full inches from the average panel. AMSCO in excellence!

AMSCO FOR EXCELLENCE



FILATROL

AMSCO again leads the way toward elimination of controls. The AMSCO Filatrol is an automatic filament control that *really* takes the place of manually adjusted rheostats in the average circuit. Its unique design, a departure from conventional form, gives unfailing efficiency, and unmatched compactness.

Guaranteed for the lifetime of any receiving set.

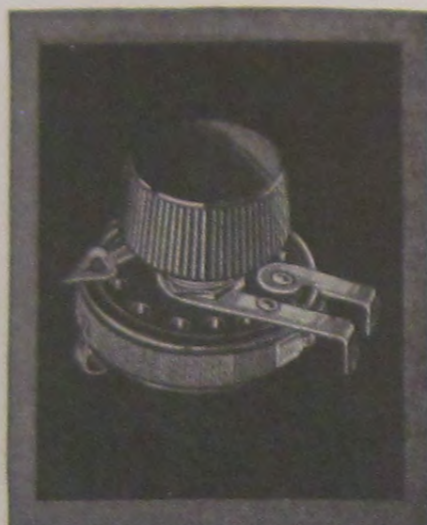


FLOATING SOCKET

Rugged and substantial, this socket is yet extraordinarily tiny—and "*it floats!*" All types of tubes fit with the click that accompanies positive wipe contact. The tubes almost literally float on air, practically isolated from the base or panel. Microphonic noises, mechanical feed back and audio vibration are effectively eliminated. An imperative choice for the sensitive set—or the set with built-in loud speaker.

AMSCO PRODUCTS, Inc.
Broome & Lafayette Sts., N. Y. C.

All AMSCO Parts are manufactured in accordance with Standards of the Radio Mfrs. Association, Inc.



TOM THUMB RHEOSTAT

A true midget for saving space front and back of the panel. No less effective because of its compactness—it has the normal amount of resistance, the normal electrical contacts. It is simply that needless bulk is eliminated by AMSCO design. Air cooled construction—Bakelite base and knob with indicator arrow. Sold under the usual AMSCO guarantee.

Exhibitors, Fifth Annual Chicago Radio Show, Coliseum, Chicago, October 11th to 17th inclusive.

Exhibitors, Third Annual Radio World's Fair, New Madison Square Garden, New York, September 13th to 18th, inclusive.

The Tube of Long Life!

CECO

PATENTS PENDING

TRADE MARK

The quality of CECO Tubes is not a matter of accident or guess work. Every tube is *tested* at every important stage of manufacture.

Electrically, mechanically CECO tubes are built for service. They are guaranteed—

"Best by Test" in the laboratory—

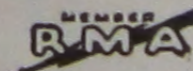
"Best by Performance" in the home whether used as detectors or amplifiers.

Radio laboratories of national reputation and engineers of international fame confirm the results of our own tests.

Practice *true* economy by buying the best.

Specify *CECO TUBES*, your dealer has them or can get them for you. *There's a type for every radio need.* Public demand has forced a doubling of CECO floor space and productive capacity which assures service to dealers and quality to the public.

C. E. MFG. CO., INC.
PROVIDENCE, R. I.



The New CECO Plant Located at Providence, Rhode Island.
The Largest in the World Devoted Entirely to Radio Tube Manufacture

2 New Wonderful Tube Developments



TYPE "G" HIGH MU

For Impedance or Resistance Coupled Receivers

Fil. V. 5.0
Fil. Amp. 0.25
Plate Volts. 90-180
Gives Clearer Reproduction With Increased Volume

Price \$2.50

Especially recommended for LYNCH Power Amplifier and B Supply System and for BROWNING-DRAKE hook-ups.



TYPE "H" SPECIAL DETECTOR RATING

Fil. V. 5.0
Fil. Amp. 0.25
Plate Volts. 67-90

Improves Reception Especially on Weak or Distant Stations.

Price \$2.50

CECO

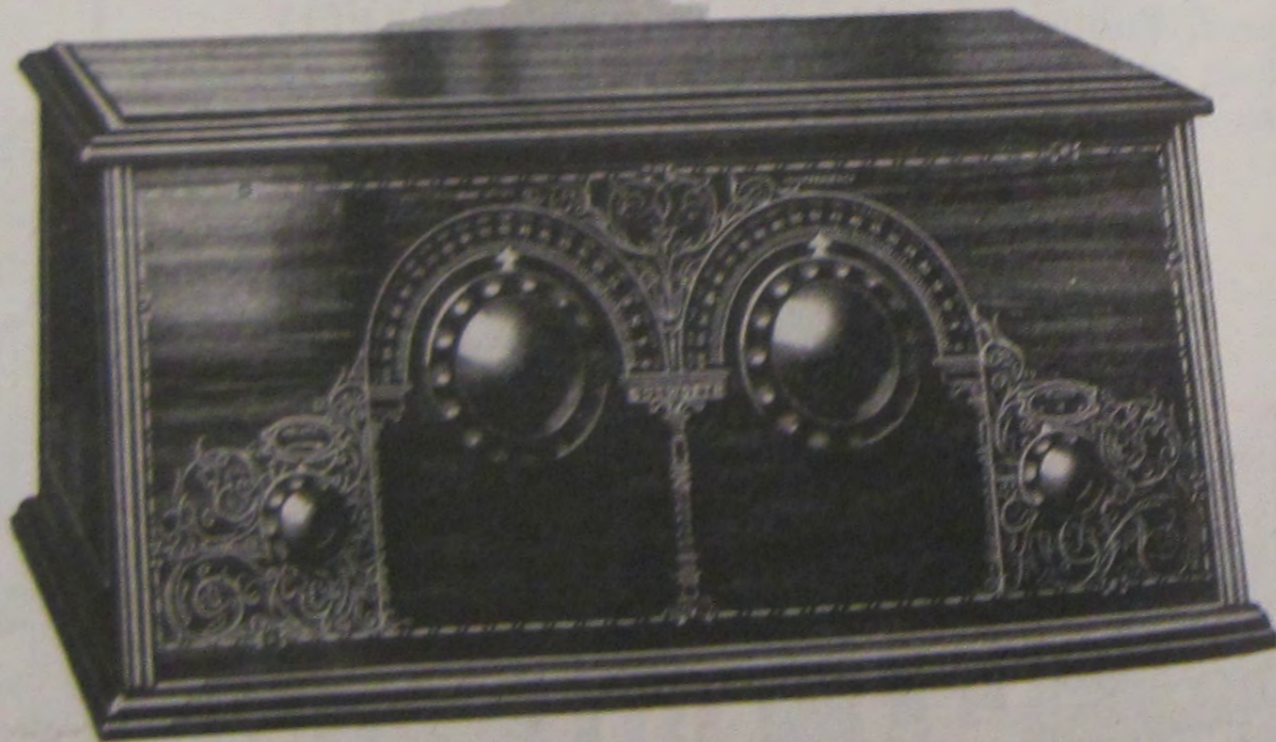
TUBES

Make Any Good Receiver

Better!



BOSWORTH TYPE B-3. This is a powerful, easily controlled set with a beautiful natural tone. It has six tubes—three stages of tuned radio frequency (this greatly improves the selectivity of the set and adds noticeably to the volume on weak and distant stations), detector and two audio. This model has two dials, which operate together as a single control. It is equipped for power tube. Price, east of Rockies, \$155.00



BOSWORTH TYPE B-2. Type B-2 is a five tube set that will out-perform many sixes. In parts and construction it is almost identical to the B-3. It has the same reserve power to bring in distant stations, usually with more than enough volume. The tubes are two radio, one detector and two audio. Two dials provide modern, simple control. Type B-2 is equipped for power tube. Price, east of Rockies, \$115.00

To satisfactorily rated jobbers in certain territories we will ship a sample set for two weeks' testing.

See BOSWORTH at the New York and Chicago Shows

Performance...how good? Service...how much?

Uppermost in the mind of every radio merchant are these two questions. His profits depend on finding the right answer to them, and we believe he will find that answer here.

What the Bosworth Line Offers

Performance which carries the prospect away to conviction—with a minimum of servicing—these are the things which should be looked for today in radio merchandise. These are what BOSWORTH offers. BOSWORTH performance makes satisfied—enthusiastic owners. It gives them permanently all the entertainment they are looking for when they buy.

BOSWORTH is applauded by music lovers, because the General Radio Type 285 transformers in the audio amplifier, and the full utilization of side frequencies achieve a natural, charming tone.

City dwellers welcome it because it is selective enough to prevent local interference, without being too sharp for easy tuning.

Long range champions delight in it because its sensitivity rewards them with plenty of distance to liven up the long nightly vigil.

One swallow does not make a summer. The radio sets you sell this month should be so dependable, and their owners so enthusiastic, that they

will send you customers next month, next winter, and next year.

Standing Back of Your Goods

The progressive retailer stands back of his goods. He pledges service to his customer when he sells a set. The customer selects it because he believes it will give him performance. He doesn't want to need service. And if you are checking your costs, you know that you don't want to have to render him service.

Why We Guarantee It

That is why we ask you to consider BOSWORTH Radio—guaranteed for a year—guaranteed because we know from experience it will make good on such a basis—guaranteed as our pledge to keep our product up to the high standard of our present models.

You are interested in radio principally as merchandise. As such you realize that performance and service are the backbone of modern radio retailing. Make us prove our claim that BOSWORTH Radio answers the question of performance by results on demonstration, and the question of service by being uniform and dependable and permanent in this performance. Write for the BOSWORTH story. It is presented in an interesting booklet called "Product and Policy."

THE BOSWORTH ELECTRIC MANUFACTURING COMPANY
3754 Montgomery Ave., Cincinnati, Ohio



BOSWORTH RADIO



Price, Product and Pledge! —Read this Story

EVERYWHERE Mohawk is creating a sensation. Letters and wires are pouring in from jobbers and dealers as they receive their first shipments of the newest Mohawk line, messages of praise, enthusiasm, assuring co-operation that only great merchandise could inspire... For 1926-1927 Mohawk has achieved an amazing one dial set at an amazing price, and incorporated it in beautiful consoles at prices just as amazing. And back of it all, Mohawk has placed a pledge of co-operation, expressed in its sales contract, that assures success to all... Write or wire today for full description of product and pledge—the prices are here, at the right.

Mohawk Corporation of Illinois
Established 1920—Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago

Mohawk

One Dial Radio

Mohawk Corporation
of Illinois
Established 1920—
Independently
Organized in 1924.

- PONTIAC—(Above) Shielded. Burl walnut, drop front. Built-in loud speaker. 46 ins. high. List price **\$140**
 - SENECA—Mohawk one-dial, six-tube shielded radio set in walnut drawer. List price **\$5750**
 - CHEROKEE—Shielded. Rich walnut hand rubbed piano finish. Full piano-binged. 10 3/4 ins. high, 13 1/4 ins. deep, 15 1/2 ins. long. List price **\$65**
 - WINONA—Shielded. Rich walnut. 24 inches long. List price **\$80**
 - CHIPPEWA—Shielded. Rich walnut, two-toned. Built-in loud speaker. List price **\$110**
 - GENEVA—Shielded. Front full burl walnut, inlaid. Loud speaker built into dome. 44 ins. high. List price **\$185**
 - POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 5-foot horn. 45 1/2 inches high. List price **\$300**
- Prices west of the Rockies slightly higher. Canadian prices 40% higher.



Nationally Advertised Aerial Equipment

NOW you can sell aerial equipment that is known by name and respected for its performance by offering your customers the new, improved S-H line.



Starting in the early fall, this superior line of aerial equipment will be nationally advertised into every household through the *Saturday Evening Post* and the leading metropolitan daily newspapers.

Why buy your aerial equipment in pieces and be bothered with duplicate book accounts, short ends, left-overs and eventually no profit, when you can get it packaged all-ready-to-sell in attractive over-the-counter cartons that will show you a healthy profit? It will pay you to investigate the S-H line!

AERO—The Complete Aerial Kit

The S-H line of aerial kits gives you a wide range of sellers from \$2.50 to \$5.00, list price. Its completeness makes it possible for you to carry a minimum stock.

Swan-Haverstick, Inc.,
Trenton, N. J.
I would like further information concerning S-H nationally advertised products.

Name

Address

City State.....

SWAN-HAVERSTICK INCORPORATED
Trenton, New Jersey



RADIO RETAILING, A McGraw-Hill Publication

STEWART-WARNER Matched-Unit Radio

Announcing Several Important Additions to the Stewart-Warner Line

Again Stewart-Warner leadership is demonstrated in a big way!

In keeping with our established policy of supplying our dealers and the American public with the most modern and complete line of radio and radio equipment on the market, we now announce the following important additions to the Stewart-Warner line:—

Three new 5-tube T. R. F. receivers with two tuning dials.

Four new 6-tube T. R. F. receivers with one tuning dial.

A new type reproducer, employing an entirely new principle, embodying the best features of the horn and cone types.

These new numbers do not in any way supplant any of the present Stewart-Warner models. They are added simply to round out the line—to give the radio buyer a wider selection of styles, models and prices to choose from.

The completed Stewart-Warner line meets every demand of every radio purchaser. There is a model for every purse, every home and every taste. And all conform to the rigid Stewart-Warner standards of quality, workmanship, performance and beauty.

The broadening of the Stewart-Warner line opens up entirely new fields of profit for the dealer who holds a Stewart-Warner Radio Franchise. It means doubled sales, doubled profits and a firmer foothold in the radio business for him.

Now—on the eve of the great Fall selling season—is the time for you to hook up with Stewart-Warner. An unequalled line of radio products, a big Nation-wide advertising campaign, a franchise giving you 100% protection, the tremendous prestige of the Stewart-Warner name—all these combine to assure real success for you.

Write or wire now for complete price list and full particulars regarding a Stewart-Warner Protective Franchise in your community.

STEWART-WARNER SPEEDOMETER CORPORATION
1620 DIVERSEY PARKWAY, CHICAGO, U. S. A.

TUNE IN STATION WBBM, 226 METERS
THE STEWART-WARNER AIR THEATRE

Sunday—12:30 P. M. to 2:00 P. M., 4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.	Thursday—12:01 A. M. to 2:00 A. M., 4:00 P. M. to 6:00 P. M., 8:00 P. M. to 12:00 P. M.
Monday—12:01 A. M. to 3:00 A. M., 4:00 P. M. to 6:00 P. M.	Friday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.
Tuesday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 12:00 P. M.	Saturday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 2:00 A. M.
Wednesday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.	

CHICAGO TIME

TWELVE MILLION PEOPLE ARE TODAY

Model 325—5 tubes, 3 dials \$75.00

Model 501-AX—Tube (Can be used with set of any make) \$2.00

Model 365—5 tubes, 2 dials \$65.00

Model 400—Horn type (Can be used with set of any make) \$25.00

Model 350—6 tubes, 1 dial Built-in reproducer—\$110.00

Model 415—New type (Can be used with set of any make) \$30.00

Model 345—6 tubes, 1 dial \$80.00

Model 375 Console 5 tubes, 2 dials \$175.00

Model 315—Console 5 tubes, 3 dials—\$250.00

Model 360—Highboy Console 6 tubes, 1 dial \$400.00

Prices shown are without Accessories
Prices slightly higher West of Rockies

USING STEWART-WARNER PRODUCTS

RADIO RETAILING, A McGraw-Hill Publication

FINE-ARTS CONE SPEAKER



A FULL-SIZE LOUD SPEAKER FINISHED IN ANTIQUE BRONZE

LIST \$15.00



You who have heard them all— will be amazed at these tonal qualities!

Frank D. Lewis, pioneer among cone speaker scientists and internationally famous expert in radio and phonograph acoustics, designed this remarkable cone.

In beauty of design and finish as well as in quality of construction and materials the Fine-Arts Speaker is as extraordinarily fine as are its tonal qualities.

And the Plaza Music Company, with twenty years of experience in the merchandising of music products, is manufacturing it.

It measures fifteen and a half inches in diameter and seventeen inches in height. Its frame is of a heavy casting, finished in a beautiful antique bronze. The diaphragm is made of a specially treated fabric that is absolutely immune to all atmospheric changes.

It is a cone of flawless reproduction. You will hear the finest strains of the violin—the deepest bass of the drum—the highest treble of the piano!

Dealers' discount 40% and 10%! Order NOW!

PLAZA MUSIC COMPANY RADIO DIVISION 10 W. 20th ST., NEW YORK

DISTRIBUTORS

Jobbers: There is a proposition behind this for you that is without parallel in profit and in satisfaction. Get particulars at once.

Putting This Power Behind Vesta Auto-Radio Products

Complete Advertising Campaign in 44 Publications—Saturday Evening Post—Liberty—and 42 Leading Newspapers



VESTA TRICKLE CHARGER



VESTA "A" UNIT



VESTA 1-271-A TUBE VESTA 1-125 TUBE



VESTA RADIO "A" BATTERY



VESTA ISOLATOR AUTO BATTERY



VESTA VACO AUTO BATTERY

With the New Vesta Radio Products—Trickle Charger—"A" Unit—and Tubes—added to the nationally known line of Vesta Radio "A" Battery and "B" Battery and Vesta Automobile Isolator and Vaco Batteries—the opportunity is opened to serve millions of Radio owners—in the same satisfactory manner that we have served the automobile owner. This makes a line of quality products unequalled in the industry.

It gives the Radio and Battery dealer a COMPLETE LINE under one well known, reliable name.

Beginning the 4th of September and running right through the radio season we will present the merits of these products in these national and big city publications—to help the dealer keep the Vesta Products moving. There will be rapid turn-over and ever-increasing sales.

These products have new features that the Radio owner has been looking for—features not found in other Radio products.

In addition to the tremendous help this advertising will be to the dealer we have prepared COUNTER DISPLAYS ON ALL THESE PRODUCTS—MOVIE SLIDES—DEALER ADS—WINDOW SIGNS—WALL SIGNS—NEWSPAPER CUTS, ETC.

Radio and Battery dealers who are looking for the live lines are urged to communicate with us quickly so that we may have our Central Distributor put the facts before you now.

VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, U.S.A.

VESTA

AUTO-RADIO PRODUCTS

Vesta for Vitality

SEE THE VESTA EXHIBIT AT RADIO SHOWS—NEW YORK, SEPT. 13-18—CHICAGO, OCT. 11-1



WRITE HERE
VESTA BATTERY CORP., 2100 Indiana Ave., Chicago, Ill. R. R. See
Please have your Central Distributor near me present the Vesta
 Radio Line Auto Battery Line
Name.....
Address.....
City..... State.....

BOSCH

RADIO

Armored

The Bosch promise of a greater radio line is now an actuality. Armored and shielded for better selectivity and reception—simplified control, quality furniture, receiving sets which show a startling advancement in radio engineering. The steel chassis construction, the precision workmanship, the elimination of controls, and the electrical perfection of Bosch Radio, sets it apart from all other radio equipment. The completeness of the Bosch Radio Line makes the Bosch Franchise one of the most profitable of the industry. The Amborada is a completely armored and shielded seven tube receiver of extreme simplicity of control and unusual tone quality. It is self contained with ample room for batteries, chargers and power units. It strikes a new note in fine furniture. The Cruiser is a compact five tube armored and shielded receiver. Its "Unified Control" provides the advantage of a single selector for most tuning with two dial operation when "cruising the air."

Are you the man to sell Bosch Radio? Tell us in confidence about yourself—your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

All prices slightly higher, Colorado and west and in Canada.



The Famous Model 16
6 tubes - - - \$150



THE AMBORADA
7 tubes - - - \$310



The Bosch Nobattery is a power unit to supply Bcurrent. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction.

The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume.

The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish makes it sell on appearance as well as on its performance.



THE CRUISER
5 tubes - - - \$100

AMERICAN BOSCH MAGNETO CORPORATION
 MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
 BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.



HONESTY MADE THIS TUBE AND HONESTY SOLD IT

When Ureco started, a lot of wise folks said: "It can't be done. The tube market is sewed up."

But Ureco manufacturers never doubted for a single moment. For they had one big idea that they were willing to invest their money in—the good old-fashioned idea of HONESTY.

HONEST PRODUCTION—HONEST SELLING—the finest radio tube that science could produce and a merchandising policy that would protect dealer and jobber all the year round. That was the Ureco idea.

And it *worked*. The radio fan got with the Ureco tube a quality of reception he hadn't believed possible, and dealers and jobbers discovered a big new source of tube profits. As a result, Ureco is the leader of the independents—second in the entire tube field. And *gaining every day!*

And what a Ureco season this will be! Brand new ideas for advertising, store display, and consumer good will—concentration on the big job of fast, steady turnover for dealer and jobber.

Write for the details of the unusual Ureco proposition—you'll be interested if you're in business to make real money.

United Radio & Electric Corp.

418-426 Central Ave.

Newark, N. J.

*More sensitive
than a musician's ear*

This one plan appeals alike to jobbers and dealers

IN our contact with our distributors this season, we emphasized just one thing: "**We make no claims. Satisfy yourself.**"

Our distributors took this cue in talking to their dealers. They said: "**We make no claims. Satisfy yourself.**"

Why this plan? Merely because every claim we may make can be

PAGE
ONE

outclaimed. We are not making or selling claims.

Neither are you in the business of buying or selling claims. Your customers are buying performance this season.

Performance, that is, selectivity, sensitivity, volume, tone quality, ease of control, value per dollar, etc.—are these words for salesmen to use or will the set and the reproducer prove their existence?

We are so confident of the ability of Kolster Sets and Brandes Repro-

ducers to prove their own superiority that we rest our case completely on a demonstration.

Our jobbers will be glad to lend you a Kolster Set and a Brandes Reproducer to prove their superiority to you—in your store or in your home—alone or with others. You are the sole judge. We say: "We make no claims. Satisfy yourself."

Make our products prove their case. Convince yourself that they are easy selling—because outstanding in value.

PAGE FOUR

Send coupon for the name of your nearest Kolster-Brandes distributor. We'll notify him that you'd like to hear a Kolster Set and a Brandes Reproducer. We'll send you a description and picture of our new line.

Kolster-Brandes

FEDERAL-BRANDES, INC.

Woolworth Building
NEW YORK, N. Y.

Federal-Brandes, Inc.
Woolworth Building
New York, N. Y.

Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

NAME.....

STREET.....

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

(5)



Like the bank's certification on a check the Raytheon plan protects you!

Here are some of the Companies whose complete Raytheon B-power units have been approved:

- Acme Apparatus Co.
- All-American Radio Corp.
- American Electric Co.
- Apco Mfg. Co.
- Cornell Elec. Mfg. Co.
- Elec. Res. Labs., Inc.
- General Radio Co.
- Grigsby-Grunow-Hinds Co.
- King Elec. Mfg. Co.
- Kokomo Elec. Co.
- Mayolian Radio Corp.
- The Modern Elec. Mfg. Co.
- The Sterling Mfg. Co.
- Storad Mfg. Co.
- J. S. Timmons, Inc.
- Valley Elec. Co.
- The Webster Co.
- Zenith Radio Corp.

Reliability is the keynote which will sell an unprecedented volume of light socket B-power devices for you during this season. And the rectifier is the keystone which determines the reliability of the complete unit.

The Raytheon rectifier has been proven in a hundred thousand installations and by a year of satisfactory service. It has been tested and acclaimed as superior in half a hundred laboratories.

But greater than this is the Raytheon policy of protecting the dealer. Our research laboratory will authorize the sale of tubes only to those Companies whose units meet the requirements of a comprehensive test.

Exactly as the bank's certification on a check establishes value, the Raytheon endorsement of a power unit insures successful operation.

The better Companies welcome this unprejudiced check-up on their own engineering and many of our customers have far exceeded even our rigid specifications.

This protection is more than a guide for the dealer. It is a selling appeal which wins the confidence of the consumer.

Authorized Raytheon units are available in a variety of styles and prices to meet every requirement. They are in demand because it is known that:

Raytheon is the Heart of Reliable Radio Power.

RAYTHEON

The Same Profit But Easier To Sell



Above
Bordeaux

An exquisitely beautiful Louis XVI period model in walnut and rosewood. All the rich splendor and contrasting mellow color of the woods are brought out by the rubbed lacquer finish. Matched grain effect speaks of craftsmanship of the very highest order.

Below

Radio Master Cabinet Open

Showing exceptional neatness and convenience after radio is placed in the cabinet.



Radio Master
of
One of the
BAY CITY,

Radio Master Cabinets offer about the same profit as the average of cabinet style radios, yet they are much easier to sell.

Because any table set fits into them, they give you the opportunity to take advantage of the demand for cabinets without worry over trade-ins.

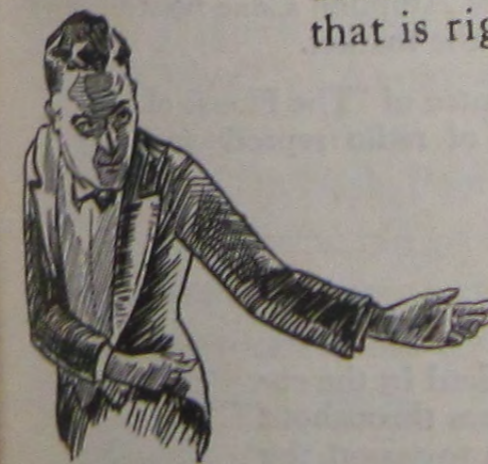
The same feature, and the much lower list prices, makes them extremely desirable to your customers. They do not have to sacrifice the table set they have paid for, and which has the tone quality, distance and selectivity they like.

You simply put their table set into a Radio Master Cabinet—a matter of minutes—and the result is a splendid cabinet radio. In beauty, workmanship, style, convenience, and every other feature it is second to none and superior to most.

Pull out radio frame giving easy access to tubes from front. Disappearing arm rest. All wiring concealed. Plenty of space for batteries, charger, etc., below, and built in, acoustically correct wood horn above, fitted to receive your favorite unit.

Cabinet work and finish by Master Craftsmen. Eight designs, in walnut and mahogany, each of surpassing beauty.

Radio Master has a proposition that means unusual profit to you, use the coupon, and find out about it. Fixed jobber and dealer policy that is right.



Gentlemen—We are displaying Radio Master Cabinets at the Chicago and New York Radio shows. See them there. In the meantime don't forget the coupon to your right.

Corporation
America
Ward Industries
MICHIGAN

9-200

Radio Master Corp. of America
Bay City, Michigan

Please send me complete information about your
Cabinets as advertised in Radio Retailing

Two striking AMPLION

THE AMPLION PATRICIAN
Model AA18 List \$45.00

An exclusive Amplion development, both as to exterior and acoustic principle. Assembles a remarkable, 48-in. air column, with standard Amplion unit, in a richly carved mahogany cabinet—18" x 12" x 9"—of softened contours and graceful old-world beauty that harmonize perfectly with modern, luxurious home appointments.... The Patrician is non-directional; to the famous Amplion sensitivity and clarity, it brings a new softly diffused mellowness of tone that makes this instrument the choice of the connoisseur wherever heard. *Already an Amplion sales leader!*



The complete Amplion Line

Priced from \$12.00 to \$45.00

FOR all of the famous group of Amplions, known throughout the world as the Dragon Type, there always will be a popular demand wherever the use of an air-column type of loud speaker is desired.

The addition of the Luxurious Amplion Patrician and the new Amplion Cone now rounds out the most comprehensive line of radio reproducers on the market.

—a line which offers Dealers the prestige and the absolute guarantee of "The House of Graham"—the world's oldest and best known manufacturers of radio reproducing instruments—since 1887, pioneers and leaders in the field!

THE AMPLION DRAGON
Model AR19 List \$42.50

This is the AMPLION model that is used as standard in the engineering departments of leading radio manufacturers throughout the world, wherever broadcasting exists. From season to season, the AMPLION DRAGON continues "a world's best seller", by reason of the unapproached efficiency of its electro-magnetic and acoustic systems. Famous for unequalled sensitivity to speech and musical signals—for clarity, naturalness and volume without distortion.... The mahogany-finished paneled flare is 20½ inches high, 14½ inches diameter. Hinged base permits tilting to any angle.



Dragon Models

- AR19 Amplion Dragon . . . List \$42.50
- AR114 Amplion Junior de Luxe " \$27.50
- AR111 Amplion Junior . . . " \$24.00
- AR102 Amplion Dragonfly . . . " \$12.00

Phonograph Attachments

- AR35 Amplion Concert Grand . List \$20.00
- AR67 Amplion Standard Unit . " \$12.00

innovations for 1926-27



THE AMPLION CONE
Model AC12 List \$30.00

The Amplion Cone is the result of nearly two years deliberate, intensive experimenting—subjected to the most rigid tests and comparisons by the corps of "The House of Graham" scientists. For, true to Amplion tradition, a cone speaker could be introduced only after it was proved worthy of bearing the Amplion name!... Consequently, the Amplion Cone represents a time-perfected development—totally different in appearance, construction and results—loud, clear, sensitive and realistic in tone—complete in musical range. Artistically, a masterpiece in two-tone mahogany; 14" x 14" x 9". Reasonably priced. Nationally advertised. *The money-making Cone of 1926-27.*

Nationally Advertised

A powerful campaign is now running in these class and popular publications: Literary Digest, Popular Science Monthly, National Geographic, Scribner's, Atlantic Monthly, American Review of Reviews, World's Work, Harper's Magazine, The Golden Book, Popular Radio, Radio Broadcast, Radio News. Supplemented by intensive Newspaper Advertising in your local territories, and a strong battery of Dealers' Selling Helps.

The Amplion Jobber

in your territory will assist you heartily in furthering Amplion Sales. If you are not already in line for Amplion, write us for name of Jobber in your field, together with complete details of the Amplion Plan.

THE AMPLION CORPORATION OF AMERICA

Suite E, 280 Madison Ave., New York City
The Amplion Corporation of Canada Ltd., Toronto

Associated Companies: Alfred Graham & Company, London, England; Compagnie Francaise Amplion, Paris, France; Compagnie Continentale Amplion, Brussels, Belgium; Amplion (Australasia) Ltd., Sydney and Melbourne; British General Electric Company Ltd., Johannesburg & Branches.

AMPLION

From 1887.... A Path of Brilliant Achievement.... to 1927



Satisfaction to seller and buyer

MR. B. G. JABORG, proprietor of the St. Nicholas Auto Supply and Radio Shop, New York City, says: "It gives me great satisfaction to handle the Eveready line, as it fits absolutely 100 per cent my set policy of quality merchandise only. You have stood back of me in the few instances where the guarantee on your merchandise has been called upon, with the result that I have increased my sales on radio batteries, increased my clientele through the satisfaction your batteries give, and have made a just and fair profit for myself."

Tuesday night means Eveready Hour—8 P. M., Eastern Standard Time, through the following stations:

- | | |
|------------------|------------------|
| WEAF—New York | WSAI—Cincinnati |
| WJAR—Providence | WTAM—Cleveland |
| WEEI—Boston | WWJ—Detroit |
| WTAG—Worcester | WGN—Chicago |
| WFL—Philadelphia | WOC—Davenport |
| WGR—Buffalo | WCCO—Minneapolis |
| WCAE—Pittsburgh | WCCO—St. Paul |
| | KSD—St. Louis |

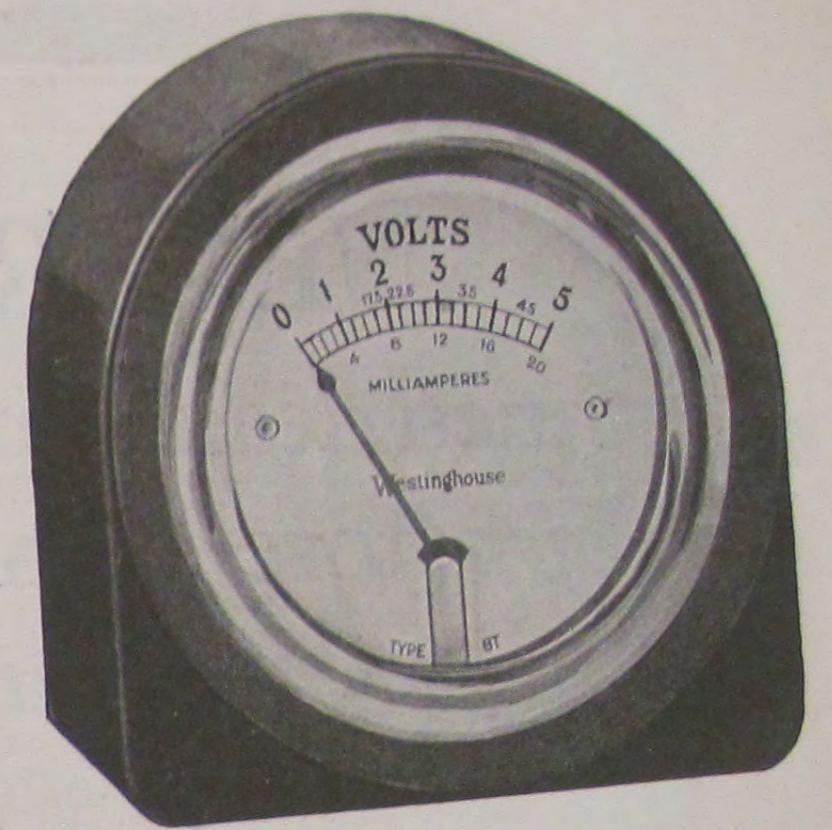
EVEREADY
Radio Batteries
—they last longer

"It is certainly my experience that the Eveready Radio Battery line is an ideal line of merchandise. This is particularly so in my case, for I also handle Eveready Columbia Dry Batteries in my garage business. Each line helps the other—they work together."

Eveready Radio Batteries are fast-turning, profitable items. Order from your jobber.

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

Accurate--
Dependable
AND
A Nice Profit
at \$5



MANY of your customers know that the use of electrical instruments will remove the guess work of radio reception and decrease tube replacement. Heretofore, the high cost of suitable instruments has prevented their extensive use. Today, the Westinghouse PT instrument, operating on a new principle, fills this long-felt want.

PT instruments are accurate to a degree never before attained in an instrument selling at \$5. Their sturdy construction makes them ideal for the experimenting amateur.

When extreme accuracy is desired, the Westinghouse PX instruments at \$10 are the ones to sell. They have jeweled D'Arsonval movements similar to those in the high quality Westinghouse instruments used by electric light and power companies.

Westinghouse Electric & Manufacturing Company
Newark Works Newark, N. J.
Sales Offices in All Principal Cities of the United States and Foreign Countries



A Complete Selling Kit

Our Introductory Package offers a complete selling kit with a minimum investment. It contains four PT instruments and two PX instruments with a display card (shown above) for your window and a supply of booklets and folders.

This kit will help you introduce Westinghouse instruments: the name Westinghouse needs no introduction.

Westinghouse
Testing Instruments

NEVER BEFORE
such dealer enthusiasm! Never
before such an avalanche
of advance orders!

*

The \$95.00 console
speaker set—the
year's merchandising
scoop!

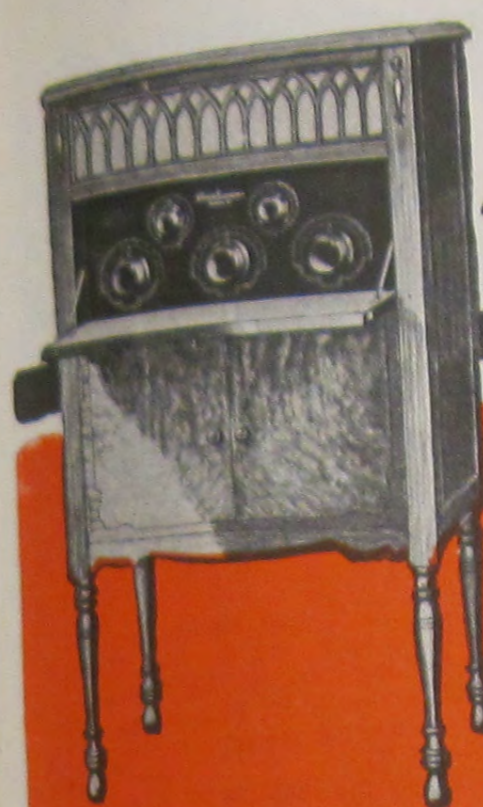
The loop-operated, 8
tube, shielded, single
control set—the last
word in Radio!

There may be a franchise still open
in your section. Write us for your
distributor's name and address.

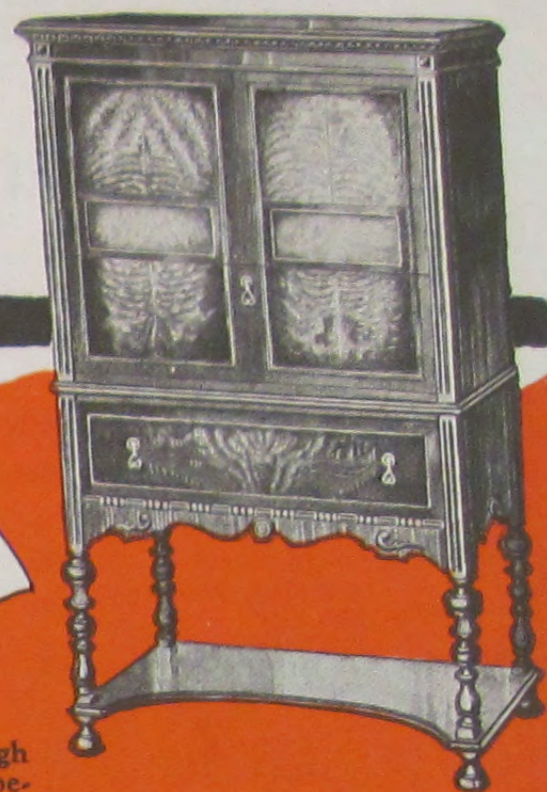
FREED-EISEMANN RADIO CORPORATION
Liberty Avenue, and Junius Street, Brooklyn, N. Y.

A NEW
COMPLETE
LINE

FREED-



from
this



to
this

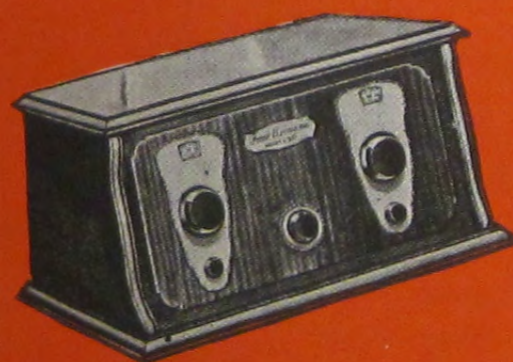
\$95.

Model 10* in Speaker
Console C-10—5 tubes.
Includes battery cable.
Never before a high qual-
ity name on a receiver
in a full size speaker con-
sole at any such price!
List price (less unit) \$95.
A MERCHANDISING
SCOOP!

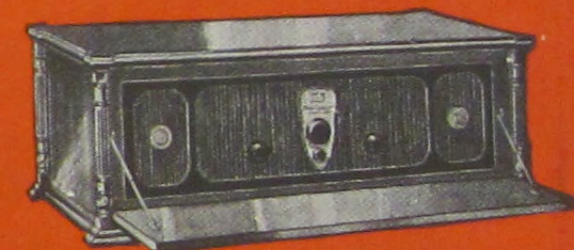
Model 850!—For the high
class market. Loop oper-
ated. Four stages of
Neutrodyne tuned radio
frequency. Single con-
trol. Each stage individ-
ually shielded. Volt
meter on panel. 8 tubes.
THE LAST WORD IN THE
RADIO ART!

\$650.

Prices slightly higher in Canada and West of Rockies.
*Licensed under a group of the Latour Patents.
!Licensed under Hazeltine Neutrodyne Patents.



Model 30*—Six tubes. Three stages of
radio frequency. Metal shielding, two
controls. Setting a new price standard
for shielded sets. List Price \$75.00.



Model 48*—Table model in drop-lid,
desk type cabinet. Three stages of
radio frequency. Shielded. Nothing
in the high quality market with these
features at this price. List Price \$125.



"B" and "C"
Eliminator—A real
engineering con-
tribution. Guarantees
steady voltage.
Operates both "B"
and "C" circuits.
List Price \$45.00.

Model C-40* in Speaker
Console—Setting a new
price standard. Single
control, six tube, three
stages of radio fre-
quency. Shielded. In
full size speaker cabi-
net. List Price (less
unit) \$150.00.

Full-floating
Speaker—Built un-
der a new principle;
powerful actuating
unit. It sells by
comparative test!
List Price \$25.00.



EISEMANN

Two recent court decisions and a policy that vitally concern everyone who sells radio receivers

1. Hazeltine Neutrodyne is protected by valid patents.
2. Hazeltine Neutrodyne is cleared of infringement charges.

NEVER before have two decisions been handed down by the Courts more important to radio distributors and dealers than these.

The first decision was the result of a suit brought by the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, against the Electric Service Engineering Corporation. The latter company is now liable for damages on all the infringing radio receivers it has sold. The distributors and dealers who handled these infringing radio receivers are also liable under the law.

The second decision, which came as a result of a suit brought against a Neutrodyne distributor by the Radio Corporation of America, established the fact that the Hazeltine Neutrodyne Receivers do not infringe the Hartley and Rice patents owned by the American Telephone and Telegraph Company and the General Electric Company.

Although this suit was brought against a Neutrodyne distributor, the distributor's liability was fully assumed and successfully defended by the Independent Radio Manufacturers, Incorporated, the exclusive licensee, under the Hazeltine patents.

What these decisions mean

First of all, that distributors and dealers can buy and sell licensed Neutrodyne receivers with the absolute assurance that they are upon safe ground.

It also proves conclusively that there is something stronger than words back of the oft-stated policy of the Independent Radio Manufacturers, Incorporated, and the

Hazeltine Corporation, to protect those who distribute and sell Neutrodyne receivers against any patent infringement liability.

How about your own policy?

The Courts have recently ruled that Tuned Radio Frequency Receivers with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents. Are you sure that the T. R. F. sets you sell are clear of this liability? If you are in doubt about it, consult competent legal authority.

The decisions involving the Hazeltine inventions mean that receivers employing neutralizing schemes may infringe the Hazeltine Neutrodyne patents. Are you sure the "self-balanced" or "self-neutralized" sets you sell are clear of this liability? If in doubt, consult competent legal authority.

Remember that liability does not stop with the manufacturers of infringing radio receivers, but extends also to distributors, jobbers, retail dealers and even to consumers, having infringing sets in their possession.

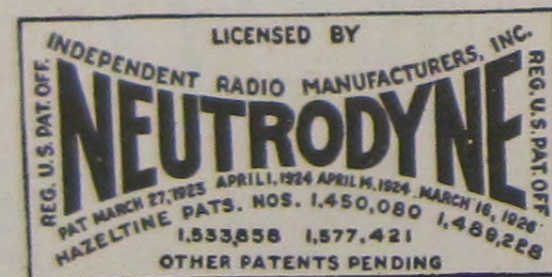
Play safe with Neutrodyne

The best method and the one most widely adopted by careful distributors and dealers is to play safe with Neutrodyne.

The law has given the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, powerful weapons for offense and defense. These two companies will defend distributors, jobbers and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution, so far as those receivers are concerned.

Make the Neutrodyne one of the leaders of your radio receiver business. It is a safe and a profitable policy.

Look for this trade-mark



It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne apparatus:

THE AMRAD CORPORATION Medford Hillside, Mass.	GAROD CORPORATION Belleville, N. J.	STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY Rochester, N. Y.
F. A. D. ANDREA, Inc. New York City	GILFILLAN RADIO CORPORATION Los Angeles, Cal.	R. E. THOMPSON MFG. CO. Jersey City, N. J.
CARLOYD ELECTRIC & RADIO CO. Newark, N. J.	HOWARD MANUFACTURING CO., Inc. Chicago, Ill.	WARE RADIO CORPORATION New York City
EAGLE RADIO COMPANY Newark, N. J.	KING HINNERS RADIO COMPANY, Inc. Buffalo, N. Y.	THE WORKRITE MFG. CO. Cleveland, Ohio
FREED EISEMANN RADIO CORP. Brooklyn, N. Y.	WM. J. MURDOCK CO. Chelsea, Mass.	
HAZELTINE CORPORATION (Sole owner of Neutrodyne patents and trade-marks)	INDEPENDENT RADIO MANUFACTURERS, INCORPORATED (Exclusive licensee of Hazeltine Corporation)	

STEVENS SUPERIORITY

For Instance —

THERE'S the exclusive Stevens diaphragm made of "Burtex"—the new scientific material developed for this purpose. A strong fabric base, formed under tension for resiliency, and impregnated so that it is absolutely damp-proof, it is the only seamless diaphragm on the market, and the only diaphragm formed in the "conoidal" shape.

CONOIDAL

"CONTINUOUSLY CURVED"
The scientific curve of
perfect sound reproduction

Combined with the famous Stevens T. T. "non-freezable" balanced armature unit, this diaphragm affords a greater range of tones and overtones than any other speaker. The diaphragm is inexpensive and quickly replacable—a desirable service feature.



Similar to Model "A" but smaller, ornamental and highly efficient. An exclusive device gives all directional effect if desired—
ADJUSTABLE by tilting top as illustrated.
Complete... \$16.50

Licensed and Manufactured under Pat. No. 1414801.

Model "B"
14 1/2 inch



When you first hear a Stevens Speaker it's a revelation — after that it's a habit!



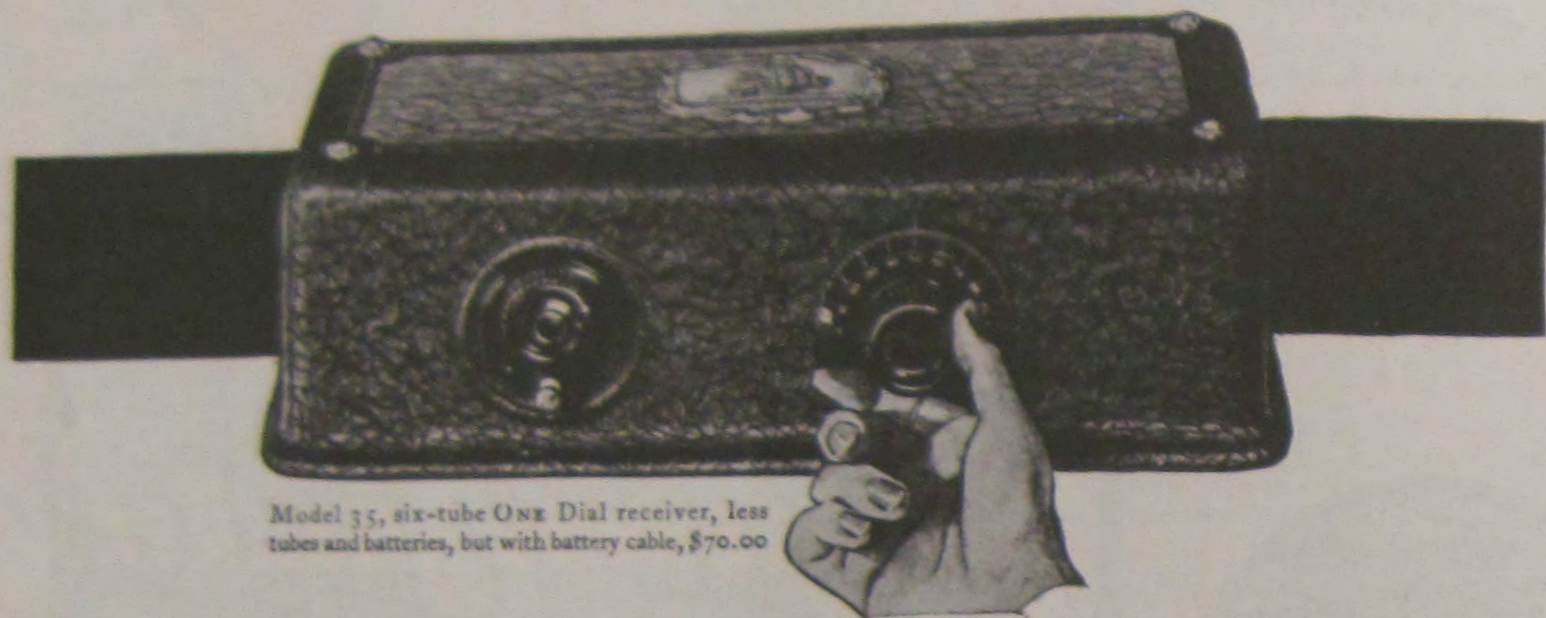
Model "A"
17 1/2 inch
Licensed and Manufactured under Pat. No. 1414801.

Ideal for the home, combining superior tone, and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord. \$25

See for yourself. Visit the Stevens booth 15, Section DD, at the Third Annual RadioWorld's Fair in New York, and notice how Stevens Speakers dominate. It is because Stevens Speakers are scientifically correct and built by the pioneers in the cone-type speaker field.

STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET NEW YORK CITY
Made by the Pioneers in Cone Speakers

ATWATER KENT RADIO



Model 35, six-tube ONE Dial receiver, less tubes and batteries, but with battery cable, \$70.00

1926-1927

Policy, line, prices, advertising — are *right*

NO WONDER Atwater Kent dealers are jubilant over the Fall and Winter sales outlook. Look:

The sales policy—So satisfactory last year that it stands pat for 1926-1927, without the change of a comma.

The line—Four Receiving Sets. Five, six or seven tubes. Genuine ONE Dial operation, without auxiliary tuning devices; or three dials for those who prefer. Tone, selectivity and range of all models again improved by Atwater Kent engineering.

Three Radio Speaker models. One of them offers a new decorative note—duo-tone color.

The prices—Receivers from \$60 to \$140, including battery cable attached to each set. Radio Speakers, designed to bring out the best in Atwater Kent Receivers, from \$16 to \$23. A price for every customer.

The advertising—Radio's greatest campaign. Fifty-one consumer magazines with 20,347,533 circulation. All kinds of magazines—general, women's, boys', farmers'—monthlies and weeklies. Many back covers,

many pages in color. A list of newspapers with 18,000,000 circulation. Posters on 4,358 billboards in and around 199 cities with a population of nearly 40,000,000. A profusion of new dealer helps—new window and counter displays, stuffers, and a mail campaign going direct to prospects from the dealers' stores, bearing the dealers' own names.

And the Atwater Kent Radio Hour—a powerful goodwill builder for dealers—Radio's finest program, broadcast weekly over a far-flung network, with special concerts outside the WEAf chain.

That's the lineup. No wonder Atwater Kent dealers are jubilant. Who wouldn't be?

EVERY SUNDAY EVENING: The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

WEAF New York	WGR Buffalo
WEEI Boston	WWJ Detroit
WSAI Cincinnati	WGN Chicago
WRC Washington	WCCO Minneapolis-St. Paul
KSD St. Louis	

Write for illustrated booklet telling complete story of Atwater Kent Radio
ATWATER KENT MANUFACTURING COMPANY
4733 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.



Model L speaker, dark brown crystalline finish, \$16.00



Model 30, six-tube ONE Dial receiver. Less tubes and batteries, but with battery cable, \$85.00



Model 35, seven-tube ONE Dial receiver. Less tubes and batteries, but with battery cable, \$140.00



Model 20 Compact, five-tube Three Dial receiver. Less tubes and batteries, but with battery cable, \$60.00



Model H speaker, dark brown crystalline finish, \$21.00

Prices slightly higher west of the Rockies and in Canada

Radio Retailing

The Business Magazine of the Radio Industry

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Things You Should Read in This Issue

—About Trade-ins—

"What shall we do about trade-ins?" is a question agitating everyone who sells radio. The Pacific Radio Trade Association solved the problem by sending a questionnaire to its members and ascertaining just how they are handling the situation. Then the association formulated definite and specific rules of procedure to govern trade-ins. What they are can be found in the article, "Solving the Problem of Trade-ins," on Page 58.

—Fall Buying—

What pitfalls must radio dealers guard against in buying their Fall stocks? Wouldn't you like to know what an expert radio merchandiser is keeping in mind about radio this Fall? "Guarding Against Mistakes," Page 64 gives ten business commandments which radio dealers should bear in mind at this time.

—Outside Selling—

Where to get salesmen—how to train them—how to plan an outside sales campaign—how to get the best results from salesmen—all these questions are answered in the article, "Evening Work for Men with Cars," Page 68, which should be read by every dealer who is now selling, or plans to sell radio outside the store.

—How's Business?—

Like to know how business conditions are in the other fellow's territory? Turn to page 62 and read *Radio Retailing's* telegraphic radio trade reports from all sections of the country.

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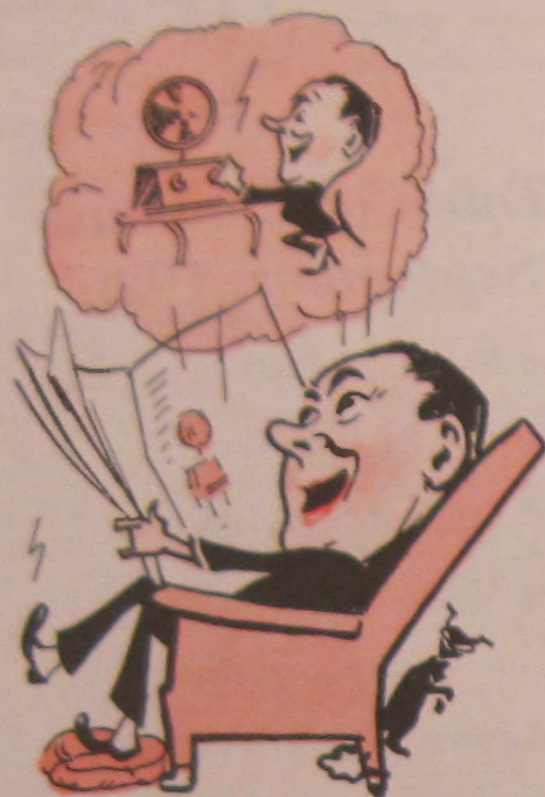
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WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 16th and Parkway
CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 853 Mission Street
LONDON, E. C., 8 Boulevard St.

Does Your Local Public Know About the Splendid Pro



1. Window Displays



2. Newspaper Ads



3. Direct-Mail Circulars



4. Telephone Messages

THE program is what the public wants to hear. After all is said and done, the engineering qualities, the cabinet design or the tone perfection of the receivers themselves must take second place in public interest to the broadcast programs which the prospective purchaser wants to hear with his set.

Sell your public what radio will bring them—merchandise the broadcast programs as outlined on these pages—turn to the following four pages and get a visualization of the many fine features that a radio receiver will bring into any home—then make up your mind now to sell not radio sets, not tonal reproduction, not radio technical

perfection, but the BROADCAST PROGRAMS—the entertainment and education that radio makes possible for the set owner to secure without moving out of his own front parlor.

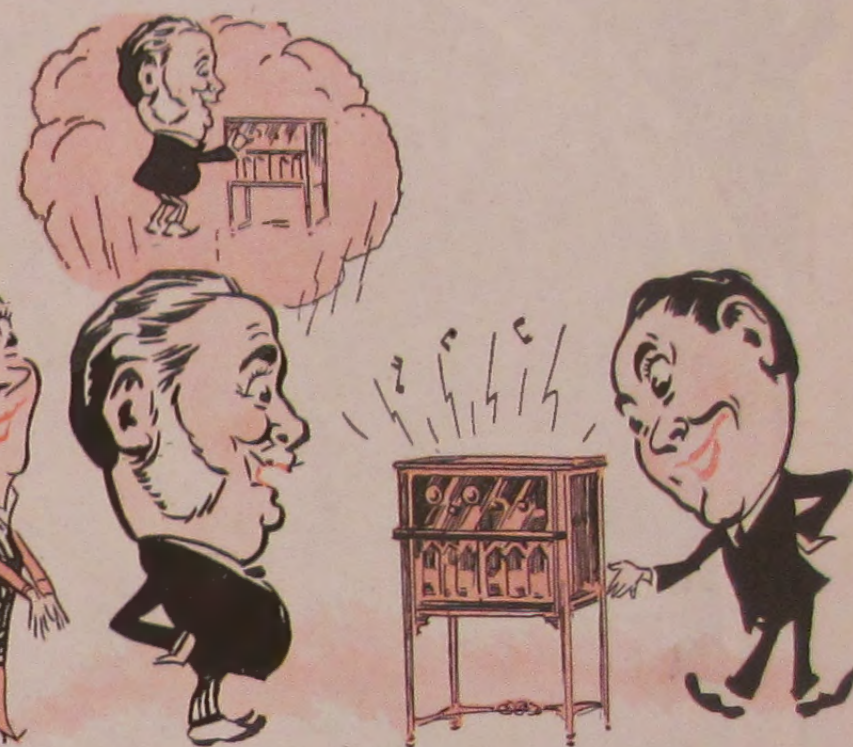
There can be no doubt that the programs are one of the most important parts of the radio sales picture. They are the greatest single sales help the radio merchant has. In the past, programs have not always been of a calibre high enough to permit dealers to get behind and exploit them. But, starting with last season, a definite improvement in the quality of the programs was registered, and this Fall, according to present indications, we shall have

Radio Retailing, A McGraw-Hill Publication

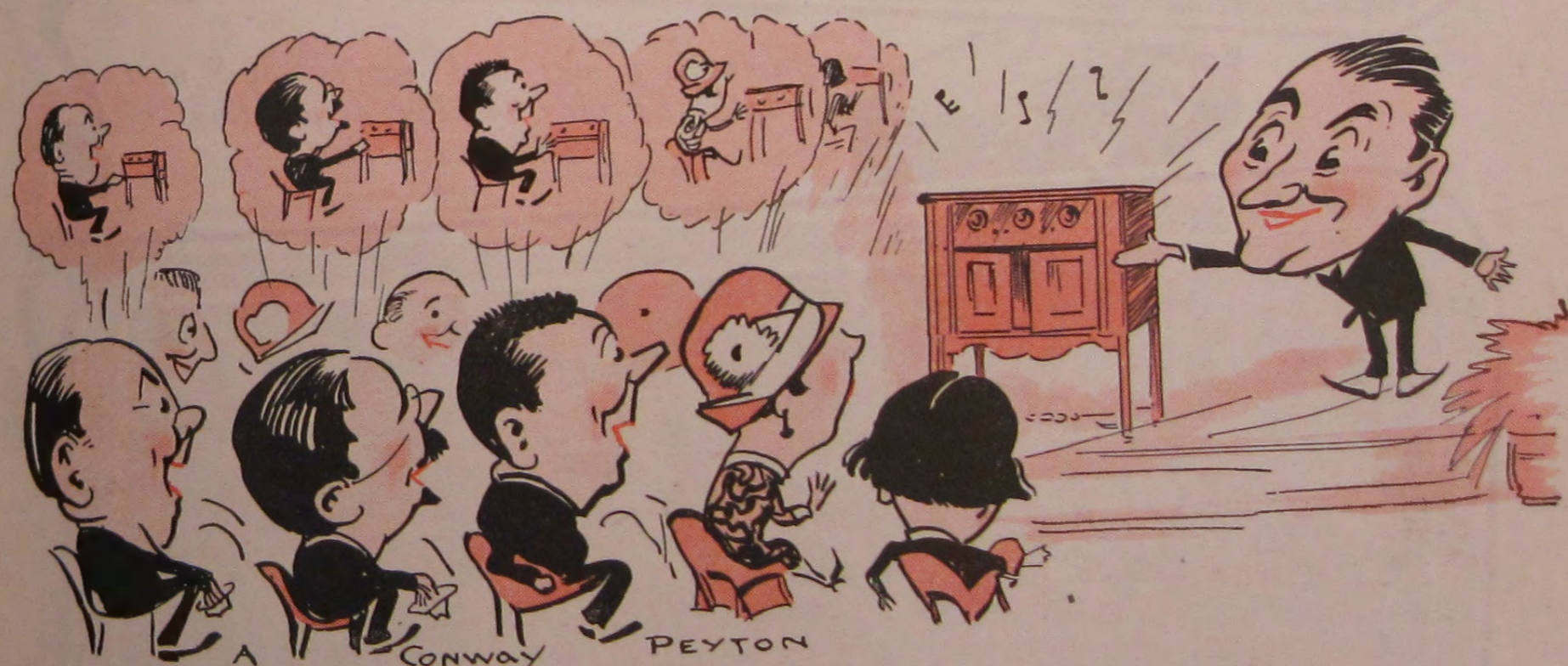
grams to Be Broadcast This Fall? Tell Them Through—



5. Handbills



6. Home Demonstrations



7. Store Concerts for a Selected Group of Invited Guests

the most interest-compelling programs that we have yet enjoyed. Properly exploited, they will make everyone want to own a radio set.

Vocal and instrumental artists of the concert and operatic worlds—stars of the greatest magnitude whom the public pays high to hear—the most popular Philharmonic orchestras—sporting events of all kinds—these are some of the things you have to sell this Fall. Get that thought into your head and put it over to your public—radio brings them the most complete entertainment and educational facilities it is possible for them to obtain—and they get it without leaving their own homes.

And added to the improved programs is the increased number of super-power stations, which will bring your customers these improved programs with greater volume and clarity, permitting reception well above the audibility of natural noises.

Improved programs and stronger signals—in these two factors the retail radio trade has the finest sales opportunity that has ever been offered to any trade.

The dealer who makes a thorough survey of his neighborhood in search of good methods of advertising broadcast features—and then puts his plans into execution will certainly come in for a windfall.

Here Are Some of the Smashing Sports Brought by Radio Right to the Set Owner's Easy Chair

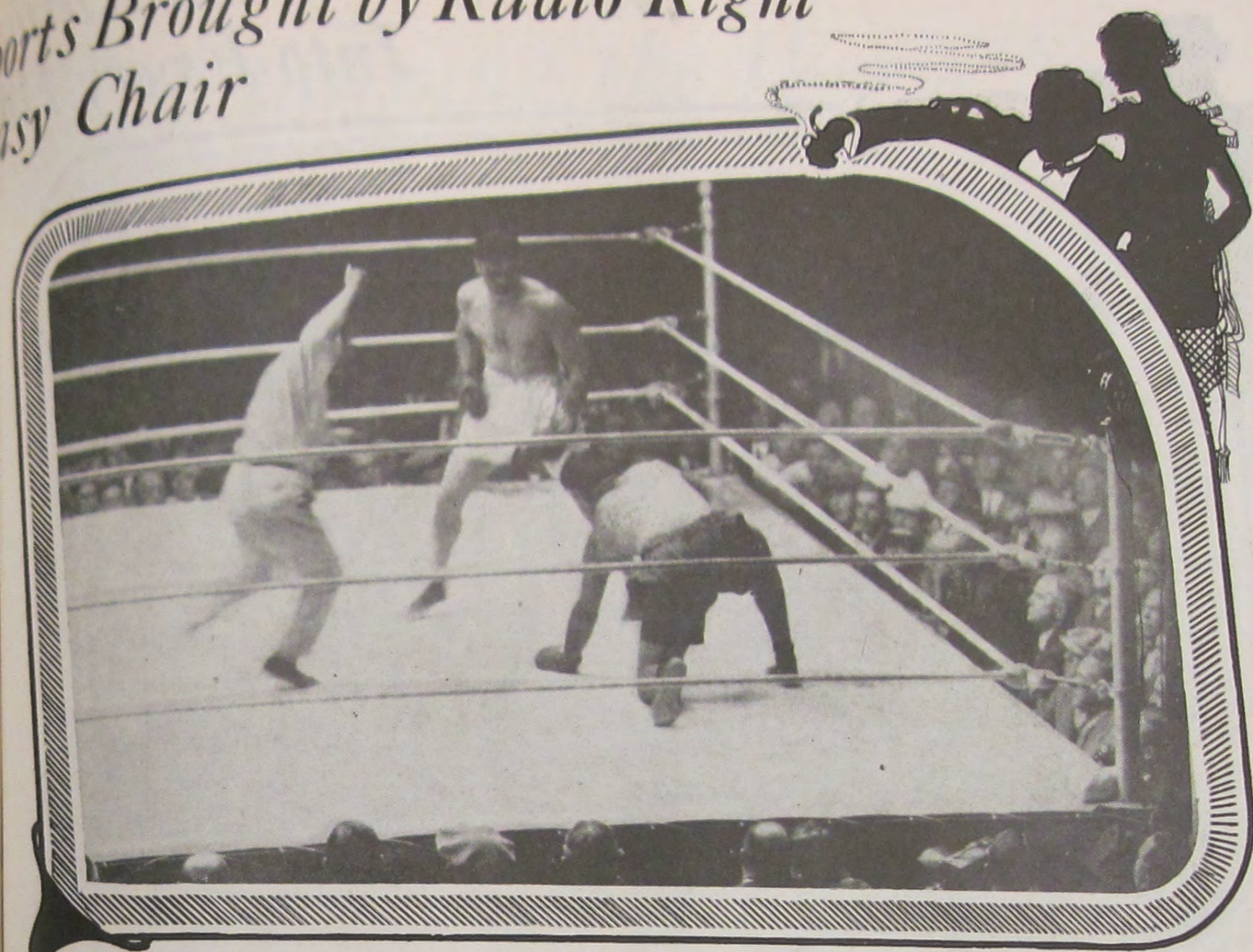


Baseball games and scores—and next month the play-by-play descriptions of the World Series



Inter-collegiate football games, with the microphone literally on the field of action

Radio Retailing, A McGraw-Hill Publication



Championship boxing contests broadcast direct from the ringside



Concerts by famous orchestras and bands, as well as individual vocal and instrumental recitals by the world's greatest artists

Radio Retailing, September, 1926

Entertaining and Educational Into Every Home



Operas and plays, usually prepared especially for radio presentation



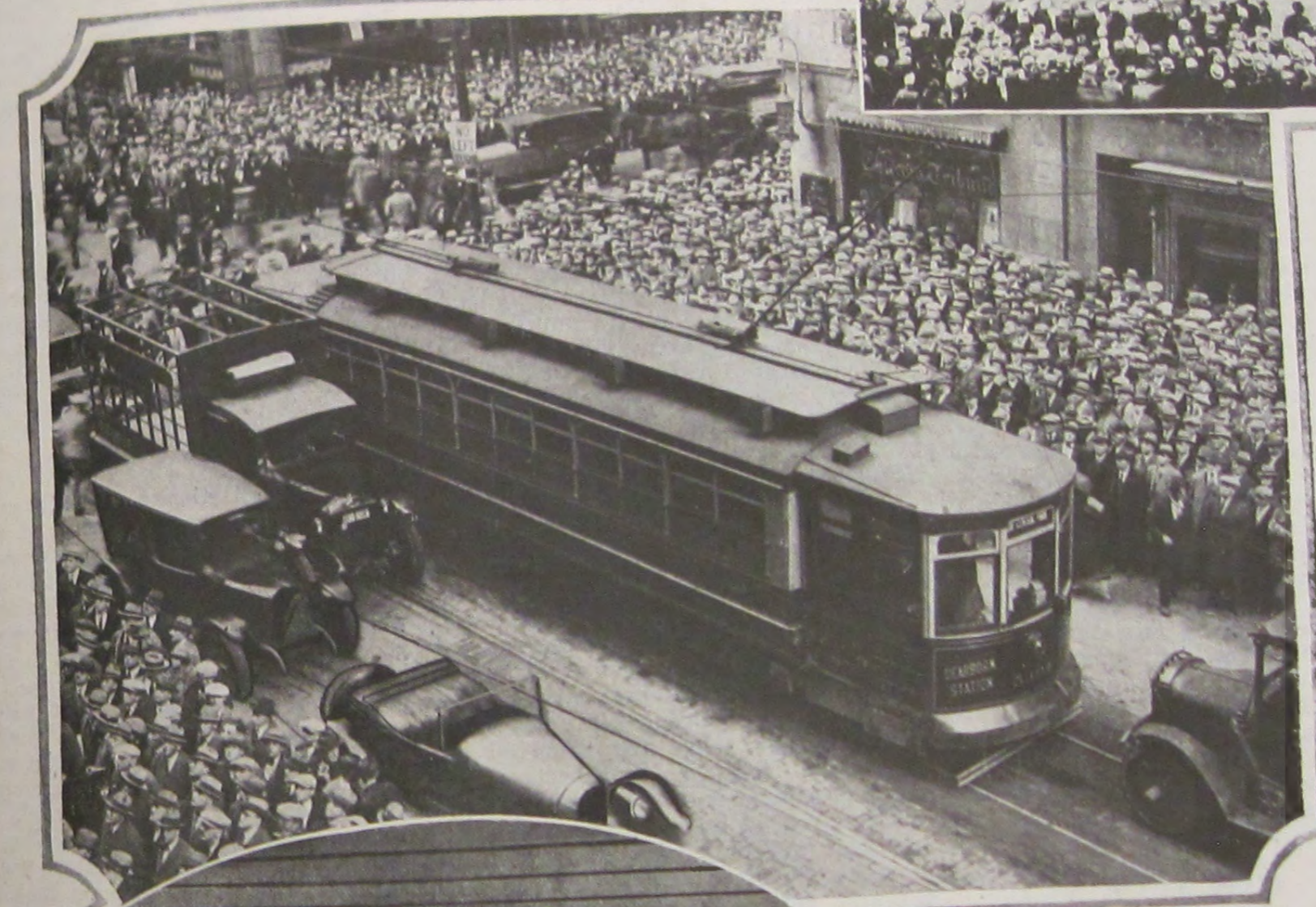
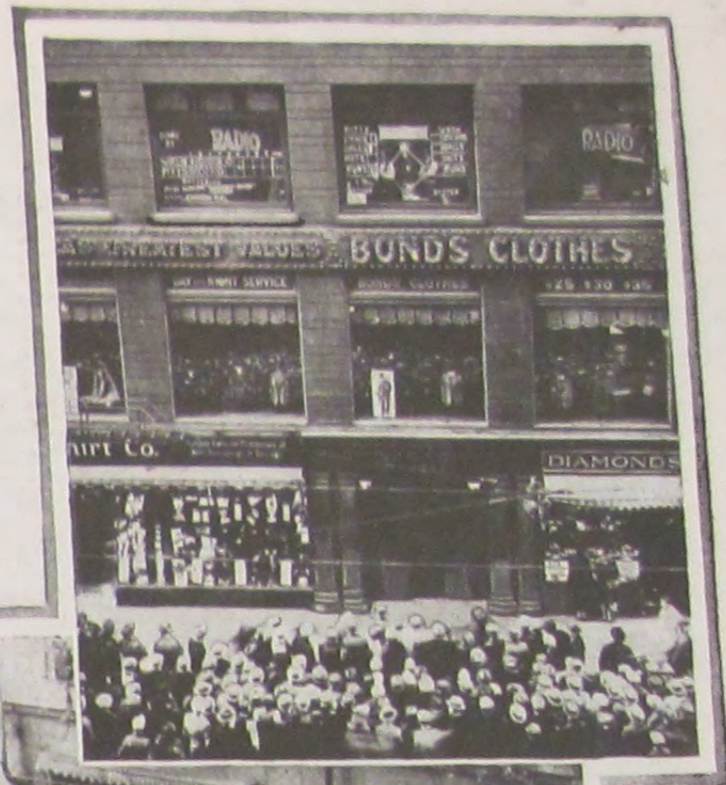
Programs for the farmer—live stock and market prices, weather, crop reports, agricultural aids from Government; college extension courses

30 Jc 81 G 1

Capitalizing the World Series

RADIO dealers who endeavor each year to give baseball fans the returns of the World's Series will be interested in the simple, but effective, plan illustrated on this page, which was tried out successfully, last year, by a Chicago radio company. This company is located in a building opposite the Chicago office of "Radio Retailing," near one of Chicago's busiest and noisiest corners.

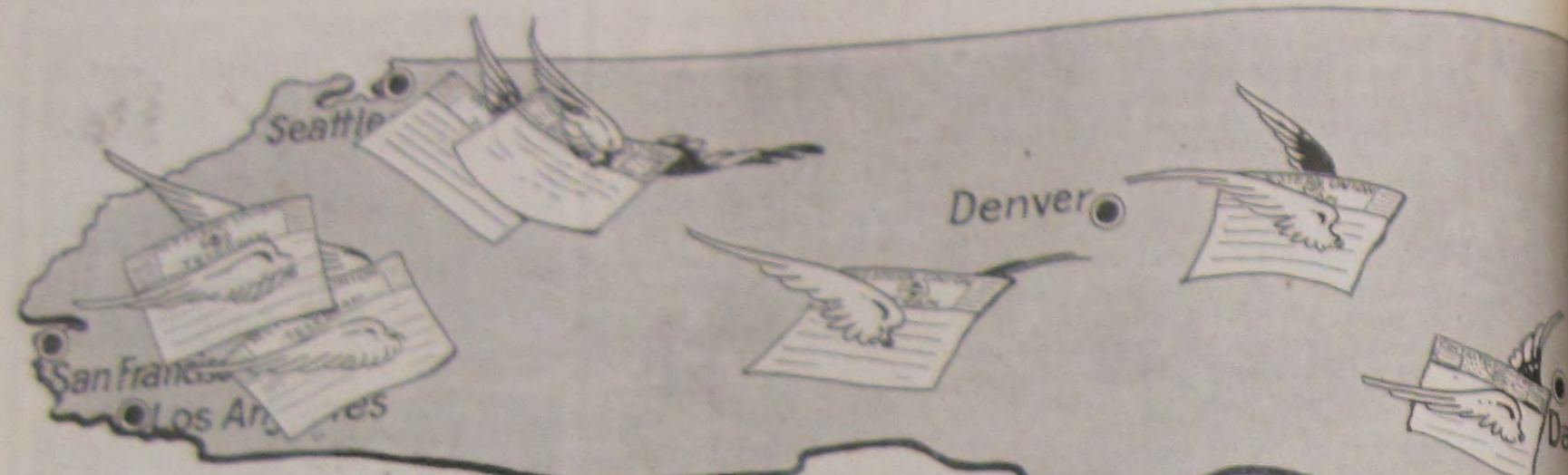
The din of trucks, autos and trolleys at this point made the use of a loud speaker impracticable. So it was decided to post the returns, as they were received, on the windows. On one, the score and the batteries were chalked up; on the other, the individual plays were recorded. Baseballs, made of cardboard and hung on small vacuum cup hooks, represented the runners and were moved from base to base as the runners advanced. The diamond, score board and returns were painted on the glass with a preparation of



whiting—the white powder used in polishing silver and glass—mixed with water to the consistency of cream. This mixture is put on with a brush, and is easily removed with a dry or damp cloth.

THE plan was a huge success, as is evidenced by the accompanying photographs of the dense crowds that packed every available inch of space from which the windows could be seen. Other dealers this year might well prepare to put across a similar stunt.

Radio Retailing's Barometer of the Market



Telegraphic reports giving last-minute details of radio trade conditions in all sections of the country

Chicago

Consumer and dealer fall buying definitely started. With a bang one very prominent midwest distributor reports sales last thirty days as being three times ahead of last year. Large parts manufacturer states demand is for new developments and twice as strong as same period twelve months ago. Dealers observe marked tendency on part of set owners towards larger and better sets. Therefore a healthy market for six and seven tube outfits. Farming centers visited show rural demand for five or more tube sets, and eighty per cent of prospects want table models. Practically every city of any size planning for a radio show with space already seventy-five per cent pledged. Real entertainment will be offered as added inducement to sustain public interest. Reception conditions good. No station interference other than customary has been noted of late.

New York

Business in the metropolitan district has "opened up" at least two months earlier this year than in 1926, when very little was done until November first, according to jobbers. Though sporadic, many report periods of trade equal to height of last winter, with average running well ahead of last month. Expect to be in full swing right after Radio World's Fair, early in September, as manufacturers have merchandise ready for immediate sale. Last year interest after show was permitted to subside because of non-delivery of goods to jobber. Consensus indicates that this is to be a banner battery eliminator year, with batteryless receivers and cone type loudspeakers trailing not far behind. Console receivers of better grade going well. Good furniture of all types in demand. Many believe large replacement business of low priced models will be done this season. It is evident that retail-

ers, almost without exception, are limiting stock to two or three lines and manufacturers who introduced products to trade early are in strategic position. Trade views indicate greater confidence of jobber and dealer in manufacturer. Prices appear greatly stabilized, and better control of distribution with fewer jobbers for each line, with closed territories, is expected to reduce cut-price practice to minimum.

San Francisco

Radio business in San Francisco territory greatly improved over last month. Good, very good, best yet, say dealers, while jobbers report steady increase of orders even in advance of radio show. Apparently it is dealers rather than public who are holding off until after show. Retail sales are reported as forty-five to fifty per cent better than in July. August is showing from thirty to fifty per cent increase over the same month of preceding year with excellent prospects for steady improvement. Particularly active in sales are battery eliminators and power operated sets, medium priced sets and cone speakers. Radio show this month will stimulate buying both on part of dealer and public, especially as no startling changes are anticipated to upset trade. San Francisco schools already open mean early stabilizing of retail market, recovering from vacation conditions.

Detroit

Excellent increase in this summer's business over that of last summer and a season starting several weeks earlier than last year are characteristics of conditions in Detroit. Business very good at present for the time of year and running about fifty per cent ahead of last month, due to improved reception and early beginning of season. Jobbers report from thirty-three to four hundred per cent increase over same month last year. Good sales of elimi-

nators, new power tubes, detector tubes, speakers, and power units have boosted summer sales far over those of last season. Dealer buying is picking up right along and many new dealers are being signed up. Interest in new sets and more stabilized conditions important factors.

Atlanta

General optimism apparently prevails in Southeast for most successful merchandising campaigns ever launched in radio. Those lacking interest in its development are dealers and distributors who have always considered it side line. It is generally conceded that Southeast has lacked in radio advancement compared to other sections, but with approach of fall and business conditions much improved, last season interest is being manifested from every standpoint, which has never before existed. July sales reported increased over June this year, and approximately fifteen per cent increase over same period last year, even though divided by a greater number of dealers and distributors. Heavy, daily rainstorms during latter part of July had bad effect and reflected in dealer sales, yet such is expected for July.

Minneapolis

Despite poor wheat crop in some sections of the Northwest, radio dealers without exception confidently expect 30 to 50 per cent increase in business this coming season. All other crops more than fair. This and stabilization of radio sales and products and rapidly awakening appreciation of the farmer of his need for radio were reasons given for this assertion. Recent Northwest Radio Trade Tour, inspired dealers to earlier and greater sales efforts. Enthusiastic reception everywhere accorded the tour, interest displayed at discussions and in advance models, and buying response of dealers indicate coming season will be big in every way.

direct wire
to "Radio
Retailing's"
private
telegraph office



Denver

Radio business in Denver territory fair. Sixty per cent ahead of July which, however, was one of the quietest months in the history of the industry. Consensus of reports indicates about fifteen per cent increase over last year. Prospects for early fall business good. Both wholesale and retail fields very optimistic. Jobbers and distributors of complete receiving sets report very liberal contracting by dealers with shipments beginning as early as September first. Dealers report great interest on part of public in new models. Date on real activity will be governed by improvement in reception which during the summer months has been poor.

Boston

Late July sales in Boston territory spotty. Volume of business less than June, but greater than June last year by about twenty-five per cent. Complete set sales quiet, while accessories and specials are going strong. Twenty-five hundred battery charger sales recorded by small group of jobbers against few hundred for June, 1925. Average sale accessories gains. Specials, including phonograph attachments and amplifiers, for which only light demand recorded last year, now attracting interest. Portables and high class receivers gaining ground among permanent summer resident resorts.

Toronto

Vigorous upward trend characterizes Toronto radio market. Distributors and jobbers not hesitating to commit themselves with known lines. Sluggishness has disappeared from retail trade though set buying mostly sample orders. Carload order given by one large distributor. Summer lines disappearing from retailers' windows and plans well advanced for big fall drive. Good attendance reported at all conventions arranged by manufacturers and distributors. Dealers present were unanimous in expectation of greater volume of business than last year. Sales decidedly better throughout trade. Reported increases over month of July from fifteen to thirty per cent.

New Orleans

Radio sales in New Orleans territory already indicate fall season well under way. Last year, \$2,812,705 worth radio apparatus sold in this section. Jobbers expect estimate of \$4,336,000 will be exceeded this season. Lines of competition keenly drawn for first time. Price cutting has not set in on large scale. Jobbers satisfied with lines they now handle.

St. Louis

Very satisfactory increase thus far during August is extremely encouraging report from radio trade generally in St. Louis territory. The increase is not only in volume but also quality of business being done. Buying of better and more expensive merchandise very noticeable, proving value of educational campaigns on better radios. Comparison of August business and July develops fact that increase in August is 25 per cent. Business statistics on August, 1926, as compared with 1925, show 1926 averaging 50 per cent better.

Cleveland

Radio distributors in this section are feeling first indications of big season. Consensus is this summer's business was fifty per cent better than previous summer, and that fall business this year will be thirty to fifty per cent better than fall of 1925. New models are receiving advance sales. One dealer reports he can't keep up with orders. Larger sets, ranging from \$500 to combination set at about \$1500, being readily sold.

Guarding Against Mistakes in Merchandising Radio this Fall

By S. J. RYAN
Merchandising Counsellor
"Radio Retailing"

Radio merchants, in the past, have been prone to live only in the Fall, riding along on the crest of the buying-season flood without thought for the spring ebb that inevitably follows. They do an immense trade from September to December but fail to take precautions then to guard against the onrushing dog days.

It is all very well to revel in the lap of prosperity while business is good, but what a howl goes up when trade falls off. It is significant that most radio retail trade failures occur in the spring and summer. The reason is

obvious—these dealers, during the rush season failed to look a few months ahead and prepare for the lean period to come.

In the following article there are outlined ten radio business commandments. Dealers, paste them up in front of you and keep them in mind while the shekels are pouring in this Fall. Conservation of resources is of the greatest importance at all times—not only when business is poor, but especially when business is good, so that by careful planning and steady guiding, the strong months can be made to strengthen the weak ones.

1. Carry as Small a Stock as Possible—

THIS is one of the most important principles to assure safety and profit. Large stocks invariably mean large losses—and this is particularly true in radio. I must be in as liquid a position as possible at all times, and the only time I can, with safety, anticipate my requirements is at the beginning of the season of greatest demand. In radio, this is September 15. But anticipating demand in radio for a longer period than thirty days is hazardous and unprofitable.

Small stocks will also protect me against heavy loss occasioned by changes in styles, hook-ups, or consumer demand. Likewise, they reduce my stock investment and permit me to make the same dollar work oftener for me.

2. Control Stock by Keeping Accurate Record of Sales and Purchases—

IN the first place, I'll lay out an ideal stock for, let us say, October 1, December 1, January 1, and June 1, and then use that as a guide in buying.

In the case of the smallest retailers, dealing in units, this is unnecessary, but in all other cases it will be found to be simple in operation and of immense help in stock control and buying.

A simple and effective method of classifying

sales will be to divide my stock into a number of groups, such as: 1. Receivers; 2. Radio-phonograph combinations; 3. Battery eliminators; 4. Batteries; 5. Loud speakers, etc.

As sales are completed, I'll note on the sales check (or on a pad beside the register) the number denoting the type of merchandise and the amount.

I'll classify my purchases in the same manner and I'll have a very practical perpetual inventory that will not only inform me as to the division of my stock investment, but what is infinitely more important, tell me *what is selling*—instead of leaving it to guesswork or memory.

3. Build Up and Maintain A Superior Service—

ONE of the great weaknesses of the retail radio industry today is in the quality of the service rendered the customer. The radio public is hungry for competent service and more than willing to pay for it. It is only the incompetent service organizations that need operate at a loss.

The off-season slump has no terrors for the radio merchant who has a real service department. The public will make a beaten path to his door, no matter where he is located.

Superior service is the best possible advertisement, and if I succeed in selling my service to the public, the merchandise will take care of itself.

4. Utilize Direct-by-Mail Advertising—

THE easiest trade to attract is the natural trade of my location—those for whom my shop is the most convenient. These are not necessarily just my neighbors; for example, they might be suburbanites who can park their cars more conveniently at my shop than elsewhere.

I'll study my natural trade and my advantages, and then concentrate on them through direct-mail publicity. I'll make my shots count and tell 'em something—not a lot of hackneyed drivel.

If I'm a good salesman, I'll talk to them in my mail—or get my best salesman to do so. I'll personalize my messages, and they'll bring results. I'll not use too big a list—that is wasteful. And I'll tell 'em often about my superior service.

5. Use Windows to Sell Ideas—

AFTER service and publicity comes the third step in advertising—window display. Ninety-eight per cent of radio window displays are stiff, unimaginative and not interest-compelling. They are merely stock displays. Except in the case of merchandise being sold at sharp reduction, this type of window is practically useless.

People don't buy radios on account of their appearance, but because of their performance. I'll illustrate in my windows what radio will do for the owner of a set. Action windows, of course, provide the greatest interest, and uniqueness and beauty are next in order. Manufacturers and jobbers will gladly help me here.

6. Have Knowledge of True Costs of Doing Business—

RUNNING a business without a knowledge of costs is no less dangerous than running a ship without a compass. I'll have more "know" and less "guess" in my business; otherwise I realize I cannot survive, much less expand.

I'll use a simple division of expenses that will show me as I go along what my costs are and yet be so simple that I can keep track of it in a few minutes of my spare time each day.

7. Rigidly Control Expenses—

I WILL control my expenses so thoroughly that I'll build up a reserve in the five good months to carry me over the seven less prosperous ones.

I'll not lose sight of the fact that a dollar of expense saved is as important as \$35 of sales made, and I'll accord it the same respect and attention.

The coming months will undoubtedly be ones of great prosperity—But here are ten general merchandising principles, ten business commandments, which dealers must not lose sight of, however large their volume of sales

I'll not permit false pride to interfere with a program of sensible economy in my business and I'll carefully scrutinize the expenditure of every nickel.

8. Carry Standard Lines—

STANDARD merchandise not only has an established market of its own, but, in addition, will lend prestige to my establishment.

People have more confidence in something they know and have read about than in an unknown brand, and even though the gross margin may be somewhat smaller on this class of merchandise, the sales effort required to dispose of it is much less, and equalizes that factor.

9. Don't Handle More Than Three Standard Lines

THIS is in accord with the first policy laid out—to carry as small a stock as possible. It is unnecessary, confusing and costly, out of proportion to the benefits derived to carry a large number of similar lines. I will endeavor to secure the best possible lines, handling only one each in these classifications; one to retail at \$100 or less; one to retail at less than \$200 and one to retail above the latter amount.

In this way I can simplify my stock investment and service problems, and yet have the price range to meet the requirements of all classes of customers.

10. Balance Stock Investment to Secure Most Rapid Turnover—

EXPERIENCE alone, of course, will ultimately determine the proportions of various classes of merchandise which can be best carried in my stock, but inasmuch as I must anticipate what these demands are going to be at the beginning, I will divide my stock investment in this manner:

- 10% in sets retailing at \$100 or less.
- 20% in sets retailing at \$100 to \$200.
- 20% in sets retailing above \$200.
- 50% in parts, accessories and supplies.

I would buy this merchandise from the local jobbers or distributors and carefully watch it, so as to determine as soon as possible what the ideal proportions are for my particular trade. When by careful experiment I had found these proportions, I would hold to them in spite of the glamor of apparently bigger and better propositions.

Concentrate Displays on One Idea

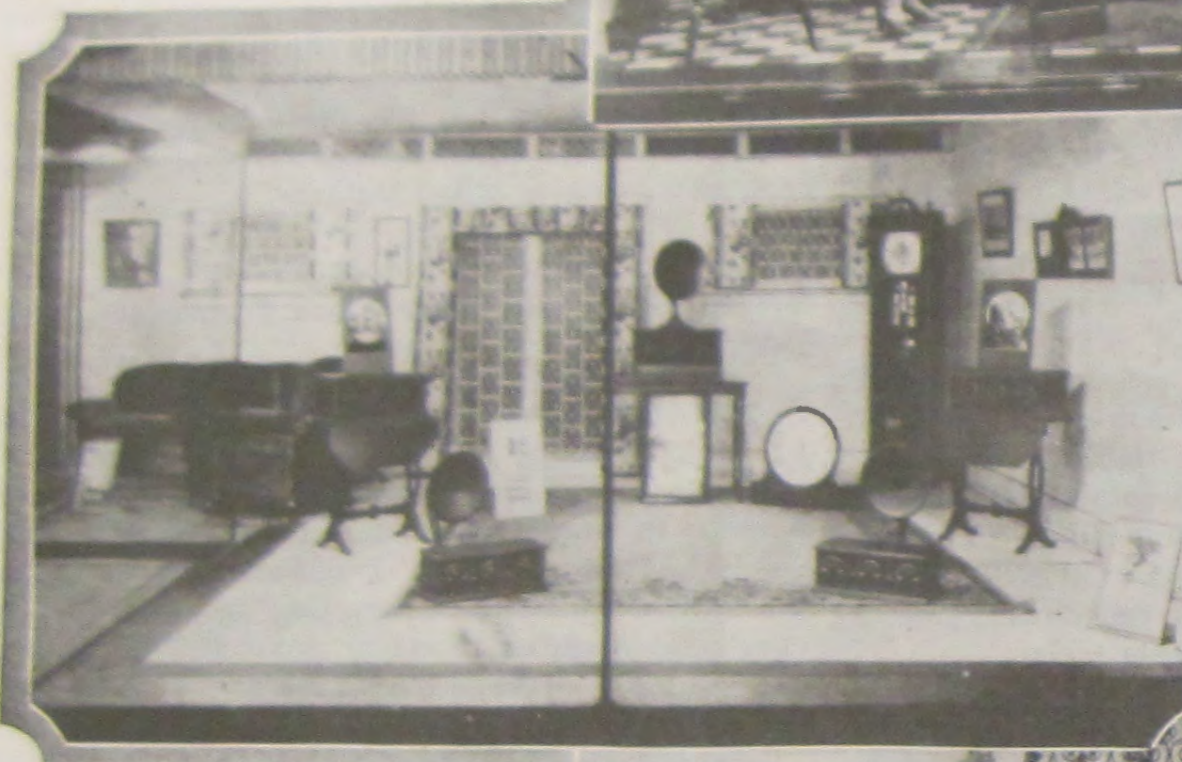
Radio Entertains at Five O'clock Tea

The idea of selling radio as entertainment is emphasized in this display (right) in the window of Yowell-Drew Company, Orlando, Fla. This window was awarded first prize in the Stewart-Warner window display contest. The display ties up splendidly with the advertising material sent out by the manufacturer.



Focussing Attention on One Receiver

One set only, the Stewart-Warner matched-unit receiver, is featured in this display (left) of the Robertson Furniture Company, Lincoln, Neb., which won the second prize in Stewart-Warner's window display contest.



The Adaptability of Radio to Every Home

Radio fits into the most artistic as well as the humblest setting, both in construction and price is the message carried by this elaborate foyer (right) in the window of Stoehr and Forster, Scranton, Pa.



Public Given Chance to Study Features of Set

The advantages of the totally shielded receiver are graphically illustrated by the display at the left which occupied the window of G. C. Knickerbocker of Decatur, Ill. Each part of the shielded set is tied up by means of a cord with one of a series of window cards, explaining the special features. Flowers and foliage suggest the all year round acceptability of radio.

with Cars"



to a 50 per cent participation in the following approximate schedule of advertising costs per set in the retail stock:

Receiver selling at	"Ad" cost per set	Each pay
\$200	\$8	\$4
150	6	3
100	4	2
60	2	1½

The manufacturer's advertising man is usually willing to supply quantities of circular matter and is glad to loan engravings for special printing work. Of course, the manufacturer's distributor can attend to these things, but a good deal of time is saved if the dealer sends his requisitions direct to the manufacturer.

In large cities such as New York and Chicago it is almost impossible to obtain salesmen to sell radio direct-to-the-consumer on a straight commission basis. Of course, an ad in the local paper for salesmen always brings to the store a number of floaters and "has-beens" who try the dealer's time and patience for a week or so and then quietly disappear. The time to eliminate this type of salesman is before he is hired.

Should the dealer be fortunate enough to "sell" his plan and himself to two or three real salesman—

men who do not brag of cleaning up "five hundred a week in the oil lease game in 1919"—he should teach them something about the set or sets they are going to sell—if they know little about radio, and get the technical drivel out of their systems if they know too much. The good radio salesman thinks that the Heavyside layer is a geological formation. The average radio prospect is as interested in the capacity of variable condenser as he would be

in the test laboratory figures on the tensile strength of the spring in his phonograph motor. The success of the entire campaign depends largely upon securing just this type of men, and discrimination when selecting men cannot be brought home too forcibly.

Every radio dealer knows that radio receivers are sold in the evening and not during the day, with the exception perhaps of Saturday afternoon.

Men Should Have Cars

The majority of the men on the dealer's sales force should be men who have salaried positions which keep them busy during the day, and a strong desire to fatten the family exchequer by working a few hours evenings. And they should have cars. The dealer should not make the mistake of taking on too many salesmen. Four salesmen for every 100,000 population are more than sufficient. He should also remember that a sales force cannot be built up in a week. The "hatching" period for a good radio salesman is about 30 days.

The dealer's service man, if he has one, should be assigned to the sales force for a few hours daily for the purpose of giving instructions in the proper "hooking up," and demonstration of the radio receiver and its accessories. After the salesmen have shown every indication of "sticking" with the dealer they should be bonded. A \$500 bond is sufficient to cover any contingency and costs the dealer about \$5. Some dealers, and large organizations in other lines of endeavor, have made the mistake of having their prospective salesmen fill out a bond application that was never intended to be sent to the bonding company just for the sake of "kidding" the salesman and saving a few dollars. Though the majority of salesmen are honest there should be no compromise with safety.

Demonstration Equipment

The dealer should prepare complete demonstrating equipment for each of his salesmen, who should be permitted to keep these receivers in their homes for their own use, taking them out when a demonstration is to be made. This will give them confidence in the performance of the receiver and eliminate the possibility of losing a sale because the "set didn't work."

Most standard receivers will operate on an indoor antenna on local

Evening Work for Men With Cars

Sales demonstrators for a nationally advertised radio product wanted to work evenings and week-ends. Positions open only to those owning cars. Men who are able to make three or more demonstrations a week can substantially increase their earnings. Commission basis. If you know enough about radio to run in WEA and wish to make use of your spare time to better your position, phone Mr. Smith—before 1900 for appointment during or after business hours or call at 18 Bedford Street.

This advertisement has not failed to produce gratifying results in four large cities and will usually bring to the dealer's store, honest, ambitious, sincere men of good appearance who will do their work well.

stations and demonstrations are usually made with such a system. The operating characteristics of all radio receivers change when an indoor antenna is substituted for an outdoor antenna and the salesman should familiarize himself with each method of operation. Should distant reception be demanded by the prospect, the salesman can run up to the roof with a hundred feet of insulated, stranded flexible wire and put up a satisfactory temporary antenna in a few moments.

Another angle of sales resistance is the question of price. Many prospects will ask for a home demonstration, knowing full well the price in advance, and then balk at the price. The salesman who cuts price by sacrificing commission should be fired. The dealer should handle a line that has a flexible price range, a set to fit every prospect's purse.

Select Proper Credit House

Special care should be taken in the selection of a discount company to handle the time-payment paper. Some companies insist upon a down payment of 25 per cent, and then include a finance charge on the entire purchase price. Many are the salesmen who have been struck dumb, when the prospect, pen in hand and ready to sign on the dotted line, inquired, "Why in hokum should I pay interest on the money I have already paid in." Be careful in the selection

The Justice & Parker Company, 661 Main Street, Columbus, will interview several men now employed, owning cars, for work in new department. Call any time.

In the smaller communities of 300,000 or under, in which the dealer is fairly well known, this ad will suffice to secure the services of a few good part-time men.

of your financing company and be sure your salesmen are well versed in all points of the contract.

While nine out of ten of the dealer's customers will buy on the time payment plan, repossessions of sets sold on the time payment plan are of rare occurrence. Out of 2,400 receivers sold on the time payment plan in New York City by a large direct selling organization, eleven were repossessed, seven of the eleven from individuals living in cheap furnished rooms. Three more were stolen—the down payment made and nothing more heard or seen of the "purchasers."

Straight Commission Only

Fifteen per cent is a healthy commission to pay salesmen on all "cold turkey" business, or straight canvass. Ten per cent should be paid on leads supplied to the salesmen by the dealer. The salesman should not be made the "goat" in the event repossession is made of the equipment he has sold in good faith. The surest way to lose a good radio salesman is to ask him to return the commission paid him on a radio set that has been returned. This applies particularly to time-payment sales.

Dealers in many localities have a good deal of price cutting to contend with. The "gymps" rarely, if ever, guarantee or service the merchandise they sell. The dealer by issuing a servicing guarantee to the customer, in the form of an "insurance policy" entitling the customer to six or more service calls for a period of one year, satisfies the bargain hunting instinct and makes the sale.

A Service Department Necessary

Though most of the receivers the dealer will sell will be on the time-payment plan, the binding contract stipulating that the purchaser pay his monthly installments regardless whether his receiver works or not, the dealer must maintain a service department proportionate with his turnover. It is comparatively easy to sell radio—the hard job is in keeping it sold.

Salesmen should be taught to appreciate the advantages of good "A" and "B" eliminators and trickle chargers. The customer is usually in a prosperous frame of mind after he has signed a contract, and the salesman, with a little persuasion, may induce him to substitute eliminators for the usual batteries, or at least add a trickle charger for the "A" battery.

Radio in an Old-World Setting

"A PROSPECT at ease is a prospect half sold." That's the better business formula of Tupper and Reed, radio-music merchants of Berkeley, Cal., whose keen merchandising foresight is responsible for this attractive shop.

Since the store has been completed, its old-world, home-like appearance in the midst of tall city buildings has attracted widespread attention, commuters often walking several blocks from the railroad station to examine it at close range. As may be seen in the illustrations, the shop exterior closely follows the style of an old English cottage. Steeply gabled roof, large chimney, an outer staircase to the upper floor, and quaint cobblestone paths invite the customer to enter in search of further knowledge of radio sets he sees displayed in the pleasing windows.

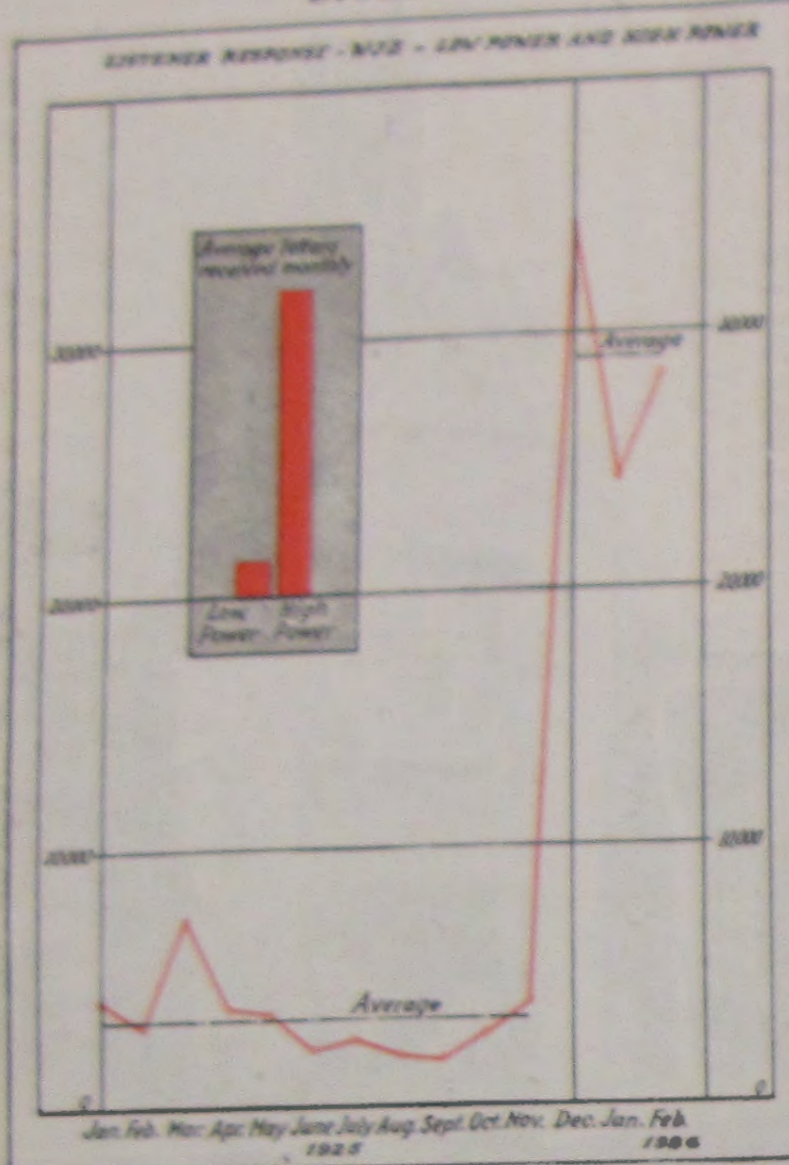


Within, comfortable lounges, a Persian rug or two, and a "homey" fireplace surpass the expectations of one who wanders in after a glimpse of the exterior. Brick, beams and rough plaster give an intimate touch which is the keynote of the entire structure. The narrow balcony off which are demonstration rooms and offices is reached by a brick staircase. This enhances the appearance of the central sales room, the ceiling of which is the roof of the building itself.

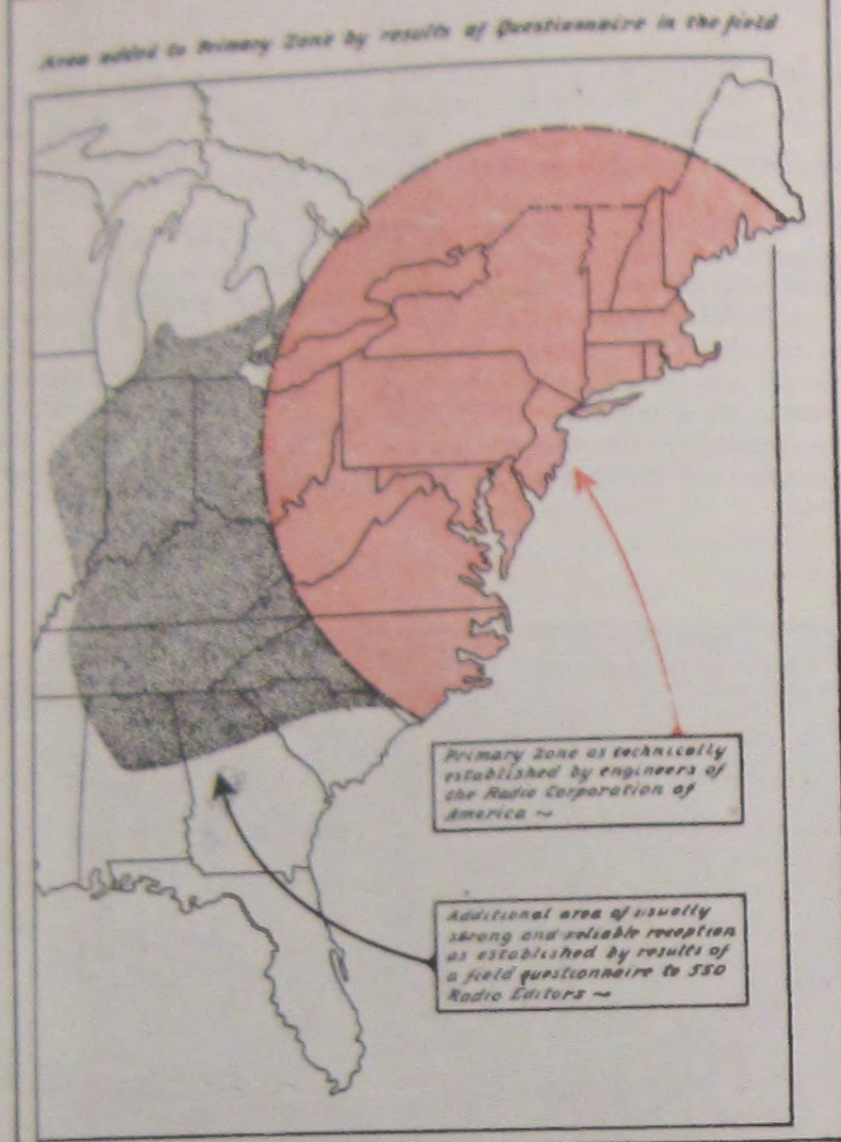
Prospects may also enter the shop through an adjoining antique shop on one side or a tea room on the other through a small arched passage connecting the three shops. The final touch, adding infinite charm to the entire setting, is the lighting system. The store window is illuminated by antique Italian-lanterns and two blue-globed flood lights.

How Super-Power Serves the Nation

Results achieved by WJZ, the first high-power broadcaster, show need for more powerful stations

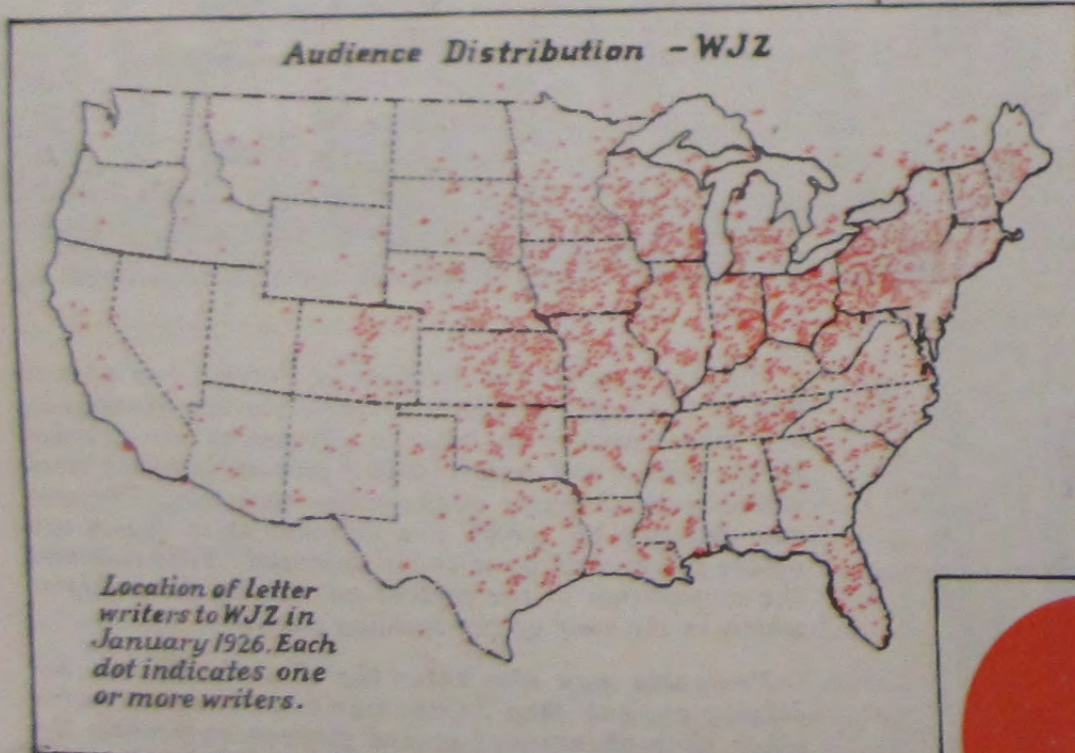


The chart above illustrates the tremendous increase in letters from listeners after WJZ increased from 1,000 to 50,000 watts. The average number of letters received jumped from less than 5,000 to nearly 30,000, showing the vast widening of its service to set owners.



The "primary zone" of WJZ, where it comes in like a local station covers an area from Maine to South Carolina, and as far west as central Ohio.

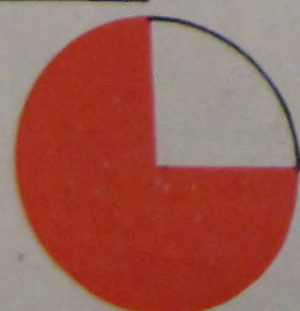
Importance of area east of the Mississippi as established by the sales of radio tubes



Location of letter writers to WJZ in January 1926. Each dot indicates one or more writers.

Every red dot indicates a town from which WJZ has received a letter. Note they cover every State in the Union. Half a dozen super-power stations, strategically located throughout the country, will develop radio markets of the South and West.

At right—Note that 75 per cent of tube sales are made east of the Mississippi, which is well served with good programs and powerful signals.



75 Percent of radio tube sales are made in the 27 states lying east of the Mississippi River

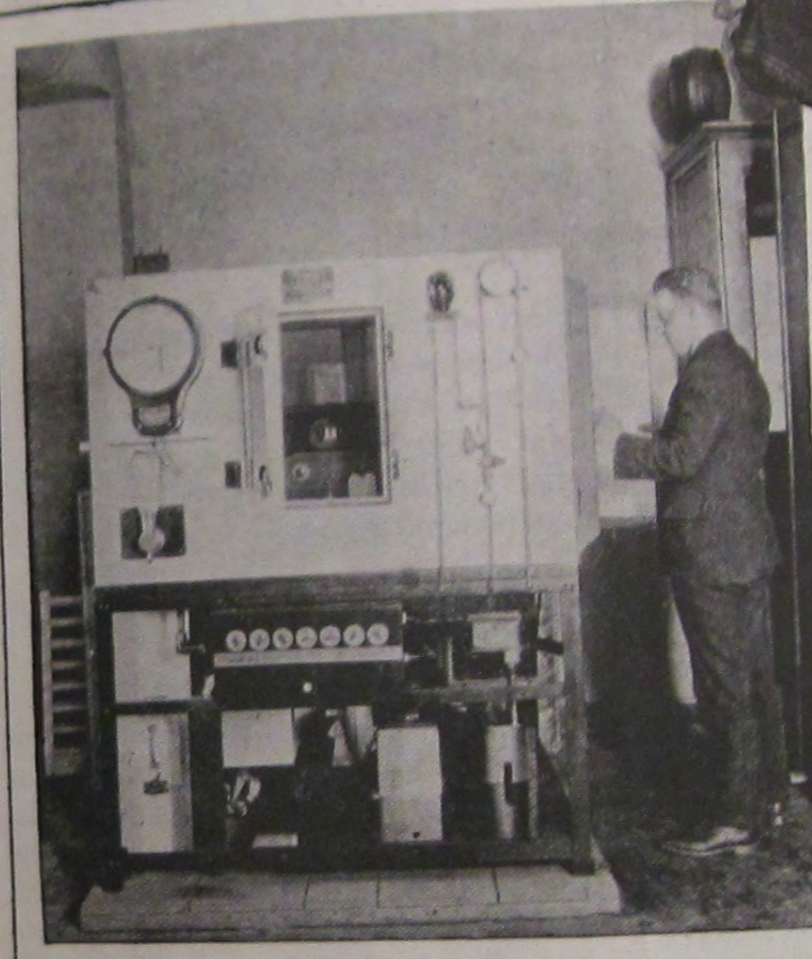


47 Percent of radio tube sales are made in the area designated as the Primary Zone of Operation for WJZ

Radio Finds Some Unusual Uses

Radio Music Charms the First Americans

No longer is the picturesque but unsanitary peace-pipe necessary to soothe emotions raging within the savage breast. Illustrated here is a meeting of members of several far-western Indian tribes in the home of Mrs. Rita Green in Los Angeles during a recent reception in honor of Charles Wakefield Cadman, composer of Indian lyrics. We wonder whether it is a soothing melody emanating from the loudspeaker or a pleasant aroma arising from that teapot that is responsible for the expressions of satisfaction?



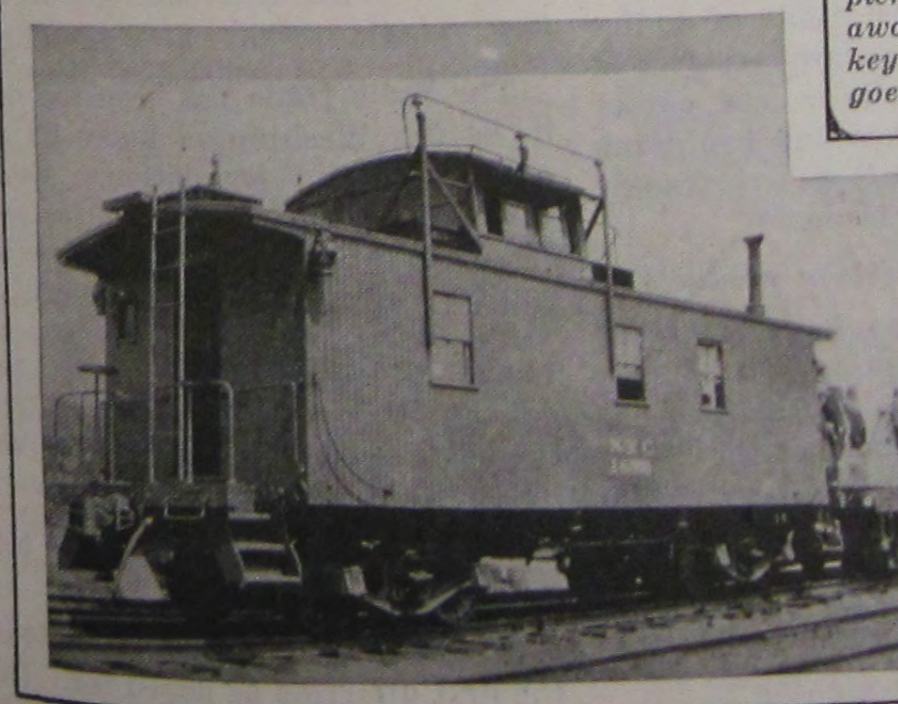
Well-done, or Medium?

Radio receivers are subjected to arctic cold or equator heat in this refrigerator-oven tester in the laboratories of the Radio Corporation of America.



Try This on the Garage Light

This unattended fog signal, anchored in the Firth of Clyde, Scotland, is controlled by radio impulses sent from a pier over a mile away. Press the key and the signal goes to work.



Conductor and Engineer Mile Apart Communicate by Radio

No more shall we see the trainman teetering atop the box cars of a long freight train, when a system of inter-car radio communication recently tested between Chicago and Elkhart, Ind., by the New York Central

Railroad comes into general use. Radio transmitting and receiving apparatus on this train kept the engineer in touch with the conductor a mile in the rear. The aerials may be seen on the engine cab and on the caboose.

WHAT'S HOLDING RADIO BACK?

WHAT'S it all about anyhow? Is the business end of the radio industry going ahead or is it slipping back? Let's pause a moment before the new season opens and take stock. Let's step back a few paces and take an impartial look at the arena of action. Perhaps it isn't quite so bad as some people are painting it. At any rate, a classification of the chief stumbling blocks in the way of progress won't do a bit of harm. Moreover, certain significant events have happened within the last few months which are going to have a direct and beneficial bearing on some of our present troublesome problems.

This much is common knowledge: That the season started out last September as full of promises as a physical culture ad. Business was good right up to April of this year. But the old familiar practices—"dumping" over production, slashed values, goods returned for credit without permission, few sets credited anyway, protection and promises thrown to the winds—these and a flock of other obnoxious evils—were in evidence despite a lively public demand for good sets.

The editors of *Radio Retailing* have discussed this "bread and butter" question of the state of the industry with most of the outstanding manufacturers and wholesalers in the radio business. They have interviewed hundreds of dealers. They have kept a close watch on the trend of organization activities within the industry. From these opinions and from these facts they have absorbed the following broad view of the trade as a whole—of its problems and their solution.

Taking Issues Individually

There are eighteen major problems in all. Let's discuss them one at a time.

1. Over-production and dumping.

Admittedly about the worst of the lot. The two manufacturers' associations are doing much to rectify

In this article *Radio Retailing* finds that—generally speaking—the problems of the radio industry fall under eighteen classifications, and that for practically every difficulty there is a known remedy. It points out that experience and a little more time will automatically lessen, to a considerable degree, some of radio's most perplexing problems. It shows that, in the near future, a reputation for business integrity will be a distinct asset to each member of the tribune of distribution—manufacturer, jobber and dealer.

this deplorable condition. Natural economic laws will, however, exert a more positive corrective influence than all the protestations of indignant dealers. These laws are ever at work. Because radio is now out of its swaddling clothes and beginning to "think as a man," we are frankly optimistic on this issue.

2. Marketing inferior products.

The public is no longer content with inferior reception. It is now demanding the best that science has to offer. This means that the set of the future will have to be right in every way—designed by experienced radio engineers and backed by adequate laboratory research and experiment. This will sound the death knell of the "fly-by-nighter."

3. Lack of market knowledge.

"Live and learn." Those manufacturers who survive will be the ones who learn their lessons quickest. This is evidenced by the fact that the

most successful ones are examining the *business records* of jobbers and dealers and their capacity for selling. They are using judgment in their selling plans as well as in their production plans.

4. The indiscriminate appointment of distributors.

Radio manufacturers should know from *first hand* information all about the *character* of the wholesaler they propose to appoint. This is a vital principle and will do much to stop the indiscriminate discount evil. Anxiety to serve too many outlets has often broken down retail values.

5. Regulation of broadcasting.

The radio trade has been too slow in letting Washington know its desires in radio legislation. Every dealer, jobber and manufacturer should let his Congressman know his opinions about who should control wavelengths. The Dill Bill is vicious. The trade's slogan should be "It shall not pass!" Broadcasting administration should be continued in the Department of Commerce.

6. Super-power stations and better programs.

Progress has not been so rapid in the first direction as hoped for. The second is improving. The people will be given what they want. Apparently they want music—entertainment first, and education afterwards. Television is a hopeful factor for the future.

Business errors have, in the past, stood in the way of radio's progress. Like Gulliver of fable fame, the giant Radio has been tied down by a number of minor problems which have retarded its development. But there is a vast army of forces now at work to free the industry from economic bondage.



7. Granting discounts promiscuously.

Reverts to the *type* of jobber the radio manufacturer appoints; therefore reverts to the manufacturer himself. To survive, a radio wholesaler, these days, must have a good line. This will give the leading manufacturers a control of the situation. They should discipline the distributor who grants discounts to anyone not a recognized radio dealer.

8. Too wide distribution.

Many jobbers are voluntarily restricting their territory to a radius which they can economically travel and in which they can give 24-hour service.

9. The dealer who claims to be a jobber.

See No. 7.

10. Credits.

Can be worked out through interchange of credit information and through trade associations.

Radio Retailing, September, 1926

11. Returned Goods.

Agreement among wholesalers on rules that the radio dealer must follow, will help cure this evil. One large Western radio jobber states that returned goods amounted to 16 per cent of his total sales for one recent month. A serious matter and one calling for close co-operation between wholesalers and for a clearer understanding between wholesaler and dealer.

12. Loose demonstration policies.

Mutual agreement, among the

dealers locally, on a code of demonstration ethics has cured and will cure this nuisance.

13. Price-Cutting.

Time alone can remedy this.

14. Margin of Profit below operating costs.

This is a matter of bookkeeping. Itemize your costs. Budget your estimated expenses. Your competitor has the same costs that you have—and gets the same discounts. Talk it over. Show him your figures—it won't hurt you—there is no secret about discounts and costs.

15. Lack of technical knowledge

Is the real reason for some dealers' difficulties with sets and demonstra-

(Continued on page 104)

Battery Chargers (continued)

Specifications of Battery Chargers, Eliminators, and Power Units

Season 1926-27

INFORMATION concerning radio products, with the name and address of the manufacturer, is a feature of Radio Retailing's editorial service published from time to time as market conditions warrant. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturer listed. Forms are mailed out with return envelopes well in advance of these listings and those manufacturers wishing to be represented must fill out the forms as indicated and return them to us within the time specified. It is Radio Retailing's desire to make these pages a representative directory of radio products, so that, by following them as they are published, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. For portable receiving sets see the May issue, page 447. For audio frequency transformers see the June issue, pages 574-76. For receiving sets see the July issue, pages 35-46, and the August issue, page 66. For loud speakers, head sets and phonograph units see the August issue, pages 58-61. Complete listings of all radio manufacturers and their products appear in the McGraw-Hill Radio Trade Catalog, which is published three times a year by the McGraw-Hill Publishing Company, Incorporated.

Battery Chargers

Table with 10 columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Type of Charger (See Note), Operates from 110 Volt A.C. or D.C., Mx. Charging Rate in Amps., Weight in Pounds, Dimensions in Inches, Max. B. Batt. Voltage That Can Be Charged.

Table with 10 columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Type of Charger (See Note), Operates from 110 Volt A.C. or D.C., Mx. Charging Rate in Amps., Weight in Pounds, Dimensions in Inches, Max. B. Batt. Voltage That Can Be Charged.

RADIO RETAILING, A McGraw-Hill Publication

Battery Chargers (concluded)

Table with columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Type of Charger, Operates from A.C. or D.C., Max. Charging Rate in Amps., Weight in Pounds, Dimensions in Inches, Max. B. Bat. Voltage That Can be Charged.

Note—Bulb, Resistance, Chemical or Vibrating. *Asterisk at list price if Charger is commercial type, charging more than one battery at normal rate.

Battery Eliminators

Table with columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Operates from A.C. or D.C., Eliminates A, B or C Batteries, Voltages Delivered, Type of Rectifier, Dimensions in Inches, Weight in Pounds.

Battery Eliminators (continued)

Table with columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Operates from A.C. or D.C., Eliminates A, B or C Batteries, Voltages Delivered, Type of Rectifier, Dimensions in Inches, Weight in Pounds.

Note.—The above eliminators are sold for use with the sets for which they are designed only.

(Continued on Page 107)

Your Editors Have This to Say—

Kill the Dill Bill!

PERHAPS the most hopeful sign in the whole radio legislation situation is the prediction that the two committees of conferees, representing the House and the Senate, will be unable to agree and that a complete new bill will have to be drafted. While this might result in more delay, it is better to delay than enact vicious legislation.

The Dill Bill, as passed by the Senate, is vicious. Anyone who has read its provisions can see its glaring defects at a glance. Not only does it place unwisely restrictions on broadcasting and broadcasting stations, but it provides for a politically-controlled and politically-appointed commission. And if there is one industry that politics must keep its fingers out of, it's radio. Political meddling has no place in the radio industry.

Another flaw in the bill is the lack of appropriations to carry on the engineering work of the commission. The Department of Commerce, politically untarnished, is the logical place to continue radio control. It has funds that may be used for the purpose (though it needs more) and it has an engineering division to handle radio technicalities. Let machinery that is already set up and in motion in the Department of Commerce continue to function.

Write to your Congressmen and Senators and tell them you favor the White Bill as passed by the House of Representatives, continuing radio control in the Department of Commerce. It is high time the radio trade took some action in its own defense.

Anyone who thinks radio is killing the theatrical business should have seen the crowds trying to get into a New York theater during a personal appearance of the Happiness Boys.

Manufacturers, Beware

IT HAS come to the attention of the editors from a number of sources that manufacturers are letting themselves get "gypped" in a surprisingly simple way. A manufacturer will receive an order from a concern, supposedly reputable. Upon referring to Bradstreet's, he will find the actual name of the concern rated high, or else will find a name so similar to the one from which he has received the order that he will mistake it for the one he is seeking. He sends the order to the address given and that, as they say in the classics, is the end of that.

Of course, the "concern" giving the order is falsely using a reputable name and is not the one rated in Bradstreet's and the address is not the address of the reputable firm. Philadelphia is the worst offender, most of the orders coming from that vicinity. However, similar fake orders are liable to come from any part of the country and manufacturers should check carefully before shipping an order to any concern whose authenticity may be doubtful.

"Invisible Expense"

MANY a retailer is staggering under heavy expenses and does not know it until at the end of the year he finds that his business has been suffering leaks and losses—"invisible expense."

Whenever for any reason goods leave the dealer's store and the full retail price is not realized, "invisible expense" has been chalked up. Goods pilfered or stolen, tubes broken, delicate merchandise injured, cabinets marred so that a mark-down must be taken, merchandise supplied to the service department and not charged for, tools and test equipment loaned or lost, unmarked merchandise sold at the wrong price, goods marked down because kept beyond obsolescence, goods priced at a discount to friends, goods not charged for or incorrectly charged for,—these are some of the fifty classifications of "invisible expense" that will put red ink in the store statement and wrinkles in the merchant's brow.

Political control of radio is just about what commission control will amount to. Supporters of the Dill Bill as the best legislation can be compared to the hangman who told his victim, "Well, you're better off hung."

Co-operation Comes From Both Sides

THE electric power company has come to recognize that it is definitely part of the radio picture—that its revenue through increased use of lights and through the electricity consumption of radio equipment is a thing not to be despised. In consequence power companies all over the country have been uniting with other branches of the radio industry in promoting the good of all, joining in common advertising campaigns, supporting local leagues, making possible radio exhibits, and studying radio problems. The radio industry has been glad to accept this help and has been quick to urge the responsibility of the power company in all matters of common welfare.

There can be no doubt that radio has a tremendous future. So vast, in fact, that a good many radio men will never catch up to it.

Service and Diplomacy

IT IS one thing to know where to look for trouble in a radio set and how to fix it, and it is another thing to accomplish this in a man's home so that when the service man leaves, harmony rather than discord will exist between himself and the customer. Many service men are too prone to give snappy answers to what seems to them to be simple questions although the customer has asked them in good faith. Don't be out of patience with the customer for his lack of knowledge, but rather help him to understand that part of radio which now seems to him mysterious.

"Some happy day," suggests F. C. Duff, general service manager of a large radio manufacturer, "schools may be established to train radio service men in diplomacy, control of temper and other noble human traits, much needed in dealing with the irate set owner who must be restrained from throwing the set out of the window because it will not work. Until that time service men will have to learn by experience."

"I am unalterably opposed to radio," said Charles Wagner, theatrical manager, recently. Anyone who is "unalterably opposed" to radio places himself in the position of the livery stable man of twenty years ago who was "unalterably opposed" to the automobile.

Don't Base Your Prices on Competitors' Advertising

ONE of the editors of Radio Retailing was attracted to a small retail store the other day, by the extremely low price at which this merchant advertised a certain brand of B batteries. In the course of a conversation with this dealer, the editor remarked, "Of course, you have made a fortunate buy in these batteries." The answer, which we quote, is highly significant. "Why, no, I bought them at the standard price from my jobber. If the big stores downtown can sell them at that price and make a profit—so can I. Fifteen cents on a battery is enough for me." Basing prices on those of a competitor is like running a credit clothing store for traveling salesmen. You get the business all right—but it doesn't do you any good after you get it!

Supplying the Demand for "Socket-Power"

THAT there is demand for the self-contained, power-socket receiver is unquestionable. Sets which operate directly from the house current by merely plugging into a light socket are becoming increasingly popular. Many manufacturers are entering this field and have brought out, or will introduce this fall, sets of this type.

Why not cash in on this demand for batteryless receivers by installing eliminators or trickle-charger combinations in the console receivers on your floor? Complete, self-contained receivers can be more readily sold than separate units in most instances.

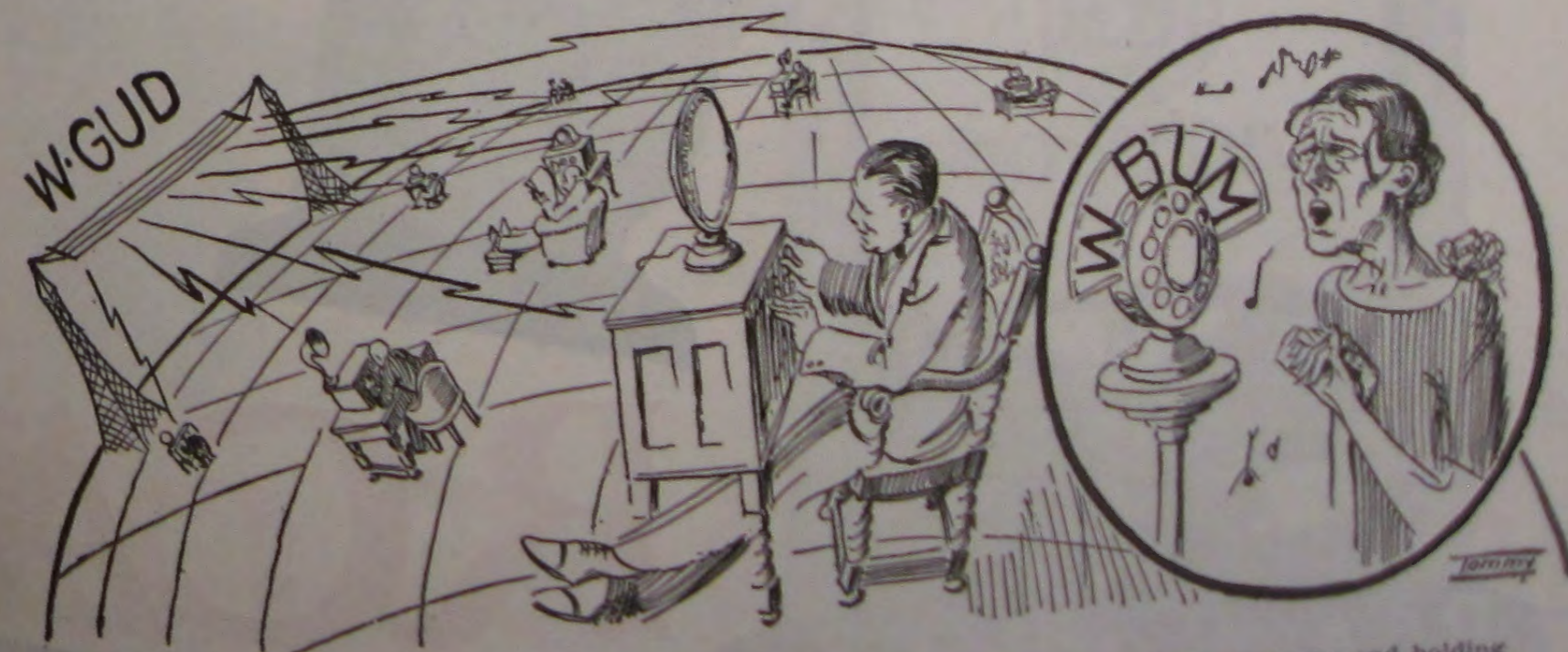
Poor old Dr. Coué passed away, over in France, last month, but in the words of his immortal dictum: "Radio, day by day, in every way, is growing better and better!"

"It Shall Not Pass!"

THE radio industry, in its own defense and for its own best interests, should adopt concerning the Dill Bill the slogan of the French ten years ago—"It shall not pass!"

Congressmen, supposedly, can read letters and absorb the meaning of their contents. Write to your own Senators and Representatives, especially members of the conference committee, and tell them you, as a part of the radio trade, urge passage of the White Bill continuing wave length control in the Department of Commerce.

Do People Who Want to Get on the Air Fully Realize That The Poor Program Has No Listeners!



A peep into a million radio homes would show that the poor stations and poor programs are practically without any audience whatever, but that millions are listening in on the good programs and holding these on their dials continuously—hour after hour and evening after evening.

More Helps



RCA
MADE BY

RCA Radiotron

to make the "backbone" of your business bigger than ever

Tag your goods with Radiotron tags. Brighten your windows and make them *sell*. Radiotrons are the backbone of a reliable radio dealer's year round business, and your own profit demands that you get the most out of the heavy national advertising that is backing them up.

The new Radiotron window displays are brilliant and effective in color—a fine art job that you will want for every available window and counter space. Read here what the new "helps" include. Then, to get them, see your RCA distributor.

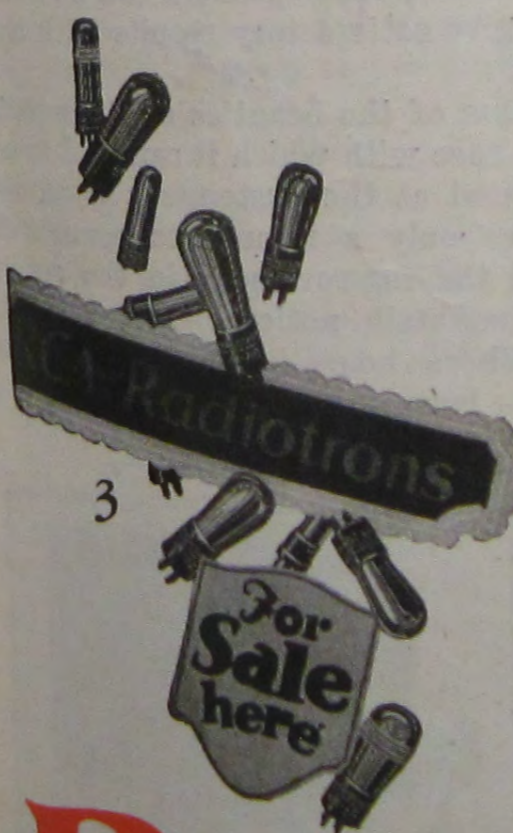
1. Radiotron price tags for all your merchandise.
2. Well-written Radiotron booklets for your customers.
3. A good-looking decalcomania for your door or window.
4. A tall window poster, with a pad of six displays—use one a month for six months.
5. Five cut-out cards for counters or windows.



1



2



3

RADIO CORPORATION OF AMERICA
New York Chicago
San Francisco

Radiotron
THE MAKERS OF THE RADIOLA

A New Item
to Sell to All Your Old Customers—

Audio Amplifiers

Here's latest way to capitalize on tone quality—Amplification devices bring any set up-to-date in volume and resonance—Work off light socket and usually include B battery eliminators

TONE quality and convenience in a single, complete package, ready to add to your present set!"

That's an item to go back to all your old customers with—a power amplifier with a big power tube and a complete "B" battery eliminator, combined in one unit, all ready to plug into the light socket—without scrapping a single, useful part of the old receiver.

A number of manufacturers have recently placed on the market power units in a form which offers remarkable sales opportunity to the live dealer. The story of tone quality has been pounded and hammered for more than a year; its propaganda has made new set buyers more critical and has stimulated the sale of quality-producing parts, such as transformers, power tubes and the like, among parts' buyers. But it has only left the average set user dissatisfied with his receiver, yet unable or unwilling to replace or rebuild it.

Now you have an item with which to reach the man who is not ready

to discard his receiver, the millions who bought radio sets in the last two or three years. It is saleable in winter or summer; in fact, it is a specially good off-season item because it makes the best impression with powerful signals from local stations. When demonstrating with locals, the radio frequency end of the receiver can be turned low, minimizing static, and, at the same time, producing a rich, natural reproduction, so eagerly sought by all set owners.

Essentially, these units are one stage of power amplification, using the new UX 210 power tube with 350 volts on the plate and 7½ volts on the filament. It is these big fellows which give real tone quality and make the speaker boom with power. Naturally they are too large to operate with battery power economically so these units include not only "A" and "B" battery power for the amplifier tube but also "B" power for the receiving set. Thus nothing of the old receiving set that is serviceable is dispensed with. The radio frequency and tuning elements of

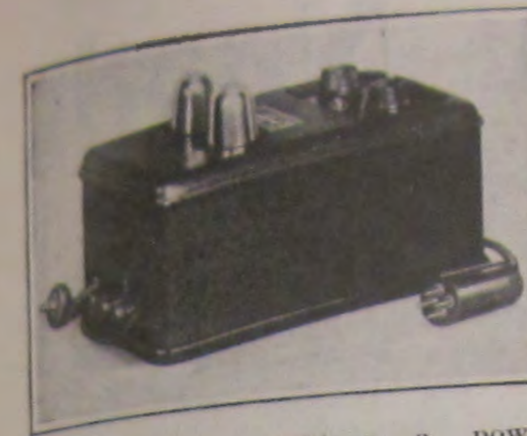
the receiver are left just as they are; usually the first stage of audio amplification of the set is also used and sometimes only the detector tube, depending upon the volume with which stations come in.

To connect the power amplifier, plug into the detector or first stage amplifier jack with the input cord of the unit; screw into the light socket for the power supply and connect the speaker on the output side.

The result is a new audio frequency system which gives the reality of reproduction obtainable only with high plate voltages and ample plate current. The output impedance of the amplifier is designed to fit the modern standard cone speaker. With this unit, cone speakers can be made to give satisfactory results with any set.

One of the beauties of the unit is the ease with which it can be demonstrated at the customer's home. It takes only a minute to connect it and the improvement in the set is immediately noticeable.

Where house-to-house canvassing has been successfully used, the



This device combines a power amplifier and B current supply. It is made by the Glenn L. Martin Company, Cleveland. The detector and radio frequency voltages are variable and the unit measures 12½ in. x 6½ in. x 5½ in. It is designed to be used with a 171 type power tube and furnishes the proper C bias. Intended retail price with tubes, \$77. For special price using a 210 tube instead of a 171, intended retail price, less tubes, \$80.

dealer follows the obvious course in selling power devices. Where dependence is placed upon the location of the store, a demonstrating table of remarkable selling power is easily installed. Take a standard receiving set, preferably a small two or three tube affair, low in price, and install a four pole, double throw switch. Wire this so that the speaker may be connected both directly to the set and also through the power amplifier. Put a sign over the switch: "Throw the switch and hear what the power amplifier will do for any set—including your own."

It is unnecessary to describe the various devices in detail. Certain of these amplifiers are already familiar and have won their market in the group which spares no expense to keep its radio sets up to the highest standards.

Some of these devices, as has already been said, are strictly power amplifiers, replacing the audio frequency system in the receiving set. Others are a combination power amplifier and B battery eliminator

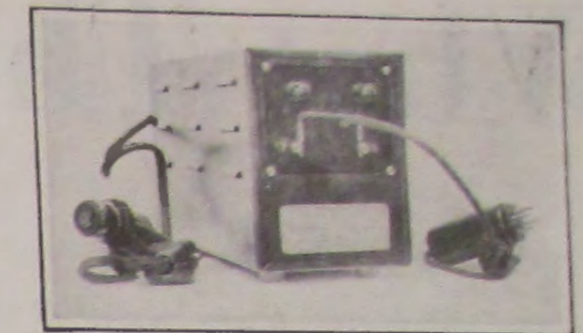
Selling Points of the Power Amplifier

1. Brings all sets up-to-date in tone quality and volume.
2. Does not discard existing receivers.
3. Adds no controls or adjustments.
4. Modernizes the audio-frequency end of any set, whether home-made or factory-built.
5. Provides "B" battery supply for the set as well as its own "A" and "B" power.
6. Operates economically off the house current.
7. Remarkably easy to demonstrate convincingly.

so that if the customer desires he may run his receiving set entirely from the house lighting circuit, which converts his old set into a "socket-power" receiver in addition to giving him the benefits of the best audio frequency amplification to be had at the present time.

A few of these devices go even further and supply external C battery voltage. It is very desirable, where the power in the house-lighting circuit may fluctuate, that the C battery voltage also fluctuate to maintain a perfect balance at all times. This can be only done when the eliminator itself furnishes the C battery voltage.

There is one very important thing for you to remember, and that is, to



The Timmons Radio Products Corporation, Germantown, Philadelphia, Pa., is manufacturing a power amplifier operating on 110-volt 60-cycle current, using one UX-216-B tube and one UX-210 tube. The unit draws 35 watts and places a potential of 325 volts on the amplifier tube. The intended retail price without tubes is \$45.

find out definitely from your customer just what current he is using in his home. Usually this is known, as the current is the same throughout the whole town, but in some larger cities it varies. The majority of these devices are designed to operate on 110-volt, 60-cycle current, although some manufacturers furnish them to other frequencies upon request. Direct current cannot be used under any circumstances.

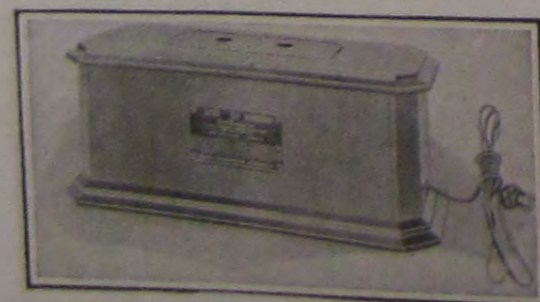
Recent additions to the power unit family extend very much further down in price range, as the illustrations show.

When selecting your stock of power devices, consider the following features:

1. Size and design of chokes used; they determine the amount of residual hum impressed on the loud-speaker and its usefulness as a "B" battery eliminator.
2. Appearance; a vital factor in associating the instrument with fine surroundings.
3. Safety; as determined by the material of the case, quality of protective devices and the expert opinion implied by the endorsement of the Board of Fire Underwriters.



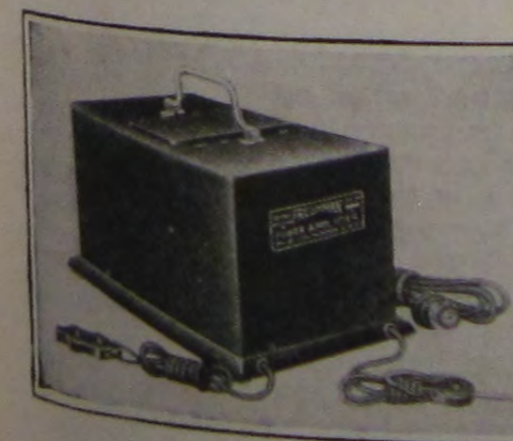
The Patent Radio Corporation, 91 Seventh Ave., New York, is making a combination B battery and power amplifier unit designed to operate on 110-volt 60-cycle current. It uses two UX-216-B tubes and one UX-210 tube. The intended retail price, without the tubes, is \$82.50.



The "Uni-Rectron" power amplifier is made by the Radio Corporation of America, Woolworth Building, New York. This operates on 110-volt, 60-cycle current and will supply all the volume necessary for the loud speaker from either a storage battery or dry cell operated receiver. The intended retail price, complete with tubes, is \$105.

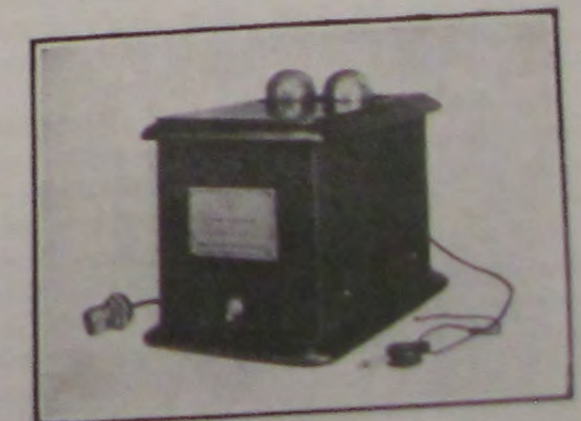


The General Radio Company, 30 State Street, Cambridge, Mass., is making the illustrated device known as "Type 400" which is a combined power amplifier and B eliminator. It operates on 110-volt 60-cycle current. Unlike other units this has no variable volume control. UX-213 rectifying tube is used and a UX-171 power tube.



The illustrated power amplifier is made by the Charles Freshman Company, 240 West 40th Street, New York. It operates on 110-volt 60-cycle current and is intended to be used where great volume is desired. Two tubes are required, a UX-210 and a UX-216-B. The intended retail price, fully equipped with necessary cords and tubes is \$50.

The Western Electric Company is manufacturing the illustrated power amplifier unit. This is sold by the Gray-Bar Electric Company, 100 E. 42nd St., New York, and operates directly from 110-volt 60-cycle current. Two 205-D tubes are used. The intended retail price complete with tubes is \$115.



In addition to being a power amplifier, this unit made by Radio Receptor Co., 106 Seventh Ave., New York, may be used as a B battery eliminator. It operates on 110-volt, 60-cycle current and will furnish detector voltage up to 45 volts and amplifier voltage up to 135 volts. It uses one UX-216-B and one UX-210 tube. The intended retail price, without the tubes, is \$49.50.

What This Industry Needs

"Radio Retailing's" readers bring out some startling and radical points in these letters to the editor

The "Low-Down" on "What Is a Gyp?"

BY A. IRVING WATZ

Manufacturers' Representative, Philadelphia

WHEREVER you go or may happen to be in radio circles, they always talk about the "gyps." That is one of the reasons why he is so successful—"every knock is a boost" for him; and I, for one, am going to boost him and yet knock him at the same time. I should know him. The past four years has seen me as a manufacturer's sales agent and I have had more than one "battle" with him endeavoring to find out why he cut the prices on some of my lines, often when the factory was so far behind in deliveries that they were unable to properly fill their orders on hand and at the same time the "gyp" in question had only six or eight pieces of the merchandise.

From Mr. Nusbaum's article in your November issue one would infer that all price-cutting is on merchandise that they buy from "carpet-baggers," jobbers who are overloaded, etc. But that isn't so. What happened to our material was this—one dealer received twenty-four pieces and immediately advertised it at \$3.95, it costing him \$3.50. The other dealers the following week advertised one better at \$3.90, \$3.85 and finally one dealer at \$3.69. The only thing we could do was to cut off all the jobbers and get the manufacturer to stop shipping into Philadelphia. The result was that the stores were losing business as well as the jobbers. My theory, and that's all it is, is that these dealers cut because they don't know what else to do in order to attract the trade.

But what I would like to know is, on what merchandise do they make all their profit? I find that most of these so-called "gyps" are good payers and every season they seem to grow. Their idea seems to be, give them something someone else doesn't, and if you do, make it attractive so the buyer will come to you first. But to call them "gyp" is a misnomer, and I really feel, an insult to some of these real merchants.

Before I was forced into this wonderful industry over four years ago, I always had an idea that a "gyp" was a dealer who was nothing more than a "thief"; one who advertised certain goods and then "shoved" something else off on his customer. That was

my idea of a "gyp," is still, and I think it is time all of us in the radio business stopped calling the dealers who are the backbone of our own industry "gyps." It is an insult to their honesty and purpose. You cannot get treatment from anyone that is better than that received when you buy from the price-cutters. They always give you what they advertise and if you are not satisfied they either refund your money or give you something else. That's what I have found out in my four years' experience.

In fact, just recently I was in a price-cutter's store, when a customer came in, who, the day preceding, had purchased a complete set and placed a \$10 deposit on it. He demanded his deposit back because another dealer further up the street had offered the same set and equipment to him at a still lower price. This retailer, without hesitation, immediately gave his money back. I call that very good business and the radio industry should be congratulated that we have "gyps" in it that do business in this way.

In the position that I occupy, I am taking my life into my hands by passing along remarks defending the "gyps." I really am opposed to him because he has played havoc with a great many of my merchandising plans, the formation of which has cost me lots of sleep. With all of that I take my hat off to him, more power to him, because without him a great many of our large manufacturers would not be where they are today. It is to this same dealer, whom they are knocking so much, that they went to in the beginning and got to really do their first merchandising job. I am referring to some of our largest manufacturers.

I defend him, but I'm sure he doesn't need me to do it for him. I claim that the "gyps" are the backbone of the business. It is the "gyp," if you want to call him that, who has really been responsible for making a great many radio manufacturers millionaires, and quite a few jobbers wealthy. But it is this much-talked-about retailer who has been responsible for so many manufacturers going into the business with the hope of a fast clean-up.

I know the manufacturer's point of view, because I have them continually asking me to represent them in our territories. Most of them, instead of doing what manufacturers in other trades do—go out and create a market for their particular article—simply rush to the already overloaded jobber

and try to force him to add the line to his stock.

If the jobber turns the manufacturer down, the manufacturer goes to the big retailer and intimates that he has sold the jobber, but is also going to sell the dealer at the same price; that he can make a quick clean-up because the jobber is going to offer this same merchandise to all his trade at higher prices. Sometimes the dealer falls for this line, lays in stock and holds it until he gets blue in the face looking at it and then "dumps" it and the manufacturer comes rushing down crying "gyp." The real trouble is there are entirely too many "gyp" manufacturers who think that there is a clean-up in the radio business. All they have to do is stamp out some plates, assemble them, set a high list price, quote some fancy discounts and retire a millionaire after one or two radio seasons. Most of them do retire after a season or so, but retire "broke."

The radio business today is like any other business. It is a specialized field. It is a business where only hard workers and real hard workers can succeed and only those who are willing to do the right thing and sell merchandise in the right manner. The "gyp" retailer will last as long as there is a demand for merchandise and the best way to handle him is to work with him, appreciate him, don't antagonize him and you will find him working with you and not against you and you will also find your merchandise sold in the proper way through his outlets. And don't forget that the so-called "gyp" evil lies with the "gyp" manufacturer and not with the cut-price retailer.

Radio Parts Business Is Changing Hands

BY A. R. JOHNSON

Sales Manager, Jefferson Electric Manufacturing Company, Chicago

IT HAS been the writer's experience that while the parts business has shown a considerable drop, yet in certain sections and with certain jobbers and dealers, the parts business has shown a very substantial increase. Their explanation is that they are concentrating on fewer lines and only the better goods. When a man happens into one of their stores to buy necessary parts to build a set, he is interviewed by a competent clerk, one who can assist him in his work, and he is sold only quality and nationally-known merchandise.

While it is true the cheap factory-made set has greatly encroached on the parts business, I believe that because of the cheapness of these sets, it is only a question of time when the parts business will show a noticeable improvement. The unscrupulous parts manufacturers, particularly those who came to the surface since the radio boom, are

fast becoming extinct. With those left manufacturing and supplying quality merchandise, placed through better class distributors and dealers, plus the satisfactory circuits which are available, I believe that a great many prospects for receiving sets will go back to building their own sets which can now be done at a reasonable price,—rather than go out and purchase a lot of the cheap junk in the way of low-priced sets that is now floating around.

It would be unreasonable for us to assume that the parts business will ever get back to where it was in the early stages of radio for the reason that at the time radio broke, almost everybody was desirous of obtaining a radio set and in view of the fact there was no set production, it was necessary that parts be bought and sets assembled. This condition, of course, has shown a decided change and for this reason it is hardly fair to expect the parts business to be what it was, but the writer does think that the parts business is going to get better as we go along. As one man to whom the writer spoke puts it, when the manufacturers of receiving sets did get into production, the parts manufacturers took it for granted they were a thing of the past and simply sat back and let the set manufacturers put it over.

Free Trials and Free Service

BY H. O. WHITMAN

Stewart-Warner Corporation, Denver

TWO of the most important questions in the merchandising of radio are: "Shall a dealer give free trials?" and "Shall a dealer give free service?"

Taking first the question of free trials, whether it be radio, phonographs, pianos or any other similar article for that matter, but most particularly radio, I absolutely do not believe that it is good business for the dealer to extend free trials to the prospective purchaser, which involve one, two, three or four days. I am not referring to those home demonstrations where the salesman takes the radio set to the home, demonstrates it and either closes the deal there or removes the set when he leaves.

First of all, from a sales psychology standpoint, it is bad business to leave a radio set in the home on trial, for directly after a satisfactory demonstration in the home is naturally the logical time for closing the deal. That is when the prospect's desire for the radio is the warmest. If a deal cannot be consummated at that time, then certainly the chances for its consummation the following day will be considerably less, and with the passing of the days the chances grow smaller and smaller.

When the salesman is directing the demonstration, he should naturally select the programs which are most likely to appeal to the prospect and further build up his customer's desire to purchase. And there is a point which is most important in the selling of radio—before making a demonstration, the salesman should be thoroughly

familiar with the programs being broadcast at the time so that he may select those that he judges most fitting to his prospect's taste.

If you are bringing in a program of music that appeals to your prospect, he will recognize much more quickly the tone quality of your set, and the desire for radio will be increased immeasurably. One outstanding successful radio salesman tells me that he sells many more sets by taking care to tune in on the right program than he ever does by talking on various so-called talking points of his set.

I believe the free trial in the home for several days to be poor salesmanship and anything but sound business. However, I do believe, and have seen it proven, that much radio business can be obtained in the home which would have been impossible on the floor of the radio store. This can be done through the medium of home demonstrations in the evening or during certain times of day when the radio programs are known to be good and should be under the supervision of a radio salesman.

But follow up your advantage. As before stated, I believe that the deal should be consummated directly after such a demonstration, or the salesman should take the radio set with him.

A similar problem which the dealer must decide is the matter of free service. Every dealer knows that free service on radio is the biggest item of expense in his business. During the early days of radio, many houses sold radio with a year's guarantee of service. Some few other houses sold radio with an indefinite guarantee of service, but at the present time most of the larger and better radio dealers are selling radio with a guarantee of thirty days' free service only.

I certainly do not believe that any radio dealer should offer or give his customers more than thirty days' free service on their radio. I do not believe that the fair-minded customer would ask any longer period of free service. I do not believe that the radio dealer who gives longer free service can show the profit to which he is entitled.

Jobbers' Services Lessen Manufacturers' Overhead

BY E. J. TOTTEN

Sales Manager, Beacon Radio Mfg. Co., Brooklyn

EXPERIENCE has taught us that the theory that the distribution of radio sets direct through dealers enables the manufacturer to maintain lower list prices is not well founded. The cost of keeping intimate contact with dealers in a widely scattered territory in connection with a product as new as radio raises the sales cost above the added differential required when the jobber is used as intermediary.

Perhaps at some future date when the radio dealers are more experienced and radio merchandise more standardized there will be less need of intimate dealer contact, less service requirements. But by that time the jobbers'

position will have grown even stronger and there is less likelihood of their being eliminated, except in a few instances. Our experience has taught us that any concern selling direct through the dealer could greatly increase its distribution and turnover by the right kind of jobber connections. The jobbers' intimate knowledge of conditions in their localities, their personal association with the dealers, their experience locally in the matter of credits are all factors which must be taken into consideration and represent advantages which the manufacturer himself cannot avail himself of except at far greater expense and considerable loss of valuable time. The latter statement concerning loss of time, is the crux of the entire situation, for through the jobber one secures wide distribution quickly whereas the direct to dealer method is slow at the best.

In radio there are no outstanding successes in direct-to-dealer distribution. We find one instance of a limited output and high price that could not possibly satisfy the demand that jobber distribution would create, and are therefore content to develop a section at a time. We find another concern which secured its dealer distribution at first hand through the co-operation of jobbers.

Having made our experiment in a limited territory by direct-to-dealer methods we are convinced that the jobbers' services lessen the manufacturers' overhead and cut down the amount of capital required to secure national coverage, in addition to saving time.

Defends Three-Dial Control

Editor, *Radio Retailing*:

On page 48 of the August issue of *Radio Retailing* you have an article entitled, "What Will Your Patrons Demand in the Sets They Buy This Fall?" to which we take decided exception.

The section to which we particularly object is that which comes under the sub-head "Simplicity of Control," in which the author states: "The day of three controls is practically over and, no matter what the engineering arguments may be, the fact remains that receivers of one and two control type are going to find increasing favor."

The author implies that the three-dial control set is the only efficient set when he states that: "No matter what the engineering arguments may be in favor of three-dial control, etc." But it is illogical for dealers to conclude that they should handle a set which will not give maximum performance, merely on the ground that the public, in its ignorance, will demand a less-efficiently performing set, because trapped by the catch-word "simplicity."

One-dial-control simplicity, in a radio set, is false simplicity. Real simplicity consists in the fewest number of controls consistent with maximum performance. There is no way to get maximum radio performance in any radio set but by the use of three-dial controls. Every radio set has three circuits, and each circuit must be tuned in exact resonance.

ance, to give this maximum performance and bring in distant stations. There is only one point on each circuit where it is in absolute resonance, and this point varies considerably at the different wave lengths. It is a physical and electrical impossibility to manipulate these circuits with one control so as to bring them into resonance at all wave lengths, and we firmly believe that there is not a radio manufacturer in the country who is not aware of this.

In our opinion, the dealer who takes on a line of one-dial radio sets will do so to his sorrow, because he will have dissatisfied customers who will find that their sets cannot tune the distant stations that the three-dial control sets will tune.

Very truly yours,
(Signed) N. S. MORRISON,
Advertising Manager
Newtrownd Radio Mfg. Company

Who Shall Pay for Service and Transportation Charges?

BY CARL R. PRICE
The McGraw Company, Omaha, Neb.

YOU are to be congratulated on your policy of providing adequate space in your magazine for the discussion of pertinent trade problems. I have read with considerable interest, articles and letters in a recent issue mainly concerned with the questions of models and sales policies. To my mind there is another matter of even greater importance right now to the entire radio trade, the equitable division of service and transportation expenses among manufacturer, jobber and dealer. As is well known among the trade, the situation, at present, is rather critical if not almost intolerable and shapes up about as follows:

The customer is led to believe by the claims of both manufacturer and dealer that he may purchase a radio set with the assurance that it will work to his entire satisfaction or if not, that it will be made to do so. Fine—this is as it should be. I would not have it otherwise. The set is sold, trouble develops somewhere—the customer does not, of course, know just what is wrong. Let us assume that the dealer cannot locate the cause or if he can locate it, he cannot fix it. Dealer replaces set and returns "defective" one to his jobber—frequently without first obtaining permission from said jobber. Jobber repairs or replaces set and returns it to dealer. Or jobber returns defective set to manufacturer.

It is my opinion that the majority of radio distributors today are confronted with much the same problems as I have outlined above. Our figures indicate that approximately three-fourths of the sets returned for examination by the dealer to the distributor are in need of some slight adjustment only. This means that several hundred dollars must be spent by the distributor each year in transportation charges alone. We must consider, also, that each case requires the attention of one or more expert service men. Unpacking and re-

packing are no small items and the clerical work involved amounts to considerable.

Thus far, the distributor has borne most of this expense. Yet practically the same amount of expense is necessary to handle the sets which do not require adjustment. Practically the same amount of time is needed to make an examination, unpack and repack, and compile the records.

How can the dealer be educated to make the small, but necessary, adjustments in his own shop? How much expense should the dealer be expected to stand in making these adjustments? Should the distributor be expected to operate a radio laboratory repair department? If so, where should the dealer and jobber leave off and the manufacturer's responsibility begin? How should transportation charges on returned goods, claimed defective, be apportioned?

What Can You Suggest?

Here is what I have to offer—let's hear from other dealers, fellow radio wholesalers and manufacturers:

1. Establish a clearing house for ideas on this subject. I have in mind such outlets as *Radio Retailing's* department "What This Industry Needs," the Radio Manufacturers' Association, 123 West Madison Street, Chicago, or the Federated Radio Trade Associations, 301 Tribune Annex, Minneapolis.

2. A comparison of opinions will indicate the majority feeling—if any—on these questions. This will then give the manufacturers, jobbers and dealers something to work with and will be the first step in the formulation of national—or at least divisional—concrete rules on these matters.

It is my opinion that the situation calls for specific definitions of the extent and nature of the service that each necessary member of the triangle of distribution shall render and the proportion of expenses that each shall bear.

3. I see no reason why a carefully and well developed service plan of co-operation would not be of utmost benefit to listener, dealer, distributor and manufacturer. It would seem logical that careful schooling of the dealers should be immediately undertaken by the jobbers. It would not be necessary that the dealer be educated from the fundamental principles to the operating mechanism of his set, but he should be properly informed on the many things that occur during the normal operation of the set. He should be given, in plain English, the symptoms of the many things that happen. He should be instructed how to make a complete test of the various parts used in the set. I might say here that, from actual experience, I find that very few dealers can be educated in this line through a pamphlet, or by letter. They must be shown through the senses of sight and hearing. It would seem that actual apparatus must be used to put the ideas across.

Dividing Servicing Responsibilities

How much should the dealer spend in obtaining the information necessary to operate his service department? It would not seem fair that he should be expected to spend anything except his

time. It should be up to the manufacturer and the distributor to keep him posted on minor adjustments, the testing of sets, etc.

Another thing. Very few manufacturers realize the importance of keeping their distributor's repair department completely equipped with repair parts. Again, the majority of manufacturers do not properly post the distributor in the details of repairing their sets.

The value of any selling franchise depends, to a great extent, on the service that goes with that franchise. The maker and distributor of sets should do their part to render adequate service. The dealer should equip his repair department so that he can eliminate a vast amount of returned merchandise. He should educate his customers to the extent that they will know when their batteries need recharging or when the set itself is at fault.

The distributor's repair department should be so equipped that sets and intricate parts can be thoroughly tested. It should not be necessary, however, for a distributor to effect repairs on delicate parts. The distributor must, therefore, turn to the manufacturer for a complete stock of repair parts. It would not seem proper to me that the distributor should be expected to carry the investment in such parts.

The permanency of the entire radio industry and the continuance of the public acceptance of dealers' and manufacturers' statements as well as the value of the selling franchise rests almost entirely upon that small work—Service. Without a clear and concise understanding by all parties involved as to the division of responsibilities in the rendering of radio service this growing industry of ours is going to be seriously handicapped.

Parts Easy to Handle

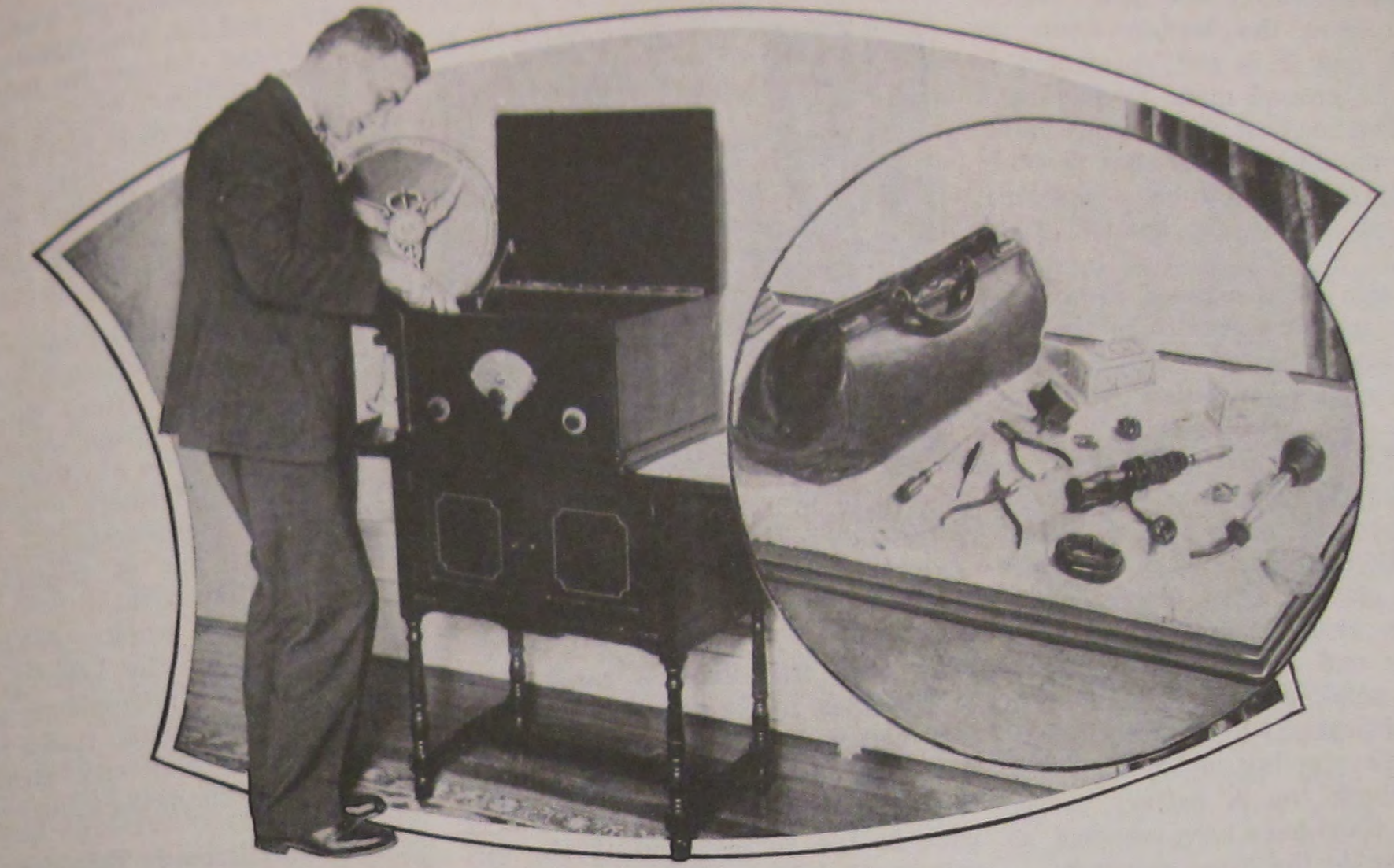
BY CHARLES H. CALLIES
Chicago, Ill.

MOST of the radio parts that are on the market today are made by reputable concerns, the gyp manufacturer already having found that he has no place in the industry.

An important factor in connection with a business in radio parts and accessories is the fact that it is very much easier and less expensive to merchandise these products than it is to merchandise complete receivers. Not only is it easier to do business but it is more profitable to do a "parts" business, considered over a period of time. Primarily, the parts business is a cash-and-carry affair. Time payments are unknown—returns likewise. Parts require no actual servicing. And with the perfection of manufacture today a defective part is a rarity.

The sales cost is considerably less than that of selling complete receivers, for the parts customer comes into the store knowing generally exactly what he wants; he does not have to be sold, neither does the dealer have to go through a long process of demonstration. And the turn-over is quick.

Parts are a very vital asset in every retail radio business.



For the Service Man

A monthly department for the dealer, service man, and salesman. For practical ideas in 200 words—if acceptable for publication—two dollars will be paid

Conducted by
HENRY W. BAUKAT

Short Cuts in Service Methods

EVERY radio dealer is confronted with a real difficulty in deciding how to systematize the service end of his business, and his troubles are increased by the frequent ballyhooing of cure-all methods that have no relation to the needs of the average radio retail store. The arm-chair wizard who visualizes every radio store equipped with a \$5,000 testing laboratory for service purposes is as far off the track as the individual who claims that service troubles are a minor matter, easily handled by "experts" at a dollar a call.

The fact is, every dealer who sells a receiver is thereby automatically liable to a certain amount of service expense, and should make provision to take care of it. If he decides to handle this service himself, he wants to do it at minimum cost, without sacrifice of efficiency.

The main trouble in servicing is in knowing how to systematize the

actual work done in the customer's home, or, in other words, cutting the cost of service per receiver to a

HERE are the details of a kit that has been found a good service man:

- Side cutting pliers
- Small screwdriver
- Soldering iron and material
- Voltmeter
- Hydrometer
- Extra tubes
- Flexible wire
- Two fixed condensers (.00025)
- Gridleaks
- White cloth to avoid marring the furniture
- Phones are not carried because the customer's phones or loudspeaker can always be used.

minimum. In this work of systematizing the following methods

used by a successful service man will be found helpful. Their practical value to the service end of the average retail business is based upon these points:

- (1) Minimum investment in tools and testing materials required.
- (2) Maximum number of calls is possible because the outfit is easily portable.
- (3) Men of average radio experience can be used.

Most of the calls come by 'phone from set owners. Sometimes they have a good idea of what is the matter; but ninety times out of a hundred they simply say "It don't work," and if pressed as to the type of tubes, batteries and so on, declare "It's all in the box, I don't know anything about it." So the service man has to go prepared for almost anything.

The service man's first duty is to look for obvious troubles. In a great majority of cases the difficulty can be seen right away if the proper places are inspected. First, check the batteries with voltmeter or

hydrometer. The serial and ground come next. Only one owner out of five solders the lead-in from the serial, and it is not uncommon to find the ground made by looping a wire to a bed-post or rain water pipe. Often it will be found that the only trouble is a dead tube, a difficulty that, of course, is spotted right away.

As sets of the tuned radio frequency type are greatly in the majority the remainder of the procedure applies particularly to them.

Amplifier Test Comes Next

Should the trouble not be immediately apparent, make a quick test of the audio amplifier. Turn the tubes on and place a moist finger on the detector grid. For any set with gridleak and condenser, an unmistakable rippling noise will result in the loudspeaker.

If this rippling noise does not occur, check the A battery to see whether leads have been reversed, as this prevents the usual response.

On finding the A battery connection is O.K., plug the loudspeaker in and out. The absence of a click indicates an open B battery circuit.

If the B battery circuit is O. K., check the double circuit jack springs. These are sometimes weak and do not make contact from the previous tube to the transformer.

A fairly frequent cause of trouble is an open circuit primary in one of the amplifier transformers. Plugging the speaker in and out on ninety volts puts a considerable strain on this winding, and aside from this cause, some insulation contains acid that finally results in a breakdown.

This trouble can easily be located by putting about 16 volts of the B battery in series with the customer's 'phones or loudspeaker, across the suspected primary. If 'phones are used there will be a faint click even if the circuit is open, but this is easily distinguished from the real hard "pop" that indicates a closed circuit.

The secondaries of the audio transformers very rarely burn out but in case of doubt they should be tested. They give a lighter click than the primary because of their higher impedance.

Check Radio Frequency Stages

If the previously mentioned test of putting a wet finger on the detector grid shows that the audio end of the set is in good order, the radio frequency stages should be checked

Interference from Brushes



If the sewing machine motor causes interference, shunt a 1 or 2 mfd. condenser across the brushes. This will eliminate the trouble.

over. Set the dials in tune. Put all the tubes in the sockets, with battery connections properly made and rheostats turned on. Each tube should then be taken out and placed back in the socket, and if the circuit is all right a click will be heard.

If no click results, an open circuit or short-circuited condenser should be looked for. Dirty contacts or cold soldered joints are a prolific source of this trouble, especially in home-built receivers.

A real problem often confronts the service man when called upon to repair a set whose only defect seems to be that it "whistles." This may be produced by any type of tuned radio frequency set, whether it be a neutrodyne, or otherwise neutralized.

The plain oscillation whistle is easily detected by turning the condensers in and out of tune and listening for the variably pitched sound that results.

Some causes for this condition are:

- (1) Set not properly neutralized.
- (2) Aerial or ground wires or speaker cord running back of coils.
- (3) Different tubes used from those with which set was neutralized.
- (4) Original tubes may have had a jolt, slightly changing position of tube elements.
- (5) Coils may be pushed out of line.
- (6) Values of neutralizing capacities or resistances may have been changed.
- (7) On some sets too high a voltage on radio frequency amplifier will cause oscillation.

The remedies are obvious. An audio frequency amplifier whistle is of unmistakable tone, high

pitched and persistent, whether the set is tuned or not, though sometimes tuning changes the intensity.

This particular whistle is often due to a run down B battery, a corroded contact or other high resistance. Such a condition gives the effect of a high resistance coupling in the B circuit and the whistle results.

Other causes are, the use of an exceptionally long loudspeaker cord running among the battery wires, an open circuit in fixed condensers in sets where these are used as bypasses on transformers. In home-made sets it sometimes occurs because of the use of transformers having too high a ratio.

The amplifier whistle should not be mistaken for the lower pitched roar caused by microphonic tubes. This trouble is usually traced to the detector tube and can easily be eliminated by changing tubes around.

Miscellaneous Troubles

Mysterious raspy, scraping noises are often due to poor contact in variable condensers or rheostats, to poor tube contacts, or loose connections.

There are, of course, many cases of outside electrical disturbances causing noises in the speaker and the set user often imagines them due to faulty construction of his receiver. Inquiry as to the intermittent or continual occurrence of these noises often reveals their source. In one case in mind the customer complained of a rumbling and clicking noise occurring intermittently, on Friday and Sunday nights. It was found that this was caused by sparking from the motor which operated a church organ nearby.

Sometimes customers will complain that the set is out of order and will not tune according to numbers previously logged. This condition may be caused by a shorted coil, or by warped or bent condenser plates.

These tests cover the ordinary types of trouble. They do not cover super-heterodynes.

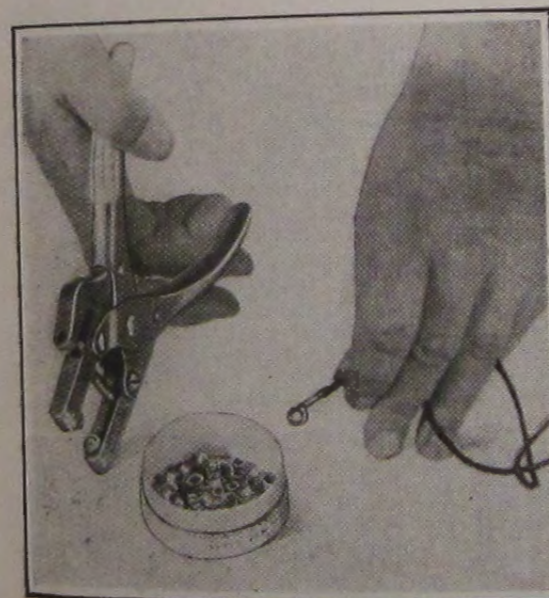
How to Make a Lug

To make a lug on stranded wire strip off one-half inch of insulation, turn the fine wires back over the insulation remaining, wind three turns of bus bar tightly around the strands and then make a half-loop in the bus bar that extends beyond the end of the flexible wire.

Makes Terminals from Brass Eyelets

When the dealer renders the user a favor, no matter how small, it always pays a big dividend. A Minnesota retailer makes it a point to carry with him on his calls a supply of brass eyelets or "grommets." When he finds cases of aerial, ground or battery wires without proper terminals and with frayed insulation he wraps the bare end of the wire around the shoulder of the eyelet and then makes a permanent and finished looking job by clamping the shoulder of the eyelet over the wire with a small eyelet "setter" or hand punch. If the ends of the frayed insulation are brought over the edge of the eyelet flange they will be firmly secured when the "eyelet terminal" is completed. (See illustration.)

This dealer states that his customers are not only pleased with the improved appearance of the wiring job but gather the impression also that he is a careful workman and therefore to be recommended to their friends.



By investing \$4.75 in a punch and 1,000 eyelets this dealer is able to make the above "good-will" terminals, the returns of which are very profitable.

Convenient Lead Wires for the Test Bench

The conventional method of equipping a radio shop test bench with antenna, ground and battery test leads is to connect all external leads permanently to binding posts mounted on the bench and then connect each post with a long flexible lead to run to the terminals of the receiving set. These flexible leads have a disconcerting habit of becoming tangled and often accidentally short-circuited, ruining a set of B batteries or running down the A battery. The following method of

mounting these leads which prevents short-circuits by keeping them out of the way when not in use, is similar to the method of disposing of telephone jack leads on the modern 'phone switchboard.

Bore a number of holes in the test bench, corresponding to the number of leads. Then run the leads through from beneath the bench, one to each hole. Tie a knot in each lead about an inch from the end above the bench to prevent it from slipping back and then thread a pulley-weight, commonly used as a window sash weight and obtainable in any hardware store, on the flexible wire below the bench. Suspend the weighted pulley about 3-feet down, then loop the free end of the wire back to the under side about an inch back of the hole and fasten it securely with a staple. This end of the lead should then be connected to the proper battery terminals.

When testing a receiver the leads may be drawn up through the holes, the roller weights taking up the slack, and when the job is completed the wires are released and the weights carry them back beneath the bench.

Power Tubes Sold by Service Man

One dealer is selling quite a few of the new types of power tubes by means of demonstration in the home. Each one of his service men carries a power tube with him and whenever a case is found where there is distortion present, due to overloading the last tube, the suggestion is made that a power tube be substituted to eliminate the trouble. As the service man has one with him it is an easy matter to make the substitution and show by actual demonstration that it results in improved reception. Thus by having a tube handy when the question comes up there is more chance of making a sale than if the customer had to come into the store for a demonstration.

If it is possible, extra B batteries and the proper C battery should be used, but when distortion is found the power tube will often show a marked effect even on the standard 90 volts of B battery as it will take care of a lot more power than the ordinary '01A tube.

Without the use of extra voltage, however, there will not be a marked increase in volume and the service

man should then stress the better quality obtainable rather than the increase in volume.

Painter Makes Good Installation Man

"The plain garden variety of house painter, if he's not too old and set in his ways, makes a mighty good man for assistant aerial installer," declares a radio dealer in Muscatine, Iowa. He gives as his reasons these facts:

The younger type of painter is a good climber, he's used to roofs and he generally owns a sound pair of ladders. Winter is the painter's "off season" and he can frequently be hired, therefore, at from \$18 to \$25 a week.

Marked Wires Avoid Trouble

Before removing wires to make repairs, mark both sides with a number. This will avoid the possibility of a mistake and make assembly easier.

Adhesive Plaster Makes Good Wire Markers

A spool of adhesive plaster is a handy little article to carry in the tool bag. After fastening the eyelets in the manner shown in the illustration, it is a good idea for the service man to tear off about an inch and a half of 1/2 inch adhesive plaster, and placing this around the wire as illustrated, carefully mark, in ink, the proper terminal to which the wire belongs, such as 135, 90, or 45 volts, etc.

This makes it easy for the customer to connect his batteries, and of course the plaster will not cause accidental shorts, as many metal tags made for this purpose have the habit of doing.



The service man will find adhesive plaster handy for marking battery wires both for his own and his customer's convenience.



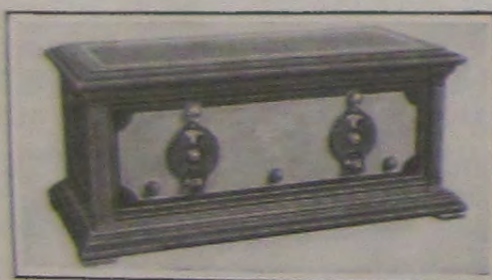
What's New in Radio and

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



Reproducer Using New Principle

Radio Retailing, September, 1926
The illustrated "Resonata" reproducer is being marketed by the Rectron Radio Corporation, 1270 Broadway, New York. The shell and diaphragm are made entirely of Bakelite and the overall dimensions are 6 in. x 6 in. x 5 in. In this reproducer a portion of the sound waves, instead of traveling straight out from the surface of the cone, are deflected and forced to travel over a longer distance. Those waves which travel straight out meet the deflected waves at a common point of concentration near the outlet of the reproducer and travel with them. By this means a great volume of amplification is obtained with only a moderate swing of the diaphragm which is an aid in eliminating distortion. The entire range of tone is amplified evenly. The unit is very sturdily constructed and the diaphragm is actuated by mechanism of the balanced armature type. Intended retail price, \$25.



Six-Tube, Two-Dial Control Receiver

Radio Retailing, September, 1926
The illustrated two-dial control receiver, the circuit of which uses six tubes, is made by the Lone Wolf Radio Corporation, 4725 Clifton Avenue, Chicago. Using two stages of tuned radio frequency and three stages of audio frequency amplification, with the Donle principle of amplification, the manufacturer claims excellent quality when used with a double cone speaker. The front panel is of heavy gage bronze, backed with three-ply wood. The center of the panel is finished in Prussian blue, around which is a thin gold line separating it from the border. A gold finished light is mounted over each dial, one of which is used as a filament switch. Intended retail price, \$125.

Radio Table with Ventilated Battery Compartment

Radio Retailing, September, 1926
The Watsontown Table and Furniture Company, Watsontown, Pa., is now manufacturing the illustrated No. 923 radio table. This is constructed of solid mahogany with a lacquer finish. The top measures 20 in. x 38 in. and the height is 30 in. The end of the cabinet measures 9 1/2 in. x 15 1/2 in. x 11 1/2 in. high. The doors open 8 1/2 in. wide and full height. The battery cabinet is well ventilated to carry off any accumulating gases. Table No. 924 is similar in material and finish. The top measures 18 in. x 22 in. and the height is 30 in. The battery cabinet is 14 in. x 18 in. x 11 in. high. The doors open 16 in. This last type is made especially for Atwater-Kent Models 20 and 30.



Horn Reproducer in Cabinet With Battery Compartment

Radio Retailing, September, 1926
The Pooley Company, 1600 Indiana Ave., Philadelphia, is making the illustrated model 2200 radio cabinet with built-in reproducer. This consists of a sloping horn with an Atwater Kent reproducing unit. The cabinet is 33 1/2 in. high, 21 1/2 in. wide, and 14 1/2 in. deep. The finish is English brown mahogany. It also has a large battery compartment, and intended retail price is \$50. Model 2100 is a radio table with the horn and unit but without the battery compartment. It measures 30 1/2 in. high, 21 1/2 in. wide, and 14 1/2 in. deep. The finish is the same, and intended retail price \$40. Both of these will accommodate Atwater Kent receiving sets, models 35, 30 and 20 compact on their tops.



Six-Tube Tuned Radio Frequency Receiver

Radio Retailing, September, 1926
The Shamrock Manufacturing Company, 196 Waverly Avenue, Newark, N. J., has added three new models to its line. These are a table model, console and De Luxe console grand. The first has an intended retail price of \$95, the second which includes a built-in loud speaker, \$130, and the last which is equipped with a double throated horn \$275. The receiving unit contains six tubes, divided into two stages of tuned



radio frequency, detector, and three stages of resistance coupled audio frequency amplification. The one-dial control is built on a friction drive principle.



Six-Tube Two-Dial Control Receiver

Radio Retailing, September, 1926
The Lakeside Supply Company, Chicago, Ill., is marketing the illustrated console containing a 6-tube, 2-dial control radio frequency receiver. The circuit incorporates two stages of tuned radio frequency, detector and three stages of audio frequency. The cabinet has panels made of five ply walnut or mahogany veneers. Its overall dimensions are 13 in. x 30 in. x 38 in. The lower compartment is furnished with two doors which makes it readily accessible and allows ample space for the charger, batteries, etc. The upper compartment is divided from the lower one. Intended retail price, \$80.

Where to Buy It

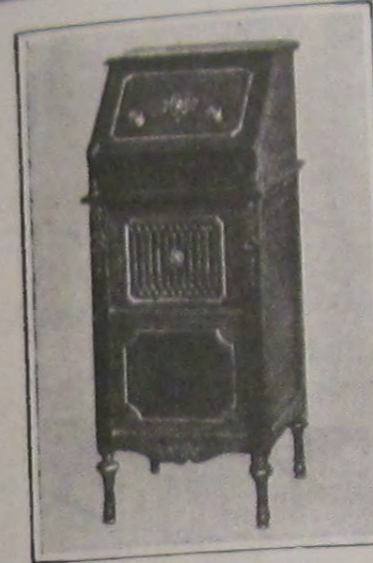
News of Latest Products
Gathered by the Editors

All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Six-Tube Console Receiver

Radio Retailing, September, 1926
Gilfillan Brothers, Incorporated, 1816 Venice Boulevard, Los Angeles, Cal., are marketing a new line of six-tube receivers. The Neutrodyne circuit is used and, with the exception of model 10 which is a five-tube receiver, the circuit incorporates three stages of tune radio frequency and two stages of transformer coupled audio frequency. Model No. 10 has an intended retail price of \$90; model No. 20, illustrated, \$175; model 30, \$350; model 40, \$150; and model 25, \$120. Model 20 and 30 have built-in loud speakers, the former being a one-dial control and the latter a two-dial control. Model No. 25 is also a one dial control set, the remaining models being two dial control. Copper shielding is used throughout and the cabinets are of brown mahogany with satin finish.



One-Dial Control Six-Tube Receiving Set

Radio Retailing, September, 1926
The United Engine Company, Lansing, Mich., is now making model 150 receiver shown in the illustration. The circuit consists of a three stage tuned radio frequency amplifier, detector and two stages of audio frequency. The last audio stage is arranged so that a power tube may be used if desired. The wave band covered is from 150 to 550 meters. One-dial control is used which is geared down to 4 to 1 with no auxiliary compensating devices. The scale reads directly in wave lengths. Provision is also made for logging stations. Each radio frequency stage is individually shielded and connections are made with an 8 ft. cable which is provided. The cabinet is of five-ply veneer walnut with a two-toned lacquer finish. The intended retail price is \$150 which includes a built-in loud speaker. Combined with No. 35 base cabinet, as shown in the illustration, the intended retail price is \$35 more.

Five-Tube Receiver with Lever Control

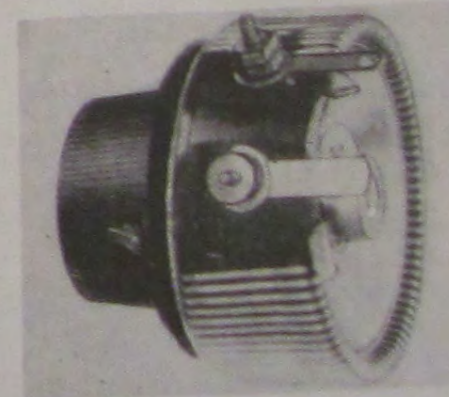
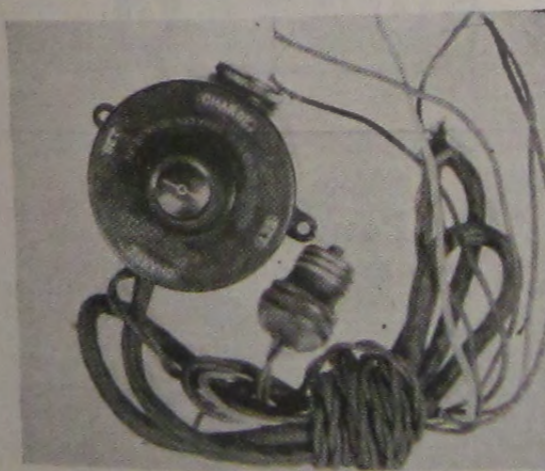
Radio Retailing, September, 1926
The illustrated five-tube tuned radio frequency receiver is being made by the Dunn Manufacturing Company, Clarinda, Iowa. It is enclosed in a metal cabinet and the base is a separate unit where the B batteries may be placed. The radio frequency tubes are controlled by one rheostat and the detector and audio tubes by the other. Logging cards on the front are printed with a list of the main broadcasting stations leaving room for the addition of others. These cards are removable at will and are covered with Pyralin for protection. This receiver is built in three units which may be bought separately if desired. They are divided as follows: loud speaker, receiver and battery unit, with intended retail prices of \$15, \$40,



and \$5 when purchased separately. When bought as a unit the intended retail price is \$55. The height of the entire unit is 20 in. and length 15 in.

Battery Charging Switch

Radio Retailing, September, 1926
The new battery charging switch, shown in the illustration and manufactured by the Walbert Manufacturing Company, 925 Wrightwood Avenue, Chicago, is connected permanently to the lighting circuit and the storage battery charger. Throwing the rotary switch provided to "charge" disconnects the receiver from the light line and starts the battery charger. Reversing this operation disconnects the charger and turns on the set. Equipped with a flexible cable and connecting plug. Intended retail price, \$5.50.



Metal Frame Rheostat

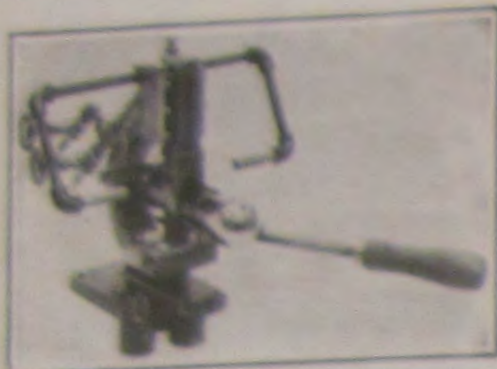
Radio Retailing, September, 1926
Nickel-plated brass is the metal employed in the construction of the new all-metal type 700 rheostat, manufactured by Herbert H. Frost, Incorporated, 160 North La Salle Street, Chicago, shown in the illustration. The unit is made in all standard resistances and comes equipped with a bakelite dial, heavily nickel-plated soldering lugs and binding posts. Size overall, 1 1/2 in. Intended retail price, 50c.

Battery Charger with Trickle Charger Attachment

Radio Retailing, September, 1926
A 6-volt storage battery charger using a 2 ampere rectifying bulb is now manufactured by the France Manufacturing Company, 10321 Beren Road, Cleveland, O. This is known as the Straight "A" Charger, No. 1830. By means of an attachment the charger can be converted into a trickle charger, the charging rate ranging from 1 to 8 amperes. Storage B batteries can also be charged. Overall dimensions are 7 in. x 5 in. x 7 in. It weighs 14 lb. and has an intended retail price of \$12.50.



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



Machine for Branding Bakelite Tube Bases

Radio Retailing, September, 1926
The Esher Engineering Company, Incorporated, 749 South Thirteenth Street, Newark, N. J., manufactures the tube branding machine shown in the accompanying illustration. A bakelite base vacuum tube is placed in the holder, the handle moved to the left while the entire tube moves clockwise, pressing against a chrome nickel steel stencil which is heated by means of a gas flame. The strength of the impression may be regulated by means of an adjustment bolt which is directly over the stencil block. According to the manufacturer the speed of production is unlimited, depending largely upon the skill of the operator.



Wire-Wound 10-Watt Resistances

Radio Retailing, September, 1926
"Kroblak" is a glass-like finish, of good insulating qualities. It is as hard as glass and will not corrode, melt or become soft. Soldering lugs are so made that they can be used to make any combination of series connections. They can also be bent out and used as feet, or the resistance can be used on a bar. "Mountford Kroblak" resistances are accurate and guaranteed to carry 10 watts capacity made in 750-1,500-3,000-3,500-5,000-10,000-25,000-50,000-ohm sizes. Manufactured by C. E. Mountford, 465 Greenwich St., New York. Intended retail price \$1.

Small Jack Switch

Radio Retailing, September, 1926
"Junior Jack Switch" is the name of the new line of jack switches being made by the Yaxley Manufacturing Company, Chicago, Ill. These switches are the same as the standard Yaxley jack has heavyweight springs with pure size. The Junior switches have a one nut mounting in a single panel hole. They are insulated from the frame and have no body capacity on account of the design. They will be furnished in any spring combination up to six springs. The illustration is one-half actual size.



B Battery Eliminator With Two Controls

Radio Retailing, September, 1926
The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, is making a new model "Constant-B" eliminator having two controls for varying voltage. This eliminator operates on 110 volt, 60 cycle current and uses a Raytheon rectifying tube. Overall dimensions are 9 1/2 in. X 5 in. X 7 in., while the total weight is 22 lb. The detector voltage is variable from 10 to 60 and the radio frequency voltage variable from 10 to 120. Other taps are at 90 and 135 volts. The intended retail price is \$37.50.



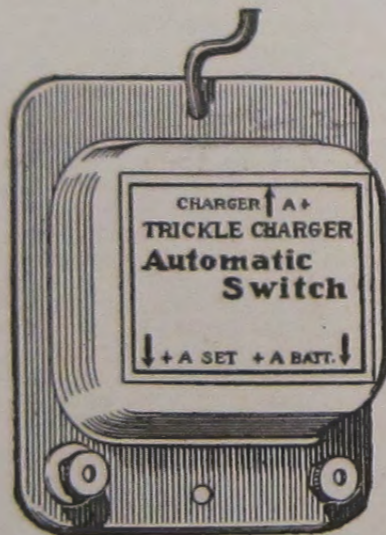
Receiving Tube With Double Filament

Radio Retailing, September, 1926
A receiving tube of the 201-A type is being made by the Apco Manufacturing Company, Providence, R. I. The feature of this tube is that there is a switch on the base which makes possible the use of a second filament after the first one has burned out. Otherwise the tube is standard operating on five volts and drawing one-quarter amp. It is equipped with a UX base and known as Model No. 270. The intended retail price is \$2.



Automatic Trickle Charger Switch

Radio Retailing, September, 1926
The illustrated automatic trickle charge switch is being made by George F. Dent Radio Company, Dallas Building, Bay City, Mich. Three connections are provided leading to the trickle charger storage battery and set. The instrument has silver contacts and is very solidly constructed. It automatically turns off the trickle charger when the set is turned on and turns on the charger when the set is turned off. The use of this switch eliminates any hum that might be present in the receiving set due to charger. The intended retail price is \$1.50.



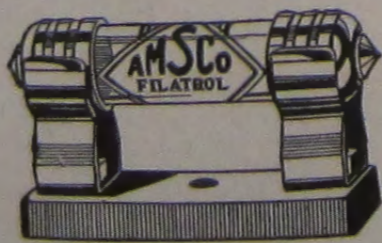
Power Rheostat

Radio Retailing, September, 1926
A high-carrying capacity rheostat specially made for power sets, or wherever high resistance capacity is required is being manufactured by the De Jur Products Company, 199 Lafayette Street, New York. One to 2,000 ohms; bakelite base and knob; enameled high resistance wire.



Automatic Filament Rheostat

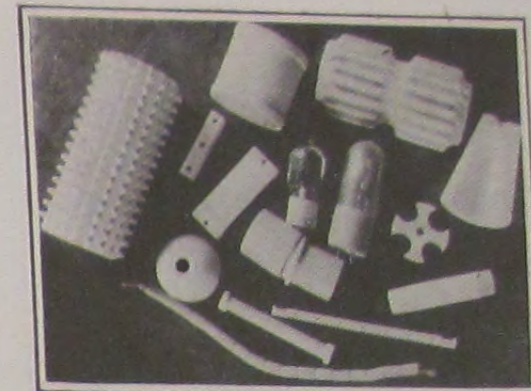
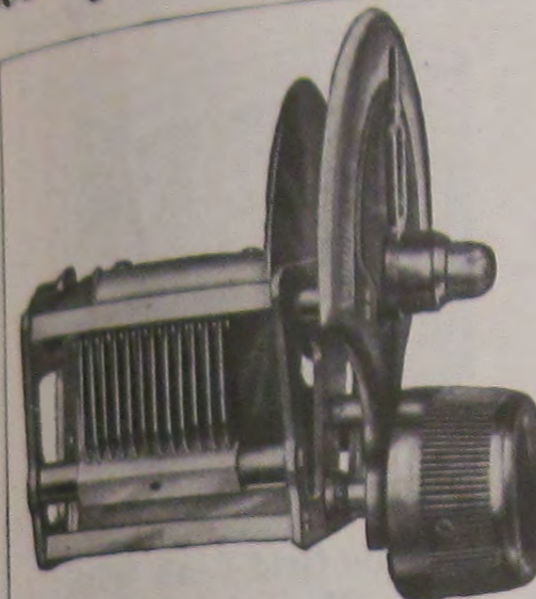
Radio Retailing, September, 1926
The "Filatrol" is a filament ballast resistance manufactured by Amsco Products, Incorporated, Broome & Lafayette Streets, N. Y. The element of the Filatrol is an alloy possessing a balancing effect which maintains the filament potential across the tube during practically the entire discharge of the A battery. The intended retail price with mounting is \$1.



News of Latest Products Gathered by the Editors

Vernier Controlled Variable Condensers

Radio Retailing, September, 1926
The Pearl Radio Condenser Company, Inc., 1834 Broadway, New York City, is marketing the illustrated variable condenser. According to the manufacturer, this condenser operates as a straight-line frequency condenser up to 350 meters and as a straight-line wavelength above 350. The Vernier control is a positive friction drive. Brass plates are used and a ball bearing race makes smooth, easy control. The dials may be had either in silver with strip-black calibrations, or gold dial-black strip-calibrations. Intended retail price of .00035 mfd. capacity with Vernier dial, knob and pointer, \$4; of .0005 mfd. capacity, \$4.50.

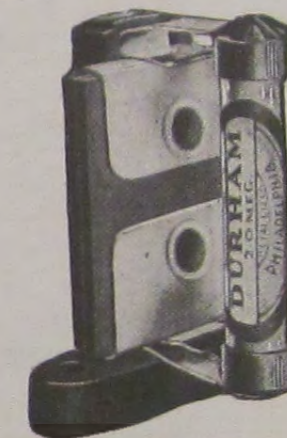


Molded and Machined Insulating Material

Radio Retailing, September, 1926
"Isolantite" is being manufactured by the Isolantite Company of America, Belleville, N. J. This material, which is twice as hard as glass and stronger than cast iron, is made of powder molded under pressure and machined to proper shape. Its finish is snow white, devoid of spots or streaks, and very smooth. If desired, it can be glazed. This material has a break-down resistance of over 30,000 volts per millimeter of thickness, according to the manufacturer. The illustration shows some of the uses which this material may be put to, such as tube bases, low-wave coil supports, low-loss parts, etc.

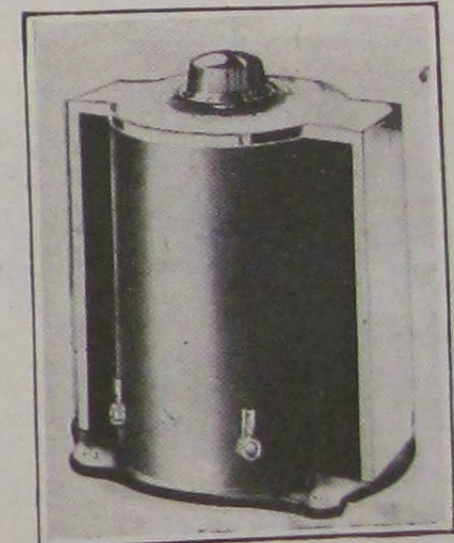
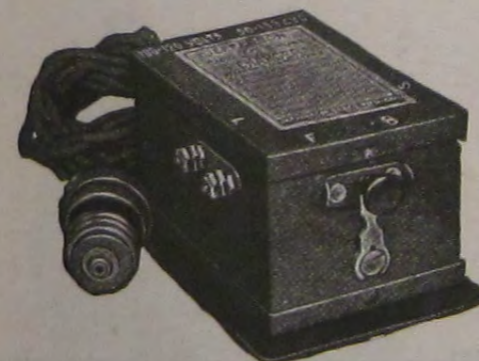
Upright Resistor Mounting

Radio Retailing, September, 1926
This new "Durham" resistor mounting is of moulded installation and is made by the International Resistance Company, Philadelphia. The contacts are of tension-spring bronze. Two holes in the base permit its being fastened to either panel or baseboard. It is available in two types—single mounting and single and condenser mounting. These may be used for resistance coupling. The intended retail price of the single mounting 50c., single and condenser mounting 65c.



Tube Tester Used with Tubes in Set

Radio Retailing, September, 1926
The Jefferson Electric Mfg. Company, 501 South Green St., Chicago, Ill., has just announced a new tube "Charger" which will reactivate or rejuvenate all the tubes in a set at one time without removing them from the set, and which has an intended retail price of \$3.50. This tube charger operates very similarly to the original Jefferson rejuvenator. It is only necessary to attach the "A" battery wires to the connections of the Tube Charger marked "L" if large tubes are to be charged, or to "S" if small tubes are to be charged. Push the switch to "P" for the 45-second flash, and to "B" for the 10-minute bake.



Variable Audio Transformer

Radio Retailing, September, 1926
The General Instrument Corporation, 477 Broadway, New York City, manufactures the illustrated audio frequency transformer which is said to be variable to suit the requirements of various type tubes and plate voltages. According to the manufacturer this instrument permits the use of more than two stages of transformer coupled audio amplification without squeals or howls. The instrument is shielded and the windings are vacuum impregnated. Intended retail price, \$10.

Fixed Condenser in Aluminum Moisture-proof Case

Radio Retailing, September, 1926
"Micadon" type 700, fixed condenser, manufactured by the Dubilier Condenser and Radio Corporation, 4377 Bronx Boulevard, New York City, may be obtained in standard capacities from .00025 to .02 mfd. The unit is mounted in an aluminum case, which makes it impervious to moisture, according to the manufacturer, and is tested at 1,500 volts d.c.

Equipped with terminals suitable for either soldered or screw assembly. Intended retail price, .00025 mfd., 40c.; .001 mfd., 45c.; .006 mfd., 80c.; and .02 mfd., \$1.75.



Flexible Tinned Hookup Wire

Radio Retailing, September, 1926
The Belden Manufacturing Company, 2300 South Western Avenue, Chicago, Ill., has developed a flexible tinned hookup wire, insulated with Belden "Colorubber" in four different colors—natural, green, blue and red. The tinned copper is easily stripped and soldered. Intended retail price is 40c. for a 25 ft. coil with natural colored rubber insulation and 50c. for the same length coil with red, green or blue colored insulation.



Receiving Tube

Radio Retailing, September, 1926
The "Vesta" vacuum tube, manufactured by the Vesta Battery Corporation, 2100 Indiana Avenue, Chicago, embodies a bridge construction element support which, according to the company, eliminates microphonic noises. The tube is made in standard storage battery and dry cell types. Intended retail price, type X-201-A, \$2; type X-199, \$2.25.

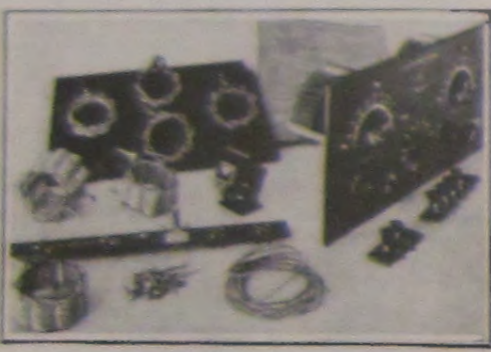
What's New in Radio and Where to Buy It

News of Latest Products Gathered by the Editors



Automatic A Battery Charger

Radio Retailing, September, 1926
When connected to the electric light lines and the set storage battery, the Apco full automatic A battery charger, manufactured by the Apco Manufacturing Company, Providence, R. I., keeps the battery fully charged at all times without attention. As the battery falls below full charge the converter automatically charges it, disconnecting automatically from the circuit when the receiving set is in use. Intended retail price, for a.c., \$19.50.



Short Wave Receiving Set

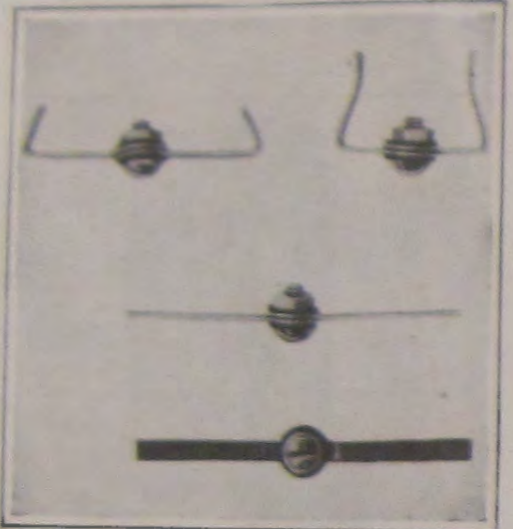
Radio Retailing, September, 1926
The illustrated short wave receiving kit is being made by the Radio Engineering Laboratories, 27 Thames Street, New York. The circuit employed is the well-known capacity controlled feedback with separate coils for antenna, secondary and tickler. Especially designed variable condensers for short waves with double spacing eliminate chance of signal shifting due to dust and moisture. The panel is engraved in plain lines and figures, and vernier control is obtained by means of soft and hard rubber discs mounted behind the panel. Seven coils are supplied, which cover all wave lengths from 12 to 200 meters. Front dimensions are 14 in. x 7 in. and the baseboard depth is 8 1/2 in. A full size blueprint is supplied with each kit. Condensers and vernier controls come mounted on the front panel. The intended retail price \$36.

Wire-Wound Variable Grid Leak

Radio Retailing, September, 1926
The Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, is making a wire-wound grid leak. This is variable by means of a sliding contact arm from 1 to 6 megohms. Single hole mounting, molded Bakelite knob and nickel plated binding posts and metal parts complete the specifications. The unit is 1 1/2 in. in diameter. Intended retail price, with dial, \$1.25.

Rechargeable Dry B Battery

Radio Retailing, September, 1926
The "Tab" B battery, manufactured by the Dry Storage Battery Corporation, 213 South Broad Street, Philadelphia, is shipped fully charged and may be recharged from alternating or direct current sources at the rate of 150 milliamperes per hour. According to the manufacturer, this battery retains its original charge longer than the standard dry cell battery and may be recharged six to eight times without loss of efficiency for about 1 1/2c per charge. Obtainable in 45 volt, upright blocks only. Intended retail price, \$4.50.

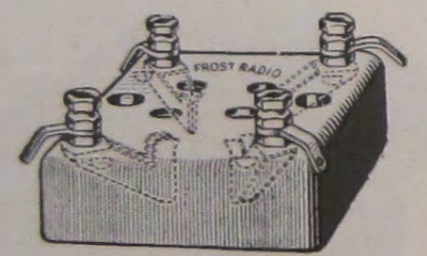


Variable Grid-Leak With Mounting

Radio Retailing, September, 1926
The adjacent illustration shows the Spencer adjustable resistance, manufactured by the Spencer Manufacturing Company, Aurora, Neb. The resistance of these units may be varied by turning the screw in the center of the device, which may be soldered by means of the attached terminals to any point in the circuit. Manufactured in sizes suitable for audio amplifier plate resistances, (75,000-125,000 ohms,) and in the grid-leak type—variable from 1 to 5 megohms. Intended retail price, grid-leak type, 35c, amplifier, in kit form consisting of one plate resistance and one grid-leak, 75c per stage.

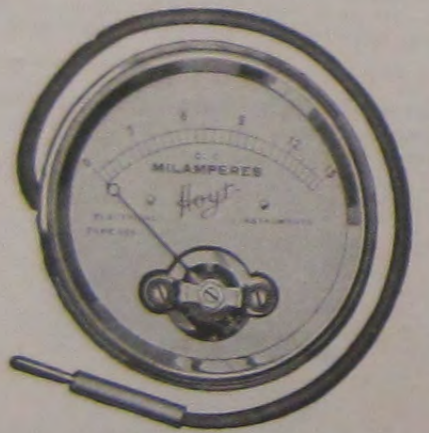
Universal Socket with Self Cleaning Contacts

Radio Retailing, September, 1926
No. 530 vacuum tube socket, manufactured by Herbert H. Frost, Incorporated, 160 North La Salle Street, Chicago, is designed to be used in connection with all styles of UX or CX type tubes. It is made of polished bakelite, with nickel plated binding posts and the contacts are self-cleaning. Intended retail price, 40c.



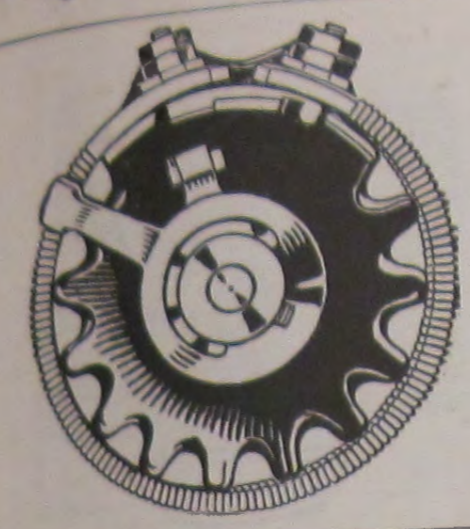
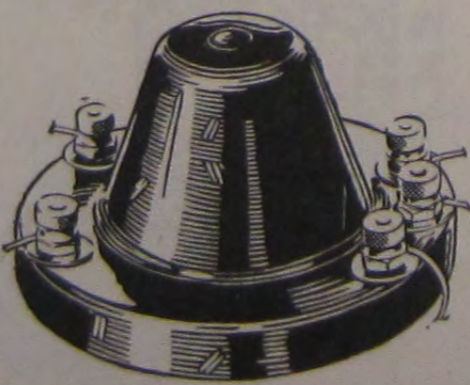
Milliammeter for Determining Proper C Battery Voltages

Radio Retailing, September, 1926
The Hoyt Electrical Instrument Company, Penacook, N. H., manufactures the illustrated phone-plug milliammeter which may be used to adjust properly C and B battery voltages on the tone audio stage in order to secure true reproduction. The instrument, which has a 0-15 scale, is plugged into the second audio stage jack of the receiver, the loudspeaker or phones plugged into a jack provided on the meter, and with the receiver tuned in on a loud local signal the C and B battery voltages are varied until the milliammeter needle remains stationary. The intended retail price of this meter, which is finished in nickel, is \$8.50.



Automatic Switch for Charger and Eliminator

Radio Retailing, September, 1926
The "Reliable" automatic power control switch No. 13, manufactured by the Reliable Parts Manufacturing Company, Cleveland, when connected to a radio receiver and the electric light line automatically turns on and off the battery eliminator, or trickle charger, or both, as the set battery switch is used. Equipped with nickel plated binding posts as shown in the illustration. Intended retail price, \$2.

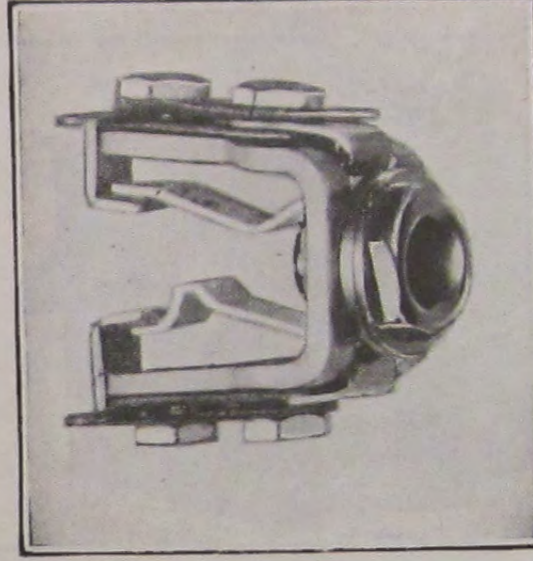


Bakelite Rheostat with Air Circulation Space

Radio Retailing, September, 1926
Type 800 rheostat, manufactured in standard resistances by Herbert H. Frost, Incorporated, 160 North La Salle Street, Chicago, is made of molded bakelite and its resistance coil is mounted on ribs in this insulation. According to the manufacturer this construction permits a free circulation of air, dissipating heat so as to protect panels, etc. It is also stated that the cool resistance wire thus maintained keeps the resistance constant. Equipped with a bakelite dial, size overall 1 1/2 in. Intended retail price, 75c. Potentiometers are also made in this type, with an intended retail price of \$1.

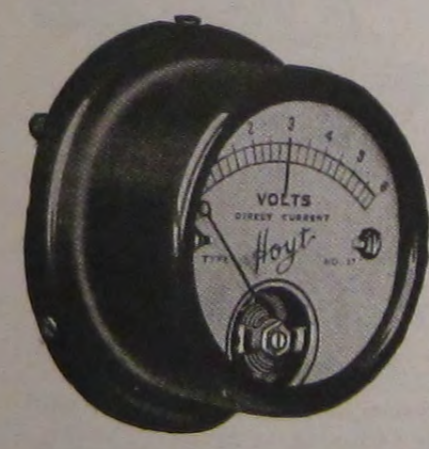
Double-Circuit Jack for Compact Mounting

Radio Retailing, September, 1926
This jack, manufactured by Herbert H. Frost, Incorporated, 160 North La Salle Street, Chicago, may be mounted in much less space than those used heretofore, projecting only 1 in. back of the panel on which it is mounted. The jack is equipped with tinned connection terminals, bakelite insulation and may be mounted on panels from 1/2 in. to 3/4 in. thick. According to the manufacturer capacity effects in the circuit in which this jack is used are negligible. Intended retail price, 50c.



Meter for Front Panel Mounting

Radio Retailing, September, 1926
Ease of mounting is the principal feature of the line of voltmeters and ammeters of the front-of-panel type manufactured by the Hoyt Electrical Instrument Company, Penacook, N. H. These meters may be mounted on a panel by drilling two holes 1 1/2 in. apart, requiring the use of a hand drill only. The case is finished in black enamel and connection is made to the two mounting bolts behind the panel. Voltmeters of this 17 D.C. type are obtainable in ranges from 0-6, 0-10, 0-150 and 0-200; milliammeters in ranges from 0-15, 0-25 and 0-50. Intended retail price, voltmeters, 6-10 volts, \$7; 0-150, \$8.25; and 0-200, \$8.50.



Tube with Metal Shielding

Radio Retailing, September, 1926
The "Armor" vacuum tube, type CP-500, manufactured by the Apho Sales Company, 90 Midland Avenue, Arlington, N. J., may be used either as an amplifier or a detector in standard circuits and uses 1/2 amp. at 5 volts. The filament of the tube is made of thoriated platinum, which insures high efficiency and continued electronic emission. An absence of microphonic noises and greatly increased selectivity is also claimed for the tube, the outstanding picture of which is the complete shield of copper, which is grounded to the negative filament terminal. Intended retail price, \$2.50.



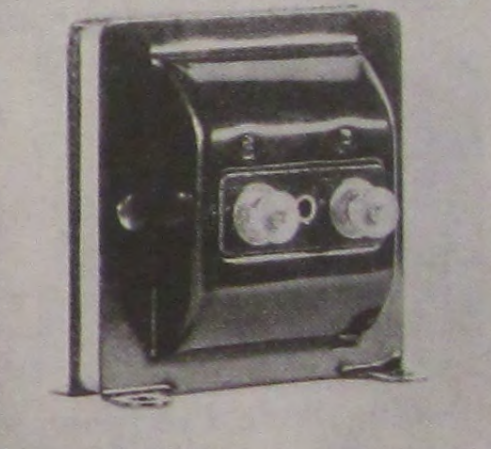
Triple-Pole Double-Throw Knife Switch

Radio Retailing, September, 1926
This No. 2030, triple-pole, double-throw knife switch, made of heavily nickel plated brass and equipped with molded bakelite base and handle, is manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago. Intended retail price, \$1.50.



Resistor Kit for Battery Eliminators

Radio Retailing, September, 1926
As an assistance to experimenters building A, B or C battery eliminators the Ward Leonard Electric Company, Mount Vernon, N. Y., has placed a kit of resistances, wire wound on porcelain forms, on the market. The kit contains a total resistance of 21,750 ohms made up in convenient separate units. All resistances are covered with vitreous enamel, which, according to the manufacturer, assures permanency of resistance value.

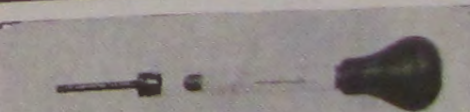


Totally Shielded Audio Frequency Transformer

Radio Retailing, September, 1926
Illustrated is the totally shielded audio frequency transformer manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago. The instrument is approximately 2 1/2 in. square, finished in nickel and black enamel and is obtainable in 3 1/2 or 5 to 1 ratios. Intended retail price, No. 1500; 3 1/2 to 1, \$2.25; No. 1550, 5 to 1, \$2.50.

Hydrometer for Testing B Storage Batteries

Radio Retailing, September, 1926
E. Edelmann & Company, 2332 Logan Blvd., Chicago, Ill. are making a small hydrometer with a special hard rubber tip designed to fit in makes of storage B batteries having very small vents. It can also be used on any A storage battery. The scale is carefully graduated and indicates exact status of the electrolyte in the battery. A soft resilient collar acting in conjunction with the red rubber bulb cushions protects the glass parts from breaking either through dropping or rough handling. Intended retail price, 65c.

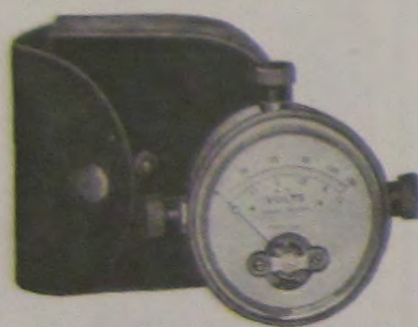


What's New in Radio and Where to Buy It



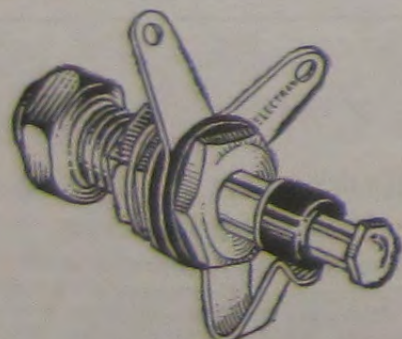
Power Amplifier Operating From Light Socket

Radio Retailing, September, 1926
The Timmons power amplifier, manufactured by the Timmons Radio Products Corporation, Germantown, Philadelphia, is designed to replace the last or all audio amplification stages in a radio receiver, depending upon the volume desired. According to the manufacturer, it permits true reproduction of broadcast programs while operating the loudspeaker at great volume. The unit is encased in a black metal box, is equipped with a flexible cord and connection plug which may be inserted in the receiving set amplifier socket, and operates entirely from the 110 volt, 60 cycle current. Rectification is accomplished through the use of a UX-216 B or CX-216 B thermionic tube, while a UX-216 or CX-216 power amplifier is employed with 325 volts plate potential. The entire outfit draws 35 watts. Intended retail price, without tubes, \$45.



Double Scale Precision Pocket Voltmeter

Radio Retailing, September, 1926
Type 5062 precision voltmeter, manufactured by the Hoyt Electrical Instrument Company, Penacook, N. H., has a resistance of 70 ohms per volt and is equipped with two voltage ranges, from 0-7.5 volts and 0-150 volts. These scales permit its use in connection with either A or B battery voltages. The meter is of the moving-coil type and comes equipped with a leather pocket carrying case. Intended retail price, \$12.

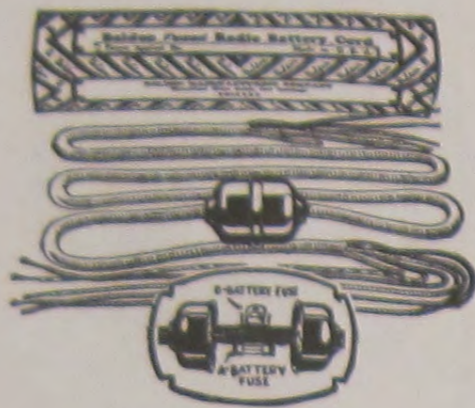


One-Inch Panel Switch

Radio Retailing, September, 1926
Electrad Incorporated, 428 Broadway, New York, is manufacturing the illustrated switches which are designed to take up less than one inch of space behind the panel. Tinned soldering lugs are conveniently placed so that connections are easily made. A small Bakelite knob is used for controlling the switch.

Fused Battery Cable

Radio Retailing, September, 1926
A battery cord made by the Belden Manufacturing Company, 2300 South Western Ave., Chicago, includes fuses in both A and B-Battery circuits. They are held in position by clips mounted on the cord, and are protected by a bakelite shield which opens for replacement of fuses. This cord protects against burned out tubes, fire hazards, and B-Batteries, eliminates fire hazards, and does away with hookup wires. Individual conductors are color coded for easy connection, and the ends of leads are dipped in solder to provide terminals suited for any kind of binding posts. The cord is made in two sizes, a five-conductor cord and a seven-conductor cord. Intended retail price of the former \$2, of the latter \$2.25.



A Battery and Charger Unit

Radio Retailing, September, 1926
The illustrated A battery power unit, manufactured by the Aeme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, comprises a 50 amp. hr. storage battery and a trickle charger employing a Tungar bulb for rectification. A switch is provided controlling the rate of charge which may be either 1/2 amp. or 1 1/2 amp., depending upon the size of the receiver with which the unit is used and current consumption. Intended retail price, mounted in a hard rubber case, \$35. Manufactured for a.c. operation only.

Double-Pole Double-Throw Knife Switch

Radio Retailing, September, 1926
The illustrated double-pole double-throw knife switch, No. 2020, manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, is 2 1/2 in. long x 1 1/2 in. wide. It is made of heavily nicked brass, base and handle molded of Bakelite. Intended retail price, \$1.



Cabinet Loudspeaker Resembling Books

Radio Retailing, September, 1926
"The Choral Cabinet" radio loudspeaker manufactured by Frank R. Porter, 1320 Vermont Avenue, N. W., Washington, D. C., is enclosed in a 16 in. x 10 in. x 8 in. cabinet which resembles a set of leather-bound books. The top is of mahogany, piano-finished, with a cast aluminum scroll, while the sides are specially bound in Morocco to represent books, with the titles embossed in gold. Equipped with a 20 ft. cord and plug, the intended retail price is \$100.



B Battery Eliminator

Radio Retailing, September, 1926
The "Raytheon Blim" B battery eliminator, manufactured by the Timmons Radio Products Corporation, Germantown, Philadelphia, is equipped with a Raytheon rectifying tube and is suitable for use with 110 volt, 60 cycle current. The unit, which is encased in metal is equipped with separate voltage taps which provide two detector voltages and three amplifier voltages, making it suitable for use where a power tube is employed in the last audio stage. A flexible cord, and an on-an-off switch, as shown in the illustration, completes the specifications. Size overall, 7 in. x 3 in. x 8 1/2 in. Intended retail price, \$47.50, complete with rectifying tube.



News of Latest Products Gathered by the Editors



Trickle Charger

Radio Retailing, September, 1926
The illustrated trickle charger is being made by the Apco Manufacturing Company, Providence, R. I. According to the manufacturer, there is nothing to get out of order and the outfit is very economical to operate. This is to be used for charging A storage batteries and operates from any 110 volt, a.c. circuit. The intended retail price is \$8.50.



Lamp Reproducer with Silk Shade

Radio Retailing, September, 1926
Illustrated is the "Alladin Lamp." This is a combination table lamp and radio reproducer manufactured by Frank R. Porter, 1320 Vermont Avenue, N. W., Washington, D. C., and may be had in either African mahogany or walnut. It stands 28 in. high, with a 8 in. base and comes equipped with a 14 in. x 13 in. silk shade. The lighting fixture is secured to the vase with a cast aluminum bracket and is equipped with a chain switch. Intended retail price, \$60.

Variable High Resistance

Radio Retailing, September, 1926
The Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, manufactures a wire-wound high resistance suitable for use as an oscillation control in radio frequency amplifiers, or as a volume and tone control in audio amplifiers. Resistance is varied by means of a sliding contact arm and the instrument is single-hole mounting. Size overall 1 1/2 in. The intended retail price of No. 2120 which is variable from 0 to 200,000 ohms, with dial, \$1.25; of No. 2150, variable from 0 to 500,000 ohms, with Bakelite dial, \$1.25.



Low Inter-Element Capacity Vacuum Tubes

Radio Retailing, September, 1926
Low inter-element capacity and a complete absence of injurious gases in the elements is the claim made for the Ken-Rad vacuum tube, manufactured by the Ken-Rad Corporation, Owensboro, Ky. According to the manufacturer, a new "arch" construction of element support and a process by which the tube elements are heated by a high-frequency current induced from an external coil to liberate gases which would eventually cause ionization of the filament, increase the efficiency of the tube. Manufactured in standard types as follows: KR-0201-A, detector and amplifier, intended retail price, \$2; KR-195, detector and amplifier, \$2.25; KR-120, power amplifier, \$2.50; KR-112, power amplifier, \$6.



Meter for Measuring Home Light Line Voltages

Radio Retailing, September, 1926
Type 5370 pocket a.c. voltmeter, manufactured by the Hoyt Electrical Instrument Company, Penacook, N. H., is an instrument especially designed for determining the line voltages in electric lighting systems. According to the manufacturer, this is a necessity since the advent of battery eliminators. The instrument is mounted in a nickel-plated case 1 in. x 2 in. overall, and may also be used in connection with d.c. voltages over 90 volts. Intended retail price, complete with light carrying case, socket plug and necessary leads, \$11.



Combination Power Amplifier and B Eliminator

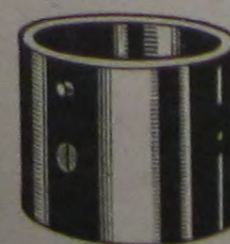
Radio Retailing, September, 1926
The illustrated combination of a B battery eliminator and power amplifier is made by the Timmons Radio Products Corporation, Germantown, Philadelphia. This combines a B battery unit, equipped with detector and amplifier high voltage taps, with a power amplifier unit permitting reproduction at great volume. The unit is designed to operate on 105-120 volt, 60 cycle current and is equipped with a flexible connection cord, plug and connection terminal to the radio receiver. Overall size, 1 1/2 in. x 4 1/2 in. x 5 1/2 in. Encased in a metal case, the intended retail price, without tubes is \$70.

Master Control Unit

Radio Retailing, September, 1926
The latest "Victoreen" product to be placed on the market by The George W. Walker Company, Cleveland, O., is a completely assembled, single control unit for use on all circuits employing two or three condensers of .0005 mfd. capacity. The V.S. type which is intended primarily for the Victoreen tended hoop-up can be installed without change in wiring. The T.R.F. type is the same as the V.S. type except that three condensers are used. Both models are completely assembled with condensers ready to use. The V.S. type (2 condensers) has an intended retail price of \$19.50. The T.R.F. type (3 condensers) has an intended retail price of \$24.50.

Socket Adapter for UX or CX Type Tubes

Radio Retailing, September, 1926
The illustrated adapter, No. 540, is made by Herbert H. Frost, Incorporated, 160 North La Salle Street, Chicago, and permits the use of the new CX or UX type vacuum tubes in receivers already equipped with the old navy type, or UV, sockets. It is made of highly finished bakelite. Intended retail price, 25c.



What the Trade Is Talking About

RMA Believes "Chaos" No Longer Imminent

At a meeting of the Board of Directors of the Radio Manufacturers' Association held August 6, the association went on record as opposed to any efforts to create public uneasiness on account of the present situation with respect to broadcasting control.

In a statement, A. T. Haugh, president of the association, said: "The Association which is representative of the leading manufacturers of radio apparatus in the United States believes that the future of the radio industry is entirely in the hands of the listening public. Scarehead articles regarding 'chaotic conditions' are wholly unwarranted. There is only one thing in which the listening public is interested and that is what they get over the air. Everyone knows that the programs have been increasingly good and those who are conversant with the plans for fall and winter know that broadcasting, instead of being less interesting, will be very much more so. The talk of chaotic conditions among broadcasting stations has no basis in fact.

Reports reaching the National Association of Broadcasters show that while a few stations may have jumped their wavelength or changed their power, the effect on the listening public has not been noticeable nor has it made any material change in receiving conditions or in the worth of radio to the listener.

"Practically all of the stations have agreed to 'stay put' until such time as suitable regulation has been provided. As a matter of fact, the need of regulation is more theoretical than actual for the simple reason that the natural forces which are at work in the situation will automatically govern every broadcasting station for its own best interests. The broadcasters as well as the radio manufacturers have long ago

come to the conclusion that the interests of the broadcaster and the interests of the manufacturer are one with the interests of the radio listener. Only those things which are good for the listener will go for the rest of us and we believe that we are all going to stay in business only so long as we serve the public need."

Trade Tour Gets Increased Business

More than \$600,000 in advance radio equipment orders was obtained by Twin City jobbers and distributors on the second annual Northwest Radio Trade tour held in August. Five stops were made on the 1,500 mile tour and at each of these places an all-day radio exhibit was conducted, the latest in sets and equipment demonstrated and talks made. Stops were made at Fargo and Grand Forks, N. D., Aberdeen and Sioux Falls, S. D., and Mankato, Minn. J. O. Maland, secretary of the Northwest Radio Trade Association, said that expected increases in business are 46 per cent for North Dakota, 47 per cent for South Dakota and 65 per cent for Minnesota.

Prominent in the tourists were John M. Redell, Kursch-Kasch Co., Dayton, O.; H. J. Hagen, Splitorf Electrical Manufacturing Co., Newark, N. J.; W. G. Hammond, Priess Radio Corporation, New York; Ross Smith, Magnavox Company, Oakland, Cal.; Ray V. Sutcliffe, *Radio Retailing*, New York; Jack Heiman, Henry Hyman Co., New York; S. G. Allen, Electrical Research Laboratories, Chicago; O. D. Gray, Neutrowound Corporation, Chicago.

Invitations to the Northwest Radio show, which is to be held in Minneapolis September 27 to October 2, were extended to all dealers in the Northwest. The tour and the show are staged annually by the Northwest Radio Trade Association.

Federal Jobbers See New Orthosonic Models

The Federal Radio Corporation held its first annual wholesalers' convention at the Hotel Statler, Buffalo, August 2 and 3. The two day program included a discussion of Federal sales' policies and plans, presentation of the company's advertising schedule and a preview of the new Orthosonic receivers.

By way of entertainment, a tour of Niagara Falls was included in the convention proceedings, wholesalers leaving the Hotel Statler in busses provided and arriving at the Hotel Clifton in Canada in time to view the illumination of the falls.

Crosley Jobbers Stage Joint Sales Conferences

Powel Crosley, Jr. was the guest and principal speaker during a recent series of sales promotion "get-togethers" with Crosley dealers, arranged through the co-operation of mid-western wholesalers during the week of July 12. Harold J. Wrape, Benwood-Linze Company, St. Louis presided at a meeting attended by sixty dealers with the co-operation of the Campbell Iron Company, Commercial Electric Supply Company, Beck and Corbitt Company and Geller-Ward & Hasner Hardware Company of that city.

In Kansas City Mr. Crosley addressed more than 300 dealers and jobbers at a meeting under the auspices of the Sterling Radio Company, Harbison Manufacturing Company, American Electric Company, Ross-Frazier Iron Company of St. Joseph and the Reichel Motor Car Company, Macon. Omaha dealers turned out in response to a request from the Electric Supply Company, Nebraska Buick and Paxton and Gallagher, while in Waterloo, Iowa, the Standard Battery Company, Western

Radio Corporation of Cedar Rapids and Terry Durin of that city co-operated. The final meeting was held on July 16 in Minneapolis, with the co-operation of Noyes Brothers and Cutler Company of St. Paul, Lucker Sales Company and W. S. Nott Company under the direction of Foster Hannaford.

Trade Associations Move to End "Chaos" Rumors

The Federated Radio Trades Association in convention at Detroit, August 16-17, officially went on record as one of the four radio organizations which may sponsor the formation of a committee to effect self control of the radio trade. The other three organizations sponsoring the committee are the Radio Manufacturers Association, the National Association of Broadcasters and the Radio Division, Associated Manufacturers of Electrical Supplies. The first meeting of the committee to guide radio industry affairs will be held in New York during the week of the Radio Industries banquet, September 15. It will be composed of one representative from each of the four associations and is expected to set at rest all rumors and possibilities of "chaos" in radio.

The Federated Radio Trades Association also resolved to expend every effort to quiet unwarranted rumors of confusion brought about by the breakdown of federal control. Reception is better now, it was stated, than it has been at any time this year and is expected to improve. No interference between stations is being experienced.

On legislative matters the federation decided to support the attitude of the R.M.A. and the Association of Broadcasters toward the Dill and the White Bill. This decision followed an address by Paul Klugh, chairman of the broadcasters, in which he pointed out that the interests of the trade are being protected and that satisfactory legislation would undoubtedly be enacted. Many other matters of trade interest were discussed and the meetings were voted a success in every way. The Michigan Radio Trade Association of Detroit acted as host to the one hundred delegates present. Among the speakers at the various meetings were B. W. Ruark of the Radio Manufacturers Association; N. C. Beerend of the Wisconsin Radio Trade Association; J. O. Maland of the Northwest Radio Trade Association; R. V. Sutcliffe, western editor of *Radio Retailing*, and A. N. Edwards, of the Michigan Radio Trade Association. Harold J. Wrape, president of the federation, and also president of the St. Louis Radio Trade Association, presided.

The next meeting will be held in February at St. Louis. The federation also officially killed the international test week idea and voted to consider substituting a national radio industry week every spring if other radio trade groups will co-operate.

WLW, the broadcasting station of the Crosley Radio Corporation, Cincinnati, is shortly to increase its power to 50,000 watts.



The Banquet, Boys, the Banquet

September 15 is the night and the Hotel Astor, New York City, is the place of the third annual Radio Industries banquet. Here is the committee in the process of preparing plans. It was a hot night but it is promised the banquet night will be hotter. In the picture (and on the committee) are such well known radioites as A. H. Grebe, second from

left; Clayton Irwin, right of Mr. Grebe; M. C. Rypinski, eighth from left; John W. Griffin, next, and Major J. Andrew White, next; Charles B. Popenoe, Irwin Kurtz, Eric Palmer, Benjamin Gross and L. A. Nixon are others whose well-known maps decorated the festive board. The committee is planning to entertain over 2,000 diners on the night of the 15th.

Large Furniture Maker Enters Radio Field

Showers Brothers Company, Chicago, Ill., reputed one of the largest manufacturers of furniture for the trade in the United States, announces its entry into radio. This concern will distribute, through the direct manufacturer-to-dealer channel, a console containing a six-tube, single-dial-control receiving unit. The front panel will be made of metal and the circuits completely shielded. It is understood that the suggested selling price for this console set—without tubes or batteries—will be less than \$100.

According to D. F. Fesler and H. T. Roberts, managing directors of the radio division of the company with headquarters in the Tribune Tower, Chicago, no special attempt will be made to distribute this console set through the company's present organization of retail furniture dealers.

Zenith Elects Officers

At a special directors' meeting of the Zenith Radio Corporation, Chicago, held to consider an expansion of the business to take care of the newly perfected devices for the control of rail-ways, the following officers were elected: E. F. McDonald, Jr., president; Paul B. Klugh, vice-president and general manager; T. M. Fletcher, vice-president; N. A. Fegen, secretary and sales manager; and H. Robertson, treasurer.

Stockholders and directors present were unanimously in favor of expanding the operations of the corporation and thereupon subscribed and paid for unissued treasury stock to an amount sufficient to carry out the new activities.

Brooklyn Dealers Attend G. J. Seedman Dinner

More than 150 Brooklyn, N. Y., retailers attended a sales-meeting and get-together dinner given by the G. J. Seedman Automotive & Radio Company, Inc., distributor of Grebe, Amplicon, Burgess and Balkite radio products, at the St. George Hotel, on the evening of August 11.

George J. Seedman, president, outlined the company's merchandising policy for the coming year and announced the inauguration of a time-payment finance plan for retailers of Grebe receivers, by which the dealer is relieved of all collections. Later in the evening A. H. Grebe addressed the meeting, announcing new Synchronphase models, while Mr. Lyons, of the Lyons Advertising Agency, outlined the Grebe advertising schedule.

S. B. Trainor, president of the Amplicon Corporation of America, was on hand with two new loudspeakers, and outlined the history of the English company. Burgess was represented by Mr. Keefe, and Balkite by Mr. Rainbalk, who announced his company's new models for the season.

The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill., is the manufacturer of the radio receiver installed in the Chicago-Minneapolis air mail plane shown on page 73 of the August issue. The company's broadcasting station WENR co-operated with station WCCO in communicating with the fliers. The All-American Radio Corporation engineered the idea of radio dispatching of the aviators from the start, and has been at work continuously in co-operating with the air fliers.

Federal Radio Corporation Wholesalers Convene at Buffalo



Starting the 1926-1927 season with a bang, the Federal Radio Corporation, Buffalo, N. Y., held its annual convention of distributors of Orthosonic receivers at the Hotel Statler, in that city, late in July. Evidently the company believes that

"the way to a man's heart is through his stomach," and the above photo was snapped just after distributors from all parts of the country disposed of a sumptuous repast with great gusto. Needless to say the convention was a success.

Third Brooklyn Exposition

The Third Annual Radio Exposition of Brooklyn, N. Y., will be held October 30-November 6, in the 23rd Regiment Armory, Bedford and Atlantic Avenues, under the direction of Stephen T. Rogers, who promoted the 1925 show. The armory, 200 feet wide and 300 feet long, with an arched glass dome ceiling, offers an ideal location for this exposition which has the endorsement of retailers in the metropolitan district.

The Mohawk Corporation of Illinois, 2220 Diversy Boulevard, Chicago, has just celebrated the sixth anniversary of its entry into the electrical field. The company was originally started in Chicago by L. and G. Frankel as the Electrical Dealer's Supply House, later branching into the manufacture of radio receivers of the single-control type. Since that time the steady increase of business in this field has warranted the purchase of an additional building at 3695 Lincoln Avenue.

The Audiola Radio Company, 430 South Green Street, Chicago, has appointed the following concerns as its factory representatives: The Hal Taylor Company, Chicago; R. E. Swope, Cincinnati; Handel-Davies Company, Cleveland; W. W. Bolz Sales Company, Pittsburgh; Erlichman Brothers, Philadelphia; Jas. W. Moneur Company, Canada; A. L. Neurauter Company, St. Paul; W. A. McDonnell & Geo. H. Wacker Company, St. Louis; The Carroll Company, Dallas; The Wesco Company, Denver; and the Marshank Sales Company, Los Angeles.

Burton E. Ebert has withdrawn from the American Radio and Equipment Company of Milwaukee with which he has been associated since its organization. He was previously with Magnavox and is planning to return to the manufacturing end. His new home address is 2011 Jarvis Avenue, Chicago.

What's Holding Radio Back?

(Continued from Page 77)

tions. Many distributors and trade associations are operating service schools.

16. Returning sets for correction.

Wholesalers report many instances of dealers returning sets claimed defective, which, in the jobber's opinion, could and should be repaired in the dealer's own workshop. See No. 15.

17. Returning sets for credit.

Dealers and jobbers are beginning to be judged by their record for business integrity. They are realizing that the better lines can no longer be obtained unless such a reputation has been established. Closer co-operation between dealer, jobber and manufacturer, now in evidence, will alleviate this source of trouble and loss.

18. Servicing.

Most genuine radio dealers experience little trouble from this source. It can be licked. Many retailers increase their gross sales because of the contact opportunities servicing gives them.

Constructive Influences at Work

An article of this nature must, of necessity, be limited in its analysis of these subjects. There are many ills to be considered, at least these eighteen—but there is a decidedly optimistic side to the picture and that is there is not one problem on which constructive influences are not

already at work to correct the pernicious effect of each trade abuse so prevalent in the past.

The perfecting of national trade associations, such as was witnessed at Detroit in August and at Atlantic City in May, are beneficial factors of tremendous possibilities.

The weaker members of the trade are falling by the wayside. Those who have built on sound business principles seem to be the ones that are prospering. The passage of time will work to the advantage of the better type of manufacturer and merchant, because those who turn out an inferior product, those who lean upon weak distributors or those who sell below gross margin costs, cannot long survive.

300 Manufacturers to Exhibit at Radio World's Fair

Madison Square Garden, New York City, will be the scene of what has been classified as the most impressive industrial exhibition every held in this section, when the doors open September 13 admitting 10,000 jobbers and dealers and probably more than 500,000 consumers to the Radio World's Fair.

More than 300 manufacturers have contracted for exhibit space, and thousands of seats in the balcony have been boarded over to provide room for the overflow. Amateur radio, as well as broadcasting through a chain of stations, is to play an important part in the exhibition, short-wave enthusiasts being represented by exhibits from several countries in Europe and the relaying of messages from the Garden via a short-wave installation and a chain of amateurs under the supervision of the American Radio Relay League.

Texas Radiola Dealers Organize

Hal Corry of Dallas is chairman and Robert N. Watkin of the Will A. Watkin Company of that city is secretary of the newly formed Texas Radiola Dealers Association. Standardization of prices and the formulation of mutually beneficial business policies are the aim of the organization which will have its headquarters at Dallas.

The Clapp-Eastham Company, Long Island City, N. Y., recently granted exclusive merchandising rights on regenerative receiver kits by the Westinghouse Electric & Manufacturing Company, owner of the Armstrong patents on regeneration, is to manufacture such kits for the Bruno Radio Corporation, 40 Paynter Avenue, Long Island City. Under this arrangement the Bruno Corporation will be the only manufacturer legally authorized to sell such complete kits. Westinghouse will shortly call upon present makers of regenerative units to discontinue their production, according to Bruno.

The Shamrock Manufacturing Company, 196 Waverly Place, Newark, N. J., has just published a small 24-page pamphlet entitled "Shamrock Says—" in which the merchandising policy of the company is outlined in a clear concise manner. What the company requires of its distributors, what its policy is in regard to co-operation in advertising and the appropriation for this purpose for the 1927 season is set forth in this interesting release.

The Daven Radio Corporation, 158 Summit Street, Newark, N. J., has appointed W. D. A. Peaslee acting sales manager to succeed K. R. Moses, resigned. Mr. Peaslee regularly holds the position of assistant to the president.

The Western States Sales Company, Inc., manufacturers' sales agency, has been formed, with headquarters at 1632 South Los Angeles Street, Los Angeles, Cal., by B. R. Hassler, formerly general sales manager of the Colin B. Kennedy Corporation, who is president of the new company. George J. Lane, vice-president, for the past three years has been in charge of Kennedy sales in California, while E. W. Kennard, secretary and treasurer, performed the function of sales manager for this manufacturer in the central and northwestern territory. The concern maintains branch offices in San Francisco and Seattle and, according to Mr. Hassler, offers an exceptional opportunity to manufacturers desirous of securing complete representation in the states of California, Oregon, Washington, Montana, Idaho, Utah, Nevada and Arizona.

The Gold Seal Products Company, Inc., 250 Park Avenue, New York City, is to be known hereafter as the Gold Seal Electrical Company, Inc. The capitalization of the company has also been increased, according to an announcement, to facilitate trade expansion.

The William R. McElroy Company, representative of the Fansteel Products Company, Inc., in the Pittsburgh territory held a luncheon and sales meeting for Balkite jobbers in this district at the Pittsburgh Chamber of Commerce on July 26th. Ronald Webster, secretary of the Fansteel Company, presided at the meeting.

The Radioart Corporation, 347 Geary Street, San Francisco, Cal., announces the appointment of Andrew L. MacFarland, former sales manager, as president of the organization. Mr. MacFarland succeeds James B. Thelkeld, Jr., as president and principal stockholder.

The Polymet Manufacturing Corporation, 599 Broadway, New York City, has appointed S. H. Groubard, formerly with Allied Radio and the Spartan Electric Company, special representative in the metropolitan district. Mr. Groubard will center his activities among the metropolitan New York jobbing trades.

The Will A. Watkin Company, 1207 Elm Street, Dallas, Tex., is making extensive alterations in its store interior in order to facilitate the sale of radio and other musical instruments. According to the company, last year it enjoyed its most profitable year and greatly increased trade during the approaching season is anticipated.

The General Instrument Corporation, 423 Broome Street, New York City, has appointed Clarence J. Timms, formerly connected with the Aluminum Company of America, president and a director of the company.

The Howard Radio Company, 469 E. Ohio Street, Chicago, has appointed the Commonwealth Edison Company of that city the exclusive distributor of Howard receiving sets. The company believes that centralization of distribution will be advantageous to Chicago retailers. The entire state of New Jersey has been allotted to the North Ward Radio Company, 367 Plane Street, Newark.

Gross-Brennan, Inc., sales representative for the Stromberg-Carlson Manufacturing Company, exhibited the new line of receivers offered by this company to the trade at a meeting held in the United Engineering Society Building, 29 West 39th Street, New York City, July 27. Ray H. Manson, chief engineer of the Stromberg-Carlson company, attended and demonstrated the receivers.

Stromberg-Carlson Salesmen Attend Annual Convention at Rochester



Retailers of Stromberg-Carlson radio receivers who delight in delving into the mysteries of a group photograph in an effort to locate the visage of a close acquaintance—and who does not?—will surely find a head over which to place the inevitable "X" in this photo. For practically all the salesmen of the Stromberg-Carlson Telephone Manufacturing Company were snapped on the grounds of the big Rochester

Factory while attending the annual sales convention. Addresses by Ray H. Manson, chief engineer of the Company, Major Klock, of the Gould Storage Battery Company, and George R. Folds, president of the Cook Electric Company, led pleasantly up to the climax of the conference—demonstration of the company's new receivers—and the boys departed determined to "set the world afire."

Nebraska Convention Attended by 500 Radio Dealers



More than 500 radio dealers in the vicinity of Hastings, Neb., attended the third annual dealers radio show of the W. M. Dutton & Sons Company, Inc., of that city, which was

held on July 27. The great interest of retailers in new models and new apparatus at this early date lead R. Myers, manager, to predict a radio year without precedent.

De Forest Re-Organized

The De Forest Radio Company, Jersey City, has resumed manufacturing operations with several changes in management.

Louis J. Chatten, former divisional sales manager for the central western territory, has been appointed general sales manager of the F. A. D. Andron, Inc., manufacturers of Paia Radio.

Theodore Rawl, formerly of the Montrose-Hast Laboratories, has been appointed general sales manager of Harold Herbert, Inc., Long Island City, N. Y.

A. M. Baehr, affiliated with the Storad Manufacturing Company, Cleveland, as general manager and with Clark, Fleming & Baehr, manufacturers' representatives of that city, has resigned his position with the Storad company.

The Acme Apparatus Distributing Co. of Cleveland, with capital stock of 500 shares, no par value, was recently chartered in Ohio in distribute radio sets and accessories.

The Mohawk Corporation of Illinois, 2222 Diversey Parkway, Chicago, Ill., has secured a patent, No. 1,573,374, granted to its chief engineer, Paul A. Chamberlain February 16, 1926, relating to the assembly of gang or multiple unit variable condensers.

The Pioneer Radio Sales Company, 1005 Tribune Building, New York City, has been appointed factory representative in the metropolitan territory for the Webster Company, Chicago, manufacturer of the Webster Super B Eliminator and also for the Yahr & Lange Company, Milwaukee, Wisc., manufacturer of the Super-Ball Antenna.

The Automobile Supply Company, Chicago, Ill., has been appointed exclusive distributor of Neutrowound receivers in the Chicago territory. A vigorous sales campaign has been launched under the direction of T. M. Brooks, president, which promises to be productive of business.

Radio Shows and Conventions

- September 5-11: Fourth Annual Radio Exposition, Ambassador Auditorium, Los Angeles.
September 13-18: Radio World's Fair, New Madison Square Garden, New York City.
September 17-18: Winnipeg Radio Show, Alexander Hotel, Winnipeg, Manitoba, Can.
September 15-18: Akron Radio Exposition, Akron, O.
September 20-23: Second Annual Radio Exposition, City Auditorium, Houston, Tex.
September 20-26: Cleveland Radio Exposition and Trade Convention, Exhibition Auditorium, Cleveland.
September 20-25: Second Annual Pacific Northwest Radio Exposition, Public Auditorium, Portland, Ore.
September 25-29: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee.
September 27-October 2: Sixth Annual Boston Radio Exposition, Mechanics' Building, Boston.
September 27-October 2: Fifth Annual Northwest Radio Show and Northwest Radio Trade Association Convention, Kenwood Armory, Minneapolis, Minn.
September 27-October 2: National Radio Exposition, Exposition Hall, Hotel Sherman, Chicago.
September 27-October 2: Heart of America Radio-Electrical Exposition, Convention Hall, Kansas City, Mo.
September 30-October 2: Dayton Radio Show, Dayton, O.
October 4-9: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh.
October 4-9: Montreal Radio Show, Windsor Hotel, Montreal, Quebec, Can.
October 11-17: Fifth Annual Chicago Radio Show, Coliseum, Chicago.
October 18-23: Second Southwest National Radio Show and Trade Convention, Coliseum, St. Louis.
October 16-25: Buffalo Radio Show, Broadway Auditorium, Buffalo.
October 25-31: Fifth Annual Detroit Radio Show, Convention Hall, Detroit.
October 25-30: Second Annual Indianapolis Radio Exposition, and Dealers' Convention, State Fair Grounds, Indianapolis, Ind.
October 25-30: Toronto Radio Show, Coliseum, Toronto, Ontario, Can.
October 30-November 6: Third Annual Radio Exposition, 23rd Regiment Armory, Brooklyn.
October 30-November 6: Cleveland Radio Industries Exposition, Public Auditorium, Cleveland.
November 9-13: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee Auditorium, Milwaukee.
June 8-13: Radio Manufacturers Convention and Trade Show, Stevens Hotel, Chicago.

Vice-Pres. Dawes to Speak at Radio Banquet

It was announced in Chicago August 18, by Herbert H. Frost, chairman of the speakers' committee of the Radio Industries banquet, that Vice-President Dawes would address this gathering on the occasion of its third annual banquet to be held in New York, Sept. 15, at the Hotel Astor.

Mid-Atlantic A. K. Dealers Meet in Baltimore

Under the auspices of the Magneto and Machine Company, Atwater Kent jobber for Maryland, Virginia and West Virginia, more than 200 dealers of these states attended the third annual convention at the Belvedere Hotel, Baltimore. Retailers were welcomed on July 30 by S. Gordon Parks, president of the distributing organization, and R. B. Green, sales manager, who presided.

Maj. Herbert Frost Honored at Chicago

Three hundred and sixty friends of Major Herbert H. Frost, sales manager of the E. T. Cunningham Company, New York City, and, until three months ago, head of the Herbert H. Frost, Inc., of Chicago, honored him with a farewell banquet at the Palmer House, Chicago, August 18.

Referring to the signal success and popularity of Major Frost, Paul Klugh, in his capacity as toastmaster, emphasized the deep debt of gratitude which the entire industry owed to the untiring effort of Mr. Frost in his unselfish and far-sighted endeavors to place radio on a solid business basis.

One of the features of the entertainment was a series of lantern slides cartooning the "high spots" in Frost's career. These slides were introduced by appropriate verses especially written and sung for the occasion by Eddie Cavanaugh of Station KYW of the Westinghouse Company.

Battery Eliminators (concluded from page 81)

Table with columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Operates from A.C. or D.C., Eliminates A, B or C Batteries, Voltages Delivered, Type of Rectifier, Dimensions in Inches, Weight in Pounds.

Power Units

Table with columns: Manufacturer's Name and Address, Trade Name and Model Number, List Price, Operates from A.C. or D.C., Supplies A, B or C Current, Voltages Delivered, Type of Rectifier, Dimensions in Inches, Weight in Pounds.

New Dealer Help Material

Aids to greater profits provided by radio manufacturers for their dealers

Bosworth Company Outlines Its Sales Policy

In the latest sales help booklet distributed to dealers by the Bosworth Electric Manufacturing Company, Cincinnati, Ohio, this company devotes two full pages to an explanation of its sales policy for the ensuing year. The booklet also lists stock advertising mats available to the retailer. The company normally pays 50 per cent of its retailers' local advertising costs under a co-operative plan. The booklet is 11 x 8½ in. over all and is printed on heavily coated and glazed stock.

The brochure also contains reproductions of letters received from satisfied users of Bosworth receivers and is equipped with a smaller supplemental booklet which contains illustrated descriptions of the company's line of receivers, making it suitable for use as a mailing piece to dealers.

A. H. Grebe & Company, New York City, mails several 11x14-in., easel-backed counter cards to dealers, announcing the broadcasting of popular aquatic sport events by the company's marine transmitting station, WRMU, several days before these events are scheduled. The cards bear a description of the station in photographic form and extend an invitation to sports "fans" to listen to a broadcast account of these popular events via a Synchronphase receiver within the dealer's store.

The Radio Corporation of America, New York City, is supplying a 3 x 4 in. 32 page booklet called "Vacationing with the Joneses" which lists, in diary form, the activities of this representative family during the vacation season. A Radiola portable receiver plays an important part in the adventures of these people and full page photographs show it in use in the family car, en route to the seashore and illustrate its adaptability in connection with the various sports in which they engage upon arrival. The booklet has a light paste-board cover and is suitable for mailing purposes.

Silver-Marshall, Incorporated, 843 W. Jackson Boulevard, Chicago, has released a retail merchandising help in the form of a 92 page, 6 x 3¼ in. booklet entitled "The secret of quality—how to get it from your set." The fundamental principals of quality reproduction in radio receiving-set audio-amplifiers are explained in this booklet, which is sold to consumers for 10c. It is well illustrated with photographs and diagrams.

The Slagle Radio Company, 530 Masterson Avenue, Fort Wayne, Ind., manufacturer of Slagle radio receivers, supplies three 18 in. x 12 in. easel-

backed counter or window display cards and two 6 in. x 24 in. window posters equipped with gummed tabs. The displays are printed on buff colored stock, with a half-inch white margin, in red and black. Simplicity of design is the keynote and adds to the distinctive appearance of these displays.

A Real Dealer Help



Promotion of the "Buy in Your Neighborhood" idea is as important as bringing its own set into the limelight, according to the Freed-Eisemann Radio Corporation which furnishes this card gratis to its dealers.

New Neutrowound Booklet

"Ten Minutes a Week to Get Good Radio" is the title of a new 32-page booklet compiled by engineers of the Neutrowound Radio Manufacturing Company, 101 Western Avenue, Homewood, Ill. This booklet, which is illustrated in colors will be furnished free to all radio fans on request and contains a "Trouble Chart" in which under the general headings of various common receiving set troubles, causes and remedies are outlined. A radio log sheet and photographs of broadcast station WOK are included in this leaflet.

Realistic Display



The Daven Radio Corporation furnishes this attractive counter card. The "glass" portion of the resistance which is seen between the metal end pieces and the center label is made of transparent paper, giving the display a realistic effect.

Garod Releases New House Organ

"The Garodian," the official house organ of the Garod Corporation, Belleville, N. J., which is to be published monthly, made its debut July 1st. The first issue—an eleven page booklet—contains photographic illustrations of the Garod line of radio receivers with complete specification and also contains a section devoted to retail window displays.

The Weston Electrical Instrument Corporation, Weston Avenue, Newark, N. J., publishes a 12 x 12½ inch, three-page folder designed to aid the retailer in the sale of Weston "pin-jack" voltmeters. The folder shows in photographic form the uses of this instrument and lists its advantages when used by a radio set owner. Printed in red and black.

The International Resistance Company, Perry Building, Philadelphia, Pa., describes the various uses of Durham metalized resistances and furnishes the operating characteristics of the several types manufactured, in its new 18-page booklet supplied to dealers as a merchandising help. This 8x10 in. booklet is equipped with a substantial cover and may be used as a handbook of general information on resistances.

The Atwater Kent Manufacturing Company, Philadelphia, Pa., supplies an interesting folder for dealer use in its bulletin No. 6. This issue of the A-K periodical is called "The Other Fan's Experience." It contains two pages of photographic reproductions of unsolicited letters from enthusiastic customers.

The Magnavox Company, 2725 East 14th Street, Oakland, Cal., in a two-page leaflet supplied as a merchandising help to retailers, lists in pictorial form the new cone speakers which it manufactures. A half-tone photo of a Magnavox speaker in use in an address system used by H.R.H. Prince of Wales in 1919 is printed on the pamphlet cover and makes it adaptable as a sales pamphlet.

The American Storage Battery Company, 326 Newberry Street, Boston, Mass., manufacturer of the Harvard storage battery, lists all types which it manufactures and replacement parts in a new 16-page catalog. One of the features of this booklet is a reproduction of a storage battery cross-section.

The Davy Electrical Corporation, 505 Court Street, Brooklyn, N. Y., manufacturer of the Davy A battery eliminator, supplies a small "throw-away" folder as a merchandising aid to retailers.

Radio Retailing, A McGraw-Hill Publication



The Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm.

Its overwhelming popularity, which has involved the replacement of hun-

dreds of thousands of old type loud speakers, establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces ... the Crosley Super Musicone!

This larger 16-inch cone utilizes the same Crosley patented actuating unit

as the smaller Musicone ... and this, not the cone shape, is the secret of Musicone excellence.

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

The 12-inch Musicone has been reduced to \$12.50. Also at \$32 in the form of a beautiful Console, in which both receiver and batteries may be placed.

THE CROSLEY RADIO CORPORATION, CINCINNATI, OHIO ... POWEL CROSLEY, Jr., President.

CROSLEY SUPER MUSICONE

BETTER • **\$14.75** COSTS LESS

Write Dept. 130 for illustrated booklet and details of the Crosley Dealer Franchise. All prices slightly higher West of the Rockies.

WORKRITE MODEL 16
Six tube neutrodyne. Two-dial control, 3 Way Switch. Walnut Cabinet. Price \$80.00

WORKRITE MODEL 26
Same circuit as Model 16. Walnut cabinet, 20" cone speaker, battery or power unit compartment. Price \$145.00

WORKRITE MODEL 36
Six tube neutrodyne. Two-in-one dial control, 3 Way Switch. 24" cone speaker, wired for power units from lighting socket, or batteries. Beautiful two tone walnut cabinet. Price \$210.00

WORKRITE Radios WORKRITE

Performance that pleases — reliability that assures profits!

The final profit isn't made when you sell a radio. It's made after the period of free service has expired. You must keep the servicing expense to a minimum if you are to make a fair profit on the sale. It's easy to sell WorkRite Radios, because of their beauty, charm, fine tone, volume and easy tuning. It's easy to keep the profits you make because of the high quality materials and workmanship that go into every WorkRite set. Five years radio manufacturing experience guarantees WorkRite sets to be reliable and standardized. Careful inspection assures you that every set is perfect. Servicing expense on WorkRite radios is almost negligible. WorkRite dealers are given exclusive franchises. Your territory may be open. *Write today.*

Distributors
Some exclusive territory is still available for distribution of the WorkRite line.

NEUTRODYNE

WorkRite is a licensed Neutrodyne set. This is a Neutrodyne year.

THE WORKRITE MFG. CO.
1819 East 30th St., Cleveland, Ohio

WORKRITE
SUPER NEUTRODYNE RADIOS

Help him get RESULTS

That's the quickest way to turn a casual purchaser into a steady customer

RADIO owners are after results. Most of them know little about the technical details of their sets—and they care less!

So, if you sell the customer radio parts that *do* give results, and do *not* give trouble, you gain his confidence and, naturally, his steady trade.

That is why radio dealers find the Exide line so profitable. Exide Radio Batteries always deliver the goods—a steady, powerful flow of current so necessary for clear reception. Their dependability and long life often form the basis of lasting customer good-will.

Exide Radio Batteries sell easily. People like to buy something they know. There are few people who *do not* know the Exide name, either from the prominent national advertising or from actual experience with these batteries in the many other fields where Exide has established a reputation for reliability.

There is an Exide Battery for every type of radio set. Build up the customer's confidence in your judgment by recommending the Exide best suited to his needs.



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



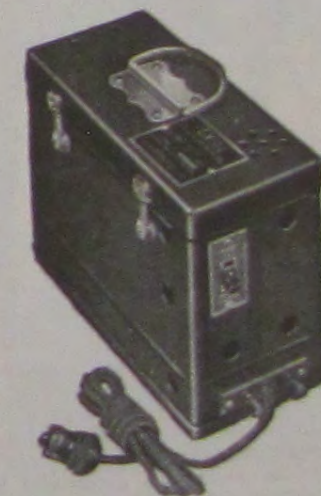
6-VOLT "A" BATTERY
The rugged, good-looking Exide 6-Volt "A" Battery, in the one-piece case.



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



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



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.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

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

Exide

RADIO BATTERIES

FOR BETTER RADIO RECEPTION, USE STORAGE BATTERIES

A remarkable



D-10

D-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Very selective and sensitive. Mahogany cabinet, mahogany lined. Finish, rich brown. Without accessories \$100.00
D-5—Console. As illustrated. Specially designed and finished to match D-10 Ortho-sonic. Ample battery space. Equipped with gliders \$30.00



A-10

A-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Rich brown mahogany finish. Without accessories \$75.00



B-20

B-20—Five tubes. 199's or 201-A's. Balanced, tuned radio frequency. Genuine mahogany cabinet with rich finish. Micrometer tuning controls. Space for batteries. Without accessories \$100.00



E-10

E-10—Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control. Extremely selective. Maximum receiving range. All-metal construction. Illuminated scale. Perfect control of volume. Beautiful brown mahogany cabinet—rosewood inlay. Well finished. Satin texture. Without accessories \$150.00

E-5—Console, as illustrated. Specially designed and finished to match E-10 Ortho-sonic. Ample battery space. Equipped with gliders \$40.00



F-10

F-10—Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. For use with loop only. Single control. Maximum selectivity—long range reception. All-metal construction. Illuminated scale. Perfect control of volume. Beautiful mahogany cabinet. Vermillion inlay. Finish, rich brown—satin texture. Without accessories \$250.00

F-5—Console. As illustrated. Specially designed and finished to match F-10 Ortho-sonic. Ample battery space. Equipped with special rubber-tired casters \$50.00

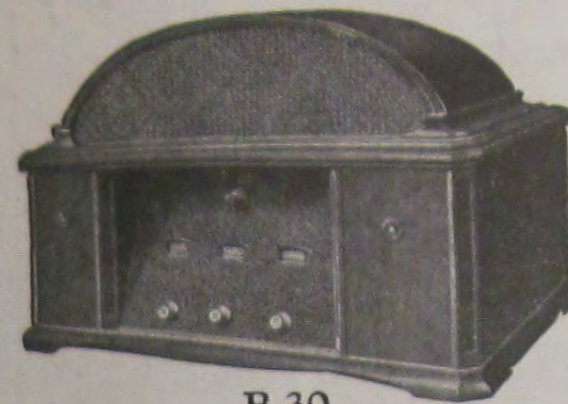
NEVER has a radio display created such interest. An inspection of the Federal factories left a lasting impression. Never a line of Radio packed with so many possibilities... Never a gathering of wholesalers so enthusiastic!

So much for the Federal Ortho-sonic Radio Wholesalers' convention. Held in Buffalo on the 2nd and 3rd of August and attended by wholesalers and their salesmen from all parts of the United States and Canada.

A word concerning the line itself.

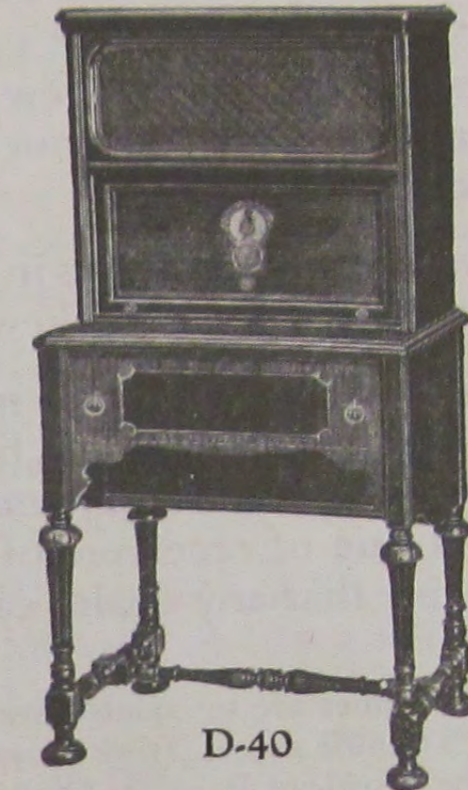
With the addition of these beautiful models, shown here with the fast-selling Federal A-10, the line is now all-inclusive. With a price range from \$75.00 to \$400.00 on popular models; \$600.00 to \$1000.00 on custom-built models, it now meets practically every individual preference.

demonstration



B-30

B-30—Five tubes. 199's or 201-A's. Balanced, tuned radio frequency. Extremely sensitive and selective. Mahogany cabinet finished in rich, lustrous brown. Micrometer tuning controls. Ample space for batteries. Federal enclosed adjustable speaker. Exceptional volume and tone. Without accessories \$140.00



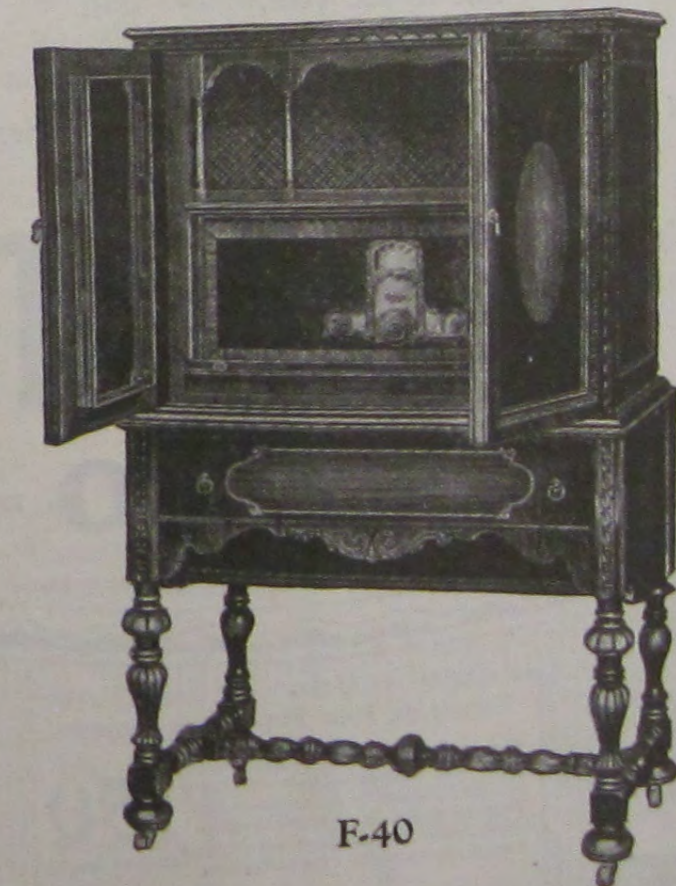
D-40

D-40—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Built-in speaker. Deep, rich tone quality. Receiver compartment slides out. Walnut cabinet. Ample battery space. Without accessories \$200.00



E-40

E-40—Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control. Extremely selective. Maximum receiving range. All-metal construction. Illuminated scale. Built-in speaker. Receiver compartment slides out. Walnut cabinet, antiqued and inlaid with rosewood. Ample battery space. Without accessories \$300.00



F-40

F-40—Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. For use with loop only. Single control. Maximum selectivity—long range reception. All-metal construction. Illuminated scale. Extra large built-in speaker. Walnut cabinet, artistically antiqued. Inlaid with vermillion. Ample battery space. Without accessories \$400.00



*The fundamental and exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.

And remember! Every Federal Radio set has the patented Ortho-sonic circuit, magnificently shielded and second to none in selectivity, ruggedness and operative simplicity. And we ask you—where did you ever see any furniture more beautifully designed than these Ortho-sonic cabinets?

The Federal line is backed by a proposition as sound and appealing as any ever going out to a radio retailer. Includes national magazine and newspaper advertising, powerful resale help, liberal discounts, red tape freedom, and adequate protection from a manufacturer for twenty-five years in the field and here to stay.

Line up with Federal. If you don't know your Federal wholesaler please feel free to 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

It's The Dealer's Reputation That's At Stake!

THE manufacturer covers the nation. A few dissatisfied families out of twenty million do not bother him much — he has thousands of satisfied set-owners to offset them.

The average dealer, however, works and lives in the neighborhood he serves. When HIS reputation is at stake HIS profits likewise are often in the balance.

Every dealer can enthusiastically exploit the merits of Trinity and associate his good name with Trinity performance, because the new Trinity line is the result of a full season's direct factory contact with dealers, studying and planning to build a line of receivers of unequalled value and unlikely to need service, a line that any dealer can stake HIS reputation on.

When we say Trinity values are unequalled we prove it by comparison with sets costing 30% to 50% more. Trinity low-prices are possible only because Beacon is the Broadcast Receiver Division of the world's largest radio parts plant. No other manufacturer profits on Trinity parts. Beacon even makes its own cabinets and moulds its own bakelite.

If you would have a Trinity Dealer Franchise and represent one of the oldest and the largest institutions of its kind in radio, let us have our nearest distributor call to see you.

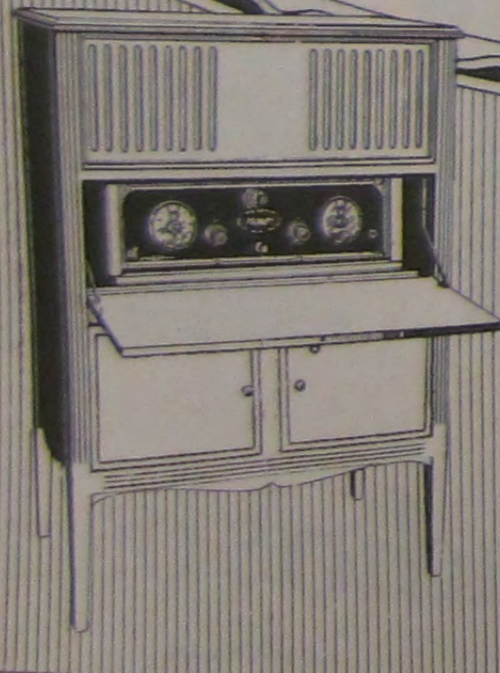
Write Today! Address Department R 96

BEACON RADIO MFG. CO., Inc., 323 Berry Street, Brooklyn, N. Y.

TRINITY

TWO TUNING CONTROLS **RADIO** NO SOLDERED CONNECTIONS

Built Under U.S. NAVY Dep's License and 86 Patents



Trinity Six Tube Bio-Phonic Console

Same as model 2-T-61; installed in high-grade console cabinet, 14" x 24" x 46". Of 5 ply genuine mahogany with Trinity-Beacon Bio-Phonic Reproducer built in. Spacious compartments for batteries or eliminators. (2-T-61 Console)

\$150

Trinity Six Tube Table Model

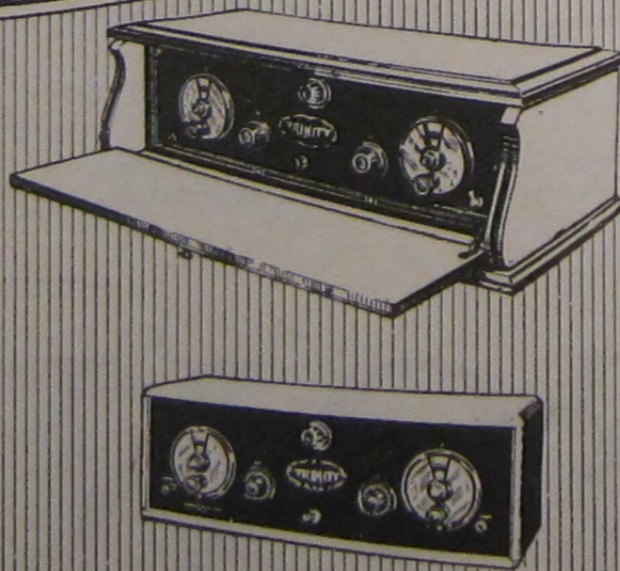
Has three steps of audio frequency. Pilot light on panel. 5 ply genuine mahogany cabinet, 9" x 13" x 16". Drop leaf door. Undoubtedly one of the most beautiful receivers ever built. (2-T-61)

\$75

Trinity Five Tube Compact Cabinet

Appeals to people desiring a high quality receiver of compact size, 7" x 6" x 22". Inconspicuous on library table or fits into bookcase. Mahogany finished cabinet with rounded edges. (1-T-5)

\$50



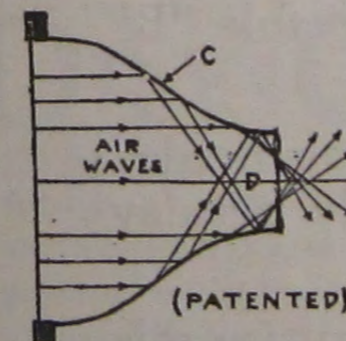
Resonata

The Fourth Great Development in Radio



Fully Patented Under Resonance Laboratories Patents

List Price \$25.00



The principle of RESONANCE is the amplification of sound waves by concentration.

It is a well-known fact that if two phases of condensation of a sound wave can be made to travel together the sound will be amplified four times. For four phases the amplification is sixteen, etc.

In the RESONATA, a portion of the sound waves, instead of traveling straight out, are deflected and led to travel over a longer distance (as shown in the above diagram, point C).

Those waves which travel straight out, meet the deflected waves at a Common point of concentration D, at or near the outlet of the speaker, and travel together as one amplified wave.

A great volume of amplification is thereby obtained with only a moderate swing of the diaphragm, thus eliminating the greatest cause of distortion.

has taken the radio world by storm. Jobbers and manufacturers everywhere have been amazed by its performance.

Resonata reproduces with vivid naturalness the entire range of voice and instrument—the low notes in their proper proportion, the high notes in all their delicacy and beauty.

The three foot horn with its shrillness and distortion and the two foot cone with its booming overemphasis of the low notes, sound false and look ugly in comparison.

The RESONATA is not just another speaker nor even another good speaker. It is in a class by itself—new in principle—revolutionary in theory. It employs the natural principle of sound amplification—RESONANCE. The principle of which, in the human voice producing mechanism, the weak vibrations of the vocal chords are amplified to a volume that can fill a large auditorium far better than any horn or cone.

By following this principle closely

Dr. FLOYD S. MUCKEY
The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE
The Foremost Vibration Engineer in this Country

have been able to perfect a reproducer of a tone quality and volume unequalled by any other speaker on the market although measuring only 6x6x8 inches.

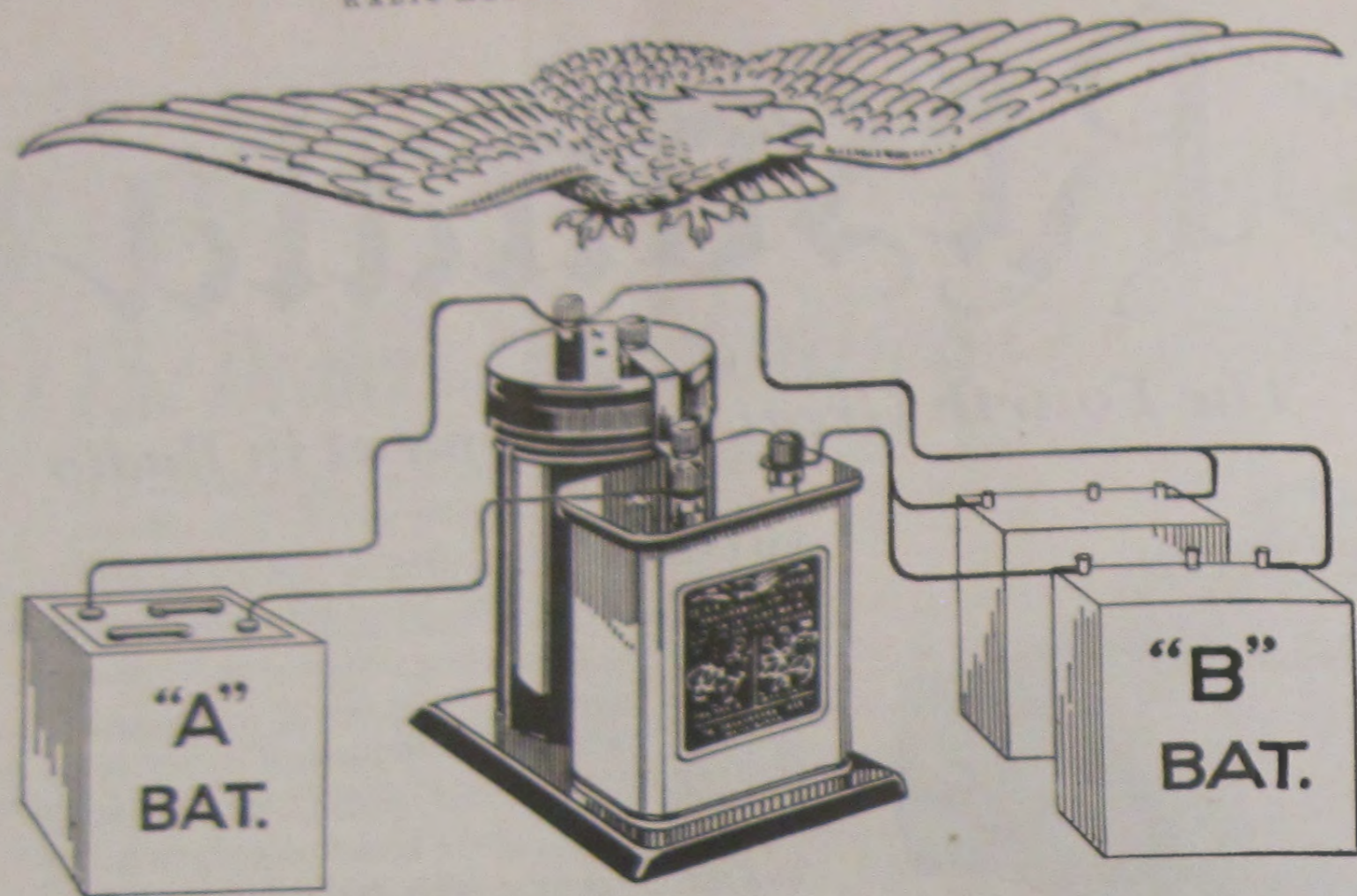
The RESONATA is made entirely of bakelite, not easily breakable and unaffected by weather conditions.

The diaphragm is conoidal in shape, seamless and moulded of bakelite .006 of an inch in thickness. The lightness of the diaphragm makes it sensitive to the slightest vibration without imposing any strain on the unit.

JOBBERS—Several territories still open for live distributors.

RESONATA CORPORATION OF AMERICA

TECTRON RADIO CORPORATION
1270 Broadway Sole Sales Agents New York



Eagle "Trickler"

—charges both "A" and "B" Batteries

Now you can sell practically a complete power unit for the price of an ordinary trickle charger.

Eagle Trickler charges "A" batteries at half ampere rate while listening in just like any good trickle charger, but in addition it will charge both wet and dry rechargeable "B" batteries at 250 milliamperes.

Eagle Trickler is shipped dry—no liquid chemicals needed—you just add plain water, and it costs less than 2c. per day to operate.

National newspaper advertising will blaze the trail for this sensational, reasonably-priced, complete power unit.

List Price **\$10.00**

(Complete)

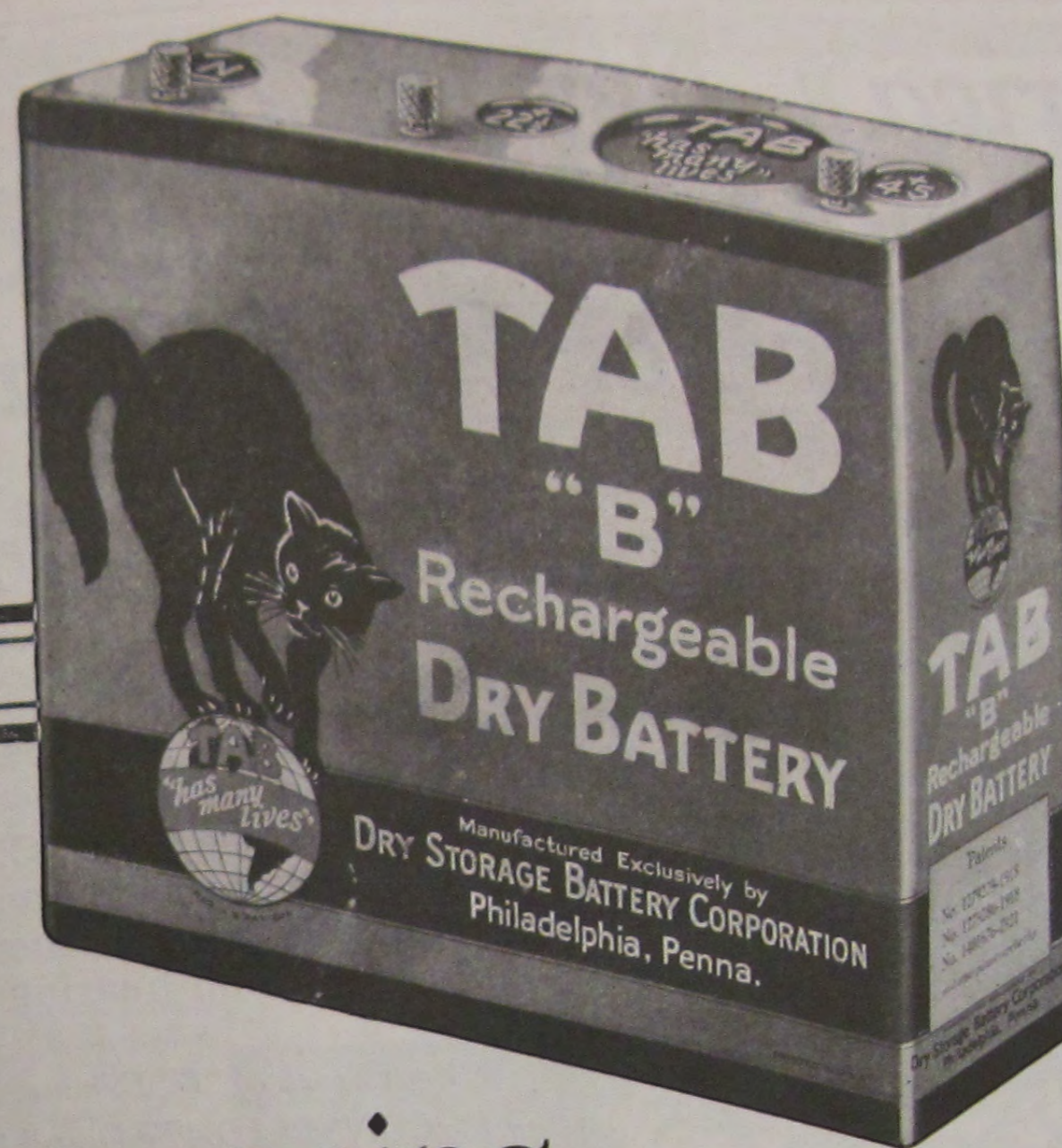
Slightly Higher West of the Rockies

*If your jobber can't supply you
write direct to Charger Headquarters*

EAGLE CHARGER CORPORATION

121 North 8th St., Philadelphia, Pa.

EAGLE CHARGERS



Announcing the RECHARGEABLE DRY CELL "B" BATTERY

After many years of experiments and exhaustive tests in laboratory and actual use, the TAB Rechargeable Dry "B" Battery has been perfected and is now presented to the trade. The story in a nutshell is: TAB Batteries have a longer original life than any other B battery; TAB can be recharged to its full original voltage *six to eight* times at the cost of approximately 1½ cents for each recharge. TAB can be recharged on alternating current with any Standard B Battery Charger or chemical rectifier; where Direct Current is used a charger is not required. TAB Batteries will provide perfect reception used in conjunction with the average radio set for many months and with recharging gives six to eight times the length of service of the ordinary "B" battery. When not in use or on the dealer's shelf, TAB shows practically no loss in voltage.

A little higher list price than other Batteries—\$4.50 for the 45 volt Upright size—but think of it!—an actual operating cost of approximately 1/6 that of other batteries.

Patented and manufactured exclusively by
DRY STORAGE BATTERY CORPORATION
213 So. Broad St.
PHILADELPHIA, PA.



The TAB-CAT has been adopted as our trademark because the TAB Battery, like the traditional CAT, "has many lives."

There is No Substitute for a Good "B" Battery in Radio

America's Newest and Only "B" Eliminator Universally Usable, Ready Now For Fall Demand!



The Consolidated "B" To Retail at \$30 Standard Guarantee

Can be used on any set, any current (D. C. or A. C. 110 to 115 Volts) any cycle, anywhere! And because it is usable on D. C. as well as A. C., any cycle, you can demonstrate the CONSOLIDATED "B" to your customer in your store and sell him on hearing as well as on sight!

Reduce Your Stock of "B" Eliminators by Half! Stock the CONSOLIDATED and let this one model do your whole selling job. You can sell more eliminators and sell them faster because of a double advantage—your ability to demonstrate the CONSOLIDATED, plus its low selling price.

Read these twelve features of the Consolidated "B" Eliminator

1. Universal in application.
2. Power for 8-tube sets—even the new power tubes.
3. Only \$30.
4. No AC hum.
5. No bulbs to break.
6. Even tone and resonance.
7. Low in up-keep.
8. Beautifully finished.
9. Standard Guarantee.
10. Small in size.
11. Fewer parts.
12. Stops dry cell cost.

Easier to Sell the Consol Set!

The CONSOL 7-tube Set at \$95 sells faster than higher priced sets, and requires just as much accessory business as a \$250 set. Here are your selling points for CONSOL 7-tube sets—

1. Only \$95. Lowest priced 7-tube set on the market.
2. Double rectification.
3. Two detector tubes.
4. Greater distance.
5. Clearer reception.
6. Three stages of radio frequency.
7. Tone control.
8. Transformers and condensers, shielded.
9. Beautifully designed and finished.
10. Panel light over dials.



Consol 7-Tube Set \$95

Consol Radio "A" Power Unit—\$40

1. Single compact unit.
2. Gives uniform A power.
3. Requires virtually no attention.
4. Meter showing ampere consumption.
5. Power from trickle to 2-ampere charge.

Consolidated Automobile Batteries

- Showing phenomenal Gains in Sales!
1. Super power supply.
 2. Dependable under all conditions.
 3. Lasts twice as long as ordinary batteries.
 4. First cost is last cost.
 5. Built to meet climatic conditions.
 6. Finest workmanship and materials.

Consol Radio "A" Storage Batteries

1. Strong, even flow of A power.
2. Lasts longer.
3. Result of years of research and laboratory tests.
4. Costs no more than ordinary batteries.

Consol

CONSOLIDATED BATTERY COMPANY, Inc.

New York Philadelphia Buffalo

Write or telegraph for full particulars on this quality, money-making CONSOLIDATED line, naming your jobber. Make your plans now and enjoy the profitable sales this strong line will make for you this new season. Address Department R., Consolidated Battery Co., Philadelphia.

NEW GAROD —No Batteries!

Taps inexhaustible power from the light socket for clear, sparkling, SUSTAINED tone never before attained

10 Sales Features

- 1—Never weak—always Peak Strength!
- 2—No bother or muss!
- 3—Thunderous dance volume or control to melodious sweetness!
- 4—Only 1/2c an hour to operate!
- 5—No batteries to recharge or replace!
- 6—Tone—firm and clear as a bell!
- 7—No objectional hum!
- 8—Initial cost is practically last cost!
- 9—Compared—on SHEER merit, it wins!
- 10—Years ahead of Radio Field!



GAROD ELECTRIC POWER RADIO

Model EA

LIST PRICE

\$310

All You Add is Loud Speaker and Tubes



Simply— Plug into light socket at cost of 1/2c per hour!

500 New-Era GARODS Sold on a Hearing

To illustrate how fast the new full-tone Garods are selling. Recently in one sales area of 20 miles, 500 new-type Garods were demonstrated to groups of unprejudiced listeners in public halls and shops. They were compared with battery-type and eliminator-type receivers. They stood the severest sales test possible, namely—direct comparison with other high-grade competitors.

advertising is the sensational round of favorable comment started by these amazing public demonstrations.

Hearing is Believing. Garod is now inaugurating a forceful campaign of advertising that will bring interested customers into your store requesting a hearing. You will find no difficulty in selling them—regardless of competition—for Garod represents a basic innovation in radio design that gives you ten overwhelming sales advantages.

Ask the Garod Wholesale Distributor in your district to supply you with new Model E. A. Unquestionably, this is the most saleable unit of the coming

season. Get your order in early. For detailed information, address

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed territories, discounts, security against depreciation of Garod products, protection against unfair competition by manufacturer or distributor or other dealers of Garod, a novel form of consumer satisfaction, and substantial advertising backing. If your territory is not yet covered by a Garod representative, write us at once.



On a basis of sheer merit alone, they sold on hearing. In this sales territory today, our best

MAKES RADIO A "Musical" Instrument



ATLAST real music is possible from existing radio sets. The Aero B Amplipower not only supplies the "B" current for the set, but operates a high voltage power tube that increases volume and brings out notes that were never before audible.

The difference in tonal quality and volume is astounding. When used with any set, the improvement in tone quality is almost unbelievable. When used with better sets and a good cone speaker the reproduction is as exact as the original itself.

Tone quality is admittedly the outstanding demand in radio. The Aero B Amplipower makes possible music that is music—with the deep resonant base notes, shrill vibrant high notes and all those in between as clear and true to the ear as the original. The price is \$65.00 list without tubes. Tube equipment is only \$12.00 list additional.

Aero B is also built as a "B" Power Unit, without the high voltage power tube. List price \$50.00 complete, or \$44.00 without tube.

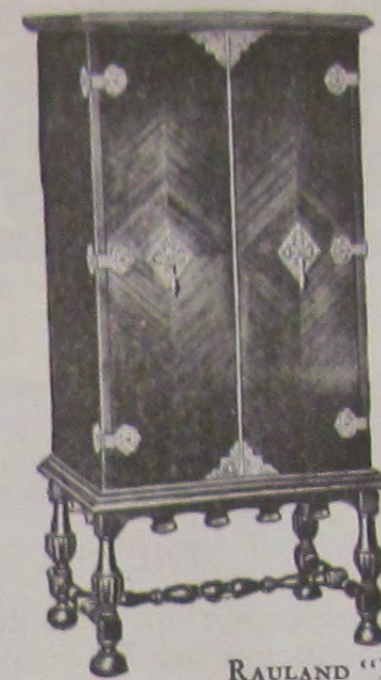
THE GLENN L. MARTIN COMPANY
Radio Division CLEVELAND, OHIO



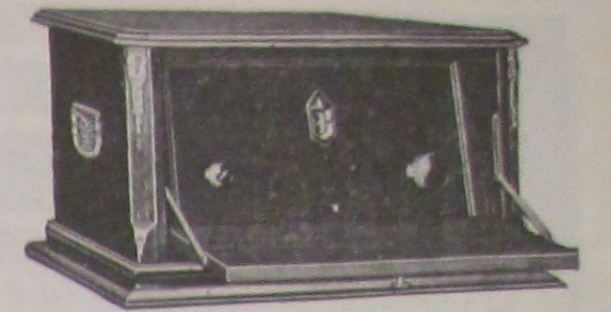
AERO B Amplipower



RAULAND "SOVEREIGN"
(7-tube)
Blended Walnut Finish Base Cabinet—Blended Walnut Brown Crackle Parchment Finish on Gold Background Embossed Floral Decorations
List Price—\$435.00



RAULAND "LORRAINE"
(7-tube)
Blended Walnut Finish Blended Green Crackle Lacquer Finish
List Price—\$335.00



RAULAND "FORTE"
(7-tube)
Blended Walnut Finish
List Price—\$210.00



ALL-AMERICAN CONSTANT-B
Battery Eliminator
Has Tap for Power Tube
List Price—\$37.50
(Complete with Raybeam Tube)

Radio Dealers! Here's Your Opportunity

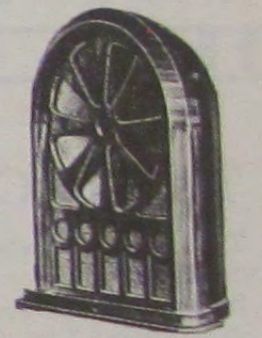
There is just one idea back of Rauland Receivers—to build the greatest possible values for the money. And All-American has the experience and facilities to produce such values.

It is already evident, from the number of enthusiastic inquiries we have had from all parts of the country, that the trade recognizes in Rauland Receivers the unusual value we have built into them.

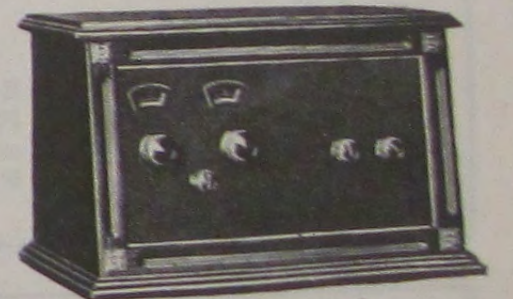
Rauland Receivers stand out for superior tone-quality, just as other All-American products have excelled; and the same forward-looking policy will be behind the Rauland line as has made All-American mean profit and good-will to All-American dealers. The All-American Franchise is just the kind of tangible, profit-winning asset every business likes to possess.

We are glad to answer inquiries from dealers who are interested in "Radio for the years to come."

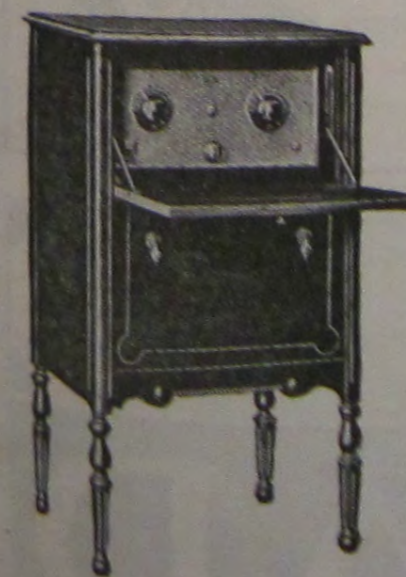
ALL-AMERICAN RADIO CORPORATION
4223 Belmont Avenue • CHICAGO



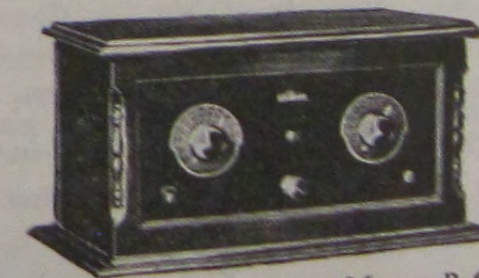
ALL-AMERICAN REPRODUCER
Combines Cone and Sounding Chamber
Walnut Finish
List Price—\$25.00



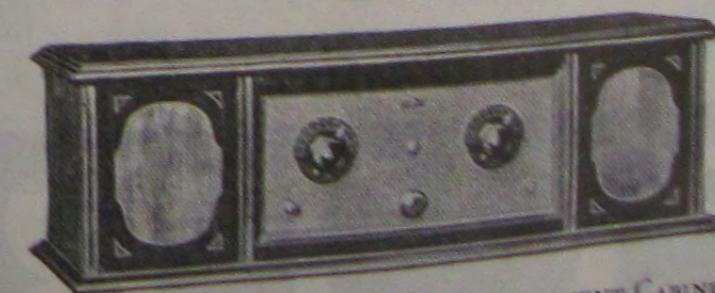
RAULAND "DUET"
(6-tube)
Blended Walnut Finish Blended Chinese Red Lacquer Finish
List Price—\$120.00



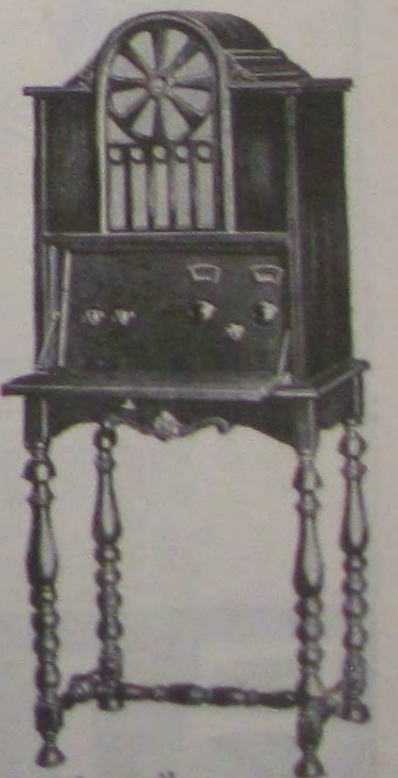
ALL-AMERICAN MODEL R HI-BOY
(5-tube)
Two-Tone Walnut Finish
List Price—\$115.00



ALL-AMERICAN MODEL R CABINET
(5-tube)
Blended Walnut Finish Blended Green Crackle Lacquer Finish
List Price—\$80.00
List Price—\$85.00



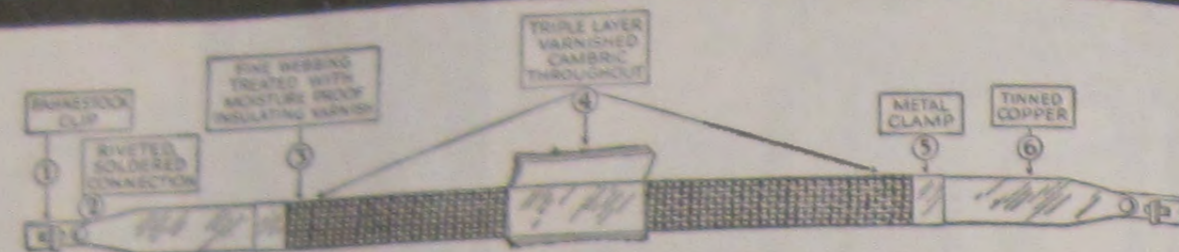
ALL-AMERICAN MODEL R COMPARTMENT CABINET
(5-tube)
Two-Tone Walnut Finish
List Price—\$90.00



RAULAND "SEXTET"
(6-tube)
Blended Walnut Finish
List Price—\$175.00

ELECTRAD

Start Your Customers Off Right with the ELECTRAD Certified Lead-In



"THE SIX-POINT LEAD-IN"

YOU know how much a lead-in has to do with reception. You know that a poorly made lead-in may make a set only one-half as efficient as it should be. Therefore you will realize how much it will mean for your customers' reception when you sell this Electrad Certified Lead-In. Triple-ply insulation full 10 inches long, covered with waterproof webbing. One-piece copper strip, heavily tinned to prevent corrosion. Fahnestock clips, all connections *riveted* and *soldered*. Fits under locked doors and windows—bends to any shape. Imitations may look like the Electrad Lead-In, but that is all. List, 40c.—in Canada, 60c.

Another Big Seller

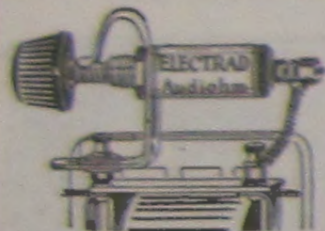
The ELECTRAD Certified Lamp Socket Antenna

The thousands who want the quick, easy way to good reception are delighted with this dependable device. Screws into any lamp socket and gives volume, distance, clearness. Smothers static and interference. Uses no current. Perfectly safe. Every one tested and certified electrically. List, 75c.—in Canada, \$1.10.



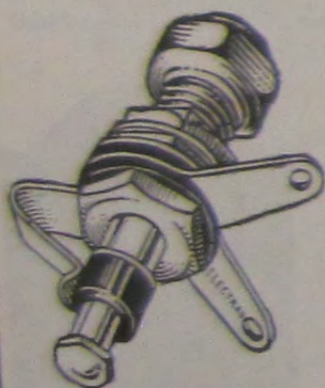
Listed by Underwriters Laboratories. All genuine Bakelite.

ELECTRAD Certified Audiohm



Every set with one or more audio transformers needs this tone and quality controlling device. Placed across secondary of first audio transformer, it eliminates distortion and transformer noises. Once adjusted, remains permanent. No drilling or soldering—no tools needed to attach. Fits any transformer. List \$1.50—in Canada, \$2.10. Packed six in display carton.

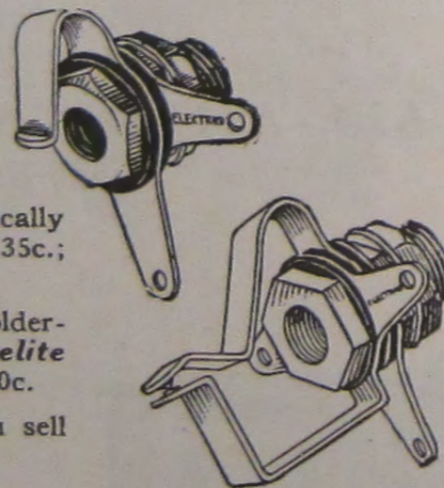
ELECTRAD Certified Jacks and Switches



Jacks—Open and Closed. Positive acting spring of phosphor bronze. Sterling silver contact points. Insulation of hard rubber. Tinned soldering lugs, so placed that good connections can be made easily. Require less than 1-in. behind panel. Certified and guaranteed electrically and mechanically. List, open, 25c.; closed, 35c.—in Canada, open, 35c.; closed, 50c.

Electrad Certified Switches are of solid brass construction. Tinned soldering lugs placed to make connections easy. Neat design, genuine Bakelite knob. Requires less than 1-in. behind panel. List, 40c.—in Canada, 60c.

Write for details on our square dealer proposition, that helps you sell and protects your profits.



Write for information on the Electrad 500,000 ohm compensator for perfect control of tone and volume.

428 Broadway, New York City



ELECTRAD Inc.

This sign in your window makes you a "partner" in a most successful business



These receivers are not sold in "Kit" form, but only as complete factory-built sets.

Only one dealer will be authorized in each locality.

This sign in your window will bring to your store the good-will that Bremer-Tully have built up in your town thru years of successful effort. No name stands higher.

This sign will be made familiar to millions thru shows, advertising, booklets and circulars. Identify yourself with it by becoming a B-T authorized dealer and you will automatically secure the business that is waiting.

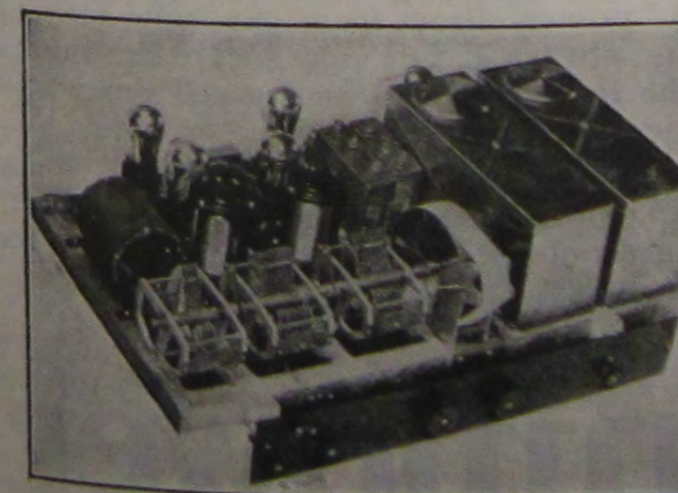
Write today for appointment

Counterphase-Eight—Cabinet Model, \$225.00



Counterphase-Six—Cabinet Model, \$155.00

Everything in these receivers except a few minor items is built by Bremer-Tully. We do not believe there is another receiver on the market with such high grade parts. We do not believe there is a receiver built as selective as the Counterphase-Eight or one of better appearance.



B-T Chassis with shielding partly removed.

The number of exclusively B-T new features in these cabinet models will surprise you.

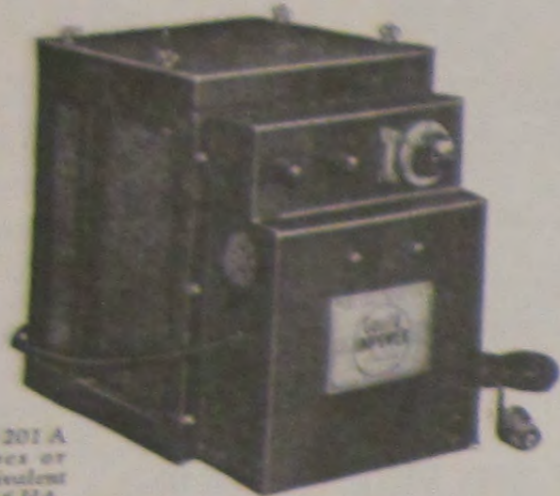
The B-T Console likewise includes a very desirable new idea not in use elsewhere.

It is worth your while to get acquainted with these wonderful improvements.



Manufacturing Co.
520 So. Canal St.,
CHICAGO, ILL.

Eliminate 65% of those profit-killing service calls



For 201 A tubes or equivalent AC-6 HA. \$42.50

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unfailing "A" power to any 201A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked, multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.



For 199 tubes or equivalent AC-4. \$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle—special models, 25-50 cycle, at slightly higher prices. Patents pending on all models.

UNIPOWER wasn't invented for the dealer. As radio's first complete "A" power unit it was meant primarily for the man who wanted maximum results from his set with the least possible amount of attention and worry. Yet today Unipower is solving one of the ugliest problems radio dealers have ever faced—the high cost of servicing.

To meet competition the dealer must guarantee service. If he is to sell sets he must agree to keep them in working order, even though the entire profit from the sale is spent doing it.

Because of this unhealthy situation surprising numbers of dealers are actually losing money by selling complete sets. Many others do well to break even. Large and small alike suffer, and there are few who can boast the profit they should.

The deadly cost of "A" battery failure

Much of this cost can be avoided. Carefully checked records show conclusively that 65% of all service calls result from "A" battery failure. Obviously, if you are to save your profits from the deadly cost of servicing, you must do away with the cause of "A" battery trouble. And that is exactly what Unipower does!

Dealers who sell Unipower with the complete set forestall 65% of the service calls they would otherwise make. And if the customer won't buy Unipower with his set he's going to be far more receptive to sales talk when he is forced to call for battery service.

Unipower's 3 definite profits

Unipower earns you three profits—a substantial margin on its own sale, a 65% savings in unnecessary and extravagant service costs, and a satisfied customer.

The customer has all his power controlled by one switch. His "A" power, direct from the light socket, is always unfailing, always at full voltage. He has none of the cost nor the inconvenience of dry cell renewal—of battery recharge.

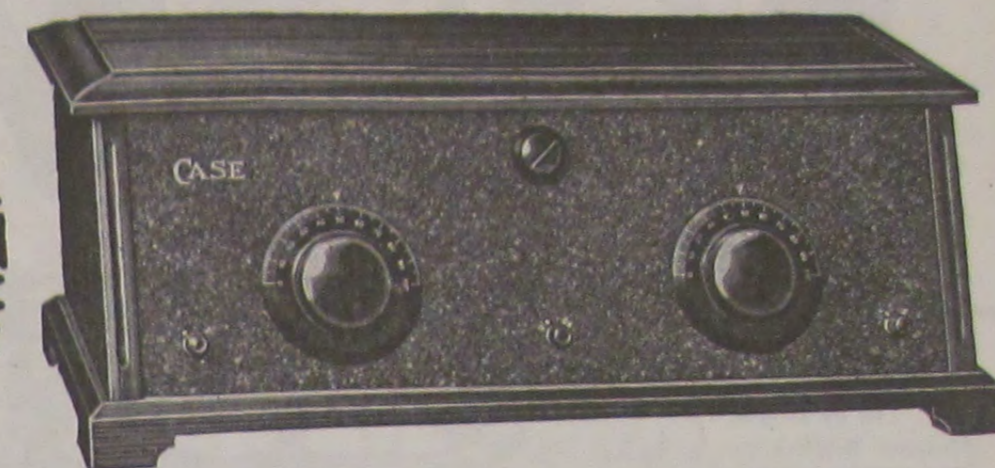
Start today to save profits with Unipower. A post-card will bring you several interesting booklets and a price list. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

Unipower

Trade Mark

RADIO "A" POWER THAT CANNOT FAIL

Sure Safe Sales



MODEL 60A
6 Tubes, 2 Controls only \$75.00 List
3/4-in. Solid Mahogany Cabinet

SURE: You are interested in Radio Receiving Sets as merchandise—merchandise that will move easily and cause no grief. The radio business is recognized as being seasonal, and with the trend for constant improvements in design and construction, your stock at the end of the season is a most important matter. Case Radio Receiving Sets are sure because they mean the biggest stock turnover possible with a minimum investment.

SAFE: Case Radio Receiving Sets are manufactured to faithfully perform and serve the ultimate consumer. The CASE line is built around a standard six-tube design and circuit, the foundation for our entire line of ten complete models. Reception from the most distant stations is reproduced in quality tones and volume, with selectivity in the separation of stations unexcelled by any line on the market.

SALES: Sales result readily because of the extremely satisfactory sets, beautiful appearance of all cabinets, ruggedness of construction (built for a lifetime of service) all at low popular prices made possible by being built entirely in our own plant. Write for further facts today.

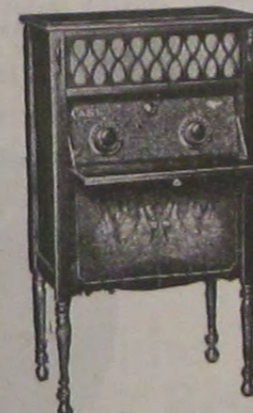
See our exhibits—Booth FF7, New Madison Square Garden, New York, Sept. 13 to 18; Booth DD8, Coliseum, Chicago, Oct. 11 to 17.

Indiana Mfg. & Electric Co.

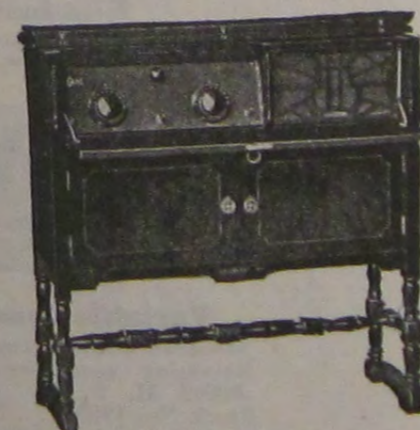
530 Case Block
Marion, Indiana



No. 60B, \$100



No. 60C, \$125



No. 60D, \$170

CASE

RADIO PRODUCTS

Mail This NOW!

INDIANA MFG. AND ELECTRIC CO., Marion, Indiana
Send complete information in regard to CASE Radio Receiving Sets.
Name
Address

NEW

MUTER

Dependable Products

-for the 1927 Season

Used by leading set builders—
Quality with a Popular Price

If your jobber has not furnished you with the new complete MUTER catalog—we'll be glad to send you one direct.

Write Dept. R. R.

LESLIE F. MUTER CO.

76th and Greenwood Avenue
CHICAGO, U. S. A.



Knife Throw Switches

Moulded Bakelite base—Spring brass contact—Moulded insulated handle.



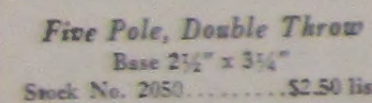
Single Pole, Double Throw
Base 2 1/4" x 1 1/4"
Stock No. 2010.....70c list



Double Pole, Double Throw
Base 2 1/4" x 1 1/4"
Stock No. 2020.....\$1.00 list



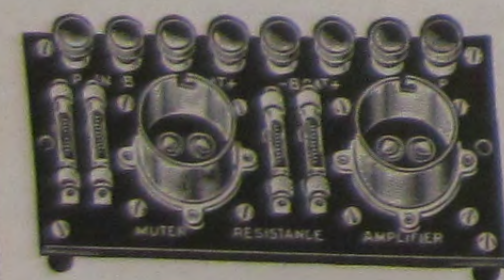
Triple Pole, Double Throw
Base 2 1/4" x 2"
Stock No. 2030.....\$1.50 list



Five Pole, Double Throw
Base 2 1/4" x 3 1/4"
Stock No. 2050.....\$2.50 list

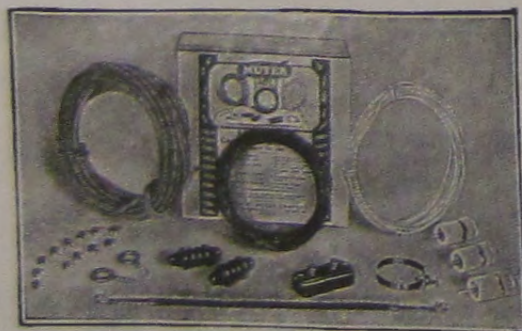


Antenna Plug
Black moulded Bakelite. 2 1/4" long.
Stock No. 2600.....60c list



Resistance Amplifiers

Completely wired, ready for installation. Individually packed, with instructions.
Stock No. 1410 (2 stage).....\$6.00 list
Stock No. 1400 (3 stage)..... 8.00 list



Standard Complete Aerial Kit

Contains all necessary parts to erect. Attractive individual cartons.
Stock No. 250.....\$3.50 list

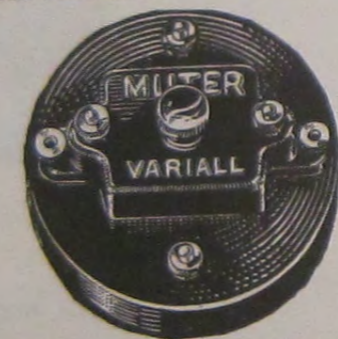


Audio Frequency Transformers

Highly efficient—popular price—fully shielded in an enameled metal case.
Stock No. 1500—
3 1/2 to 1 ratio.....\$2.25 list
Stock No. 1550—
5 to 1 ratio..... 2.50 list



Variable High Resistance
Controls oscillation and regulates quality and volume. Highly nickel plated metal shell with moulded Bakelite knob.
Range 0 to 200,000 Ohms
Stock No. 2120.....\$1.25 list
Range 0 to 500,000 Ohms
Stock No. 2150.....\$1.25 list



Interference and Static Eliminator

Moulded Bakelite case with insulated adjusting screw.
Stock No. 1800.....\$2.50 list



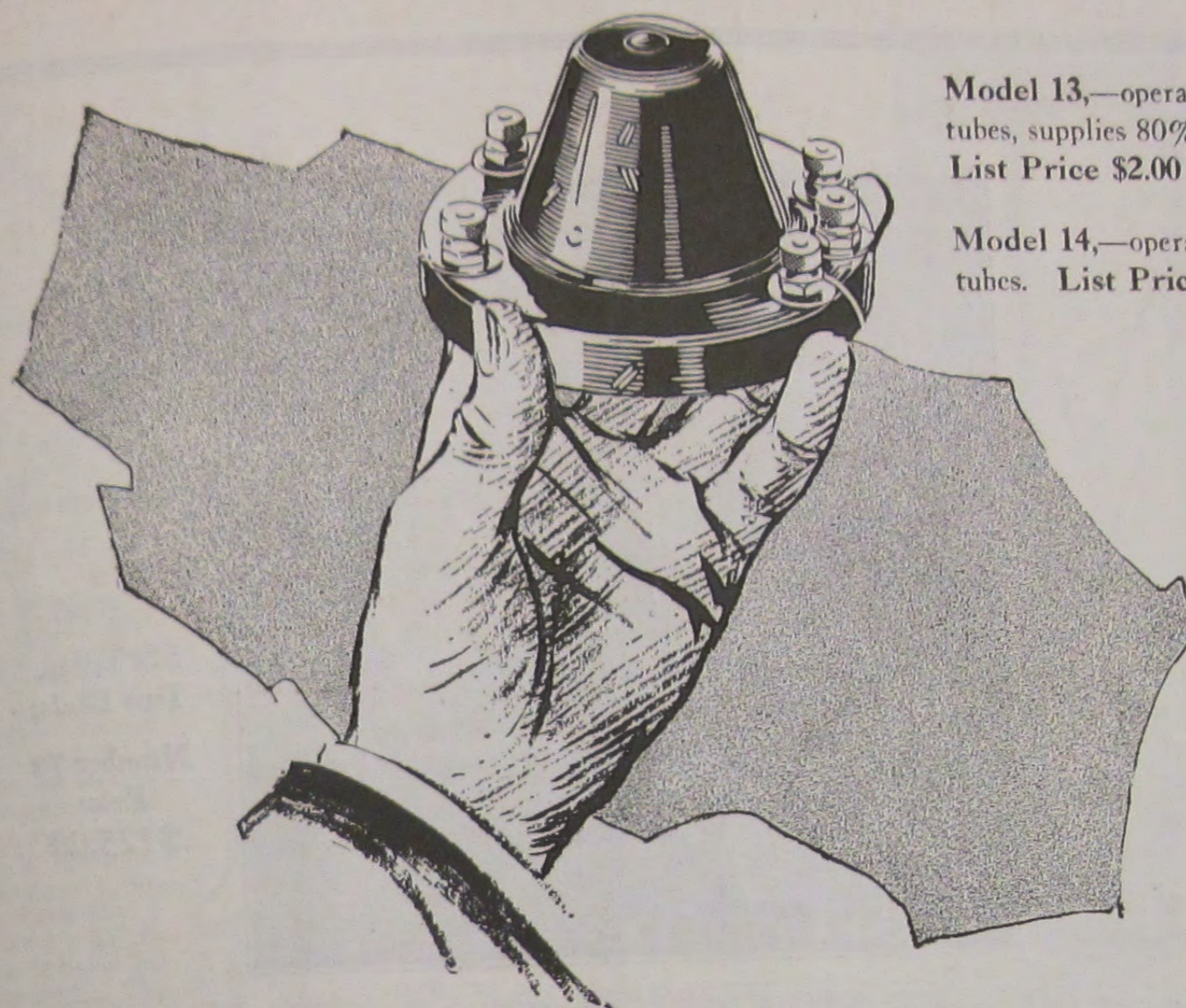
Variable Condensers

Moulded Bakelite case.
Balancing condenser .000003 to .00005 M. F.
Stock No. 1900.....\$1.00 list
Variable grid condenser .00015 to .0005 M. F.
Stock No. 1950.....\$1.00 list



Fixed Condensers

Highly polished metal end plates with adjustable soldering lugs. Bakelite plates—mica insulation—brass electrodes—gives maximum results.
Used by leading set builders.
All popular sizes—from 30c to 85c list.



Model 13,—operating with 5 volt tubes, supplies 80% of the demand.
List Price \$2.00

Model 14,—operating with 3 volt tubes. List Price \$2.50

This Switch Controls Either or Both Trickle Charger and Eliminator

HERE'S a new automatic power control which operates either or both the Trickle Charger and the B Eliminator. Retails at a price the consumer will pay. It is the Reliable Automatic Power Control Switch, a new item in the Reliable line of radio products.

This device is durable, trouble-proof and useful. Will not interfere with set operation within limits recommended. Line drop less than .5 volts.

Sell one with every Trickle Charger and B Eliminator.

MODEL 13, LIST PRICE \$2.00

The Reliable Parts Manufacturing Co.

2821 Prospect Ave., Cleveland, Ohio

The Reliable Parts Mfg. Co.,
2821 Prospect Ave., Cleveland, Ohio

Please send me more complete information, dealer's prices, etc., on your Automatic Control Switch. My

jobber is

Name Address



Six Tubes,
Two Dials;
Number 70
Price
\$125.00

ORIOLE RADIO RECEIVERS

built with utmost precision and loving care—surprising selectivity results!



No. 75
Price \$150.00

A console model of grace and power! Craftsmanship in design as well as engineering skill sets Oriole Radio Receivers apart as truly fine instruments.

PRIDE of possession, joy in performance, selectivity, appearance, efficiency, engineering skill, true craftsmanship—here you have them all. Sales are easier when performance is certain.

Oriole Radio Receivers, six tube, two dial, are manufactured with the exactitude of a fine watch, and built to the highest standard of excellence which has ever been known in Radio.

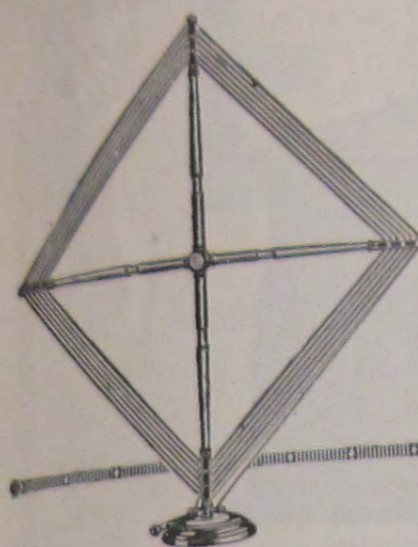
And the Trinum Circuit is a step far, far in advance! At last Radio becomes truly the servant of the hand—a musical instrument of rarest power and virtue. Elimination of “losses”, tube oscillation, “tube to tube” transfer of strong signals, and tube noises make the Oriole so astoundingly selective that only actual experience and comparison can demonstrate the difference.

Dealers—Jobbers—the Oriole Franchise is desirable—advertising co-operation unusual

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.,
Chicago, Ill.

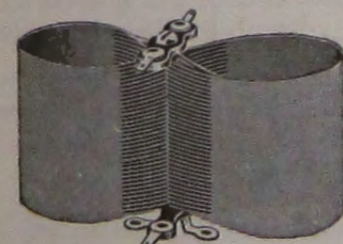
Manufactured by
W-K ELECTRIC CO.
Kenosha, Wis.

The Trinum Circuit is Better!



BODINE
FOLDING LOOP

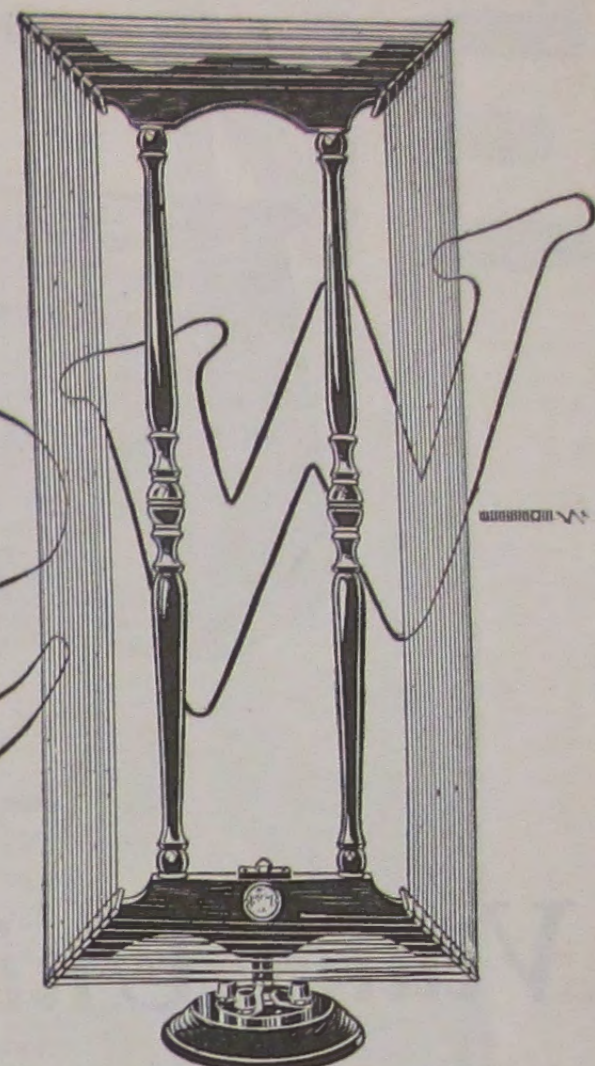
This is the convenient and efficient folding loop which was so popular last season, because of its exceptional ability to bring in long distance signals. When erected it is 2 feet square, but when folded it fits into a box only 3½ x 6 x 18" in size. The frame is beautiful English Mahogany. The hinges in the center of the frame are concealed by sliding sleeves that hold the loop rigidly erect when in operation. Calibrated satin silver dial provides logging of stations. This efficient loop is very popular for portable sets, and should be a prominent item in your display.



BODINE
TWIN-EIGHT
R.F. TRANSFORMER

This new coil, which came on the market late last season, has become extremely popular, because of its distance getting qualities, combined with unusual selectivity. The use of this new transformer readily improves the performance of all tuned radio frequency sets and circuits, because of exclusive features in its design. Free wiring diagrams are provided describing the Twin-Eight Special Receiver. Write for them.

NEW



The BODINE DeLuxe Loop

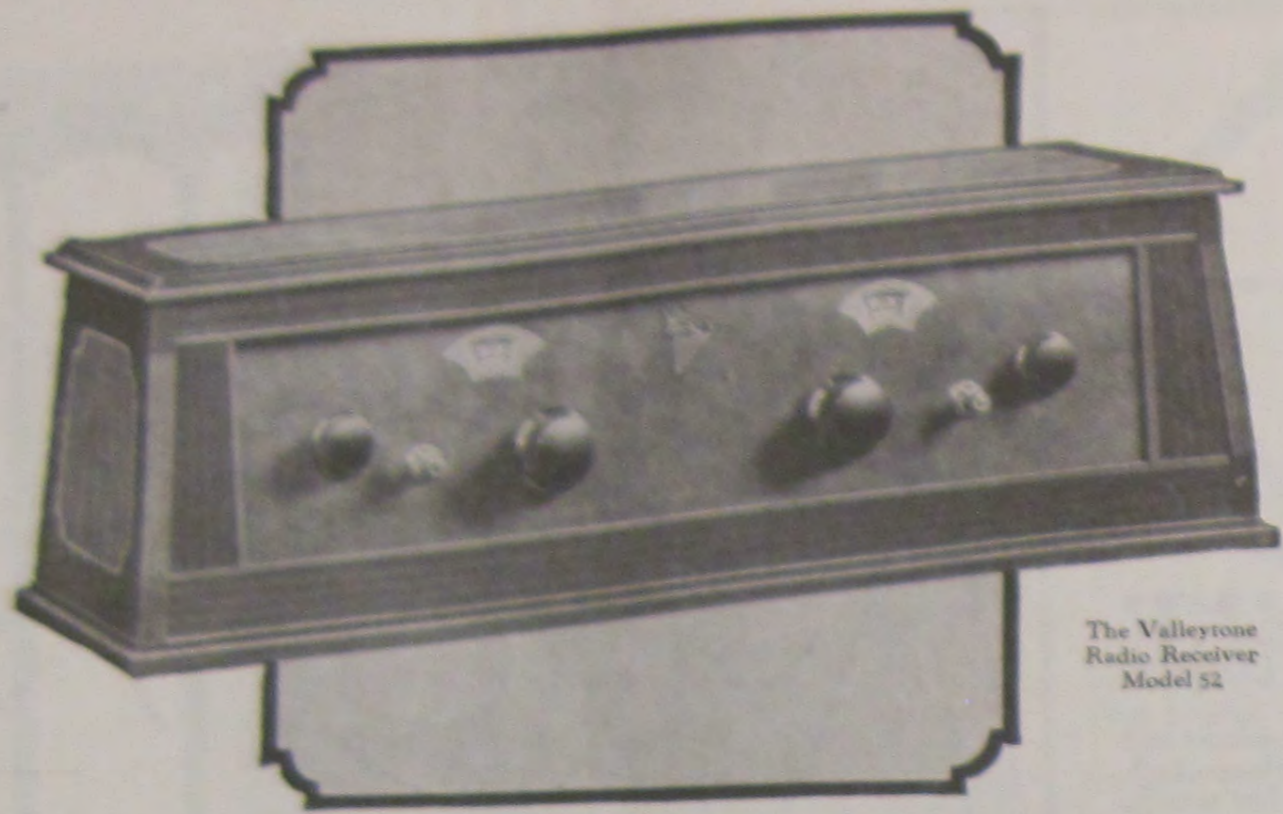
BEAUTY, compactness and efficiency are outstanding characteristics of the Bodine DeLuxe Loop design. The frame is of solid walnut, hand rubbed to a beautiful finish, and harmonizes with the most attractive home surroundings. The winding is covered with a beautiful silk braid, which sets off the beauty of the frame. Highly efficient non-sagging stranded copper wire is used. All parts of the winding and contacts are insulated with bakelite. A special low capacity three-contact jack is mounted on bakelite in the base of the DeLuxe Loop, and permits the loop to be rotated continuously without disturbing the connecting wires.

The compactness, beauty and remarkable efficiency of the Bodine DeLuxe Loop makes it a fast seller.

Write for folders describing the new DeLuxe Loop and other Bodine Radio Products.

Bodine Electric Co.
2242 West Ohio Street
Chicago, Illinois

Bodine Electric Company
2242 West Ohio St., Chicago, Ill.
Gentlemen:
Of course we want to know all about the newest Bodine Radio items, and the Bodine Advertising Program. Send this data by return mail.
Name _____
Address _____



The Valleytone Radio Receiver Model 52

Valley Units Invite Comparison

- on the quality of their performance for the user
- on their soundness as merchandise for the dealer

VALLEY radio products welcome comparison as readily as the stage star welcomes the spotlight in her "big scene."

Valley radio thrives on comparison. When judged by results, it has no trouble in winning acceptance.

From the standpoint of the dealer, nothing could be more important. The quality and performance of Valley radio products are so easy to demonstrate that, as merchandise for resale, Valley units are the dealer's surest and safest choice.

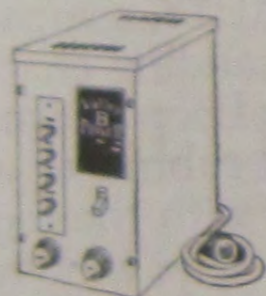
But unless you investigate for yourself, how can you know? A request to our nearest office will bring a representative *without cost or obligation* to your store. Send that request—by card or letter—today.

Valleytone Radio Receiver

The Valleytone Radio Receiver, Model 52, is shown above. It is a five-tube, tuned radio frequency receiver with the selectivity and tone quality which are found in sets two or three times its price.

Employing exclusively the potential balance method of suppressing oscillation and preventing distortion, the Valleytone does away with the howls and squeaks which have been the plague of radio.

In addition, the Valleytone offers these features: Two-dial control which makes for accurate and precise tuning;



The Valley B Power Unit

antenna control which greatly improves selectivity on the crowded lower wave lengths and increases volume on the higher wave lengths; power tube wiring right in the set which makes the use of a power tube optional at the desire of the user; a volume control which works not by decreasing resistance but by directly building up the volume.

The Valleytone is priced to sell at \$90.00. As for its value—well, compare it with higher priced sets and judge for yourself.

Valley B Power Unit

Provides steady even voltage from the light socket. No hum. Made for standard five-tube sets and adjustable for larger sets or for the use of the power tube. For reliable reception, this unit operates with the famous Raytheon Tube. Priced to sell at \$40.00, complete.



The Valley Charger Bulb Type

Valley A Battery Chargers

Twin Bulb Type: By the use of two bulbs this Valley Charger overcomes the only objection to bulb chargers, i. e., the slow charging rate. Charges at 5-ampere rate when both bulbs are used, and at 2½-ampere rate where only one bulb is used. Absolutely noiseless. Priced to sell at \$15.00, without bulbs. Bulbs are \$4.00 each.

Vibrator Type: The pioneer of battery chargers. Nearly a quarter of a million of them are in use. Charges 6-volt batteries at 6-amperes and 12-volt batteries at 3-amperes. Priced to sell at \$19.50, complete.



The Valley Charger Vibrator Type

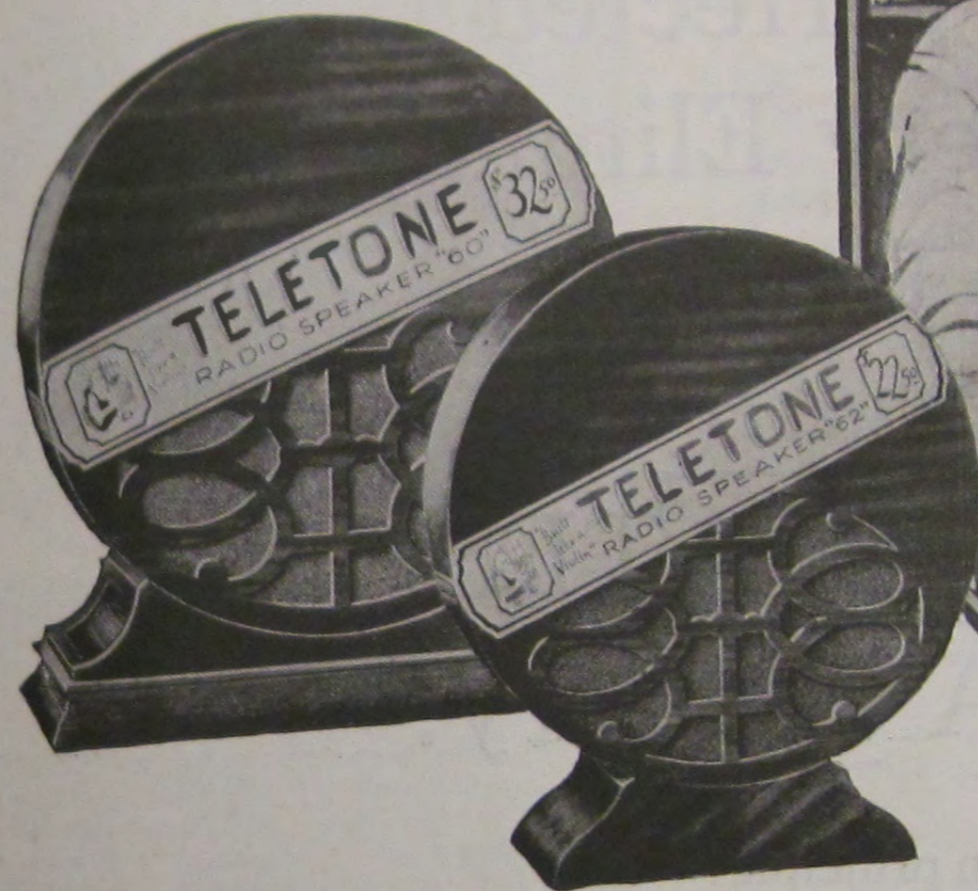
VALLEY ELECTRIC COMPANY, ST. LOUIS

District Offices: Boston, Chicago, Pittsburgh, Minneapolis, Kansas City, New York, Philadelphia, San Francisco, Toronto

Valley Electric

TELEPHONE

Radio Speaker



An expert who piles up your sales

The old violin maker is the *spirit* of Telephone. His art is built into this remarkable instrument of radio.

The tone he builds into Telephone's violin wood is so definitely supreme that Telephone is virtually self-selling.

This is America's most beautiful radio speaker. Its two sizes, its two different woods—American Walnut or African Mahogany

—its two prices, fit Telephone to any taste, musical

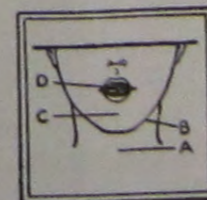
or otherwise, and to any purse. The two sizes differ in price only. In all other respects they are as like as twins.

With the generous Telephone advertising campaign now in full preparation you will win the bet of a life-time from the moment you join the thousands of other

Telephone dealers who made real money last year and are digging this year's treasure now. To join, costs nothing—hesitation is costly!

TELEPHONE CORPORATION of AMERICA

449-453 West 42nd Street, New York City



Note that a sound-wave coming from the sound producing unit "A" (the human vocal cords) is amplified through the orifice "B" (the human larynx) until it reaches the conducting area "C" (the back of the throat), whence it is again conducted to the point of greatest amplification "D" (the correctly formed and opened mouth of the singer.)



BUILT LIKE A VIOLIN

WAIT! *It's Coming-*

—a perfected
“A” Battery Eliminator
 that
actually
ELIMINATES
 the “A” Battery!

- It is entirely new in principle!
- It operates DIRECTLY from the light socket!
- It has no battery to bother with!
- No acids or liquids to replace!
- It needs no attention of any kind!
- It has been thoroughly tested and proved!
- It will be ready October 1!

DEALERS—JOBBER

This revolutionary new “A” Eliminator is the only one of its kind. There is nothing like it. It has no competition. It will sell at a price that will permit of legitimate profits to dealers and jobbers. Distribution will be limited to protect trade outlets. Full announcement will be made October 1. If you are interested in obtaining further particulars before that date, write immediately, or even better, wire.

THE COOPER CORPORATION
 Radio Division, Dept. N.
 CINCINNATI, OHIO

The NEW Models of... **GILFILLAN RADIO**

New Features and Strong Selling Points

Model 10

Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including “power” tube. Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on a cone speaker. Operates with Battery Eliminators, if desired. Size: 21½ in. long; 11 in. high; 10 in. deep. Plenty of range and marvelous tone with exceptional selectivity. Price without accessories \$90.



GILFILLAN Model 10

Model 20

In beautiful hand-carved brown mahogany cabinet. Six-tube Neutrodyne including “power” tube. Single Vernier action control. Three Radio and two Audio Stages. Specially selected Cone Speaker built in cabinet which has space for all Batteries or Battery Eliminators. Size: 42 in. high; 17 in. wide; 16½ in. deep. Wonderful tone, range and selectivity. Price without accessories \$175.



GILFILLAN Model 20

Model 30

Handsome Mahogany console. Six-tube Neutrodyne with all units shielded in copper (including one “power” tube). Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators. Size: 51 in. high; 30 in. wide; 20 in. deep. Great range, with marvelous tone and selectivity—a superior set in every detail. Price without accessories \$350.



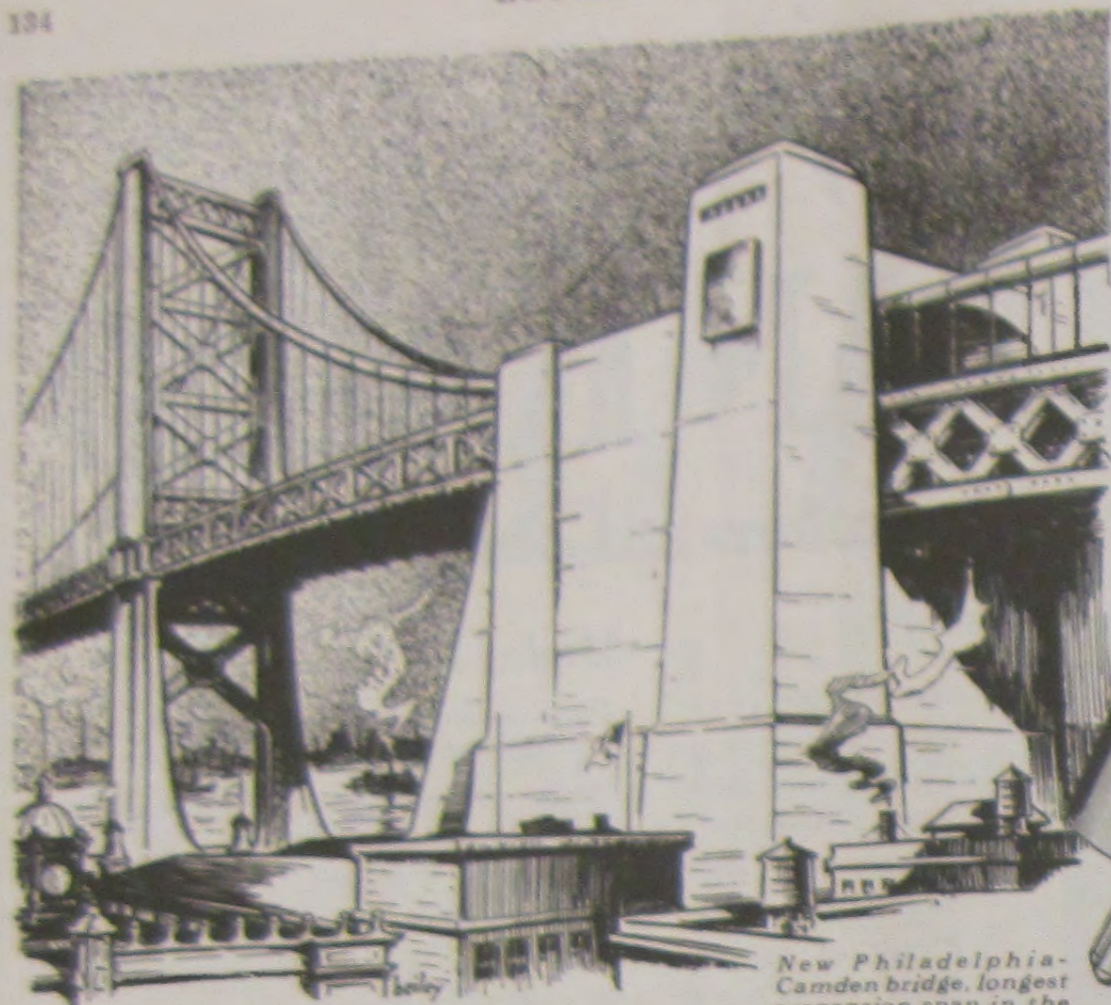
GILFILLAN Model 30

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for early delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.

25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
 Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.



New Philadelphia-Camden bridge, longest suspension span in the world.

An Engineering Triumph

AS in the building of a great bridge, the development of a master product requires the combined skill of many trained minds.

The supreme quality of Gold Seal Radio Tubes is not the result of chance. It is the culmination of exhaustive experiment and test by pioneers in radio tube manufacturing. Their skill and experience insure a superior product.

Nor is Gold Seal quality merely a catch phrase—it is easily demonstrable in the form of improved reception, tone and volume.

Profit by the rapidly growing popularity of these master products—made right, sold right, guaranteed right, backed up by real merchandising cooperation and a square deal policy.

Send now for full information. If not obtainable from your jobber, write direct and we will see that you are supplied.

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open. Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK



Type GSX-111
High power tubes for use in last stage of audio amplification give increased volume.
Price \$6.50
Look for the red box



Type GSX-Hy-Mu
For use only in the popular resistance-coupled amplification—highly efficient in this system.
Price \$4.00



Type GSX-2004
For use as detector only, giving superior strength on weak signals—especially desirable for distance.
Price \$5.00



Types GSX-2012 and GS-2012

The popular general purpose type, for amplifier or detector. Long life and high efficiency.
Price \$2.00
Look for the blue box



Types GSX-199 and GS-199

For use with dry cell batteries—ideal for portable and other compact receiving sets.
Price \$2.25
Look for the green box



Type GSX-110
For dry cell operation used in last stage of audio amplification it increases volume.
Price \$1.50
Look for the red box

All Standard Types

ARBORPHONE



Announces
A New and Improved Model
featuring
Two Dial Control—
Rare Cabinet Beauty



Price
\$60⁰⁰

(Add \$5.00 in Rocky Mt. and Pacific Coast States)

Amazing value features the new ARBORPHONE 5-Tube Receiver. In appearance and in performance the ARBORPHONE matches, yes excels, point by point, sets listing for more than twice its price.

Your first impression—usually the best—is rare beauty of cabinet design and finish. The expensive rounded front is exclusive with ARBORPHONE.

The new model boasts many refinements of the same proved ARBORPHONE circuit now being used by thousands of satisfied owners.

Simplified tuning made possible by special dual con-

densers and a separate radio frequency control brings improved reception on low wave lengths and greater volume on long wave length stations.

Cost of operation is considerably less, due to reduced drain on "B" batteries. Connections are provided for any of the new power tubes on the last stage of audio frequency. A tremendous market awaits ARBORPHONE Franchised dealers. Our discounts are as liberal as our exclusive merchandising plan is helpful. Wire or write for this plan of ARBORPHONE distribution. It assures volume business to ARBORPHONE dealers.

Manufactured By
PRECISION PRODUCTS CO.
317 S. Main St., Ann Arbor, Mich.

National Factory Representatives
SANFORD BROS.
30 W. Walton Place, Chicago, Ill.

"All You Can Ask of a RADIO"

The Trappings of the Laboratory are gone!



The "Jewel Case" Number 21 Illustrated at the right \$45.00



\$27.50

Model 18

The Chinese "Cone-flex"

All the low notes of the cone, and the higher pitch of the horn--no distortion on volume and power amplification. Will not deteriorate, not affected by climate or moisture. 33 inches of orthophonic type horn.

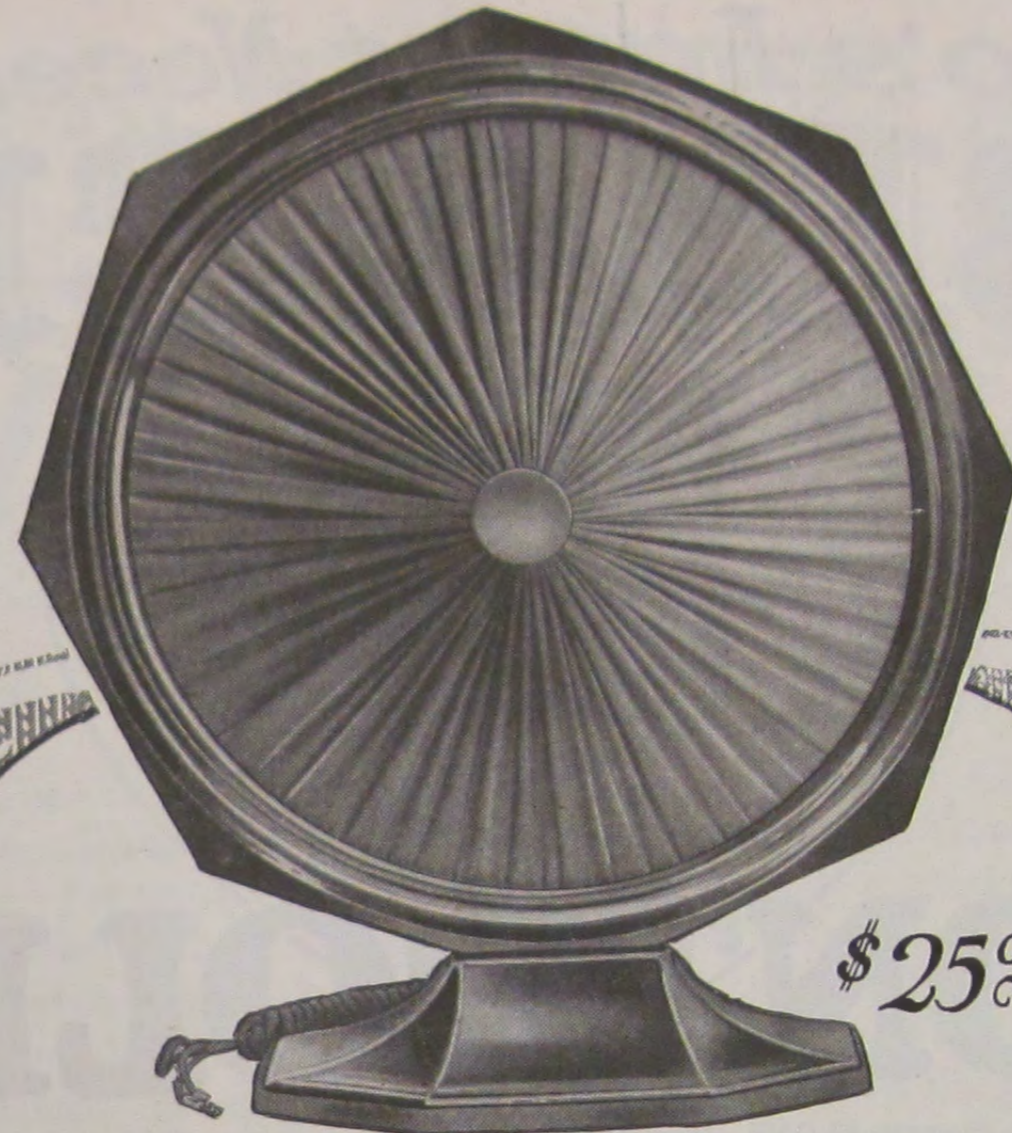
Just as if you were there! The spell of radio magic unbroken!

Here is the Radio sensation of years--the Velvet "Jewel Case". Its grace of contour and quiet finish naturally blend into the most tasteful surroundings, and reproduction is so complete and natural that you lend yourself to the full enjoyment of the melody "just as if you were there!" Sales will reach unprecedented volume for the public wants it! Write or wire for dealer or jobber franchise quick!

Sales Department THE ZINKE CO. 1323 S. Michigan Ave. Chicago, Ill.

Manufactured by THE BORKMAN RADIO CORP. Salt Lake City, Utah Kalamazoo, Mich.

Velvet Radio Speakers



\$25.00

The SONOCHORDE CONE

SONOCHORDE is not "just another Cone Speaker" or one that has yet to prove its merit. For over three years, Sonochorde has been marketed with ever-increasing success. Each year production has been doubled. But so great has been the demand for this beautiful, scientifically correct, cone speaker that the entire output has been taken in New England alone.

Now--Sonochorde is available to all. With a new factory and greatly increased facilities, Sonochorde may be handled by established dealers who desire a cone of highest quality in both performance and appearance.

Do not take our word. Order a sample. Sonochorde speaks for itself

Hastings Electric Sales Co.

42 Binford Street - - South Boston, Mass.

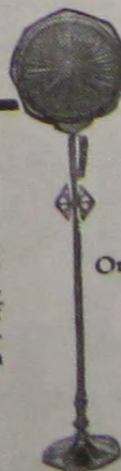
BOUDETTE MANUFACTURING CO. CHELSEA, MASS.

MANUFACTURERS OF SONOCHORDE

Wall Model Equipped with heavy cord and decorative tassel Price \$25



Floor Standard For those desiring a design of more than ordinary distinction



Or Piano Lamp Model Includes all Sonochorde Features Price, with cord \$35



Back View Showing Rugged Construction common to all models

RADIO RETAILING, A McGraw-Hill Publication

Radio's Latest Necessity—

BRACH

The
HEART
of the
POWER
PLANT



Make
your
SET
a POWER
SET

CONTROLIT

Your set switch or rheostat ALONE can now control "B" Battery Substitute and "A" Trickle Charger automatically.

Merely adding a BRACH CONTROLIT makes any set a light power-operated set, eliminating all switches from "B" Battery substitutes and Trickle Chargers. No added wiring; no alterations to set required.

Anyone can install CONTROLIT, and the power plant can be placed anywhere—in cellar, or closet, or shelf.

Set makers are urging the use of CONTROLIT; radio users will demand it.

Price \$6

*Leading manufacturers of socket-power units have adopted Brach Controlits as standard equipment.

Brach Totem-Pole Antenna

An indestructible, weather-proof Antenna—like a flag pole, with 100 feet of wound wire—that can be erected on flat roofs, gables, or side of house or chimney; on tent poles or boat decks—avoiding all unsightliness.

Ready for erecting. Insures fine tone and clarity.

Price \$10

Extension Cord Connector

A simple Brach device, in one piece—made of pure Bakelite—indestructible; readily connecting speaker or head set cord with extension cord. Enabling you to place loud speaker wherever desired. Cord tips grip automatically.

Price 50c.

Brach Lightning Arrester

—Radio's Safeguard



"STORM KING"

Dealers cannot satisfy their trade with any but a really dependable Arrester—and "STORM KING" is just that.

\$1.00

"STORM GUARD" Arrester is made of Bakelite, will stand years of exposure; operates on proven non-air-gap principle—yet sells at a modest price—

\$1.50

All Brach Lightning Arresters carry a \$100 Insurance Guarantee

Brach Master Aerial Outfit



The highest form of aerial obtainable—for those having room to stretch wires outdoors. The set is complete to the last screw and includes Brach Lightning Arrester—all ready for erection.

Brach Master Aerial - \$3.50

Other Aerials - \$4 to \$5.50

Shock-Proof Radio Plug



Simplicity itself. Gives perfect electrical contact. Withstands high voltages. No exposed metal parts to shock the user. Easily connected or released. Neat, artistic and inexpensive.

Price 50c.

Brach Radio Products

20
years
in the
lead

L. S. BRACH MFG. CO., Newark, N. J.
Makers of Famous Brach Lightning Arresters

The CHELSEA Truphonic Six

A New and Sensational Value

As one of the oldest established radio manufacturers, Chelsea now offers an unparalleled value in receiving sets—the Truphonic Six. For years Chelsea has achieved a splendid reputation for well-built receivers selling at low prices. With the Chelsea Truphonic Six—incorporating the scientific, fully shielded Truphonic Circuit—a new and sensational peak has been attained. Designed for high voltages, the Chelsea Truphonic delivers far greater volume with perfect tone stability. Housed in handsome two-tone mahogany finish cabinet, with dust-proof, fool-proof inside panel and many other features only found in much more expensive sets.

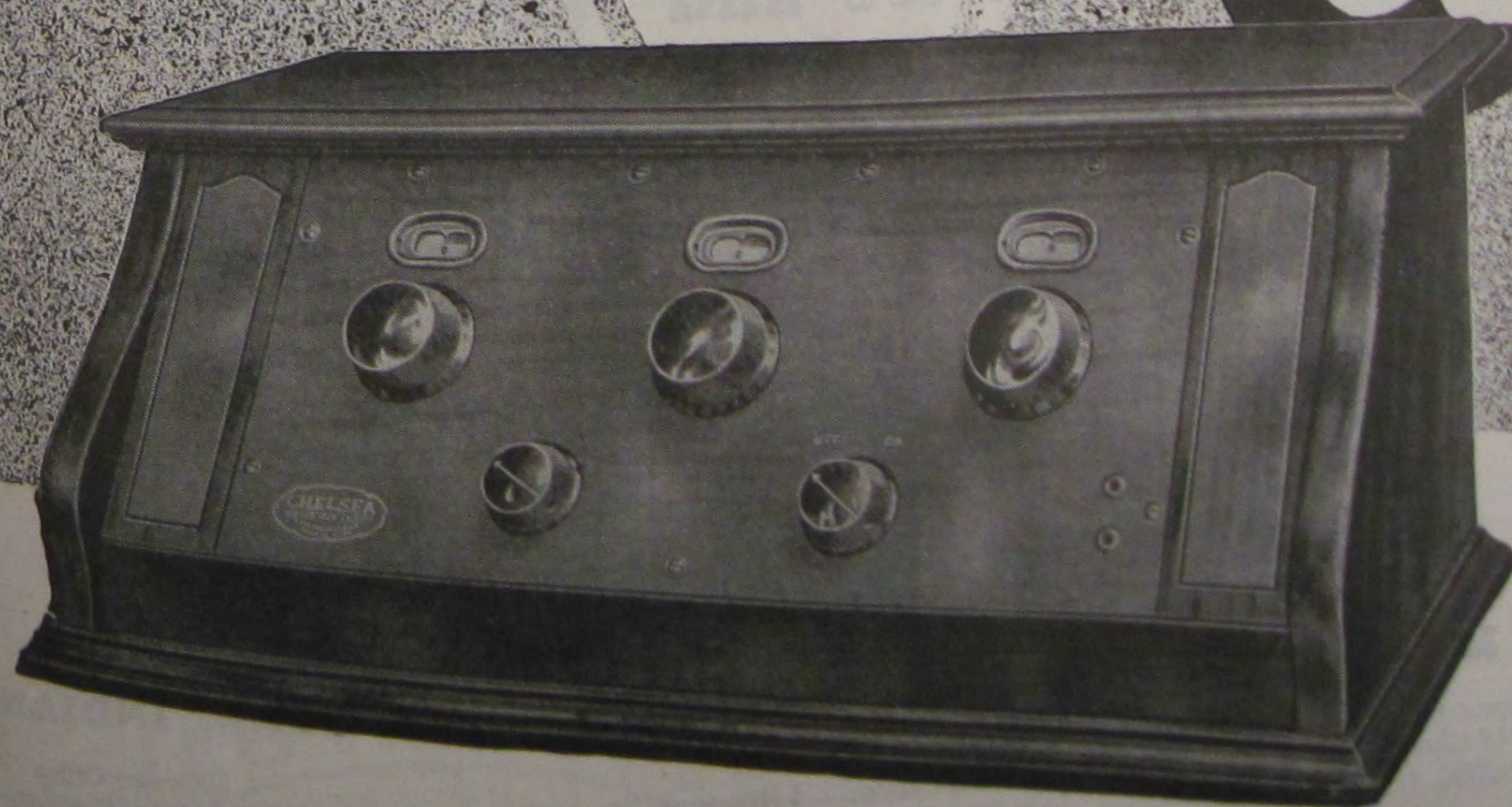
You can make money with Chelsea
Write for our Proposition

CHELSEA RADIO COMPANY

Chelsea, Mass.

Other Chelsea Models at \$26.00 and \$50.00

\$60





Throughout the world, wherever electricity is used, this distinctive mark stands for dependability in **Magnet Wire and Windings**

This trade mark on a spool of wire, on a coil in a Radio unit or any electrical apparatus, is a guarantee to the purchaser or user that there is no better made.

Back of this mark is the world's largest manufacturer of magnet wire and windings with ample resources to support the guarantee of satisfaction which goes with every Dudlo product.



DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

Eastern Office and Warehouse
412 Chamber of Commerce Bldg.
NEWARK, N. J.

Western Office: 274 Brannan St.
SAN FRANCISCO, CALIFORNIA

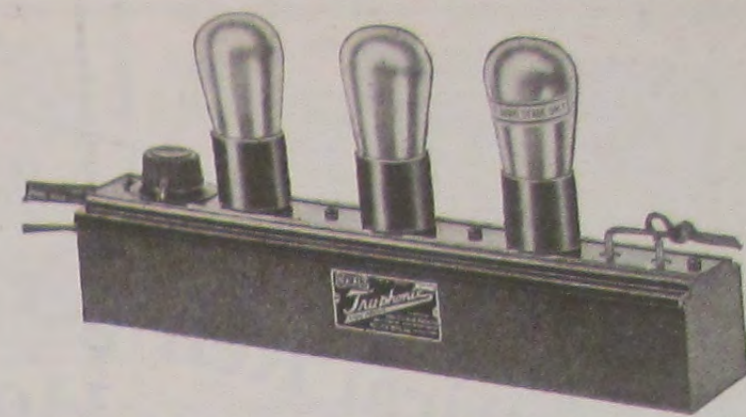
Chicago Office
160 North La Salle Street
CHICAGO, ILL.

The NA-ALD Truphonic Coupler

Achieving for Radio the same startling results the Orthophonic achieved for the phonograph. *The opening of a vast new market for the radio dealer*

The constant demand for better tone, better volume and better clarity is responsible for most of your sales. The Na-Ald Truphonic Coupler satisfying this demand opens unlimited sales possibilities to you.

The advent of the Na-Ald Truphonic Coupler into radio circles is causing the same amazement and admiration which the advent of the Orthophonic caused in phonograph circles—and for the same reason. The Na-Ald Truphonic Coupler has the same thrilling distinctness and fidelity, the same quality and depth of tone, and a volume far greater than hitherto thought possible. Diction is crisp and clear. Even the high notes of the flute are flawless, while the organ has its full resonance and the piano its own ringing clarity. The symphony orchestra is an ensemble of instruments with the individuality of each so clearly preserved that the themes of the different instruments can be followed. Applause is the staccato clapping of separate hands. The Na-Ald Truphonic Coupler does more than reproduce. It



recreates that vivid and vital thing—the heart of the music itself.

The Na-Ald Truphonic Coupler is a new instrument; new in principle, new in design, and new in construction. It is neither an impedance, resistance or transformer coupling but a new invention of H. P. Donle which coordinates each component in perfect proportion for precise and undistorted amplification. Almost overnight it has revolutionized the science of amplification.

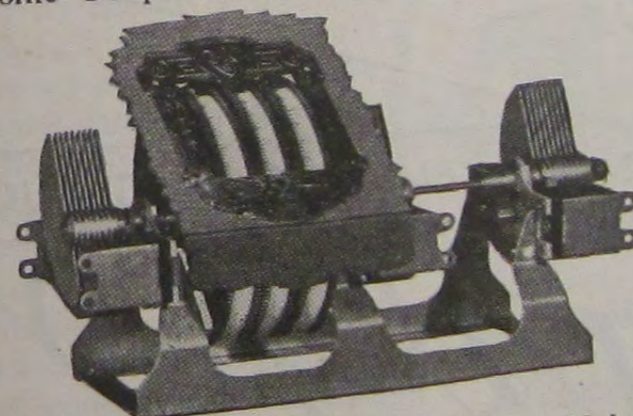
Think what the Na-Ald Truphonic Coupler will mean to your sales. Every set you've ever sold will want one installed. There are four and one half million sets now in operation in this country. The Na-Ald Truphonic Coupler is small, compact, quickly and dramatically demonstrable, installed in a jiffy on any set by merely attaching the battery leads, slipping in the tubes and plugging on the loud speaker. It will be a part of many of the most modern high grade sets.

Words won't convince you of the performance of which this small device is capable. Actual demonstration will. Call at your jobbers and he will make you one. With the Na-Ald Truphonic Coupler to hear is to instantly believe.

Complete Amplifier ready to attach. List price, \$20.00. (Includes battery leads, output unit for protection of loud speaker with power tubes and connecting adapter.)

Individual Truphonic Amplifiers or Output Unit. List price, \$5.00 per stage.

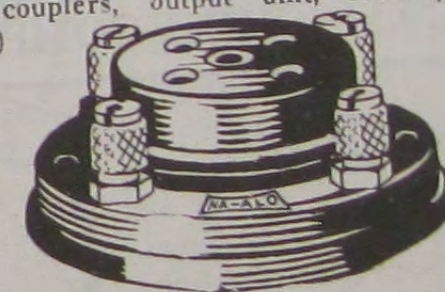
Complete Amplifier Parts for Set Builders. List price, \$20.00. (3 couplers, output unit, sockets, catacomb, battery leads.)



Na-Ald Localized Control Tuning Unit

There has always been a market for a tuning device so simple that all condensers could be operated by the touch of one hand. The Na-Ald engineers have developed this device. With the Na-Ald Localized Control Tuning Unit, all condensers are operated through one opening in the panel. All can be moved together. Each can be moved separately. A neat quick way for easy tuning.

List price \$8.00
Quadruple.....\$15.00 Triple....\$10.00 Double.....\$8.00

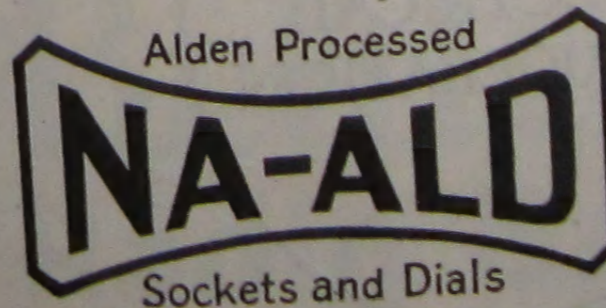


Na-Ald 481-XS Cushion Mount Socket

Improved amplification methods have opened the market for the cushion mount socket. Now microphonic disturbances within the tube must be removed. The Na-Ald 481-XS Cushion Mount Socket, by means of a perfected resilient mounting that practically floats the tube, gives complete protection by absorbing both vertical and lateral shocks. The only socket on the market with this feature. Fits all tubes. List price.....50c.

Na-Ald Connectoralds and Adapters. Here's a big market ready made for you. Every set owner wants the increased volume and clarity of power tubes. The easiest means of installation are Na-Ald Connectoralds and Adapters. Sell them and you make a profitable unit sale—a profit on tubes, B & C batteries and a good profit on the Na-Ald Connectoralds and Adapters themselves. Na-Ald Connectoralds have attachments for the B & C batteries so that no rewiring is necessary. There is a Na-Ald adapter or Connectorald for attaching any tube to any set.

Clip the coupon for complete information



ALDEN MANUFACTURING CO., Dept. A17, Springfield, Mass.
Please send me complete information about the Na-Ald Truphonic Coupler and the entire Na-Ald line.
Name
Street State
Town
My jobber is

Electrical Refrigeration for the Average Household

We are in the ice machine business because we have great faith in its future. We want distributors and dealers; the right kind of men who can take over important territories and grow with us.

The Couzens Ice Machine Company is new in name. Several months ago, however, we bought Superior Refrigeration, Incorporated of Lima, Ohio, of which Frank Andrews was chief engineer. With his basic knowledge, reinforced by the best production methods developed in the American automobile industry, we are determined to meet the electric refrigeration requirements of the average American household.

Our present line offers more cubic feet of electric refrigeration per dollar of cost, than any other machine built today.

Our plans for the present and the future should interest every man who is now in this business, or who considers entering it. We invite inquiries from those who are sincerely interested in what the Couzens Ice Machine Company has to offer its dealers.

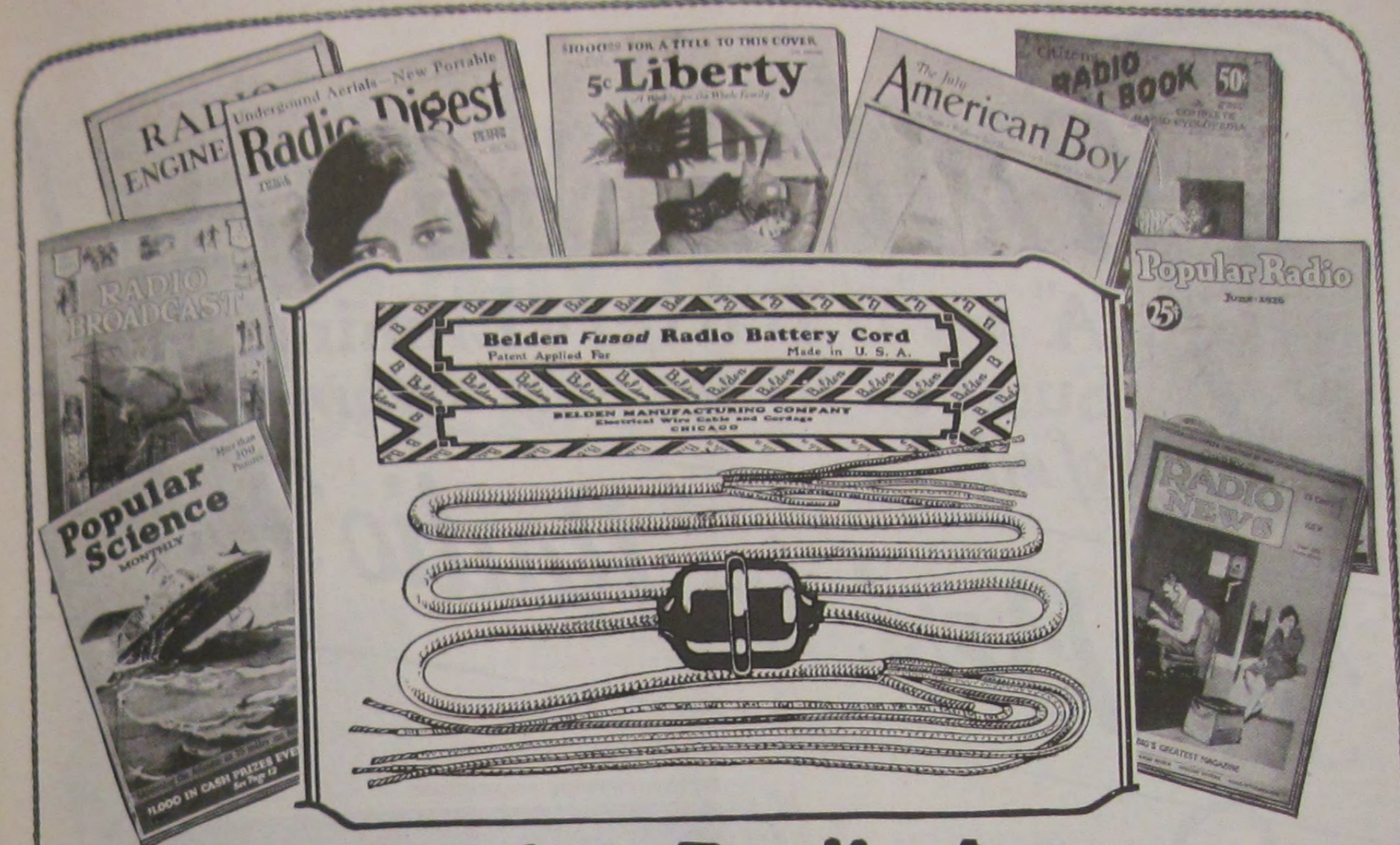
James Couzens
President

COUZENS ICE MACHINE COMPANY, 1231 First National Bldg., DETROIT, MICHIGAN

Couzens

As early as 1909, Frank Andrews, now chief engineer of the Couzens Ice Machine Company, used sulphur dioxide as a refrigerant, in an electrical refrigerator which he built and installed in a restaurant at Lebanon, O. Couzens-built Refrigeration is a direct development of this revolutionary device. Since that time, Mr. Andrews has originated, perfected and patented many valuable features of electrical refrigeration.

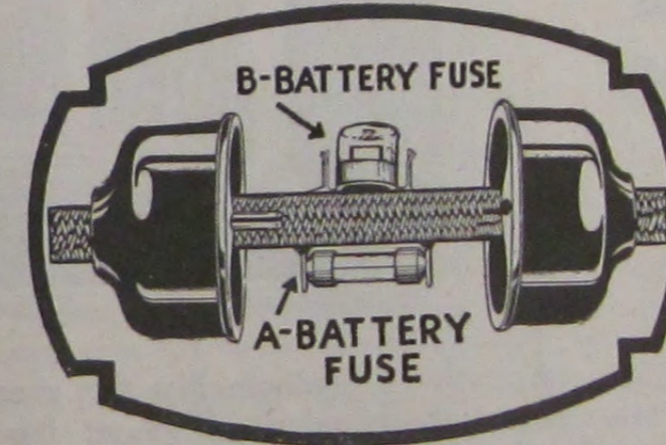
THE
NEW NAME
IN
ELECTRICAL
REFRIGERATION



A New Belden Radio Accessory and the Powerful Merchandising Campaign Behind It

THE Belden Fused Radio Battery Cord is here! There is a tremendous demand for battery cord that will protect A and B batteries, eliminates fire hazards from crossed wires, and reduce the danger of burned out tubes from excessive voltage. This attractive radio accessory can be sold to every set owner. It not only dispenses with the usual array of loose wires, but provides a color-coded, neat battery cable which insures the set owner against trouble at the lowest cost.

Put a Belden Fused Radio Battery Cord in a prominent place in your window or store and it will sell itself. Everybody needs a Belden Fused Radio Battery Cord. Boost your accessory profits with this new radio accessory.



Other Belden Products

Following are some of the leading Belden items which are prominently featured in Belden advertising:

- Belden Aerial Wire
- Belden Superadio Aerial Kit
- Belden All-Weather Aerial Kit
- Belden Indoor and Loop Antenna Wire
- Belden Lead-in and Ground Wire
- Belden Fused Battery Cord
- Belden Plain Battery Cord
- Belden 20-foot Extension Cord
- Belden Replacement Cord
- Belden Tips and Terminals
- Belden Square Tinned Hook-up Wire
- Belden Colorrubber Hookup Wire

LIBERTY Weekly with its circulation of more than one million readers, will carry Belden advertising during the radio season. This powerful weekly will carry the story on the Belden Fused Radio Battery Cord into every part of the country and every radio dealer will feel the force of this powerful campaign.

In addition to the big Liberty campaign, Belden advertisements will also run in Radio News, Radio Digest, American Boy, Popular Science Monthly, Radio Broadcast, Popular Radio, Radio Engineering and Radio Call Book.

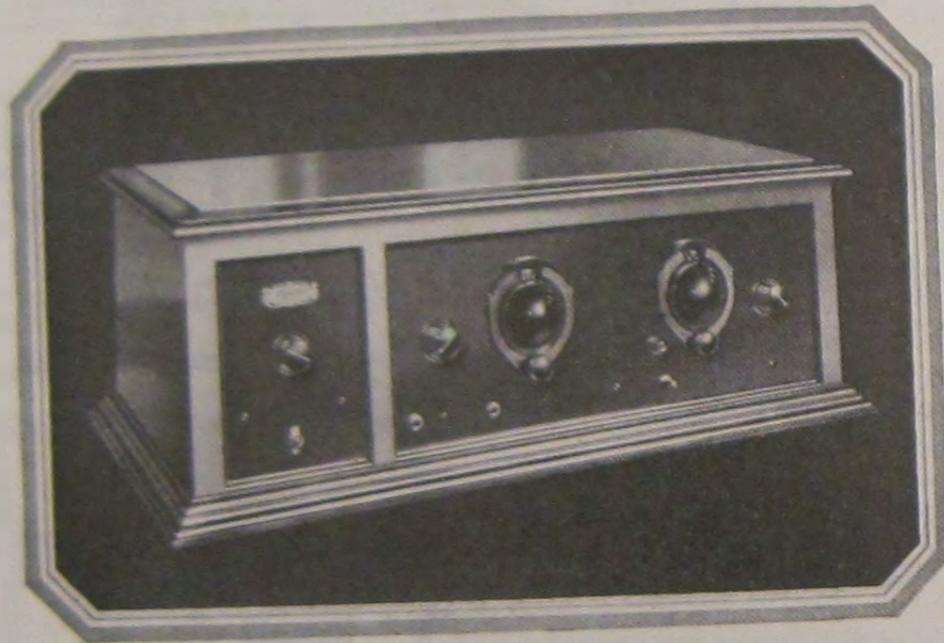
Belden Accessories are the most widely-advertised accessories in the radio field. Capitalize on this nationwide publicity by ordering Belden radio accessories, today.

BELDEN MANUFACTURING COMPANY
2308A S. Western Ave. Chicago, Ill.



First in the field!
 "A" and "B" Battery Elimination
 Successful - at a price within reach
 of all...
 The Best in Radio Today

\$200
 without Tubes
 or Loud Speaker



YOU dealers whose profits are constantly eaten up by the service you must give your customers! Here is a set that will help you do away with this evil. The Cleartone Radio Electric Model 110, operating from the house current, eliminates both "A" and "B" batteries and all the attendant service problems that dealers know so well. It will sell fast because it is the first set of its kind to be priced moderately, \$200.00. And it is just the set you should handle because the price affords you a safe margin of profit.

The "A" and "B" Battery problem is solved by the use of McCullough AC Tubes, which are

undoubtedly the greatest achievement in radio today. The set has been highly approved by such a great authority as Professor Wilcox of the Armour Institute of Technology of Chicago.

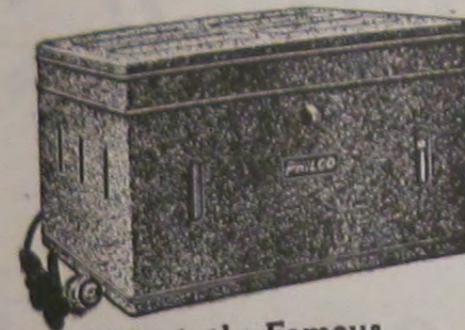
Tone quality and volume are exceptional. Two vernier dial controls with the proper degree of selectivity simplify operation. The high quality of workmanship insures a set which will give years of satisfactory service, fully guaranteed by a manufacturer of the highest standing in the radio industry.

The Cleartone Radio Electric Model 110 is the gateway to a more cheerful outlook in radio retailing. Write for full details and discounts.

The Cleartone Radio Company
 2432 Gilbert Ave., Cincinnati, Ohio

CLEARTONE Complete RADIO SETS

Amazing New Radio Accessory!
 Runs Any Radio
 from the Electric Current
 One Retailer in 30 days Makes Over \$26,000 Profit!



This is the Famous Philco Socket Power "A B"

Here is one of the greatest radio accessories ever offered the radio dealer and jobber. Retails rapidly for goodly sum with liberal discounts. That means big profits for you. Philco Socket Powers sell today as rapidly as radio sets at their peak three years ago.

Philco A and B Socket Power absolutely does away with all "B" batteries, dry cells, the ordinary "A" storage battery and chargers. It supplies perfect radio power for any make or any kind of radio set.

No Competition! Liberal Discounts!

Remember, the Philco A and B Socket Power is the only one that contains complete radio power IN ONE CABINET—controlled by one switch! You will have very little competition.

The discounts are very liberal. Ask your radio jobber. And remember—each sale runs into a goodly sum and your turnover will be amazingly rapid.

Backed By Tremendous Advertising

Full pages in *The Saturday Evening Post* and *Liberty Magazine*. Not the so-called good-will advertising, but written around a specific offer to create immediate sales for you.

FREE. Every Philco dealer receives, without one cent of cost, the most complete retail merchandising manual ever prepared by an electrical appliance manufacturer.

Newspaper advertisements will appear in your locality, telling the public just how they can purchase Philco Socket Powers from you.

It will be the kind of advertising copy that produces immediate sales in your particular store.

Sign and Mail This Coupon Today

The dealer franchise for Philco A and B Socket Powers will be worth a lot of money within the next few months. It costs you only 2 cents to get the full and complete details.

Simply sign your name and address to this coupon and mail it in to us at once. We will then send you the prices, discounts, and tell you all about our selling plan in detail. Be the first in your community.

New and Complete Selling Plan

We have worked out in careful detail the most complete and effective selling plan ever offered to the retail radio dealer. It has been tried and tested and is remarkably easy to carry out. It will be given to you in detail by your radio jobber.

This selling plan provides for trade-in allowance for the old "A" storage battery, installation FREE—a simple matter, and a time-payment plan that you can easily handle. Direct mail broadsides and advertising of real business getting effectiveness. It is a selling plan that will make your Philco Socket Power business a big, profitable success.

Look!

Important Notice to Victor and RCA Dealers.

Write to us or ask your jobber, for the full details of the wonderful new built-in Philco Socket Powers for Victrola-Radiolas and Radiola Model 28.

Tested, approved and sanctioned by Victor Talking Machine Company

Philadelphia Storage Battery Co.
 Dept. 2027 Philadelphia, Pa.

PHILCO Radio "A" and "B" Socket Power

Manufacturers of the famous Diamond Grid Battery

Easy as Turning on the Electric Light

ONE switch controls everything. Snap it ON and from the electric current you get a strong, uniform flow of both "A" and "B" power. Snap it OFF and the power is shut off. The radio is silent.

No hum. No distortion. Philco Socket Powers supply perfect radio power for any make or any kind of radio set—regardless of hook-up or circuit, or whether home-built or manufactured.

Philco Socket Powers are enclosed in handsome brown mahogany case. Simple to use. Simple to connect.

Six Million Buyers Waiting!

And they are ready to buy today. The fact that The Philadelphia Electric Company sold 1650 Philco Socket Powers in 30 days proves this.

There are now six million set owners and three million new sets will be bought this year. Remember, any kind of make of radio is wonderfully improved when connected to this famous Philco A and B Socket Power.

Special Information OFFER COUPON

Philadelphia Storage Battery Co.
 Ontario and C Sts., Philadelphia, Pa.
 Dept. 2027

GENTLEMEN: Please send me, without the slightest obligation, the full and complete details of your National Selling Plan for Radio Dealers on the Philco A and B Socket Powers, including prices and discounts.

Name _____
 Address _____

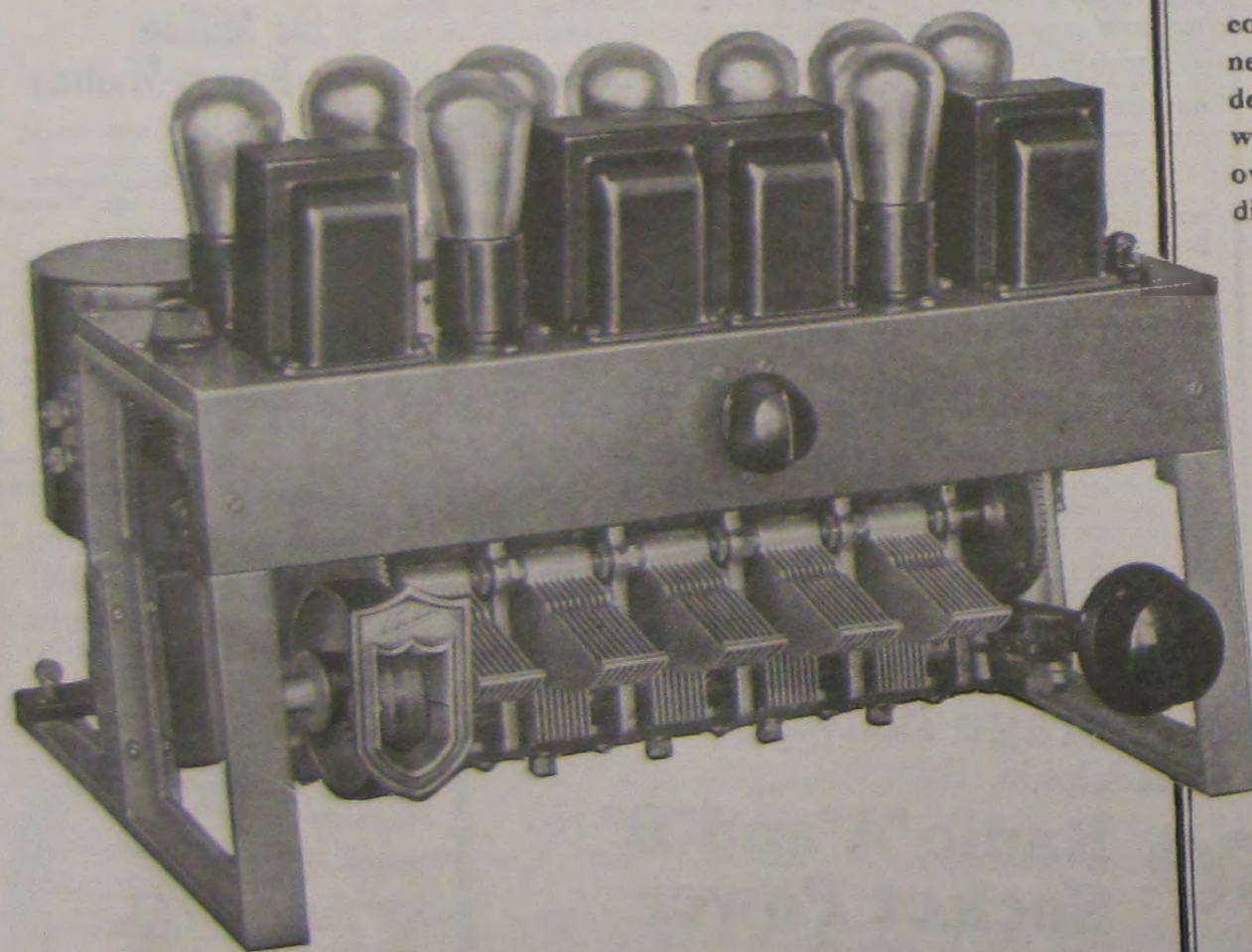
Announcing Perlesz

An Engineering Achievement in Radio

Here is the radio your customers have been demanding. Here, in the Perlesz, are all the requisites of the perfect receiver—remarkable distance range—hair-line selectivity—tuning ease—stability—volume—true tone—fine appearance. In the Perlesz, promises to which you have been accustomed become facts through actual performance.

A Complete Line

Perlesz receivers are offered in seven, eight, and nine tube models, in a variety of cabinet styles, for table and semi and full console designs. The prices range from \$275 to \$1000. Production is established. We have an attractive proposition for distributors and dealers. Write us.



PERLESZ RADIO MANUFACTURING CORP.
560 West Congress Street, Chicago

One-Dial Control

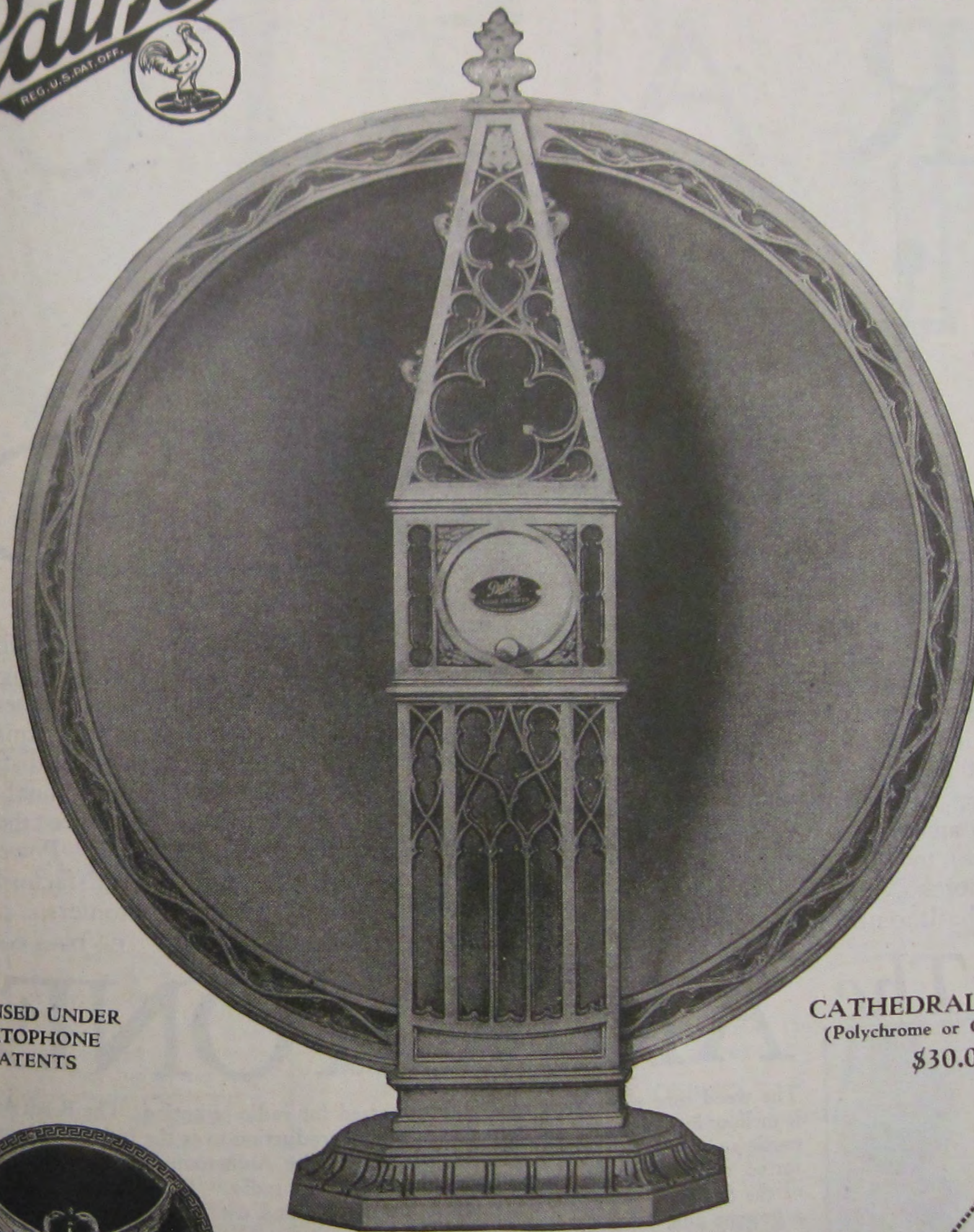
Only one dial is needed to operate the gang-mounted condensers in the Perlesz. These perfectly-matched, straight-line-frequency condensers space the stations evenly over the speedometer-type dial and cover the entire broadcast wave-band. Both rotor and stator plates of the condensers are die-cast for permanent alignment and all Perlesz condensers are guaranteed accurate within one micromicrofarad all over the scale—only attained with die-cast, precision condensers.

All-Metal Construction

Mechanical perfection has been attained in the Perlesz receivers by the use of an all-metal chassis which is an original and exclusive Perlesz feature. This insures absolute rigidity and perfect stability of the working parts. It provides a firm, non-warping foundation for the various units and prevents dielectric losses, including stray magnetic fields. This insures extreme accuracy in tuning.

If you want the best!

Pathé CONE SPEAKER



CATHEDRAL MODEL
(Polychrome or Gold Finish)
\$30.00

LICENSED UNDER
LEKTOPHONE
PATENTS



GRECIAN MODEL
\$25.00

To Real Radio Dealers!

Sell a speaker that will stay sold and one made by the original cone speaker manufacturer—one on which the price is upheld and on which you can make a good profit. There are more Pathé Cathedral Speakers being sold now than any other quality speaker in radio. Sign the coupon and send in an order for one Pathé Cathedral at 40% off. Have it shipped either through your jobber or direct. If it isn't as we represent it, highly satisfactory, you may return it after three days' trial. This will be the quickest way for you to see just what we have and what you can do with it. We will advise you of nearest jobber to take care of your future orders.

Pathe Phonograph and Radio Corporation
20 Grand Avenue, Brooklyn, New York

Pathe
Phono.
and Radio
Corporation.

Gentlemen:
Ship quickest way one
Pathe Cathedral Loud
Speaker at 40% discount.

My jobber is: _____

Name _____

Address _____

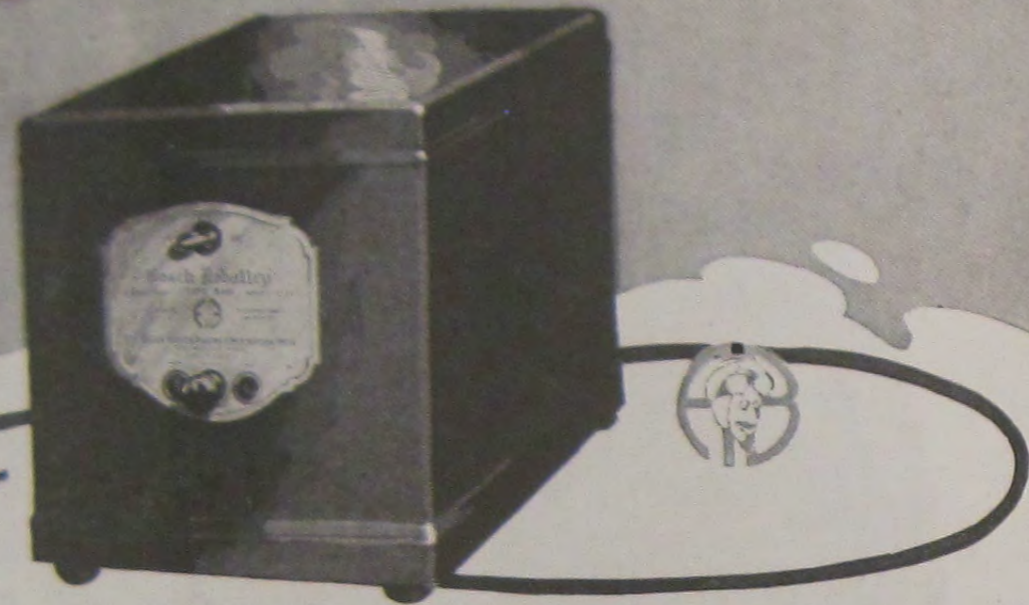
My name is _____

Address _____

City _____ State _____

BOSCH RADIO

The NOBATTRY "B" Power Unit



For years the Bosch Nobattery has been considered the most satisfactory power unit for supplying "B" current. Now we present to the trade the New Edition 3 Bosch Nobattery, improved in performance, simplicity, adaptability and appearance. Safe to use on any receiving set, powerful enough for any set up to 10 tubes and with a broad range of capacity from 90 to 135 volts or better of "B" current. Bosch Nobattery "B" Power Unit is precision built, entirely automatic, no AC

hum, no chemical action noises, no filaments to burn, no acids to renew, no adding water. Mistake-proof, cannot burn out tubes, gives unvarying full power to the set keeping it at top efficiency to pull in weak and distant stations. Improves the volume and tonal quality of program reception. Feature the New Edition 3 Bosch Nobattery "B" Power Unit and you will be sure of satisfactorily and profitably serving your customers.

Ed-3 for Alternating Current \$55. For Direct Current \$42

The AMBOTONE



Bosch
Ambotone
\$27.50

Art
Pedestal
\$11.50

The wood cone reproducer that is unsurpassed for radio reception. The Bosch Ambotone is mellow in tone and absolutely accurate in reproduction over the full range of orchestral music and the human voice. Nothing is lost to the Ambotone—nothing blurred or distorted, not even the bass notes so commonly lost in radio. The Bosch Ambotone is one of the outstanding successes in radio. To display and use in your demonstration assures a prompt sale.

The Bosch Ambotone \$27.50. The Art Pedestal shown with the Ambotone is a separate item with a wide appeal to those who wish to improve the appearance of their radio. Its price is \$11.50.

All prices slightly higher in Colorado and west and in Canada.

AMERICAN BOSCH MAGNETO CORPORATION

Main Office and Works: Springfield, Mass.

Branches: New York

Chicago

Detroit

San Francisco



Radio's Best Wire "From the Ground Up"



"CORWICO" Aerial Wire Outsell the Field

"Corwico" aerial wire is well and favorably known throughout the country for those properties which make for efficient reception, namely—large surface area, high electric conductivity and tensile strength. It comes in all types to meet

all requirements—stranded, solid and braided, plain, tinned and enameled.

Every coil is guaranteed full weight, full length, full gauge best copper wire, free from all imperfections and up to the highest specifications.

A Daily Profit Maker

Thousands of miles of Corwico radio wire are sold to radio fans every year. No radio dealer's stock is complete without it. Corwico radio wire is a consistent seller—a daily profit maker for Corwico dealers.

With the Corwico line you can meet the demands of your trade for any type or size radio wire—for from the ground to the aerial, there is a Corwico wire that gives the longest and most efficient service for the particular purpose designed.

Five Wire Battery Cable

Each individual conductor is insulated in a different color for the purpose of identification and the five wires are enclosed in a neat and substantial braid of either cotton or silk. The use of this cable prevents burning out tubes, insures good contacts and guarantees neatness of installation.



TO DEALERS

Corwico is the branded and advertised line of radio wire that outsells the unknown lines. Order Corwico through your jobber.

TO JOBBERS

Write us for full particulars regarding the Corwico proposition.

TO MANUFACTURERS

Let us quote on your wire requirements.

See our Exhibit Chicago Radio Show, Booth CC-10

CORNISH WIRE COMPANY

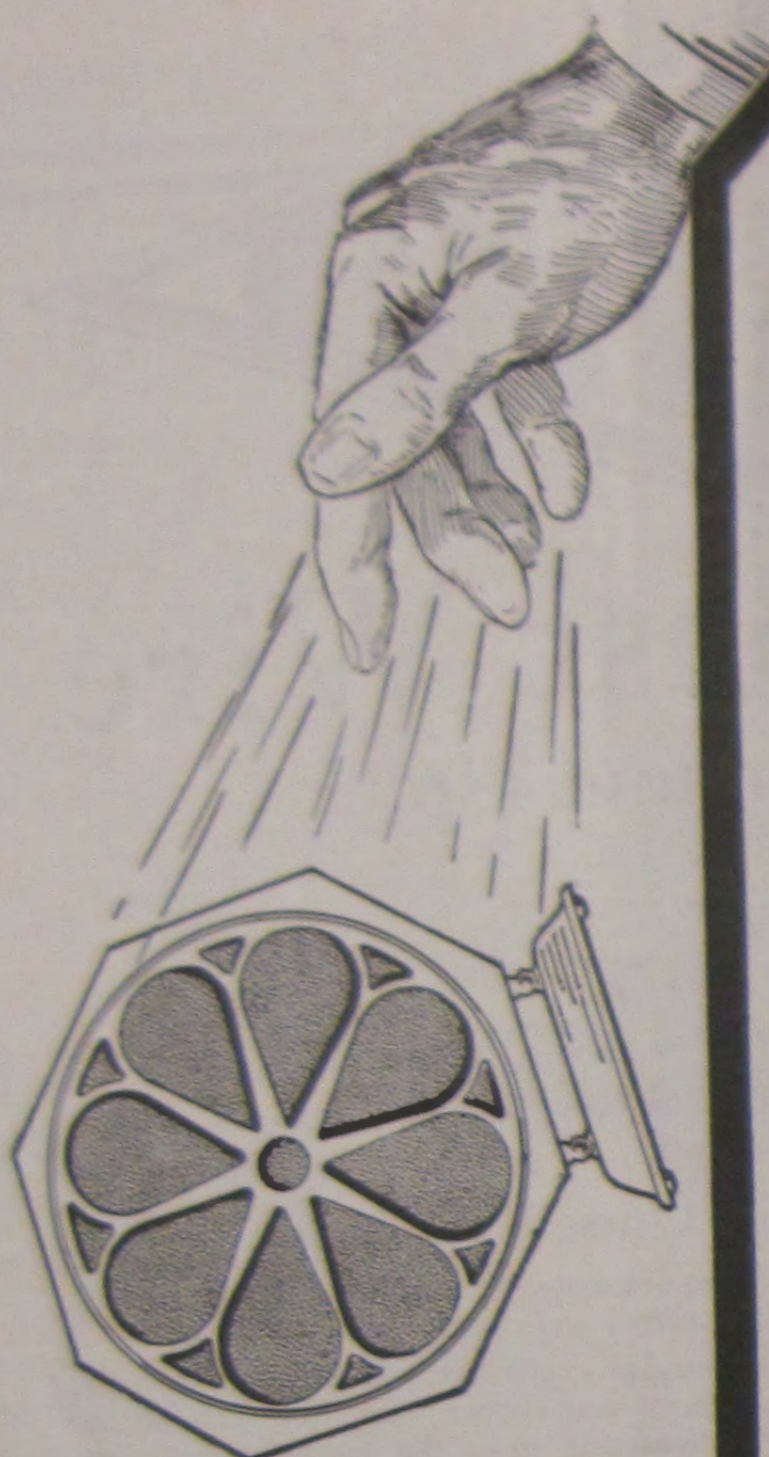
30 CHURCH STREET, NEW YORK CITY

BOSTON
80 Federal St.

CHICAGO
337 W. Madison St.

KANSAS CITY
208 Baltimore Bldg.

SAN FRANCISCO
585 Mission Street



Is there another CONE SPEAKER That can stand this test?

What was your percentage of returns on your cone speakers last year?

Tremendously high? Lots of trouble and loss?

Remember that every customer who got a speaker that didn't stand up for a single season is not boosting *your* store today!

Investigate the Octacone—the sensation of the year. There's only one way you can injure it. Use a hammer. Subject it to shipping abuse, handle it as much as you will—even drop it from a ten foot height—and it will not be injured in the least!

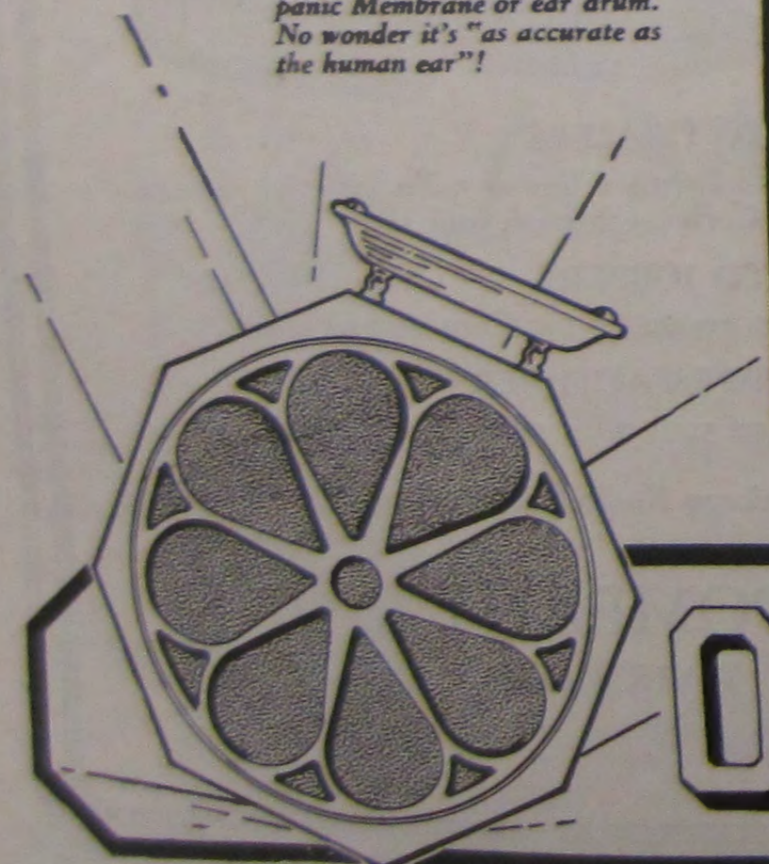
We repeat—drop it from a ten foot height! Will any other cone speaker show such rugged strength and promise such satisfaction to your customers?

Remember this, too. It's a handsome looking object—an adornment for any home. And you'll find that Octacone gives a naturalness of tone reproduction unequalled by even the highest priced speakers.

\$19⁵⁰
Slightly higher West of the Rockies

Pausin Engineering Company
727 Frelinghuysen Ave. Newark, N. J.

Octacone is built on the same principles as the most perfect reproducing instrument known to science—the human ear. It has a patented diaphragm, shaped exactly like the ear. The apex of this diaphragm is placed off center—exactly as in the Tympanic Membrane or ear drum. No wonder it's "as accurate as the human ear"!



OCTACONE

To a Dealer Who Likes to be First!

Everywhere—in every town and city—there are dealers who like to be first.

Electrolytic tubes, guaranteed without qualification for two years, and certain

They were first with non-radiating sets. First with console cabinets. First with power tubes and cone speakers and battery chargers.



to serve for many, many more.

And the ten light socket devices are all new achievements in radio.

But we have taken enough of the busy dealer's time. He can be first with products that never will have a

To such a dealer, whether he own a modest store, or a radio sales palace, we say, "Here again is the opportunity to be first." The coupon in the lower right hand corner will bring you news about a line of Radio Power Devices—devices of amazing low operating cost—guaranteed humlessness and absolute freedom from distortion.

real competitor unless the Patent Office at Washington is burned to the ground.

And we want him first. And when he sees the breadth of our helpfulness—including the extensive national advertising—and the vast measure of our dealer co-operation, he will be glad he was one of the first to send this coupon.

Two new tubes do most of it. A tube for chargers and a tube for "B" eliminators. Tubes without filaments.

UNITRON

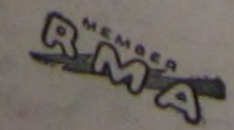
REG. U.S. PAT. OFF.
RADIO POWER DEVICES

Send this coupon to us today!

FOREST ELECTRIC CO.
NEW AND WILSEY STREETS, NEWARK, N. J.

Mail me Details of the Unitron Franchise—the Unitron Power Devices—and the filamentless Light Socket Power tubes

Name
Address
City State





An Innovation in Battery Testers

3 Cells Tested in 30 Seconds

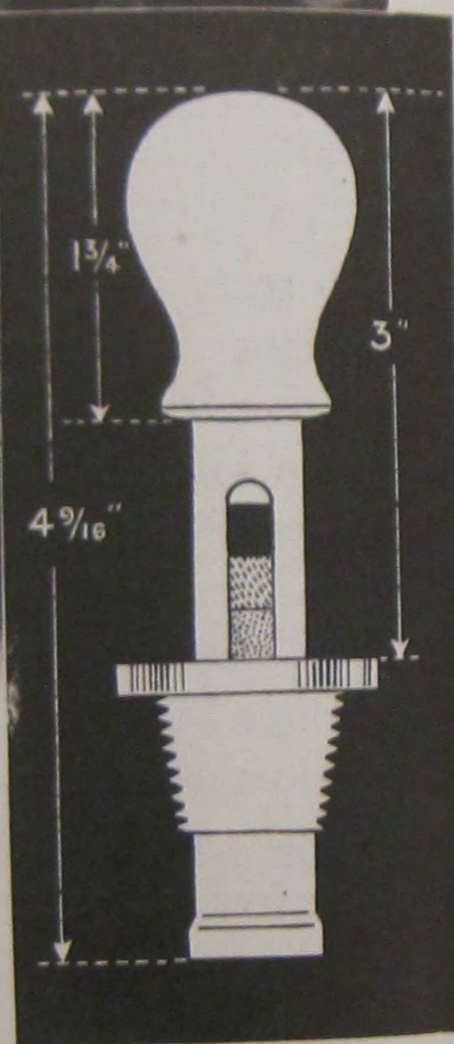
NEW in design, new in application—revolutionary, in fact—for battery testing is now reduced to its simplest elements.

Remove the vent caps that come on battery, replace with Scranton Battery-Cap-Testers, and leave them there as a permanent part of the battery. To test the condition of battery solution, simply compress bulb, draw solution into barrel, look at float—a single glance tells whether Good, Fair or Poor—and the job is done. Solution automatically passes back into battery when finger is withdrawn from hole in bulb.

Each Scranton is a water gauge as well. Tells instantly if water is needed, for tester tube reaches just below required solution level. When no solution is drawn up, it's time to refill.

Radio set owners have been quick to recognize the merits of the Scranton Battery-Cap-Tester, and are buying readily wherever it is shown or mentioned. It is raising hydrometer sales from occasionally-asked-for merchandise to a fast selling, highly profitable item.

Furnished to fit practically any type of battery. Accuracy guaranteed. Retail at \$2.00 for set of three. Your jobber can supply you now.



Attractively boxed in individual containers, sets of three, in counter display carton.



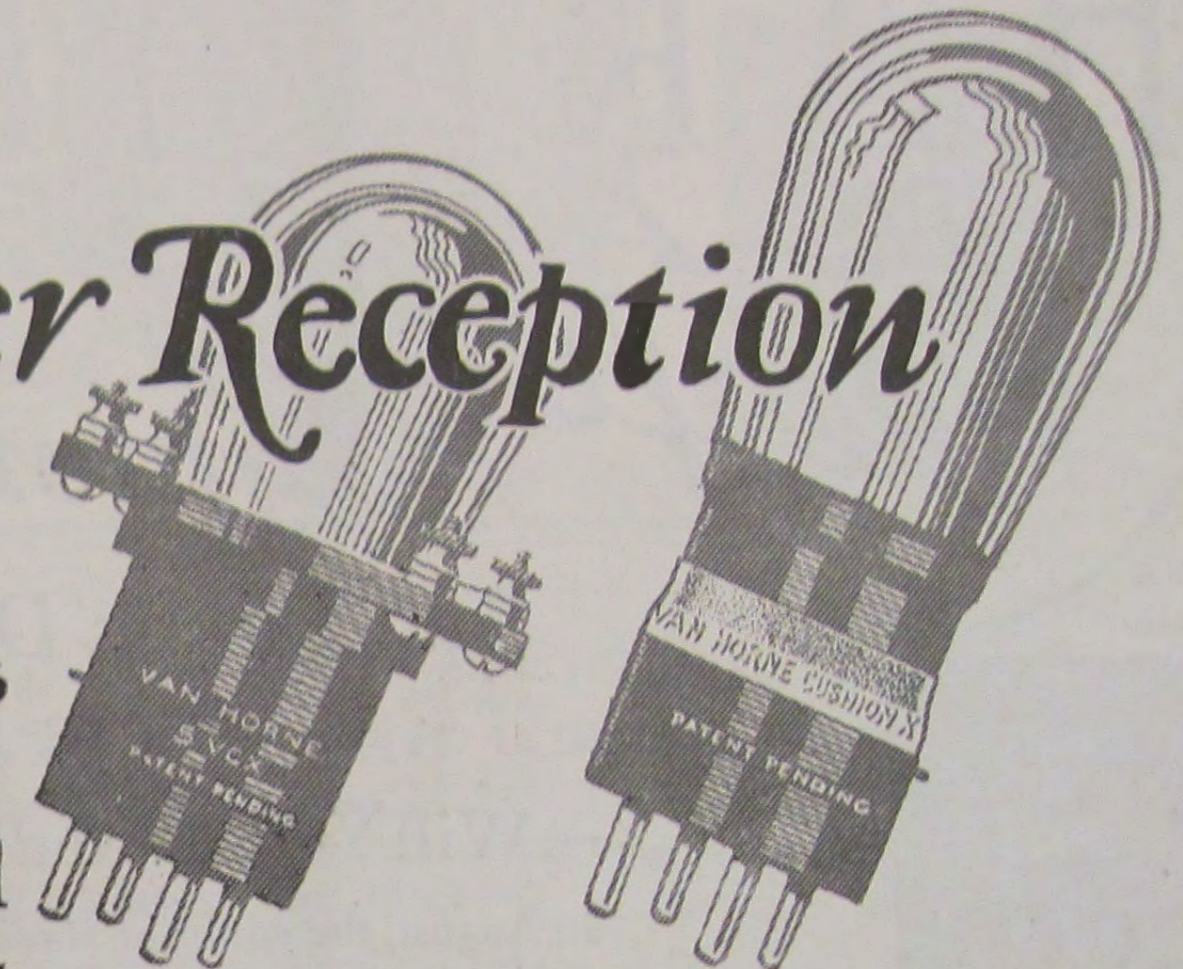
The Scranton Glass Instrument Company
Scranton, Pa.

SCRANTON BATTERY TESTERS

Battery Cap (set of 3) \$2.00 list	Kantstick \$1.00 list	Scranton 85c list	Ayanbee 75c list	Sturdy (Special) 75c list	Sturdy 65c list
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Sell * Better Reception

—for Satisfied Customers —for Bigger and Permanent Profits



*BETTER RECEPTION —The Experiences of a Few of Many Van Horne Radio Tube Users

Long Life
Buffalo, N. Y.

"At this time they have been given approximately 600 hours of service and they are maintaining their useful characteristics in a remarkably high degree."

Non-Microphonic
Harrisburg, Pa.

"The set was equipped with Van Horne Cushion 5 VAX tubes. Their installation eliminated all noises excepting those of summer static. As the night advanced and the static decreased the full value of the tubes became more apparent."

Clarity and Volume
Philadelphia, Pa.

"Let me congratulate you on the splendid performance of the Adapted Mogul 5 VCX Power Amplifier tube. I found these tubes give remarkable amplification and clarity. The tube actually gives considerable increase in volume when used without additional plate voltage or grid bias but when 135 volts is applied to the plate the volume is virtually doubled."

Distance
Minneapolis, Minn.

"The results of your tubes have pleased me so much that I feel it necessary to write to you and express my thanks. I wish that everybody knew the difference: I am sure they would never have any other type in their receiver. I recommended Van Horne tubes to a friend. The first evening after installing he received New York, Mexico City and several others he had never heard before with sufficient volume to be heard all over a seven room house."

(Names of the above furnished upon request.)

Van Horne Tubes are built with but one purpose in mind—to give the set user really dependable tubes, the kind that last long and serve him best—bringing him back for other Van Horne tubes when he needs them.

This explains why jobbers and dealers continue to handle Van Horne Tubes from season to season. The first sale of any product is an expensive one—profit coming only in the sales that follow. A first time user of Van Horne Tubes becomes a regular user of Van Horne Tubes. He accepts no substitute—he has found in them dependability, long life and unusual performance—he is a booster for Van Horne tubes.

The Adapted Mogul 5 VCX Power Tube—with the unusual sales feature of no change in set wiring (all other power tubes require a change in set wiring) and the Van Horne Cushion Base Tube—with the distinctive vibration absorbing rubber cushion in the base—are two of a complete line of unexcelled tubes manufactured by The Van Horne Company. No other tube franchise offers such a profitable arrangement—for Van Horne Tubes are purchased by the set user for the improvement they make in reception—not on a price basis.

To fully protect the jobber, the dealer and the user of Van Horne Tubes the policy of unconditionally guaranteeing each Van Horne Tube will be continued; not only does this afford complete protection in the matter of replacements but it is an indication of Van Horne merit and stability.

To The Trade The Van Horne Squirrel Cage Detector Tube, invented by J. S. Van Horne, will be released shortly. The construction of this tube, which will be termed 5 VD, is a radical departure from accepted tube design and is considered by radio engineers as the most efficient and practical detector tube developed heretofore. The 5 VD will be equipped with the Van Horne Cushion Base. Advance information will be sent recognized dealers and jobbers interested.

THE VAN HORNE CO., Inc.
709 Center Street, FRANKLIN, OHIO

HARTMAN RADIO

Perfectly Syntonized*

The Public Demands These Features!

—Will YOUR Radio Line Have Them?

In August, the editor of *Radio Retailing* told you what the public taste in radio will be from now on. He told you there is an ever-increasing demand for:

- SIMPLICITY OF CONTROL
- TONAL QUALITY
- VOLUME DISTANCE
- SELECTIVITY APPEARANCE
- SETS IN THE \$150 PRICE RANGE
- MANUFACTURER'S REPUTATION

Hartman Radio has all these features—and more—in the perfectly syntonized* Single-Six!

Long ago we foresaw all these public preferences—knew they had to come. And for five years we experimented with radio—building, tearing down, rebuilding, constantly improving our receiver. Now, the Single-Six is ready for the public, meeting its every requirement.

The L-W Circuit—first introduced in Hartman Radio—incorporates two new inventions which absolutely eliminate oscillations and distortion of tone and make possible perfect unison of operation of all the elements in the receiver.

Our new booklet, "The Complete Hartman Story," describes fully the features that make the Single-Six stand out as a receiver custom-built to public taste.

The HARTMAN

Junior Upright

List Price - - \$135

West of Rockies \$142

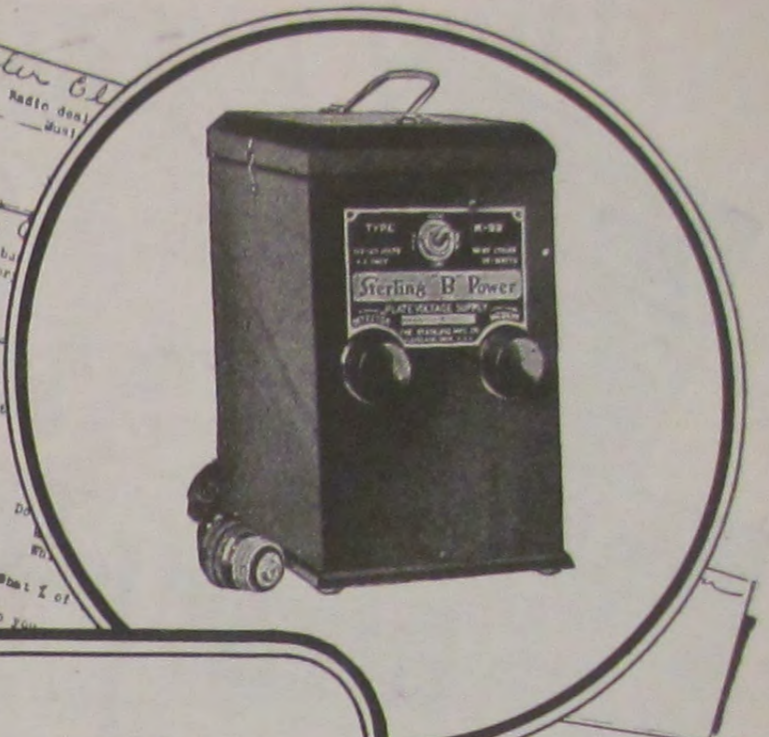
Other Models, \$100 to \$180.

***SYNTONIZED**
means "perfectly in step in tone," or perfect unison of operation in the receiver, freedom from distortion and oscillation, pure tonal quality, maximum volume and distance, regardless of wave length, with the ideal degree of selectivity for all conditions

The HARTMAN ELECTRICAL MFG. Co.
Coshocton, O. Mansfield, Ohio. Chatham, Ont.



Equipment Designed by Thousands of Radio Dealers Like You



We have given the trade a "B" Power Unit

that meets with the wishes of their customers, and that is sold at a price they say is "right" for a Sterling quality product.

WE know because we obtained the recommendations of thousands of dealers before building the product itself . . . and, then let our engineers give the trade more than it actually asked for.

A "B" Power Current Supply that puts hush in the set, devoid of hum, improves the volume of B batteries . . . and, stand ups in service—that's what the Sterling B Power is—that's essentially what the trade has asked for.

Here it is:

Operates power tubes, 180 volts at 5 m.a. without hum.

- Model R-99 Price \$45.00
- Model R-97 B & C Power Price \$55.00

STERLING RADIO INSPECTORS AND CARE-TAKERS now embrace every known device for the set owner's convenience in keeping the set in order.

Check the items shown on this page, tear out the sheet, pin it to your letterhead, and send it to us for complete information and prices.

THE STERLING MFG. COMPANY
CLEVELAND, OHIO



Sterling RADIO CARE-TAKERS



No R-111 Bulb Type A & B Battery Charger \$18



No R-900 Vibrating Type A & Auto Battery Charger \$15.00



No R-101 Bulb Type Trickle Charger \$14.00



No R-403 Tube Reactivator \$12.50



No R-225 Midget Tube Reactivator \$3.75

Sterling RADIO INSPECTORS



Pocket Meter \$1.00 to \$4.00



Panel Meter \$3.00 to \$6.00



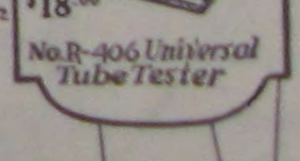
No R-25-28 Filament Meter \$6.00



No R-32 Charge Indicator \$2.00



No R-411 Tube Tester \$7.50



No R-406 Universal Tube Tester \$18.00

Sterling RADIO EQUIPMENT



For the man who believes his own ears

We Are Telling 7,000,000

THE highest development in Radio (Second Stage Tuning)—6 models of advanced type and finest construction, selling at \$56 to \$255—and a direct sales appeal to the man who believes his own ears—this is the essence of A-C DAYTON advertising now being read in national magazines and farm papers of more than seven million circulation. The public cannot confuse A-C DAYTON advertising with that of any other radio. It tells of features which

belong strictly to A-C DAYTON and which make A-C DAYTON pre-eminent in every price class.

This A-C DAYTON advertising is but one of 5 DOMINANT FACTORS that A-C DAYTON offers aggressive dealers who would build bigger, sounder, more profitable business in Radio. A-C DAYTON territory is in demand. Let us send you complete facts on this remarkable franchise—before the big buying season begins. Write today to

THE A-C ELECTRICAL MANUFACTURING CO. Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years

A-C DAYTON RADIO

USE THIS COUPON

Form with fields for Name, Address, City, State, and a coupon area.

In this single amazing unit! a super-power amplifier a permanent B-eliminator



Actual Size only 11 1/4 in. long x 4 1/4 in. wide x 5 1/4 in. high.—Weight, 17 lbs.

TIMMONS COMBINATION POWER AMPLIFIER AND "B" SUPPLY

List, \$70, without tubes*

Operates direct from A. C. 105 to 120 volts—50 or 60 Cycles

For Sets You Have Sold And Those You Will Sell!

To every set that operates a loud speaker, the TIMMONS "COMBINATION" will furnish the high "B" voltage (350 volts) and the super-power audio amplification that are indispensable to TRUE TONE QUALITY and clear, distortionless volume. But it is not only a quality power amplifier; it is also a complete, powerful B-eliminator, furnishing uniform, inexhaustible "B" current for every tube of the set. It requires no batteries or other auxiliary equipment (except its two RCA or Cunningham tubes) and no re-wiring of any set. It operates direct from the light socket at a total cost of less than a half-cent per hour!

At the Radio Show, Booth 18, Section CC See the complete New Timmons Line

Write for Liberal Discounts on COMPLETE NEW TIMMONS LINE

TIMMONS POWER AMPLIFIER

List, \$45, without tubes*

Same as "Combination" above, except that it does not furnish the "B" current for the regular tubes of the set.

TIMMONS BLIM RAYTHEON TUBE TYPE

List, \$47.50, including tube*

A high-voltage B-eliminator, giving fixed efficiency and uniform quality to any set.

TIMMONS CONES Oval Base Type, \$30 List*

Diamond Base Type, \$25 List*

All the advantages of cone reproduction, plus the power and efficiency of the sensitive, rugged Timmons Cone Unit. Licensed under Lektophone patents.

TIMMONS RADIO PRODUCTS CORPORATION GERMANTOWN, PHILADELPHIA

*All prices slightly higher west of the Rockies.

"What will your patrons demand in the sets they buy this Fall?"

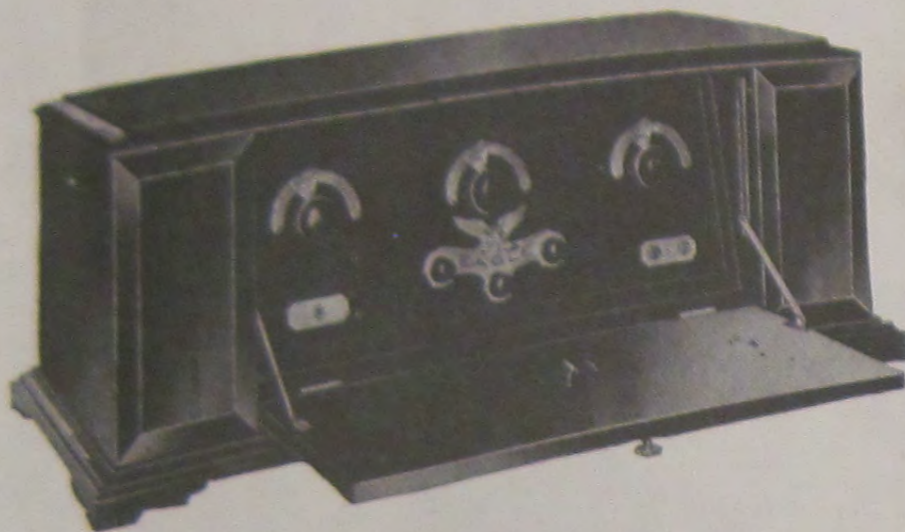
"Manufacturer's Reputation"

"One more new buying factor rears its head this season—and that is—the manufacturer's reputation. The public at last is beginning to realize that the reputation of the company that makes the set plays a most important part in the radio picture. That is the last, but by no means the least, of the various elements the dealer must think about when planning his Fall stocks."

Summarized from answers received from 1,000 radio retailers in widely separated localities by Radio Retailing—August issue, page 50.



EAGLE RADIO CO., Boyden Place, Newark, N. J.



Eagle reputation is stainless

Eagle radio has kept faith with the trade and the public.

Eagle is one of the few radio companies whose reputation is untarnished by manufacturing and merchandising excesses.

Retail outlets for the Eagle line of neutrodyne receivers have increased at the same rate as the industry as a whole has become aware of the public's turn toward "manufacturer's reputation."

We feel that the coming season will demonstrate more than ever why Eagle Radio has become the standard of comparison. The Eagle line is placed under a registered dealer agreement which satisfies the requirements of the highest type merchants.

We agree heartily with the belief that "the manufacturer who makes, and the dealer who sells, an honest product in an honest way, will be the only survivors of the restless period of reconstruction."

Every De Witt-La France device offers you distinctive features—

See your jobber for complete details of the DeWitt-La France line, including the complete range of battery Eliminators.

The Superadio Vacuum Tube Dynamometer

Tests 3 tubes a minute without error—without calculation!

What the Dynamometer test does for you!

1. Tells whether 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.
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.

The following defects in manufacture may be disclosed:

10. Tells if grid is exercising proper control of plate current.
11. Under aging.
12. Poor filament wire.
13. Low vacuum.
14. Improper size of tube element.
15. Improperly spaced elements.
16. Amplification constant, Plate Impedance and Mutual Conductance are obtained directly without calculation.



Model "A" Eliminator

A super-power "B" supply unit with the same construction and characteristics as Model "C," except the dimensions of the case are greater and the master voltage control is not included. For general use and will give sufficient output of both "B" and "C" voltages to operate the new power tubes including the new UX112 and UX171 power tubes. This Model has given very satisfactory service in supplying plate current for power amplifiers and short-wave transmitters. A push pull switch in front panel is supplied.



List \$42.00.

Model "C" Eliminator

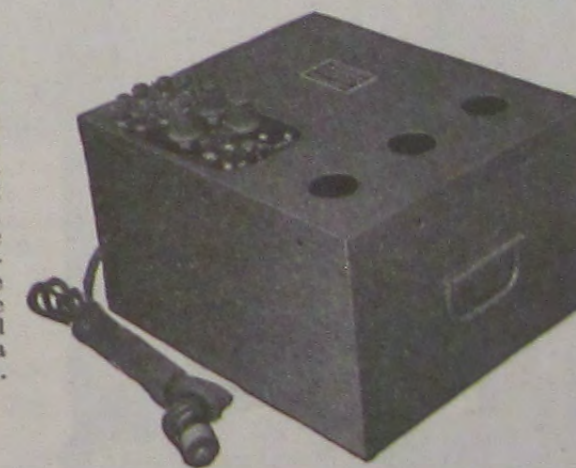
This Model is especially built for use with Radiola Models 25 and 28 and will fit in either the right or left side of the cabinet in place of the dry "B" batteries. This Model has provision for "C" battery also, thus making the use of dry "C" batteries unnecessary. A special master voltage control permits the regulation of the voltage to any value desired, regardless of the current being drawn by the set. Model "C" may be used efficiently with any set. The general characteristics of this Model are the same as Model "A." A tumbler switch in the cable is provided.



List \$47.00.

Model "F" Eliminator

It supplies complete "A," "B" and "C" power for any radio set. It consists of a Model "C" SUPERADIO Eliminator with a master control, a Tungar Trickle Charger and Philco "A" battery, space being provided for either a four or six volt battery. Switching from operation to trickle charger is accomplished by throwing the G. E. tumbler switch to the desired position. All units are mounted in a heavy gauge metal cabinet, each unit being placed in a separate compartment built to fit.



COMPLETE, but without trickle charger and battery. List \$60.

Model "D" Eliminator

Model "D" is the result of extensive original research that has made possible the manufacture of a high quality long life "B" supply unit at a low price. The design of this model is somewhat different from the other De Witt-La France Eliminators and is smaller in size, although the same successful types of rectifiers and filters are used.

The output is sufficient to operate any five or six tube set with or without using a "C" battery. For sets drawing 30 milliamperes or less, 135 volts may be obtained. Sets with six or eight 199 tubes can be operated efficiently. Radiola Receiver Models 26, 25 and 28 may be operated with 135 volts for the power stage.



Price \$28.00

De Witt-La France Co., Inc.
54 Washburn Ave., Cambridge, Mass.



COMPACT CAPACITY

Putting capacity into a paper condenser is comparatively simple. Providing for unvarying capacity in a paper condenser of small size, and building it to withstand high voltages in continuous operation—this required years of work in Dubilier research laboratories.

In Dubilier paper condensers only the finest of linen paper and tin foil are used. But it is the Dubilier process used in making them; the exacting standards set by Dubilier tests—that give to Dubilier Condensers the kind of quality demanded by the greatest radio stations in the world.

Efficiency and a liberal margin of safety are never sacrificed for size or appearance—where a reputation such as that held by Dubilier must be maintained in every country in the world. You sell compact capacity and safety when you sell condensers made by Dubilier.

Dubilier

CONDENSER AND RADIO CORPORATION

4377 Bronx Blvd., New York, N. Y.

*Working voltage is the voltage at which a condenser may be safely used in continuous operation.

Erla and RFL offer these advantages

Better tone quality than any yet known • No squealing • Better selectivity than has been offered
 EASY MANIPULATION—makes anyone an expert • Maximum distance and volume for a given dollar
 More exquisite cabinet work and the utmost in technical efficiency

First we found what the public wanted —then worked together to perfect it!

ERLA has joined hands with the famous Radio Frequency Laboratories of Boonton, N. J., regarded as the most brilliant group of radio scientists in the world today.

Why did we do this?

Because investigation showed that the public this year is demanding better radio than it has ever been offered.

Together we have built a set to meet these new conditions. A set that has been pronounced by competent authorities to be at least a year ahead of its time. Marvelous in performance! Unique for the dealer because of trouble-proof and transportation-proof construction.

Banishes squeals

New and radical principles notably in advance of present standards are in the new Erla (RFL) Monodic Receiver. First in importance is that this new set completely banishes squealing, "blooping" and distortion.

Others have never yet succeeded in doing this without sacrifice of distance and volume. But in the new Erla (RFL) there is positive GAIN in reception! Plus a new ease and certainty of operation that makes every member of the family feel like a skilled operator!

Here are the four great improvements which our own engineers and those of RFL have secured by working together:

1. Squeals and howls completely done away with in tuning, automat-



Erla (RFL) Monodic S-50 De Luxe Console
 Quartered and matched figured walnut panels. Supreme excellence in materials and construction. Built-in loud speaker.

ically. No expert manipulation of knobs needed.

2. Radiation—annoying broadcasting of squeals into neighboring antennae eliminated.

3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made entirely natural and undistorted.

4. Stations inaudible with most receivers—except when manipulated by experts — now brought in loud and

clear by anyone. Vastly improved selectivity.

Realizing the need of more solid construction, we have made the new Erla (RFL) positively transportation-proof — and fool-proof when installed. Now you can be a salesman—and spend less time as a mechanic! Send the Erla out in the same package as received. You won't need to worry. It will be found O. K.

A money-maker

Once again Erla's consummate artistry in cabinets is demonstrated. The new Erla (RFL) is by all odds the most beautiful job of its kind. Eye-value will count this year, as well as performance. Erla (RFL) has both. Erla's famous one-profit system of manufacture enables us to offer the new Erla (RFL) at the lowest prices of any receiver that can be compared with it. This gives you a strategic advantage over your competitor. Yet Erla margins are as always generous and satisfactory.

Write or wire for the Erla sales plan

This year will be a banner year for the radio dealer who has merchandise that meets the public demand. Here is a set expressly built to do that. So we urge you: Don't sign up with any radio line until you see the Erla (RFL). The coupon filled in and mailed will bring you all the facts about our sales proposition. Mail it today.

ERLA

ELECTRICAL RESEARCH LABORATORIES, CHICAGO



Other Erla profit-makers



"Big Ten" "B" Unit
 A positively hum-free "B" unit with a big safety factor. Will handle 10 tubes with perfect results. To list at \$17.50. To retail at \$45.



"Triple-Life" Tubes
 Last fully three times as long as other makes. Also greater uniformity. Minimum of 3,000 hours' service at rated voltage. To sell at usual prices.

ELECTRICAL RESEARCH LABORATORIES,
 Dept. 50-L 2500 Cottage Grove Ave., Chicago.

Send me full information on your dealer proposition as advertised.

Name.....
 Address.....
 City.....

Bradleyohm-E
PERFECT VARIABLE RESISTOR
for B-ELIMINATORS



Bradleyohm-E is a new and enlarged Bradleyohm designed especially for B-Eliminator Voltage Control. The extra long columns of scientifically-treated graphite discs insure perfect voltage control over a wide range. It is made in several ranges for various B-Eliminator circuits.



**Are You Selling Parts ?
for B-Eliminators**

Bradleyunit-A
PERFECT FIXED RESISTOR



Bradleyunit-A is a solid molded resistor for radio circuits. It is molded and heat-treated under high pressure, making it impervious to moisture. The silver-capped ends can be soldered without affecting the calibration of the Bradleyunit.

THE best endorsement of a radio product is its use as standard equipment by large manufacturers of radio equipment.

Bradleyohm-E and Bradleyunit-A are used extensively as standard equipment by manufacturers of B-Eliminators. Also, most manufacturers of B-Eliminator kits and coils recommend Bradleyohm-E. Leading radio feature writers strongly recommend Bradleyohm-E for their hookups.

Be prepared to capitalize on the increasing demand for B-Eliminator parts by selling Bradleyohm-E and Bradleyunit-A for voltage control. Send for complete details, today!

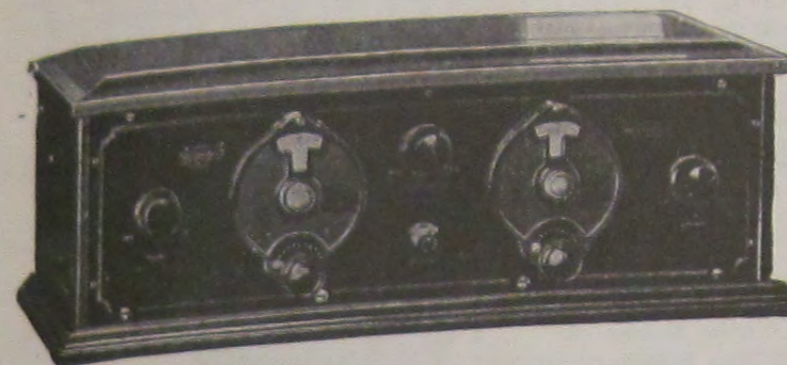
Allen-Bradley Co.

489 CLINTON STREET, MILWAUKEE, WIS.

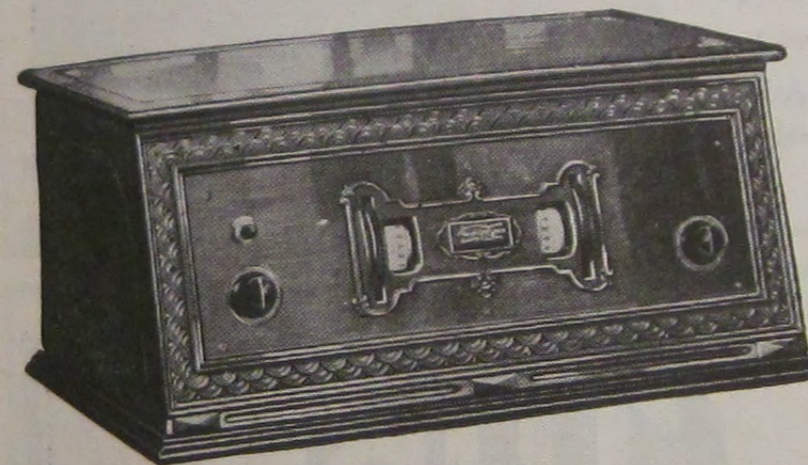
Sell Allen-Bradley Perfect Radio Devices



WC 15 Jr.
5-Tube—2 Dial \$49.50
Also console at \$85.00



WC 19E
6-Tube—2 Dial \$110
Also 6 other Models at \$120; \$125; \$140; \$195;
\$210; and \$485



WC 20G Super Radiodyne
9 Tube—2 Dials (3 volt tubes) \$225
Other Models up to \$595



WC 20F Super-Radiodyne
9 Tube—2 Dial (3 volt tubes)
Walnut console \$320

Radiodyne

Again—A Year Ahead
Priced \$49.50 to \$595

A DEALER'S POLICY that gives the Dealer Real Protection and a Generous Margin.

SELECTIVITY that cuts through locals like a rapier in cities like New York and Chicago.

DISTANCE that astonishes even experts.

TONE QUALITY that must be heard to be appreciated.

EASY TUNING—only two dials yet 5 to 9 tubes.

A DAYLIGHT DEMONSTRATION Dealers tell us they don't have to wait until night or for favorable conditions to demonstrate, to the entire satisfaction of the customer, the Radiodyne Line. Every day looks alike to the Radiodynes 19 and 20.

AHEAD IN DEALER POLICY

Last year's Radiodyne dealer's policy was a year ahead and its soundness was the talk of the trade. Radiodynes are sold only through jobbers—never direct. They have never been over-produced and are never dumped. Radiodyne dealers have never had to carry the bag.

You can't be too careful about the Line you take on and the responsibility of the company behind it. Write for details of a Merchandising Plan that gives the dealer proper protection and a liberal margin. The Radiodyne Line is going to be a hard line to compete against. Write for name of nearest jobber and details of Plan.

WESTERN COIL & ELECTRICAL CO.
RACINE, WIS.

Combining Trickle Charger and Fast Rate Charger
"all in one small unit"



The **HANDY**
TRICKLE-BOOSTER
CHARGER

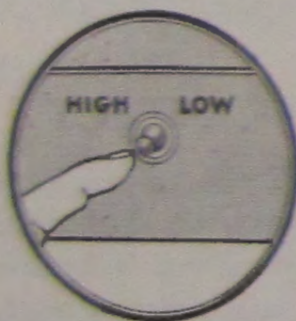
110 volt
50 or 60 cycle

\$14

complete with bulb
\$20 without bulb
110 volt

25, 30 or 40 cycle
without bulb \$13
with bulb... \$16

Add \$1.00 West
of the Rockies



By merely flipping the small toggle switch the Handy is instantly changed from a trickle charger to a fast rate charger, or back again. Bulb type.

THE Handy Trickle-Booster Charger is proving to be the season's leading seller. By permanently connecting to "A" battery it provides a power unit from the light socket. In time, if battery shows signs of weakening, flip toggle switch to "high" and battery is quickly restored to full strength (charge 2 to 2½ amperes) then flip switch to "low" side and a smooth quiet charging rate of ½ ampere flows to battery. The buying trend is towards the Handy Trickle Booster Charger. Stock it now.

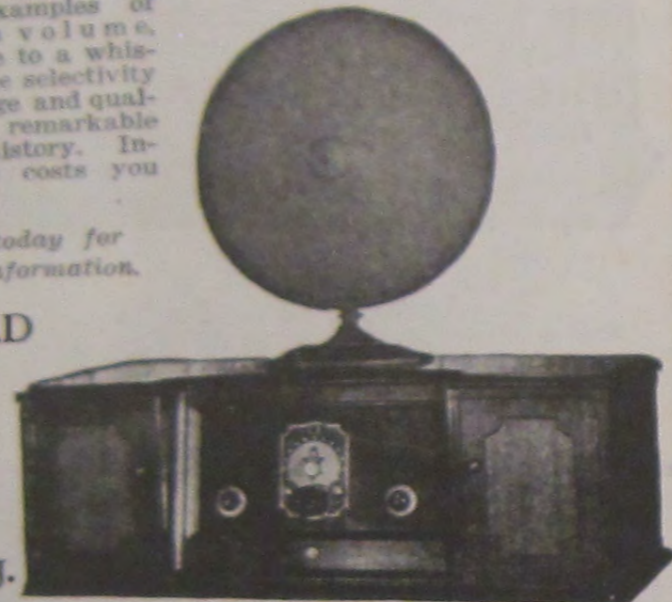
INTERSTATE ELECTRIC COMPANY
4351 Duncan Ave. . . . St. Louis, U. S. A.

The Radio Set People Can Understand Is the Radio Set People Will Buy!

You can't sell customers by scaring them! You've got to win their confidence. You've got to show them that what you have to sell is substantial, sound and economical. The new Mu-Rad set is a set that can be "shown." In addition to equalling every set and surpassing most radio sets in all ordinary demonstrations the Mu-Rad is so simple, yet practically constructed that the most immature mind can comprehend its operation with little difficulty. It is tuned by just one dial. The new Mu-Rad models are striking examples of tremendous volume, controllable to a whisper, delicate selectivity at any range and quality of tone remarkable in radio history. Investigation costs you nothing.

Write today for further information.

MU-RAD
RADIO
CORP.
Dept. R.
Asbury
Park, N. J.



TOBE

CONSUMER ACCEPTANCE

The TOBE trade-mark carries recognition and good will with it everywhere. The average customer may not be sure of just which make of apparatus he wants.

We are willing to take our chances if you put three or four similar pieces of Radio equipment in front of a customer, and one of them is a TOBE.

You don't have to take too much time to sell TOBE products.

Send for our new price sheet showing the new high-voltage power pack type 600-volt working voltage condensers, for AmerTran and similar uses. Equipped with unique type of terminals at the side and the bottom of the can.

Every "B" Eliminator constructor should use a TOBE "B" BLOCK,—the pioneer filter-condenser block.

If you are not already a TOBE dealer, write us for the name of nearest jobber and for a price sheet.

Tobe Deutschmann Company
Engineers and Manufacturers of Technical Apparatus
Cambridge, Mass.

The PROOF OF RADIO is in the comparison
Sample this Diamond T Baby Grand Console at no cost or loss

GIVE IT A STRICT COMPARISON in designing, finish and performance with any other set at double its price, at no cost to you if not satisfied.

Sample At Factory Cost
\$44.60

to a new dealer when check accompanies order.

NOTE: Two loud speakers built in. Both work at same time, one on higher and one on the lower tone range and all notes whether high or low pitch, are perfectly reproduced.

Here are united, in extreme degree, Luxury of Appearance and Luxury in Performance.



Baby Grand Console
\$89.50 List Price

6 Tubes.
Tuned Radio Frequency.
Selectivity for present day conditions.

We Guarantee to refund your money if returned in 10 days. No questions asked.

Diamond T
"Super Special" Model

5 tube T. R. F.
Speaker built in

Volume and selectivity for the particular customer

Sample \$24.75



Super Special \$49.50 List

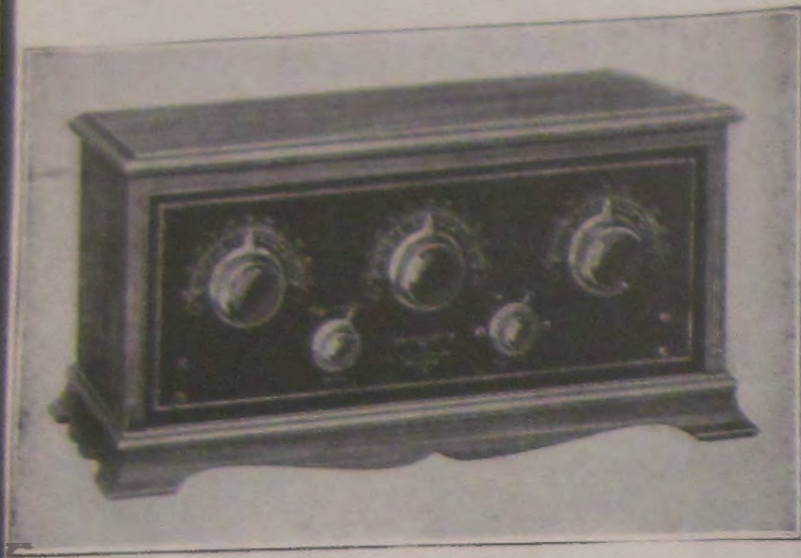
Only one of these samples at special price to each new dealer
Make us prove these facts.

We will protect one dealer in each town. You will be the radio boss in your town with these values.

DIAMOND T RADIO MFRS.
South Bend, Indiana

Listen to Our Conversation

It means money in the old till
A sales plan—
brand new to the Radio Industry



The "Imperial Five"—List \$55.00

Every dealer should have the protection of the "Imperial Guarantee Sales Plan." No left-over merchandise at the end of the season; every set fully guaranteed for a period of one year.

Volume
Selectivity
Distance
Clarity

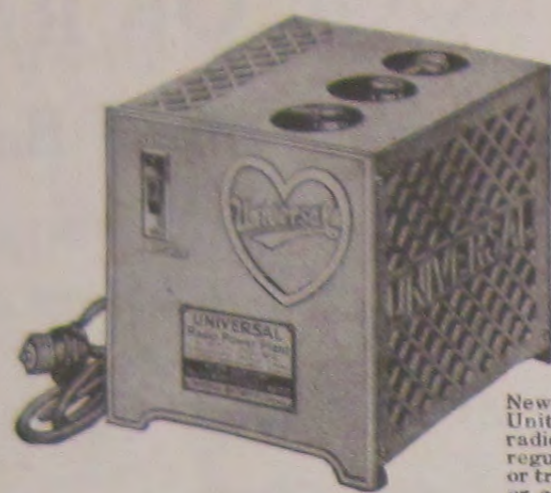
The "Imperial 5" built in a solid American Walnut case, with panel of polished black Formica and verichrome gold decorations, is an ornament even in the finest home.

The "Imperial 5" is attractively priced and provides a good margin of profit. They are nationally advertised, and backed by our plan, will prove to be a real builder of sales.

If you are not familiar with the "Imperial Guarantee Sales Plan," you should get in touch with us at once. Find out for yourself how our guarantee will protect you and how it means money for you.

WIRE US YOUR ORDER AT OUR EXPENSE

Imperial Radio Corporation
Grand Rapids, Mich.



New "A" Power Unit for better radio service. A regular charger or trickle charger combined.

Make more sales at medium prices

Every radio dealer makes good money on sets—but not with great frequency. And you make a small profit, all the time, on parts and supplies.

So the logical place to look for greatly increased business is in the medium priced lines such as batteries and power units. They carry a good margin and when properly handled result in a surprisingly rapid turnover and good volume.

We can show you how Universal Battery dealers are building up this neglected part of their business to a point where it is the leader.

We have been in the quality-battery business for 24 years—we build each type of battery for one, special purpose. Our radio batteries are designed solely for radio use, built to give the best results only with radio.

Recently we have developed the new "A" Power Unit shown above—enclosed in a beautiful aluminum cabinet, silent in operation, will charge at 2-ampere or trickle rate by merely throwing the switch. Made up of our Type GCR battery (shown above) and our newly designed bulb-type charger. A wonderful value, a popular price. It's typical of the Universal line.

If your battery business isn't fully as, or even a little MORE satisfactory than any other department of your business, drop us a line and let us tell you how Universal dealers are making REAL money.

UNIVERSAL BATTERY COMPANY

3447 South La Salle St., Chicago

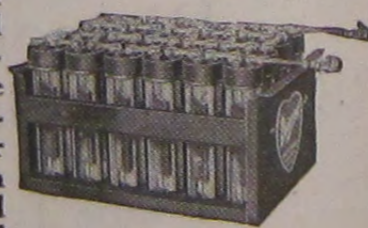
Batteries for every Purse and Purpose
AUTOMOBILE · RADIO · FARM LIGHT
Parts for all makes of batteries
SHOP EQUIPMENT

UNIVERSAL BATTERIES

New type of glass cell for use with trickle charger. Has very heavy plates and ample acid space.

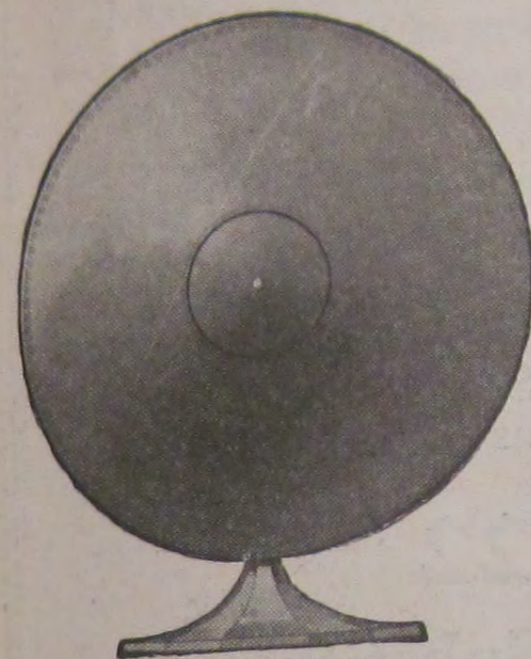


A 48 volt Universal "B" Battery. Assures constant voltage and clearest possible reception.



Make Money With Trimm

Complete Line—A Speaker for Every Purpose



The New Trimm Cone

It reproduces with true definition every instrument, every tone, every pitch of voice or instrument, throughout the entire scale of audible sound. It brings to radio the deeper and higher tones so frequently missing from radio amplification.

The Trimm Cone embodies an entirely new principle of vibratory transmission, here used for the first time. Unquestionably the last word in radio reproduction. This will be the season's biggest money maker for every retailer and jobber.

\$16

More Advertising

The Trimm Sales and Advertising Program is as complete as the line. As always, The Trimm Line will be heavily advertised, to trade and public, local newspaper advertising placed when representation permits. Consumer demand and acceptance for Trimm Products, built up for years, will be still further increased.

The Trimm Line for 1926-27 offers a real opportunity for substantial, profitable Speaker Business. There is a Trimm Speaker particularly suited to every set you sell, a complete line of every accepted type—at prices to meet the wishes of all buyers.

Better Values Than Ever
Good Advertising
Substantial Profit

Trimm Speakers have always been outstanding values. They give the radio user more for his dollar than he could possibly get elsewhere. And always and at all times Trimm products pay to the trade, wholesale and retail, a satisfactory and substantial margin of profit. This year Trimm Speakers, refined and still more improved, are greater values than ever and your profit is assured.

A Real Guarantee

A lifetime guarantee on our products, full dealer support and a fair and square deal for trade and public, make Trimm Speakers easiest to sell and keep sold.

Let us send you full information about Trimm Speakers, prices, policies and sales program. Write, or wire at our expense.

List Prices

HEADSETS

Professional - - - \$5.50
Dependable - - - 4.40

PHONODAPTERS

Giant Unit - - - \$10.00
Little Wonder - - - 4.50

SPEAKERS

Trimm Cone - - - \$16.00
Concert - - - 25.00
Entertainer - - - 17.50
Home Speaker - - - 10.00

(Prices slightly higher west of Rocky Mountains)

Trimm Concert
The leading high grade horn reproducer, still further refined and improved for this season. Extra large diaphragm. Reproduces faithfully and with tremendous volume and beautiful tone every note of voice or instrument. No finer Horn Type Radio Reproducer has ever been made. Volconite Horn, 22 inches high—15 inch bell. Famous Trimm Adjustment for tone and volume.



\$25

Trimm Entertainer

Slightly smaller than the Trimm Concert, a quality reproducer medium priced. Also has Volconite Horn, goose neck type, stands 19½ inches high, 12 inch bell. Large diaphragm gives marvelous sweet, full musical tone and wonderful volume. Trimm Lever Adjustment for tone and volume.



\$17.50

Trimm Homespeaker

The most popular low priced goose neck speaker ever produced. Tens of thousands in use and every user pleased. It outperforms speakers selling at prices twice or more the price of Home-speaker. Big volume, fine tone—a thoroughly satisfactory speaker at a wonderful price. Stands 18 inches high, has 12 inch bell, real Volconite Horn. Factory adjusted unit, no blasting, distortion or false tones. You can make money on this one.



\$10

Send this Coupon Now!

TRIMM RADIO MFG. CO.
24 So. Clinton St., Chicago, Ill.

Send me at once full information covering the complete Trimm Line for 1926-27.

Name _____

Address _____

TRIMM

RADIO MANUFACTURING COMPANY
24 So. Clinton St.
CHICAGO
U.S.A.

Music Master
RADIO REPRODUCER



14-in. Mahogany Wood Bell
Cast Aluminum Tone Chamber
The Music Master Reproducing
Unit

Music Master Horn Speaker
The Distinct Musical Instrument of Radio
No Mutilation of Tone

Music Master Horn Speaker stands out as the acknowledged amplifying musical instrument of Radio. Reproduces every tone color with resonance and sustained power unequalled. The distinguishing feature is the amplifying bell. Made of selected, seasoned wood which insures the rich, mellow sweetness conceived by the old master violin makers.

Before condemning your radio try the Music Master Horn Speaker, acknowledged everywhere as the perfect reproducer.

PRICE COMPLETE **\$22**

Do not accept a Substitute

Music Master Corporation

David S. Ludlum, Trustee,
Betzwood, Pa.
(Port Kennedy P. O.)

Class "A" Attendance—Quality Buyers

The one Big Exposition that is making a strong drive in a direct mail campaign to interest the quality dealer

NATIONAL RADIO EXPOSITION

Exhibition Hall : : : Hotel Sherman
Chicago, Sept. 27 to Oct. 2 incl.

Likewise will all billboard, window card and newspaper advertising be designed to appeal to the real quality buyer. Exhibits will contain the latest worthwhile radio products that should be shown to a class "A" audience.

COME AND SEE WHAT A RADIO SHOW SHOULD BE

No circus, vaudeville, or freak stunts.

A dignified exposition of radio for fireside entertainment of home lovers.

For further particulars address

NATIONAL RADIO EXPOSITION, 608 S. Dearborn St., CHICAGO, ILL.

Here's what will sell cabinets for you
this year —

According to reliable surveys, people are buying sets this year on the basis of performance. They apparently prefer to buy their cabinets separately.

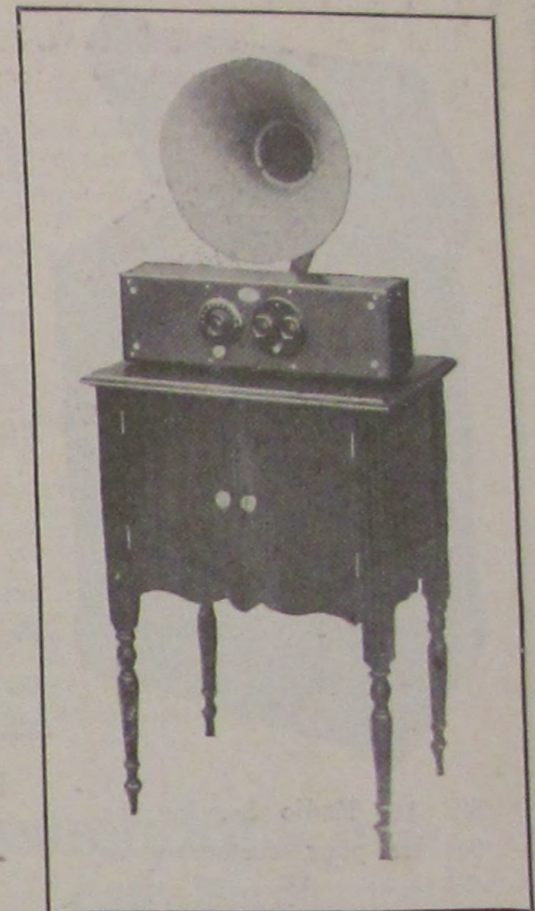
The dealer can thus raise his profit on every set sale, by having on hand the right choice of tables and cabinets to be sold with the set.

Watson town offers the dealer a variety of tables and cabinets which are proving very popular—both in price and in quality and design.

These tables are made by experienced furniture manufacturers who know how to help the dealer sell furniture, too. We are putting into effect several new practices which greatly aid the dealer in selling cabinets.

Your inquiry for literature and attractive prices will bring complete details.

No. 924—Solid Mahogany, Dull Lacquer Finish, Top 18x22 in., Height 30 in. Battery Cabinet 14x18x11 in. High. Doors open 16 in. Wide and full height. Ventilated Cabinet. Made especially for Atwater-Kent Models 20 and 30. Shipped in plywood case.



Watson town Table & Furniture Co.
Watson town, Pa.

On exhibit at the Radio World's Fair, Booth 3, Section Y,
Madison Square Garden, New York, Sept. 13-18th, inclusive.

Will you have your protection on paper
—or in the cash drawer?

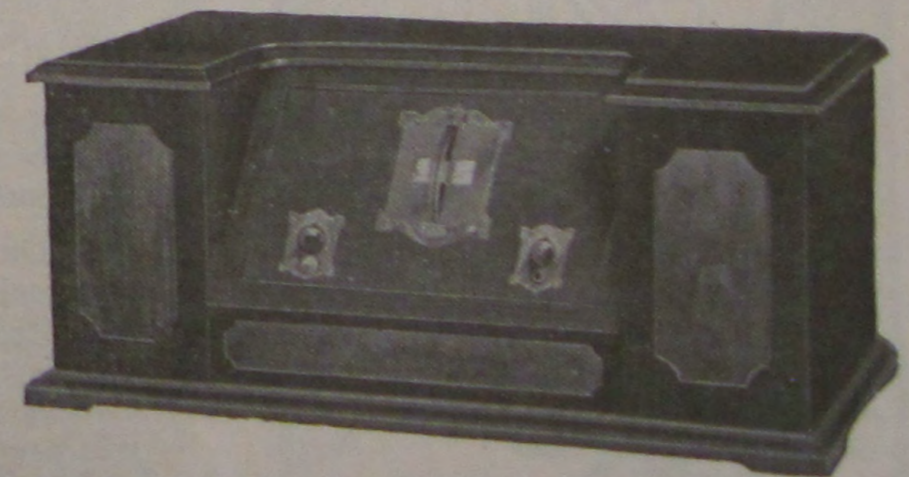
The trade is beginning to realize that any real protection must come through eliminating the causes of profit leaks—that in spite of all the "policies," guarantees, etc., the dealer who ends the season with the healthiest net profit is the one who hasn't had any of the usual profit leaks.

Completely serviceless construction initiated and perfected by Diva has had a tremendous success. It has established a record in minimum percentage of returns.

Yet the initiative that Diva has shown in developing the profitable selling of radio is more than balanced by the Diva developments which increase the dealer's selling opportunities.

The DeLux Diva 65, shown here, has individuality. The smoothness and ease of this single control, with precision adjustment on both wave length and station, is a new experience in radio. Six tubes, shielded coils, transformer coupling. The cabinet has compartments for two oversize "B" batteries. Overall size of cabinet 11x9x26. List \$65

To jobber and dealer alike, Diva offers a proposition that is different from any other in radio. Write or wire for particulars.



DIVA RADIO CORP.

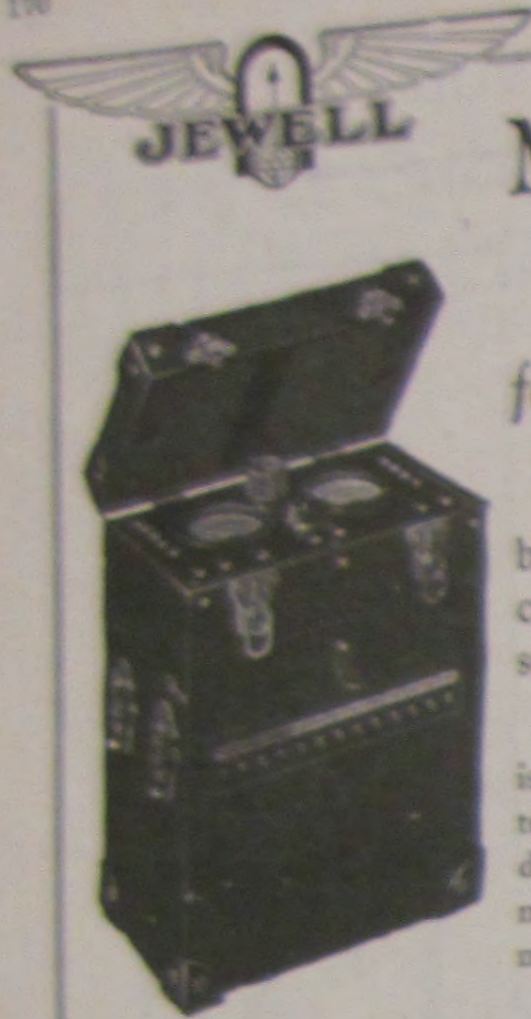
294 East 137th Street, NEW YORK, N. Y.

Seattle
2817—31st Avenue South
Represented by Howard R. Thomas

New York
67 West 14th Street
Represented by Stalner & Cumming Co.

St. Louis
815 Olive Street
Represented by Wood & Anderson Co.

Chicago
28 East Jackson Boulevard
Represented by Hawthorne & Stone



More Profit for Radio Dealers

Jewell Instruments have been standard in the electrical industry for twenty-seven years.

In Radio, Jewell leads. There is a Jewell Instrument for every test of tubes or batteries which a dealer wishes to make and there are instruments for dealers to sell to set owners for making tests at home.

Profits are good and the demand is growing.

Send for Jewell Radio Literature.

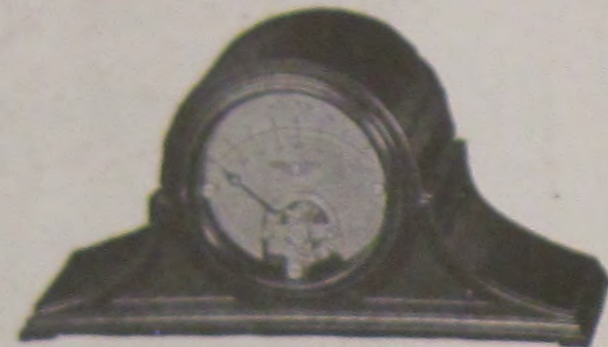
Jewell Electrical Instrument Co.
1650 Walnut St., Chicago
27 Years Making Good Instruments

No. 117 Radio Service Set. Service your customers in the manner they will appreciate.

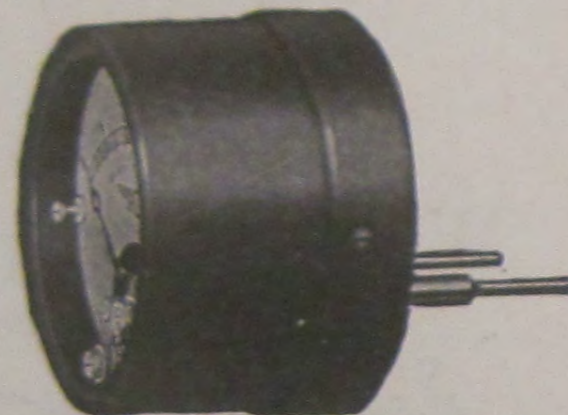
It means more profit to you and satisfied customers.



Jewell Tube Checker No. 110



High Resistance Voltmeter No. 135-C



Tip-Jack Voltmeter No. 135-A

Supremacy!

DURHAM Metallized RESISTORS

LIKE the Leviathan and our own Statue of Liberty—both symbols of supremacy on water and land!

The Durham Metallized Resistor is the supreme resistance unit. Supreme because it embodies improvements that lift it above most competition. Noiseless, impervious to moisture and atmospheric changes, and successfully meeting the insistent consumer demand for a resistor that will preserve its indicated value in all temperatures and under all normal conditions.

500 ohms to 10,000 ohms.....	\$1.00
Above 10,000 ohms to 24 meg.....	.75
25 meg. to 10 meg.....	.50
Packed 10 to a box, 100 to the carton.	

DURHAM METALLIZED RESISTORS

International Resistance Co.
Dept. J. Perry Building, Philadelphia, Pa.



Resistor Mounting
Single mounting 56c.
For condenser... 65c.



SPECIFICATIONS

Range—295 to 555 meters.
Accommodates power tube in second audio stage. New 299-A detector can be used.
Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.
Great sensitivity and distance on loop alone. Selectivity of three-tuned circuits. Shock-mounted last radio tube and detector tube. No-play vernier drive on main tuning.
Top mounted collapsible loop.
Handsome figured mahogany cabinet.
All primary parts of set designed and built at Priess plant.
A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A. C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shielded compartment for "A" and "B" eliminators. No interaction between loop and set.
List price, without accessories, \$335.00.

Such matchless selectivity and tremendous distance ability combined with tonal brilliancy never before obtained, places this remarkable new Priess "9" Nine in a class quite by itself.

The dealer in radio has never been in a position to sell such complete customer satisfaction.

Being loop operated and a complete unit in itself, it is easy to give demonstrations in the customer's home. That done, the sale is made. Anyone who lives in a city or other congested broadcasting district and hears this new Priess—sees how easy it is to go through local stations, while they are all broadcasting, and bring in programs from remote sections clearly, in beautiful tone and loud speaker volume—you just can't keep that man from buying, that's all.

Last season's Straight 8 for rural localities will continue to be made, to comply with dealer demand. List, \$175.

The same specifications as described above for the TABLE MODEL.



List Price, \$195.

Distributor Demonstration

Write or wire for dealer reservation, subject to demonstration by our distributor in your territory.

Priess
TRADE MARK
STRAIGHT 9 NINE
It's loop operated!

"Outstanding radio value and performance in the market today—without exception."

PRIESS RADIO CORPORATION
697 BROADWAY NEW YORK, N.Y.

DIALIERS

Bring the Old
Set Up-to-date



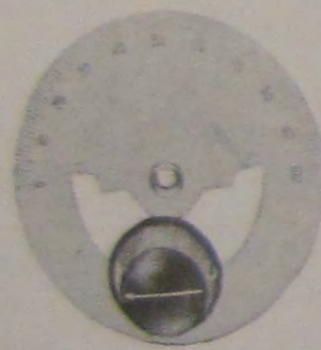
\$1.25

White Cross Dialier

The 360-degree vernier dial with 6-1 ratio—made of Bakelite. Rosette finish, with White Cross at top, provides space for logging. A novel design eliminates any tendency toward backlash and gives perfect adjustment. Allows for a condenser or tuner having a complete revolution. Clean-cut vision. Extremely rugged construction. Highly recommended.

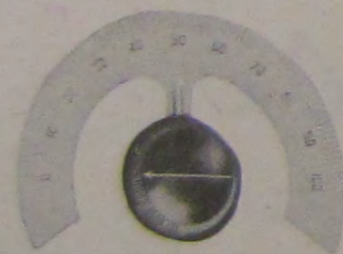
Dialier 180

An extremely simple gear and friction device, giving Vernier control, mounted on shaft behind panel, allowing reading through a window or "Look-See" set in panel. Readings—Clockwise and Anti-Clockwise, 0 to 100 or 100 to 0. Finished with process aluminum, non-reflective and easy to read, regardless of lighting conditions. Template furnished with each assembly. Complete with "Look-See" and knob—\$1.00.



Dialier 104

Made in a shape for the convenience of a panel mounted condenser, where three holes are bored through the panel. 180 degree revolution. Finish is the same as number 180. Complete with knob and "Look-See"—\$.75.



These New Dialiers and complete line of Look-Sees just out. Circulars mailed on request.

W. F. Loughman

161 High St., Boston, Mass.

\$10 Loud Speaker

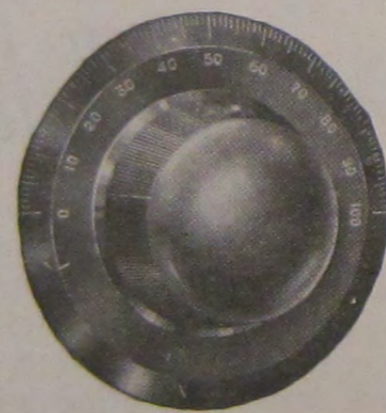
You can sell, at \$10, the most satisfactory loud speaker that money can buy—the new, improved Dulce-Tone, the perfected radio-talking-machine-speaker.

Set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES COMPANY
Dulce-Tone Division
Formerly named THE GENERAL PHONOGRAPH MFG. CO.
307 Taylor St., Elyria, Ohio

Fully guaranteed to you and your customers. Nationally advertised in the Saturday Evening Post, Literary Digest and Liberty.

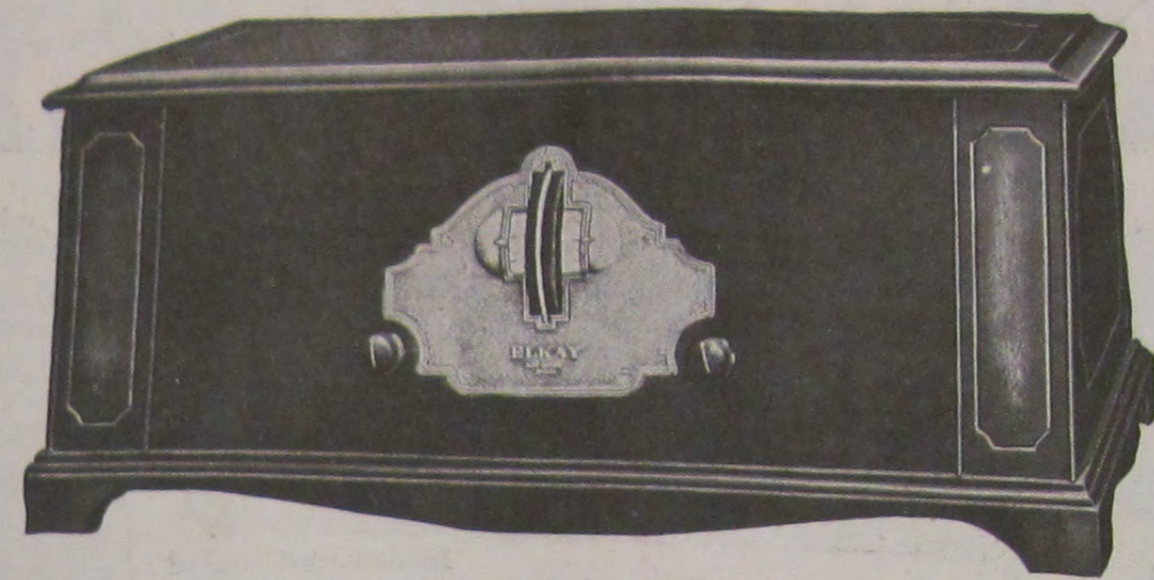
Write for sample and dealer's prices.



Efficient Service on Molded Parts

BAKELITE AND COLD
MOLDED MATERIALS
MADE TO YOUR
SPECIFICATIONS

American Insulator Corp.
52 Vanderbilt Avenue, New York City



Six Tubes—\$125 List

(Licensed Under Patents Granted and Pending)

SECURE YOUR FRANCHISE

For the Sale of

THE NEW



RECEIVER

THOSE who had experience of handling the five-tube ELKAY are rapidly renewing their franchises to cover the new "six." Others who paid attention to what the public was saying about ELKAY reception are coming in along with the old guard. As a result, available territory is rapidly disappearing.

We protect our trade on an exclusive basis. It is only fair. No firm can hope to build up a lasting business without this protection. But naturally territories are limited, and the season is close at hand. We urge you to write today for discounts and territorial franchise.

In beauty of tone—in uniform volume on all waves—and in "needlepoint" selectivity in congested areas, the new ELKAY represents the very utmost in radio—totally regardless of price!

—it embodies the new DONLE TRUPHONIC SYSTEM OF AUDIO AMPLIFICATION, plus the Elkay Synauto R. F., which give it a pure tone and a very high amplification from 200 to 580 meters, uniformly.

—it has the Elkay Tube Equalizer System of interchangeable, automatic rheostats; any combination of tubes can be used. In addition to the splendid new tubes now to be had, before this radio season is over there will be special R. F., Detector, Audio and Output tubes on the market. Elkay owners will be able to use these tubes without alteration of hook-up.

—both the R. F. stages and the Detector are entirely shielded.

—a new Uni-Control has the flexibility of three dials; very simple to tune, no sub-controls.

—"floating" sockets mounted on Bakelite sub-panel; all important insulated and wearing parts genuine Bakelite.

—all connections from a common cable, plainly tabbed.

—in a beautiful sloping-front cabinet of brown, antique Duco finished natural grain mahogany.

—\$125 list.

Elkay Five-Tube Receiver

Compares favorably in appearance, selectivity, volume, distance and tone with receivers at twice its price. One stage R. F., detector, one stage of transformer-coupled amplification and two resistance-coupled amplifiers. Operates smoothly on low or high wave lengths. Has the Elkay Equalizer System, which permits the use of any combination of tubes, and an Elkay (patented) selectivity control. \$80, list.

Elkay Tube Equalizers

Elkay Equalizers replace variable rheostats, delivering correct voltage to any type of tube automatically. To use any combination of tubes in the same set, merely insert an Equalizer of the correct value; there is one for every tube made. 50 cents list; 75 cents mounted.

THE LANGBEIN-KAUFMAN RADIO CO., Dept. M, 62 Franklin St., New Haven, Conn.

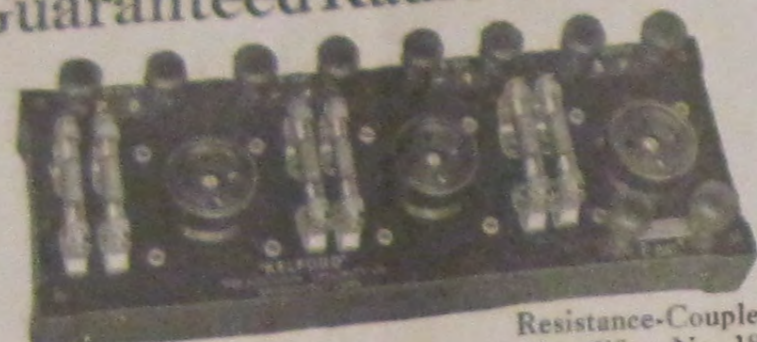
KELFORD

Guaranteed Radio Products



Air-Cooled Rheostat No. 130

Air-cooled resistance unit with bakelite sliding contact arm; aluminum base; resistances exposed on all sides; operates without appreciable temperature rise and at constant efficiency of conductivity. The unusually low contact surface permits dissipation of heat to be built up slowly and held at right point. List Price 50c.



Resistance-Coupled Amplifier No. 184

Bakelite form with all connections and wiring concealed. Completely equipped with resistances and condensers; all metal parts highly nickel plated. Equipped with the famous Kelford "Cushion" Sockets. Can be used with all circuits to increase volume and clarity. List Price \$8.00. "Cushion" Type Socket No. 190. Designed to take new standard UX type tubes. Will also take tubes with old style bases except V109. By substituting Kelford "Cushion" type Sockets, tube jars and resulting noises are eliminated. List Price 50c.

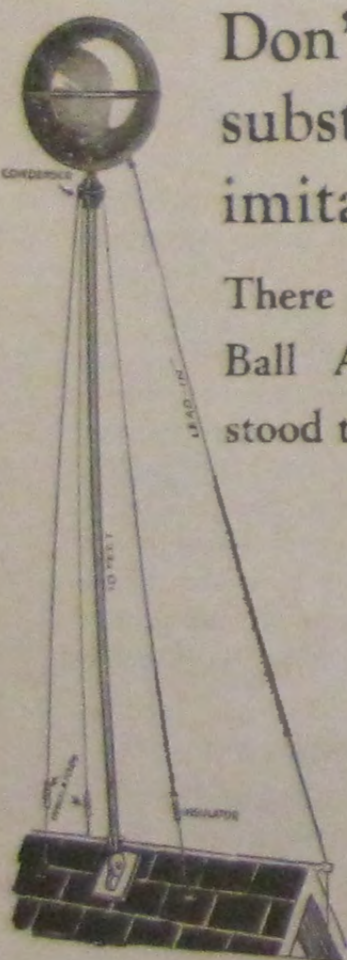


Air-Cooled Bakelite Rheostat No. 204

Air-cooled rheostat with bakelite base. Has ample heat-radiating capacity and is sturdily made. Operates smoothly and noiselessly and positively will not heat up even after hours of use if proper resistance is selected. Equipped with bakelite point knob. List Price 75c.

Write for catalog giving prices and discounts on the complete Kelford line.

American Specialty Company, Bridgeport, Conn.



Don't accept substitutes or imitations.

There is only one "Super-Ball Antenna" that has stood the test.

And with the NEW improvements it is NOW the most practical Antenna in the World.

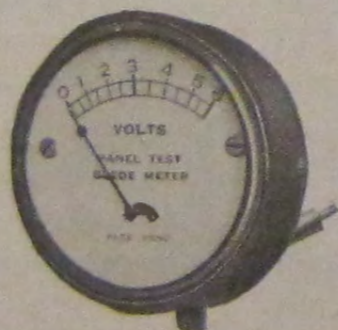
Jobbers and Dealers get our sales proposition at once.

Write or Wire

NATIONAL DISTRIBUTORS
Yahr-Lange, Inc.
Milwaukee, Wis.
Manufacturers
Super-Ball Antenna Co., Inc.
Green Bay, Wis.

BEEDE

Two Leaders from a Line of Profit Builders
SWIVEL JACK 3.00 "A" BATTERY 1.50
VOLTMETER TESTER



Made especially to fit jacks in Radiola and Brunswick Superhets. Guaranteed accurate.



Tests all 3 cells or any single cell. Shows when to charge and when to stop. Guaranteed accurate.

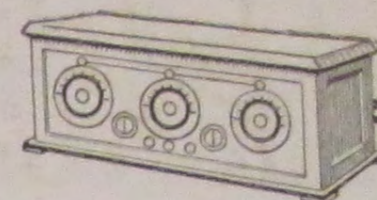
There's a Beede Meter for Every Battery Need

Beede VOLTMETERS, AMMETERS and VOLTAMMETERS are built to a high standard and sold at a low price. Order from your jobber. Liberal discount. New catalog on request.

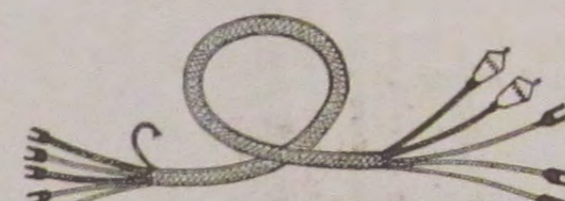
BEEDE ELECTRICAL INSTRUMENT CO.
Factory, Pennacook, N. H.
N. Y. Sales Office: 136 LIBERTY ST. John L. Madsen, Manager

METERS

A Complete Line of Radio Cable and Harnesses



Packard Radio Wiring Harnesses come in neat individual cartons making an attractive shelf package.



There is a style of Packard Harness for every radio requirement.



Plain rubber-covered wire for "lead in" and inside aerial wiring.



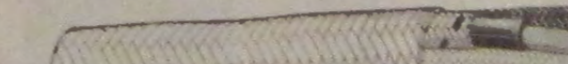
Rubber-covered braided cable for battery circuit wiring. Comes in following colors: white, black, red, green, and brown.



Packard Aerial Wire—full size carefully stranded—strong yet flexible.



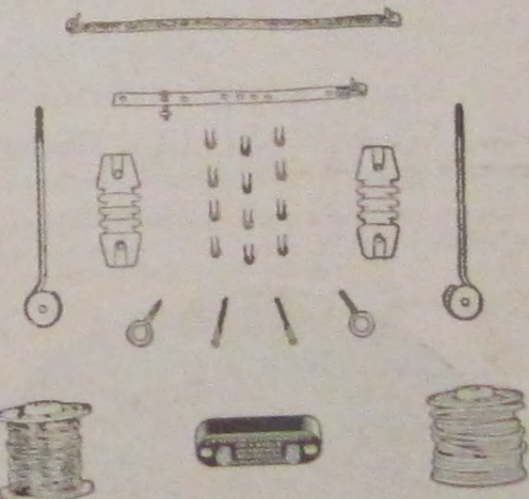
Small, very flexible two-conductor cable for extension of speaker circuit.



Multiple Conductor Battery Cable.



Battery connectors. Very convenient to any radio set owner.



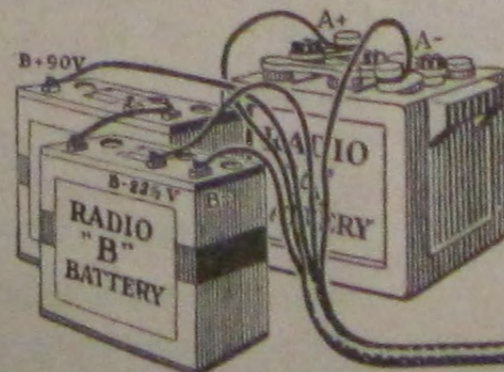
Type A Aerial Ground Kit



Type B Aerial Ground Kit

DE LUXE ASSORTMENT comes complete—display board and ten spools of cable in one strong box—easy to set up and use. Requires wall space only 36 in. by 18 in. Shipping weight approximately 70 pounds.

THE STANDARD ASSORTMENT (for counter display) comes complete with five spools of cable in a strong carton—easy to set up and use. It is a particularly attractive and useful display.



Ask Your Jobber's Salesman

THE PACKARD ELECTRIC COMPANY
Warren, Ohio

Packard is never seen, except on goods of honest value

Gillett 10¢ AERIAL CONNECTOR

Quickly makes permanent connections between Aerial and Lead-in

For Ribbon or Coil Wire Aerials—
Patent Pending

Every Aerial Needs Three!



Gillets are sold to dealers—twenty-four on a counter display card.

Every aerial needs Gillett Aerial Connectors, because Gillets make quick, permanent connections without any messy, difficult soldering. Just a twist of the screw-driver and the connection is made—a tight union that holds with a bull-dog grip.

Put a Gillett display card on your counter. Gillets sell fast. One store sold \$900 last year! You'll find the profit worth while.

Ask your jobber, or write direct, giving jobber's name.

PARK METALWARE CO., Orchard Park, N. Y.



Approved by the
National Bureau of
Standards
E-1832

KEYSTONE RADIO LIGHTNING ARRESTERS

Check up on your stock!

Retail price
\$1.50
(In Canada \$2.00)

Big sales for the Nationally advertised Keystone Radio Arrester are just ahead. Place your order now for your stock of this famous Arrester—made of genuine Bakelite and brass parts. You can sell nearly every customer a KEYSTONE RADIO LIGHTNING ARRESTER. Try it today.



Order from your Jobber or write for complete information.

ELECTRIC SERVICE SUPPLIES CO.

50 Church St. New York, N. Y. 17th and Cambria Sts., Philadelphia, Pa. Ill. Merchants' Bk. Bldg. Chicago, Ill.

This speaker has received the Certificate of Merit from the Radio News Laboratories.



Full Floating Diaphragm
Patents Pending

Write for discounts on the new Zeco Loud Speaker and other products.

New! ZECO Loud Speaker
(Pat. U. S. Pat. Office)
\$16.50 List

The ZECO Loud Speaker shown here is a new product from the ZECO Laboratories, where perfection in radio production has attained National recognition. Full floating diaphragm. The unit is made entirely of Bakelite. Zisch Engineering Corp., 39-43 Avenue L, Newark, N. J.



Connected or disconnected in a jiffy

This new Extension Cord Connector takes the chain off the loud speaker. The horn can now be moved at the fan's convenience to any desired place or position.

No more caps to unscrew, or wires to connect, just plug in at both ends, as easy as plugging in to the set.

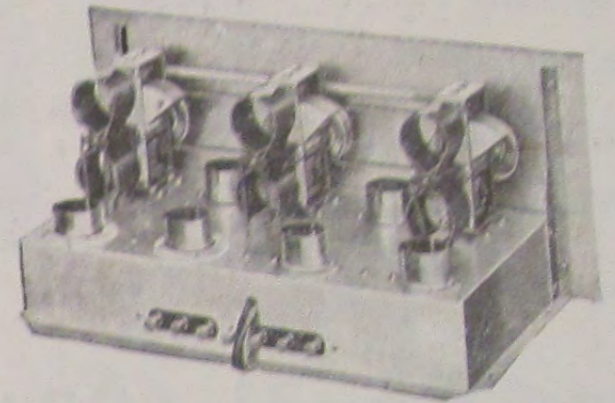
Morse Eureka Specialties

are the radio products of distinction. If you want a fast moving, low-priced article that every radio fan will recognize as a convenience, send for details. A liberal discount is offered with this new specialty.

Write immediately

FRANK W. MORSE COMPANY
289-291 Congress St. BOSTON, MASS.

SHOWERS



Model 556. Top 17 in. x 24 in.
Height 50 in.
MAHOGANY ONLY

THE ideal in radio receiving sets—this is the set in the Showers Console Radio. Six tubes, one dial control. You can see by examining the above picture that the Showers receiver is of all-metal shielded construction. It differs from any radio receiver now on the market—it is tomorrow's radio, today. Experts predict a new style in radio manufacture after inspecting the Showers set. *It's the tone quality that convinces them.*

TO have been in business 58 years is much. To have grown during the full 58 years to the position of the largest furniture manufacturing organization in the world is more. Showers Brothers Company has always stood on the fair dealer policy of a full commercial value and protection for the dealer's money. Every dealer selling radio should know what Showers is doing. Showers Console Radio values will be the standard of value comparison. Our exclusive selling franchise is a valuable business asset to own. Write to the Chicago office at once for full details.

SHOWERS BROTHERS COMPANY
Bloomington, Indiana
RADIO DIVISION
1517 Tribune Tower, Chicago, Illinois

This beautiful console comes to you complete with receiver, Foley system of amplification and Utah unit. Artistically designed for compactness, yet with more than enough room for all batteries and charger. Built to harmonize with living room furniture and decoration. A console that satisfies every demand and sells at a price that brings the dealer more business.

Tilman Leads With This 6-Tube T. R. F. Value

Beauty
Volume
Selectivity
Tone Quality
Speaker Built In



CHALLENGER MODEL, List Price \$49.50

One Sample, \$24.75, Check With Order

One sample to you at our cost. We will profit after you are satisfied.

Return in 10 days if not pleased in every way and we will refund your money immediately. No questions asked. We protect one good dealer in each town so make us prove our quality right now and then talk to us about protection. Mention your favorite jobber when ordering.

TILMAN RADIO CORPORATION
LAGRO, INDIANA



\$1.95

LIST

The price makes it easy to sell headphones to people who only occasionally use them

Plenty of people would like a good pair of phones for use in tuning in. Many others would like them for distance-getting; still others don't like to use the speaker after the rest of the household has retired for the night.

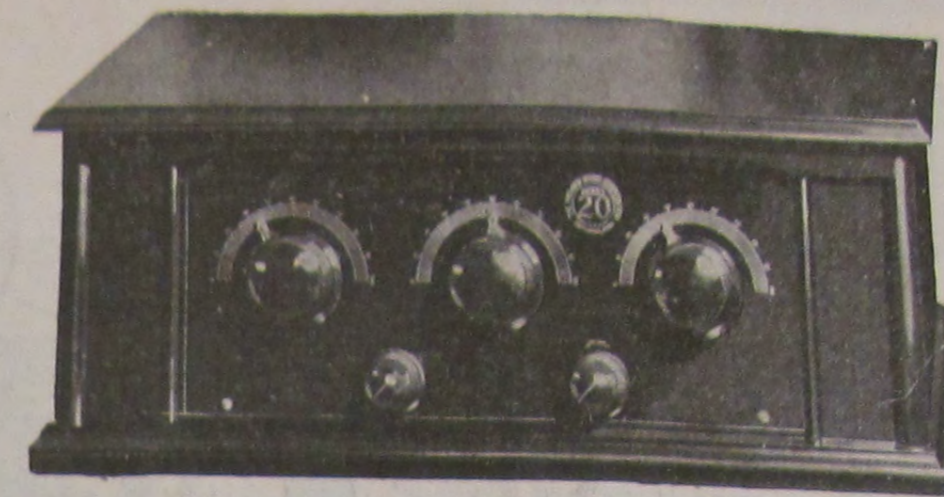
The famous Superette at this popular price makes it easy for you to sell those people.

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.

Jobbers and Dealers! Here's a worth-your-while proposition upon which to pick up many extra profits. Write today for literature and particulars.

NEWTON PRESSED STEEL & MFG. CO.
13 Hawthorne St., Newton, Mass.

Also manufacturers of the NEW TONE Headset selling at \$3.



Premier Model 20—Seven Tubes

Many Have One or Two, but -

\$75.00

List Price

This Set Has the Triple Appeal

There are three major appeals which sell radio sets—the appeal to the ear—to the eye—and the economy appeal to the purse.

One appeal is found in most sets, two in many, but Premier Model 20 has the triple appeal which makes sales easy.

Its pristine purity of tone, appeals to the ear—cabinets designed by master artists, executed by finished craftsmen appeal to the eye, and exceptionally low retail price appeals to the purse—to the economy instinct.

Premier Model 20, shown above, is a giant among 7 tube sets. Operates to particular advantage on a short, 30-foot antenna, under which conditions it brings in far distant stations clearly, through powerful locals. Resistance coupled circuit with all that it means in stability and quality—handsome cabinet—gold engraved panel.

All Premier Sets have the kind of a discount that makes them worth the dealer's while. Write for information and literature.

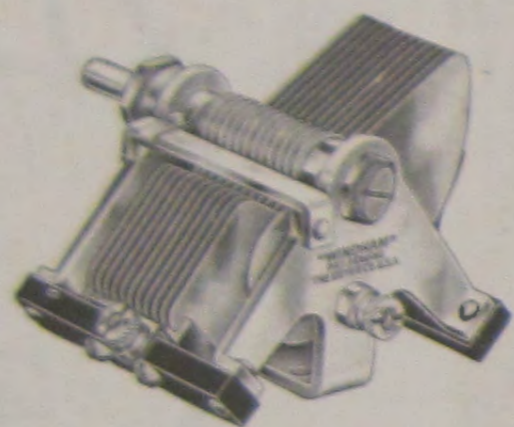
Profit with Premier

The Premier Radio Corp.
Defiance, Ohio

The Premier Radio Corporation
Defiance, Ohio
Please tell me more about your Model 20.
Name.....
Address.....

Some manufacturer who is paying special attention to his percentage of returns for 1926—

—he will find what we have to offer him rather unusual in an industry where too little attention is paid to tomorrow. May we place our proposition before you?



THE GOYER COMPANY
Willimantic, Conn.

Here's an All-Aluminum Loud Speaker Ensemble with special features



Rich, mellow, non-metallic tone. Price \$3.50 to \$7.00 without reproducer. Send now for dealer's offer.

Heavy spun aluminum bell and heavy cast aluminum goose-neck securely attached to bell with a non-vibrating joint. Base of aluminum, fastened to horn by Threaded Brass Nipple—base can't drop off. Three styles of horns, six styles of bases, three designs of base bottoms, threaded to fit your units. Bells finished in mahogany or walnut, while the throats and bases are furnished in twelve attractive finishes.

Union Spinning & Plating Co., Inc.
67 Sudbury St.,
Boston, Mass.



It Looks Pretty Big

What's more, it *is* big! Ask any dealer who had the vision to see that there was going to be one *big* part of every type and stocked

EBY Binding Posts

He will tell you that the established popularity and year round sales of EBY Quality Posts look *big* compared with the business he did when binding posts were considered notions.

Your customers are the same as his. They want nationally-known, high quality merchandise at a fair price. With EBY'S you can give them just that, and make a mighty sweet profit besides.

Keep your stock complete, and your customers satisfied.

The New EBY Socket



Bakelite Base

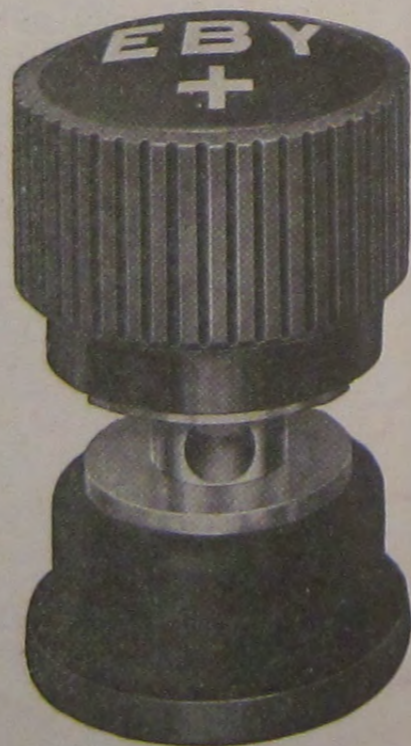
The new EBY Socket insures a positive wiping contact at all times. Its ingenious design allows the tube to "float" when in service, thereby reducing microphonic noises and protecting the tube against damage. It also permits the advantages of interchangeability in the new UX, CX, and other improved types of tubes.

List price \$.60

This Giant Replica of the Ensign Post is Free to Jobbers.

An exact duplicate of the original in appearance and finish, and a very effective aid to bigger sales. Size of display post is 6-in. x 10-in. Black plaster knob and base, with metal parts gilded to resemble brass.

They are expensive, but they cost you not a red cent. Your request will bring one immediately.



The H.H. EBY MANUFACTURING CO.

4710 Stenton Ave., Philadelphia



We not only have developed an outstanding line of chargers—we make it to your advantage to sell them

Special Sample Offer To Dealers

50% Discount

Try one for thirty days at our expense



Cat. No. 1830.
Straight "A" Bulb Type charges 4, 6 or 8 volt Radio "A" or Auto storage batteries at 2 ampere rate. Connects permanently to battery. Operates by toggle switch on front—no plugging in and out of current supply socket. Will trickle various rates from .1 to .8 ampere when equipped with special attachment at small additional cost. For 110 volts 25 and 60 cycle. List price without bulb \$12.50. West of Rockies, \$13.50. 25 cycle \$2.00 additional.



Cat. No. 1840.
"Fullwave" Bulb Type is of twin bulb design. Charges 4, 6 or 8 volt Radio "A" or Auto storage batteries at 5 amperes. Charges up to 120 volts wet "B" batteries in series. Operates from switch on front. Crystallized black Japan finish. List price without bulbs \$17.00. West of Rockies \$18.50. For 110 volt 25 and 60 cycle current. Additional for 25 cycle \$2.00.



"SUPER AB" Cat. No. 550.
Mechanical Type. Charges 2, 4, 6 or 8 volt Radio or Auto Battery at 5 to 7 ampere rate, also up to 120 volts of "B" batteries at varying rates as desired IN SERIES. List price \$22.00. West of Rockies \$23.00. For 110 volt 25 and 60 cycle current. Additional for 25 cycle \$2.00. This "Super" charger for "A" batteries only furnished at list price \$17.00. West of Rockies \$18.00.

We can tell you that for thirteen years we have been making battery chargers and we can tell you that through concentrating all our efforts upon charger development we are making better chargers—

yet until you have tried one of them yourself you cannot know what strides we have really made. And until you get our dealer proposition you will not know, the rather more attractive resale plan offered dealers.

Order your sample today, giving the name of your jobber. Try it for thirty days. Enclose your check with order, simply deducting 50% from the list price. We can send you only one at the special 50% discount, of course.

If you want literature on the complete France line of eight models write us.

THE FRANCE MFG. CO.
10322 BEREA ROAD
CLEVELAND, OHIO
U. S. A.

A.C. ~~~~~ D.C.
FRANCE BATTERY CHARGERS
SINCE NINETEEN THIRTEEN

WESTON

"Pin-Jack" Voltmeter with High Range Stand



Rear showing adjustable pin terminals.



Dial showing double scale for filament and battery voltages.



Plugging Pin-Jack Voltmeter into High Range Stand for battery testing.



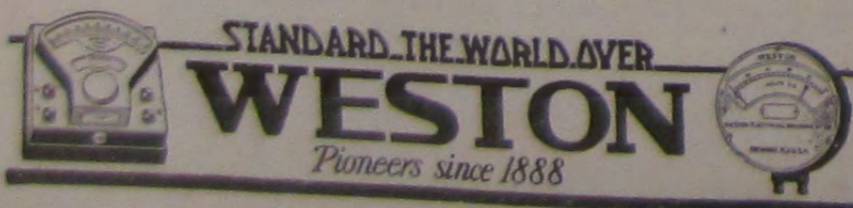
Testing "B" Battery with the Pin-Jack Voltmeter and High Range Stand.



Two instruments in one, this new Weston combination is a "Pin-Jack" Voltmeter for plugging into filament Pin-Jacks on the radio panel for measuring filament voltages—and a High Range Stand into which the Voltmeter is plugged for battery testing. (The instrument is made in two double range combinations—160/4 volts for use with sets operated

with 3 volt tubes and 160/8 volts for use with sets operated with 5 volt tubes. The High Range Stand is equipped with 30 inch permanently attached flexible cables for battery testing and locating circuit troubles. It gives you, the dealer, less servicing overhead on all sets you sell, and besides a profit on each instrument. (It gives your customer tube economy, shows him the condition of his batteries and makes him a satisfied, consistent buyer of your goods. (Weston Quality Radio Instruments sell on their merit by representative dealers in every community. You yourself perhaps have had experience with them—in this case you will write or wire at once for complete dealer information.

WESTON ELECTRICAL INSTRUMENT CORP.
25 Weston Avenue, Newark, N. J.



HARTUNG CLIPS

Continuous Circuit
-Bulldog Grip



A Complete Display Assortment at quantity prices!

The Hartung display carton contains the only complete assortment of radio, battery and test clips on the market today.

This effective display is producing quick sales for hundreds of dealers because it has real attention value on any counter and because it allows the customer to make his own selection.

The assortment of clips is in exactly the right proportion as to sizes, so that the dealer is not left with a number of odd-size clips on his hands. Quantity prices prevail on this assortment just as though you were buying in hundred lots of each size.

Order from your jobber today
or write us direct

C. F. Hartung Co.

730 East 61st St. Los Angeles, Calif.

Every 'DIATRON' reflects the achievements of Walter Armstrong

A RADIO tube is an electric light in an advanced stage. To make a good tube a man must have had years of experience in the art of producing good lamps.

THIRTY-EIGHT years ago Walter Armstrong began his unparalleled experience with the pioneers of the electrical industry.

IN all these years there is, probably, no man whose experience has brought him to that enviable position where he now is—without an equal as a manufacturer of the highest quality radio tubes.

HE can blow and shape his own glass, treat his own metals, make his own filament, construct his own vacuum pumps, test his finished product and overcome all troubles.

SINCE 1887, with such pioneers as Swan Lamp, Shelby Lamp, Federal Miniature Lamp Division of General Electric and as the head of his own lamp works, he has been responsible for many of the outstanding developments in electric lamps, X-ray and radio tubes.

DIATRON Radio Tubes are made under the direction and personal supervision of Walter Armstrong in a modern plant built exclusively for their manufacture.

THEIR inherent qualities and special construction always assure satisfaction. They are sold under the most liberal and common-sense guarantee.

"DIATRONS" will make Friends and Profits for you. Know more about them.



No. 201A Detector or Amplifier
(With long prong base)
Filament Volts 5
Filament Amps25
Plate Volts . . . 22 1/2 to 135



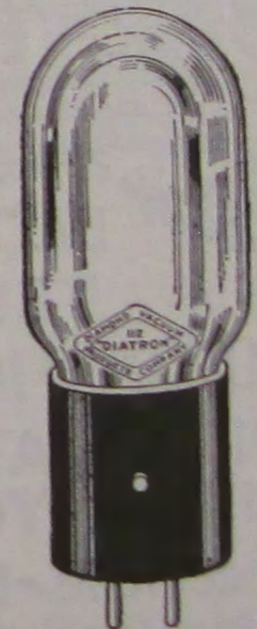
No. 199-X
(Long Prong)



No. 199-V
(Short Prong)



No. 199-L.B.
(Large Base, Short Prong)



No. 112 Power Tube
(With long prong base)
Filament Volts 5
Filament Amps6
Plate Volts . . . 90-157.5
Neg. Grid Volts . . 6-10.5

No. 183 High Mu Tube
For Resistance Coupled Amplification. Same size as 201A. Amplification factor or MU-20. The No. 183 tube should be used in all stages, EXCEPT THE LAST, of resistance coupled audio amplification. For the last or output stage the No. 112 tube should be used. Filament Volts, 5. Filament Amp., .25.

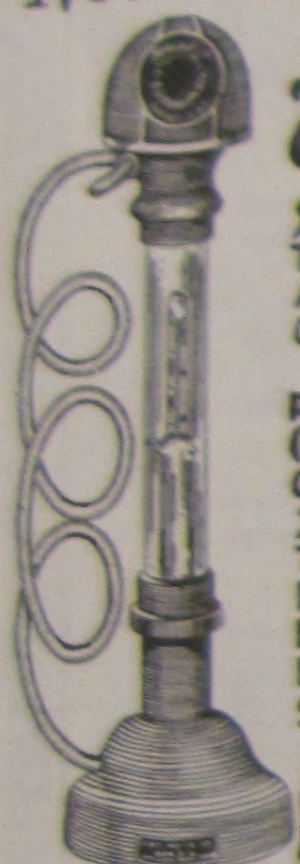
An Unusually Attractive Proposition for Responsible Jobbers

DIAMOND VACUUM PRODUCTS CO.

4053 Diversey Avenue, Chicago, Illinois

ANY HYDROMETER CAN TEST YOUR BATTERY BUT ONLY THE **"Break-not"** TESTS IT RIGHT!

Now Made In Two Models



"Break-not" A & B RADIO BATTERY TESTER
 Set it down anywhere TEST EVERY CELL OF YOUR RADIO A-OR-B STORAGE BATTERY WITH OUT MOVING THE INSTRUMENT. WILL NOT TIP OVER PROTECTED AGAINST BREAKAGE (ONLY HALF AS MUCH GLASS AS OTHER HYDROMETERS) 24 INCH NOZZEL-LONG ENOUGH TO REACH INTO THE RADIO CABINET FLOAT GUARANTEED ACCURATE-PRINT ED IN 3 COLORS EASY TO READ & PROTECT ED AGAINST BREAKAGE BY PATENTED SOFT RUBBER FLOAT HOUSING.

PRICE **\$1.00**
 FOR EITHER MODEL EAST OF THE ROCKIES

The Well Known **"Break-not" BATTERY TESTER**
 Over 4,500,000 In Use Its SUPERIOR FEATURES appeals to EVERYONE!

It is more accurate - Easier to read - Has less glass - Will last longer - SELLS on SIGHT!

DEALERS-JOBBERs
 These Are Real Money Makers WRITE FOR SAMPLES

MADE BY **E. EDELMANN & CO.**
 2332 LOGAN BLVD. CHICAGO ILLINOIS



New ideas

New ideas are the life of the radio business—they are the things that make more customers and move more sets and parts.

Not every new idea is a winner, however—and that's where Radio Retailing comes in—in selecting for you only those that have gone over big. This foremost service is within the reach of all—only \$2 for twelve big, idea-packed issues at the rate of one a month. Make sure of a copy every month—the coupon below is handy—fill in and return now!

McGraw-Hill Publishing Company, Inc., Tenth Avenue at 36th Street, New York, N. Y. Send Radio Retailing regularly for a year, the price to be \$2. Start the service with the next issue, please.

Name

Street

City

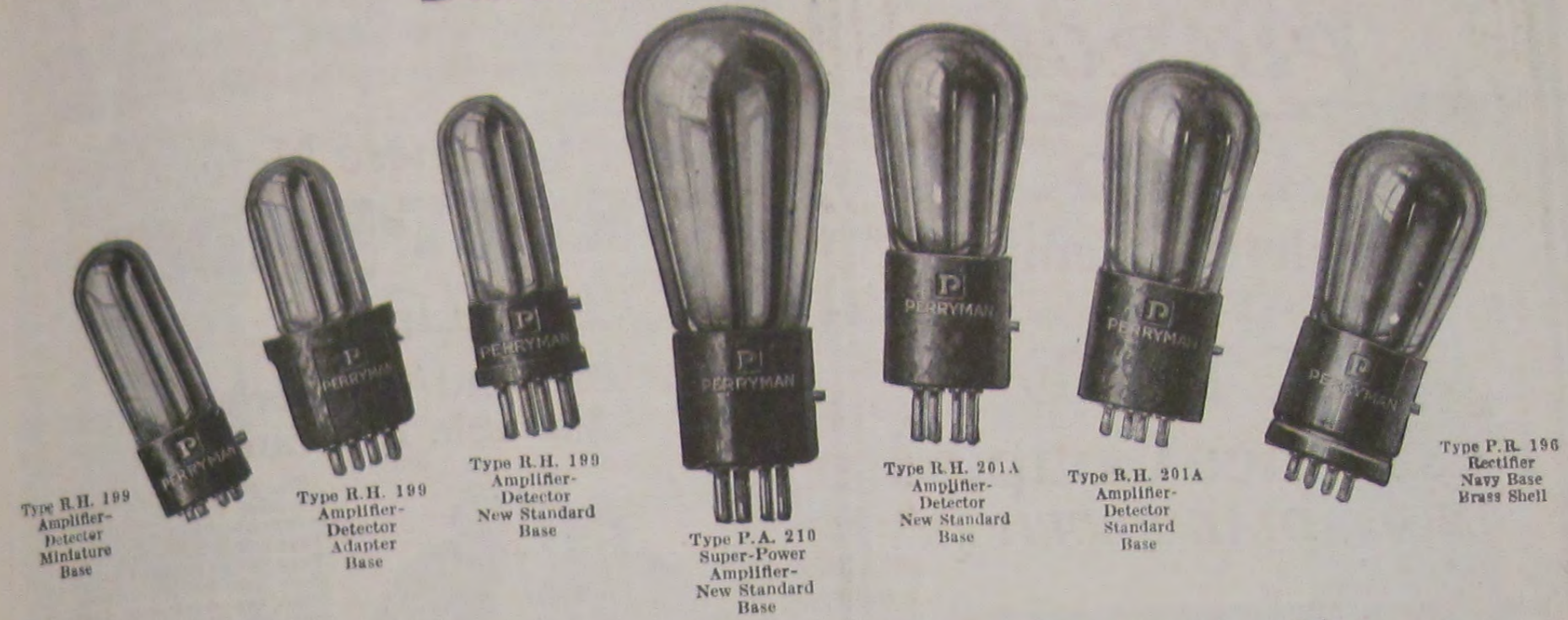
State

Company

Besides Radio we sell.....

PERRYMAN RADIO TUBES

"Distance without Distortion"



The Perryman Line consists of amplifier-detectors, super-sensitive detectors, power amplifiers, super-power amplifiers and rectifiers.

Making a Regular Job of It!



Perryman Jobbers are selected distributors, backed by strong advertising and selling support. Perryman dealers receive a nine-piece window and counter display assortment that sells tubes right in their stores while they are busy selling something else. All Perryman dealers get a clear glass demonstrating tube showing the patented Perryman Bridge.



All Perryman advertising appears where it will do you the most good. Ask your jobber.

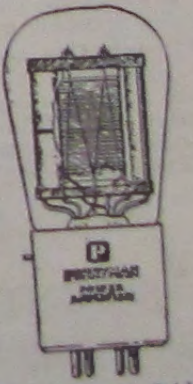
Above is a typical Perryman Dealer's window. Perryman Dealers get a 9-piece window display together with a counter display and counter folders. At left are examples of Perryman newspaper mats supplied to jobbers and dealers for newspaper advertising.

Perryman Dealers have a fine tube for every purpose and for every customer. The line is complete. And what is more important every Perryman Tube is correctly and carefully turned out to conform with the rigid Perryman specifications.

Complaints on Perryman tubes are almost negligible. Perryman dealers get good tubes, good co-operation and profit that is permanent. Last season's Perryman dealers are this season's Perryman dealers—with more being added to the list each day.

All Perryman Dealers know that the Perryman Electric Company is making a regular job of things—for the profit of all concerned.

At the right is the clear glass demonstrating tube which holds the elements in man Bridge at the distance of greatest efficiency. Notice the double filament which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. Ordinary jars do not affect Perryman tubes. You get natural tone for the life of the tube and the life of the tube is exceptionally long.



The Perryman Bridge Pat. June 22, 1926

PERRYMAN ELECTRIC CO., INC.
 LABORATORIES AND PLANT NORTH BERGEN, N. J.
 SALES AND EXECUTIVE OFFICES 33 W. 60th ST., N. Y. C.

The Season's Sensational Kit!

PIERCE

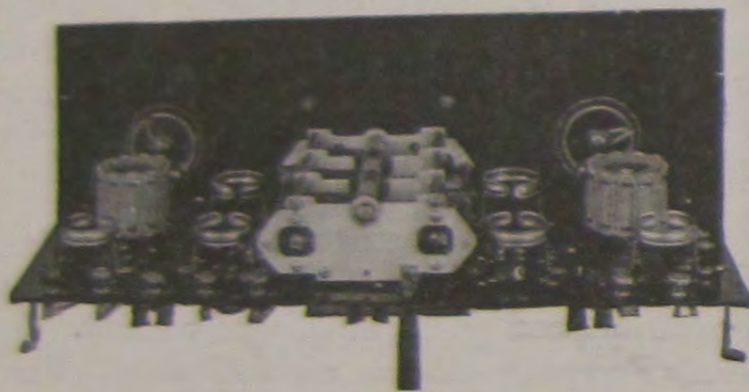
AIRO

Complete Assembly

For a

SIX TUBE

Resistance Coupled SINGLE DIAL RECEIVER



INTERIOR AND FRONT PANEL VIEW

Pierce-Airo Complete Assembly with a 7x18 Processed Bakelite Panel, Ready for Wiring. \$4250

JOBBERS

You take no chance stocking the Pierce-Airo Complete Assembly. It is a proven seller. In New York and other large cities it has gone over big. There is a big field for the sale of the Pierce-Airo Complete Assembly as it fits all standard cabinets and consoles now on the market.

Install this assembly in your own models and save time and expense of manufacturing. The Pierce-Airo Complete Assembly is a mechanically and electrically perfect product, perfected by United Scientific engineers and assures that distortionless amplification combined with single-dial control which are the two big features in demand this season.

Write for Proposition

UNITED SCIENTIFIC LABORATORIES, INC. 84 Fourth Avenue, New York City

Branch Offices Boston Chicago St. Louis

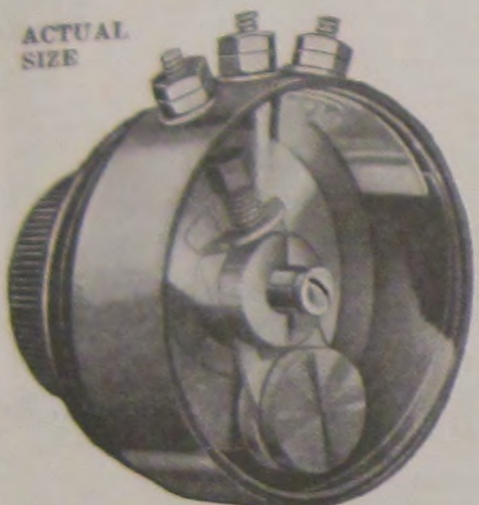


Branch Offices Minneapolis San Francisco Los Angeles

Get these New FROST-RADIO Units

Type 880 and 890 Series Super Variable Resistance

ACTUAL SIZE



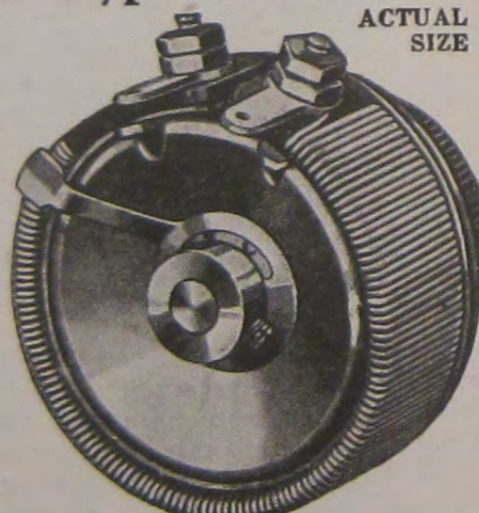
FROST-RADIO

The FROST-RADIO Super-Variable Resistance Unit is furnished in two styles: Type 880 (2 terminals) and Type 890 (3 terminals) for close control of volume, tone, regeneration, grid bias, etc. They are far superior to the wire wound types and have many new exclusive advantages.

Operation is smooth and noiseless. The spring roller contact arm gives any degree of resistance without wear. After a 46,000 turn test this unit showed no noticeable variation in resistance. Element has large current carrying capacity and will not over-heat. Entirely enclosed in dust-proof nickel plated case. Arranged for single hole mounting; equipped with bakelite pointer knob. Type 880 supplied in 50,000, 100,000, 200,000 and 500,000 ohm sizes; Type 890 in 400, 2000, 50,000, 100,000, 200,000 and 500,000 ohms. Both types, list \$1.25 each. Get them from your jobber NOW.

FROST-RADIO Type 700 Metal Frame Rheostats

ACTUAL SIZE



FROST-RADIO

A simple, rugged rheostat that gives smooth and accurate control of both output (volume) and filament voltage. The windings will take 25% to 50% overloads without overheating. The contact arm glides over the windings with no wear, yet always with a positive contact. Type 700 FROST-RADIO Rheostat is a perfect control unit for both new and old type tubes. Supplied in resistances of 2 1/2 to 75 ohms. Equipped with pointer knob and arranged for single hole mounting. List, 50c. Your jobber has them.



HERBERT H. FROST, Inc.

160 North La Salle Street

New York CHICAGO Los Angeles



Pfanstiehl Gives Radio Users What They Want Most

LIKE other mechanical and electrical discoveries, radio has had to go through a period of rapid change and experimentation. While radio engineers tried this and that, the public could not but be confused as to the substantial merits of various receivers.

From the first, Pfanstiehl avoided the complicated and devious circuits—and worked for efficient, simple control of the radio energy through the set. That is the source of dependable performance and tone quality. It is what the public always wanted.

Supreme Tone Quality with PRECISE Single Control

No set with complicated mechanism can be precisely single-tuned. There is too much unevenness in the radio stream. The circuits are unequal electrically. They might be tuned all at once, but not with precision.

With the Pfanstiehl precise single control, anyone can tune as accurately as an expert. There is no groping around adjusting dials. A single knob enables one to turn immediately to the wave length desired. The number registers in a small illuminated window.

The radio stream flows unhampered through the set and brings to the ear of listeners the full, true reproduction of overtones—which are the soul of music.

Something Really New in Cabinet Design

There is so little machinery in a Pfanstiehl, inside and out, that an extremely compact radio cabinet is possible. It is only twenty inches wide. The console model is even narrower and only forty-one inches high. And still it has room for every accessory needed to operate a radio: inbuilt speaker, A and B batteries and charger, or socket power-equipment. This makes a "petite" piece of furniture for the home; and it makes a nicely balanced and perfectly adjusted radio unit. The console is a space saver. It fits anywhere.

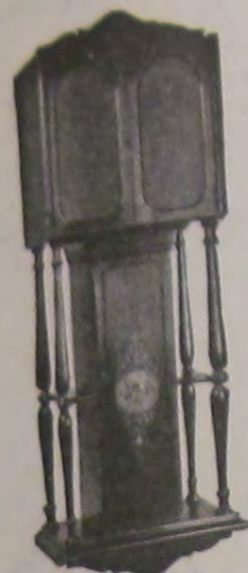
For further details, address

PFANSTIEHL RADIO COMPANY

11 South La Salle Street, Chicago

Prices West of the Rockies slightly higher

Pfanstiehl Overtone Radio



The Wall Speaker

Designed for use on top of the console or to be hung on the wall. Looks like an old-fashioned wall clock, flanked by four graceful spindles and supported by a narrow shelf at the bottom. From the standpoint of acoustics there is a certain advantage in having the mouth of the speaker six or more feet from the floor. The tone vibrations are better distributed.

\$65



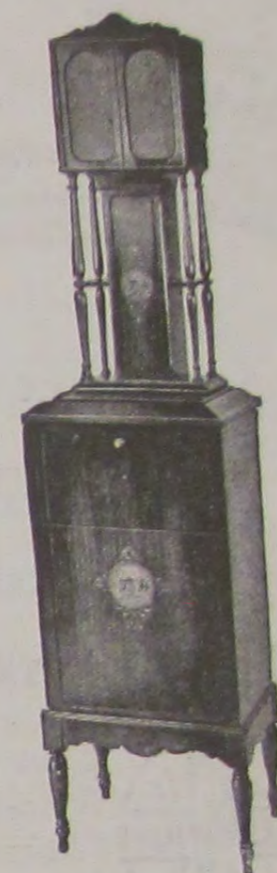
Model 202

Console "Single-tuned Six" with in-built speaker. Space for A & B batteries and charger or socket-power equipment.

\$210

An Exclusive Dealer Franchise

The Pfanstiehl line is sold through exclusive dealers who are thus protected against unfair competition and price cutting. Whatever good will the dealer builds up for Pfanstiehl is his own. He enjoys a liberal profit and is expected in return to push the line aggressively with the cooperation of the maker.



The "Highboy"

A more elaborate console model, eighteen inches wide and seventy-four inches high. Speaker is contained in a tall, graceful superstructure extending six feet from the floor. There is nothing like it in a radio design. It is like a grandfather's clock or perhaps more nearly like a tall, slender cupboard of old English design.

\$235



Model 201

"Single-tuned Six" Console without speaker, but space for A & B batteries and charger or socket-power equipment. Six tubes.

\$170



Model 20

"Single-tuned Six" Table Set \$125



The Day of
ALUMINUM
Radio Shields is here!

ALCOA



TRADE-MARK
Only the genuine
bears this mark

The new Cockaday LC-27 uses them, they are being demonstrated at the shows, the radio public is told about them in advertising, articles are being written on the subject and booklets published.

Sales of Radio Shields mean a new source of profitable income to the Radio Dealer. It will pay you to inform yourself at once. May we send you special information?

See our demonstrations of the shields at work at the New York and Chicago Shows.

Use the coupon below to get a complimentary copy of

"ALUMINUM RADIO SHIELDS"

A complete treatise of unusual interest on the vital importance of proper shielding by L. M. Cockaday, E. E. Free and the Research Engineers of the Aluminum Company of America.

ALUMINUM COMPANY of AMERICA, Pittsburgh, Pa.

ALUMINUM COMPANY OF AMERICA
Room 2323, Oliver Building, Pittsburgh, Pa.

Gentlemen:

Please send me special information and a complimentary copy of the booklet "Aluminum Radio Shields."

Name.....

Position.....

Street..... City.....

Are you now selling shields?.....

Did you know that the radio receiver used by great broadcasting stations to listen to their own programs

is the

DAY-FAN

This announcement breaks in the Saturday Evening Post full page Sept. 11th, followed by a total of 22 full pages in the Post, Literary Digest and Liberty with a circulation of over six million every month.

If you think you can sell such a receiver—if you want a square deal and the backing of a 37-year-old company, write

DAY-FAN ELECTRIC CO.
DAYTON, OHIO

Thorola SPEAKERS & RECEIVERS



Model 9
Cone Speaker
Rich Walnut and Old Gold.
17" high, 14" wide.
Price.....\$20.00

SPEAKER styles may change, but the standards of tonal quality were fixed by musical art and acoustic science long before radio. It was only the most advanced radio engineering which always enabled Thorola speakers to meet the established critical standards of tone.

That is why the introduction of a cone speaker bearing the Thorola name first caused Radio to concede that scientifically true reproduction was possible in instruments of this type. Here was another outstanding Thorola attainment—based on the Thorola double-diaphragm principle. With two diaphragms, the Thorola Cone Speaker is able to cover the entire range of reproduction without sacrificing accuracy for either the high or the low end!

Thorola thus literally built this popular kind of speaker around the most popular thing in radio—*tone*—**THOROLA TONE**. Here is perfect reception of music and speech embraced in a beautiful instrument of irresistible modern style. The sales possibilities can not be over-estimated!



This Tudor Model 59 with its exclusive combination of the Thorola 4 Speaker on one side, the Thorola Cone Speaker on the other, and the large non-directional sound openings, insures the finest possible radio reproduction, with glorious musical timbre. It is just what a radio receiver should look like—a genuine antique high-lighted walnut console of Tudor design. Ideal for the small apartment or spacious house.
Price.....\$185.00

You know how Thorola Low-Loss Doughnut Coils—and Thorola Golden Tone Transformers transferred public interest from the confusion of circuits to the realities of performance. These transformers, with their incredibly fine balance and precision construction, brought characteristic Thorola tonal perfection to the field of complete receivers.

And Thorola Low-Loss Doughnut Coils made selectivity a certainty instead of an argument. The self-contained field of Thorola Doughnut Coils banished uncontrollable "pick-up," and internal interferences as well. A whole train of circuit refinements followed because the old radio uncertainties and variables were no longer

able to upset every scientific calculation.

All these fundamental Thorola advancements in tone and power have received another year of intensive development. Naturally, results are improved, and they are attained with certainty and simplicity. Modern two dial control is now used. Sooner or later all really selective sets must come to it.

The beauty of latest Thorola radio furniture and the sure artistic musical effects of each Thorola instrument invariably produce a whole neighborhood of Thorola enthusiasts. Self-multiplying profits—and a profit-protection policy. Look into it.

REICHMANN COMPANY, 1725 W. 74th Street, CHICAGO, U. S. A. • Member R. M. A.

THOROLA JUNIOR

At a moderate price there is only one way to obtain Thorola character—the Thorola Junior Speaker. Its size is somewhat smaller, but its voice is fine. Price.....\$15.00



The smaller Thorola Console, Model 58, in Antique, High-Lighted Genuine Walnut, is a triumph of craftsmanship in the cabinet, circuit and speaker. Price.....\$125.00



Thorola Doughnut Coils, with their patented indented wiring and true low-loss construction, go far beyond other type theories in improving reception.\$2.00 each (set of 3).....\$6.00



Thorola reputation for artistic leadership began with the Controlled Mica Diaphragm of this speaker, and its exclusive Separix, which brought true music to radio by making it possible to reproduce overtones faithfully.

The matchless beauty of the Thorola Bakelite bell and Classic base, is why thousands will actually have no other type of speaker. Thorola 4 performance, made possible by double "push-pull" amplification and other features is why this speaker is more than ever the leader of its type. Price.....\$25.00



The Thorola Model 57, of the compact type, puts finest radio within the reach of all. Workmanship and finish is the same as in the luxurious console models. Performance is uncompromisingly Thorola! Price.....\$60.00



All prices slightly higher West of the Rockies

**More Power
TO YOUR
SALES**



See us at the
Chicago Show
Booth 19
Main Floor
COLISEUM
Oct. 11-17 Inc.

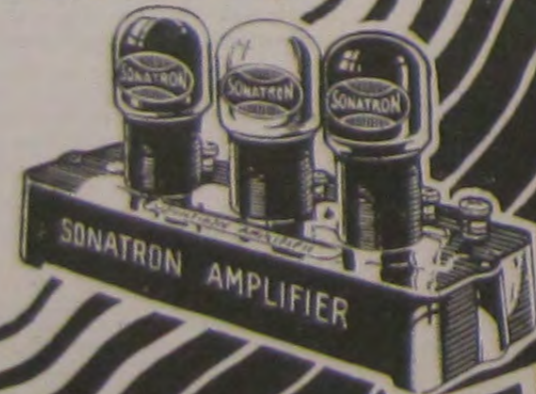
SONATRON'S 25 distinct tube types include the latest in power-tubes, each especially adapted to its particular task. SONATRON dealers are backed by an intensive national advertising campaign throughout the season, and an effective combination of window and counter displays. WRITE TODAY for full information on the SONATRON proposition! Tie-up with the most powerful sales-influence in the radio-tube and Amplifier fields!

SONATRON TUBE COMPANY
108 West Lake Street Chicago, Illinois

The Sonatron Red, White and Blue Amplifier which retails complete with Three Matched Power Tubes for \$20.00, is transforming thousands of old sets into modern, efficient receivers. It adds three stages of amplification to any set, even a crystal, and the results are making the biggest news in radio history. Furnished for either dry-cell or storage battery sets.

The Amplifier's Red, White and Blue tubes add beauty to any set

Products of SONATRON TUBE CO. Chicago New York Newark Detroit Windsor, Ont. Can.



SONATRON

THIRD JUDICIAL DISTRICT COURT
in and for
SALT LAKE COUNTY,
STATE OF UTAH

Nathaniel Baldwin
INCORPORATED

Patent Infringement Notice

Pursuant to an Order of The Third Judicial District Court, in and for Salt Lake County, State of Utah, duly made and entered on the 25th day of June, 1926, in the matter of the Receivership of Nathaniel Baldwin, Incorporated, the undersigned Receiver of Said Company hereby serves notice on manufacturers, jobbers, dealers and purchasers of Radio Products that said Nathaniel Baldwin, Incorporated, is the owner of United States Patents, Number 957,403, dated May 10th, 1910, Number 1,153,593, dated September 14th, 1915, and Number 1,581,155, dated April 20th, 1926, all of which are duly recorded in the United States Patent Office at Washington, D. C., and that all persons manufacturing, jobbing, dealing in or purchasing Radio Products that are infringements on the aforesaid patents will be held liable for damages to the said Nathaniel Baldwin, Incorporated.

Notice is also given that no rights of any kind or description are held by any Corporation, Company, person or persons to manufacture Radio Products under the aforesaid Patents.

Bankers Trust Company, Receiver for NATHANIEL BALDWIN, Incorporated.

JOHN K. HARDY,
Vice-President

Salt Lake City, Utah.

See Us At the Radio Shows

1926-27 Models Now Ready

J. W. & W. L. WOOLF

Eastern Representatives and Exporters for

NATHANIEL BALDWIN, Inc.

227 Fulton St.

New York

Telephone 6519 Cortland

A Record—

Radio Retailing's July 1926 issue shows a 96% gain in advertising over the July 1925. This indicates radio manufacturers' attitude toward its coverage, reader interest and advertising value.

Radio Retailing

The Business Magazine of the Radio Industry

McGraw-Hill Publishing Company, Inc.

473 Tenth Avenue, New York City

**MODERN
"B" Power Unit**



**CONSTANT
as Niagara
SILENT
as the Sphinx**

Combines the qualifications that every jobber, dealer and owner is looking for.

Uniform Current Output—Once adjusted to the set, tuning is made easy and volume always the same.

Quietness—No click, hum or buzz.

Flexible Control—Voltage output adjustable to meet exact requirements of any set.

Ample Range and Capacity—From 60 milliamperes at 120 volts to 10 milliamperes at 224 volts. 3 B+ taps.

Durability—A laboratory product designed to withstand constant use and possible overloads. Thoroughly tested, inspected and guaranteed.

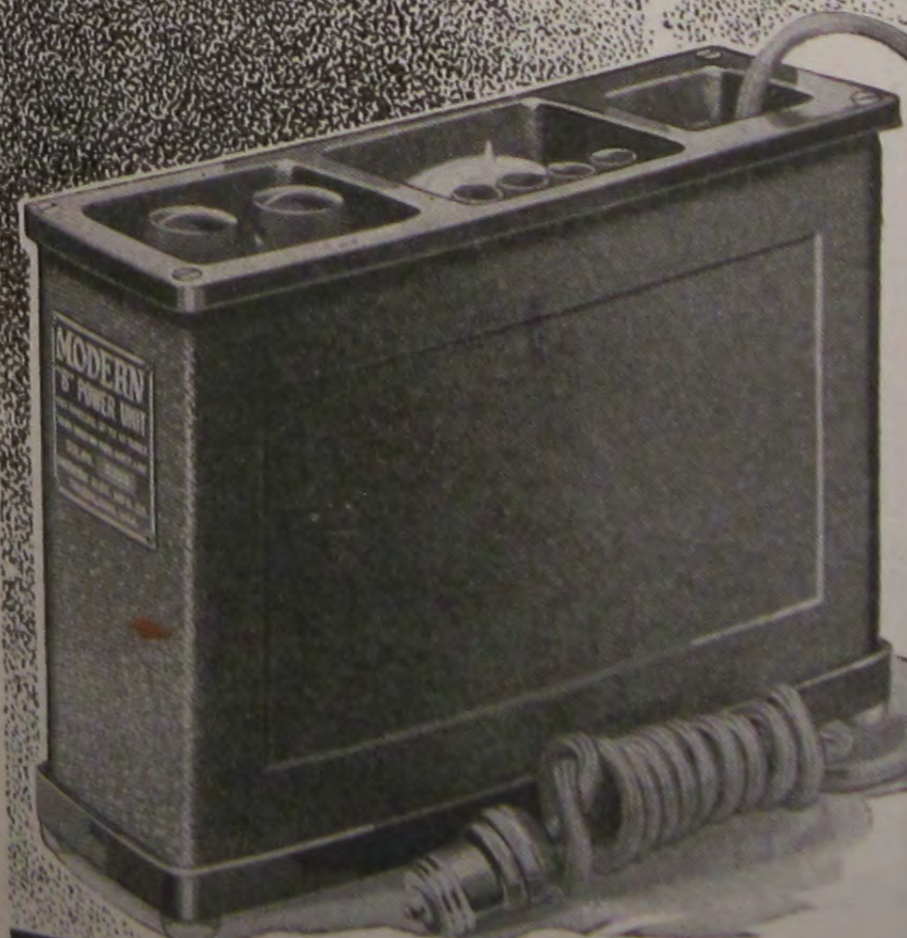
Users everywhere are enthusiastic over the perfect trouble-free results.

COMPLETE WITH RAYTHEON TUBE

\$50.00

(East of the Rockies)

Attractive Selling Proposition to the Trade on Request



THE MODERN ELECTRIC MANUFACTURING CO., TOLEDO, OHIO



Pal Products
are *quick sellers!

*Proven by jobbers
and dealers over a
period of 3 years.



Loud Speaker Horns

Finished in black crystal—Pal heavy duty units insure mellow tone and good volume—positively guaranteed against defects and patent infringement. Horns furnished in straight, semi- and full-gooseneck styles, individually packed in special cartons. Priced from \$5.00 to \$12.00 list.



Phonograph Attachment

Converts phonograph into a high-grade loud speaker. Adapters included to fit all types of phonographs.

Type D—New design (shown).
List price, \$5.00.
Type E—A high grade attachment.
List price, \$3.00.

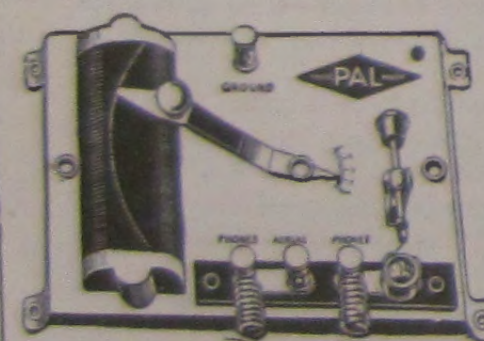


Standard Head Sets

Type A—Over 500,000 in use—satisfaction guaranteed.
List price, \$1.95.
Type B—Heavy duty model—extremely rugged construction.
List price, \$3.50.
Type C—Quality and extreme sensitiveness.
List price, \$5.00.

Electric Soldering Iron

Unconditionally guaranteed on 110 volts a-c or d-c. Length 11-in. Furnished with either 5/8 or 3/4 renewable copper tips. Nichrome wound lava element.
List price, \$1.50.



Standard Crystal Receiver

Hundreds of thousands giving unflinching satisfaction. Simple, substantial construction. All working parts in plain sight. Base 7x4 1/2-in.
List price, \$1.50.

Jobbers

Write for
Pal Proposition

Dealers

Write for descriptive matter
and discounts to your jobber
or to us.

PAL RADIO COMPANY, INC.
1204 Summit Ave., Jersey City, N. J.

**FIBROC
BAKELITE
PANELS and TUBES**



**Sell the Panel That
Gives the Greatest
Satisfaction**



As a radio dealer you know the importance of a good radio panel—it is the foundation of efficiency, beauty and lasting service of every receiving set.

Surely, then, you cannot afford to sell any panel other than the one that will give your customers the greatest satisfaction—**FIBROC-BAKELITE.**

Your eyes tell you at a glance that for real beauty **FIBROC-BAKELITE PANELS** are unsurpassed. Repeated tests by radio engineers have proven that **FIBROC-BAKELITE PANELS** have a dielectric strength far in excess of that required. They are easily drilled without chipping or feathering; they will not warp or cold flow; they will not sag under the weight of panel mounted apparatus; their finish will not dull or discolor.

Furnished in High Polish or Mat Black finishes Circassian Walnut, American Walnut or Mahogany.

If you are not stocking **FIBROC-BAKELITE PANELS** write now for complete details, prices and discounts.

FIBROC INSULATION CO.
258 Lincoln Avenue
VALPARAISO, INDIANA

OPERADIO

THE OPERADIO CORPORATION
EIGHT SOUTH DEARBORN STREET
CHICAGO

*The Greatest Operadio
Ever Built!*

*It is Ready! The new 1927
Operadio—the crowning achieve-
ment of five years of leadership
in developing the self-contained
receiving set.*

- *seven tubes!*
- *remarkable volume and punch!*
- *full, round tone that faithfully reproduces the actual broadcasting!*
- *simple, quiet tuning!*

Again we say - the greatest Operadio ever built! We invite comparison with any set. Write for complete information

See It At The New York Show

THE ORIGINAL SELF-CONTAINED RADIO SET

AUDIOLA

1927 Console Types
Building Radio Sales

Dealers are awake to the exceptional selling advantages found in this quality line of consoles. These reasons tell you why.

Simplified control (two dial vernier). Quiet to operate (heavily filtered circuits). Superb tone quality (Thorardson push-pull amplification). Selectivity (Benjamin Lekeless K. F. Coils). Trouble-free (wiring mechanically self-sustaining). Appearance (beautiful cabinet work). Radio's exclusive "baby grand" designed and perfected by this organization stands out today as the finest radio production. Designed for the corner of a room. Exceptionally attractive. This with Audiola set performance assures more sales for you.



Baby Grand
\$250.00

Console Type

No. 627C; 6 tube, \$185
No. 527C; 5 tube, \$120

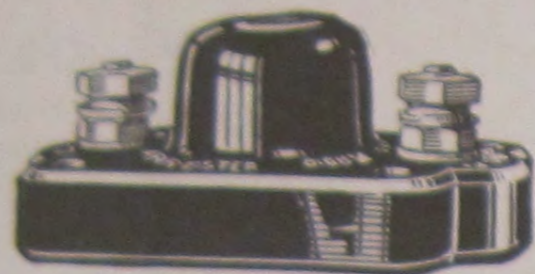
Stock Audiola Consoles now. We guarantee never to dump an Audiola set on the market.

Audiola sets sell and stay sold. Beauty, simplicity of operation and tonal quality.



AUDIOLA RADIO CO.
430 So. Green St., Chicago

Fleron "Sentinel"



A Lightning Arrester
of Quality
Moderately Priced.

Unfailing operation under all conditions. Passed by the Underwriters' Laboratories.

Now three styles to choose from. "Home Guard" Arrester 50 cents; "Sentinel" Arrester \$1.00; "Defender" Arrester \$1.50.

Each Arrester in an individual carton with screws and directions for installing.

Other Fleron Specialties

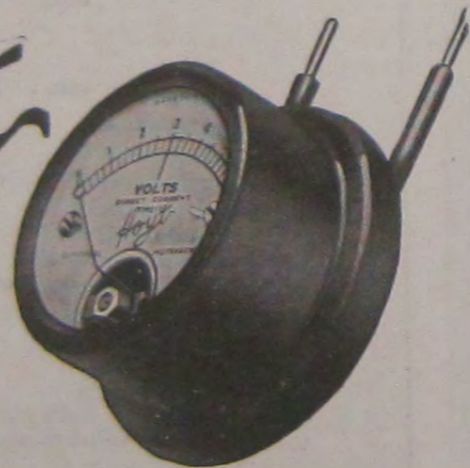
- | | |
|-------------------------|----------------------|
| Glass Insulators | Porcelain Insulators |
| Complete Aerial Outfits | Stand-off Insulators |
| Lead-in Bushing | Screw Eye Insulators |

The Fleron line of Radio Set Accessories is sold by all leading jobbers. Write for our 1926-27 catalog.

M. M. FLERON & SON, Inc.
Trenton, New Jersey

CATCHING TRAINS WITH SUN DIALS

Hoyt



Universal
"Tip-in" Voltmeter
\$7.50

The great scientist—Archimedes—checked the time of day with a Clepsydra or water clock—a glass bottle from which the water dripped in approximate relation to the true passage of time. Sun dials were also popular in those days.

But you or we could not catch trains with water clocks or sun dials. . . .

The average user of a Radio set today is no better off without meters. He turns on the filaments of his tubes and tries to judge from their brilliancy and the general sounds issuing from his speaker whether the voltage is right.

You can easily sell him meters for this purpose. Any one who can tell time can read a meter.

The new HOYT line for Radio includes meters for every purpose—a complete line.

If you are not already a HOYT dealer, send for catalogue—
"HOYT METERS FOR RADIO" and name of nearest jobber.

BURTON-ROGERS CO.
Boston, Mass.
National Distributors

Get This Color Chart of Slagle Models

A complete line of quality sets . . .
correct price range . . . strong sales
plan . . . with plenty of help for you



LOOK at Slagle's Heavy Hitting Selling Plan
Big advertising campaign in farm papers and the best
newspapers in your community moves Slagle sets for you!

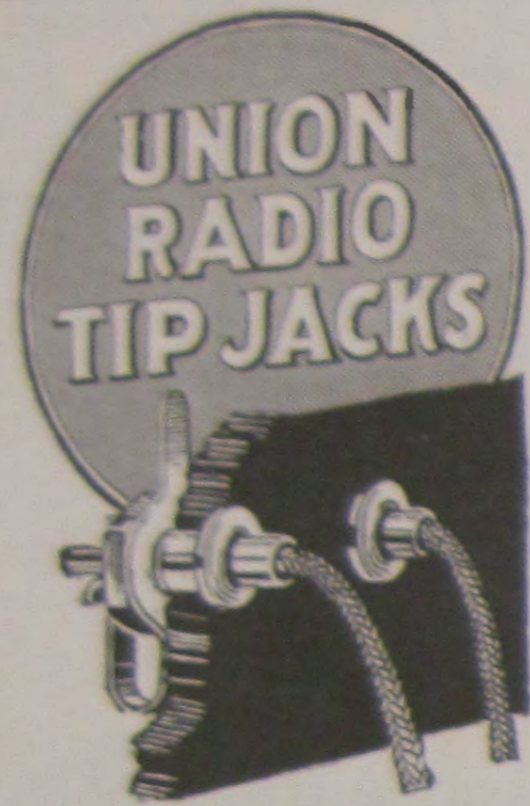
GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.

THE full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from \$70 to \$350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

Slagle Radio



Always in Demand

THESE sure-fire sellers and repeaters bring in steady profits the year 'round. They make positive contacts quickly and easily—no parts to loosen or lose. Ideal for permanent or temporary connections. All parts heavily nickel-plated. They are used as standard equipment in many of the best sets.

Retail at **25c** a Pair

Firmly grip all wires from No. 11 to No. 24 B & S gauge. Three sizes for all panels. TYPE A (Standard) for 3-16" to 1/2" panels. TYPE B (Special) for panels, cabinet walls and partitions from 5-16" to 1/2" thick. TYPE C (Special) for panels up to 1/2" thick. Packed in self-selling counter cartons of 1/2, 1 and 1 gross pairs.



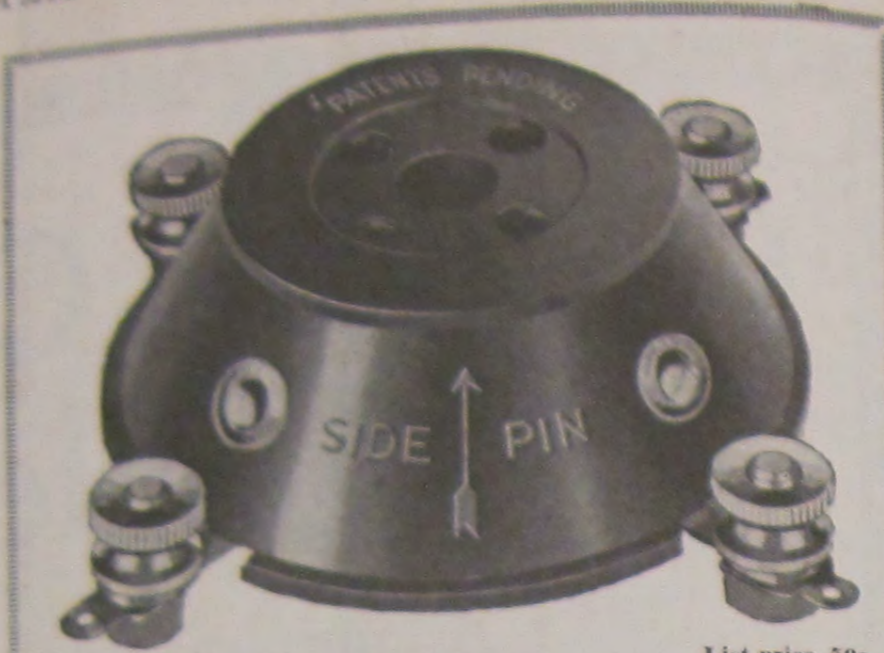
Identification Tags

Hard red fiber ovals, marked with proper identifications of battery connections, such as A-, B-, B67, B90, etc. Prevent shorting battery or blowing tubes. Two holes, will take any wire up to 1/8". Packed 100 in box of one designation only. Retail price \$1.00. Also in set of 9, retail price 10c.

To All Branches of the Trade

Send for illustrated circular and sample of these fast-selling radio products, and details of our attractive proposition.

UNION RADIO CORPORATION
124 S. SUSSEX AVENUE, NEWARK, N.J.
NEW YORK OFFICE 40 EAST 34TH STREET



The new RISILIO Shock Absorbing SOCKET

List price, 50c.

The Resilio Socket provides a delicate four-point suspension so that the most minute shocks are perfectly absorbed, thus eliminating objectionable horn noises and prolonging the life of the radio tube.

Absolutely perfect contact is insured. There is no possibility of loss in efficiency after continued use.

Made of Duo-Pressed Bakelite, it is sturdy, attractive. The four connections are made with either knurled thumb nuts or by soldering.

For set makers we recommend our Special Resilio Socket for under panel wiring. Send for sample.

It fits all standard tubes.

Write for prices and literature

Automatic Molded Products Co.
280 Passaic St., Newark, N. J.

SATISFIED DEALERS BECAUSE WE HELP THEM

Catalog 466R is free to dealers.

WHOLESALE EXCLUSIVELY
LUDWIG HOMMEL & CO
929 PENN AVENUE PITTSBURGH, PA.

A Real Sales Maker

Made of selected genuine Mahy or Amer. Walnut Plywood. Finished two tone Antique Brown Mahy or American Walnut. Battery Compartment. High grade Loud Speaker Wood Horn and UTAH LOUD SPEAKER UNIT COMBINED. 30-in. High, 32-in. Wide, 15-in. Deep. Average shipping weight 62 lbs. Price Antique Brown Mahy, \$36.00. Price, Antique Amer. Walnut \$38.75.

Write for liberal jobber and dealers discounts.



Radio Console No. 505

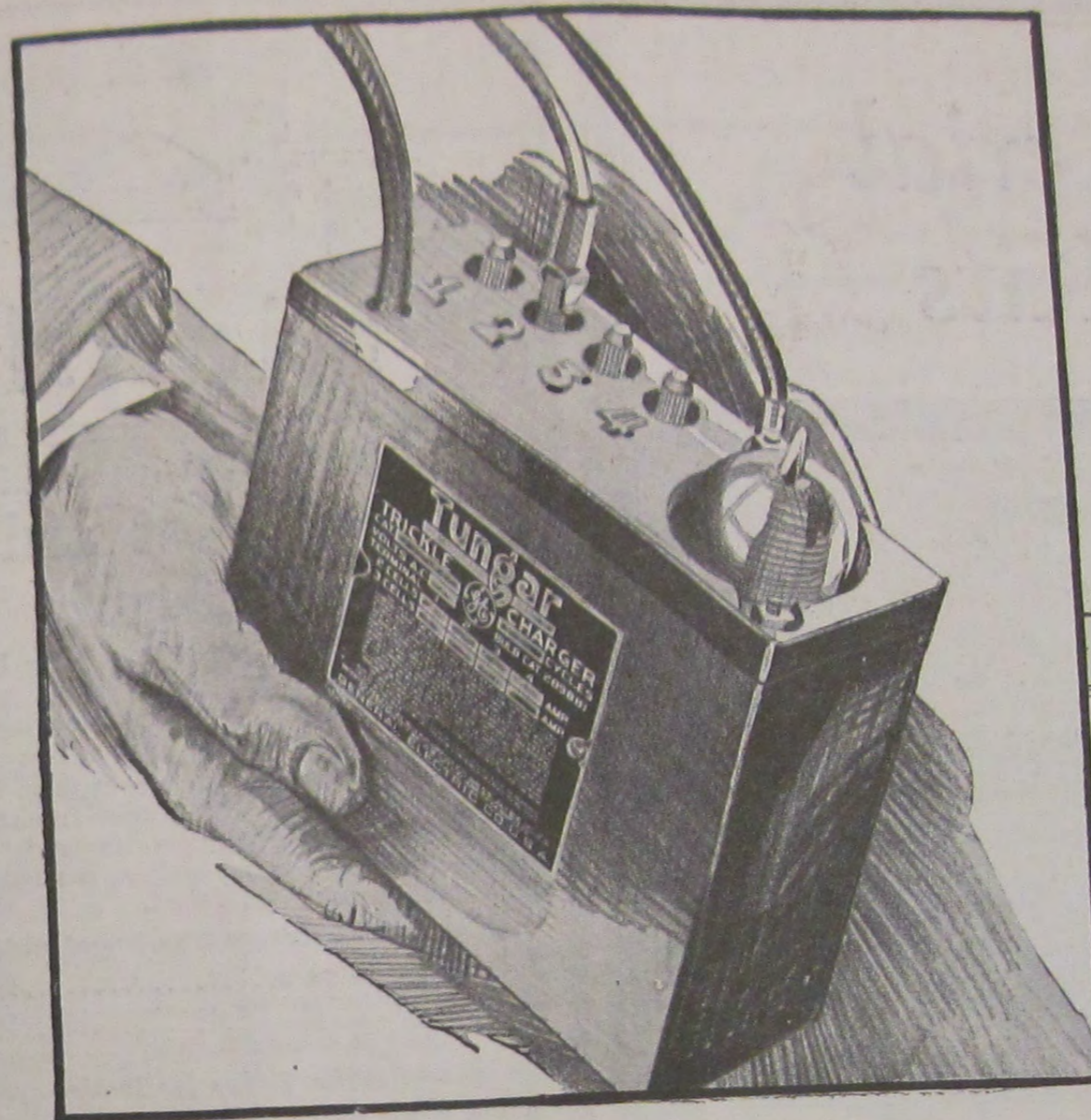
Exclusive United States Sales Representatives
SANFORD BROS.

CHICAGO, ILL.
20 W. Walton Place

CHATTANOOGA, TENN.
615 Broad St.
SAN FRANCISCO, CAL.
311 Mina St.

SEATTLE, WASH.
Amer. Bank Bldg.

East of the Rockies
Trickle Charger, \$12
2 ampere Tungar, \$18
5 ampere Tungar, \$28
(60 cycles—110 volts)



General Electric presents the new Tungar Trickle Charger

As shipped the new Tungar Trickle Charger is all ready for installation—completely equipped with battery leads, clips and 8 ft. A. C. cord. The charging rate may be varied from 1/10 to 1/2 ampere by interchanging the snap clip on the 4 terminals. The average cost of operation is less than that of a 25 watt lamp.

Ask your Tungar jobber for full information about the Tungar Trickle Charger.



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

Small & Compact
Height 4 1/4". Length 5 1/4". Width 2 1/4".
Designed for use with 4 or 6 volt "A" storage batteries.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

Aerial Kits



Style "A" \$3.50

Attractively packed in a display box, these kits contain:

- 1 Nifty Lead-in. 1 Nifty Ground Clamp.
- 1 Approved Lightning Arrester.
- 100 feet No. 7-22 Tinned Copper Antenna Wire.
- 50 feet (white covered) Lead-in Wire.
- 25 feet Hook-up Wire.
- *2 Housex Crystal Glass Insulators.
- 3 Nail-it Knobs. 2 Screw Eyes.
- 12 Insulated Staples.



Nifty Ground Clamp (shown at left) requires no tools and is easily adjusted to commonly used pipe. Made of tinned copper and brass. No soldering necessary.

Nifty Lead-in (shown below) completely weatherproof, pliable, and insulated. No holes to bore. Fits easily under window or door tightly closed.

Everything that is necessary for the installation of an efficient aerial and ground system. Easy to install. Easy to buy. Easy to sell.

AMOROSO

MANUFACTURING COMPANY
75 High Street,
Boston, Mass.

*ASK US FOR PRICES ON GLASS INSULATORS



Simplex

The Radio that Entertains

How to Get Rid of Sales Static

Follow the oldest of merchandising laws. Offer people what they want, at prices they will pay. Entertainment is what they're after—without tinkering. They want good looking instruments.

Simplex Receivers exactly meet these requirements. The dependable 5-tube tuned radio frequency circuit insures quality reception. The new cabinets of fine-grained wood, finished in the natural walnut, make Simplex sets among the handsomest to be found.

A complete line of models

	List Price
Simplex SR 9	\$ 65
Simplex Console	95
Simplex Console	125
Simplex Console Grande	185

Write Today for Dealer Proposition

Chosen by the State of Pennsylvania as representative of radio industry at Sesqui-Centennial, 35 years' manufacturing experience behind these sets.

Simplex Radio Company
Main and Rector Streets
Philadelphia, Pa.

ACME ENAMELED ANTENNA

Best outdoor antenna you can buy. 7 strands of enameled copper wire; maximum surface for reception. Prevents corrosion and consequent weak signals.

The Original Celatsite
—a tinned, copper bus bar wire with non-inflammable "spaghetti" covering, for hook-ups. 5 colors; 30-inch lengths.

We also offer the highest grade of "spaghetti" tubing for Nos. 10 to 18 wires. 5 colors; 30-inch lengths.

Flexible Celatsite
Flexible, stranded wire for point-to-point and sub-panel wiring. Non-inflammable "spaghetti" covering. In black, yellow, green, red and brown; a color for each circuit. Put up in 25-foot coils.

Celatsite Battery Cable
—a silk-covered cable of vari-colored Flexible Celatsite wires, for connecting batteries to set. Prevents "blowing" of tubes; gives your set an orderly appearance.

Dealers Write for Acme Wire Products Folder E

THE ACME WIRE CO. - New Haven, Conn.

ACME WIRE

MAKES BETTER RADIO

There is an ACTIVE, PROFITABLE MARKET for SHERMAN RADIO ACCESSORIES

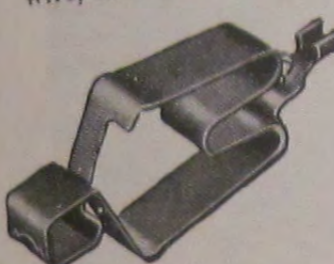


SHERMAN FIXTURE CONNECTOR

Make strong, quickly detachable connections of cords, extensions and lead wire by simple means without resorting to complicated, "fussy" radio contrivances which are both expensive and hard to manipulate. Solderless, all brass with non-removable screws. A long popular fitting, finding added uses in Radio.

Patented Approved
Display Carton of 50—
Dealer price, \$2.05

For connecting—
Aerial lead-in wires, ground wire extensions, battery extension wire, multiple headsets, two loudspeakers, etc.



SHERMAN BATTERY CLIPS

More economical because they
**WORK BETTER
HANDLE EASIER
LAST LONGER**

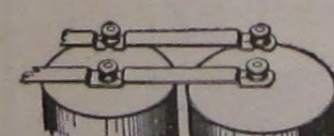
U. S. Pat. No. 1,543,524
One piece tempered spring steel, lead coated—safety hand grip—universal jaws, grip securely—generous size—meets every requirement—proved best by long use. No loose parts.

DEALER PRICES

No. 50 Carton of 10, each \$0.10, jaws open 1 1/2-in. for big battery posts.
No. 25 Carton of 10, each .10, jaws open 1 1/8-in. for Radio A battery.
No. 10 Carton of 25, each .06, Radio B Storage Battery.

RIGID BATTERY CONNECTORS

Provide a strong, neat and simple mechanical means of securing a perfect contact and eliminate the danger and nuisance of a confusing tangle of loose wires resulting from the use of flexible wire connectors.



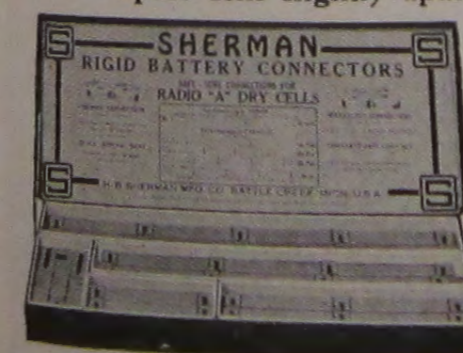
Parallel Connections
(4 sizes—2 to 5 cells)

They snap on in a jiffy without removing nuts



Series Connection

Space cells slightly apart and hold them rigid



SELF-SELLING ASSORTMENT

A handsome display box containing properly balanced quantities of all sizes. Enables dealers to secure initial stock at small outlay. Contains 102 pieces listing at \$9.00.

\$5.00
Dealer's Price

For replacement the five numbers are packed separately in cartons of fifty. Prices on request.

SHERMAN EXTENSION CONNECTOR

A pair of fixture connectors within a handsome insulating case.

For—
Loud Speaker extension.
Replaces portable jack and plug at less than third of their cost.

Takes any kind of wire; expensive cord with metal tips not essential.

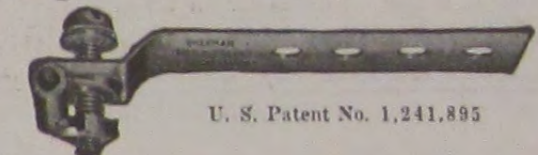
Multiple headsets—the simplest, quickest, cheapest method. All double cord extensions.

Handsome Display Cartons insure attention and make easy sales.

LIGHT GROUND CLAMPS

Can be easily and quickly applied with perfect efficiency and without soldering.

ALL COPPER



U. S. Patent No. 1,241,895

ONE PIECE

Design and construction same as the popular SHERMAN Ground Clamp—the only difference is in the thickness of copper which is lighter.

DEALER PRICES

No. 101, 3/8 to 1 in. Pipe. \$3.00 per 100 carton
*No. 102, 3/8 to 2 in. Pipe. \$4.10 per 100 carton
No. 103, 3/8 to 3 in. Pipe. \$2.60 per 50 carton
*Right size for Radio fits Radiator Piping.

ASSORTMENT NUMBER THREE

Small Terminals for building radio sets. Labor saving wire fittings for installing.

Contains over 2000 pieces. Well assorted quantities of Sherman Terminals (9 styles) cord tips—flexible Battery Connectors—and Sherman Fixture Connectors.



SELLS QUICKLY AT OVER 300 PER CENT PROFIT

Dealer Price \$6.00. Sells at \$26.50

SHERMAN SET SCREW CONNECTORS

For Strong Solderless Connections with Larger Wires



Screw Type

These connectors are made from solid brass rod. Dimensions and proportions carefully held to accurate size. Two kinds—one with center dividing wall—one with wire holes extending clear through. Made in 4 screw and 2 screw types. Screw are rust proof.

Neatly boxed and plainly labeled. Very neat shelf stock.

Sold By Jobbers



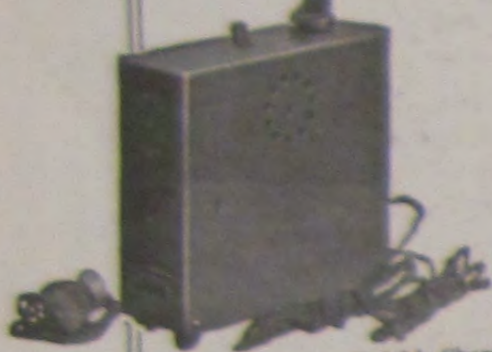
H. B. SHERMAN MANUFACTURING CO.
BATTLE CREEK, MICHIGAN, U. S. A.



STORAD Radio Power Supply



Type 101—"B" Power Supply
Raytheon Tube Type Unit. Variable resistances. Will operate with single power tubes in last audio stage. 3 variable controls from 125 volts down. Operates on house lighting circuit.



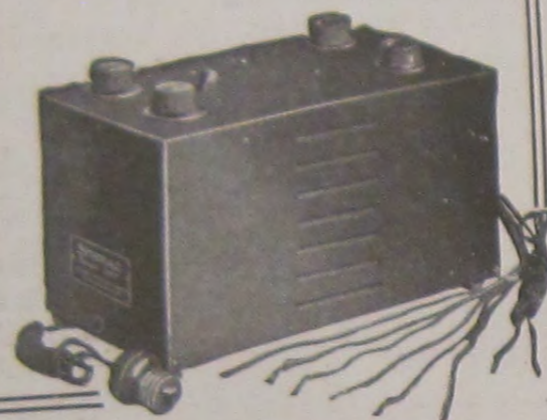
Type 701—Trickle Charger
Sufficient capacity for 4 batteries used with larger sets. Switch turns on charger when set is turned off. Charging current is 1/2 amp. Variable control regulates charging current.

The Storad line is complete and includes Eliminators, Chargers and Storad A and B Batteries.

All Storad units are heavy duty, high capacity. You can sell them with the assurance that they will give your customers reliable service. Raytheon Tube Type B Power Supply is used with all units supplying B power. Other standard parts used throughout are Tobe Deutchman heavy duty condensers and Storad special transformers and filters.

Storad has an enviable reputation for high quality products. If you have never handled the Storad line, you have overlooked a good opportunity to increase sales and build up your business.

Write for Complete Information and Prices

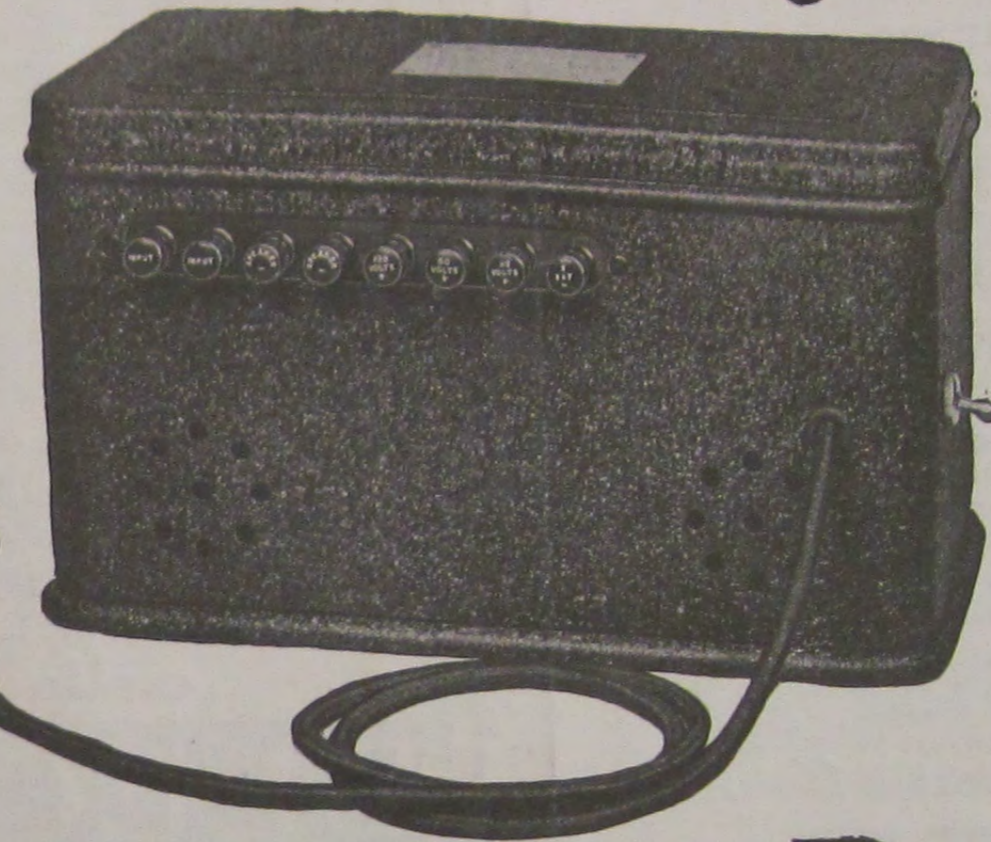


Type 201—"B" Power Supply and Trickle Charger
Raytheon Tube Type "B" Power Unit—high capacity, with a bulb type Trickle Charger for A Storage Battery. Operated from 1 switch which turns off switch and B supply and turns on Trickle Charger. Charging current 1/2 of 1 amp. 4 variable controls.

The Storad Manufacturing Co.
2413 Detroit Ave., Cleveland, Ohio

For All Popular Makes and Circuits of radio receiving sets

A Constant "B"
Voltage Supply
Unit with Power
Amplification



TYPE 400
Price
\$68.

The NEW GENERAL RADIO "B" Eliminator and Power Amplifier

Broadcast listeners everywhere are now demanding above all else "B" battery elimination and reception that is NATURAL.

The answer to this demand is the new General Radio Type 400 "B" eliminator and Power Amplifier which is designed to operate with all popular makes and circuits of radio receivers, regardless of whether they may be operated by storage battery or dry cell tubes.

Where A.C. 110 volt (60 cycle) lighting current is available the use of the Type 400 Unit is the most practical and satisfactory method of supplying all necessary "B" voltages. The Power Amplifier in conjunction with the "B" eliminator permits the convenient use of a high power tube in the last audio stage. This overcomes the tendency toward tube overloading and removes the most common cause of distortion in loudspeaker operation.

An outstanding feature of the General Radio Type 400

"B" Power Unit is that it has no variable resistance voltage controls to get out of order and cause noisy reception.

Voltages in this unit are controlled by fixed resistances which are properly designed to make the Type 400 readily adaptable to all average receivers. Once installed it requires no further alteration and is ready for years of unflinching service.

The Type 400 Unit is designed to use the UX-213 Rectron rectifier tube and UX-171 power tube in the amplifier.

Dealers show this unit to your set owning customers, and you will interest them, demonstrate it and it will sell itself. Why not include a Type 400 unit in every new installation?

Place your initial order with your jobber now and be ready for the big popular demand for plate supply and power amplifier units.

GENERAL RADIO COMPANY, Cambridge, Mass.

GENERAL RADIO INSTRUMENTS

Behind the Panels of Better Built Sets

COILS for RADIO



Balloon Honeycombs

Wave Wound Spirals

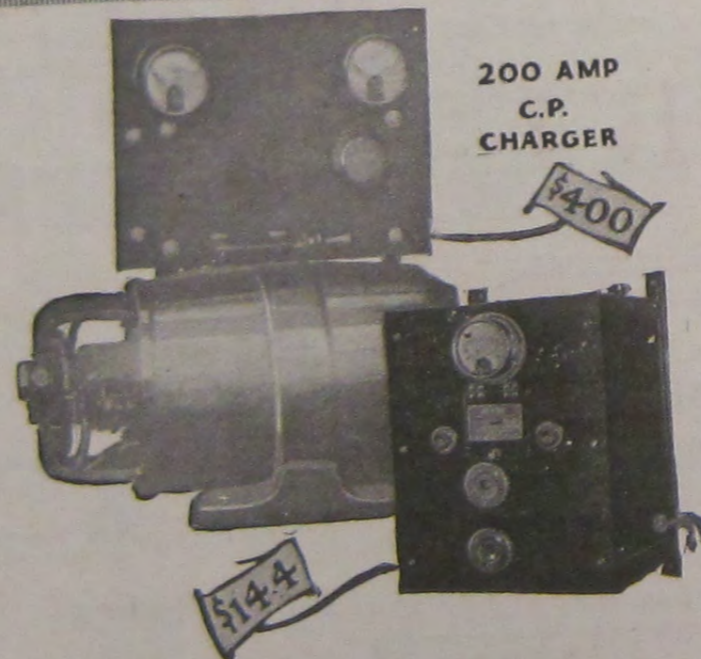
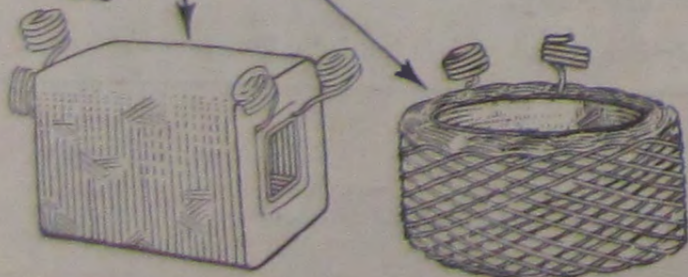


Transformer Windings

Honeycomb Inductances

We Wind For The
Manufacturer Only

COTO-COIL CO.
PROVIDENCE
R. I.



200 AMP
C.P.
CHARGER

\$400

\$144

—And Both Do the Same Work!

THE HEYER TWIN SIX 12-HOUR CHARGER

Will more than duplicate the work of the \$400. C.P. charger and yet the net price is but \$144. complete ready to install.

This new development of the well known Bulb type charger has put 12-hour battery service within the reach of all.

Authorized and licensed under Heyer System of Battery Charging and Testing.

CONSOLIDATED
EQUIPMENT CORPORATION
160 Grand Street, New York, N. Y.

Send for booklet "Speed Up With the Twin Six."



Announcing —

King Cole RADIO

1926-1927

New line—new models with every up-to-the-minute feature. A six-tube set that will fire the enthusiasm of the most particular. Two vernier dials, very easy to operate.

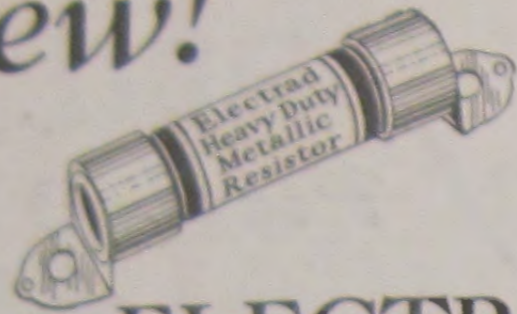
A product that is right, and a name that helps the sale.

Distributors interested in quality are invited to write us.

Anylite Electric Company
Fort Wayne, Indiana

ELECTRAD

New!



ELECTRAD

Heavy Duty Metallic Resistor

Specially developed for B eliminators and power supply units.

Special features are:

- 1—High current-carrying capacity.
- 2—Non-inductive. Accurate calibration.
- 3—Low temperature coefficient.
- 4—Resistance element fused to inside of Lavrock tube.
- 5—All standard high resistance sizes.

Technical data furnished on request
List price \$1.00; in Canada \$1.40.

ELECTRAD, INC.
428 Broadway, New York City

ELECTRAD

STOP GUESSING!



The wave length of stations are changing!

THE "SUPERUNIT" SET TESTER will tell you wave length of any signal which you receive. It also can be used to test a set. Indispensable to service men and DX fans.

This Tester operates from 110 volts A.C. without any batteries. Sold by up-to-date dealers everywhere.

\$10.00

HANSCOM RADIO DEVICES, Woonsocket, R. I., U. S. A.
Dept. R

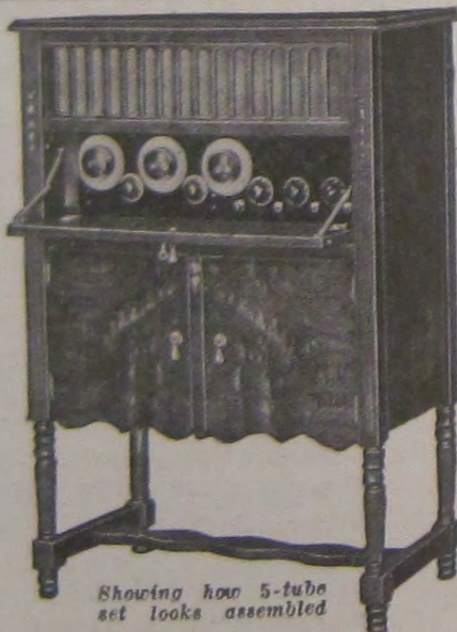
More Radio Cabinet Sales

This Standard No. 401 Radio Cabinet was designed to be highly attractive and to be most practical. Users find that it fully meets their needs.

A number of features including wood horn, make this a cabinet you should consider at once.

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

Set Manufacturers!

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.

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

"UNIVERSAL" Faradon Condenser Block



Model WR9750

Designed especially for operation in conjunction with the most generally used Battery Eliminator circuits. Total capacitance 14.2 Mfd., connected to fixed terminals in convenient units permitting ready wiring in desired combinations of capacity. Exceptionally high factor of safety to withstand possible high voltage potential surges. Also By-Pass and Filter Units in individual containers.

TO SET MANUFACTURERS:—We will promptly quote on your condenser specifications. Advise capacities, flash test, and operating voltage requirements, and space available.

WIRELESS SPECIALTY APPARATUS COMPANY
Jamaica Plain, Boston, Mass., U. S. A.



Enthusiastic about Prest-O-Lite Radio Batteries

HERE is a recent letter from a leading dealer on the Pacific Coast:

"Being one of the pioneers in the radio business in San Francisco, and having used a great many storage batteries of other makes, we feel no hesitancy in recommending the Prest-O-Lite line.

"It has also been our experience that the appearance, together with the quality and national publicity given the Prest-O-Lite line of radio batteries, is of material assistance in making sales of the complete radio set."

Schwabacher-Frey Stationery Co.

(Signed) A. G. MAGUIRE, Radio Department

Prest-O-Lite Batteries are right in every detail. They more than satisfy customers. They are well known everywhere. And our nation-wide distribution system, insuring quick deliveries, enables our dealers to operate with very small investments of capital.

Write to us today for our very interesting dealer proposition.

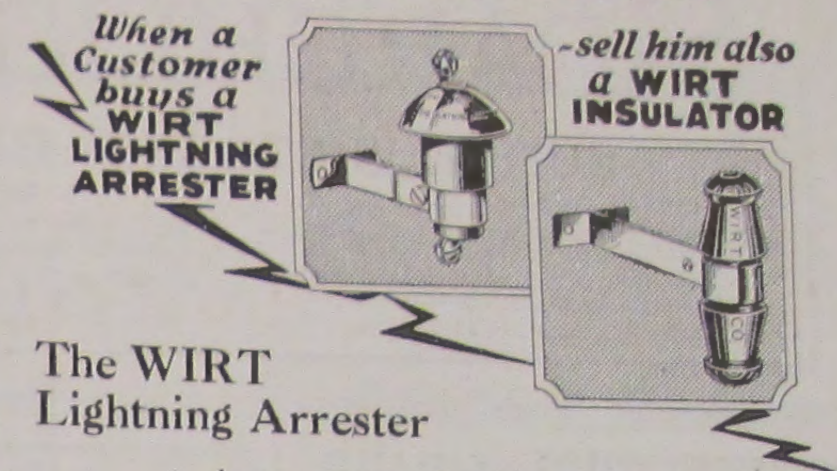
THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York San Francisco
In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ontario

Prest-O-Lite



Get 2 Profits Instead of 1



The WIRT Lightning Arrester

is an approved air-gap type.

Listed as Standard by

Underwriters' Laboratories

The protection is absolute. Made of bakelite, with bakelite "petticoat" which keeps out rain and dust. Brass terminals are riveted on to electrodes which are moulded in bakelite. They are far apart to avoid leakage. Lasts a lifetime. Sells easily.

WIRT INSULATOR should be installed at the same time. ANOTHER SALE—ANOTHER PROFIT. Push them both.

Wirt Lightning Arrester.....\$1.00
Wirt Insulator......35

WIRT COMPANY
PHILADELPHIA, PENNSYLVANIA
MAKERS OF DIM-A-LITE

SELL 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. See our permanent display (Space 314) at the New York Furniture Exchange, 206 Lexington Ave. 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.

ELECTRICAL SUPPLIES — RADIO

A sales policy of absolute dealer protection—that's why you are served best by Harry Alter. Same Day Shipments allow you to operate with a minimum stock on your shelves.

Dealers, you should have a copy of our Radio Catalog. Write for it today.
G. J. Myde
Sales Manager

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave. CHICAGO ILL.

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
 Fourteen words, 4 cents a word, minimum \$1.25 in insertion, payable in advance.
 Purchase Order and all other communications, 14 cents a word, minimum charge \$1.00.
 Proposals, 45 cents a line in insertion.

DISPLAYED—RATE PER INCH:
 1 to 2 inches.....\$8.65 an inch
 2 to 3 inches.....6.40 an inch
 3 to 4 inches.....6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 2 columns—2 1/2 inches—to a page.

Information: See Numbers in care of any of our offices, count 10 words additional in undisplayed ads. Discount of 10% if the payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

Radio Retailing

REPRESENTATIVES AVAILABLE

Manufacturers' Agent
 Established four years selling best jobbers in California wants few more good lines. Write W. D. Rhodes, 1323 Revere Ave., Los Angeles, California.

Wanted
 B eliminator, a power unit, and loud speaker for representation through Michigan, Ohio, West Virginia and Western Pennsylvania. Only standard product considered. RA-15, Radio Retailing, Guardian Building, Cleveland, Ohio.

BUSINESS OPPORTUNITY

Small Radio Manufacturing Business
 For sale, ready for production. Will sell or rent plant. In thriving small Pennsylvania town where sets can be built to show a good profit. Other interests reason for selling. BO-17, Radio Retailing, 1600 Arch Street, Philadelphia, Pa.

Manufacturer's Agent For West Coast. Available September

Experienced sales executive with intimate acquaintance and unquestioned entree among West Coast jobbers and electrical, radio and automotive trade.
 At present sales manager of Large New York manufacturer in line demanding electrical engineering training and experience. Returning to California in September. Open to few high grade agency propositions in above lines. Address:

G. A. LITTLE,
 c/o Joseph Richards Co.
 247 Park Ave., New York

2,015 MILES ON CRYSTAL

Using our New A-1 GALENA CRYSTAL in an A-1 No. 3 CRYSTAL SET and Two-Stage Amplifier we brought in WLW, Cincinnati, Ohio, at our Burlingame, California plant.

New A-1 GALENA CRYSTAL

Reg. U. S. Pat. Off.
 UNIFORMLY RELIABLE
 For Reflex or Crystal Set
 Sample Sent Postpaid 50c. or C. O. D. 80c.
 No. 3 Hook-up Free with Order.

CALIFORNIA RADIO MINERALS

HARRY GRANT, JR.
 904 Oak Grove Ave., Burlingame, Cal.
 Trade Discounts on Request

Our Radio Dealers Make Big Money

Dealers looking for big turnover and quick profits will send for this 96-page catalog of radios and accessories, including Bremer Tully, Balkite, All American, G. E. Tungal, Thoroia, Majestic, Utah, R. C. A. Tubes, nationally advertised parts, batteries, chargers, etc. Write for catalog No. 91-F, full facts, territories open, etc. Tell us about your business, as we sell wholesale only. Real money waiting. Don't delay.

NEW ENGLAND MILLS CO.

Distributors Nationally Advertised Radio Lines
 Dept. 91-F Chicago, Ill.

SOLD!

One Western Electric Power Amplifier
 For sale with three 216 A Tubes and Model 518 W speaker, in good condition, \$50.00. Owen Bros. Hdwe. Co., Shelbyville, Ky.

—"Searchlight" ad in August Radio Retailing

Then, on August 13th—

"We have today received P. O. Money Order for Amplifier from — Radio Co. of Little Rock, Ark., as result of our ad in Radio Retailing. Good work.

—Owen Bros. Hardware Co.

Employment—Business Opportunities—Equipment

The most up-to-the-minute opportunities in the power plant field appear in the

SEARCHLIGHT SECTION

It will be worth your while to consult the Searchlight Section in this issue and every issue of POWER.

Whenever you have something to offer **"Think SEARCHLIGHT First"** Whenever you are in need of something

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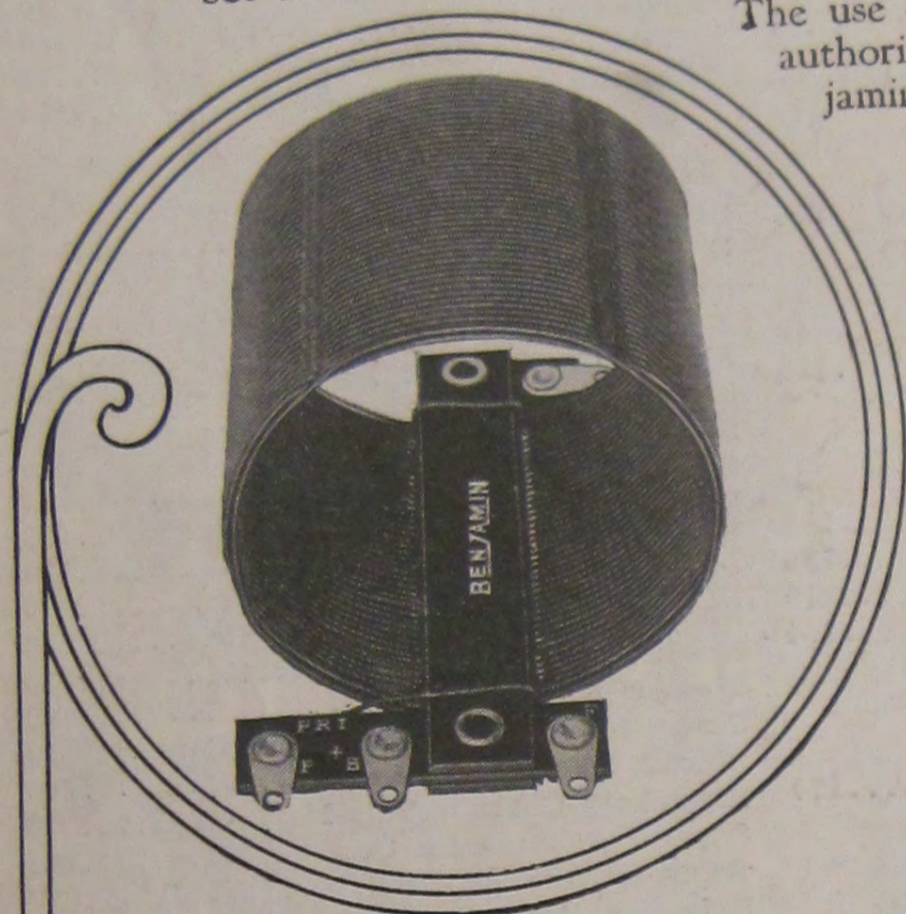
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Only the Best Radio Parts are good enough for a Good Set

All Benjamin Radio Products are of the same high standard as the far-famed Cle-Ra-Tone Sockets —

Quality in every part of a radio set is depended upon for the true-to-life reproduction of radio sounds. There dare not be a flaw anywhere. And all the parts must synchronize. Each Benjamin Radio Product fits in perfectly with the power and conditions of the set and contributes greatly to its sensitivity, selectivity, volume and quietness.

The use of Benjamin Radio Products in every part of the world—by authorities and amateurs—endorses the quality and effort that the Benjamin Electric Mfg. Co. has put into each product.



Improved Tuned Radio Frequency Transformers

Proved through exhaustive and comparative tests to be the most efficient coil for modern radio sets. Better in all important features and characteristics. Space wound. Basket weave. Cylindrical. Highest practical air dielectric. Gives wonderful sharpness in tuning, better volume and purer tone quality.

2 1/4" Diameter Transformer

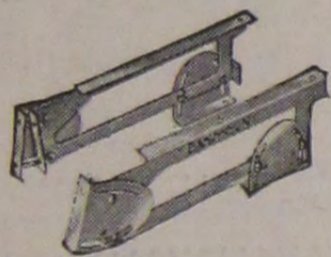
Compact. Especially desirable for crowded assembly. Eliminates interfering "pick-up."

3" Diameter Transformer

Capacity coupling reduced to lowest degree. For use with .00035 Mfd. Condensers.

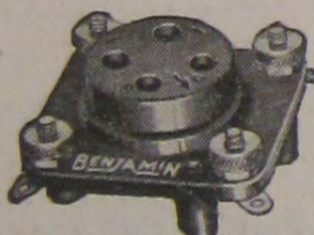
"Lekeless" Transformers

Uniform high inductance, low distributed capacity and low resistance. The external field is so slight that it permits placing coils close together without appreciable interaction.



Brackets

An aid to simplification in set construction. Supports sub-panel, with room underneath for accessories and wiring. Plain and adjustable.



Push Type Cle-Ra-Tone Sockets

Spring Supported, Shock Absorbing. Stop Tube Noises. The greatest aid to non-noisy operation. Contacts always clean.

Battery Switch

Quick, positive, clean-cut make and break. When it's "in" it's "off," eliminating danger of wasteful use of battery.

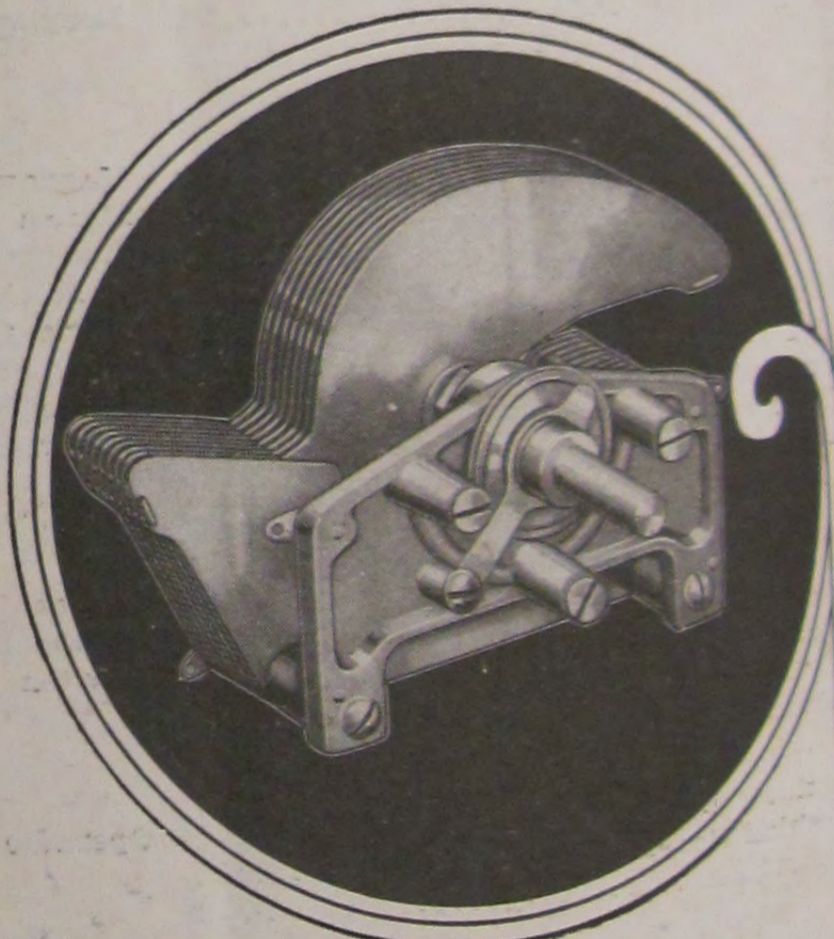


Straight Line Frequency Condensers

No crowding of stations. The broadcast range is spread evenly over the complete dial. Stations come in without interference, and tuning is much easier. An instrument made with the precision and compactness of a watch. Adjustable turning tension. Low loss characteristics give a definite and distinct radio reception. Beautiful in appearance—a credit to the looks and efficiency of any set. Finished in dull silver. Made in three sizes:

.00025 Mfd. .00035 Mfd. .0005 Mfd.

See Benjamin Products at the Radio Shows
New York, N. Y., Sept. 13-18, Booth 9, Section CC
Chicago, Illinois, October 11-17, Booth 9, Section P



Benjamin Electric Mfg. Co.

New York:
247 West 17th Street

120-128 S. Sangamon Street
Chicago

San Francisco:
448 Bryant Street

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario