

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

AUGUST, 1929

de Forest

SCREEN GRID

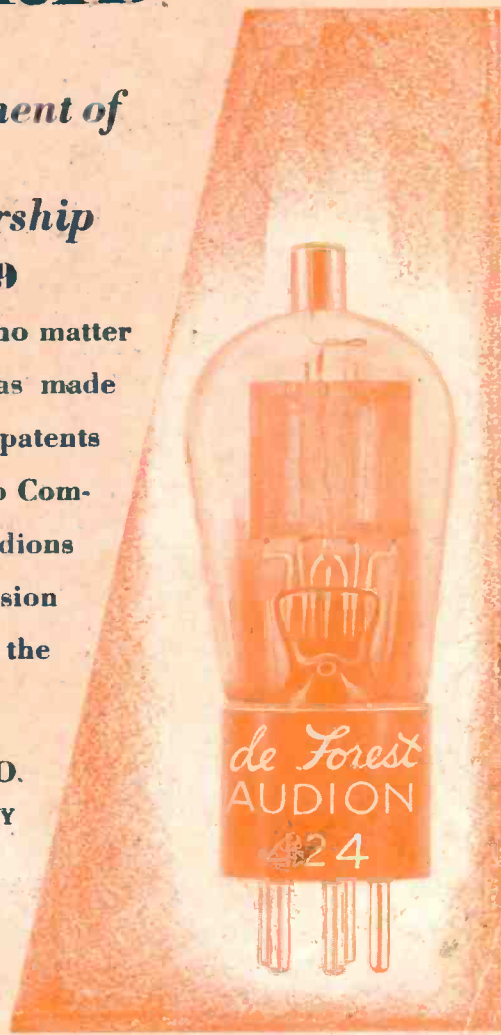
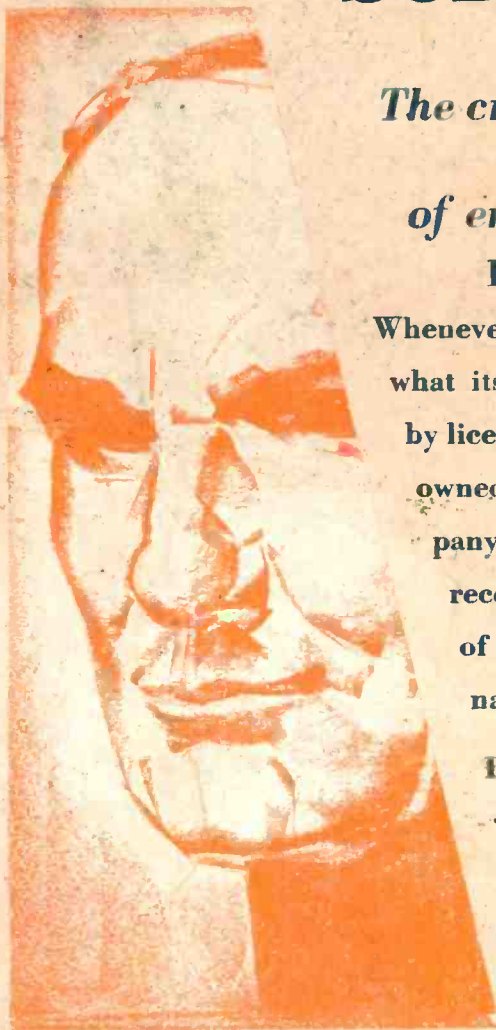
AUDION 424

*The crowning achievement of
23 years
of engineering leadership
1906 , , 1929*

Whenever you sell a radio tube, no matter what its name, remember it was made by license arrangements under patents owned by the De Forest Radio Company. But only De Forest Audions receive the personal supervision of the inventor and bear the name *de Forest*

DE FOREST RADIO CO.
JERSEY CITY, NEW JERSEY

Branch offices located in
New York • Philadelphia • Boston • Atlanta • Dallas • St. Louis
Pittsburgh • Chicago • Detroit
Minneapolis • Denver
Kansas City • Los Angeles
Seattle



For the *really* NEW
***in* DYNAMIC**
SPEAKERS

SEE and HEAR

the

NEW *Farrand*

ELECTRO DYNAMIC

the

NEW *Farrand*

INDUCTOR DYNAMIC

DEALERS get in touch with your Distributor.
MANUFACTURERS get in touch with us.

FARRAND MANUFACTURING CO. INC. LONG ISLAND CITY, N. Y.

The
RED MENACE
of Radio

THE chain store, in the opinion of many leading economists, is placing the independent dealer in jeopardy. On page 62 of this issue S. J. Ryan cites ways in which retailers, through co-operative action, may successfully combat this growing "menace."

—And, in support of Ryan's contentions, the September issue will present an actual case whereby 23 Chicago radio dealers, through co-operative effort, have met and are most thoroughly overcoming this latest foe of independent merchandising.

They are doing it in much the same manner as suggested, in this issue, by Mr. Ryan and by E. A. Filene—although without prior knowledge of the expert opinion of these business authorities in support of such a procedure.

Watch for the September issue and read all about the practical application of this method of merchandising radio products!

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

RAY V. SUTLIFF, Western Editor, Chicago
S. J. RYAN, Merchandising Counsellor
HENRY W. BAUKAT, Associate Editor
M. E. HERRING, Publishing Director

AUGUST
1929

Vol.10—No.2

Editorial Staff
HARRY PHILLIPS
T. H. PURINTON
C. GRUNSKY, San Francisco
PAUL WOOTON, Washington

CONTENTS

Copyright, 1929, by McGraw-Hill Publishing Company, Inc.

General	
<i>The Chain Store Menace</i>	62
<i>Now What About the Fall?</i>	64
<i>As Our Readers See It</i>	92
<i>Home Movies Mean Increased Profits</i>	66
Sales	
<i>The New Influence in Buying</i>	76
<i>Get 'Em When They Are Young</i>	68
<i>Why Didn't They Buy?</i>	82
<i>Best Sales Ideas of the Month</i>	80
Advertising	
<i>We Make Our Ads. News</i>	70
<i>Going Up!</i>	78
Export	
<i>Foreign Market Opportunities</i>	86
Listings	
<i>Specifications of Radio Furniture</i>	72
<i>Parts Directory</i>	109
Service	
<i>A Neat Test Bench Pays</i>	84
The Editors Say	
<i>Selling Home Entertainment</i>	61
<i>Looking Ahead to a Busy Fall</i>	88
Broadcasting	
<i>Timetable of Principal Morning and Afternoon Programs</i>	105
News	
<i>This Month in the Radio Industry</i>	97
<i>News of Jobbers and Distributors</i>	101
<i>New Products to Sell</i>	94
Manufacturing	
<i>Quantity Determines Parts Policy</i>	107
<i>Tube Characteristic Chart</i>	111

McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

Cable Address: "Machinst, N. Y."

JAMES H. MCGRAW, Chairman of the Board
MALCOLM MUIR, President
JAMES H. MCGRAW, JR., Vice-Pres. and Treas.
EDWARD J. MEHREN, Vice-President
C. H. THOMPSON, Secretary

MASON BRITTON, Vice-President
EDGAR KOBAK, Vice-President
HAROLD W. MCGRAW, Vice-President
E. C. PARMELEE, Editorial Director

NEW YORK District Office, 285 Madison Ave.
WASHINGTON, National Press Building
CHICAGO, 520 North Michigan Ave.
PHILADELPHIA, 1600 Arch Street
CLEVELAND, Guardian Building

ST. LOUIS, Bell Telephone Building
SAN FRANCISCO, 883 Mission Street
BOSTON, 85 Franklin Street
GREENVILLE, S. C., 1301 Woodside Bldg.
DETROIT, 4-257 General Motors Bldg.
LONDON, E. C. 4

Member A.B.P. Member A.B.C.

SCREEN
GRID
RADIO



Stromberg-Carlson presents
A NEW MARVEL in TONE!

BACKED by the rich experience of years in radio, and all the scope afforded by widest license rights—this magnificent Receiver marks the utmost limits to which the science of broadcast reproduction has advanced.

Masterpiece of engineering vision—Interpreter of Stromberg-Carlson's ideals in perfect workmanship—Adornment to any home with its luxurious beauty—this new No. 846 offers to dealers an instrument for their most discriminating patronage.

Among its distinguishing features are:

THREE SCREEN GRID TUBES, in radio frequency stages "Totally Shielded" affording high amplification, improving Tone Quality, Selectivity and Sensitivity.

LINEAR POWER DETECTION, assuring maximum results from the new Modulated Broadcasting, giving purer tone at all frequencies.

BUILT-IN ELECTRO-DYNAMIC SPEAKER, scientifically baffled, giving accurate response on low as well as high and intermediate tones.

AUTOMATIC VOLUME CONTROL, regulating amplification to strength of carrier waves, minimizing fading.

METER FOR VISUAL TUNING, indicating proper resonance point, for finest Tone.

PHONOGRAPH JACK, permitting permanent connection, allowing electrical reproduction of records.

HALF OCTAGONAL CABINET, with side pedestal effect, finished in dark Walnut, rich in design, favoring the tastes of the most critical.

The No. 846 Stromberg-Carlson employs three UY-224 A. C. Screen Grid Tubes in the radio amplifier and a UY-227 in both the automatic volume control circuit and in the "Linear" Power Detector. The audio amplifier employs one UY-227 in the first stage and two UX-245 Tubes in "push-pull" for the output. Two UX-280 Rectifier Tubes furnish power to the Receiver and the Built-in Electro-dynamic Speaker.

Price, without tubes, East of Rockies . . . \$347.50

Listen Wednesday Evenings to the Coast-to-Coast Broadcast of the Stromberg-Carlson Orchestra, over the National Broadcasting Company's Blue Network and Associated Stations.

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

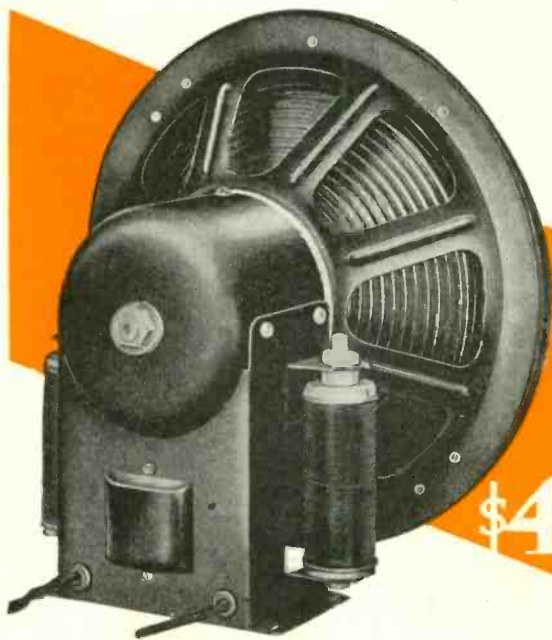
Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS



Utah Chicago
Factory and
Offices . . .

Leads Again!



\$45⁰⁰

Utah Stadium Model 66-A

110 A.C. Operation. Diameter over-all 12¹/₄". Cone 10¹/₄". Equipped with full wave high voltage rectifier—eliminating step down transformer—can be used on 25 to 60 cycles. No hum.

Built to meet the needs of manufacturers, jobbers and dealers who feel the necessity of giving superior reproduction qualities to their products.

Ideal for largest output . . . a superior speaker for home, theatre, large hall and outdoor use.

EVERY manufacturer, jobber and dealer who wants the advantages of superior radio reproduction should investigate what Utah has to offer in the Large Stadium Dynamic, the Balanced Shielded Dynamic, the Balanced Power Inductor Speakers.

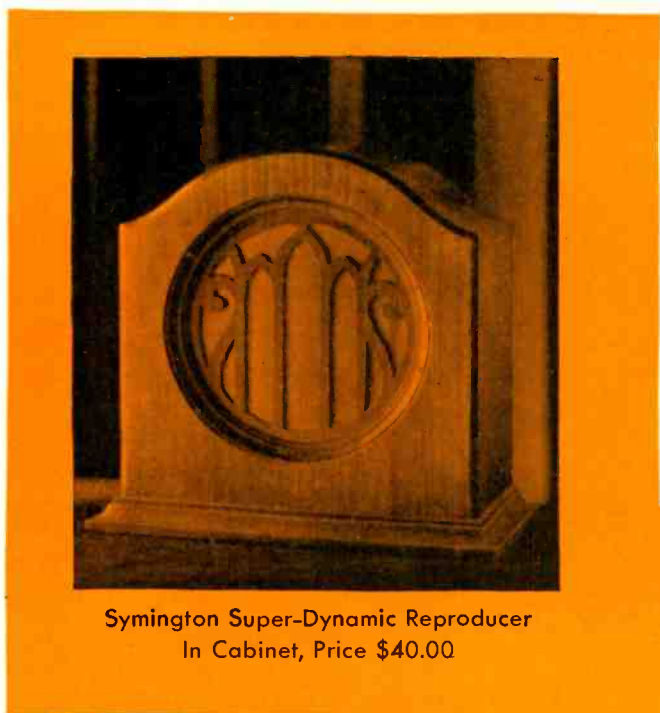
To protect you Utah incorporates every modern idea of precision manufacture. Big Utah demand has created large buying power and increased manufacturing facilities. This protection . . . this benefit . . . we pass along to you.

Protect yourself on the last word in radio reproduction. Send now for details of complete line . . . table models and chassis.

UTAH RADIO PRODUCTS CO.

1737 SOUTH MICHIGAN AVENUE : : CHICAGO, ILLINOIS

Try To Match This PURITY OF TONE at Half Again the Price!



Symington Super-Dynamic Reproducer
In Cabinet, Price \$40.00

Thousands of these sturdy Ferro-Dynamics will be sold to that big market that asks for \$50.00 quality in the under-\$25.00 price bracket.

Both the Super-Dynamic and the Ferro-Dynamic are manufactured complete in the modern Valley Plant under the now-famous Symington One-Profit Policy, which permits super-value at prices hard to match. Dealers write for proposition and name of nearest Jobber.

A group of distributors and salesmen, asked to judge the price of this Symington Super-Dynamic, after hearing demonstrations, arrived at \$56.00 as their average estimate of its probable list. Only one out of six labeled it at \$40.00, the price it bears. The trained ear of the radio listeners will value its QUALITY above its price. That explains why orders on hand place Symington already in the forefront of independent speaker manufacturers.

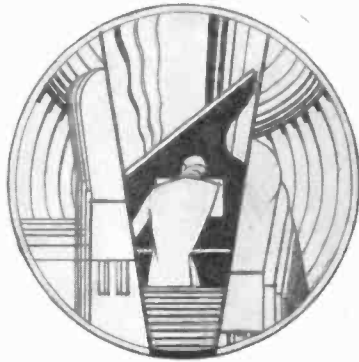


Symington Ferro-Dynamic Reproducer
in Cabinet, Price \$21.00
(No power connection required)

Symington

Licensed Under Lektophone Patents

MANUFACTURED BY VALLEY APPLIANCES, INC., ROCHESTER, NEW YORK



YOU GET EVERY MODEL
COMPLETELY ASSEMBLED . . . READY TO PLAY
. . . . WIDE CHOICE IN CABINETS IN

THE NEW GREBE

SUPER-SYNCHROPHASE



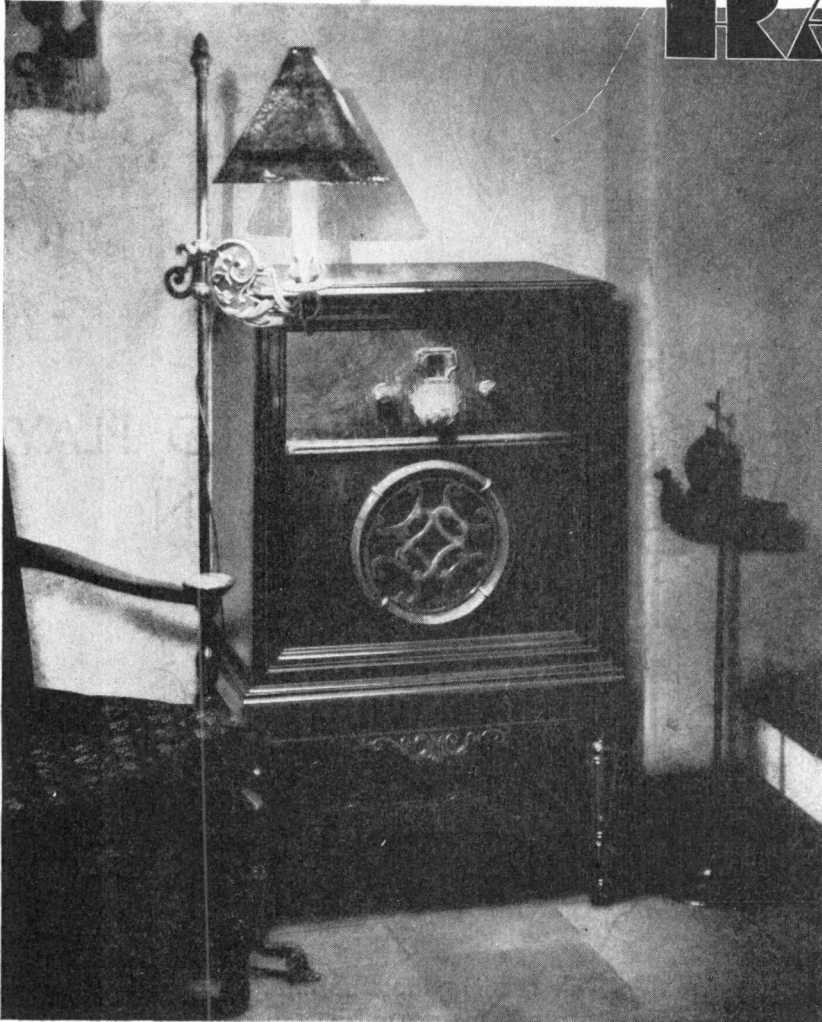
This year Grebe distributors and dealers will receive their cabinets completely assembled, checked and tested . . . ready to play. Every detail of the Super-Synchrophase receives as much care in its final inspection as it did in its original design. A wide choice in cabinets contributes materially to the selling power of the new Grebe line. As you may know, the Grebe exhibit at the R. M. A. show at Chicago included two cabinet styles in each model. Leading distributors and dealers from every part of the country voted on these styles. The winning models represent the seasoned judgment of hundreds of the most successful radio merchandising men in America.

You'll want more details. Write for them to A. H. Grebe & Company, Inc., Richmond Hill, New York. Western Branch, 443 So. San Pedro Street, Los Angeles, Calif.



GET IT BETTER WITH A GREBE

DAY-FAN RADIO



Model 72, walnut console, massive in appearance, contains 9-tube chassis—two 245 tubes in power output stage — with matched dynamic speaker. \$175 less tubes.

HIGH QUALITY IS A GREAT THING TO SELL

RESPONSE to the announcement of still finer quality in the new Day-Fan Radio—at reduced prices—has been marvelous—a volume of early-season orders several times that of previous years. This means something to you. It is the verdict of those who know Day-Fan best. It is a forecast of what your own success would be with the Day-Fan this season.

At modest prices, Day-Fan Radio gives the buyer quality, plainly evident in performance, that acknowledges no superior! Can you sell such a set? Write us.

DAY - FAN ELECTRIC COMPANY
1108 Wisconsin Blvd. Dayton, Ohio

THE TUBE LINE OF THE FUTURE



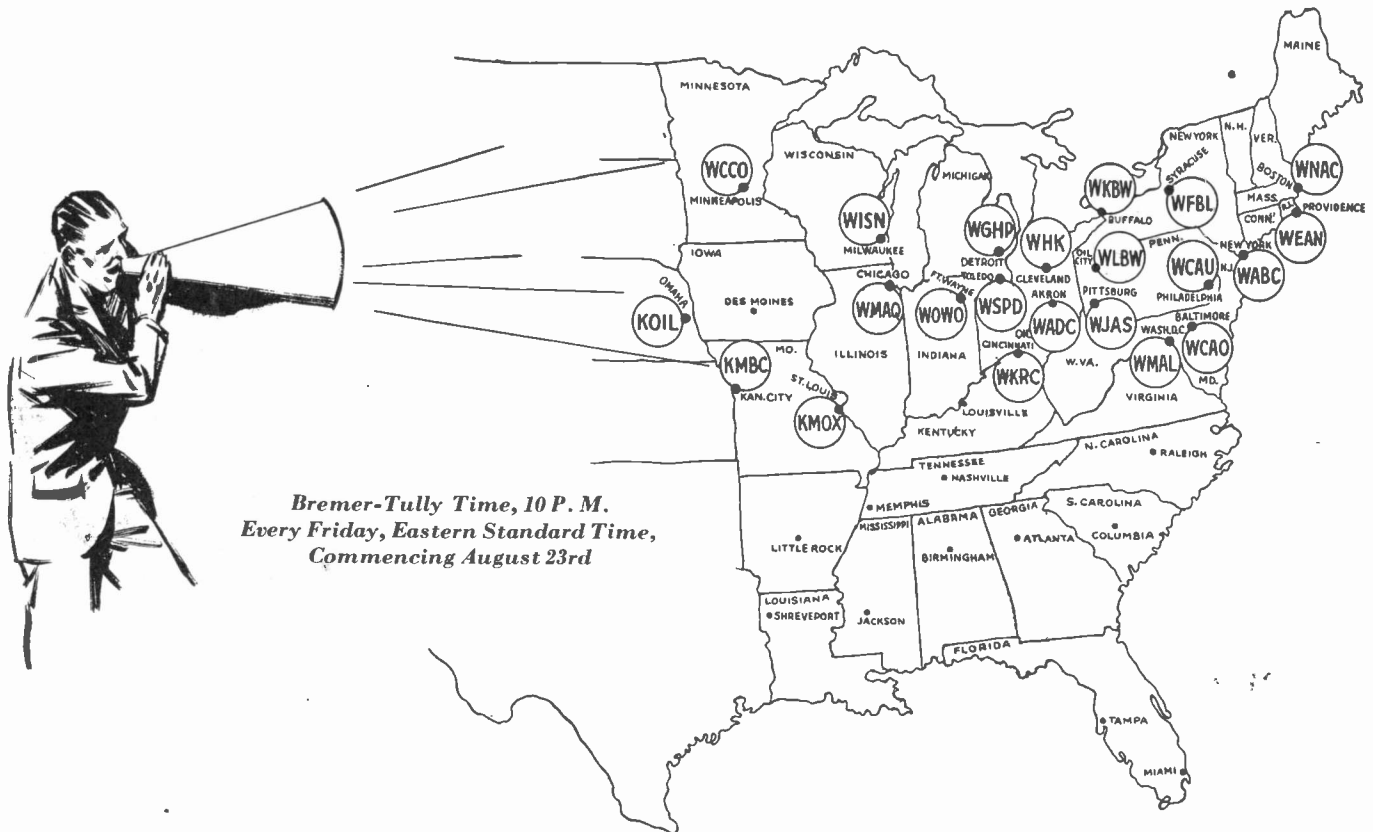
The Program of the Hour

Sonatron has achieved a sensational success on the air—as many thousands of consumer inquiries testify. Each Sonatron program has speed, musicianship, variety—built to please the greatest number of listeners. No wonder, then, that every Sunday night, 8:30 to 9, E. T., a host of eager listeners from coast-to-coast are present when the announcer says: "You will now hear the program of the Sonatron Tube Company, featuring Art Kahn and his Sonatrons with Son and Tron, the Sonatron Boys!"

SONATRON TUBE COMPANY
1020 S. Central Park Ave., Chicago, Ill.
55-57 State Street, Newark, N. J.

THE NEW AND IMPROVED SONATRON RADIO TUBES

BREMER-TULLY RADIO



*Bremer-Tully Time, 10 P. M.
Every Friday, Eastern Standard Time,
Commencing August 23rd*

Goes on the Air!

NOW—the greatest of all Bremer-Tully merchandising helps for dealers—a series of programs by noted entertainers, outstandingly different, over 22 high power stations of the Columbia Chain. Worth-while programs which will impress the superiority of the new Bremer-Tully Instruments upon millions.

In this over-the-air advertising, coupled with its nation-wide newspaper campaign, Bremer-Tully offers you the greatest all-around sales assistance of any *fine* radio this year.

Cash in! Write for details of our Selective "Big Profit" Franchise.

BREMER-TULLY MANUFACTURING COMPANY

656 Washington Boulevard, Chicago, Illinois

.....
A P E R M A N E N T N A M E I N R A D I O
.....

Screen-Grid Tubes of Uniform Quality

La Salle engineers have always been in the van of radio progress—for the past twenty years successful makers of scientific, high vacuum products.

More and more the leaders in the trade and users everywhere have come to depend on La Salle Engineering for this latest development in radio—the Screen-Grid Tube.

Licensed by R. C. A.

Every La Salle High Vacuum Tube is made in our own Plant.



Under license of R. C. A. and associate companies' radio tube patents, every La Salle Tube is made, complete, in our own modern, ideally equipped plant.

The plant is manned by a staff of engineers and laboratory experts whose sole aim is the highest quality in radio tubes. Constant inspection and test maintain absolute uniformity of product.



Progressive Jobbers

who value the advantage in selling a LICENSED, high quality Tube are invited to get in touch with us.

LA SALLE RADIO CORPORATION

(Division of Matchless Electric Co.)

1500 North Ogden Avenue

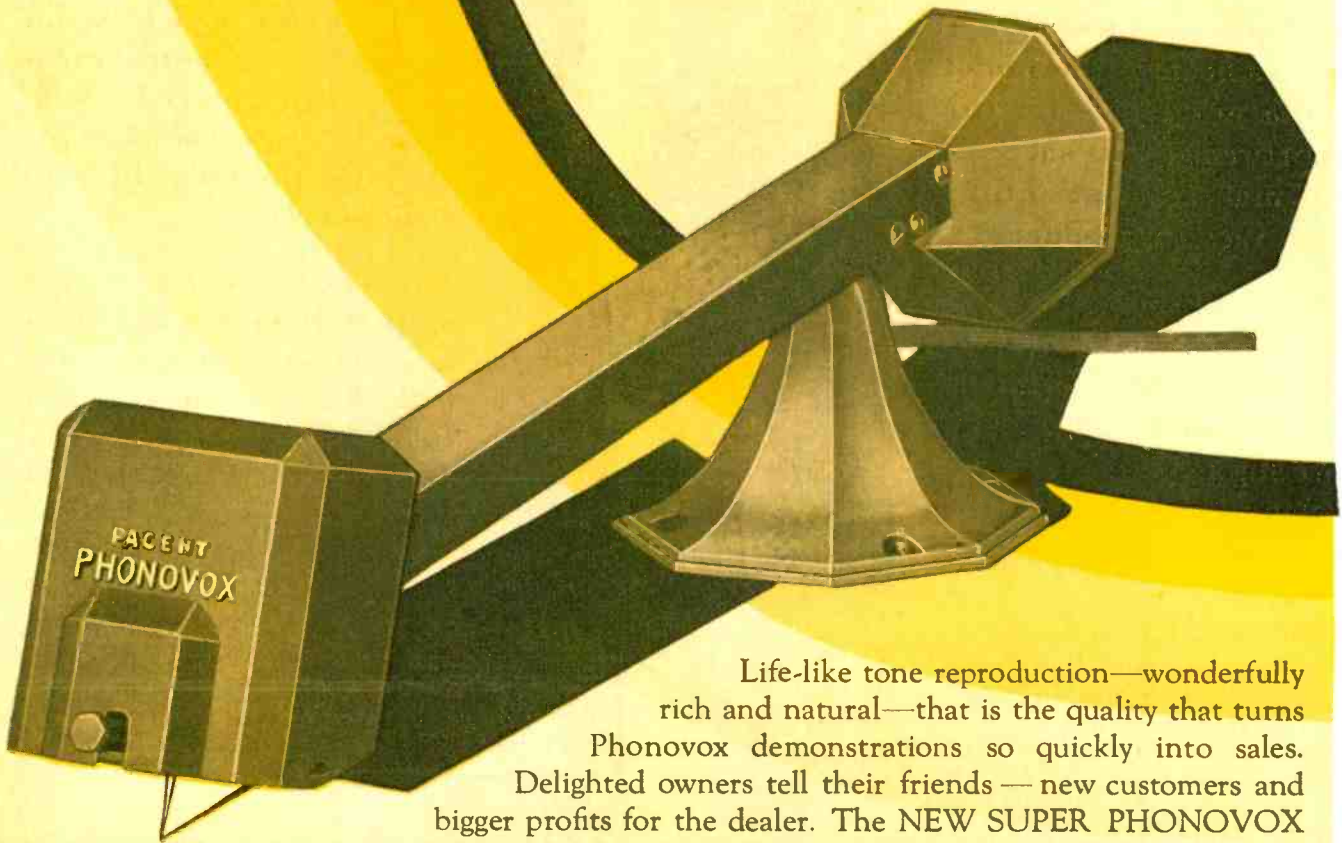
Chicago, Illinois

La Salle

HIGH VACUUM

RADIO TUBES

*Rich, life-like tone
that brings quick sales*

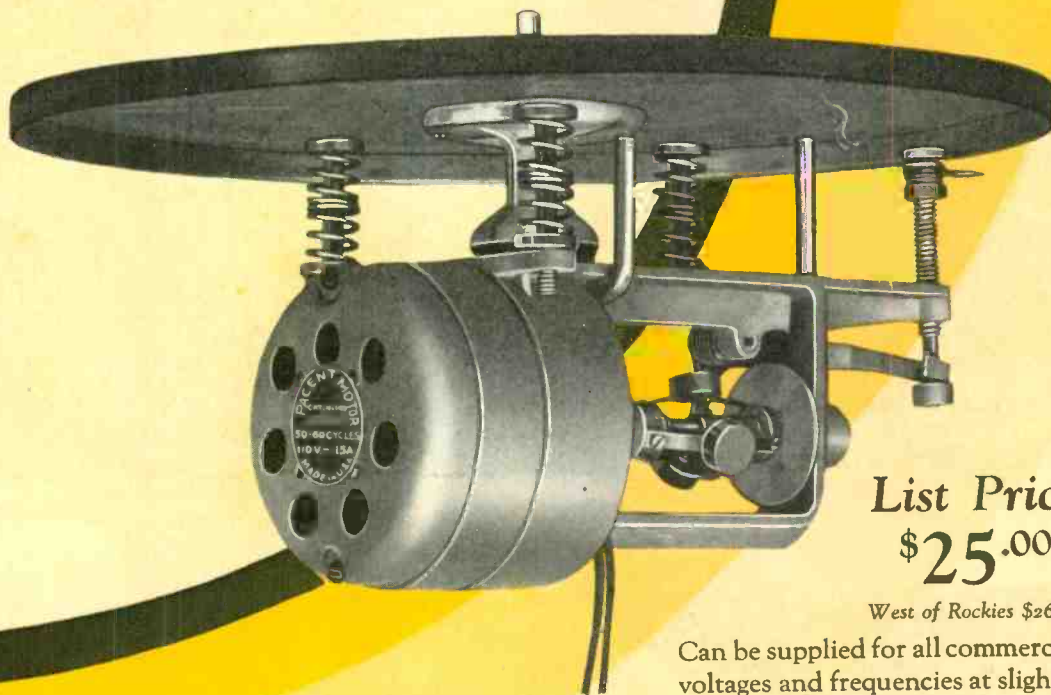


TWO beautiful models—
catalog No. 106A without
tone arm \$12.00. Catalog
No. 106B with tone arm (as
illustrated) **\$15.00**
Prices slightly higher
West of Rockies.

Life-like tone reproduction—wonderfully rich and natural—that is the quality that turns Phonovox demonstrations so quickly into sales. Delighted owners tell their friends—new customers and bigger profits for the dealer. The NEW SUPER PHONOVOX is the last word in design and performance. ENGLISH 36% Cobalt Magnets give extreme sensitivity—balanced tone arm produces correct needle pressure—no rubber bearings to harden or cause trouble... beautiful clear tone, free from resonance or rattle. It is simple, attractive, *dependable*... a money-making item that dealers everywhere enthusiastically feature.

Super Phonovox

*Silent, vibrationless-
a marvelous new motor*



List Price
\$25.00

West of Rockies \$26.50

Can be supplied for all commercial voltages and frequencies at slightly higher prices. Catalog No. 140.

The advanced construction of the NEW Pacent Induction-type Motor, and its smooth, silent operation, makes it the finest of all phonograph motors . . . and the easiest to sell. Completely insulated against noise it is made vibrationless by a dynamically balanced rotor. It has a die-cast frame, phosphor bronze bearings, micrometer-type speed regulator. Operates on 110 volts — 50 or 60 cycles A.C. Greatly increased production in our new factory enables us to offer this improved motor at reduced prices.

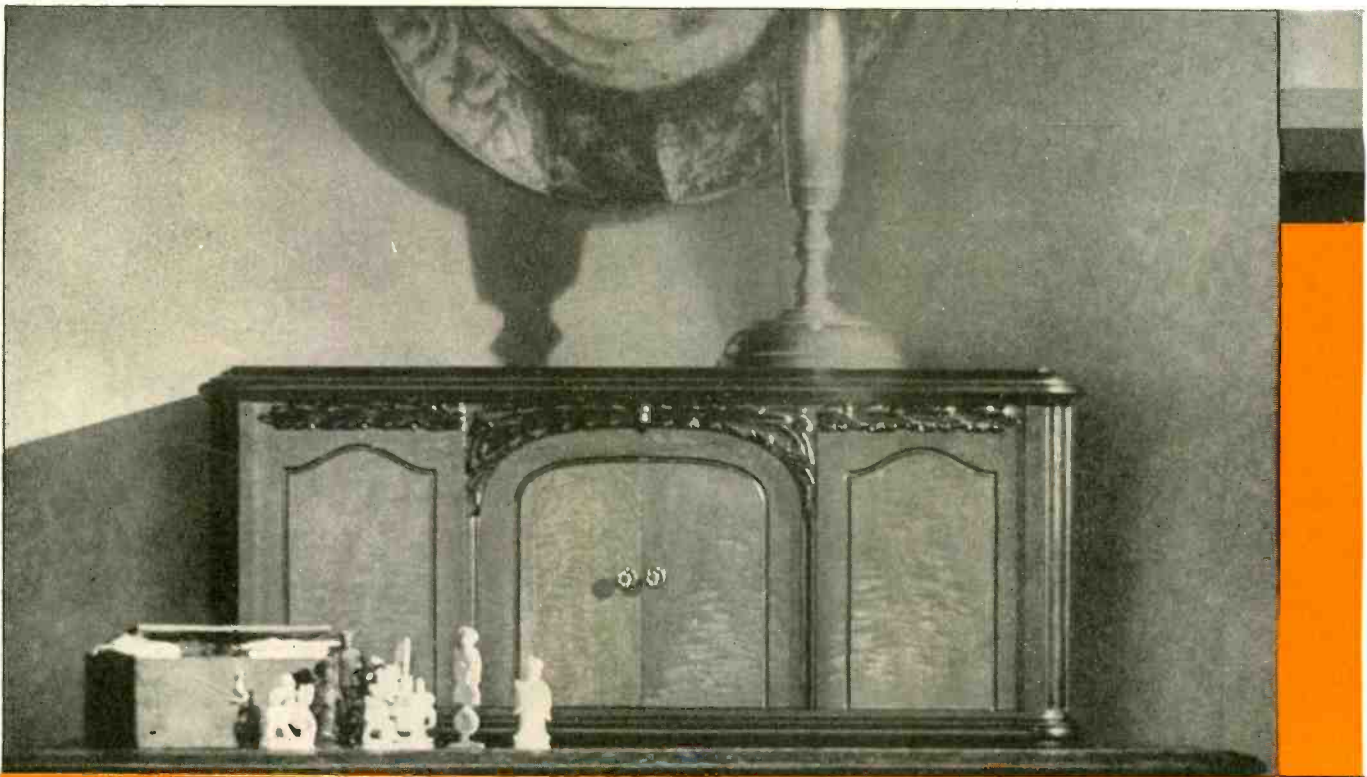
Write for complete information.

PACENT ELECTRIC CO., INC., 91 Seventh Avenue, New York

Pioneers in Radio and Electric Reproduction for Over 20 Years

*Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England
Licensee for Canada: White Radio Limited, Hamilton, Ont.*

INDUCTION TYPE
Phonograph Motor



SCREEN-GRID BOSCH RADIO



The new Screen-Grid Bosch Radio not only employs Screen-Grid tubes—it is correctly engineered to the new four element Screen-Grid tubes. It is outstanding for correct balance, for precision workmanship, for the clearest flow of tone known in radio. Its sensitivity and selectivity are infinitely fine. Bosch Radio offers the leading retailing opportunity of the year. Bosch Radio Model 48 uses three screen-grid tubes, two amplifiers in push-pull, a power detector and a full wave rectifier, seven tubes in all. Cabinet artistry gives Bosch Radio a sales influencing eye appeal.

The Bosch Dealer Franchise is based on a fair and square merchandising policy with a flexibility of investment that will interest you. Bosch Factory-to-Dealer cooperation and the great volume of Bosch advertising will produce sales for alert dealers. Write for Bosch selling plans if you want to be included in them this season.

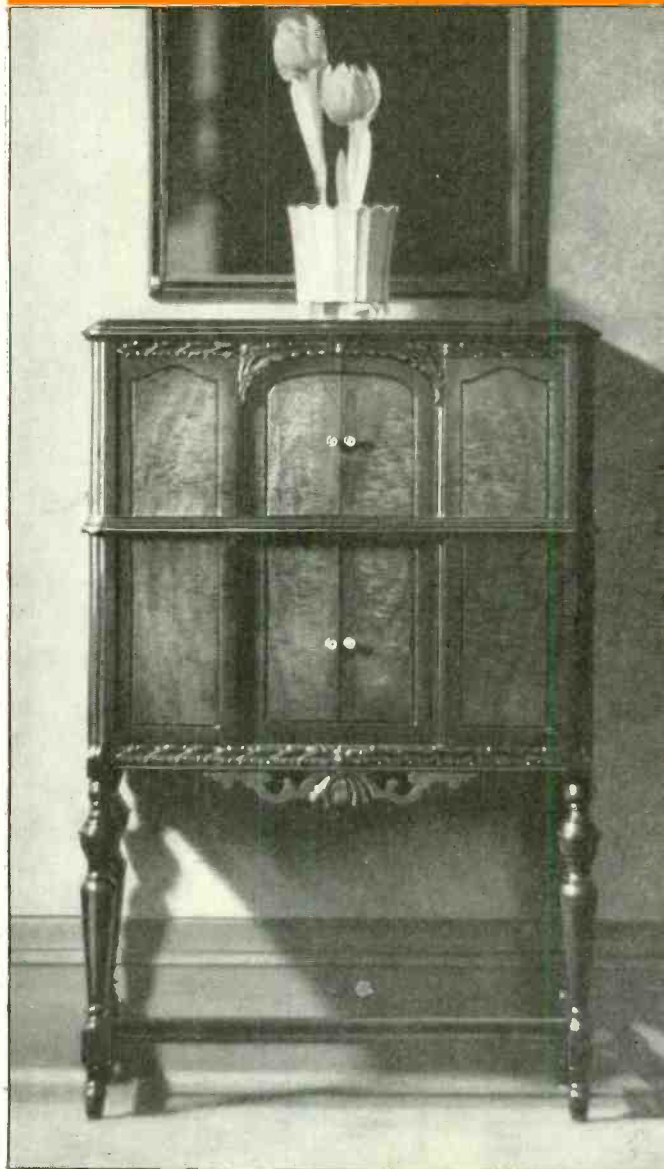
Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Lektophone. Prices slightly higher west of Rockies and in Canada.

AMERICAN BOSCH MAGNETO CORPORATION

SPRINGFIELD, MASS: Branches: New York Detroit Chicago San Francisco

BOSCH RADIO TUBES ADD A NEW QUALITY OF PERFORMANCE TO ANY RADIO RECEIVER.

To Left: The new Bosch Radio Table Model 48 contains the perfectly shielded chassis with seven tubes, three of which are the new Screen Grid amplifier type, housed in handsome table cabinet of grained walnut veneers. Sliding doors are introduced in a table model with a distinct sales appeal. List price, less tubes \$119.50



Above: The new Bosch Radio De Luxe Console is truly the last word in radio. The chassis, employing the most modern scientific developments in radio engineering, uses seven tubes, three of which are the new Screen Grid type, and two of which are the large new audio amplifiers arranged in push-pull. The cabinet, with tall sliding doors concealing both dial panel and dynamic type speaker, is strikingly different. The finish is antique in Old English line and set off with well selected walnut veneers. List price, less tubes \$240.00

To Left: The Bosch Radio Combination Receiver and Speaker Console will be in great demand because it embodies Screen Grid quality radio in an inexpensive combination of charming individuality. Perfectly chosen woods and veneers combined with rich carving make this console one of beauty. It has the Bosch Dynamic type speaker. List price, less tubes \$168.50

NEWS!

Expect to Eliminate Variations in Tubes

Methods of Construction of Duovac Radio Tube Co. Do Away With Inaccuracies. Nucrometer Is Employed.

Latest Scientific Machinery in Eliminating Variations in Radio Tubes. The variation in Radio tubes, the glass-supplier's element wherein one will last for months and the other for days, and wherein one will stand full voltage while another

Talking Machine

eliminating the inaccuracies are found when handled. He explains as follows: "In the Duovac operation"

RADIO RETAILING

Variation in Radio Tubes

Eliminating Variations in Radio Tubes

Employed in New Duovac Production

DEALERS SAVE

Service

Expense

THROUGH

DUOVAC

Uniformity

TUBE Service costs to many dealers is more than they make on tube sales. Hauling tubes back over the counter costs more than shoving them out over the counters. No money changes hands in exchange—unless it's a refund.

And—

Sending service men to cover set complaints caused by tubes which aren't uniform costs still more. Even saying over the telephone, "Did you try changing the tubes around in your set?" costs money. The DUOVAC idea is, that any single brand of radio tubes should be so uniform in operating characteristics when shipped that jobber, dealer and user can be sure of what they are buying with no more need of store testing than to assure that there has been no accident in handling. Tubes which are not strictly Firsts have no more right to be shipped as, or among "Firsts" than "Fresh" eggs have to be shipped as "New Laid" eggs.

You can't buy a DUOVAC which hasn't tested at the factory up to 100% of the characteristics it is designed to give—if it isn't a "First" it can't be a DUOVAC.

How DUOVAC Attains Uniformity

The Standards of the Engineer at the testing meter is of course the final factor in tube uniformity. If he is primarily looking for tubes just good enough to *get by*—you get *average* tubes. If he is looking for tubes that meet perfectly every specification of its design you get "Firsts".

But—unless the average run of the entire factory is *high* in uniformity, there won't be enough "Firsts" to make the employment of a conscientious testing engineer worth while.

DUOVAC Uniformity Standards don't end at the test meter—they start there. Every piece of brand new machinery in the wholly new DUOVAC plant has been chosen and placed so that its work will prevent tubes which aren't uniform from ever reaching the test meter. Formerly—coated filaments were cut off by hand—scraped by hand and welded by hand. Cutting too long or too short or scraping off too much coating, made un-uniform filament emission the rule rather than the exception.

In the DUOVAC Process DUOVAC filaments are *uniformly* cut and scraped by the *nucrometer*, one of the only two machines in the world yet built for this purpose. Grid winding machines which wind and weld at the same time insure *uniform* spacing of grid turns. *Uniform spacing* between elements is assured by DUOVAC'S rigid element suspension which also prevents warping from the intense heat used in "bombarding" DUOVACS. *Uniform* vacuum and freedom from gases is assured by marvelous new machinery in the DUOVAC evacuating plant costing over \$100,000.

Back of these new special tube making machines which make the DUOVAC tube-making plant the most modern in the world—is the direction of experienced engineers and the determination to eliminate all errors of human judgment to assure the steady unflinching uniformity of all DUOVACS.

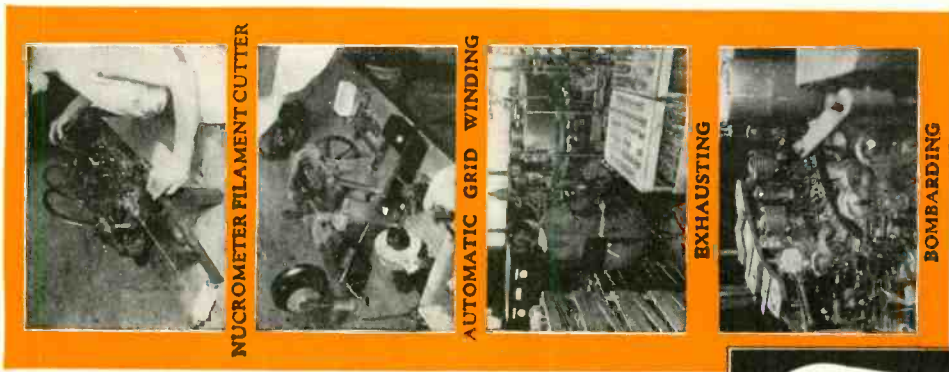
A few territories are still open in which live Jobbing organizations can tie up with Duovacs.

DUOVAC RADIO TUBE CORPORATION
360 FURMAN STREET — BROOKLYN, NEW YORK

DUOVAC

The *Precision Radio Tube

*PRECISION — The quality of being precise, strictly accurate — identical — Standard Dictionary.



NUCROMETER FILAMENT CUTTER

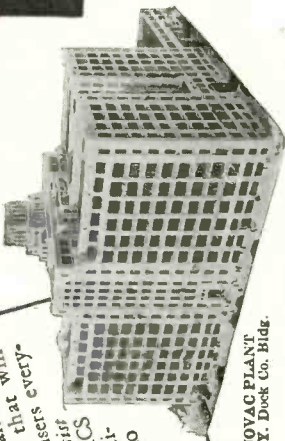
AUTOMATIC GRID WINDING

EXHAUSTING

BOMBARDING



DUOVAC ADVERTISING
—will be Nation Wide as well as local. It will tell a story that will cause tube users everywhere to insist on DUOVACS—the precision radio tubes.



DUOVAC PLANT in N. Y. Dues Co. Bldg.

We are not interested in breaking
production records but in the
Quality of our tubes . . .

J. A. Van Horne



THE respect in which Van Horne Tubes are held by radio dealers and users alike, is genuine endorsement of the Van Horne policy of Quality First. Van Horne Tubes are the perfected handiwork of experienced tube craftsmen. Quality tubes are the only kind they know how to make. Van Horne production is not gauged according to distribution. Rather distribution is purposely limited to a sound quantity production of quality tubes only, large enough to make a constant adequate supply possible, small enough to insure highest quality in every tube produced. Distributors and dealers who sell Van Horne tubes, do so with the assurance that regardless of any shortage in the industry, they will always be supplied with tubes that will perform in service. Have you heard the profitable Van Horne proposition? You should. VAN HORNE TUBE CO., FRANKLIN, OHIO. *Quality for 15 years.*

All Van Horne Tubes, including the new screen-grid tubes, are manufactured under exclusive Van Horne patents.

VAN HORNE
Radio Tubes



now

Power Detection
**SCREEN
GRID**

Perfected by

KENNEDY

An Addition to

The Royalty of Radio

The Royalty

Power Detection and NEUTRODYNE Models

Now, Kennedy announces the addition of the perfected *Power Detection* SCREEN GRID models to the perfected line of High-gain Neutrodyne presenting a "merchandising team" that challenges the most serious consideration of every Distributor and Dealer! With this move, Kennedy Distributors and Dealers are placed in a most strategic position that is doubly secure and doubly effective, because there is a definite demand for both Screen Grid and Neutrodyne.

The acknowledged supremacy of the Kennedy High-gain Neutrodyne is an established fact. In abundant perfection, it combines everything that radio offers! The Kennedy *Power Detection* Screen Grid model is not an expedient—not

COLIN B. KENNEDY CORPORATION

Royal Model 310
Neutrodyne
Royal Model 320
Screen Grid
Price \$197
Less Tubes



KEN

of Radio

SCREEN GRID for Every Public Preference

an overnight creation . . . but a perfected and tested product that *actually utilizes* all the inherent characteristics of screen grid tubes—plus *power detection*—higher amplification—full, undistorted volume—greater selectivity.

DISTRIBUTORS! Think of the double advantage of selling these two perfected Kennedy models, each exceeding all previous “Royalty of Radio” conceptions! Think of the wider field of profits—the doubled opportunity to build substantially with the “Royalty of Radio” and the soundest, most extensive merchandising campaign in the industry. . . . Be sure to read the profit message on the last page of this insert!

SOUTH BEND, INDIANA

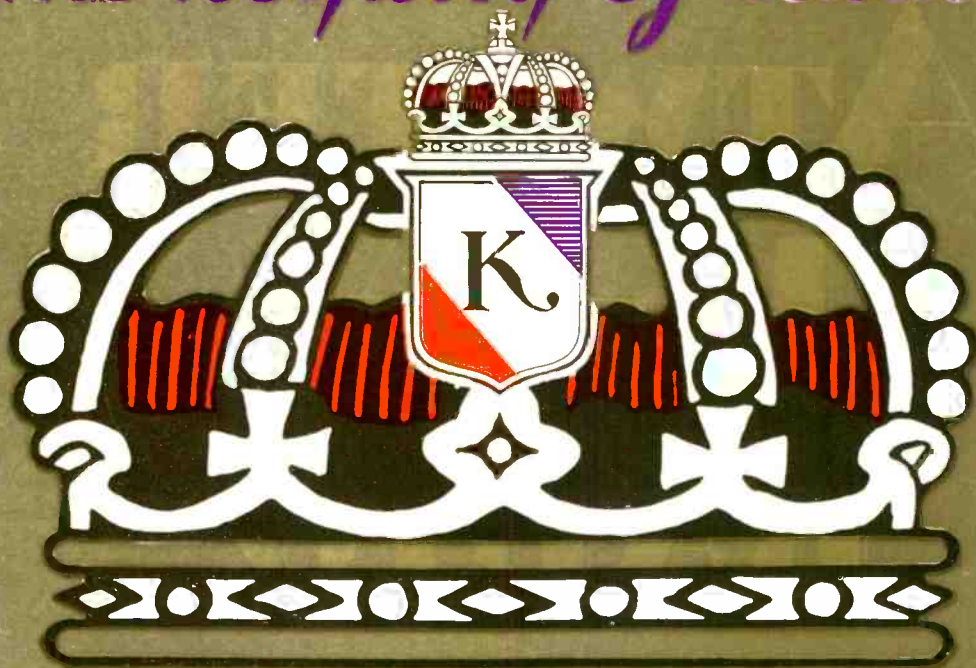
Royal Model 210
Neutrodyne
Royal Model 220
Screen Grid
Price \$159
Less Tubes



KENNEDY

KENNEDY

The Royalty of Radio



Distributors !

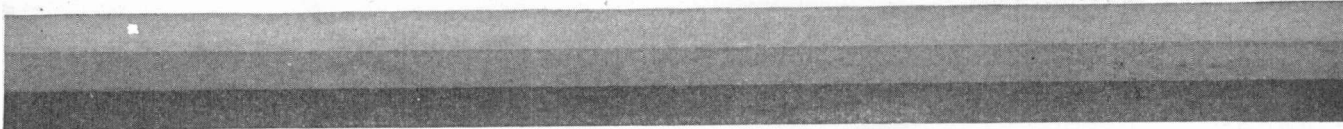
You will want the Kennedy Franchise—the doubly attractive profit-making value of “The Royalty of Radio”—the greatest merchandising plan in the industry—the advantages of the soundness and stability of the Kennedy organization. Our Division Manager will gladly call on qualified distributors with demonstration sample. WIRE NOW—as territories are being closed daily.

COLIN B. KENNEDY CORPORATION
South Bend, Indiana



**ATWATER
KENT
RADIO**

*It pays to
concentrate
on the radio
most people buy*



ATWATER KENT

RADIO

SCREEN-GRID

IT PAYS to handle a radio everybody knows. The name Atwater Kent is famous wherever people listen.

IT PAYS to have the good will of 2,500,000 Atwater Kent owners. They help you to reach the millions still without radio.

IT PAYS to sell radio made right in every detail...made right as only Atwater Kent with 27 years of experience can make it...the radio of low service costs.

IT PAYS you to offer always the latest improvements in radio. Atwater Kent engineering is always in the lead.

IT PAYS to feature Atwater Kent Screen-Grid Radio—the greatest advance in radio since the introduction of the house-current set...the radio they are asking for...the radio that satisfies completely in tone, performance, range, selectivity.

IT PAYS to have your customers' choice of cabinets made by America's leading designers. And compact table models for those who prefer them.



THE TABLE MODEL

Model 55—Screen-Grid receiver.
Without tubes, \$88.

Model F-4—Electro-Dynamic
table speaker, \$34.

*Prices slightly higher
west of the Rockies, and in Canada*

ATWATER KENT

RADIO

SCREEN-GRID

IT PAYS to receive the benefit of radio's greatest advertising campaign...newspapers, posters, magazines, dealer helps.

IT PAYS to get the benefit of the far-and-wide broadcasting of Atwater Kent Radio. Three programs a week, Sunday night, Thursday night and Wednesday morning. Millions hear about Atwater Kent Radio.

IT PAYS to have back of you—doubly the largest radio factory in the world, with controlled production...to give you *enough* sets, without overloading.

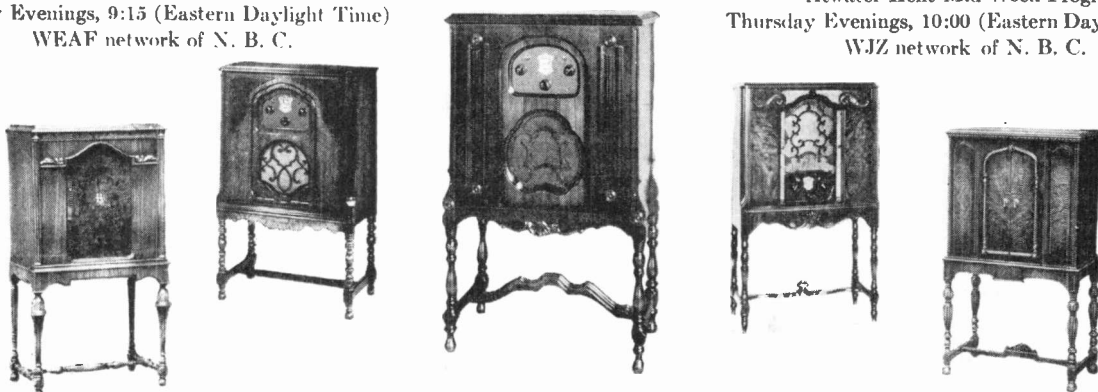
IT PAYS to handle a radio that brings them in to see, hear, buy! It pays in sales, in turnover, in profits that never let up.

On the Air

Atwater Kent Radio Hour
Sunday Evenings, 9:15 (Eastern Daylight Time)
WEAF network of N. B. C.

On the Air

Atwater Kent Mid-Week Program
Thursday Evenings, 10:00 (Eastern Daylight Time)
WJZ network of N. B. C.



IN CABINETS—The best of American cabinet makers—famous for sound design and sincere workmanship—are cooperating to meet the demand for Atwater Kent Screen-Grid Radio in fine cabinets like these.



**ATWATER
KENT
RADIO**

*It pays to
concentrate
on the radio
most people buy*

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4733 WISSAHICKON AVE.

PHILADELPHIA, PA.



1925

1926

1927

1928

1929

HEADLINERS FOR FIVE YEARS

Red Lion CABINETS FOR ATWATER KENT RADIOS



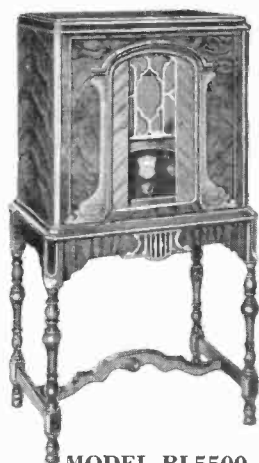
A PROGRESSIVE and aggressive merchandising and advertising policy, which provides 100% co-operation with Red Lion-Atwater Kent Dealers, has built up and maintained Red Lion Cabinets as the sales leaders for five years.

The gracefully balanced design, beautiful finish, sound construction and excellent workmanship are further assurance of the continued popularity of, and unusual demand for, the newest Red Lion Cabinets among purchasers of the new Atwater Kent Screen-Grid Radios.

RED LION CABINET COMPANY

RED LION, PA.

Makers of the famous Red Lion Furniture



MODEL RL5500
Exceptionally good-looking high-boy model. Finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 16" wide, 48" high.

MODEL RL55C
Unusually attractive console model. Finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 15½" wide, 39" high.





Appealing
Beauty in
This New
Cabinet
For
A-K



A PPEALING beauty—design that delights—lovely wood, soft, warm finish, give this new cabinet exceptional sales impetus.

Built exclusively for Atwater Kent sets—available through their jobbers—this cabinet will augment set sales—increase profit on each sale.

Pilasters of diamond matched Oriental walnut plywood—doors of half diamond matched Oriental walnut—Carpathian elm arch overdoors.

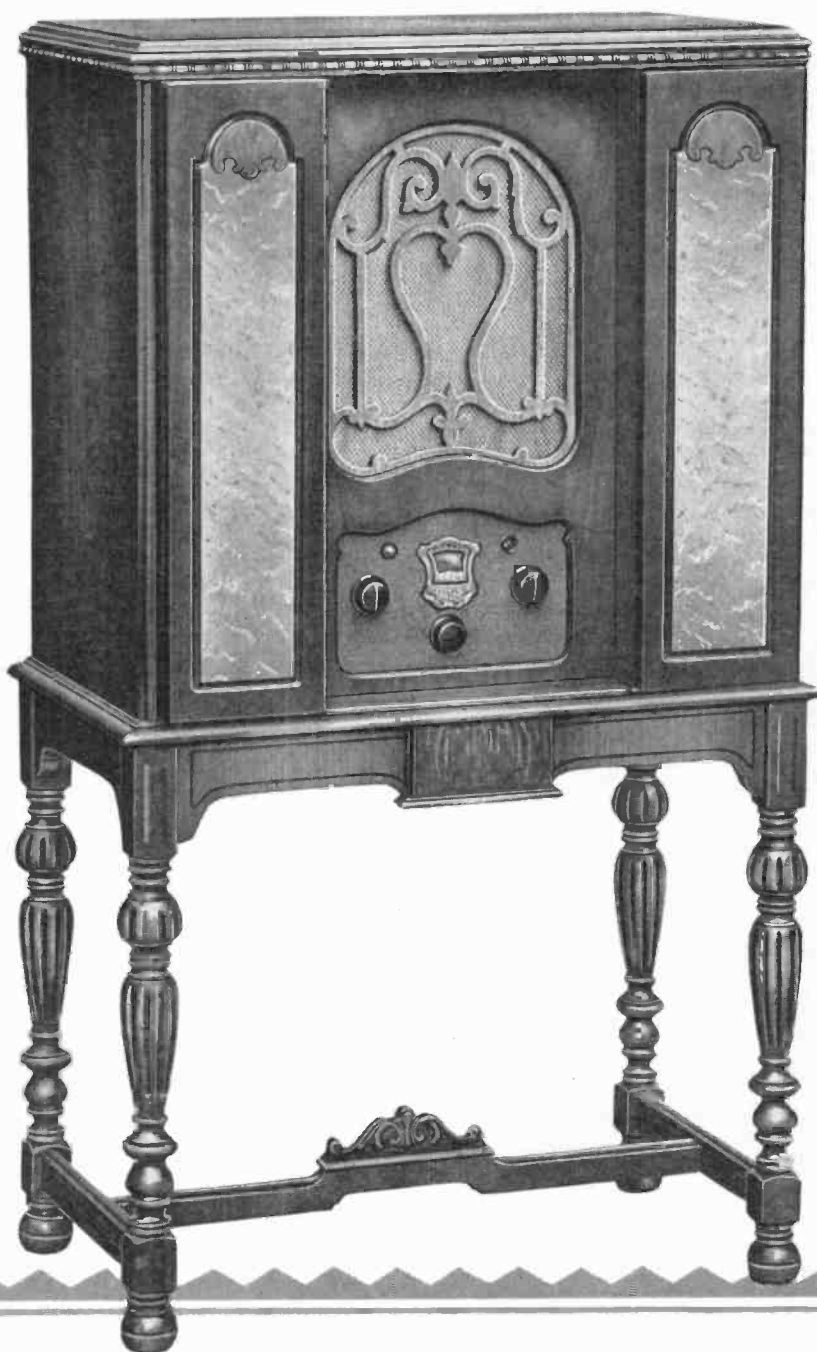
Sturdy—produced by one of America's finest and largest cabinet shops; beautiful—designed by a leading authority in furniture design.

Sell A K sets complete with cabinets—don't be satisfied with one profit when you can get two.

THE RADIO MASTER CORPORATION — BAY CITY — MICHIGAN

One of the Ward Industries

Radio Master Cabinets
THE SETTING BEAUTIFUL FOR ANY RADIO



Open View
of ATWATER KENT
Cabinet by ADLER-
ROYAL.

Note how doors fold
back flush with sides.
Appearance just as
attractive open as
when closed.

This special ADLER-
ROYAL feature thor-
oughly protected by
design patents.

Compare this
A-K Cabinet by ADLER-ROYAL

with any other in the same price class and let
your customer decide . . . *that's all we ask.*

Consumer preference speaks louder than
words. Send for facts . . . *and your samples.*

ADLER MANUFACTURING CO.,

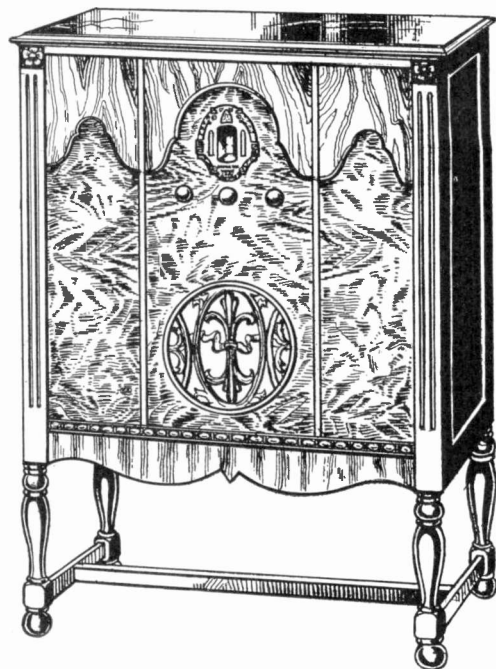


Incorporated, LOUISVILLE, KENTUCKY



This New Set and This Old Name

offer unusually
profitable business
to live dealers



Browning-
Drake
Model 54

IN the 1930 Model Browning-Drake you can offer your trade a degree of selectivity, distance-getting, tone quality and pleasing appearance unsurpassed by any set within its price range. In fact, we welcome serious comparison with any set on the market.

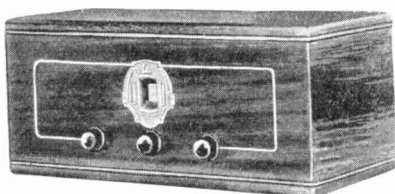
Bearing a name that has always stood for quality in radio, this new set was eagerly received by both wholesalers and retailers as soon as they heard it.

It will have ready acceptance among all dealers who know what constitutes saleable quality in a radio receiver.

Six models, table and console, heater and screen grid types.

*Send for full information
and territories still open.*

BROWNING-DRAKE CORP.
226 Calvary St., Waltham, Mass.
Builders of Quality Radio for Five Years.



Model 53—Table Model, Screen
Grid Type
List \$102.50, less tubes

Model 63—Table Model, Heater
Type
List \$98.00, less tubes

Some Details You'll Want to Know

1. Semi-automatic tuning—both kilocycles and call letters on dial.
2. Five tuned circuits—nine tubes.
3. Tuned antenna.
4. Push-pull audio (245 power tubes).
5. Power detection (plate rectification).
6. Hum eliminator.
7. Band-pass filter effect (10 KC selectivity).
8. Mershon trouble-proof condenser.
9. Voltage regulation adjustment.
10. Power unit integral part of chassis.
11. Large size (12-in.) dynamic speaker.
12. Phonograph, short wave and television connections.
13. Selected walnut and American gum wood cabinet.
14. Hand-rubbed satin Duco finish.

Model 54—(Screen Grid) Small Console—(38x26x14)
\$142.50, less tubes

Model 64—(Heater type) Small Console—(38x26x14)
\$137.50, less tubes

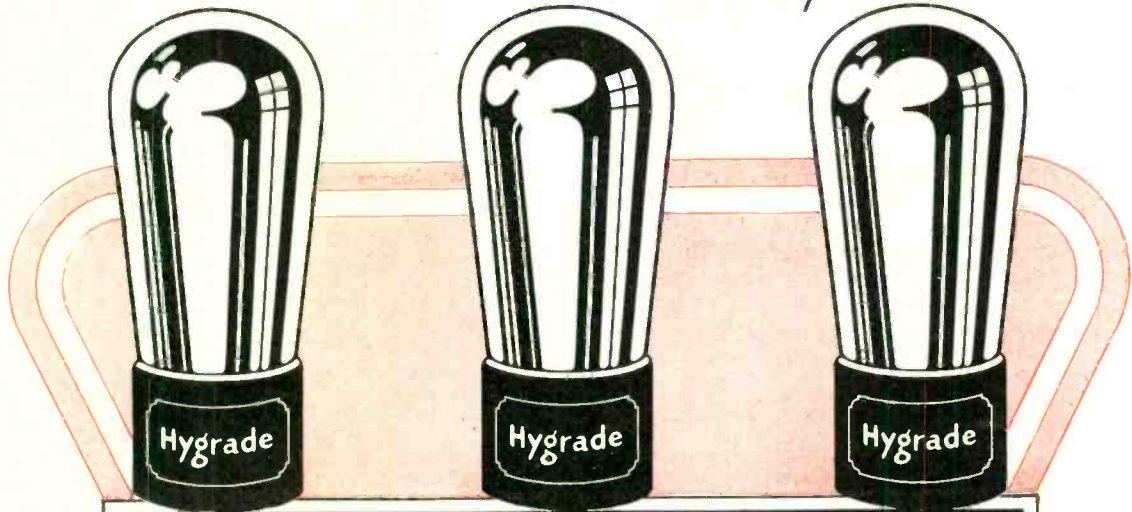
Prices slightly higher west of Rockies

Browning-Drake

RADIO

Nearly 1,500,000 people are using Browning-Drake Sets

On a Quality Level



CUTTING CORNERS plays no part in the Hygrade manufacturing policy. Hygrade Radio Tubes are built on a quality level — not in the valley of low price.

When you sell Hygrade Radio Tubes, therefore, you're selling more than tubes, you're merchandising better reception.

"YOU CANNOT SELL  A BETTER TUBE"

HYGRADE Radio Tubes

Made in Salem, Massachusetts by
HYGRADE LAMP CO.

A New Opportunity for Profit!

IN the month of June, this year, the Capehart Corporation opened a great new factory at Fort Wayne, Indiana. Just 17 months before, the business started from a mere idea in a shack at Huntington.

Phenomenal growth based on immediate and widespread public response. Those who have been identified with the Capehart during this period have made big money. And still the business is in its infancy. Merely the surface of the market has been tapped. The opportunities for real big profits are still ahead. The business has grown so fast that many valuable territories still remain untouched.

The Capehart Organization is building its dealer organization carefully. It has a valuable franchise to award—one that is worth big money. It presents a *new opportunity for profit* to established responsible dealers who have the energy and ability to develop its tremendous possibilities.

The Musical Marvel of the Age

The Capehart Orchestrope actually *solves the problem of music* for hotels, restaurants, refreshment parlors, roadhouses — in fact any place of amusement or recreation that caters to the public in any way. The Capehart brings all the advantages and profit of music to establishments which never could afford it before.

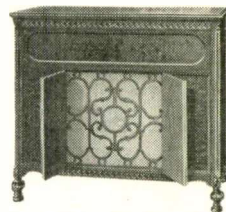
The great sale and tremendous enthusiasm which has greeted the Capehart is proof that the business establishments of the country have been waiting for just such an instrument.

Mail Coupon for Details

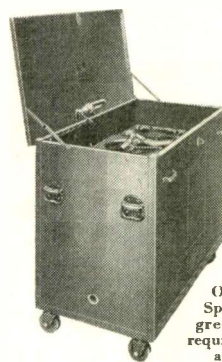
If you are interested in a new activity which will not interfere with your present business—one that is bringing a profit of \$2,000 to \$5,000 a month to others, one that will take out the gaps in your yearly sales curve, *one that has so large a dollar margin in every sale that it pays you well for every effort*—send the coupon at once for full details. Those who become identified with the Capehart organization now are getting in on the ground floor, with all that such an opportunity offers. Don't wait until the ground floor is taken. Please write us at once.

THE CAPE HART
Orchestrope

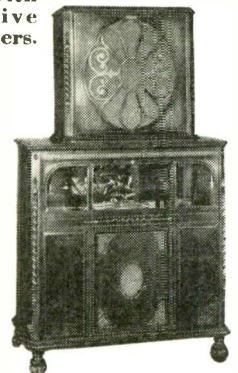
THE CAPEHART CORPORATION
Fort Wayne, Indiana



ARISTOCRAT MODEL.
Exquisitely designed for use in the finest clubs and homes.



OUTDOOR MODEL.
Specially built to meet great volume outdoor requirements. Fireproof and weatherproof.



AUDITORIUM MODEL.
Recommended for public auditoriums, dancing academies, etc.

Plays 56 Selections

The Capehart Orchestrope offers the most complete line of automatic phonographs in the world. Each model plays 56 selections, 28 records on both sides, without repetition. They operate 24 hours a day, if desired, without even a moment's attention. The tone, brought through three stages of audio amplification and a dynamic speaker, is startlingly true to life. The volume is adjustable to any requirement. Supplied with or without coin-operating attachments. Also with as many as five auxiliary speakers.

The Capehart Corporation
Dept. C-485 Ft. Wayne, Indiana

Please send me, without obligation, descriptions of all Capehart Orchestrope models and details of the Capehart Dealer's Franchise.

Name

Address

City

State



***Smashing
overnight success
scored by***

Kylectron

**Nothing like it
in the industry**

**Never before have dealers been
offered radios with the profit-
making—business-producing
possibilities of the Peerless
and Courier Radios**

“It isn’t radio . . . it’s the human voice”



World's greatest

Double this season's profits

equipped with

NEVER BEFORE has anything in radio achieved the overnight success that followed the introduction of Kylectron. It has swept the country. Thousands of people have heard it and marveled. Thousands more have heard about it and besieged dealers with inquiries as to what Kylectron is, what it will do, how it sounds, when can they get it.

Kylectron is making radio history—and no wonder. It is as revolutionary a development as was the first tube set, the first dynamic speaker.

And the reaction of radio authorities to Kylectron is being felt throughout America. Millions of people who know absolutely nothing about the mechanics of a radio, instantly realize that here is something really different. Already sales are reaching new high records. Firmly entrenched competitors—old established companies whose products have been on the market for years—are

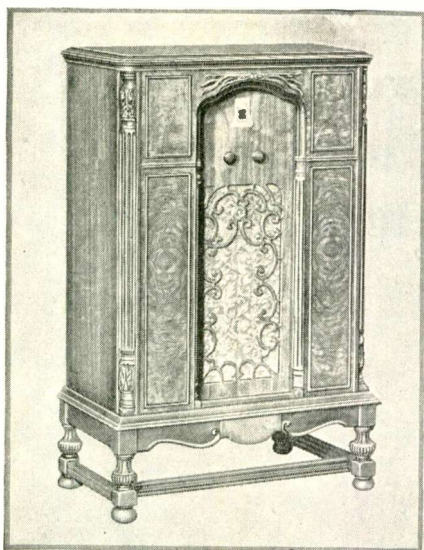
concerned about the inroads being made by the new Kylectron.

Kylectron is available now on radios built by the United Reproducers Corporation. Dealers who have lined up with this powerful organization are reaping the rewards of their foresight. Enthusiastic reports are pouring in from every section of the country. They tell of bigger sales—sales that are won by a single demonstration. They tell of lower selling costs—quicker turnover—lower overhead—larger profits. If this is what *you're* after, don't overlook the opportunity offered here.

A Price for Every Pocketbook

Kylectron is offered in two complete lines of radios, which are surprisingly reasonable in cost.

The first of these two lines is the Peerless—finest radios made. Peerless radios have *everything*. The chassis is the last word in radio engineering embodying every modern improvement. Cabinets are



PEERLESS MODEL 23

The console of this model Peerless is really a triumph of the designer's art. It stands forty-eight inches high and is made of selected and matched American walnut and gumwood. Notice the hand-carvings. A truly beautiful piece of furniture. Finished in lacquer. A. C. operated and equipped with Kylectron.



PEERLESS MODEL 25

This model is a combination phonograph and radio. It enables one to hear his favorite records played with the same deep-toned resonance, volume and fidelity of reproduction that comes from Peerless radio reception. Electrically operated throughout. Ample space for records. Instantly changed from radio to phonograph operation by turning a switch. This model is equipped with the Kylectron.

3-Screen Grid Tubes

Most radio manufacturers try to get by with one or two screen grid tubes. But Peerless radios are equipped with *three*—as in the costliest of radios. This is just one example of how *quantity production* under the direction of a *single* organization permits the highest quality construction at low cost. Everything else is right, too. Complete shielding, ball-bearing condenser operation, the most improved systems of radio and audio frequency amplification, sturdy construction throughout.

radio sensation

with United Reproducers lines

Kylectron

really triumphs of artistic design and honest construction. Retail prices range from \$195 to \$600.

Then comes the Courier line—biggest values known to radio buyers. Everything that radio buyers have dreamed of—at low cost. Prices on this line are \$85 to \$165 retail.

One of these two lines, or both, are all you need to forestall all competition in your territory. Superb quality that appeals to those who want the finest radio available. Price for those who insist on perfect radio reception but who also have to count the cost.

Advertising Designed to Help You Sell

We have a marvelous story to tell about Kylectron, and Peerless and Courier Radios and we are telling it in a way that will bring the greatest benefits to you as a United Reproducer dealer. We are not

scattering or wasting our fire but are aiming our guns at the places where *your* prospects live.

Newspapers by the hundreds—bill boards at all strategic centers—broadcasting over important chains—all combine to get across the amazing story of Kylectron to people who will come to you.

If you want to increase your radio sales and profits—with the least amount of time and effort—we urge you to join us in the most outstanding merchandising and advertising offensive ever inaugurated.

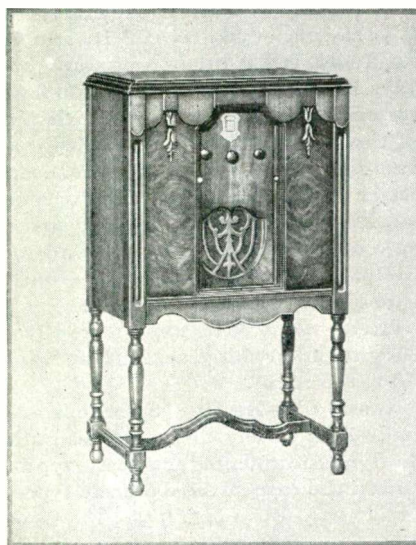
Talk to your distributor. If he doesn't handle these great profit-makers, then lose no time in coming direct to us for full particulars. Radio's biggest season is fast approaching. Don't put off action until too late. Rush a wire through at once.

UNITED REPRODUCERS CORPORATION
Rochester, N. Y.

(Complete license protection)

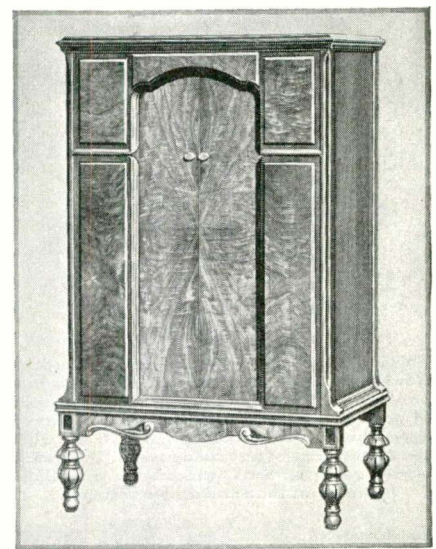
Note These Features

The receiving set used in all Courier models is an eight-tube receiver. As in the Peerless, there are **THREE SCREEN GRID TUBES**. Think what this means in a radio costing as little as the Courier. It is fully shielded and utilizes the best types of detection and amplification. Single dial control—no trimmers. Four-gang, ball-bearing condensers. Die-cast construction. And these are just the high lights.



COURIER MODEL 651

This beautiful console, standing forty-two inches high, will be welcomed by those who appreciate good design and fine cabinet work. The woods used are American walnut, Carpathian elm, fine gumwood and maple. Finished in lacquer. Equipped with improved seven-inch dynamic speaker.



COURIER MODEL 653

This console is slightly larger than Model 651, standing forty-eight inches high. Its front and doors are of matched burl walnut overlaid with burl maple. Other parts of the cabinet are of American walnut and gumwood. The design is in keeping with the most modern trends and the console will harmonize with any scheme of interior decoration. Equipped with Kylectron.

Peerless

Dynamic Reproducers

The standard of the industry

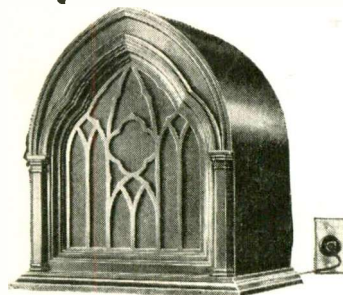
THE Peerless Dynamic Reproducer is a revelation. Attached to any radio receiver, it produces a quality of tone and a volume that is as far above the ordinary speaker as the tone of the modern electric phonograph is above that of the old-fashioned talking machine that used a horn.

The Peerless startled the world with its new and better construction. No such sturdiness, for instance, has ever been seen in a radio speaker. It is truly "built like a battleship" and because of this, gives every Peerless owner

many years of care-free service. That's why dealers like it, too—service calls are practically eliminated.

Peerless Dynamic Reproducers are made in a number of models and for use with any type of electric current: 25 and 60 cycle, 110 volt, A.C.; 6 to 8½ volt, D.C. storage battery; 32 volt D.C. farm lighting; and 110 volt D.C. house lighting current. Completely equipped with cords, ready to attach.

New low prices this year—from \$14 to \$45 retail.



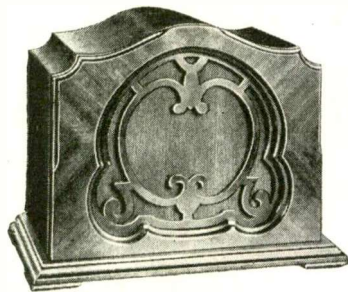
PEERLESS MODEL 19-A

One of the most popular of the Peerless line of Dynamic Reproducers. Encased in a beautiful carved walnut cabinet of Gothic design. Equipped with a nine-inch dynamic speaker, it delivers volume enough to fill a hall if desired, with a quality and sweetness of tone that is truly wonderful.

Newcombe-Hawley

Speakers

Quality . . Volume . . Price



NEWCOMBE-HAWLEY
MODEL N. H. 37

This is a portable reproducer with Newcombe-Hawley dynamic cone unit of the most improved design. It comes in a beautiful cabinet of grained walnut which carries an instant appeal because it harmonizes so perfectly with the furnishings of any living room. Used with a good receiving set it produces a marvelous quality of tone and ample volume.

WHEN you sell a Newcombe-Hawley—you've sold it, and it stays sold. It's a quality product, always has been, ever since it was first put on the market. And now, with one of the country's largest radio-producing companies back of it, even better quality will go into these speakers. Everything will be done to make Newcombe-Hawley the outstanding line of speakers in their field—both as to quality and sales volume.

Prices, too, will be more attractive. They are lower this year, ranging from \$12 to \$45 retail.

Newcombe-Hawley Speakers are made in a variety of models in both the dynamic and magnetic cone types. And in the case of the dynamic types,

there are models for use with any kind of electric current. Fully equipped with attachment cords.

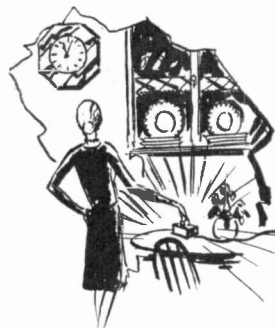
**Write for Details
Today**

Already the United Reproducers' franchise is becoming the most valuable one in the radio business. Dealers everywhere are taking on one or more of its lines. Decide now to get in on the ground floor of what is certain to be the greatest money-making proposition in radio. United Reproducers' products are not only going to be unusually profitable for dealers, but they are going to do a real job of building good-will. The products are *right*.

UNITED REPRODUCERS CORPORATION

Rochester, N. Y.

The United Reproducers Corporation is the result of the recent merging of four great radio producing companies: The United Radio Corporation of Rochester, N.Y.; The Precision Products Company of Ann Arbor, Michigan; The Newcombe-Hawley Company of St. Charles, Illinois, and the Buckeye Manufacturing Co. of Springfield, Ohio.



In the Kitchen.

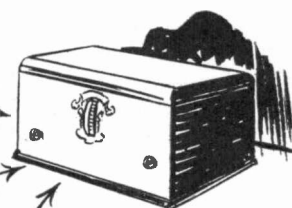


In the Living Room



In Any Room.

**WHICH
MANUFACTURERS
WILL
EQUIP THEIR SETS
WITH
SLEEPER
REMOTE
ELECTRICAL
TUNING
?**



*Any New or
Old Radio Set*

Watch Out!

After January 1st, 1930, selling radio sets which are not equipped with **SLEEPER REMOTE, AUTOMATIC ELECTRICAL TUNING,** will be like selling automobiles without self-starters.

**Hand Tuning
Cannot Be Sold in Competition
With Remote Automatic Electrical Tuning**

CONSIDER an average hand-tuned set which you retail at \$125. Will you be able to keep these sets moving when your competitor down the street is offering an equivalent set, but with Remote Electrical Tuning, at \$135?

Think that over. And then consider the extra profit that he'll make by installing two or three remote control boxes.

That's why you want to find out at once if the manufacturers whose sets you are now handling are Sleeper Research licensees.

Such manufacturers are licensed for remote dial tuning and also for remote push-button pre-selection, giving them the choice of both methods of Multiple Remote Electrical Tuning, and the only low-cost, trouble-free, simplified systems on which dealers can safely build profitable sales plans.

**INFORMATION for
DEALERS, JOBBERS**

Write at once for complete information on sets equipped with Sleeper Remote Electrical Tuning. Be sure to give the names of sets which you are now selling.

SLEEPER RESEARCH LABORATORIES, Inc.

416 West 33rd Street

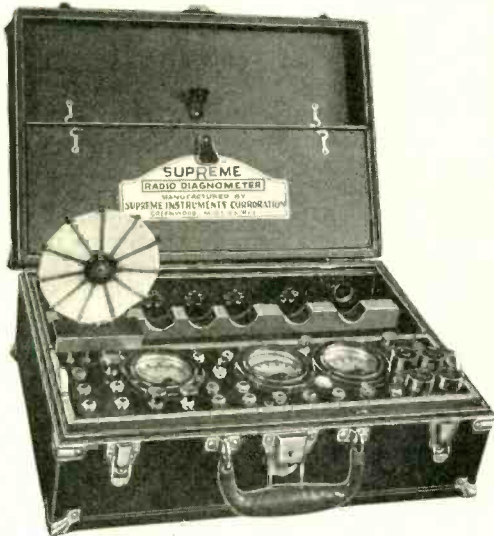
M. B. SLEEPER

New York City

An Eye-Opener!

No further proof required!
Every Service Man and Dealer **MUST** be equipped with **SUPREME DIAGNOMETER Model 400-B** if he is to profitably solve every radio service problem.
No other testing device or equipment on the market approaches the great range and flexibility

of this *complete, portable, simplified radio-laboratory* . . . in a carrying case providing compartments for all necessary tools, adapters, tubes and accessories.
The greatest medium available for producing service profits—creating good will—and increasing sales of receiving sets!



Turn Service Worries Into Sales and Profits

FOLLOWING the enthusiastic reception given **SUPREME DIAGNOMETER Model 400-B**, at its initial showing at the Chicago RMA show dealers everywhere are placing orders in such volume as to prohibit promises of immediate deliveries.

PLACE YOUR ORDER NOW! Orders will be accepted for future delivery on specified dates against which reservations will be made that will insure delivery on desired date. Make use of this plan to avoid later disappointments.

Most good distributors carry the **SUPREME DIAGNOMETER** in stock. If your distributor cannot supply you, send your order direct on this order form.

SUPREME INSTRUMENTS CORP.
334 Supreme Bldg., Greenwood, Miss.

Please ship **SUPREME DIAGNOMETER Model 400-B**, on the basis checked below.

- Net Cash—\$139.50 F.O.B. Greenwood, M. ss.
- Time-payment Plan
—\$33.50 Cash and 8 monthly payments of \$15.00 each. F. O. B. Greenwood, Miss.
(No dealers discounts)

Date of shipment.....
Signed.....
Firm name.....
Street address.....
City..... State.....

References:

Name.....
Address.....
Name.....
Address.....
Name.....
Address.....

Distributor:

Name.....
Address.....

The following is a comparison of the Supreme Diagonometer with the three leading set testers, and the most popular test board on the market, which sells for more than double the price of the Supreme Diagonometer. "x" indicates YES. Blank space indicates NO.

Tests, Functions and Facilities	Set Tester "A"	Set Tester "B"	Supreme Diagonometer	Set Tester "C"	Test Board
D. C. Filament Voltage Reading	x	x	x	x	x
A. C. Filament Voltage Reading	x	x	x	x	x
Plate Voltage Reading	x	x	x	x	x
Plate Current Reading	x	x	x	x	x
Simultaneous Plate Current and Voltage Reading	x	x	x	x	x
Grid Voltage Reading	x	x	x	x	x
Cathode Bias Reading	x	x	x	x	x
Screen Grid Voltage	x	x	x	x	x
Control Grid Voltage	x	x	x	x	x
Analysis Without Use of Adapter	x	x	x	x	x
Line Voltage Reading	x	x	x	x	x
Locate Unbalanced Secondaries	x		x		
Reads Both Positive or Negative Cathode Biasing			x		
Oscillation Test of Tubes			x		
A. C. Line Tube Testing			x		
Bias Emission Tube Tester			x		
Tests 15-Volt Filament Tubes Independent of Radio			x		
Tests Screen Grid Tubes Independent of Radio			x		
Tests Overhead Filament Type Tubes Independent of Radio			x		
Tests Both Plates '80 Type Tubes			x		
Rejuvenates Thoriated Filament Tubes Out of Set Without Removing from Set			x		
D. C. Continuity Tester Without Batteries			x		
Furnishes Modulated Signal for Testing			x		
Synchronizing—					
By Thermal—Meter Method			x		
By A. C. Meter Method			x		
By Audible Method			x		
Neutralizing Signals Provided			x		
Thermo—Couple Movement Meter			x		
Tests Gain of Audio Amplifiers			x		
Measures Up To 250 Mils. A. C. Current			x		
External Use of Meters	x	x	x	x	x
Of 750 D. C. Meter	x	x	x	x	x
Of 750 A. C. Meter	x	x	x	x	x
Of 2.5 Amps. Milliammeter			x		
Measures Capacity of Condensers .01 to 9. Mfd.	x		x		x
Tests Charger Output by Meter			x		
Bridges Open Audio Stages for Tests			x		
Positive Milliammeter Protection for Tube Testing			x		
500,000 G Ohm Variable Resistor for Testing			x		
30-Ohm Rheostat for Testing			x		
Self Contained Power Plant for All Required Tests			x		
Percentage of EFFICIENCY	38%	26%	100%	26%	36%

SUPREME

Radio Diagonometer

conceivable
Makes every test on any Radio Set—

ZENITH

THE 15TH
LEADS



ZENITH
ANNIVERSARY

AGAIN

the **WORLD'S**

GENUINE
AUTOMATIC
TUNING

DOUBLE
PUSH-PULL

QUALITY

Automatic
Station
Indicator

SELECTIVITY
ADJUSTMENT

NOW AT

SELF-HEALING
FILTER
CONDENSERS

Automatic
Phonograph
Switch

PRICES

 **ZENITH**
AUTOMATIC
-1945 DISTANCE-
RADIO 

H I G H E S T

Screen-Grid
Circuit

AUTOMATIC
VOLUME
CONTROL

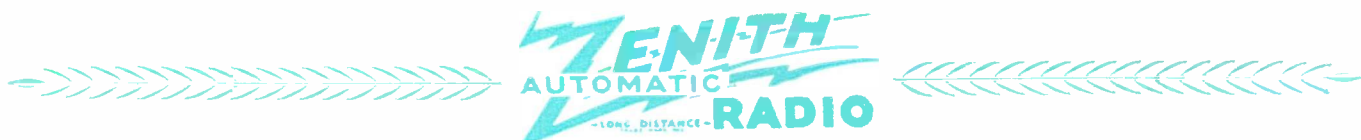
R A D I O

REMOTE
CONTROL

LINEAR
POWER
DETECTION

P O P U L A R

ZENITH now presents
its complete line of 15TH anniversary
radio receivers...values unprecedented
in radio history...exclusive year-ahead
engineering advancements.....



ZENITH

AUTOMATIC

→ LONG DISTANCE →

RADIO

The set that marks an entirely new epoch of radio values in the quality field providing Zenith superiorities in engineering advancement, design and construction at a price hitherto confined to the average popular-priced radio.



MODEL 52

Employs nine tubes, including rectifier, as follows: three type UY-224 Screen-Grid tubes; three UY-227 tubes; two UX-245 tubes; one UX-280 (rectifier) tube.

\$ 175 less tubes

(Western United States prices slightly higher.)

CHARMING low-boy console, combining the dignified severity of early American design with the classic Gothic motif. Front is of matched Butt Walnut; top and sides of Walnut; overlays of Australian Lacewood. Replete with revolutionary features. *Genuine* Automatic Tuning, of course. Radically new, specially designed Screen-Grid circuit... **DOUBLE** Push-Pull audio amplification...insuring, at last, the sought-for perfection of screen-grid operation, and attaining entirely new heights of *undistorted* volume. 12-inch Zenith Electro-Dynamic type Speaker...further emphasizing the famous Zenith *Humanized* Tone. Linear Power Detection. Self-Healing Filter Condenser. Simple selectivity adjustments. Automatic Phonograph Switch.

15TH

FIFTEEN years ago Zenith pioneered the way in specializing on the finest type radio receivers—grasping the quality leadership of the radio world from the very start. For over a decade and a half, each successive season's output of receivers, through sheer merit and performance, sent that leadership soaring to a position where Zenith has become the world's acknowledged standard of fine radio.

Few, if any, radio manufacturers can claim a heritage of tradition, a series of engineering triumphs, or the priceless experience of Zenith's background.

ZENITH

AUTOMATIC

→ LONG DISTANCE ←

RADIO

With built-in
12-inch Zenith
Electro-Dynamic
type Speaker.



MODEL 53

Employs nine tubes, including rectifier, as follows: three type UY-224 Screen-Grid tubes; three UY-227 tubes; two UX-245 tubes; one UX-280 (rectifier) tube.

\$275 less tubes

(Western United States prices slightly higher.)

THE artistry of Zenith cabinetry shares with Zenith engineering skill in producing this extraordinary radio receiver. For beneath the exquisite exterior of Jacobean beauty, developed of finest Walnut Veneers, is progress in radio performing ability beyond anything that has come before. Here is not only *genuine* Automatic Tuning, but a host of outstanding, revolutionary improvements. Screen-Grid circuit *plus* DOUBLE Push-Pull audio amplification. Automatic Volume Control. Automatic Station Indicator. Automatic Silencer between stations. Linear Power Detection. Self-Healing Filter Condenser. Simple selectivity adjustment. Automatic Phonograph switch....and many other definitely NEW features. A remarkable value!

And now, simultaneously with its Fifteenth Anniversary, Zenith introduces a new and revolutionary era in radio-value giving. The news breaks to the public—"Zenith quality at popular prices." That's all they need to know to buy! Now everybody can afford a Zenith.

The addition of a gigantic, new seven-acre plant to the already vast Zenith factories, plus Zenith's own manufacture of cabinets, steps-up production four times and lowers the ultimate cost. And year-ahead engineering advances endow Zenith receivers with the most distinctive and sales-clinching features in radio.



ZENITH

AUTOMATIC

—LONG DISTANCE—

RADIO

Loop-operated. No outside antenna required. 12-inch built-in Zenith Electro-Dynamic type Speaker.



MODEL 54

Employs nine tubes, including rectifier, as follows: three type UY-224 Screen-Grid tubes; three UY-227 tubes; two UX-245 tubes; one UX-280 (rectifier) tube.

\$395 less tubes

(Western United States prices slightly higher.)

FIRST to perfect a successful loop-operated radio receiver, Zenith now brings to this ingenious type of radio all the improvements and advantages of its sensationally new, specially designed Screen-Grid circuit. **DOUBLE** Push-Pull audio amplification. Linear Power Detection. Self-Healing Filter Condensers. Automatically Tuned, of course. Also Automatic Volume Control. Automatic Station Indicator. Automatic Silencer between stations. Automatic Phonograph switch. A receiving instrument of remarkable power, sensitivity and selectivity. Encased in a console of extraordinary beauty designed in the Charles II motif. Carefully chosen Matched Butt and striped Walnut on the top and sides. The rich carvings and lower structure and mouldings are of solid Walnut. The instrument panel is of Carpathian Elm Burl.



Zenith celebrates its Fifteenth Anniversary with a concentration of plants, personnel, equipment, engineering and resources—producing the highest Zenith quality receivers at values unheralded in radio history.

Radio has never known such value. Dealers have never known a greater opportunity for quick and profitable sales of quality receivers.

Check the roster of Zenith engineering improvements. Every one an invaluable selling feature. And now—Automatic Tuning, that greatest of all radio advances, formerly incorporated only in the

ZENITH

AUTOMATIC

LONG DISTANCE

RADIO

With *perfected*
REMOTE
CONTROL.



MODEL 55

Employs nine tubes, including rectifier as follows: three type UY-224 Screen-Grid tubes; three UY-227 tubes; two UX-245 tubes; one UX-280 (rectifier) tube.

\$700 less tubes

(Western United States prices slightly higher)

HERE is not merely the last word, but the future word in radio craftsmanship . . . combining every Zenith contribution to perfect radio reception with the ultimate in perfect radio operation—Zenith REMOTE CONTROL. Simple in operation . . . proven by unceasing tests . . . unfailing in accuracy. Model 55 gives you Zenith *perfected* REMOTE CONTROL *plus* all the new Zenith features in all the new Zenith models. Loop-operated . . . no outside antenna required. Screen-Grid circuit—DOUBLE Push-Pull audio amplification. The magnificent cabinet is of Italian Renaissance design, combining the finest quality Butt matched Walnut Veneers, selected stripe Walnut, and solid Walnut. The instrument panel is of rich Carpathian Elm Burl. Equipment includes 50-foot cord for control feature.

higher priced Zenith receivers, becomes a universal feature of the Fifteenth Anniversary line.

To exclusive *genuine* Automatic Tuning—add *Double Push-Pull* Amplification, a specially designed Screen Grid-Circuit that *insures* perfect Screen-Grid operation, Automatic Volume Control, *genuine* Electro-Dynamic type Speakers, exquisite Zenith own-made consoles, and a host of other major advancements. All dominant features that establish Zenith in one outstanding quality class, at prices that put Zenith in every possible price class. You'll sell four where you sold only one before.



15TH what ZENITH'S ANNIVERSARY

means

to ZENITH DEALERS

FOR fifteen years the Zenith franchise has paid high dividends in sales and profits. Even at the Zenith high price range existing heretofore, Zenith receivers have always been oversold. Their quality appeal was pre-eminently successful and production never fully met the public demand. Now, on this Fifteenth Anniversary, greater Zenith quality, plus new and extremely lower prices, plus greater production volume, puts Zenith in a dealer profit class unheard of in radio. The value of the Zenith franchise quadruples, and even more, your sales possibilities. This is the first time that receivers of Zenith's reputation and acknowledged engineering leadership have ever been offered at prices so advantageous to the public purse. What this means in sales and profits, you as a dealer can promptly gauge. The Zenith Fifteenth Anniversary presents a wonderful opportunity—grasp it! Wait not a minute! Get in touch with your distributor now.

ZENITH RADIO CORPORATION

3620 IRON STREET . . . CHICAGO, ILL.

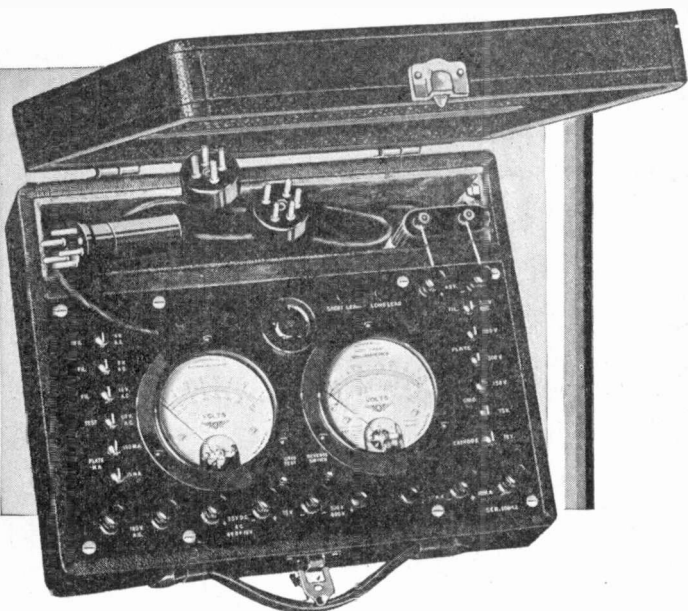
ZENITH
AUTOMATIC
→LONG DISTANCE←
TRADE MARK REG. **RADIO**

THE WORLD'S LARGEST MAKERS OF HIGH GRADE RADIO

JEWELL

199 SET ANALYZER

*A High Grade Instrument
Backed by a thorough Data Service*



THE inherent accuracy and complete reliability of the Pattern 199 have gained for it the confidence of service men from coast to coast.

Nearly thirty years' manufacturing experience, combined with painstaking care in design, has perfected the large 3¾ inch face instruments used in the 199. Thousands of these instruments have been proved in exacting industrial applications.

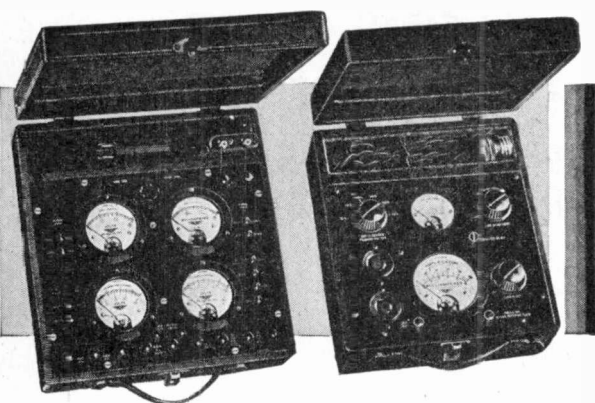
The Jewell 199 not only makes every worth while radio test, but does it accurately, stands up well in service, and at the same time is the lowest priced, high grade set analyzer on the market today.

In addition to the high quality and low cost of the Jewell Pattern 199, it is backed by the most thorough and complete data service available. Jewell "Instructions for Servicing Radio Receivers," furnished with every Pattern 199 Set Analyzer, contains checking data on sets of leading radio manufacturers.

List Price, Pattern 199 - - \$97.50
Dealers' Price - - \$73.12

Pattern 198, which includes the 199 in a large case with compartments for replacement tubes and tools

List Price - - - - \$110.00
Dealers' Price - - \$82.50



Pattern 409, 4-Instrument Set Analyzer, designed especially for expert radio service men, gives plate voltage, plate current, filament, and grid voltages simultaneously. Same high quality throughout as Pattern 199.
List Price, Pattern 409, \$122.50
Dealers' Price \$91.88

Jewell Pattern 210 Tube Tester gives direct reading on all tubes from UV199 to UX250, including half and full wave rectifier and screen grid tubes. Every dealer should have this valuable tube tester.
List Price, Pattern 210, \$65.00
Dealers' Price \$48.75

Mail the coupon for a free copy of the valuable booklet, "Instructions for Servicing Radio Receivers."



Jewell Electrical Instrument Company
1650 Walnut Street, Chicago, Illinois

Please send us your booklet, "Instructions for Servicing Radio Receivers," and literature covering Jewell High Grade Radio Service Instruments.

Name.....

Address.....

29 YEARS MAKING GOOD INSTRUMENTS

JEWELL

JEWELL

199 Set Analyzer

BRUNSWICK
1929

**RADIO
 PANATROPES
 PANATROPE WITH RADIO
 PORTABLES
 BRUNSWICK RECORDS**

**YOU WILL WANT IT: A FULL
 MUSICAL REPRODUCING LINE**

- 1 EXCEPTIONAL VALUES
- 2 REMARKABLE PRICES
- 3 MUSICAL PRESTIGE
- 4 FINANCIAL STABILITY
- 5 DESIGN AND TONE
- 6 NATIONAL ADVERTISING
- 7 TERRITORIAL CONTROL
- 8 MINIMUM SERVICE REQUIRED
- 9 PROFIT THRU QUICK SALES
AND TURNOVER
- 10 UNUSUAL FURNITURE APPEAL
- 11 TREMENDOUS MANUFACTURING
FACILITIES
- 12 A CRITICAL TEST NEVER
BEFORE MADE

**12 REASONS WHY YOU SHOULD HANDLE
 BRUNSWICK DURING 1929**

THE BRUNSWICK-BALKE-COLLENDER CO.
 NEW YORK, CHICAGO ▾ ▾ ▾ Branches in All Principal Cities

FOR YOUR PROFIT...

Sensational New Products



THE ROTROLA
List \$45 Price

Every radio owner on your books is an instant prospect. It plays phonograph records right through their radio—electrically—with full volume and finest tone. The Rotrola is equipped with the Webster Pick-up, and the famous Rotor 60 cycle A.C. Motor. Send today for your sample!

CARRYOLA No. 125
List \$25 Price

Think of selling an excellent portable, equipped with famous Rotor electric motor, at the same price you have been selling ordinary portables. This opportunity is before you with the Carryola No. 125! Every dealer will want this portable because it sells on sight—send for your sample—step ahead of all competition!



MODEL No. 175
List \$75 Price

The finest radio-phonograph combination cabinet you've ever seen. Completely equipped with Rotor electric Motor and turntable, Webster Pick-up, and compartment for records. Place any radio and speaker you desire in this cabinet, and think of the compelling price at which you can sell the complete combination! It means quick profit and business for you! Send today for sample! Usual trade discounts!

ACTION—profit—for every Dealer, every Jobber . . . these new Carryola products are here to make money quickly for you! They sell hand-in-hand with radio . . . giving you a price range low enough to bring the whole popular market to you . . . making your store headquarters for things musical, because your line is complete!

True it is, that we're the world's largest makers of portable musical instruments—and in maintaining this leadership, it is fitting that we present you with the most modern merchandise in this field. Each product a leader in its own right—in quality—beauty—in reproducing ability—and value!

So today, we urge that you step beyond your competitors . . . send at once for samples—take the ready profit



which these sensational new Carryola products offer you . . . action now will bring profit dollars!

Allen-Hough Carryola Co.

279 Walker Street, Milwaukee, Wis.

EXPORT OFFICES

225 W. 34th St., New York City

FACTORIES: Milwaukee and New York

World's Largest Makers of Portable Musical Instruments.

TRIAD INSURANCE

sells more tubes...protects your profits



Tube insurance — a radically new Triad sales idea! A printed guarantee of six months' perfect service — or a satisfactory adjustment made — with every Triad Tube. Now — for the first time the dealer can be sure of greater tube sales and profit protection!

TRIAD INSURED QUALITY SERVICE GUARANTEE CERTIFICATE No. _____

This tube has been carefully tested at the factory before shipping and should give good service for a minimum period of six months from date hereof. If it is returned to the factory for any cause (except for breakage of glass), and it is returned to the Dealer from whom it was purchased, such dealer will replace it with a new tube.

TRIAD Manufacturing Co., Inc., of Pawtucket, Rhode Island, rated in Dun's and Bradstreet's as your assurance of living up to its promises.

TRIAD MANUFACTURING CO., INC.
George Coby President

DEALER'S NAME _____
 ADDRESS _____
 DATE _____

When a tube is backed by a printed certificate guaranteeing six months of perfect service, *it must be good!* Tube purchasers realize it — that's the reason for the tremendous popularity of Triad. And that's why dealers are winning greater sales with Triad than they have ever enjoyed before. But that's only the first step — Triad does *more than that* for the dealer — it *protects the profits he has won*. The insured certificate assures him and his customer of absolute satisfaction should an adjustment be necessary. He retains every cent of profit that he has made in the sale! No wonder dealers are enthusiastic about this line. For sales, satisfaction and protected profits, it will pay you to stock Triad!

Call your Jobber or write us for complete Triad dealer information

TRIAD MANUFACTURING CO., Inc.
 Triad Building Blackstone, Middle and Fountain Sts.,
 PAWTUCKET, R. I.



Unique triangular Triad carton. Builds up into a striking attention-getting display. Use Triad cartons in your windows and on your counter to link up with Triad national magazine, newspaper and radio advertising.

Tune in on the "TRIADORS"—every Friday evening 8 to 8:30 Eastern Daylight Time—on WJZ and associated NBC Stations.

at last ▲▲▲

AN EXCELLENT
RADIO SENSIBLY
PRICED ▲▲▲▲▲▲▲▲▲

RADIO dealers know their values . . . for while we knew the market was open for an *excellent radio sensibly priced* . . . frankly, our fondest hopes did not anticipate the tremendous deluge of orders which followed our success at the R. M. A. Trade Show! For Sentinel is priced to sell quickly and for rapid turnover which brings you real net profit!

**Famous Quam
Dynamic Speaker**

Every important part of Sentinel Radio is made under our own roof, including the famous Quam Dynamic Speaker, which has given such splendid full volume and fine vibrant living tone to our sets. This is but one of the many Sentinel features which have caught the fancy of the trade . . . and held their interest, because the *fast selling* radio today is the one with features!

**Exclusive
Pitch Control**

Every Sentinel is equipped with exclusive Pitch Control . . . making it possible for your customers to enjoy their music just as they like it . . . and remember, practically every home in your community is a quick prospect for this *excellent radio—so sensibly priced!*

Have you received your samples? Are you, too, taking orders—and *getting your profit* on this astonishing Sentinel line? Sample orders are being filled in the order they are received . . . we want to serve you—write or wire **TODAY!**

"You're Safe with a Sentinel!"

SENTINEL MANUFACTURING COMPANY
9715 Cottage Grove Avenue, Chicago, Ill.
Division of United Air Cleaner Company



\$99⁵⁰
LIST PRICE
Less Tubes

Model No. 666

A splendid nine tube set, using the new 227 tubes and two 245 tubes in push-pull . . . handsome five-ply walnut cabinet with two-tone maple overlay . . . and equipped with the famous Quam Dynamic Speaker.

Prices are slightly higher in Colorado and the West.

Model No. 444

An ultra-modern screen grid set, with rich five-ply walnut cabinet and two-tone maple overlay. Modern and attractive in every detail, and equipped with the Famous Quam Dynamic Speaker.



\$89⁵⁰
LIST PRICE
Less Tubes



\$149⁵⁰
LIST PRICE
Less Tubes

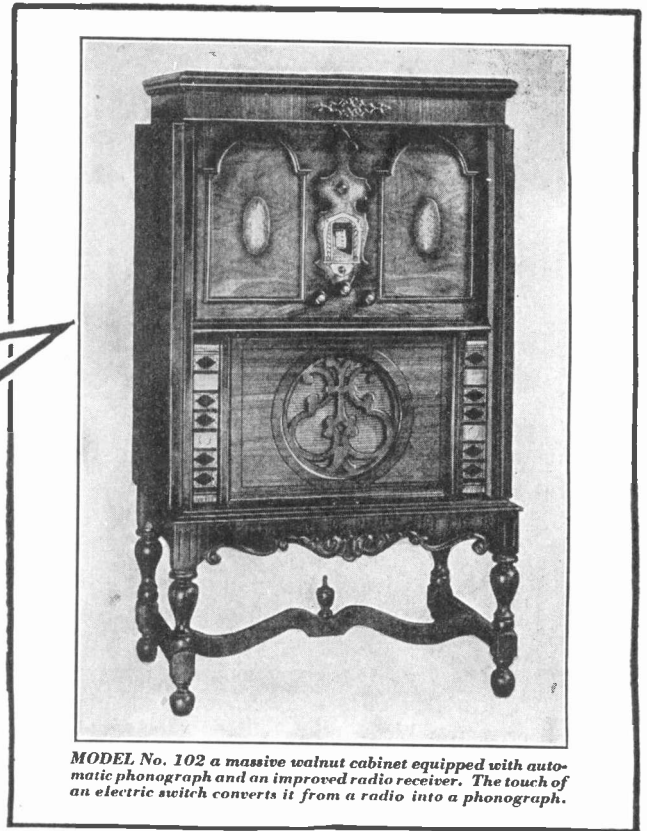
Model No. 666-C

A modern radio-phonograph combination, complete in every detail, and offered at a price you would ordinarily pay for a radio alone.



Steinite

ELECTRIC RADIO



MODEL No. 102 a massive walnut cabinet equipped with automatic phonograph and an improved radio receiver. The touch of an electric switch converts it from a radio into a phonograph.

Only DURHAMs are good enough for this Great Receiver!



DURHAM Metallized RESISTORS and POWEROHMS are available for every practical resistance purpose in radio and television circuits, 500 to 200,000 ohms in power types; 1 to 100 Megohms in resistor types; ratings for all limited power requirements; standard, pigtail or special tips.

DURHAM

RESISTORS & POWEROHMS
INTERNATIONAL RESISTANCE CO.
2006 Chestnut Street, Philadelphia, Pa.

ANY manufacturer can cut his parts costs, but it takes leadership to aim at quality reception as a means of winning a quality market, such as Steinite has done in a few short years. Steinite operates on the principle that you can get out of radio only what you put into it. And so Steinite means a quality circuit embracing every practical modern idea, not the least of which is DURHAM Resistors and Powerohms — the metallized resistances which are endorsed and used by leaders in every division of the industry. Durhams may cost a trifle more than average resistances, but experience has proved that their slight additional cost is cheap insurance against imperfect performance and against dissatisfied purchasers. Ask Steinite! We shall be glad to send engineering datasheets and samples for testing upon request. Please state ratings in which you are interested.

THE LEADERS STANDARDIZE ON DURHAM RESISTANCES



The New STAR-RAIDER ELECTRIC PHONO-TABOURET *Provides Endless Sales Possibilities*

Continental offers the industry something entirely different—entirely new. Its sales possibilities are new and limitless.

The Star-Raider Electric Phono-Tabouret makes its bow this month.

It is an electrical phonograph built into an end table. It plays any disc record . . . operates with Star-Raider R-20, R-25, R-30, or any radio having a pick-up jack. Records are played through the receiving set amplifier, and reproduced by the loud speaker. It makes a combination for far below the usual cost.

This latest of Star-Raiders can enter any market. It leads the parade for appearance and performance, style and originality.

What an opportunity Star-Raiders offer the industry! For the public now buys radios as *musical instruments* . . . and Star-Raider is the answer from this year on.

CONTINENTAL RADIO CORPORATION
FORT WAYNE, INDIANA
(SUCCESSOR TO THE SLAGLE RADIO COMPANY)

The Star-Raider Electric Phono-Tabouret holds its own records, stands anywhere in the room, and on Star-Raider Radios may be left connected permanently. Cabinet of American Walnut, finely veneered, serves in addition as a bookshelf. Price complete, \$150.00.



the STAR-RAIDER

America's Finest Radio Made Finer

THERE IS ONLY ONE CHAMPION

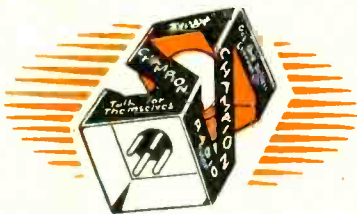


. . . . tube performance and sales performance that can't be beaten

NOWHERE can you find a tube to outperform the Champion. Nowhere is there a tube that functions more brilliantly than this one—nowhere a tube more finely made—nowhere a tube so good through and through. This is good news, indeed.

But more good news. A spectacular advertising campaign is getting Champion the warmest popular welcome a tube was ever accorded. From city square to country corner the Champion is being mentioned. By air, by newspaper, the Champion story is being told everywhere—week after week. Millions are beginning to look for the Champion trade-mark—beginning to insist upon Champion performance. This is an advertising campaign that has started real sales excitement.

So, make sure of this. Get in on these new grown profits. Stock Champions. Display Champions. Sell Champions on this new wave of Champion popularity.



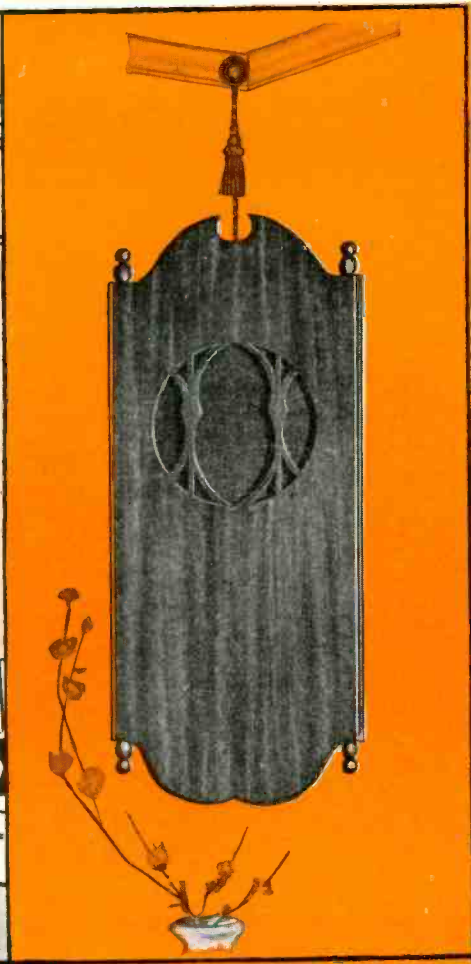
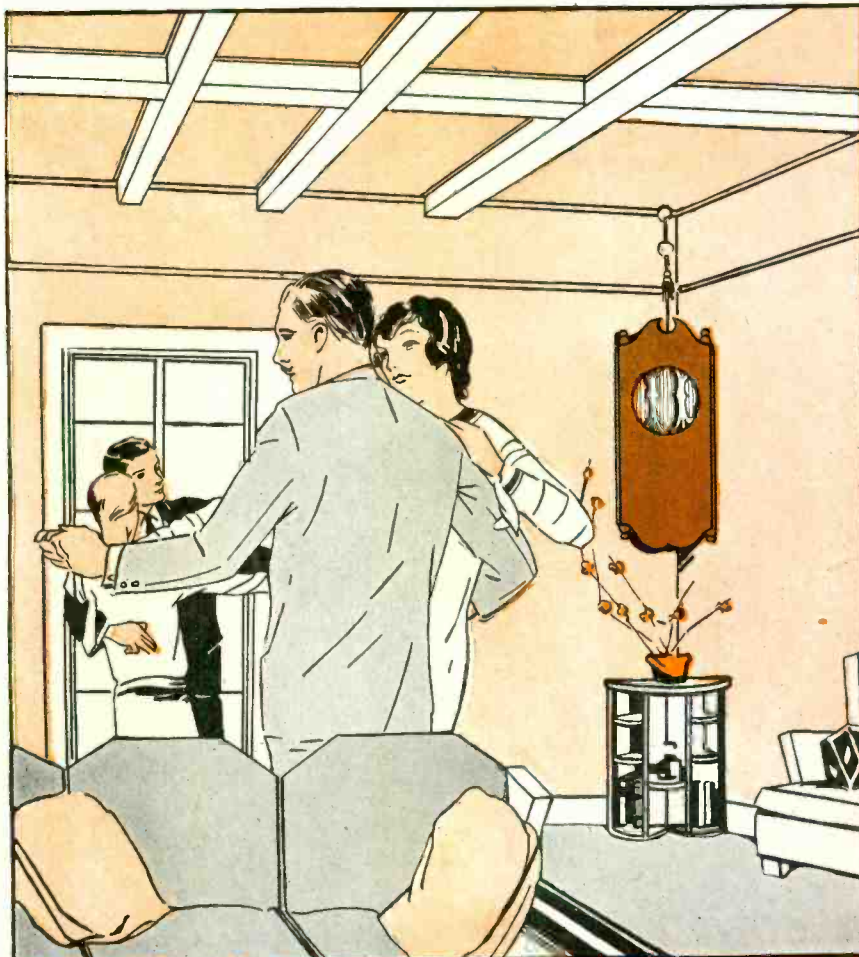
TEST THEM IN THE BOX

You know the Champion by its unique package. Each tube can be quickly tested without removal from the package. But, if the test alone is not enough, remember that every Champion is guaranteed to give perfect satisfaction to the user and any just claim by a Champion tube user will be promptly allowed.

Champion

RADIO TUBES...

MANUFACTURED BY THE CHAMPION RADIO WORKS, INC., OF DANVERS, MASS.



NEW!

BEAUTY PERFORMANCE

OPERADIO

SPEAKERS

THE "JACK HORNER" SPEAKER

THERE is something new in Radio Speakers! A unique idea *fundamentally new scientifically sound not just a change in appearance.* The Jack Horner *Dynamic* (and the Little Jack Horner *Conamic*) Speakers *hang in the corner out of the way beautiful decorative panels of hand rubbed walnut.* Jack Horner has a 40 inch baffle and reproduces fundamental frequencies *as low as 90 cycles. Hear its fine tone quality extreme naturalness! See its splendid appearance!*

The sales sensation of 1930! The dealer who wants his share of Speaker Sales *will show Jack Horner.*

OPERADIO

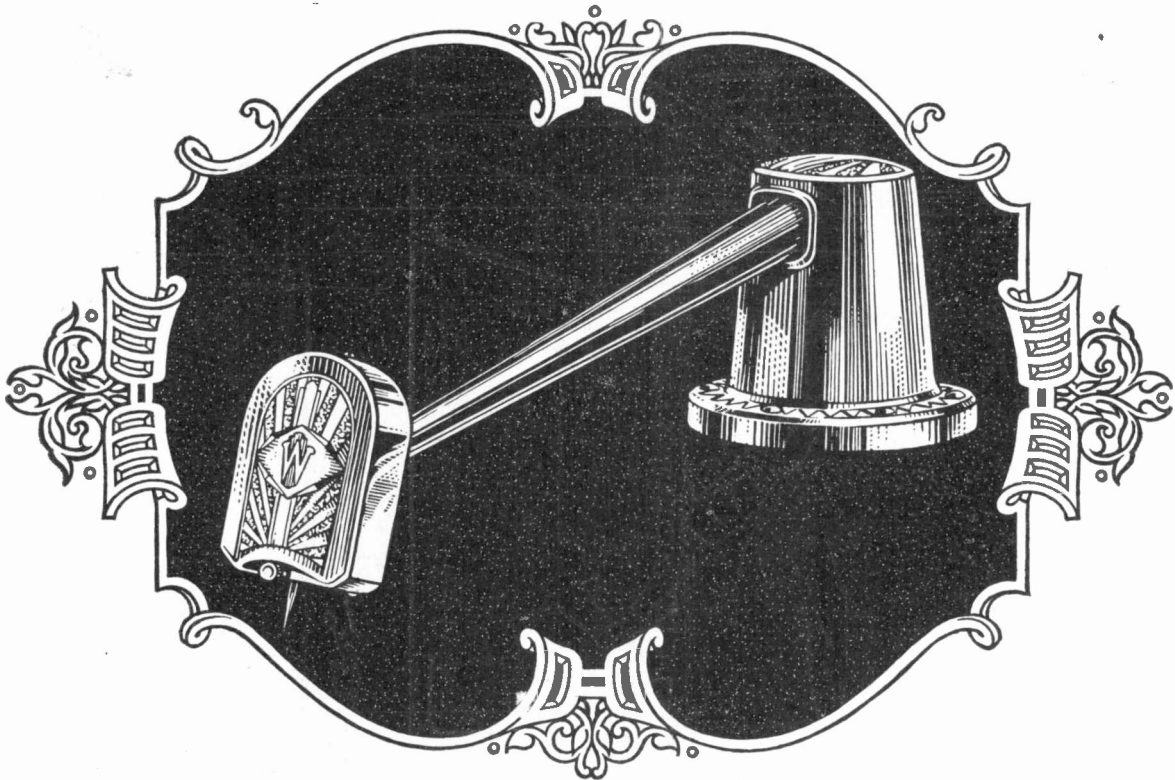
MANUFACTURING CO. ST. CHARLES, ILL.



The New
OPERADIO
Dynamic
CHASSIS

Different, better! Its sturdy, compact design permits entirely new conceptions in portable speakers. Its fine performance, sensitivity, volume, tone sweetness and power will please you. Manufacturers—write for prices.





S U P R E M E !

in everything that counts in an Electric Pick-up

SALES-PRODUCING features — engineering leadership, correctness of design, precision manufacture, and a resulting magnificence of tone — you get them all in the newest, finest Webster Electric Pick-up!

What a profitable success it has been for dealers everywhere. The few weeks since its introduction have proved this irrefutable fact:

The public wants Webster's product!

They recognize the Webster Electric Pick-up as a perfect medium for the true reproduction of music in any form.

Accurate, life-like interpretation of instrument or voice, in soft whispers or crashing crescendos, determines Webster selection in every comparison.

Webster tone is the logical result of the Webster features listed below. Collectively, they represent the highest pick-up development in the sound-reproduction field.

The new Webster Pick-up is available in two models, each for either battery-operated or A. C. sets. Both models are packed in attractive self-selling cartons—if your jobber has not stocked the Webster, order direct.

These Features Make the Webster Supreme

1—The famous Webster low-inertia stylus bearing, utilizing an all-metal pivoting action, eliminates necessity for bulky construction. Positively no rubber on bearings. Perfect balance is assured.

2—The Webster Pick-up head is small and compact, perfectly balanced, light in weight. Weight of head on record only 4½ ozs. No counterbalancing or springs necessary.

3—Highest grade Cobalt magnet of greatest possible density is used.

4—Shock-absorbing arm bearing with pivot at base — an exclusive Webster development.

5—Unique method of turning head with arm to conveniently insert playing needle.

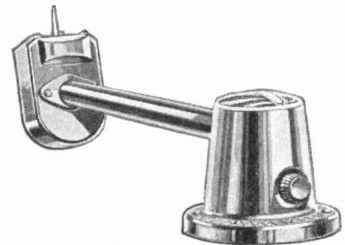
6—Volume control incorporated in base—compact and easiest to install — an orig-

inal Webster feature.

7—Base is weighted. Can be screwed to motor board or merely set in place.

8—Card completely concealed — all bearings free from play and chatter.

9—Construction lends itself easily to use of varied lengths of arm for either standard or talking picture records.



The New Webster Model 2A includes Pick-up head, supporting arm, tilt-in volume control and adapters.



The Webster Electric Theater Pick-up

This special model is offered for use with 16" records operating at 33⅓ R. P. M. An adjustable counterbalance makes it possible to correctly control the weight on the record. Provisions are made for mounting of base with rubber bands to obtain vibration-free mounting. Standard length from needle point to center of base is 12", but shorter length may be specified. Finished in instrument black.

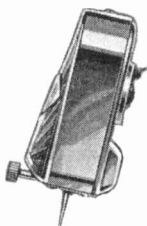
Model 2D—Standard Impedance

HeadList \$25.00

Model 2D-1—Low Impedance

Head (200 ohm).....List 30.00

Model 2D-1 can also be furnished with an impedance matching transformer at \$7.50 extra.



Model 2B includes Pick-up head, separate volume control, and necessary adapters.



Webster

W Electric Pick-up

WEBSTER ELECTRIC CO.

Racine, Wisconsin

Export Department:

154 Nassau Street, New York City

"THE SET WITH THE PUNCH" STEWART-WARNER

Here's what they mean by
"PUNCH!"

Everywhere you hear it. "The Set with the Punch"—that's what they're calling this new Stewart-Warner "Series 900" Radio.

Just what do they mean? Distance-getting ability—that's one thing. Distant stations come booming in with all the pep and punch of a "local." And power, tone, selectivity that have set an absolutely new standard of radio performance.

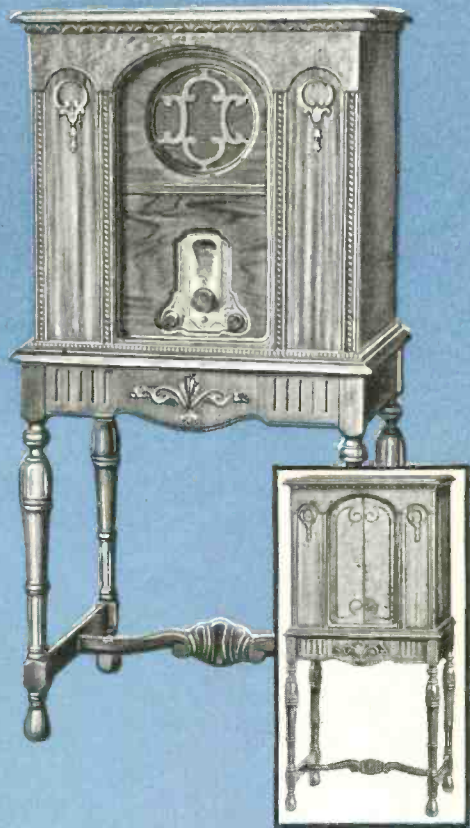
And sales-making ability, too. That's the "punch" that is bringing Stewart-Warner dealers a rich reward in profits. Without question here's the undisputed *Champion of the Air*—the set that is setting the pace—in profit as well as performance!

It's all made possible by the famous Stewart-Warner balanced bridge circuit; by the last word in tube assembly; by the wonderful new electro-dynamic reproducer, and other super refinements. Modern—even to plug-in for television. Thoroughbred—even to 22-carat gold plated connections.

Get the facts today about the Set with the punch, the Franchise with the punch, and the price-range with the punch! Radio's outstanding values: \$89.75 to \$170.50 (less tubes). Write or wire now.

RADIO

Champion of the Air!



\$142⁵⁰*

Less Tubes

Approved Jacobean Cabinet No. 35, with Model 900, of Walnut with enclosed back and hinged top. Height 38 in., width 27 in., depth 15 in. Stewart-Warner Radio comes in 60-cycle and 25 cycle AC, 100 to 130 volts, models for any current. Also battery operated models.



\$165⁵⁰*

Less Tubes

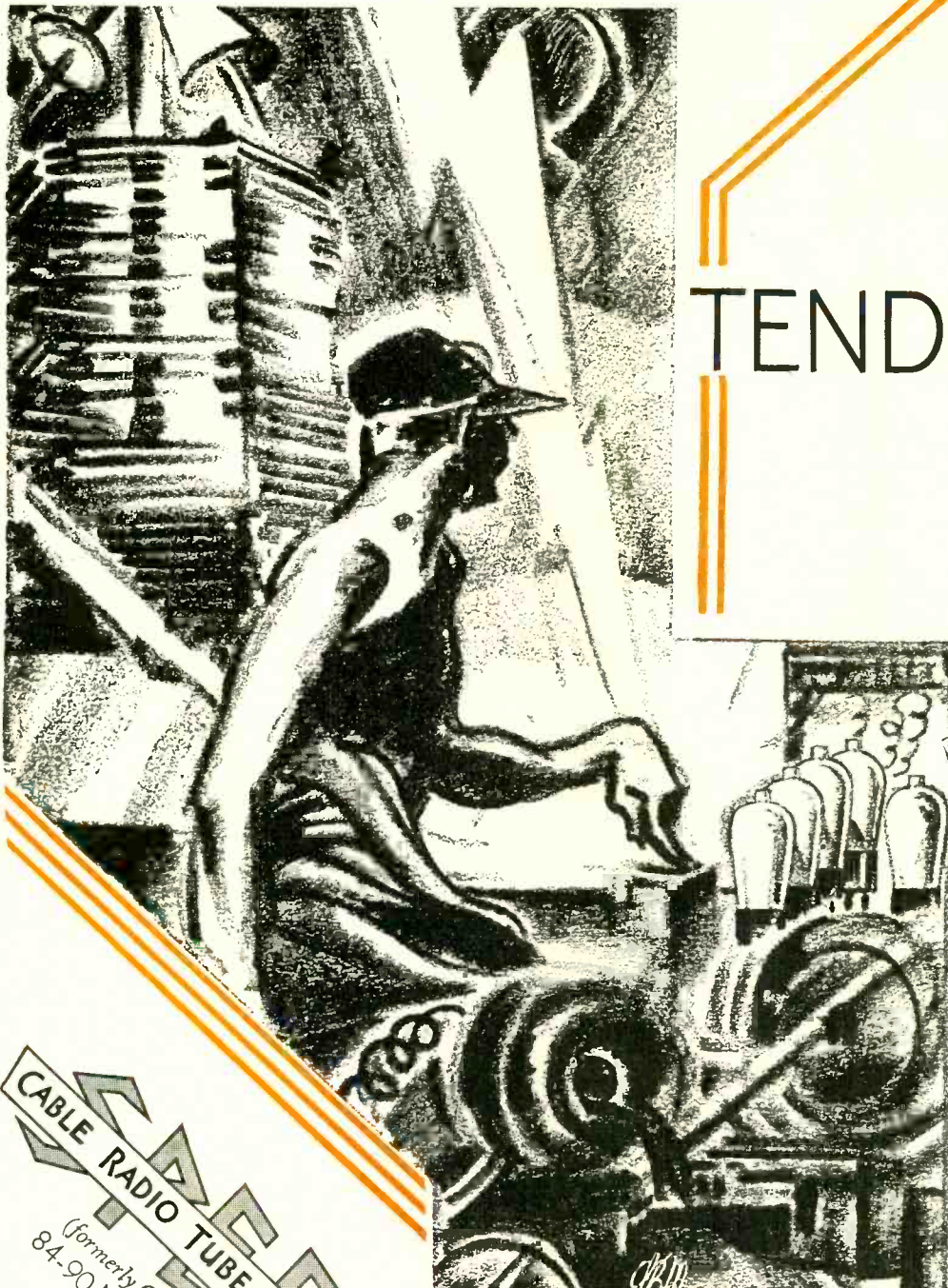
Approved Sheraton Cabinet No. 58 with Model 900 Stewart-Warner Radio, illustrated above. 8 tubes, including rectifier. "Balanced Bridge" circuit. New Stewart-Warner Electro-Dynamic Reproducer. Cabinets by Louis Hanson Co., Chicago, and Burnham Phonograph Corp., Los Angeles. Walnut and lacewood with silent sliding doors; height 52½ in., width 25½ in., depth 17 in.

** Prices slightly higher west of Rockies.*

STEWART-WARNER

THE VOICE OF AUTHORITY IN RADIO

STEWART-WARNER CORPORATION
DIVERSEY PARKWAY, CHICAGO



NO TENDERFEET HERE!

The technique of radio tube production is no schoolboy's exercise, to be learned in a day, a week, or a year. ☐ It takes the knowledge so painstakingly learned over a period of years from the incandescent lamp, properly attuned to the newer concepts of physics, chemistry and radioscience. ☐ To this must be added the most modern equipment, the finest obtainable materials, the organization necessary to combine all smoothly. Satisfy all these requirements and you have the "SPEED" Radio Tube. ☐ "SPEED" dealers have the best proposition in

the field. The reason—☐ They have implicit confidence in the complete line of "SPEED" tubes—tests for volume, clarity, long-life, quicker-heating, bear them out. ☐ They have implicit confidence in the "SPEED" organization—J. J. Steinharter, J. J. Grossman, Fred Guinther,—all pioneers from lamp days and making radio tubes since 1924. ☐ And, when the product is right, the sales and re-sales are right and the profits take care of themselves. ☐ Think it over. Write us—It will pay you.

SPEED
CABLE RADIO TUBE CORPORATION
(formerly Cable Supply Co.)
84-90 North Ninth Street
Brooklyn, N. Y.



224 A. C.
Developed by Cable
in 1928



MAKERS OF RADIO TUBES SINCE 1924



Bush & Lane
RADIO
 Built Like
 a *fine* Piano

*Beauty
 Pays!*

The success of the new Bush & Lane line proves that beauty pays. For today beauty of finish and of line is the deciding factor in almost every sale.

With a background of 40 years spent building fine pianos, it is only logical that beauty would rank equal with performance and tone in radios built by Bush & Lane.

Get the facts on the Bush & Lane Exclusive Franchise NOW!

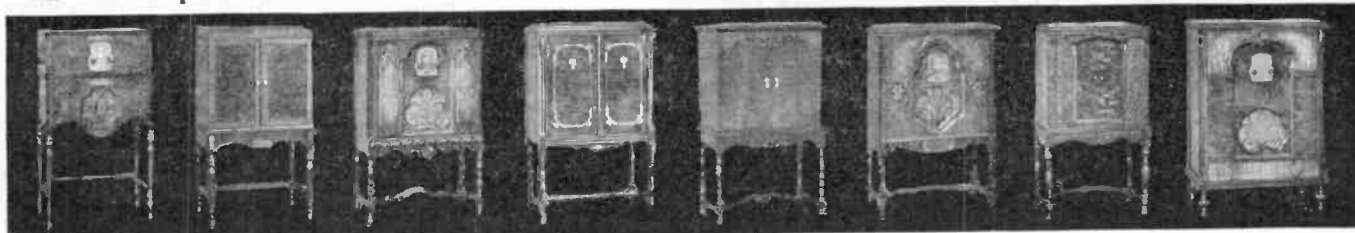
Radio Division

BUSH & LANE PIANO CO.
 Holland, Mich.



Bush & Lane Radio
 Built Like a *fine* Piano

A Complete Line—With Prices that Start Where Profits Begin



Eclipses all other Screen Grid tubes in the radio sun

LEADING set manufacturers, so that their own product may perform in the most satisfactory manner, again select Gold Seal Quality to fulfill their desires. The GSY-224 is one of the reasons why all distributors and dealers should be in a position to meet the country-wide demand for the demonstrated quality and performance of all tubes of Gold Seal make.

Technical characteristics of the GSY-224

Circuit requirements, special shielding, base 5 prong standard; Height 5 $\frac{1}{4}$ "', Diameter—1 $\frac{13}{16}$ "'; A Supply Trans, 2.5 Volts; Filament Volts, 2.5; Filament current amperes, 1.7; Has amplifier B Battery Volts; Plate, 180; Screen Grid, 75; C Battery Volts, 1.5; Plate current, 4; A. C. plate Resistance in ohms, .004; Conductance in megohms, .001; Voltage amplification factor, 420.

There is a Gold Seal tube for every set and every socket

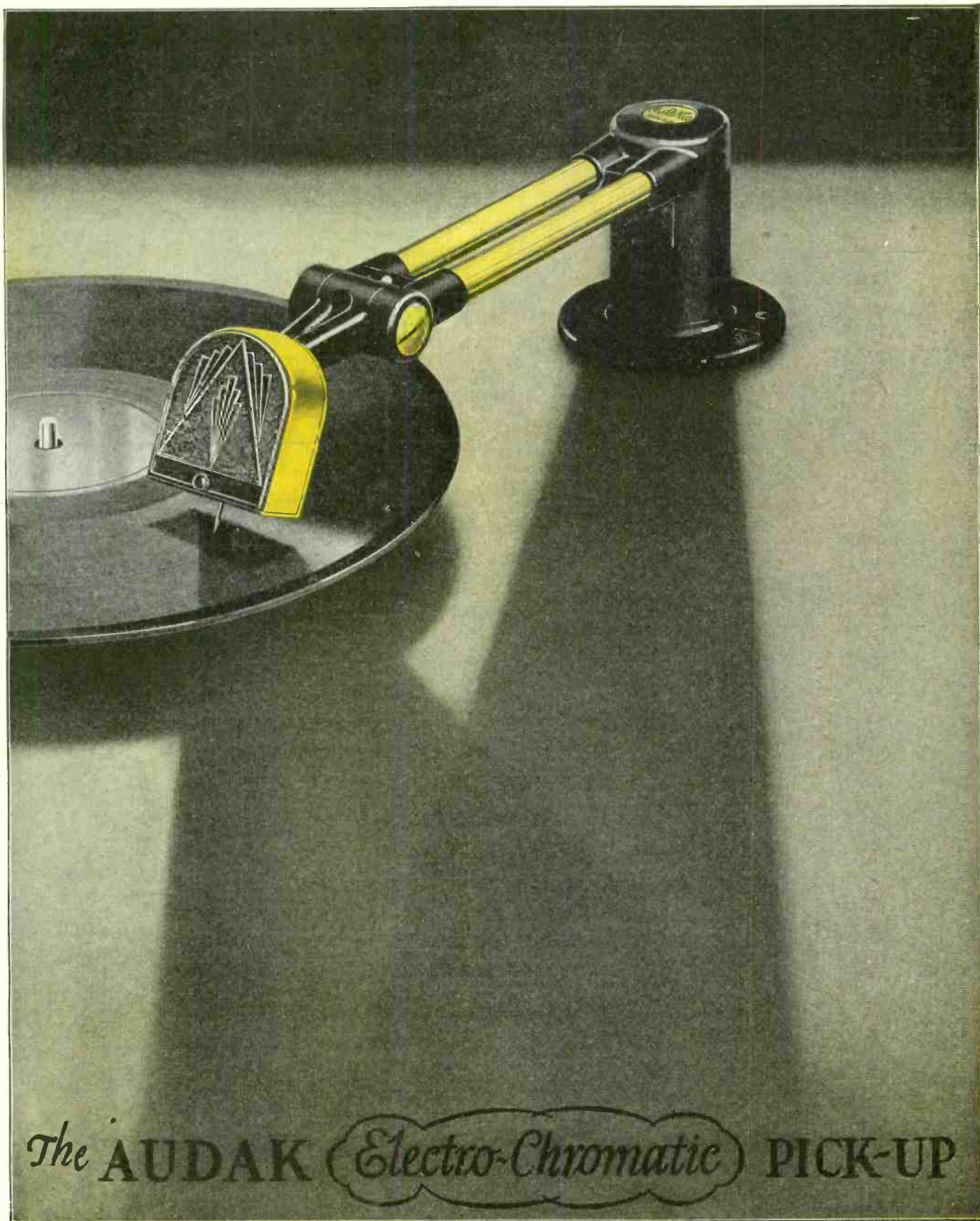


Price range and discount policy information from

**GOLD SEAL
ELECTRICAL
CO., INC.**

250 Park Avenue
New York

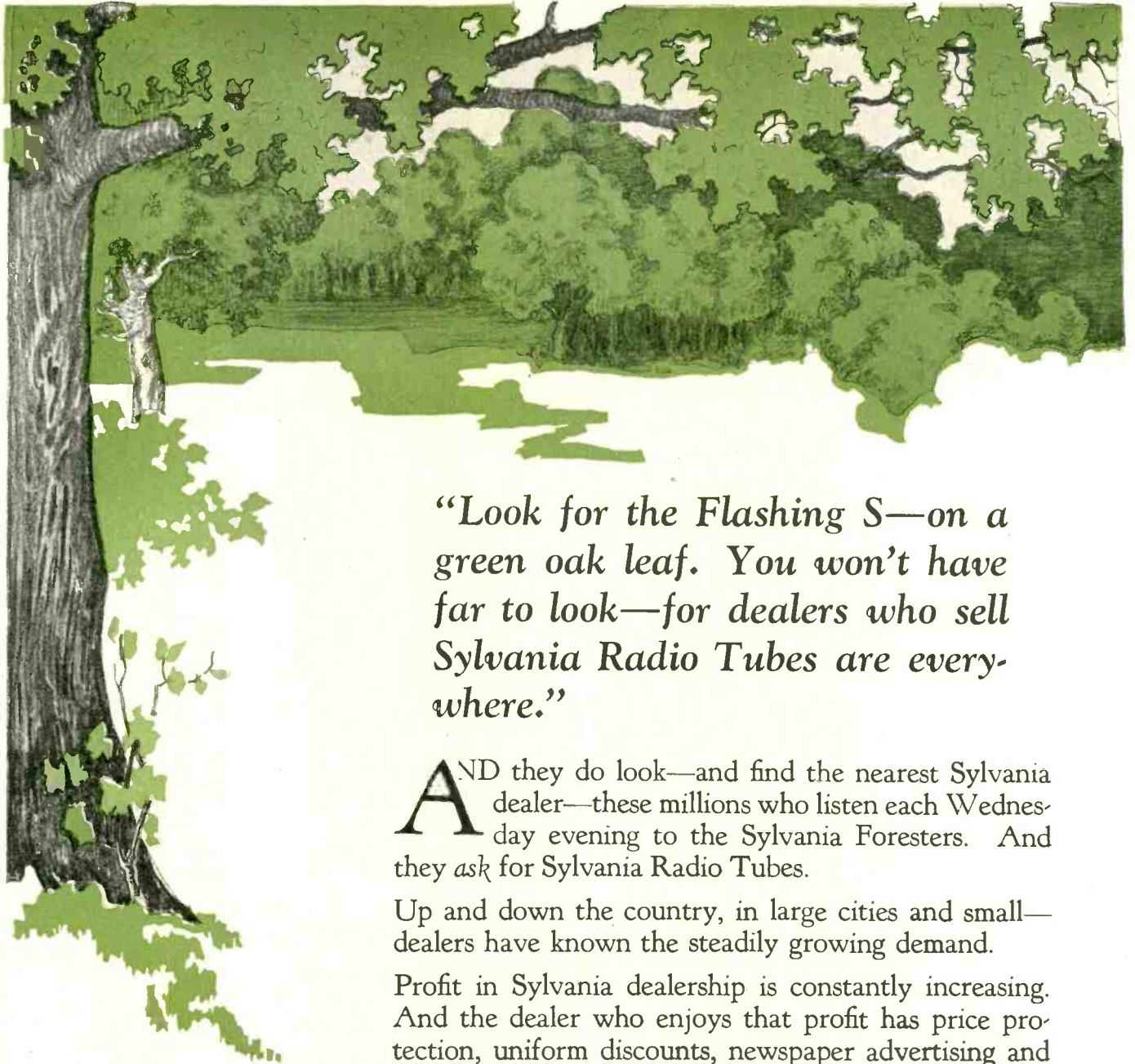
**GOLD SEAL
RADIO TUBES**



There is nothing new about a pick-up. For years manufacturers and scientists experimented with this instrument—and there have been fairly good ones available, before the advent of ours. Observe, though, that the Electro-Chromatic PICK-UP was the first to consider MUSIC as well as mere me-

chanics. AUDAK's aim here—as with its talking machine reproducers, famed for realistic reproduction of DETAIL—was to create a pick-up that would preserve those chromatic shades so essential to real music. Startling achievement! The trade is still talking about it!

The AUDAK COMPANY, 565 Fifth Avenue, New York
"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"



“Look for the Flashing S—on a green oak leaf. You won’t have far to look—for dealers who sell Sylvania Radio Tubes are everywhere.”

AND they do look—and find the nearest Sylvania dealer—these millions who listen each Wednesday evening to the Sylvania Foresters. And they ask for Sylvania Radio Tubes.

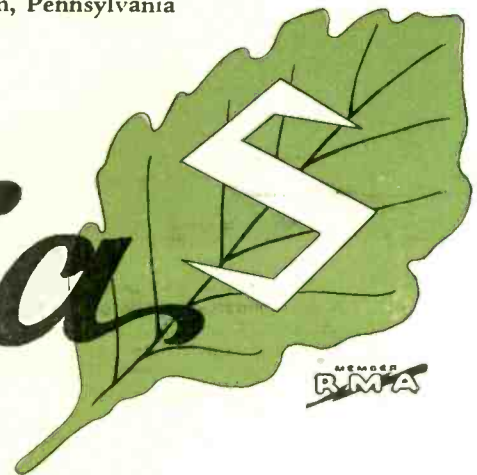
Up and down the country, in large cities and small—dealers have known the steadily growing demand.

Profit in Sylvania dealership is constantly increasing. And the dealer who enjoys that profit has price protection, uniform discounts, newspaper advertising and innumerable personal sales-helps, to keep him happy in this business friendship.

SYLVANIA PRODUCTS COMPANY
Emporium, Pennsylvania

Sylvania
RADIO TUBES

Licensed Under RCA Patents



A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

We're Selling

“Home Entertainment”

THE men who read this magazine are engaged in the business of providing entertainment for the home circle.

We stock and sell radio receivers, accessories, phonographs and combination sets.

But the customer buys all these things, let us remember, only as the means of bringing music, inspiration and information into his home. He is buying *entertainment*. With the merchandise we afford him, he can set up his own little entertainment plant right under his own roof-tree, keep the family at home, hold the children in bounds, and invite in his friends and neighbors. Home, once again, has, with our help, become a center of interest and attention.

* * *

But if we admit we are sellers of “home entertainment”—and are willing to survey our activities as such rather than to think of ourselves only as radio men or phonograph merchants, certainly we should carry this home-entertainment purpose to its logical end.

What are the rest of the home entertainment offerings? Let's put down the whole list:

Radio—and accessories.

Phonographs and combinations.

Home Movies.

Home Talkies.

Eventually there may be other items. But that's the list, today.

Radio phonographs, combination sets, and phonograph records we long ago accepted. The modern electric phonograph is a radio-tube device. Phonographs thus “belong” in the home entertainment picture, by any measuring stick.

And now come the motion pictures in the home.

Home projectors for showing silent movies; home projectors for pictures synchronized

with sound effects on records; home projectors for talkie films (using tube amplifiers); cameras; screens; films—all these make up the new stock-in-trade of the home-entertainment dealer. Here is a new art bound to develop to substantial proportions.

Such new home-entertainment items will help to diversify the radio dealer's lines, they will bring new customers to his store, they will provide new items to sell to old customers.

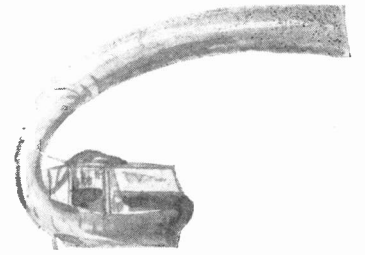
And they will add volume and profit to his present business.



Home movies are profitable companions

The MENACE of the CHAIN

An opportunity for radio leadership in your community, through co-operation with independent merchants and jobbers elsewhere



THERE is a great opportunity for leadership in your community Mr. Radio Merchant. But like all opportunity, you must be ready to open the door when it knocks.

I would like to direct the thoughtful consideration of radio merchants (and jobbers) to two items which have recently appeared in the public press:

Harvey S. Firestone has launched a \$60,000,000 effort to lower distribution costs of tires, gasoline, oil and batteries. His plan is to establish super-service stations from coast to coast at which the motorist may buy everything he needs for his car.



There are too many individual gas and oil stations, tire shops and battery shops. Distribution costs are highly extravagant. Combination, one-stop stations, with a single overhead and unified management will reduce costs materially.

The Firestone Tire & Rubber Company has authorized an appropriation of \$30,000,000 to finance dealers in the erection of service stations, the company to own 51 per cent of the stock.

This ambitious merchandising program has been inspired largely by the success of individual dealers who operate combined oil and tire stations. It has been spurred also by the competition of the mail-order houses whose low distribution costs have enabled them to cut prices ruthlessly.

This clearly confirms the situation existing in the radio field, the need of diversifying stocks, broadening the appeal to the consumer and securing a more uniform volume of sales throughout the year.

The following are excerpts from an address before the Hartford (Conn.) Chamber of Commerce by E. A. Filene of Boston, internationally known economist and one of the great merchants of the country:

"The individual merchant can survive the increasing chain store competition only through *immediate* and determined co-operation in forming buying pools and *central management organizations*. What we now know as the chain store is nothing compared to what is to come along this line," he said.

"*Individual merchants*," Mr. Filene declared, "can form themselves into associations which will perform all the functions of the present chains and still retain their individual ownership and management. Possessing individual ownership and doing their own managing they can meet the chains at their weakest point, for the average chain store manager is not as resourceful nor does he have the same personal interest in his business as does the individual owner.

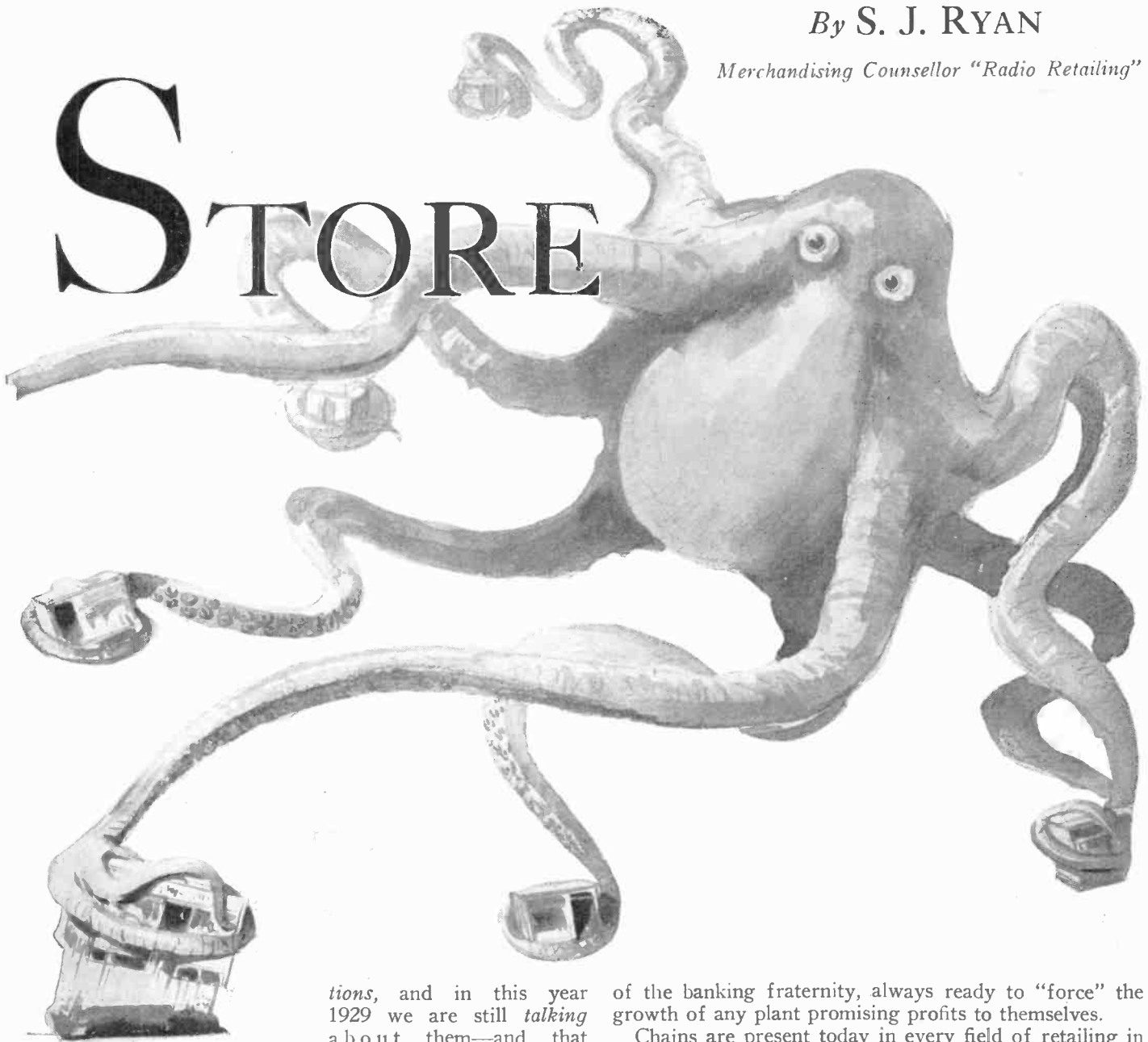
"Mass production and mass distribution have come to stay," he said, "because they bring higher wages to the larger number of workers and lower prices to the great mass of consumers. The only way to meet the chains is to adopt their methods. Merchants must organize for mass distribution. Then they can obtain their goods at a lower price and can afford to sell them cheaper."

Do not many of these phrases have a familiar ring in your ears? "Too many dealers"—"menace of the mail-order houses"—"got to reduce overhead," etc., are the time-worn if not time-honored bromides impressively uttered at every convention or get-together of radio retailers for the past several years. But the utterances have never been transferred into ac-

By S. J. RYAN

Merchandising Counsellor "Radio Retailing"

STORE



tions, and in this year 1929 we are still *talking* about them—and that is all.

IN THE meantime, consolidations in the various fields of retailing have been proceeding merrily on their several ways and the chain store is securing a steadily tightening grasp on distribution. Only very lately has anything been done by independents, who want to *remain* independent, to counteract the activity of the chains. Mr. Filene points the way.

It is the fashion to consider the chain store as something new. It is not. The first store of what is now the Great A. & P. system was opened in New York in 1860; Woolworth's first store in 1879; McCrory in 1882 and Kresge started in 1899. Penney opened his first store in 1902 and the first chain drug stores were born a few years previously. A somewhat parallel history prevails in other fields of retailing.

It is only in the past ten years, however, that the chains have really come into their own, although a steady progression has characterized their activities from the beginning. The issuance of stock to the investing public has necessitated the revealing of earnings, etc., and this has not only awakened great interest upon the part of the public at large but enlisted the enthusiastic attention

of the banking fraternity, always ready to "force" the growth of any plant promising profits to themselves.

Chains are present today in every field of retailing in varying degrees. While it is true that the retail radio field is almost virgin territory at present, insofar as chain stores devoted exclusively to this class of merchandise are concerned, and may well continue to be from that angle, it is obvious to every retailer and jobber of radio merchandise that mail-order chains, drug chains, department store chains, etc., are, year by year, securing an increasing percentage of this business due almost solely to the many advantages accruing from their operations.

WHILE it would be folly to predict the eventual extinction of the intelligent independent, no one who has made a study of the subject can dispute the fact that the expansion of chains, increasing as it is in ratio from year to year, has made this business more difficult and apparently will result eventually in the extinction or absorption of all but the most efficient of the independents—and they are the life blood of the jobber.

Fortunately a way is open whereby sound radio merchants may not only successfully combat the competition of the chains but *secure and preserve to themselves*

(Please turn to page 102)

Now *What*

The new and changed selling conditions the radio trade will have to meet this season

An Interview with

H. B. RICHMOND

President Radio Manufacturers Association

As told to Wm. C. Alley, Merchandising Manager, R.M.A.

WHAT faces the radio trade as we swing into another selling season? What factors will influence the market? What new and changed conditions will the radio retailer have to adjust himself to meet?

August is an appropriate time to review briefly some of the underlying influences that will affect the coming season's merchandising plans.

First, will business, generally, be as good as last year? The answer is—probably not. Last year we had the temporary stimulus of the Presidential election, as well as the first inrush of customers to replace battery sets with the new A.C. models. This year there is no artificial demand, and the peak of the D.C. replacement market seems to be passed if reports from a number of representative dealers can be considered as indicative of the general situation.

This must not be construed, however, as inferring that there will not be a very large replacement market this coming season. There will be. And it will be big enough to cause the dealer to watch his step carefully on trade-in allowances.

It indicates, apparently, that the actual number of sets sold this year will not equal last year's record total.

On the other hand, business in accessories, such as tubes, is accumulative and increases every year in proportion to the number of sets sold. The dealer can look forward to a business in tubes during the 1929-30 season that will probably smash all previous records.

Thus the situation for the coming season resolves itself into this, as I see it—an apparent reduction in the number of sets sold as compared with last year, but an unprecedented demand for replacement accessories.

Whether the dollar and cents revenue will change materially over last year is questionable. Undoubtedly, the average price of receiving sets will be lower than the previous year. It is anybody's guess as to whether or not the increase in the dollar volume in accessories will make up for the decrease both in number sold and the average price of receiving sets.

Now, as to stock requirements—conditions point to a highly conservative policy. We will probably have the normal mortality in all branches of the trade and it is likely to be more aggravated than usual by the time next spring rolls around.

TO relieve this possible surplus of receivers, early in 1930, it would be the wisest course for dealers and jobbers not to overcommit themselves at this time and

About the FALL?

leave their manufacturers holding the bag later on, and, by the same token, the manufacturers themselves should adhere to a very strict policy of production closely approximating actual orders.

The dealer can best gauge his inventory requirements by the following more or less general rule-of-thumb,—on a basis of a \$50,000.00 annual volume, a stock of six to eight thousand dollars, at retail, should be sufficient, kept in as liquid a condition as possible.

In talking with a prominent retailer the other day he told me he was going to balance his stock this season somewhat in the following manner—a ten per cent reduction in the number of sets carried on the floor, but a wider variety of models in the low and medium price ranges. He said that he would carry at least four lines balanced so as to give him a greater choice in the lower price range than he had last year, but that he was holding himself open to take on one or two additional lines for which a public demand might become apparent.

He is also making corresponding reductions in the number of speakers and cabinets in stock, because of the trend toward the sale of complete units.

This, naturally, should be modified in individual cases where unusual conditions warrant an increase in the number of cabinets carried.

But in the case of replacement accessories such as tubes he figures on a 50 to 75 per cent increase and is placing his commitments on that basis.

This, it seems to me, is a logical course to pursue, and facing a possible reduction in the number of sets sold I would certainly go out and fight for my share of the business. If anybody is going to suffer reduced volume this year, let it be somebody else, not me!

It is going to be definitely a merchandising season. The dealer who does the best selling job will get the business. It will be just too bad for the others.

To survive this season with net profits equal to last year's the dealer must straighten out his merchandising plans and store policies without delay.

FIRST—trade-ins. The old scarecrow. Dodge them whenever you can. Tell your customers of the advantages of two sets in the home and try to sell them the idea of keeping their old set for their own use or disposing of it to some charity.

Then, if you have to take the old set in order to make the sale, try to keep the number down to one trade-in for every four clean sales. And don't let the allowance exceed about five per cent of the new sale.

Then decide whether they are worth reselling. If not, junk them and like it. But above all don't hold them on the floor too long. If you think it costs a lot to sell a set, just stop and figure out how much it costs *NOT* to sell it!

Then—your sales campaign outside the store. Never mind all the controversy about whether or not specialty

Says

President Richmond—

Dealers will have to push harder for sales in 1929-30.

Peak of "easy" battery-set-replacement business now passed.

Average receiving-set prices lower than last year.

Tube business, being cumulative, for 1929 will smash all records.

Aggressive specialty selling of sets will be necessary; keep men in field.

Keep merchandise stocks in liquid condition.

Watch trade-in allowances. Get customer to keep his old set.

Hold down all costs; shave corners.

Keep a record of all expenditures.

Start Fall advertising and promotion plans early.

Merchandise the new set features—automatic tuning, remote control, artistic wood finishes.

Emphasize cultural as well as entertainment value of radio, this Fall.

selling is worth while. Before we're many years older, that will be the *only* way to sell radio. Every store should have two to four men in the field constantly, contacting customers and prospects, and working "cold turkey" when they haven't anything else to do.

Next—sales promotion—get that started early. I know it is a lot easier for me to say it than it is for you to do it. But still it's got to be done. The store that keeps itself in the public eye through all forms of advertising and publicity will be the one the public will turn to when they're ready to buy. So that is the next step on the program. Map out your sales promotion campaign—newspapers, direct mail, stunts—and get it going.

Then—the subject of costs. Keep them down. *Every dollar saved is just as good as one earned*—and money in the bank is a language everybody can understand.

Therefore—shave the corners this season. Keep accurate records of your costs. Know where every

(Please turn to page 103)

Home Movies Mean



“CAN the average radio dealer profitably sell home movie equipment?” you ask. “Well, we sold \$100,000 worth of home movie apparatus last year with a greater net profit than was had in an equal amount of radio business,” responded the manager of a well-known New York radio-music store in reply to the question.

“For three and a half years now we have been selling home movie equipment in conjunction with radio, and during 1928 we found that half of our \$200,000 business was done in home movie devices.

“Analysis shows us that our stock turn is about the same on this merchandise as for radio—six or seven times a year. Our margin on cameras and projectors is 33 $\frac{1}{3}$ per cent. So far our dealings are direct with the manufacturer which makes a very fine proposition as the manufacturer takes care of all service. This more than compensates us for the 6 $\frac{2}{3}$ per cent lower margin as compared to radio.

“On accessories such as films, lights, tripods, cases and screens our margin runs from 20 to 40 per cent.

“And when you consider the fact that there is no obsolescence with this equipment and that an average sale ranges from \$300 to \$500 it is easy to see what an excellent line it is for

Increased Profits

Selling \$100,000 Worth of Home Movie Equipment at a Profit—How a Radio-Music Store Did This

the radio dealer to stock. Also it falls within the realm of home entertainment for which the radio-music merchant is rapidly becoming known as the center.

"Not only is the sale a clean-cut one at the start, but the repeat business that we get for films and accessories is tremendous. We sell on the average of 500 rolls of 100-ft. film a month—and this film retails for \$6 a reel.

"Built up from a few hundred dollars worth of stock we have at present an inventory of about \$10,000 worth of home movie material. However, for the average radio dealer to go into this new art it is necessary that he carry only a small stock of a few hundred dollars consisting of one or two popular makes.

"We find in our present location that we sell about an equal amount of two of the most widely advertised brands. Of course, with our business as large as it is, at present, we must also carry one or two of the other makes as we get quite a few calls for these.

"In a case like this, the customer has, of course, already been sold by his friend and it is only necessary for us to furnish him with the outfit that he desires.

"**T**HEN there are cases where a man will have relatives living out of town and he is desirous of sending the films taken about his home, or of his children to them and in this case he may not desire to spend a great deal of money. We suggest to him that he purchase a projector that is low in cost but which at the same time makes an ideal gift. Such projectors can be bought for as little as \$35. I merely state a case of this type in order to show that the lower priced apparatus has a very important part in this business and should be carried.

"So far we haven't found it necessary to have any specialty salesmen working on the outside. Most of the people that have purchased radio sets are interested in cameras and inquire about them as they drop into the store. The majority tell us that they have a friend who has a certain make of outfit and they would like some information concerning it.

"Even in the store it is not necessary to have a specially trained salesman as any salesman who is near the camera counter can wait on the customers. All the

SIX REASONS for handling Home Movies

- 1—*A New Unsaturated Market*
- 2—*Attracts Best Type Of Customers*
- 3—*No Servicing To Be Done*
- 4—*Repeat Business For Accessories*
- 5—*Quick Turnover*
- 6—*Year 'Round Demand*

apparatus has been worked out to such a degree of simplicity that it does not take a salesman very long to learn all there is to know about it.

"There is no reason at all why the average radio dealer now selling radio and perhaps phonographs cannot sell home movie cameras and projectors. To prepare himself he has but to read the instruction books and what he doesn't know after this, the manufacturer's representative will be glad to show and explain on his next call. We have found that the manufacturer's representative is always extremely glad to instruct the dealers or their salesmen.

"In order to sell home movie merchandise the radio dealer should know how to load cameras, splice film, and thread the projectors readily. This is really very simple and it means only that the dealer will have to spend a little time practicing these details in order to make the demonstration before the customer seem simplicity itself—which it really is.

"Up-to-date we have found that home movies sell very well in conjunction with phonograph records, phonographs, radio, and radio-phonograph combinations. We are positive that the coming of home talking-movie outfits will place the radio dealer in an ideal position as an outlet. His knowledge of audio frequency amplifiers, transformers, power supplies and wiring will help greatly and place him in a very superior position over other types of dealers for the sale of this equipment.

"Another peculiarity of the home movie field is that it does not seem to be seasonable for we find that we have a constant demand for it the year 'round. In the summertime people like to take movies of their camping parties, boat races and trips to the mountain or seashore. In the wintertime there are similar scenes of winter sports, hunting and possibly trips to the South and to other parts of the country that are filmed.

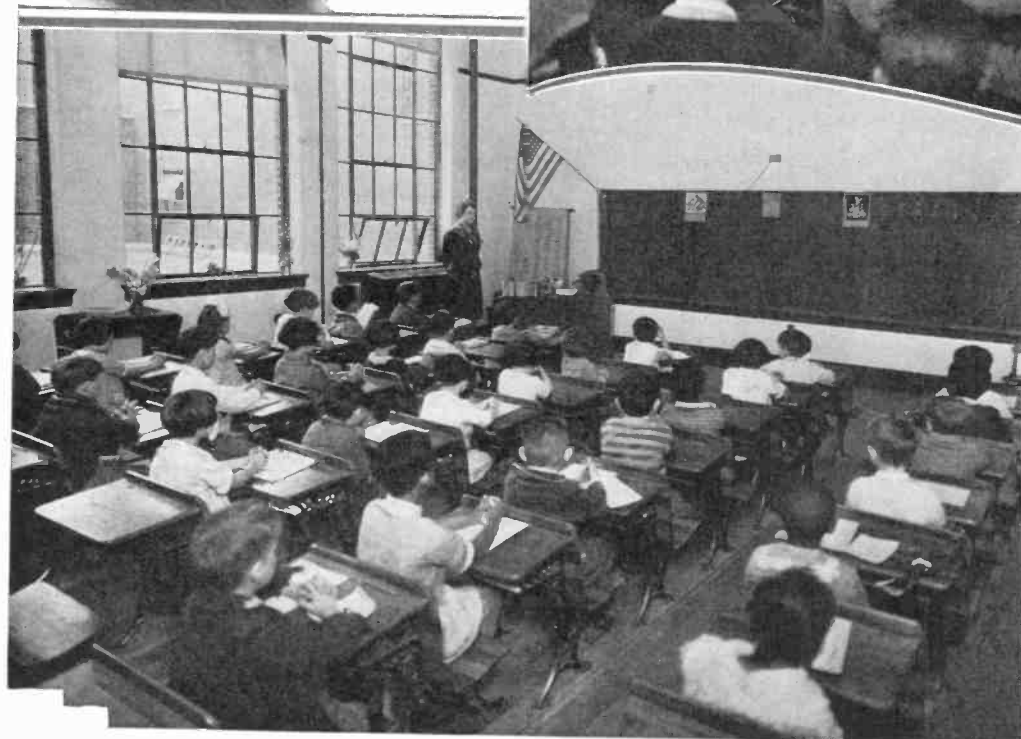
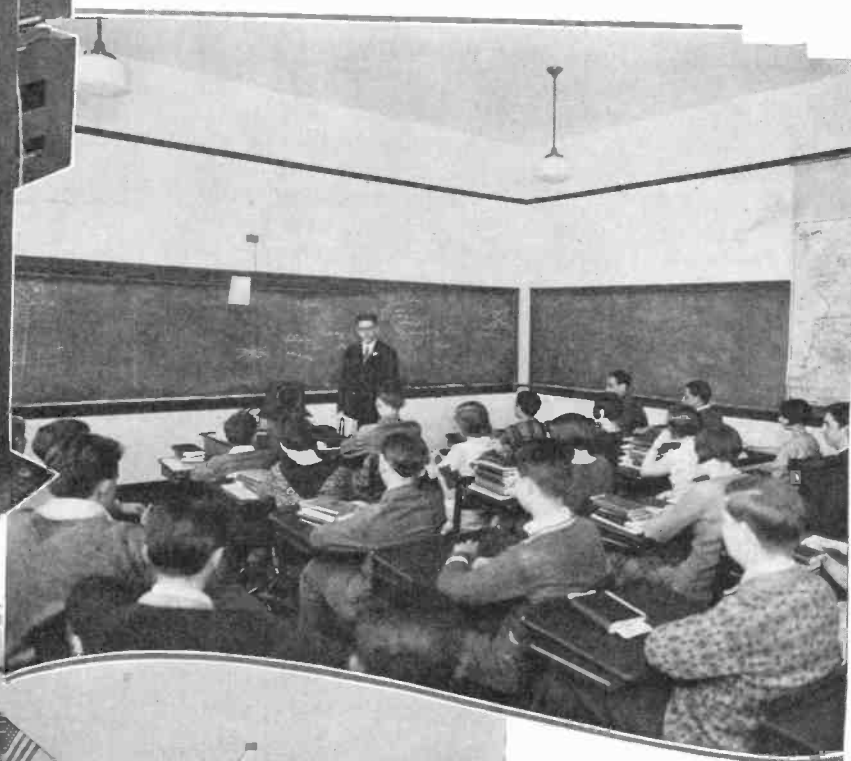
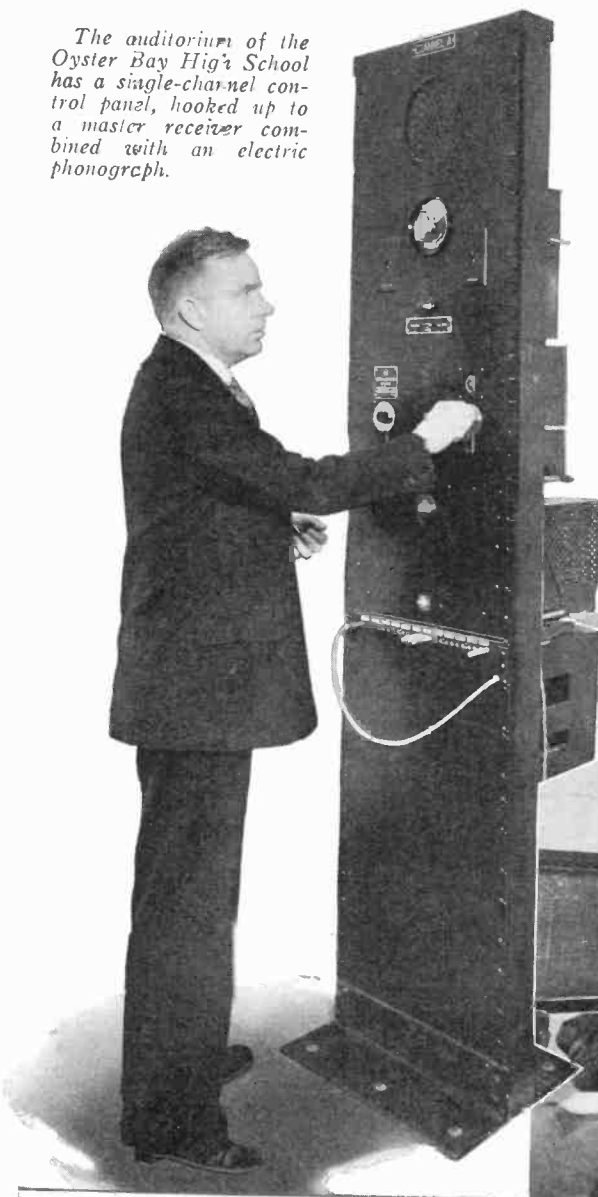
"So far we have not gone into the rental film library proposition although I believe there is money to be made

(Please turn to page 100)

The auditorium of the Oyster Bay High School has a single-channel control panel, hooked up to a master receiver combined with an electric phonograph.

Get 'Em

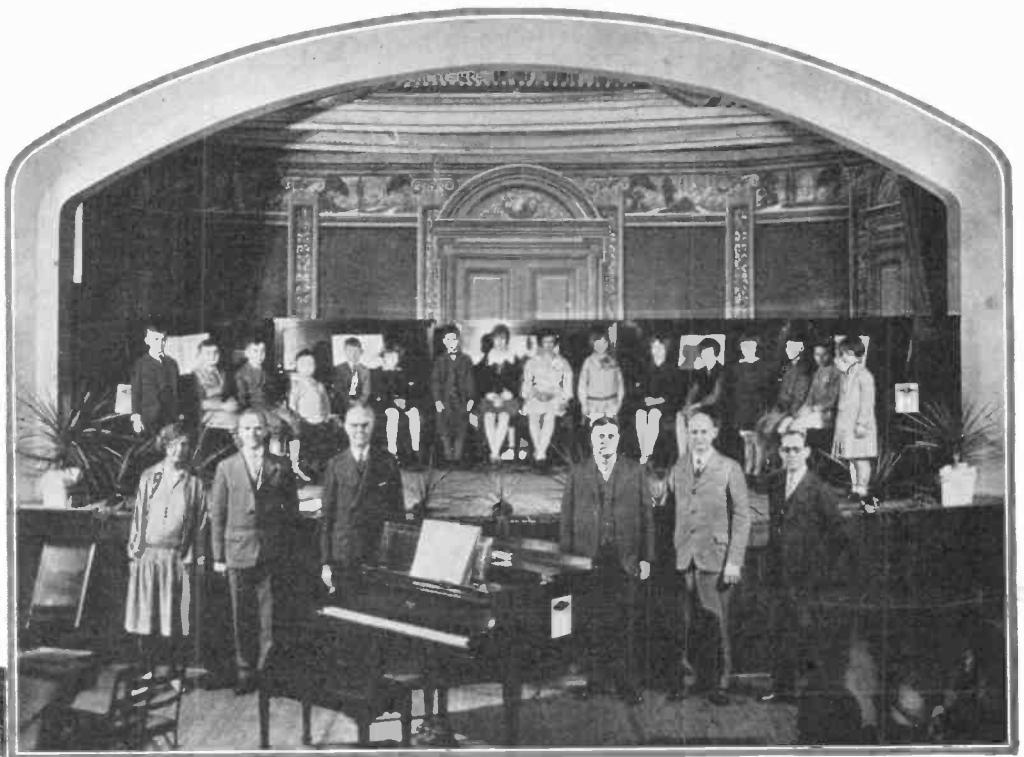
The centralized radio system installed at the Oyster Bay High School, Long Island, has created radio sentiment in hundreds of homes—through the young folks.



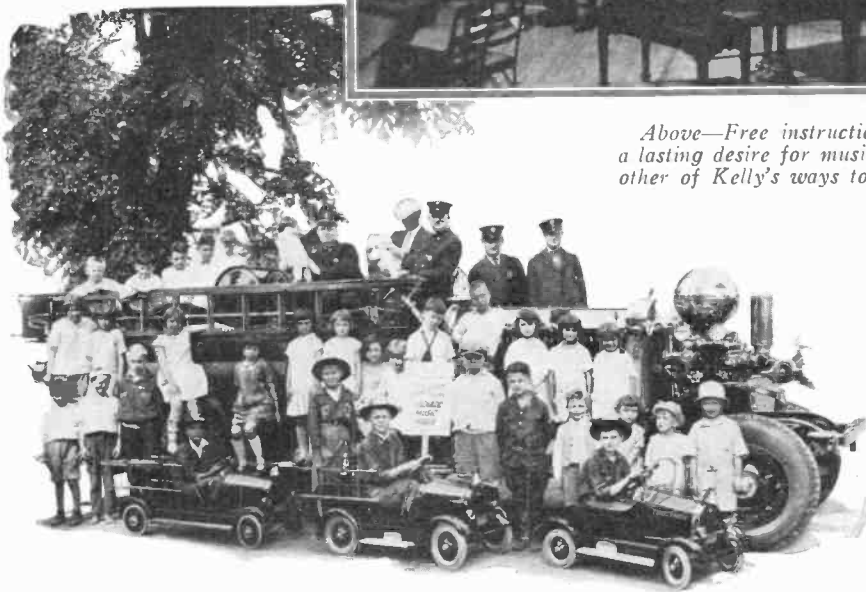
As many reproducers as are desired in the various class rooms may be connected to the master control panel. A time clock automatically starts and stops the programs which are distributed to the different class rooms. When educational programs are not on the air, recorded music may be used.

when they're YOUNG

How the Packard Music House, Fort Wayne, Ind., is making children "music-conscious"—and selling radio sets thereby.



Above—Free instruction by competent instructors creates a lasting desire for music. Below—A Kitty Club scene, another of Kelly's ways to create good-will.



the services of such artists as Straus, cornet soloist with the Sousa Band, and Gal'i Curci, for broadcasting over Fort Wayne's local radio station, WOWO.

Further, Mr. Kelly was one of the prime movers in the organization of the Kiddy Club last summer. He also broadcast a series of music lessons over the local station which were prepared especially for juveniles.

What has this development of an enthusiastic youngster following to do with the sale of radio receivers?

Simply this—through the children the parents are best reached. Children who are brought in personal contact with good music insist on a real quality radio set in the home. They want to hear some of the great artists with which Mr. Kelly has made them personally familiar.

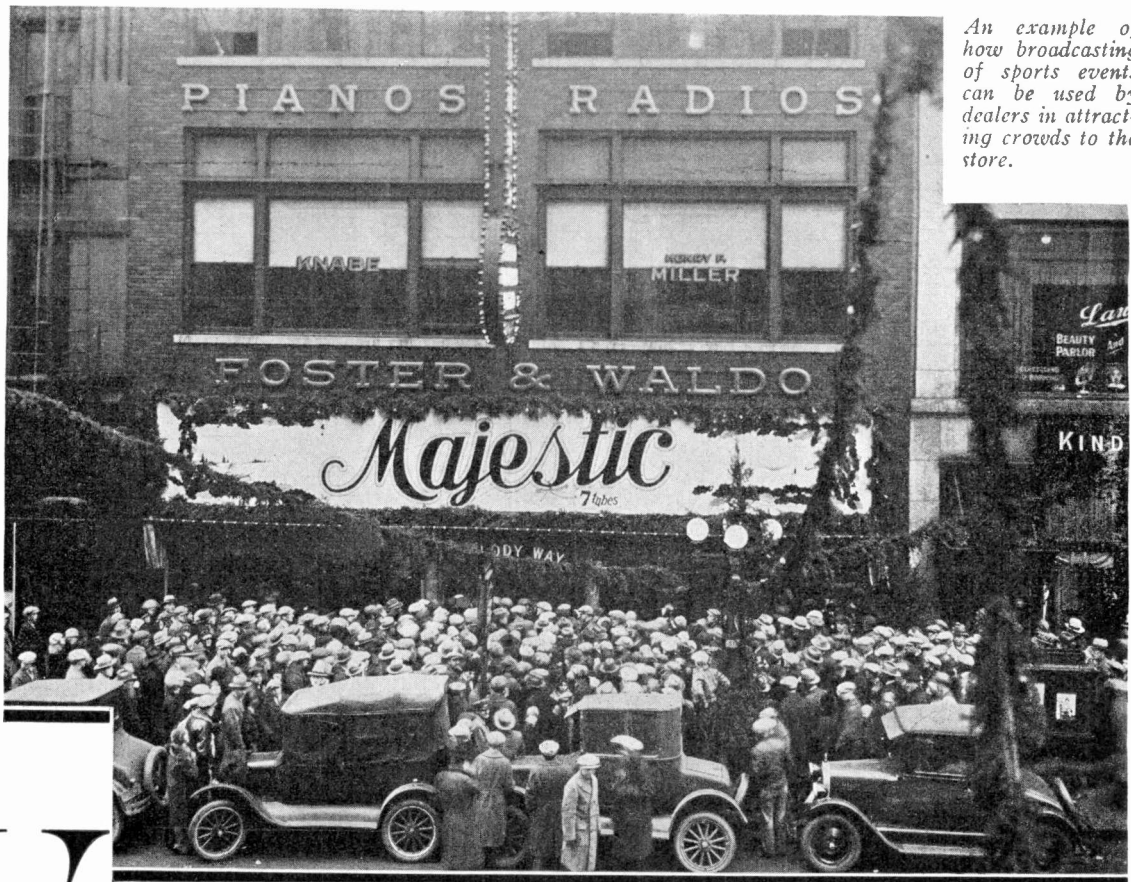
"It is not possible accurately to state how many radio sales have been due to the co-operation of my little friends," states Mr. Kelly "but it is a safe bet that 25 per cent of last season's radio business came from this source."

Apart from this increase in radio sales this activity was of course, the means of selling a considerable number of pianos and smaller musical instruments.

PROCEEDING on the principle that you must first teach the child to play if you would cultivate an appreciation of good music in the home—and that such a musical appreciation leads to the sale of quality radio receivers. Frank Kelly, owner of the Packard Music House, has been instrumental in providing free lessons on the piano and other musical instruments to over 3,000 children in Fort Wayne, Indiana.

Competent instructors, hired by this concern, have for the past two years, given a free course of ten music lessons for any child wishing to take advantage of this offer.

In addition to this activity, Mr. Kelly has obtained



An example of how broadcasting of sports events can be used by dealers in attracting crowds to the store.

WE Make our Ads

THIS is the story of an outstanding retail advertiser—a music merchant whose 1928 display space, against a field of 28 competitors, represented 73 per cent of all music-store lineage inserted in the three leading newspapers of Minneapolis, Minnesota.

Timely, *human-interest* appeals, original illustrations, and the featuring of “leaders” is responsible for much of the remarkable business enjoyed by Foster and Waldo Company, according to advertising manager C. W. Ream, the man who has purchased over 2,200,000 lines of newspaper space, whose brilliant copy is nationally known, who originated the slogan used by one of the leading set manufacturers in the country and who is, this year, controlling a publicity appropriation in excess of \$130,000. From May to November, 1928, this concern sold over 4,000 radio sets. Its annual business, ending as of June, 1929, will exceed \$1,000,000 in radio alone.

Few dealers can hope to reach these heights but every dealer can profit from a consideration of the policies and methods underlying this great activity. All, for example, will find food for thought in the following summarization by Mr. Ream of his practices:

“I try to make each advertisement so original and so newsy that people will read it whether they are interested in radio or not,” he says.

The man who has spent over \$400,000 last five years tells how he gets results 4,000 sets within

“I employ the services of a local artist. This is not as expensive a proposition as many suppose. Simple line cuts have a strong appeal and the attention value of ‘home-made’ illustrations which exactly fit the text is well worth their cost. I vary the cuts as often as possible but retain the same general style of treatment. I even use special drawings of the product itself but this would not be practical, of course, for the average dealer.

“Because we are consistent advertisers,” Ream continues, “we are generally able to secure a dominant position. The upper right hand corner on page three or five is best. Frequently we run two or more ads in the same issue. If a dealer has two distinct messages for public consumption I believe it the wiser policy to plan two displays; thus running two chances of attracting attention besides helping the reader clarify his thinking.”

NATURALLY, a music house with a reputation of 51 years of keeping faith with the public and which features weekly “leaders” and operates a force of 33

In the majority of cases, from the broadcast advertisement, comes the magic name MAJESTIC! Multiply returns of the air.

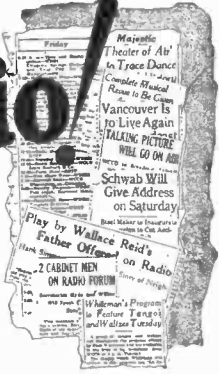
Copyright, FOSTER & WALDO

FOSTER & WALDO
PIANO COMPANY
MAJESTIC RADIO

Established 1877
Made in America



Oh-What a Summer for Radio!



"3" Plus "1" Never Yet Equalled "2"

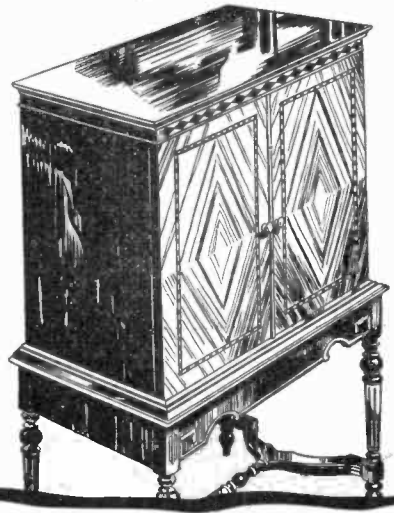
A great broadcasting station is practically a very electric radio set in reverse. Stations are constantly replacing costly equipment to keep pace with the rapid progress of programs.

Equipment of three years ago was satisfactory for a 5-piece orchestra, a 244 pipe organ or a choir of four people. But it's practically useless in these days of 50- to 80-piece orchestras, hundred thousand dollar organs, stage shows with scores of people.

Same with your three-year-old radio. It can't possibly reproduce more than a fraction of the musical possibilities of today's mighty programs. "3" plus "1" never yet equalled "2." Better trade it in while you still get a little something for it.

MAJESTIC FOR TODAY'S GREAT PROGRAMS

There never was a program too "big" for the mighty electric vocal of MAJESTIC. Amazing climaxes are handled with ease—no more dead spots, vibrations, wobbles, wails or a great "catching up" during a solo. It's the great MAJESTIC! Chorus a little more, that's true. But it still is like having a four-hundred-dollar car for two hundred. Price, \$17. Christmas \$48.00. 130 parts, at factory prices, have been used during the first ten months of its existence. (These figures reprinted from TALKING MACHINE and RADIO WEEKLY, New York, April, 1929, page 53)



"There's No More Summer 'Slump' in Broadcasting"

says the April number of RADIO RETAILING Magazine... Distance has been so annihilated by "remote control" that New York or Los Angeles, for instance, is a mere fifteen miles distant by radio.

Programs listed above are reproduced from last Sunday's paper. Shortly, you'll find this radio who takes a king's ransom for a single radio concert, William Green, head of American Federation of Labor, and Dr. W. C. Clegg, Secretary of the Navy, and other famous names.

\$48,000.00 in radio entertainment was given to radio listeners during the past year FOR NOTHING—free as air. The cost of NOT owning a MAJESTIC is a large sum, isn't it?

\$10

MAJESTIC Model "11"
\$137.50

NEWS!

for newspaper advertising during the —Foster and Waldo, Minneapolis, sell a six-month period.

outside salesmen, must give such a set-up considerable credit for the amazing business it enjoys, but, as Foster and Waldo's dynamic president, R. O. Foster, points out, its newspaper advertising is the mainspring of the entire sales machine. Let us, therefore, examine in greater detail the operation of this latter department.

Ream has no fixed advertising schedule or appropriation. His is a policy of flexibility, of "striking when the iron's hot." When a piece of news breaks, he plays it up in dramatic fashion. Fortunate "buys," trade-in sales, endorsements from local well-known personages, catch headlines, historical references, stories, axioms—these are the tools of his trade and the reason why each Foster and Waldo advertisement is discussed by the layman and draws the crowds to its store at 818 Nicollet Avenue.

This firm appropriates approximately 5.5 per cent of gross sales for publicity. Ninety per cent of this goes to the newspapers. The balance for mailings and poster-boards.

Note particularly these following features exemplified by this full-page advertisement: the use of the individualistic signature; the logic of the argumentative copy, left-hand column; the special drawings; the group reproduction of program attractions; how the "summer slump" myth is dispelled; the "balance" which this advertisement possesses and the use of boxes featuring prices and terms

FOSTER & WALDO

"The Majestic Radio Knows Its Low Notes" SAYS FRANK KUCHYNKA

Principal Bass of the MINNEAPOLIS SYMPHONY ORCHESTRA

Mr. Kuchynka says that the Majestic radio is the best he has ever heard. He says that it is the only radio that can reproduce the full range of musical notes. He says that it is the only radio that can reproduce the full range of musical notes.

MAJESTIC Model "11" **\$137.50**

MAJESTIC Model "7" **\$67.50**

818 Monthly Pay Balance

FOSTER & WALDO

"I" am the Majestic

Super Dynamic Radio

MAJESTIC Model "11" **\$137.50**

MAJESTIC Model "7" **\$67.50**

818 Monthly Pay Balance

Two illustrations of admirable, three-column, display treatment. Notice the distinctive manner in which Ream has handled his composite line and half-tone of Frank Kuchynka and the imaginative appeals in the "I" copy

Radio Retailing's Specifications of

The publishing of essential buying data of all radio furniture on the retail market each season together with the names, addresses and trade names, is an annual feature of *Radio Retailing's* editorial service. No charge whatever is made to the manufacturer represented and all manufacturers have

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Finish of Cabinet	Type of Door	Type of Reproducer Built-In	Dia. Grille is Cut for (Inches)	Size Set Chassis that Can Be Accommodated H.—W.—D. (Inches)	Overall Dimensions of Cabinet H.—W.—D. (Inches)	Shipping Wt. (Lb.)	Made for Any Particular Make or Model of Set	
Adler Mfg. Co. Louisville, Ky. Trade Name—ADLER-ROYAL	322	\$69.50	Highboy	Walnut	Sliding Panel	None	8½	9x24x13	48x27½x17	95	No No No No No Atwater Kent	
	323	86.50	Console	Walnut	Panel	None	8½	10½x30½x11½	41½x35x17½	120		
	324	95.00	Highboy	Walnut	Panel	None	8½	9½x24½x13½	51½x28½x19½	127		
	325	105.00	Highboy	Walnut	Sliding Panel	None	8½	11½x28½x14½	52x32x19	135		
	AE-AK-1	60.00	Highboy	Walnut	Panel	None	9	9x24x13	48x27x15	95		
Aston Cabinet Mfr's 1223 W. Lake St. Chicago, Ill.	202	75.00	Highboy	Walnut	Panel	None	12	9x19½x13½	42½x22½x17½	90	No No No No No No No No No No No Atwater Kent	
	206	110.00	Lowboy	Walnut	Panel	None	Air col.	10½x27½x14½	43x31x19½	135		
	207	110.00	Lowboy	Walnut	Panel	None	Air col.	10½x27½x14½	43x31x19½	135		
	210	100.00	Lowboy	Walnut	Panel	None	Air col.	10x27½x16	46x30½x20	135		
	214	225.00	Lowboy	Walnut	Panel	None	Air col.	9x30x14½	62½x38½x19½	260		
	218	125.00	Highboy	Walnut	Panel	None	10	9x27½x13	57x32½x18	160		
	223	110.00	Highboy	Walnut	Sliding Panel	None	7-10	11x31x13	55x35x18½	155		
	224	105.00	Highboy	Walnut	Panel	None	7-10	13½x26½x13½	48x30x18	140		
	225	125.00	Comb.	Walnut	Panel	None	10	10½x26½x13½	48x32½x18½	155		
	227	65.00	Highboy	Walnut	Panel	None	10	12x24x14	44x27½x18	119		
	228	80.00	Highboy	Walnut	Panel	None	10	12½x24x11½	44x29x18	117		
229	110.00	Highboy	Walnut	Panel	None	10	13½x26x13½	57x30½x19	160			
Bay View Furniture Co. Holland Mich.	756	34.50	Console	Walnut	Panel	None	9½		41x24x14	70	Atwater Kent Atwater Kent Atwater Kent	
	758	30.00	Console	Walnut	Panel	None	9½		45x26x14	65		
	759	31.25	Console	Walnut	Panel	None	9½		40x25x14	70		
Cary Cabinet Corp. 1427 N. 15th St. St. Louis, Mo. Trade Name—CARY	Dudley	22.50	Lowboy	Walnut	No doors	Any make	7 to 12	*9½x19½x11½	37x24x13½	50	Will be cut for any set, no charge Crosley 40-S Will be cut for any set—no charge Crosley 40S Will be cut for any set—no charge	
	Hamilton	28.00	Lowboy	Walnut	No doors	Any make	7 to 12	9½x21½x12½	42x25½x14½	60		
	Taylor	28.00	Lowboy	Walnut	No doors	Crosley dyn.	7 to 12	9½x21½x12½	42x25½x14½	60		
	Kingstone	29.75	Lowboy	Walnut	No doors	Any make	7 to 12	9½x21½x12½	42x25½x14½	60		
	Blackstone	29.75	Lowboy	Walnut	No doors	Any make	7 to 12	9½x21½x12½	42x25½x14½	60		
	Chatham	32.50	Lowboy	Walnut	No doors	Any make	7 to 12	9½x21½x12½	42x25½x14½	60		
	Waverly	33.75	Lowboy	Walnut	No doors	Any make	7 to 12	9½x21½x12½	38½x25½x14½	64		
	Newton	33.75	Lowboy	Walnut	Sliding	Any make	7 to 12	9½x21½x12½	42x25½x15½	68		
	Walton	37.50	Highboy	Walnut	Sliding	Crosley dyn.	7 to 12	9½x21½x12½	42x25½x15½	68		
	Dalton	40.00	Highboy	Walnut	No doors	Any make	7 to 12	10x21½x11½	47½x23½x12½	70		
	York	40.00	Highboy	Walnut	No doors	Any make	7 to 12	10x23½x12½	48x27½x14½	80		
	Webster	47.50	Highboy	Walnut	No doors	Any make	7 to 12	10x23½x12½	48x27½x14½	80		
	Somerseset	47.50	Highboy	Walnut	Sliding	Any make	7 to 12	10x23½x12½	48x27½x16	84		
*Also special arrangement provided for accommodation of A K-55.											84	
Caswell-Runyan Co. Huntington, Ind.	1		Console	Walnut		None			47½x24½x13½		Atwater Kent Atwater Kent	
	2		Console	Walnut		None			47½x26½x15½			
Colonial Desk Co. 1820 16th Ave., Rockford, Ill.	78	42.50	Highboy	Oak & walnut	Panel	None	9½	11x28x14½	55x32½x18½	131		
	79	65.00	Highboy	Maple	Panel	None	8½	11x28x13½	51x29½x18	125		
	76	69.00	Highboy	Walnut	Panel	None	10	11x27x15	58x33½x20	158		
	77	97.00	Highboy	Walnut	Panel	None	10	11x28x14½	61x35½x20½	196		
	75	115.00	Highboy	Wal. Mqty.	Panel	None	10	11½x32½x13½	64x39x19½	210		
Conner Furniture Co. New Albany, Ind. Trade Name—CONNER *Prices upon inquiry. †A.	4053	*	Console	Walnut	None	None	9	†	38x25½x14	45	Atwater Kent Atwater Kent Atwater Kent	
	4054	*	Highboy	Walnut	None	None	9	†	43x25x15	60		
	4051	*	Highboy	Walnut	Sliding	None	9	†	48x26½x15	80		
	K. sets or others of like or smaller size.											
Corbett Cabinet Mfg. Co. St. Marys, Penn. Trade Name—CORBETT	225	13.00	Table	Walnut	None	As ordered		10x30x15	20x31x15	40	Fitted for all receivers and chassis	
	350	28.00	Console	Walnut	None			10x23x13	44x27x17	70		
	400	35.00	Console	Walnut	Sliding			10x23x13	44x27x17	75		
	375	32.00	Console	Walnut	None			10x23x13	44x27x17	70		
	425	32.00	Console	Walnut	Sliding			10x23x13	44x27x17	75		
	500	45.00	Console	Walnut	Sliding			10½x24½x13	44x27x17	100		
	600	56.00	Console	Walnut	Sliding			10½x24½x13	51x28x17	100		
Ehlert Radio Furniture Co 2468 Lincoln Ave. Chicago, Ill.	1400	43.00	Console		Open Sliding	None. Can be had with Rola, Temple or Utah if desired	Any	11x25x13	42x28x17	90	Any Any Any Any Any Any Any Any Any Any Any Any Any Any Any Any Radiola No. 60 Radiola No. 60 Any	
	1500	48.00	Console		Sliding			Any	11x25x13	42x28x17		100
	1600	60.00	Highboy		Panel			Any	11x25x13	48x28x17		110
	1650	65.00	Highboy		Panel			Any	11x25x13	48x28x17		110
	2850	85.00	Highboy		Panel			Any	10x24x14	54x28½x18		110
	3130	90.00	Highboy		Panel			Any	10x29x14	54x33½x18		125
	3230	95.00	Highboy		Panel			Any	10x29x14	54x33½x18		125
	2700	80.00	Highboy		Panel			Any	10x25x13	54x28x18		110
	2048	55.00	Highboy		Panel			Any	10x25x14	50x28x16½		110
	2375	95.00	Comb.		Sliding			Any	10x25x14	47x29x18		125
	3200	95.00	Comb.		Sliding			Any	10x24x14	54x28½x18		120
	5400	190.00	Comb.		Panel			Any	10x24x14	54x28½x18		120
	1750	52.50	Console		Panel			Any	11x27x16	45x53x22		180
	2250	67.50	Console		Panel			Any	Table model	32x31x20		70
	300	10.00	Bench		Panel			Any	Table model	32x31x20		80
	3650	140.00	Desk		Panel			Any	Table model	18x18x11		15
NOTE—Cabinets come with celotex baffles.					Sliding	Any	11x27½x14½	43x31x22	120	Any		
Elgin Cabinet Corp. Elgin, Ill. Trade Name—ELGIN	37	45.00	Console	Walnut	Hinge Sliding	None	7	8½x21x12½	44x27½x17	75	A K—Crosley A K—Crosley A K—Crosley RCA 33, 18, 60 A K—Crosley A K—Crosley	
	60	48.00	Console	Walnut	Sliding	None	7	8½x21x12½	44x27½x17	75		
	30	62.00	Console	Walnut	Panel	None	7	9½x22½x13	50x27½x17	90		
	50	58.00	Console	Walnut	Panel	None	7	10½x27½x13	48½x31x14½	85		
	20	70.00	Console	Walnut	Hinge	None	7	9x22x13	52x26½x13	95		
	40	73.00	Console	Walnut	Sliding	None	7	9x22x13	52x26½x13	95		

Fifth Annual Radio Furniture

received invitations to send in data for these lists. Non-representation means lack of cooperation. Dealers will find the data compiled on these and the following pages invaluable during the coming season, as an up-to-the-minute buying reference.

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Finish of Cabinet	Type of Door	Type of Reproducer Built-In.	Dia. Grille is Cut for (Inches)	Size Set Chassis that Can Be Accommodated H.—W.—D. (Inches)	Overall Dimensions of Cabinet H.—W.—D. (Inches)	Shipping Wt. (Lb.)	Made for Any Particular Make or Model of Set
Empire Ltd. Rockford, Ill. Trade Name— LUNDBERG	B-139	\$49.75	Highboy	Ant. wal.	Panel	None	14½x17	9½x28x14	54x33x19	150	No
	B-128	59.50	Highboy	Ant. wal.	Panel	None	13½x17	9x23x12½	58x34x20	155	No
	B-127	65.00	Highboy	Ant. Oak	Panel	None	13½x17½	9x25½x12½	55x33½x18½	155	No
	B-131	65.00	Highboy	Ant. wal.	Panel	None	13½x17½	9x25½x12½	55x33½x18½	155	No
	B-132	69.50	Highboy	Ant. wal.	Panel	None	11½x25½	8½x21½x12	53½x31½x16	135	No
	B-137	69.50	Highboy	A. oak. & wal.	Sliding	None	9½x14	9½x29½x14	56x35x19	160	No
	B-138	69.50	Highboy	A. oak. & wal.	Panel	None	14½x14	9½x29½x14	56x35x19	160	No
	B-134	69.75	Highboy	Ant. wal.	Panel	None	13½x16	9½x29½x14	57x34x18	155	No
	B-130	72.50	Highboy	Ant. mahog.	Panel	None	14x13½	9x26x13½	55x31x17	132	No
	B-133	74.50	Highboy	Ant. wal.	Panel	None	13½x27½	8½x23½x15½	57½x34x21½	146	No
	B-135	85.00	Highboy	A. wal. & maple	Panel	None	12½x16½	9½x29½x14	56x35x19	155	No
	B-136	89.50	Highboy	Ant. wal.	Panel	None	12½x25	8½x24½x14	68x36x18	175	No
B-129	125.00	Highboy	Hand dec.	Panel	None	14x13½	9x26x13½	55x31x17	132	No	
Findlay, Robert Mfg. Co. Metropolitan and Morgan Aves., Brooklyn, N. Y. Trade Name—FINDLAY	33/100	39.50	Metal to match set			R.C.A. 100A				50	R.C.A. No. 33
	No. 44/100a	42.00	Metal to match set			R.C.A. 100A				50	R.C.A. No. 44
	No. 44/106	54.50	Metal to match set			R.C.A. 100A				50	R.C.A. No. 44
	RF 2/550	15.00	Ebony gold and green			A K Dyn.				30	At. Kent—55
	RF 2/550	17.50	Grained walnut			A K Dyn.				30	At. Kent—55
	3/41	20.00	To match Crosley No. 41			Any				30	Crosley No. 41
	3/31	20.00	To match Crosley No. 31			Any				30	Crosley No. 31
	6/20	17.50	To match Fada No. 20			Any				28	Fada No. 20
	9/901	15.00	Hammered gold with ivory black shading							35	Stewart, Warner 901-902
	9/902	15.00	Sylvan green with ivory black shading								Apex 36
No. 16/36	17.50	To match Apex No. 36									
NOTE—Also models No. 21/31/300—\$47.50 List			—with dynamic speaker for Eveready			No. 31.					
D. H. Fritts & Co. 9 S. Clinton St. Chicago, Ill. Trade Name—FRITTS *Designed as a radio-phonograph combination.	R C 737	98.00	Con.-desk	Walnut	Swinging Sliding	None		9x24½x14	52½x28½x18	180	
	735	75.00	*Console	Walnut		None		10x24x14½	48½x27x17	180	
Home Furniture Co. York, Pa.	201	40.00	Table	Walnut		100-A	7		29½x28x15½	40	No
	204	40.00	Table	Walnut		100-A	9		29½x28x15½	40	No
	201½	42.00	Table	Walnut		100-A	7		29½x33x15½	45	No
	202	52.00	Console	Walnut	Drop	100-A	7	8x24x12	39½x28x15½	60	No
	203	52.00	Console	Walnut	Drop	100-A	9	8½x24x12	40x28x15½	60	No
	202½	55.00	Console	Walnut	Drop	100-A	7	10½x27½x12	41½x31½x15½	65	No
	205	85.00	Highboy	Walnut	Swinging	100-A	7	9x27½x11½	51x32½x15	130	No
International Equipment Co., 1324 Chestnut St. Kansas City, Mo. Trade Name—INTERNATIONAL	999	25.00	Console	Walnut	Panel	Mag or Dyn.	8	9x20x12	37x26x14		All standard
	777	20.00	Console	Walnut	Open	Magnetic	7½	7x18x12½	22½x14½x30		All standard
	666	22.50	Table	Walnut	Open	Peerless			25½x15½x30		All standard
	888	39.50	Console	Walnut	Hinge	Mag. or Dyn.	7½	8x20x13	22x17x41		All standard
	444	40.00	Desk	Walnut	Drop	Mag. or Dyn.	7—10	8x27x11	29½x17x38½		All standard
Kiel Furniture Co. 32nd & Center Sts. Milwaukee, Wis. Trade Name—GOLDEN VOICED TABLE	K199	45.00	Table	Walnut	Panel				30x25x37	95	At. Kent—55-60
Knoxville Table & Chair Co. Knoxville, Tenn. Trade Name—KNOXVILLE	3003	68.00	Chest cab.	Walnut		None		9½x26x14	49x30x18	100	
	3010	78.50	Chest cab.	Walnut		None		9½x27½x12½	51x33½x16	124	
	3016	68.00	Chest cab.	Oak		None		9x24x14	51x29½x17	120	
	3018	77.00	Chest cab.	Mahogany		None		9x27x12½	50x31½x15	100	
	3031	42.00	Chest cab.	Oak		None	Un'bung	9x24x13½	38x28½x16	90	
	3046	75.00	Console	Oriental wal.		None	Un'bung	9½x24x14	51x28x16	100	
	3047	56.00	Desk con.	Oriental wal.		None		9x24x13½	39x29x16½	90	
	3055	90.00	Chest cab.	Walnut		None		9½x26x14	52x31x18	120	
	3069	50.50	Highboy	Walnut		None	A K 55	27x21½x14	46x26x15	80	
	3074	33.50	Lowboy	Walnut		None	A K 55	27x21½x14	39x26x15	55	
3075	36.50	Lowboy	Walnut		None	A K 55	27x21½x14	46x26x15	60		
3079	43.50	Highboy	Walnut		None		27x21½x14	46x26x15	60		
Musical Products Distr. Co., 22 W. 19th St. New York Trade Name—RADIO-ART	475	99.00	Highboy	Walnut	Full double	None	All	10x24x14	53x28x18		All makes
	476	165.00	Highboy	Walnut	Full double	None	All	10x28½x14	57x33x21		All makes
	16	75.00	Highboy	Walnut	Full double	None	All	10x24x14	54x28x18		All makes
	17	32.50	Console	Walnut	Open	None	All	All	44x26x15		All makes
	52P	95.00	Chest	Walnut	Full double	None	All	10x28½x14	47x32x18		All makes
	95	110.00	Lowboy	Walnut	Single drop	None	All	10x28½x14	44x33x19		All makes
	97	110.00	Highboy	Laurel & Wal.	Full double	None	All	10x24x14	55x28x18		All makes
	481	90.00	Lowboy	Brazilian Rosew	Single drop	None	All	10x28½x14	43x33x17		All makes
	484	90.00	Lowboy	Ant. Walnut	Single drop	None	All	10x28½x14	46x33x17		All makes
	485	95.00	Lowboy	Maple & Wal.	Single drop	None	All	10x28½x14	44x34x18		All makes
	486	150.00	Highboy	Maple & Wal.	Full double	None	All	10x28½x14	58x33x18		All amkes
	487	150.00	Highboy	Ant. Oak	Single drop	None	All	10x28½x14	58x34x18		All makes
	488	110.00	Lowboy	Maple & Wal.	Full double	None	All	10x24x14	44x28x16		All makes
489	90.00	Lowboy	Ant. Oak	Full double	None	All	10x24x14	43x28x16		All makes	
77	155.00	Highboy	Walnut	Full double	None	All	10x28½x14	55x32x18		All makes	
Onelda Cabinet Corp. Onelda, N. Y.	1000	27.00	Consolette	Walnut	Panel		11	10½x19x12½	42x22x14½	60	

Furniture Specifications, Season 1929-30 (Concluded)

Name and Address of Manufacturer	Model Number	List Price	Style of Cabinet	Finish of Cabinet	Type of Door	Type of Reproducer Built-In.	Dia. Grille is Cut for (Inches)	Size Set Chassis that Can Be Accommodated H.—W.—D. (Inches)	Overall Dimensions of Cabinet H.—W.—D. (Inches)	Shipping Wt. (Lb.)	Made for Any Particular Make or Model of Set		
Pooley Co. Indiana Ave. & 16th St. Philadelphia, Pa.	8500	\$32.00	Lowboy	Walnut	None	None	9	6½x20½x10½	43½x25½x15	67	Atwater Kent 55, 60, 61		
	8600	49.00	Highboy	Walnut	French	None	9	6½x20½x10½	47½x25½x15	75			
	8700	50.00	Highboy	Walnut	Sliding	None	9	6½x20½x10½	47½x27½x15	83			
	8800	39.50	Highboy	Walnut	Hinge	None	9	6½x20½x10½	43½x25½x15	73			
	8900	45.00	Console	Walnut	Panel	None	9	6½x20½x10½	47½x25½x15	75			
Radio Cabinet Co. 818 Butterworth S.W. Grand Rapids, Mich.	108	36.50	Highboy	Walnut Lac.	Hinged	No	10	10x22x13	43x24½x16	65	No No No No No Phono-radio com No No No No No Phono-Radio com RCA 33 RCA 44		
	110	38.50	Highboy	Walnut Lac.	Sliding	No	10	9x22x14	40x25x16	65			
	111	58.00	Highboy	Walnut Lac.	Sliding	No	10	10x21½x12½	47x24½x17	90			
	109	52.00	Highboy	Walnut Lac.	Open	No	10	10x21½x12½	47x24½x17	85			
	114	29.75	Highboy	Walnut Lac.	Open	No	10	12x25x12½	46½x27x16	65			
	115	39.75	Highboy	Walnut Lac.	Open	No	10	12x25x14	49x28x17	90			
	118	30.00	Lowboy	Walnut Lac.	Open	No	10	10x21½x13	39x25x14½	60			
	220	67.50	Highboy	Walnut Lac.	Sliding	No	10	10x22½x12½	48x27x18	100			
	225	65.00	Highboy	Walnut Lac.	Sliding	No	10	10x22½x12½	48x27x18	100			
	235	70.00	Highboy	Walnut Lac.	French	No	10	10x24x13	49x27x18	100			
	250	180.00	Lowboy	Walnut Lac.	Sliding	No	10	10x24x13	46½x32x18	160			
	33	45.00	Highboy	Walnut Lac.	Open	Dynamic	10	10x25x14	46½x27x16	85			
	44	45.00	Highboy	Walnut Lac.	Open	Dynamic	10	10x25x14	46½x27x16	85			
	Radio Master Corp. Bay City, Mich. Trade Name— RADIO MASTER	150	75.00	Consolette	Walnut	Sliding	None	10	11½x23½x16½	43		115	Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent
		152	50.00	Highboy	Walnut	Sliding	None	10	8½x23½x11	46		80	
153		60.00	Highboy	Walnut	Sliding	None	10	8½x23½x11	48	98			
158		88.00	Highboy	Walnut	Sliding	None	10	8½x23½x11	50	95			
155		55.00	Highboy	Walnut	Sliding	None	10	9x23½x11	48	95			
156		57.00	Highboy	Walnut	Sliding	None	10	9x23½x11	47½	98			
157		75.00	Consolette	Walnut	Sliding	None	10	13x23½x13	43	100			
170		145.00	Highboy	Walnut	Sliding	None	12	11x26x12½	52	122			
171		160.00	Highboy	Walnut	Half	None	13	10½x26x12½	49	120			
104		500.00	Highboy	Walnut	Half	None	23	8x32x12	49	192			
113		65.00	Consolette	Walnut	Half	None	16	9x25x12	45	116			
114		80.00	Highboy	Walnut	Full	None	10	9½x22½x11½	47	120			
118		28.00	Table	Walnut	None	None	10		29	65			
132		115.00	Highboy	Walnut	Full	100 B	10		49	135			
133		90.00	Consolette	Walnut	Drop	100 B	10		42	122			
160	68.00	Highboy	Walnut	Full	100 B	10		51	103				
Red Lion Cabinet Co. Red Lion, Penn. Trade Name—RED LION	R-L 55C		Lowboy	Walnut	None	None	9½	7½x21½x13½	38½x26x15½	54	Atwater Kent Atwater Kent		
	R-L 5500		Highboy	Walnut	Sliding	None	9½	7½x21½x12	38x25½x16½	75			
Stettner Phono. Corp. 669 Kent Ave. Brooklyn, N. Y. Trade Name—STENOLA	87	50.00	Highboy	Walnut	French	None	All	8½x14½x13	50x26½x16½		A K 55 All All All A K 55		
	86	55.00	Highboy	Walnut	French	None	All	9½x13½x13	50½x27½x16½				
	89	95.00	Highboy	Walnut	French	None	All	9½x25½x13½	52x28½x17½				
	90	95.00	Highboy	Walnut	French	None	All	11x28x14½	54x31x18½				
	91	45.00	Highboy	Walnut	French	None	All	9x23½x13½	50x26½x17½				
St. Johns Table Co. Cadillac, Mich.	130	22.00	Console	Walnut	Open	None	9½	9x21½x15	38x26x16	65	General General Atwater Kent General General General Atwater Kent Atwater Kent Atwater Kent Atwater Kent General General Atwater Kent Atwater Kent		
	132	28.00	Console	Walnut	Open	None	7	9½x21x13½	38x25x15	75			
	146	35.00	Console	Walnut	Sliding	None	8	9½x21½x15	39x26x14	75			
	147	37.50	Highboy	Walnut	Open	None	9½	10x21½x12	48x26x14	85			
	148	45.00	Highboy	Walnut	Sliding	None	9½	10x21½x11½	48x26x14	90			
	149	45.00	Highboy	Walnut	French	None	9½	10x21½x11	48x26x14	90			
	154	32.00	Highboy	Walnut	Open	None	9½	10x21½x12	48x26x14	85			
	155	40.00	Highboy	Walnut	Sliding	None	9½	10x21½x11½	48x26x14	90			
	156	40.00	Highboy	Walnut	French	None	9½	10x21½x11	48x26x14	90			
	157	28.00	Highboy	Walnut	Open	None	8½	10x21½x13½	48x26x14	85			
	159	17.00	Console	Walnut	Drop	None	7½	9x21½x10½	38x24½x14½	65			
	130 A K	22.00	Console	Walnut	Open	None	8	9x21½x15	38x26x16	65			
	157 A K	28.00	Highboy	Walnut	Open	None	8½	10x21½x13½	46x24½x15	85			
	Superior Cabinet Corp. 206 Broadway New York City Trade Name—SUPERIOR	30	38.50	Console	Walnut	Panel	None	10		43½x31½x15		79	R.C.A.—33 No No No No No No No No No
		70	48.50	Highboy	Walnut	Panel	None	10	12x27½x14	48½x29½x15		110	
20		55.00	Highboy	Walnut	Panel	None	10	10x21½x17	51x25½x19½	109			
22		55.00	Highboy	Walnut	Sliding	None	10	10x22x17	51x25½x19½	109			
60		55.00	Highboy	Walnut	Panel	None	10	10½x24x15	52½x28½x17½	110			
62		55.00	Highboy	Walnut	Sliding	None	10	10½x24x15	52½x28½x17½	110			
10		75.00	Highboy	Walnut	Sliding	None	10	10x24x17	44½x28½x19½	106			
40		98.00	Highboy	Walnut	Panel	None	10	10x25½x17	52½x29½x19½	135			
50		115.00	Highboy	Walnut	Panel	None	10	10x28½x19	56½x33x20½	147			
Udell Works, Inc. 1202 W. 28th St. Indianapolis, Ind. Trade Name—UELLE		703	70.00	Highboy	Walnut	Swinging		13½	9x25½x12½	48x30½x17½	118	118 118 154 157 125 125 95 98 100 106 150 150 100 120 130 72L, 44 S. 85	
	704	75.00	Highboy	Walnut	Swinging		13½	9x25½x12½	48x30½x17½	118			
	769	75.00	Highboy	Oak	Sliding		13	10½x26½x14½	50½x31½x20½	154			
	770	75.00	Highboy	Oak	Sliding		13	10½x26½x14½	50½x31½x20½	157			
	771	65.00	Highboy	Walnut	Swinging		11½	9x25½x13½	49½x30½x18½	125			
	772	67.50	Highboy	Walnut	Swinging		11½	9x25½x13½	49½x30½x18½	125			
	773	39.50	Highboy	Walnut	Swinging		10½	10x19½x11	47½x23½x14½	95			
	774	45.00	Highboy	Walnut	Swinging		11½	10½x21½x12½	48½x25½x15½	98			
	777	55.00	Highboy	Walnut	Sliding		13	11½x24½x13	50½x28½x17½	100			
	780	49.50	Highboy	Walnut	Sliding		13	9x23½x11½	50x27½x16½	106			
	781	95.00	Highboy	Walnut	Swinging		13½	9x25½x12½	55x32½x19½	150			
	782	90.00	Highboy	Walnut	Swinging		13½	9x25½x12½	55x32½x19½	150			
	784	45.00	Highboy	Walnut	Sliding		10½	10½x24½x13	50½x28½x17½	100			
	785	75.00	Highboy	Walnut	French		13	10½x26½x14½	50½x30½x19½	120			
	786	70.00	Highboy	Walnut	Sliding		13	10½x26½x14½	50½x30½x19½	130			
	7140	35.00	Table	Walnut			9½	28½x11½	30½x30x12	72L, 44 S.			
	7150	40.00	Table	Walnut			9½	10x27x11	39½x29½x15	85			
Union Furniture Co. Crescent St. Jamestown, N. Y.	A K 1	49.00	Console	Walnut	Panel	None	9½	9x20½x11½	51x28x16	135	Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent Atwater Kent		
	A K 2	49.00	Console	Walnut	Panel	None	9½	9x20½x11½	51x28x16	135			
	A K 4	65.00	Console	Walnut	Sliding	None	9½	9x20½x11½	50x28x15	138			
	A K 5	47.00	Lowboy	Walnut	Panel	None	9½	9x20½x11½	42x28x16	137			
	A K 6	37.00	Console	Walnut	Panel	None	9½	9x20½x11½	47x25x14	135			
	A K 7	44.50	Console	Walnut	Swing	None	9½	9x20½x11½	47x25x14	138			
	Wood Cabinet Corp. 192 Lexington Ave. N. Y. C. Trade Name—GENERAL	101	*16.50	Lowboy	Walnut	Open face	None	None	10½x24x14	42x25½x15½		65	All standard All standard All standard All standard All standard All standard All standard All standard All standard All standard
102		19.25	Lowboy	Walnut	Fold. doors	None	None	10½x24x12½	43x25½x15x	90			
103		20.50	Lowboy	Walnut	Fold. doors	None	None	10½x24x12½	43x25½x15x	90			
107		36.50	Highboy	Walnut	Full swing	None	None	All sets	52½x29x16	125			
108		38.25	Highboy	Modernistic	Full swing	None	None	All sets	53x30x16½	125			
301		16.50	Lowboy	Modernistic	Open face	None	None	11x24½x14	46½x27½x15½	81			
302		19.50	Lowboy	Modernistic	Open face	None	None	11x25½x14	46½x27½x15½	82			
303		25.00	Highboy	Walnut	Full swing	None	None	All sets	47½x27½x15½	92			
305		42.50	Highboy	Walnut	Full swing	None	None	All sets	50½x28½x15½	130			

*These are dealers' net prices.

SAWKINS MUSIC HOUSE - SERVICE DEPARTMENT		1204	MEMO INVOICE
NAME <i>R. A. Phillips</i>	TOWN <i>Alma</i>	RFD	1204 Date <i>9/19/28</i>
STREET DIRECTION <i>411 W. Center</i>	PHONE <i>178</i>	Your Radio was Serviced as requested - Test Shows	
MAKE OF SET <i>At.-Kent - 20</i>	CALL REC'D Hr. <i>2 P.M.</i> , DATE <i>9/18</i> BY <i>J.E.S.</i>	A-Bat. <i>O.K.</i>	B-Bat. <i>O.K. 40-40</i>
CUSTOMER'S REASON FOR CALL <i>Set dead</i>	CALL COMPLETED, Hr. <i>11 A.M.</i> , DATE <i>9/19/28</i>	C-Bat. <i>none</i>	Charger <i>none</i>
TEST SHOWS A. BAT. <i>O.K.</i> B. BAT. <input checked="" type="checkbox"/>	TIME ON JOB <i>2 hrs</i> HOUSE or SHOP	Eliminator <i>none</i>	Speaker <i>O.K.</i>
B. BAT. <i>O.K. Test 40-40</i>	MATERIALS USED SERVICE CHRG.	Aerial <i>O.K.</i>	Ground <i>O.K.</i>
TUBES <i>All burned out</i>	<i>5 Tubes 301A @ 1.50 7.50</i>	Tubes <i>all burned out</i>	
CHARGER <i>None</i>	<i>1 A.F. Transformer 4.00</i>	Materials Used	
ELIMINATOR <i>None</i>	<i>1 By Pass Cond. 1.25</i>	<i>5 Tubes 7.50</i>	<i>1 A.F. Transf. 4.00</i>
SPEAKER <i>O.K.</i>	<i>Det. Rheostat .15</i>	<i>1 By Pass 1.25</i>	<i>1 Det. Rheostat 15</i>
AERIAL <i>O.K.</i>	<i>Rep. R.F. Transformer 1.50</i>	Service Chg. <i>3.50</i>	
GROUND <i>O.K.</i>	<i>Install new parts 2.00</i>	Total Chg. <i>16.40</i>	
TOTAL CHRG. <i>16.40</i>		Subject to Correction by office.	
Claims of any nature concerning this call must be made within 48 hrs. or adjustment will not be allowed.		Claim of any nature concerning this call must be made within 48 hrs. or adjustment will not be allowed.	
REMARKS: SEE OTHER SIDE		SAWKINS MUSIC HOUSE	
CASH REC'D <input checked="" type="checkbox"/>	CHARGE TO MY ACCOUNT <input type="checkbox"/>	Signed <i>J. R. Albin</i>	
INVOICE No. <i>18590</i>	CUSTOMER'S SIGNATURE <i>R. A. Phillips</i>	Radiotician	
THE WORK DONE IS SATISFACTORY		Remarks: See other side	

The memo invoice at the right of the card prompts immediate payment of the service charge.



Keeping Track of Service CALLS

The Sawkins Music House, Alma, Mich., has a system which provides a complete service record and speeds up payments

HOW to install a concise and efficient service record system? Every radio merchant struggles through one system after another before he finally works out one which meets all his requirements.

J. E. Sawkins, of the Sawkins Music House, Alma, Michigan, felt the need for a service record system that would be comprehensive and yet easy to operate when he made his first service call back in 1923.

"At that time," he says, "I had the idea that, in order to build up a paying radio business, I had to be at the customers' beck and call. I used to rush out to their homes as late as midnight."

The following year, a man was hired to look after the service work, and free service was cut down to six months. On other calls, a charge of \$1.50 was made. Now, free service has been limited to sixty days.

The service record system which Sawkins has finally adopted makes it comparatively easy to keep track of service calls. As a call is received, it is entered upon a large blackboard which has been installed in the office. It is then transferred to a card with all the information that it has been possible to obtain from the customer. The customer's name, address and the card number are also entered in a book in case the card should be lost.

The card is 4 by 7½ inches in size, and at the right is the memo invoice which, when filled out, is detached from the card and left with the customer. Later, another invoice is mailed to the customer from the office. When the call is completed, its history is written in on the card and the proper check marks entered against "Charge Sale," "Cash" and the various other headings.

After trying many service record plans

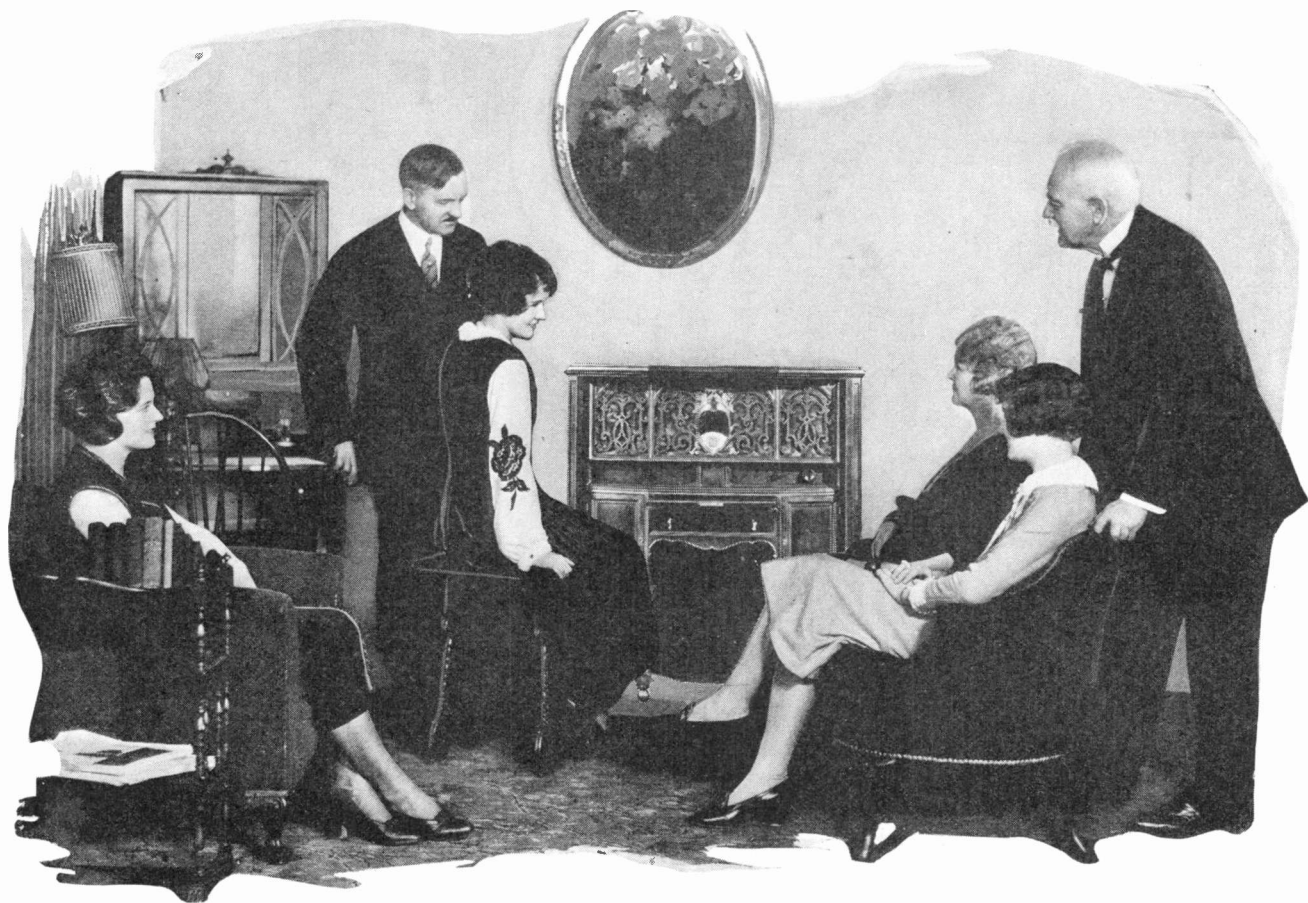
J. E. Sawkins evolved one that is satisfactory.

The basis of it is the card at the top.

Sawkins found that this card-and-memo-invoice system brings in more cash than previous methods did. When the customer is handed the card by the service man to sign and to look over the invoice, he often pays right then and there. Under previous systems, no mention was made of the charge, and customers did not know what had been done until they received the invoice from the office. Then it sometimes happened that the customer would come into the store to claim that he had not authorized all the work or the use of the parts which had been supplied. The memo invoice notifies the customer that all claims must be made within 48 hours.

The cards are filed by number, with the number of the store invoice written on the card and the number of the card entered on the invoice. At the end of the month, Sawkins has a record of the number of calls received and completed, the amount of supplies sold, and the number of charge and free service calls.

A survey of a five-week period shows that 119 calls were received and completed; \$276.47 worth of equipment was sold on calls; service charges amounted to \$141.50 and that there were 33 free service calls. The service department is credited with \$47—10 per cent on the \$470 in sales.



The *New* INFLUENCE

BBROWN'S Radio Shop, better known as Hunter's Radio of Portland, Oregon, formerly catered to men as the logical buyers of radio. About a year or so ago it occurred to the two Hunters who are at the head of the business, to analyze their sales and to determine whether or not it was actually true that men bought radio. If this were so, it was contrary to conditions in almost every other line of household accessory.

A little observation convinced them that they had been wrong and that women were far more concerned in radio purchasing than they had figured. Early in the radio game it had been true that men made the purchases. Then the preponderance of sales were of radio parts and there was a good deal of experimenting and of home building of sets going on. Times have changed in favor of the complete set and at the present time, according to Chas. W. Hunter of the firm, women buy about the same proportion of radio that they do of other commodities—that is, from 75 to 85 per cent.

With this proportion in mind, they set about remodeling their store to appeal to the new type of customer. The shop is located at the edge of the main business district. In Mr. Hunter's opinion, radio is not an article which benefits greatly by a downtown location. It is

Women Buy Three-Quarters Changed Over to Please

not a commodity bought by the casual passerby and in consequence it is not important for the store to be located in the main stream of traffic. Records of the shop show that 95 per cent of sales are made from definite leads followed up by the salesmen, very few of which come through the store itself. In other words, radio is a business that you go out after. As such, the location of the shop is a matter of lesser importance.

This is not to say that the appearance and surroundings of the shop are not a matter of importance. For sales, though they may originate elsewhere, are in large measure made in the store itself. And the customer who is brought to the shop or who comes there through appointment must feel that the place is an up-to-date one in a thoroughly good neighborhood and that she can trust the merchant to do a good job, judging by his ideas as exemplified in his place of business.

Because so many of the customers brought to the shop

IT IS a well-established fact that women do from 75 to 85 per cent of the retail purchasing of the country.

Women buy 70 per cent of the automobiles, 85 per cent of the phonographs, ninety per cent of the groceries and food supplies, 70 per cent of the household goods, and even 75 per cent of men's clothing!

Yet most radio dealers think in terms of men purchasers for radio sets, and in past seasons have shaped their selling plans largely to interest male customers.

More and more, however, the woman is coming into view as a direct prospect for radio. With the advent of furniture style models, women are increasingly the actual buyers of radio sets for the home.

in Buying RADIO

of All Sets. How a Dealer His Feminine Customers

are women—or men and women together, the store has been made much more ornate and attractive than previously. Formerly it was a businesslike shop of counters and shelves and neatly arranged stock with emphasis upon parts and the mechanical side of the business. Now the parts have been relegated to a small counter in the rear of the store—and of the four salesmen who handle the business, only two have technical training of any kind. The other two understand radio as the householder himself understands it and can tell how to operate and to care for a set, but they are not tempted to discuss hook-ups and technical devices, because they know very little about them.

The floor has been made attractive with an inset tile effect, console sets predominate in the display, a comfortable chair or two is available and a basket of flowers or two is always in evidence. Second hand sets and service problems are relegated to the mezzanine floor.



Attractive Merchandise Layout Used By Hunter

Whereas window displays were formerly matters of little importance, they are now arranged with good care and changed frequently. A neat decorative valance transforms them from bareness to something suggesting the atmosphere of home furnishings. "In other words," according to Mr. Hunter, "radio is now sold as a piece of furniture rather than as a machine."

In regard to servicing and to the guarantee of merchandise, the Brown's Radio Shop policy has found favor with others in the local radio field, so that the Guarantee offered by the shop with every set sold has been adopted almost word for word by the local Radio Trades Association for general use of its membership. It reads:

"We guarantee sets, speakers, chargers and eliminators for a period of thirty days and will make replacements on any defective parts of the foregoing merchandise during that period. No guarantee is given for dry cell batteries or tubes of any description. Storage batteries, unless opened, are guaranteed for one year. However, should replacement be necessary during that period, a charge will be made in proportion to length of time battery has been in use.

Other replacements are made only in accordance with policy of the distributor which we have found just.

Radio sets sold by us will be serviced free of charge for a period of thirty days, after which service or inspection calls will be charged for at the rate of \$1.50 per hour, with a minimum call charge of \$1.50."

This policy is accepted as fully satisfactory by customers and has never been questioned—and it fully safeguards the rights of the merchant who is not asked to replace mistreated tubes or dry batteries and compelled to make some adjustment or else lose the good will of his customer. The specific agreement forestalls trouble—and yet is worded to reflect additional courtesy.

"A Home Without a Radio Is Like a House Without a Window."—Arthur Brisbane.

About Radio ... In the Summer—

The Good Things About Summer RADIO!

1. Improved transmission of and more frequent broadcasts to local stations and the realization of greater and more regular Denver Area stations last November.
2. Constant improvement and maintenance of new broadcast equipment in all stations.
3. Increasingly high standards of both chain and local studio programs.
4. The promise of steady increase in number of local chain and local studio programs for the summer.
5. The very high entertainment value of radio programs for the most part of summer.
6. The very great improvement in the quantity and quality of all radio sets.
7. The development and perfection of the all-weather and low tube, stimulating reach of the old grid of radio reception.
8. The ready availability of radio entertainment and merchandise.
9. The increased and more liberal value of radio in the home.
10. The desire of the Radio Industry at large to render a real public service.

NINE years ago there was one radio station in the country. Today there are hundreds, built to meet the ever-growing public demand. To this public demand this brief message is both a tribute and a promise—a tribute, in that it is the sincere belief of all those interested in the radio business that such growth would not have been possible except for that public demand—a promise in that, for this coming summer season, the schedule of programs, both on the chains and thru local studios, holds more of interest and real entertainment than any schedule ever planned heretofore.

BROADCASTING stations, set manufacturers and set distributors are ready with a summer service that surpasses anything imagined even last summer. Clarity of reception, tone quality, excellent servicing when you are having trouble—all these things are ready, and the cost to you, the consumer, has steadily decreased, as is the way with progressive American business.

This is the first of a series of messages to come to you each Thursday from the Colorado Radio Trades Association. This particular message is contributed by the following STEINITE dealers:

- | | |
|---|--|
| ARAPAHOE ELECTRIC CO.
1171 LUTON, COLORADO | BROADWAY RADIO SHOP
31 SOUTH BROADWAY |
| AMERICAN RADIO SERVICE
2401 W. 14TH AVE. | CAHN-FORSTER ELECTRIC CO.
1241 GLENVIEW ST. |
| ART LARSON
1148 CALIFORNIA ST. | CLARK & SON HDWE. COMPANY
1111 COLFORD ST. |
| BALDWIN PIANO COMPANY
1431 CALIFORNIA ST. | FRED DAVIS FURNITURE CO.
1431 LARIMER ST. |
| BECHTOLD MUSIC COMPANY
1431 CHAMPA ST. | HAMLIN SERVICE STATION
304 W. SECOND AVE. |

Going

To raise their radio sales during the hot weather, 60 dealers and nine distributors, in Denver, have successfully embarked upon co-operative publicity

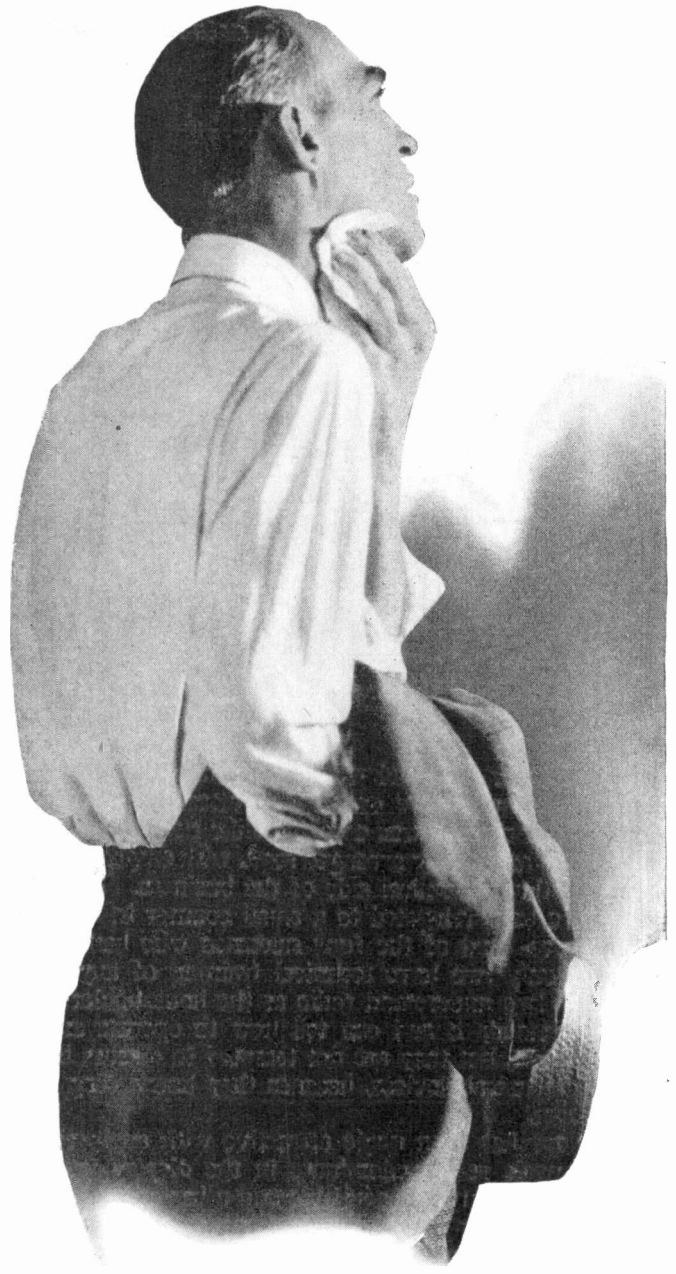
THE summertime quality of chain broadcasts is now as good as, if not better than, that of the colder months. Quality programs have become an all-year-round fact and radio merchandise has reached a high point of perfection. These two things are directly responsible in making radio a steady, all-year, business. What better material could be wanted for an advertising campaign? A western radio trades association weighed this question and decided there was none better.

So the distributors and dealers of Denver were organized and the following plan put into effect, as described by Orval Peterson, of the Columbia Stores Company, a distributor participating:

"We have in Colorado," said Mr. Peterson, "the Colorado Radio Trades Association, which has, during the past two years, sponsored various publicity stunts, such as Radio Week, The Radio Show, etc., and it is through this organization that the co-operative advertising plan originated and is being put over.

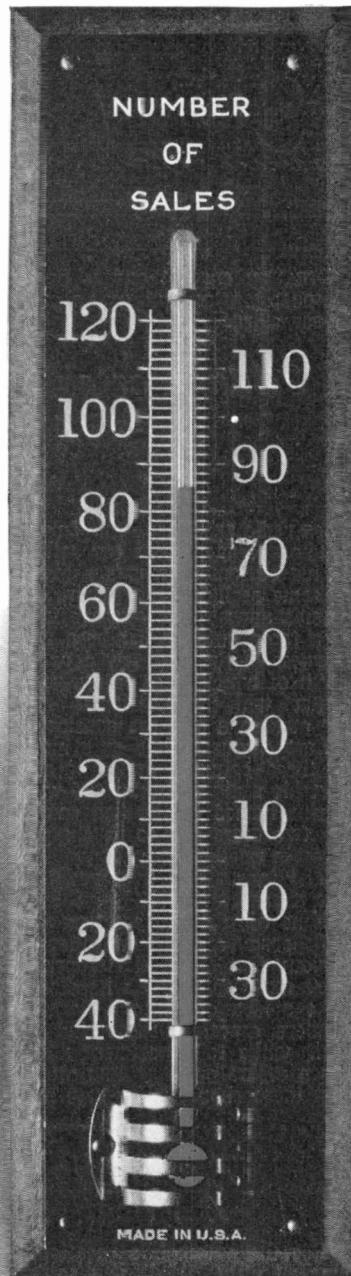
"In general, the co-operative advertising is being done by nine of the leading distributors of Denver, representing Steinite, Atwater-Kent, Kolster-Brandes, Spartan, Philco, Crosley, Majestic, Radiola, Victor and Freshman. These distributors have agreed to sponsor two different weeks during the campaign. The campaign is to run for twenty weeks, skipping the week before Memorial Day and the week before the fourth of July. This, in reality gives us an eighteen-week campaign, during each week of which an advertisement of 800 lines will be run in the two leading Denver papers—The Denver Post on Wednesday evening and the Rocky Mountain News on Thursday morning.

"These two 800-line advertisements appearing in both papers are billed to the distributor at a cost of \$260 for each of these two weeks. It was agreed that the distributor would pay one-half of this amount and the remaining half would be paid by the Kolster-Brandes dealers. Therefore, with our fifteen dealers participating in this ad, it meant that each of our own dealers would pay \$8.56 for each of these weeks or \$17.12 for



Up

By
H. W. Baukat



the two Kolster-Brandes weeks.

"Naturally, it often happens that where a dealer handles two or more lines, he will share the expense with the two or more distributors; however, we know of no

dealer who is interested in more than 4 lines and even if he shares with each of the four distributors in question, his total expense will be slightly less than \$70.

"During each week, the distributor in question sponsoring that particular week, is billed by the two newspapers for the total amount and the distributor in turn bills the dealers for their share. Of course, it should be borne in mind that in some cases, there may be only six or eight dealers helping that particular distributor—in which case the dealers in question would have a larger amount to pay as it was agreed in the Trades Association that

the distributor was not to pay more than one-half. This is to prevent some distributor from saying, "Well, we will pay it all," or "We will allow the dealers to pay it all," as it is planned on a uniform basis and this rule was adopted so that each dealer and distributor would all be treated alike.

Note the quotation at the top of the ad by Arthur Brisbane. This quotation will be a part of all the ads run during the series. The ads will also be about the same size with the same border and in general have the same set-up. You will note that the ad doesn't sell any particular radio set and this is true of the entire series to be run. The only mention made of the particular line of radio dealers who are sponsoring the ad is that 'this particular ad is sponsored by the following dealers.'

"It is also agreed that no other radio advertising is to appear on the same page with this advertisement. It does not, however, restrict the distributor or dealer from placing any amount of additional advertising on their line of radio sets elsewhere in the paper, nor does it prohibit any other distributor of any other line from running such advertising as he may wish elsewhere in the papers.

"VARIOUS publicity stunts will be arranged in Denver during the summer months by the various distributors. For example, when the two ads sponsored by the Columbia Stores Company, appear, we have arranged with the Kolster Radio Corporation, for their national program over the Columbia broadcasting chain to be dedicated to the Colorado Kolster-Brandes dealers who are holding a special Kolster week in this territory and to extend a cordial invitation to the public to visit their stores and inspect the Kolster merchandise. We have also asked the Kolster Radio Corporation to furnish us one of their large balloons which we intend flying over the down-town Denver section. In addition to this, we are planning on a luncheon to be given for the Kolster dealers who are sponsoring this advertising campaign and it is quite likely that we will have a picture taken of the dealers and have it published in both of the papers.

"These things are mentioned to show some of the many publicity stunts which will be used in connection with the summer publicity campaign in Colorado.

"It is expected that there will be a total of approximately sixty dealers who will share in this campaign, some of whom will be mentioned in only one week whereas others may be mentioned in as many as four weeks, but as a whole, there will be either nine or ten distributors and approximately 60 dealers.

"You will note that on the left-hand side of each ad there are ten reasons why the public should buy a radio set during the summer. These ten reasons will not be changed during the campaign but will be so rotated to give each reason first place some time during the summer.

"The heading of the ad, 'About Radio in the Summer,' will be changed in each issue. The one on May 15th will be 'When Summer Flowers Bloom,' whereas the one run on the Wednesday and Thursday prior to Mother's Day was headed 'Next Sunday is Mother's Day.'

"Many of the radio manufacturers are co-operating with us, as well as other distributors, in arranging to have special broadcasting publicity and as placing additional advertisements on their line of radio receivers in the same issue of the Colorado papers."

IDEAS *That* Will

Grocers, Barbers, Hot Dog Men— All Summer Prospects

“DON'T look for all your summer prospects in the home. There are many sales to be made elsewhere,” declares Harry P. Bridge of Philadelphia.

For one thing, he sold fifteen small sets to a local grocery concern which used them for premium purposes. They were in the midst of a battle with a national chain store outfit and wanted something to stimulate sales. “When I found they were interested in premiums,” declares Mr. Bridge, “it was only a matter of salesmanship—and not high-powered salesmanship at that—to convince them that radio sets would hold forth an almost universal appeal. To be sure, we allowed them a discount on the fifteen sets but it was a nice sale just the same, and a profitable one. Incidentally, when the sets were given out, we obtained the work of installing many of them and later at least two of the winners were induced to dispose of the smaller sets and buy larger ones.

“Another splendid outfit was sold to the American Legion post which used it in connection with a Fourth of July celebration along with an automobile which was also given away. A pool room proprietor bought a set with the idea of making his place more attractive to warm weather patrons. A barber shop owner was likewise persuaded that a set would help customers wile away the time while they were being perfected tonsorially and the Y.M.C.A. purchased an outfit for the amusement of those who visited its Summer camp in the mountains. Two privately owned camps were similarly equipped and a number of sets were sold on the strength of an important prize fight which occurred in July of that year, the latter event serving to emphasize the importance of the dealer's capitalizing on the broadcasting highlights. A roadside ‘hot dog’ stand was another customer and a couple of small, portable outfits went to tourists. These few instances serve to illustrate the point.”

Motorboats, Cameras and Clocks Lead as Sidelines, Says Griffin

THERE are two types of merchandise that a radio dealer can handle during the off season in order to make up for lack of radio sales; articles of utility or articles of amusement.

The above is the opinion of John W. Griffin of the firm of Haynes-Griffin of New York City. Mr. Griffin continued, “Radio is essentially something that people buy for amusement purposes only. With that as our basic idea we decided that only articles in the amusement class would be carried in our store to offer our customers at those times of the year when radio sales were at a minimum.

“After a careful survey we concluded that outboard motor boats and cameras came nearest to being suitable articles for a store of our type to handle. Boats are logical summer sellers. And after two years' experience I would say that this is an excellent field for us. In fact 25 per cent of our gross sales during the past year were directly traced to the boat department. Cameras while not strictly a summer item reach their sales peak in the months of June and July, although a goodly number are sold previous to the Christmas holidays.

“There is very little actual sale effort needed to sell boats. The main thing is to find the people who can buy them and point out the advantages of owning them. Today these advantages are so very apparent that the big work must be done in getting the right class of prospects. The present interest in boats is amazing.

“Cameras require very little space but the sale effort expended is much greater. However, for the average neighborhood dealer they are a fine summer item and should prove a steady profit maker.

“Utility items have not proved very successful in our store but we have one now that I believe will be a big seller. It is the new Telechron synchronized clock that operates on a sixty cycle

alternating current and is operated solely by electricity. It is reasonably priced and we believe it will fit in with the other items in our store.”

Selling Portables to Vacationists

By G. M. MONTGOMERY
Spear & Co., New York City

MANY dealers are facing the summer with a sinking heart and a dread of the months when radio customers are sometimes conspicuous by their absence.

The average dealer can sell sets of the portable type to those of his customers who are planning on spending their vacations in some secluded spot where there is no opportunity to receive outside news. The average vacationist, however, does not think of a radio until he has been without one for some time, and the newness of the first few days of loafing has worn off.

All of which leads to the point that if the dealer takes care to contact with the vacationist at the psychological time his chances for making a sale are considerably greater.

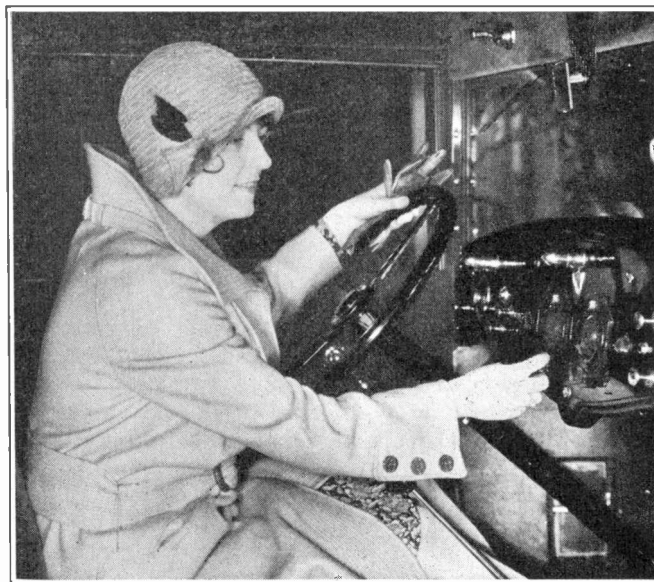
Last August, while on a motor trip to Maine, a dealer reader of these columns pulled into an overnight camp. He had a portable radio with him and within twenty minutes from the time it was turned on, he had sold it. This dealer then wired back for two more sets to be shipped ahead of him and sold both of these in another camp.

The tour lasted five weeks and he sold fourteen sets, giving him a profit of \$442.40 or \$88.48 a week.

Nine of the fourteen sets were sold to auto campers, one in a fisherman's camp and the other four in summer camps. A curious fact about the transactions was that all sales but two were made to people who already owned sets, and all were sold on the idea of *using a portable set in the home as an extra*. Dealers, especially those who are near camps might find it worth their while to experiment along the above lines. If the camp has a casino or entertainment hall, which many have, an installation there should bring returns.

The Radio Dashboard,— A Vacation-Time Seller

For the automobile vacationer, this dashboard receiver fills a longfelt want. With this set mounted snugly on the instrument panel, and deriving its current supply from the car's battery, the fortunate owner may have broadcast music wherever she goes.



Boost *Your* PROFITS

Ties Airplane Rides with Summer Radio Sales

BY ROBERT J. LANG
Fort Wayne Iron Store Co., Fort Wayne, Ind.

WE ARE Crosley radio distributors in the territory in and around Fort Wayne, Ind., and think we have an advertising scheme for the summer months which might be of interest to the readers of your magazine.

The plan is simply this: We have made arrangements with a local aviation company to put over this advertising plan in conjunction with their regular business, and incidentally, it is proving quite profitable to their business as well as ours. They have one of their planes painted a special color and covered with advertising matter. This is known as the "Crosley Airplane." This Airplane goes to a different town in our territory each day and takes passengers up for pleasure rides at \$3.00 per ride. Our dealer in the town has been previously supplied with advertising display cards, dodgers, newspaper mats, and stories. He is also supplied with tickets good for rides on the plane. His business is to advertise the coming of the plane and sell tickets for it. He advertises rides free with the purchase of each piece of Crosley merchandise bought from him. This is worked out by having the airplane company give each passenger a ticket, showing that they have ridden in the plane, and that they are entitled to a \$3 discount on sets or merchandise purchased from the local dealer.

This plan makes a very reasonably priced advertising campaign possible because the aviation company is willing to co-operate at a very low rate because of the advance advertising their plane gets from the interest worked up for its coming by the radio dealer. The dealer in turn pays no money for the advertising unless he sells a set, making it a very cheap method of advertising for him.

Keep Your Prospects Thinking in Terms of New Sets

HAVE you ever stopped to think of the psychological effect which your attitude toward trade-ins has upon a prospective buyer?

Sometimes it doesn't pay to tell the prospective purchaser bluntly how little you can give him for his old radio set. Keep him thinking entirely in terms of the new set and the deal will at once be placed on a much higher plane. Remember—you, as a merchant, are selling a new outfit, not buying an old one. Keep the transaction on that basis.

You Never Can Tell

"DO WE really grasp every sales opportunity when presented?" comments J. Diemert of the Hueter Music Company, Cleveland, Ohio.

Recently a blind man, a colored peddler, came into the Hueter store led by a colored boy. A Fada 70 happened to be playing in the doorway. The salesman standing near purchased a couple of pencils from him when he remarked that that music was exceptionally clear and distinct and that he was interested in a radio himself. One of the customers then spoke up saying, "Yes, but I don't think you would be interested in this particular radio as it cost over \$400."

"At this point," explained Mr. Diemert, "I stepped in and asked the blind man his name and address and when he would be at home. The same evening at 7 o'clock my man called on him with a Crosley Gemchest with instructions to sell somewhere else if not there before he came to work the next morning. My man returned within an hour with a down payment of \$21 and also a report that the blind man said "Do you know, if you had brought the one I heard in the doorway and I had liked it, I would have bought that one."

☞ RADIO RETAILING will pay \$5 every month for the best sales idea and \$3 for every sales idea accepted for publication in this department.

☞ All you have to do is to write us a letter telling us about it. If possible, send along a photo or diagram.

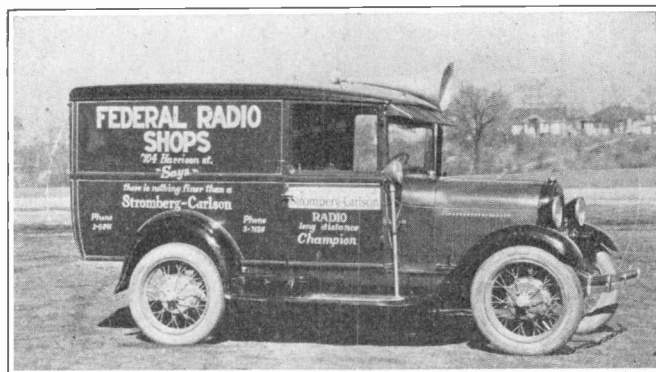
☞ Address: Sales Idea Editor, Radio Retailing, 36th Street and Tenth Avenue, New York City.

Jolley Specializes in Ads in Movie Programs

"R. B. JOLLEY, Atwater Kent dealer in Morristown, N. J., takes full back-cover space in local motion-picture-theatre programs.

"People who frequent movie theatres," says Mr. Jolley, "are red-hot prospects for modern improved radios, such as the new screen-grid sets. That a definite part of their leisure time is devoted to entertainment—the more varied the better—is proved by their more or less regular movie attendance. I have found that this method of advertising is particularly effective, especially from a cost-versus-coverage standpoint. The majority of the average local motion picture programs are two or four-page leaflets—easily and quickly read. A radio message, covering one entire page at an extremely low cost, possesses immediate force and direct appeal."

Broadcasting Truck Gets Attention

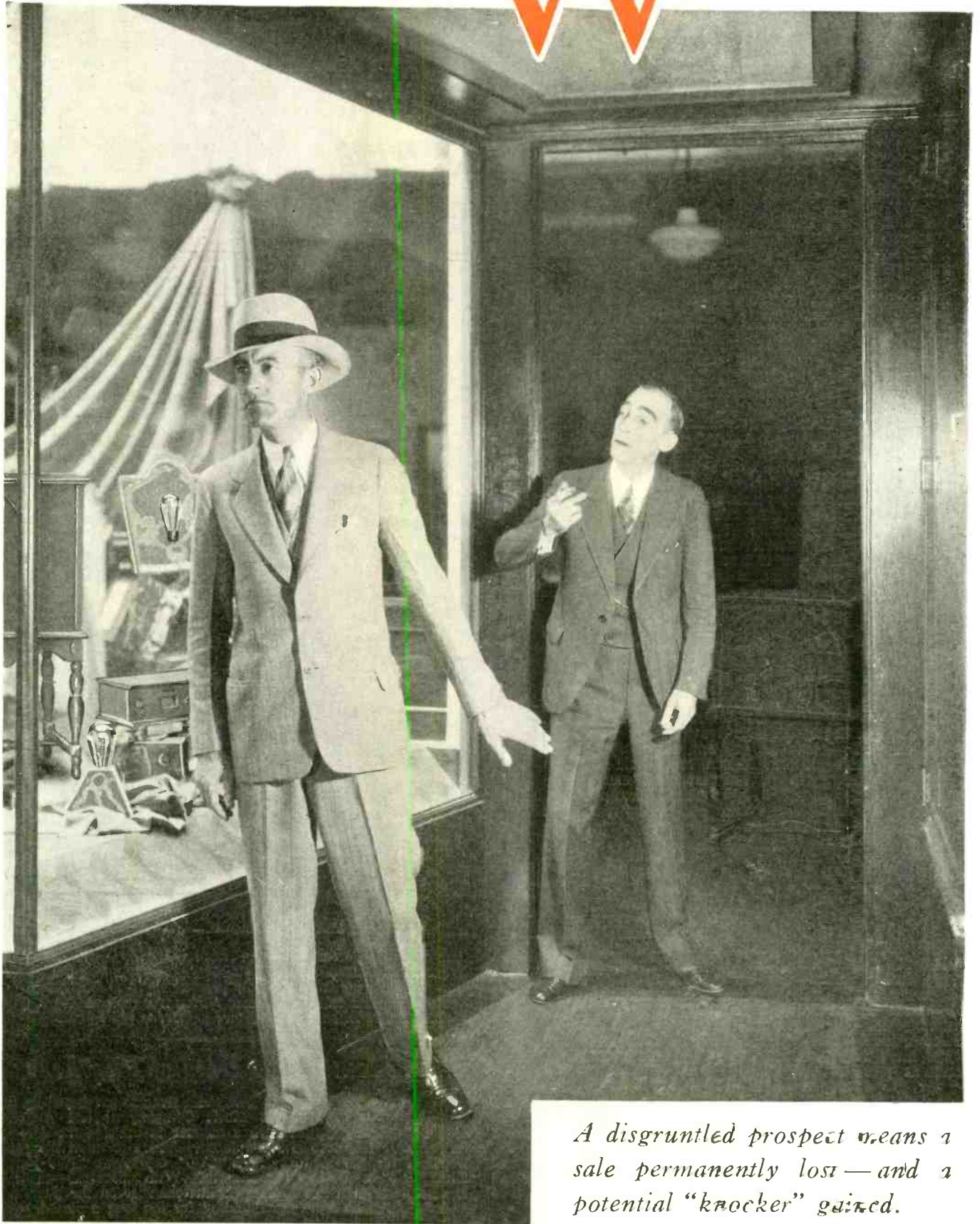


The Federal Radio Shops of Flint, Michigan, equipped this truck with a receiver and special amplifier and horn, and whenever anything of interest to the general public is broadcast, the truck is parked where the most people will hear it. It makes excellent publicity and provides numerous radio prospects.

To Identify the Date of Purchase

WHEN new radio stock is purchased by the Birkel Music Company of Los Angeles, it is immediately tagged with a number to indicate the date of its receipt. The code is a simple one—letters to mark the year, numbers for the month. Thus "A-6" represents "1929-June," while "B-3" would be "1930-March." With this arrangement it is possible at all times to date the merchandise on the floor and to keep old stock from accumulating for too long a period.

WHY



A disgruntled prospect means a sale permanently lost — and a potential “knocker” gained.

Didn't they BUY?

Ten more questions to help you analyze your sales ability and judge your value to your employer. A continuation of our June plan for self-testing honest-to-goodness personal merit and salesmanship

IN JUNE, through the medium of ten questions published in *Radio Retailing* under the heading: "Sit Down and Check Yourself Up," you were enabled to analyze your sales ability, based on your last ten actual sales.

Many dealers and their salesmen wrote of their practical application of the first set of "self-analysis" questions.

"I never realized before," stated a Western retailer, "how weak my sales talk really was. Let's have another test!"

This second series applies to the last ten customers on whom you worked but who *didn't* buy.

Let's analyze them:

Question No. 1 *Of the last ten prospects who didn't buy, are you satisfied that you tried to the very best of your ability to sell them?*

No detailed discussion necessary here. In the bottom of your heart you know the answer. Start with 100 points. Deduct ten points for every case where your conscience says, "No!"

Question No. 2 *Of the last ten lost cases how many did you let slip because you didn't know your stock, or its talking points, well enough?*

A good man might get 100 on this question if (?).... For every lost sale due to lack of knowledge deduct ten points from your starting figure of 100.

Question No. 3 *How many of the lost ten got away because you didn't take enough time with them?*

You know how it is—someone else came in that looked like easy picking, or the prospect "bored" you. Many a sale is made by patience alone. How many did you lose due to lack of endurance? Deduct ten points for each such case.

Question No. 4 *How many of the last ten walkouts were not introduced to some other sales representative after your efforts failed?*

Time and space doesn't permit a discussion of the value of the "turnover" system here—so just answer the question on its face value, deducting ten points, of course, for each failure.

Question No. 5 *Did you obtain the names and addresses of the last ten "getaways"?*

The least you can get from a prospect is the knowledge of who he is and where he lives. The follow-up, on temporarily lost cases is invaluable. Properly conducted it should increase sales 20 per cent.

Question No. 6 *Despite the fact that they didn't buy, did your ten callers leave in a pleasant frame of mind?*

Was the conversation concluded with a smile? Or did you sulk because he couldn't make up his mind? Did the prospect leave thinking better of the firm than when he approached you? Give yourself ten points for each contact satisfactorily concluded.

Question No. 7 *Did you follow these opportunities by mail, telephone or personal call?*

Ten points on the right side for every case that was followed through to a definite conclusion—even though no sale was effected.

Question No. 8 *Have you reported to the management ways for getting more business or closing more sales?*

Whether on merchandise, service or economies doesn't matter. The point is, are you a constructive contributor to the progress of your company? Rate yourself on a percentage basis.

Question No. 9 *During the last month have you been a 100 per cent employee? Have you given full measure of your time and energy? Have you made every minute count "in the field"? Are you satisfied with your personal appearance?*

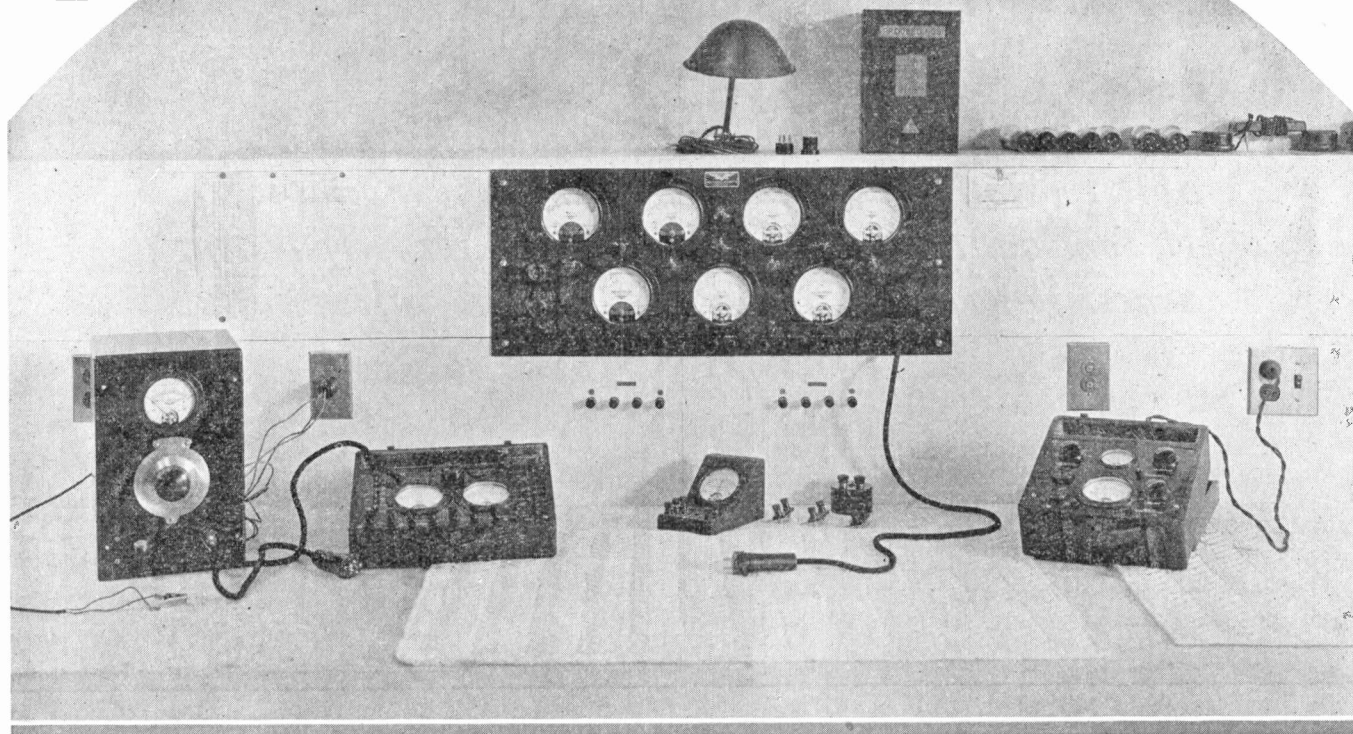
Rate yourself on a percentage basis with 100 as the top limit.

Question No. 10 *Are you capable of assuming the duties of manager? Are you learning the business thoroughly? If you were boss would you be satisfied with yourself as an employee?*

Can you rate 100 per cent? If not, why not?

Now add up the ten scores you gave yourself for this series. The average man seldom gets over 700. Did you? If you topped 850, congratulations!—you're headed for better things.

Practical Service Methods



A Neat Test Bench PAYS

OF all the sad sights to greet the eye there is perhaps nothing more depressing and nought that could more completely rob a customer of the romance of radio and the nice mystery of radio receiving sets than an untidy, makeshift repair bench flanked by a heap of discarded, dusty, trade-in and obsolete sets and parts. It is true that such a place is screened off generally and hidden from ordinary view but often a customer follows the salesman back and has at least a glimpse of the heart-rending sight.

Then the continual effect of such inefficiency upon the salespeople, technicians and proprietor must necessarily work to their disadvantage. It is damaging to the morale of all and entirely destroys the pride and pleasure of conducting a business which from so many points of view, is the greatest—a laboratory of modern magic created to carry entertainment and pleasure to the home of rich and poor, humble and great.

The following description of the service bench of J. Lloyd Sleeper, of the Sleeper-Huntley Radio Company, Santa Ana, Calif., and his ideas of sales and service are not difficult to imitate.

The bench is made of wood, white enameled, fifteen feet long, thirty-six inches high and thirty-two inches wide with a rear panel twenty-three inches high topped with a six-inch shelf.

There are three reasons for the white enameled surface, viz.: neatness of appear-

ance, reflection of light on the underneath parts of a set, and a much better visibility of small screws and parts that are laid thereon.

Two swinging lights, just beyond the range of the picture at the top of this page, on each side, made of one-half inch conduit, goosenecked over the lineal center of the bench give excellent illumination.

Five twin a.c. outlets are located at convenient points, as are three aerial and ground plates. One of each of these is located on the front apron of the bench to allow console tests to be readily made.

Directly beneath the main panel, are eight binding posts, for A and B battery connections, the batteries being located on a shelf beneath the bench. The oscillator shown on the left has a battery plug with corresponding plate for quick connection, as time is a large factor in service work. The laboratory galvanometer shown in the center is used for bridge measurements, and numerous other tests, proving highly valuable.

INSPECTION REDUCES SERVICE

The portable equipment consists of an a.c. oscillator, set analyzers and a.c. tube testers together with the usual tube and tool kits.

The pads shown are made of table padding twenty-four inches by thirty-six inches. These pads protect a set from scratches as well as making it an easy

matter to slide receivers along the bench.

Every radio, as it is unpacked, is thoroughly tested and balanced. Again before it leaves the store it is again completely checked, and after installation it is inspected a third time. Some of these tests might seem unnecessary, but it is surprising the percentage of calls that are reduced in the ninety-day guarantee period. And from time to time when passing a customer's house a call is made to see how the set is performing. In this manner valuable leads are often obtained, as well as maintaining the good will of the customer. If the customer lives out of the beaten path, a telephone call only takes a moment or so, but its value cannot be measured in dollars and cents.

Each location is thoroughly studied before an installation is made with respect to power lines and acoustic effects in the house. There are no hay-wire aerial and ground installations made even for the lower priced sets. Enameled wire with glass insulators, and all joints soldered with a presto torch, on properly guved poles, constitute the aerial. Too little attention is paid to proper ground in the average installation. A water pipe is a poor ground at its best though it is about the cheapest. In using five-foot W.E. telephone ground rods, a set will operate far quieter and generally more satisfactorily. There is no question that a neat and efficient antenna system with best grade

enamel wire properly insulated and all connections soldered pays big dividends in satisfied customers.

Service and attention to detail as furnished by this radio firm is so thorough and confidence inspiring that it is a perfect incubation plant for more and increasingly more sales.

Radio Service Managers Association

Last March a movement was started for the organization of an association of radio service managers and others in the New York Metropolitan area who are interested in improving radio service to the consumer. A great deal of enthusiasm was shown generally, and the first meeting was held recently with a very representative attendance of more than forty men. A temporary committee was elected to write by-laws for the conduct of the association and to arrange the necessary details for that meeting.

The principal objects of the association, as set forth in the by-laws are:

1. To act as a forum for the interchange of ideas and experience relating to service.

2. To secure the co-operation of manufacturers and distributors in furnishing service information for the dissemination to its members.

3. To provide a central source of service information for the use of its members.

4. To act as a free employment agency for servicemen and service managers.

5. To establish a system of examination and classification of applicants for service and managerial positions.

6. To co-operate with radio service schools or schools having such courses, for the purpose of improving the training available for men who desire to go into the service business.

Regular monthly meetings will be held the last Monday of each month.

All those who are interested in applying for membership, or who wish to be informed of future meetings, or desire more information, may address the Radio Service Managers Association, Room 406, 1400 Broadway, New York City.

Source of A.C. Hum

One of the most troublesome sources of hum, and one which is usually overlooked by the experimenter, is that due to external fields surrounding the power transformers used in a power pack.

This source of trouble can be eliminated very easily by connecting the metal cases or cores of the transformers to either the ground lead or to the "B—" lead of the receiver or power pack so as to bring the cases and cores of all transformers to the low potential side of the circuit.

The normal hum in a power-pack is so low as to be negligible within a few inches of the speaker. However, if the cases of the transformers are not connected to either the ground lead or to the "B—" lead or if the values of the grid bias resistors are not correct, the hum which will result is decidedly objectionable.

One Cause of Howls

Sometimes when the reproducer cord has been run too close to the detector tube circuit a howl will be set up in the audio circuit. The answer is to move the cord.

Six Prime Points of Radio Service

1. Have a definite service policy and make this policy plain to the customer at the time of the sale.

2. Choose your service men carefully and train them thoroughly.

3. Be sure that your men who make outside service calls are supplied with suitable equipment.

4. Your service station should have good light and ventilation, as well as equipment that will make for efficient workmanship.

5. The service department of a radio store should be a source of profit and you can make it so by keeping the proper records.

6. Make your service department build good will for your store as well as supply "leads" for your sales force to follow.

Television to Date

The D. Van Nostrand Co., New York City, has just published a 5½ by 8½ inch, 192-page book entitled "Television," by H. H. Sheldon and E. N. Grisewood. This is a very comprehensive work giving the history of television so far and telling of the various systems used as well as describing their component parts. This is the first book dealing with this new art that has come to our attention. Anyone interested in television should read this book. The price is \$2.75.

Overhaul Sets Now

To obtain best results from receivers during the summer months check up sets at this time of year and apply to it the old-fashioned "housecleaning" method.

Every set will work so much the better for an occasional inspection and cleaning, with particular emphasis being placed on seeing that all contacts are tight and clean and that tubes are at proper amplifying strength. This is the logical time for an overall inspection of this character inasmuch as the coming summer months will find reception conditions the least favorable.

Don't Short Regulators

Some of the new a.c. sets which are being placed on the market, contain an automatic voltage regulator. In some cases this unit is removable. Now it seems that when trouble occurs and this unit is burned out some of the "wise" service men are remedying the difficulty by simply shorting the terminals of the automatic regulator. Immediately tubes start to burn out and the tubes are reported as no good.

What really happens, according to Walter R. Jones of the Sylvania Products Company, is this: "The primary of the transformer is wound for from 65 to 85 volts, depending on the receiver. The additional voltage up to the line voltage value is wasted across the voltage regulator. When the 'wise' service man shorts out the regulator he is applying the line voltage of 110 volts or more where only 65 to 85 is supposed to be applied, consequently the voltages delivered by the transformer increase considerably. Last week I ran across sets where this had been done and 3.5 volts was being applied to the 227 heaters. It takes a lot of nerve to expect tubes to operate under these conditions long. And the tubes are blamed." Watch for this condition and try to have it eliminated.

Service Questions and Answers

Readers who have service problems are invited to write to the Technical Editor, who will be glad to answer the questions in this column

Q.—In "Radio Retailing," we read the article "Shielded Lead-in, Cure for Interference." There have been several questions arising in our minds about this. Will you kindly give us what information you can on how to install this for best results?

1. How long should the metal pipe be?

2. Which is the best to use, common iron pipe ½-¾ in. or the galvanized pipe or lead pipe?

3. And should this be grounded from the lower end or the center of the pipe for best results?

4. We are having some trouble with interference with the electric car line. Do you know of any way we can overcome this trouble? Then we too often have trouble with the power line giving off interference, such as a leaky transformer. Do you know of any way that we can get around this trouble?

*A.—*It is best to use lead pipe if you can get it. Some manufacturers of wire and cable are putting out a small lead covered cable containing one wire such as you see used in telephone work. This may be adapted for this use very nicely. Carry the lead right up to the point of where the antenna couples to the lead-in and ground it at the lower end.

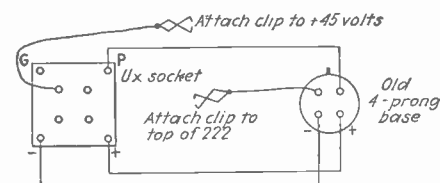
Street car interference is very hard some-

times to clear up and simply means intensive work on the part of the traction people to keep their apparatus in as good shape as possible all the time. There is nothing that you can do about it.

If power lines are giving interference, you mention leaky transformers, there is nothing that you can do except to point out to the power company which transformers are leaking and get them to repair them. It's to their advantage to keep their equipment from leaking as they are losing power otherwise.

Q.—How can I test UX-222 tubes on an ordinary tube tester?

*A.—*By use of the circuit below UX-222 tubes may be tested for plate current. Plate voltage of 90 to 135 should be used with A.C. bias of 1½. Be sure the filament voltage is 3.3.



Foreign Market Opportunities

How Radio Is Taxed Abroad

Throughout the world, as in the United States, radio is almost universally regarded by governments, officials and presumably the public, as a "necessary" and not a luxury, according to U. S. official information just received by the Radio Manufacturers' Association. World-wide radio tax information, furnished the RMA by the U. S. Department of Commerce, shows that radio has become so necessary to public communication, entertainment and development, that its tax classification as a "necessity" in modern life is almost unanimous.

Few countries or governments regard radio as a proper subject of taxation. Of all the nations and countries of the world, only two, France and Spain, legally classify radio as a "luxury" in their taxation programs, according to information transmitted to the RMA by the Foreign Tariff Division of the Department of Commerce. Only a few other countries, the Department of Commerce stated, impose sales, or public consumption, taxes on radio apparatus which is imported. About a dozen countries impose sales, or excise, taxes, levied generally on almost everything, including radio products.

Of the entire family of nations, the only two countries which regard radio as a taxable luxury do not levy severe charges. Spain has a 5 per cent ad valorem rate, while that of France is 12 per cent on the more expensive radio receiving sets and apparatus, cheaper products bearing only a 2 per cent sales tax.

Roumania has a supplementary tax on radio of 1600 paper leie per 100 kilos. Sales taxes on imported radio products are imposed by other countries as follows: Austria and Turkey, 6 per cent; Hungary, 2 per cent; Poland, 2½ per cent; Italy, 1 per cent. Other general sales taxes—on virtually all articles including radio—are Czechoslovakia, 2 per cent; Portugal, 2 per cent; Canada, 4 per cent; Newfoundland, 5 per cent; Cuba, 1½ per cent; Porto Rico, 2 per cent, and the Philippines, 1½ per cent.

Growth of Radio Business in New Zealand

Figures just published in the daily press indicate that in the Auckland consular district there are now 12,973 licensed radio sets.

It is to be recalled that at the time of the opening up of Station 1 YA in Auckland, on August 26, 1926, the number of licensed radio sets then in use was only about 1,500.

It is regretted that the figures given do not list separately the crystal and tube sets, although it is understood that crystal sets very largely outnumber tube sets.

It must be borne in mind that because of the lack of broadcasting facilities in the Auckland district prior to August, 1926, that the 1,500 sets then in use were nearly

all tube sets capable of picking up the Australian stations, and that consequently the almost marvelous growth in the number of licensed sets does not represent an equally marvelous growth in the sale of the costlier sets, although it may be taken for granted that they have considerably more than doubled in number.

Roughly speaking the number of radio sets in use as revealed by the figures is one to each forty of the population.

As so far fully four times as many people own motor cars as own radio sets, it is anticipated that the demand for radio sets is still far from reaching the saturation point.

At present there are 481 licensed radio dealers in the Auckland district, and if the entire number of licensed sets now in use were divided among them it would represent sales during the last two years of about twenty-seven radio sets each.

As these figures include the many cheap crystal sets, it may readily be seen that the business of a vary large number of these licensed dealers must amount to almost nothing, in short the business seems to be over-exploited.

American radio sets are popular. There is also a recent adverse tariff passed by the New Zealand Parliament now sitting, hence American dealers seeking to enter this trade will find themselves not only in competition with foreign dealers, particularly British, but that their most active competition comes from American houses already established in the field.

South Africa a Parts Market

South Africa, which now has about 16,000 licensed radio sets, seems at present to be a market for radio receiving set parts rather than one for complete sets, reports Assistant Trade Commissioner Edward B. Lawson, Johannesburg, to the Department of Commerce. At present a transition from crystal to tube sets is taking place, with the principal demand for relatively cheap sets of two or three tubes.

Until the African Broadcasting Company was organized some months ago, the broadcasting situation was in rather an unsettled condition, but since the inception of this company conditions are more encouraging, and there is an undercurrent of renewed interest in radio. This company, by reason of its contract with the Minister of Posts and Telegraphs, holds a virtual control of broadcasting in the Union.

There are four broadcasting stations in South Africa and a new one being erected at Johannesburg: Johannesburg, 443.5 meters; new Johannesburg station, 450 meters (under construction); Pretoria, 323 meters; Durban, 398 meters; and Cape Town, 372 meters. About 50 stations are being operated under amateur transmitters' licenses, all using a wave length below 200 meters.

One of the drawbacks to a more highly developed interest in radio is the poor atmospheric conditions prevailing at times, it is reported. The new station being

erected at Johannesburg is expected to greatly alter present broadcasting conditions, and bring about a more satisfactory reception in spite of atmospheric handicaps. It is reported that it will operate with a power which is about 20 times as great as the present Johannesburg station.

Sales of American radio receiving components in South Africa is fairly good, although there appears to be a lack of familiarity with the latest type of such material. One local dealer in Johannesburg estimates that 60 per cent of his sales are in American goods. There seems to be some sale of transformers of the better grade and this type of equipment is likely to meet with a moderate but more or less steady demand. Reproducers of the cone type are coming into demand, although quite a few of the old style horn reproducers may still be found in some of the

The 10 Commandments of Radio Exporting

By Norman M. Simons,
M. Simons & Son Co., New York City



1. Price-reduction protection of at least six months from date of sailing of steamer carrying goods.
2. Prompt replies to inquiries, service matters, export details, cables. Elimination of circular mail.
3. Cable acknowledgment of orders with definite shipping dates.

for Radio Sales

radio equipment stores, but is rapidly giving way to the cone variety. A and B power units for 200-240 volts, 50 cycles, have a prospect of good potential sales and American-made tubes are already well known and enjoy an excellent reputation. British-made tubes are prominently displayed in the local market.

Principal demand for tube sets in South Africa seems to be for relatively cheap sets of two or three tubes and it is thought that a set retailing for around \$30 might be well received if subsequent developments in the radio field are favorable. Quite a number of American makes are already on the market and British products are meeting with popularity. A few German-made sets are also found. The British instrument, in particular, seems to have attained its popularity chiefly on the basis of simplicity of operation. These machines are

both imported as a unit and assembled in South Africa. The operation of only four broadcasting stations in the Union makes the finer selectivity of the American models unnecessary and the relatively simple adjustment of the British model favorably received.

Rumanian Broadcasting Station Capital Stock Subscribed

The 50,000,000 lei (\$312,000) capital stock of the Rumanian Radio Broadcasting Company, Bucharest, has now been entirely subscribed, according to the Radio Communications Division of the Rumanian Ministry of Posts and Telegraphs, reports the Department of Commerce. The Rumanian Government took 60 per cent and the National Bank of Rumania the bulk of the remainder.

The Rumanian Radio Broadcasting Company, which is the first of its kind in the country, and which under government control has been granted exclusive broadcasting rights, will now proceed with its organization, and as already published in this bulletin offers have been called for covering the construction of a broadcasting station.

While the matter is now only in the preparatory stage, the Rumanian authorities hope to have the new station working within the next 3 or 4 months, but it is probable that a considerably longer period will be required. When the station is ready it is expected there will be an expansion of the Rumanian market for radio sets and supplementary equipment.

Swiss Slow in Adopting Radio

Switzerland has been relatively slow in radio development compared with surrounding European countries, advises the Department of Commerce. There are only five broadcasting stations in Switzerland and 62,000 licensed radio receiving sets, of which more than one-half are crystal sets, according to statistics issued in January, 1928.

In Switzerland different voltages are used in different parts of the country. In the Canton of Berne, for example, 110 volt, 125 volt, 140 volt and 220 volt current is used although 125 volt current is most common. There is a movement on foot at the present time, however, to standardize at 220 volts, and for this reason the Swiss are reported loath to invest in an expensive set at this time when there is a possibility of a change in voltage within a year or two.

A few German manufacturers are now marketing transformers in Switzerland which permit the adaption to different voltage in case a purchaser is obliged to adjust his set to another voltage. One large Swedish manufacture has a similar system built into cabinet.

Uruguay Favors U. S. Radio

R. C. Ackerman, Fada Radio export manager, who paid a visit to the republic not long ago, reports that according to a check-up he made in several countries, Uruguay is buying more receivers in proportion to population than any of the other countries compared. This is particularly impressive since about two years ago, a visitor to Uruguay reported very little interest in radio.

Down in Montevideo, reads the Ackerman report, owners of radio receivers pick up, aside from their own local stations, the Buenos Aires broadcasts. The Argentinian capital isn't so very far away—some 200 miles across the Plata River—making it also very convenient for those living more to the eastward in Uruguay. "Many a cattle rancher in the hinterland of Uruguay blesses the radio receiver made in the U.S.A. for his entertainment and market information," states Mr. Ackerman. Quality comes first in Uruguay in selection of radio sets. Radio has invaded the principal avenue of Montevideo—the Av. 18 de Julio. Harispuru Hnos.

Lahtis Broadcasting Station Opened in Finland

The Lahtis broadcasting station, declared one of the most powerful transmitting stations in Europe, was opened recently in Finland, states the Department of Commerce.

Equipment of this station was furnished at a cost of \$200,000 and is of the same type as that in use at the Zeesen station in Germany.

It operates on a wave length of 1525 meters with a power of 35 kilowatts which is shortly to be increased to 40 kilowatts.

205,000 Radio Subscribers in Czechoslovakia

The Czechoslovak Minister of Post and Telegraphs announces that the number of registered radio subscribers totaled 205,000, states a report received by the Electrical Division, Department of Commerce.

The present number of radio subscribers is believed to be close to the saturation point until such time when new sending stations are erected. Construction of one station at Karlsbad, and of a second station at Mahrisch, Ostrau, is said to be under consideration, according to the report.

Czechoslovak Station Planned

A state broadcasting station of enough power to be heard throughout Europe is now under consideration by Czechoslovak Government authorities.

Construction plans now under review contemplate a power of 50 kilowatts. The site has not yet been definitely chosen but it is expected to be near Prague.

4. A knowledge of exact voltage and frequency of current supply in your foreign distribution centers.
5. Elimination of make-shifts and voltage-changing devices.
6. Protection of exclusive territories —to the extent of demanding export affidavits from other foreign accounts and their shippers, if necessary.
7. Restrict all U. S. jobbing connections against export sales. If this is not done sooner or later your own foreign connections will be jeopardized.
8. Investigate your prospect before making any exclusive sales arrangement in any foreign country, even more carefully than in the United States. Dig under the surface.
9. Protect your patents in foreign countries and be sure to register your trademark.
10. Don't forget that your foreign distributor at Milan, Copenhagen, Valparaiso or Singapore has to pay duty, ocean freight, insurance charges, etc. Help him by packing carefully. By all means try to avoid charging him extra for packing. Make all quotations f.o.b. New York, San Francisco or New Orleans if possible. It is even far better practice to quote f.a.s. these ports. (F.a.s. means "free alongside steamer.")

Radio Retailing

A McGraw-Hill Publication

AUGUST

1929

Looking Ahead

Watch Yours Sales Costs!

NEVER before has the radio dealer needed to watch and check his sales costs more than this season. We are entering a period of the keenest kind of competition. Prices are lowered under those of last year, which were in turn comparatively low. Margins are getting narrower which means that sales volume must go up. This applies to dealers as well as manufacturers.

If you want to be one of the lucky merchants to come out on top at the end of the year, and make a profit, you must watch your costs with diligence.

Draft the Chain-Stores' Best Ideas for Your Business

THE bitter charges made against the chain stores by independent dealers must in fairness be divided into two classes. First complaint is made that such stores promote "leaders" and sell below cost. Other merchandising misdemeanors are laid at their door. Such conduct is indefensible and intolerable.

But a second set of objections raised has to do with the chain stores' competition growing out of their efficiency of operation, their attractive merchandising, and their ability to make mass purchases. These are bright and shining lessons in retailing which the independent dealer should learn himself—not evade. How he can successfully adapt such ideas of the country's master merchandising minds, and harness them to his own local enterprise, S. J. Ryan tells in a practical merchant-wise article in this issue. Turn back if you haven't read it carefully.

Courageous Action by the Broadcasters

THE rest of the radio industry owes a vote of thanks to the Broadcasters Association for its adoption of a code of ethics for broadcasting stations.

Four of the eight rules adopted warn members of the association to guard against broadcasting material which has not been carefully verified. Products or services which may be injurious to health are to be barred.

In their desire to do their own housecleaning, the broadcasters agreed as their first rule that, since the radio audience includes persons of all ages and beliefs, every station should prevent the broadcasting of matter which would commonly be regarded as offensive.

Rules two, four, five and six lay down regulations on advertising, cautioning against the use of material when the broadcaster has not assured himself of the merits of the article advertised, the financial responsibility of the advertiser, and his reputation for integrity.

Material that is sponsored or paid for must be clearly

identified during the course of the program, and the broadcaster must refuse any program which he knows or believes to be false, deceptive or grossly exaggerated.

While broadcasting generally has been on a singularly high plane, the setting up of these standards will help point the finger of contrast and admonition at those who still offend. The broadcasting stations themselves will profit most from this new code of conduct, but the whole radio industry which makes and distributes sets, will benefit in turn from a clean-up of all the program material on the air.

The A.C. Set Has Reduced Service Calls

WITH the coming of the A.C. set into practically universal acceptance, service calls and service costs have been greatly reduced. When the battery-operated set was in vogue, there were a multitude of things to go wrong, and they usually did. The A battery went dry because it received no water. It was up to the dealer to put it back in shape—which he usually did at a financial loss to himself. Or else it was the B batteries, and the customer never failed to blame the dealer.

But now we have all these features eliminated in the modern batteryless or A.C. receiver. The only trouble on large-scale A.C. sets has been with condenser or resistance blow-outs or short life of the tubes.

Much has been done by the manufacturer to relieve this by perfecting the component parts which are under strain and to provide line-voltage adjustments. It is now up to the dealer to watch the line-voltage values and to make suitable adjustments. Thus, the one great drain on profits—service calls—has been reduced to a minimum.

Copyright Decision Benefits the Radio Industry

THAT hotels, radio retail outlets, restaurants and other public places may broadcast radio programs containing copyrighted selections without paying the American Society of Composers, Authors and Publishers for this privilege was, in effect, the decision of Judge Merrill E. Otis rendered in the Federal District Court at Kansas City.

The decision covered a suit brought last October by the Society against the LaSalle Hotel for alleged infringement of the Copyright Act. The hotel had, through a master radio receiving set and by means of a wire system, offered in its rooms radio programs which included copyrighted compositions.

Briefly, the act in question protects the owner against the public "performance" of his copyrighted composition for profit.

Judge Otis held that the hotel owners did not "perform" the copyrighted work, but merely provided means

to a **BUSY SEASON**

whereby the music could be heard. He held further that the right to "perform" does not carry with it a proprietary interest in the waves that go on, or in, the air or ether, these being as free as the sunshine.

This decision, according to legal opinion in Kansas City mean that barber shops, radio and musical stores, restaurants, hotels and other like places can operate radio sets for the benefit of their patrons without having to pay annual license fees to the Society.

The Middleman Is Indispensable

THE middleman is NOT disappearing; on the contrary—his function is quite important to the mechanism of distribution. From time to time, suggestions are made to cut out the jobber in order to reduce the cost of reaching the consumer—but *whenever this has been done, it has not reduced costs at all.*

W. M. G. Howse, president of a large manufacturing company and chairman of the National Wholesale Conference, which is making a survey of the subject under the auspices of the United States Chamber of Commerce, says:

"The function of the middleman is indispensable. Neither the chain store nor the mail-order house can evade it. A manufacturer might do his own wholesaling or pay someone to do it, but somewhere along the line it must be done. Whether you call it wholesaling, jobbing, factory-to-consumer distribution, or chain-store merchandising, there must be some machinery to move goods from producer to consumer. Every commodity must, in the interests of both producers and consumers, have the services of wholesalers and their expert knowledge of the best markets and the most economical means of reaching them."

The middleman is a very useful member of the sales family.

Fixed Retail Prices vs. Unbranded Merchandise

THE Federal Trade Commission is now making a comparative check of the cost, price and profit on merchandise sold at fixed resale prices and similar products on which there are no established prices. From a list of several hundred articles, the Commission has selected a representative group for the purpose of this study, which is intended to reveal the actual result in the conduct of business of the application of fixed resale prices on trade-marked and branded merchandise.

The findings on this phase of the Commission's investigation of the resale price maintenance practice will be included in the second section of its report to Con-

gress. The first part of the Commission's report, which was submitted just prior to the adjournment of Congress last Spring, presented the opinions of distributors and consumers with respect to resale price maintenance. The canvass made by the Commission indicated that wholesale and retail merchants are generally in favor of resale price protection and that the purchasing public, which was represented for the most part by farmers, is opposed to it.

Representative Kelly, of Pennsylvania, has re-introduced his bill to legalize resale price maintenance contracts between manufacturers and distributors of trade-marked or branded merchandise but the House Committee on Interstate and Foreign Commerce will not be organized for the consideration of pending legislation until the December session. The prospect is that the bill will remain on the shelf although its proponents anticipate that it will be favorably reported to the House.

Better Windows Mean More Customers

THE window is the radio dealer's point of contact with the public. According to the impression it creates, it will make customers or spoil them. That the window has a real cash value is evidenced by the action of the New Jersey druggists who have pooled their windows in order to sell their space to the manufacturers—in competition with the chain drug stores who have been doing that very thing for some time. The drug manufacturers are so alive to the sales-making possibilities of the windows that they are willing to pay for the chance to use them.

Our recent issues have carried articles—by a window display expert—on how to get action into the window. With windows to the right and windows to the left, a moving display attracts the most attention.

So remember the Jersey druggists—windows are worth real money. And better windows mean more customers.

No Television This Season

TELEVISION, which was brought out for public display last year, has now definitely gone back into the seclusion of the laboratory where it logically belongs. Those engineers who are lending thought to the development of this next great scientific advance freely admit that the problem, as far as commercial exploitation is concerned, is at present a baffling one and that there is a vast amount of work yet to be done before television will become a commercial actuality.

Therefore it behooves the radio trade to forget television for the time being, as an article of merchandise, and to devote all of its time to the promotion and sale of broadcast receivers.

RCA



RCA RADIOLA 67

RCA RADIOLA 60—Table type Super-Heterodyne
\$147 (less Radiotrons)

RCA RADIOLA 64—Super-Heterodyne de luxe,
with RCA Electro-Dynamic speaker. Automatic tuning.
\$350 (less Radiotrons)

RCA RADIOLA 66—New, improved Super-Heterodyne
with RCA Electro-Dynamic speaker. Finest instrument
ever built in this price class. \$225 (less Radiotrons)

RCA RADIOLA 67 (Combination.)— The new
Super-Heterodyne, with RCA Electro-Dynamic speaker
and phonograph. "Music from the air or record."
\$690 (less Radiotrons)



RCA RADIOLA 66



This sign marks the leading
dealer in every community

RADIOLA DIVISION
RADIO-VICTOR CORPORATION OF AMERICA
NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO

RCA RADIOLA

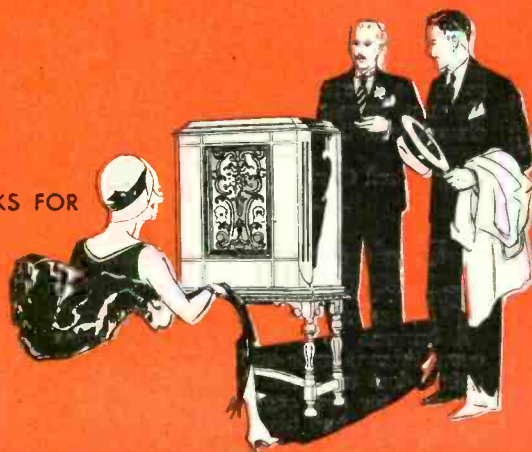
MADE BY THE MAKERS OF THE RADIOTRON

ANNOUNCES

two superb new models in
the famous "60" series of
Radiola Super-Heterodynes
including the
SUPER-HETERODYNE
Combination

"Music from the air or record"

WHEN THE CUSTOMER ASKS FOR



THE BEST IN RADIO
THERE IS ONLY ONE ANSWER
—RADIOLA
SUPER-HETERODYNE

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

Our READERS

Have This to Say—

Makes a Profit on Service

Editor, *Radio Retailing*:

I HAVE read with interest the article by C. L. Dennis, in the November issue of *Radio Retailing* entitled, "What Is Good Service Practice?" and I consider it the best I have read for some time.

Our own policy on service is to charge \$2.50 for a call, which entitles the customer to a complete check-up and any adjustments that can be made in a short time to make the set operate.

Calls, under our guarantee, are limited to 30 days after sale. Our service men are well trained and equipped with modern, portable, testing apparatus and it does not take more than thirty minutes to locate and remedy anything that can be fixed right in the customer's home.

While some dealers may object to the charge of \$2.50 per call and are giving service for less money, we find that our department is kept busy and is making money, and that the majority of dependable companies and service men charge this. Considering the expense of trained men, cars and equipment, this is as low a charge as will allow us to make a profit on service.

L. BENNETT.

4161 W. Belle Place,
St. Louis, Mo.

Claims Courtesy Discount Shouldn't Exist

Editor *Radio Retailing*:

WHETHER a wholesaler grants the courtesy discount to an individual for so-called "business purposes" or simply to accommodate a friend, the discount is all wrong. Let me give just a few reasons, or comments, on why the wholesaler, in all cases, ought to sell only to authorized dealers.

1. The dealer organization is the lifeblood of the wholesaler. When a wholesaler takes a single customer away from one of these dealers by selling a radio receiver (or other apparatus) at retail he, to that extent, disrupts his own organization. He is cutting his own business.

2. The dealer having justified himself over a long period of time has the means of properly distributing merchandise to the last in line—the public—is entitled to protection. It is manifestly unfair practice for the wholesaler to compete with the dealer. To the extent that the wholesaler grants courtesy discounts just to that extent he is competing with the dealer.

3. The highest trade bodies having recognized the functions of the wholesaler, the wholesaler in order to continue to justify his own existence must for his own sake live up to these functions which include selling to dealers only at wholesale prices.

4. In modern trading the wholesaler shares responsibility with the manufacturer for the treatment of the dealer in a manner enabling him to cash in on the line of the manufacturer. To take a sale away from a dealer is to strike back at the manufacturer.

5. Unless the wholesaler is prepared to do all of the things the retailer does, such as setting up a convenient establishment, etc., he has not the moral right in a business sense to engage in one element of the dealer's activities. And, if the wholesaler does all the retailer does he ceases to be a wholesaler.

6. When a legitimate radio retailer sells a set today he undertakes, as a rule, a certain amount of service. Service is pretty well established on the standard lines and is a chain that extends from manufacturer straight through the regular channels to the ultimate purchaser. Isn't the wholesaler playing with fire when he breaks this chain?

7. Again, from the distributor's own pocketbook angle, does it pay him to handle an individual sale of the sort described? Where charges for service are necessary isn't it better business for the matter to be handled by the retailer? And in the rare cases of the quality lines where a set may have to be returned to the factory what sort of explanation can the wholesaler make as to the origin of a sale where a courtesy discount exists?

The distributor does not need to give in, even to the manufacturer of other lines, because the answer to this is to remind the manufacturer of his own policy in this regard.

It is needless to go on for the thing is almost self-evident. Let me conclude by saying the same thing I said two years ago as to the courtesy discount. The courtesy discount cannot be used without being abused, ergo it should not be used at all.

R. M. KLEIN,

Long Island City, N. Y.

Don't Accept Trade-ins!

Editor, *Radio Retailing*:

THE greatest detriment to the radio business in these days of intensive competition is trade-ins! The radio dealer, today, does not have to accept old radios in trade for new ones, and every time he does he cuts into his legitimate profit.

I would like to see the radio dealer make a hard and fast rule to the effect that no trade-ins be accepted, and after it has been made, to get literally "hard boiled" about it.

Since the organization that I am with went into the radio business, we have taken no used radios in trade—and we are not sorry. I have watched this angle of the business very carefully, and can say that very few sales have been lost because of this rule. As long as our business is run

along well defined lines, we are going to make money—and that is what we are in business for.

At inventory time, no obsolete, used radios will be staring you in the face saying: "I am the profit that is rightfully yours!"

And after the trade-in curse, demonstrations come next as gobblers of the dealer's profits.

This, in the radio business of today, is nearly—if not as bad—as the trade-in curse. Demonstrations are becoming less and less necessary. As a matter of fact, demonstrations are merely a weak sales argument and are made only when the salesman feels himself slipping.

The radio business has come to the point where 90 per cent of the sales can be made over the counter, and it is only necessary to demonstrate sets at the time of the first interview between the salesman and the customer, and it should be done in the dealer's place of business.

Demonstrations, if made at all, should not last over a period of more than forty-eight hours. Within some time between thirty-six and forty-eight hours after the set leaves the store, the customer should be called and asked to make the down payment, arrangements for terms, signing of the contract, etc. Otherwise, the set should be immediately picked up.

L. H. STEINHAUER.

Grunbaum Bros.

Seattle, Wash.

All-Year Broadcasting

Editor, *Radio Retailing*:

IT IS manifestly impossible that a manufacturer of radio products may expect continued volume of business throughout the summer months unless at very least, he supports unbroken continuity in his broadcast programs.

Our broadcasting over the NBC System throughout the summer of 1928 established beyond question that radio is an all-year market. Our own representatives in the field do not cease their activity during the summer months and surely dealers work just as hard at that time. We see no reason why broadcasting should be neglected because of the advent of a vacation season.

In the first place, vacation, even for so brief a time as a few weeks, does not mean a cessation of broadcast listening. It means merely that the listeners have moved to other receiving points, and hear elsewhere, whether the family radio goes along or stays at home.

Certainly, we have too much interest in dealer turn-over to abandon the sales stimulus of our program for so much as one of the weeks in our year.

F. H. STRAYER, Sales Manager,

Sylvania Products Company.
Emporium, Pa.

Too Many Models in One Line

Editor, *Radio Retailing*:

I WOULD like to know why radio set manufacturers insist on putting out so many different models of their products. I don't mean new model sets, but 6-tube, 7-tube, and 8-tube sets, all made by the same company.

For example, one manufacturer's line includes the following models: Numbers 40, 41, 42, 44, 45, 46, 48, 49, 53, 56 and 57. This is very confusing for the public. The same thing can be found in almost any other line.

It seems to me that if a manufacturer made a 6 or 7-tube set, for example, and had a table model; a set in a cabinet, both with magnetic and dynamic speakers; a cabinet set with power speaker, and table-model magnetic and dynamic speakers, he would have an ideal line.

Then if he wanted to change models once a year, it would be very simple. It would also standardize his prices. In my opinion, this would go a long way toward establishing stability and confidence in the radio business.

As it is, there are only one or two models in any manufacturer's line that move with any degree of rapidity.

From a retail angle, I cannot see any justification for this condition. Maybe the manufacturers can tell just why they do it?

C. WATERMAN,

Long Island Sports and Radio Shop.

Lynbrook, L. I.

The Radio Commission Has Improved Reception

Editor, *Radio Retailing*:

AS A long-time student of radio, I read much and comment little. I am making an exception of your "Recommendations for The Future Control of Radio" as outlined in *Radio Retailing* for March, 1929.

There are always those who will decry the times, and it is only such people as are chronically disposed to "gripe" who will state that the Radio Commission has done little or nothing to improve radio broadcast reception. To the careful observer there has been a remarkable improvement as a result of the commission's work. Without going into lengthy details, the writer recalls many evenings during the "period of chaos" when not one station could be received, in this locality, without serious heterodyne or cross-talk interference. At the same time it was observed that there were whole gaps of 50 to 100 kilocycles where nothing came in, even on the best nights. That wonderful improvement has been wrought must be admitted by all the fair minded.

I presume this region to be one that is situated in what is commonly called "rural" in allocation literature. We get our best night-time reception from WLW, KDKA, WJZ, WEAJ, and formerly from WSAI and WGY. WSAI is now off the air, and WGY, for some reason, does not come in often. For daytime reception the best stations are WLW, WSB, WBT, WJAX—the latter three are the nearest thing we have to "local stations." WLW and WBT are the only two that give anything like satisfactory daytime reception with a sensitive receiver. (I neglected to insert WENR in the night time class. When this station is on it is one of the very best). The point is that without these

few northern high-powered stations we would, in this locality, have little really satisfactory entertainment. We used to depend on KDKA and WGY solely for satisfactory entertainment. None of the above mentioned stations have at the present enough power to override any considerable amount of static in this locality. As an example, we have had wholly unsatisfactory reception (due to atmospheric noise) for the past eight or nine days. I do not mean by this that we have had little or no reception; rather I mean that the reproduction was so mixed with annoying noise that its "value" as music was practically nil.

In consideration of the foregoing, I therefore heartily endorse your recommendations; particularly the first three paragraphs thereof, which are the major ones as far as reception in this region is concerned. I want to sum up by saying that from the standpoint of the people in this region and the many other regions similarly located, the use of high power is a vital requisite to good reception.

We can get sets providing ten kilocycle separation but nothing known to the art will give satisfactory reception on a high "noise to signal ratio." During the spring and summer months this condition is the rule rather than the exception and it is small wonder that radio sales during that period have heretofore been almost nil. There will no doubt be a few straggling sales here through the summer. The summer slump in radio is something to be fought off with increased activity, no doubt, but to the writer who says there is no summer slump in radio, I want to say, "Old boy come down in May, June, July, August or September and listen in seven straight nights."

There is, without question, a great deal heavier static in this region than there is in the north (I have observed) and the nearest thing to a cure for it is high power.

This is in appreciation of your efforts and the results you have already obtained as a member of the Federal Radio Commission.

J. D. BLITCH.

Statesboro, Ga.

Nobody Wants Trade-Ins!

Editor, *Radio Retailing*:

A FEW days ago one of our dealers gave me a jolt which set me thinking on the subject of trade-ins—and so reasonable were his views that I haven't been able to find a flaw in them.

The trade-in situation always seemed to be a necessary evil to me. Radio dealers, in general, have been coping with it in one way or another for several years. With the development of the all-electric set, this trade-in situation becomes an important dealer problem, so I tackled one of the most successful retailers on my list for a discussion and this is what he told me:

"I follow a fixed rule in my store of never reselling a traded-in set to my customers. I sell only new stock.

"Years ago a wise man defined business as 'any gainful occupation of which profit is the goal and in which there is a risk of loss.' All the money I have is invested in this business and it is my occupation and believe me, I am well aware of the risk of loss. Therefore, I will not sell a traded-in radio set to my public because I cannot render the repair and maintenance service necessary to provide satisfactory operation and make a profit on the sale.

"So, when the trade-in pops up I explain my policy and in nine out of ten cases persuade my customer to dispose of his old set to a friend or neighbor, or through the classified column of the newspapers. And in the tenth case, I allow the exact amount which any dealer in second-hand radio sets will pay me for it—or I don't make a deal.

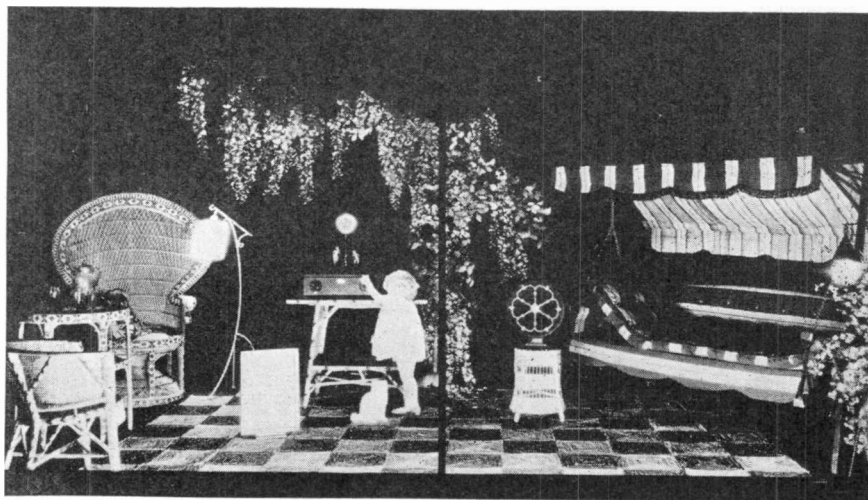
"Every sale of mine must bring me profit in dollars and not in used and obsolete radio sets. My jobber doesn't want them. My landlord doesn't want them. Nor my grocer! Nor my wife!! And if you want the truth—neither does the public!!! Hope my competitors find it out before they go broke!!"

Now, is this dealer right or wrong? Sounds right to be me and I can't give him an argument.

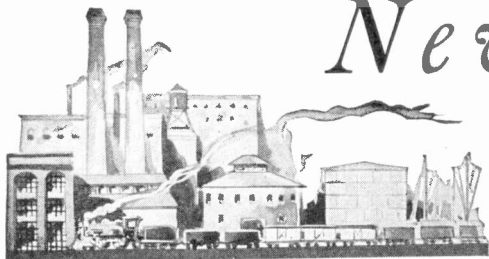
JAS. WEST.

The Benwood-Linze Co.,
St. Louis, Mo.

This Summer Window Won First Prize

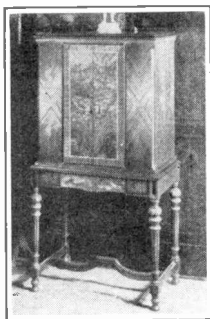


This summer-time window of the Powers Furniture Company, Portland, Ore., won first prize in the contest conducted by the Sunset Electric Company of the same city. Porch furniture provided the background of the display, and a cardboard cutout of a child, gave a lifelike center of interest to the window.



New Products for

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

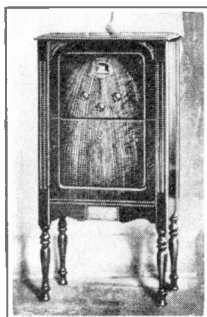


Model 21

New Brunswick Sets

To meet the constant demand in certain sections for battery sets, the Brunswick-Balke-Collender Company, 629 S. Wabash Avenue, Chicago, Ill., has placed on the market a battery receiver using four 201A's, one 200A and a 112A. It is known as model BB and comes in a grained walnut finish cabinet, compact in size, standing 29½ in. high. The battery compartment provides ample room for both A and B batteries and is accessible from the front. The intended retail price is \$89.50. A super-magnetic speaker of the mantel type to go with this set is \$35.

The receiver in the a.c. console models is of the r.f. type, completely neutralized. Three 227's are used in the r.f. amplification, one 227 as detector, and one for the first audio amplification, two 245's in push-pull in the second audio and a 280 rectifier. A voltage regulating tube is used also. The



Model BB

electro-dynamic speaker used in these sets has a 10 in. cone.

Model 14, a lowboy, has center and side panels of butt walnut with top piece of matched ribbon walnut. The legs are hand carved. The outside dimensions are 44 in. by 25½ in. by 16 in. Price, \$148.

Model 21, illustrated, is a highboy with French doors of American butt walnut inside and out. Ribbon walnut is used on the panels. It is 25½ in. high by 27½ in. wide. Price, \$174.

Model 31 is a Panatrop and radio combination in a highboy

console. The French doors, side panels and radio panel are butt walnut framed with ribbon walnut. It is 50 in. high and 29 in. wide. Price, \$272. —Radio Retailing, August, 1929.

Caswell "Power Tone"

The "Power Tone," a new all-electric phonographic pick-up developed by the Caswell Manufacturing Company, St. Paul Avenue and Tenth Street, Milwaukee, Wis., is equipped with a Patent "Phonovox" pick-up, General Electric synchronous motor and an impulse starter. The case is finished in a soft brown shade to blend with any wood finish and has brass-effect hardware. The intended retail price is \$49.50.—Radio Retailing, August, 1929.



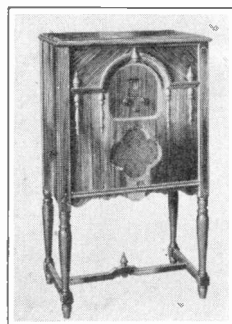
Kellogg 25 Cycle Receivers

Three new models, especially constructed for use where only 25 cycle current is available, have been added by the Kellogg Switchboard and Supply Company, 1066 W. Adams Street, Chicago, Ill., to its 1929 line. They are known models 526, 527 and 528 and are identical in appearance and contain all the improvements of the 60 cycle models, including the use of screen grid tubes.

Model 526 utilizes nine tubes, including rectifier. Model 527 and the combination radio-phonograph, model 528, utilize ten tubes including two rectifiers.—Radio Retailing, August, 1929.

Eveready "40" Series

A new line of receivers in cabinets identical with those in the 30 series, has been announced by the National Carbon Company, Inc., 30 E. 42nd Street, New York City. The new sets use 245's in push-pull in place of the 171-A's used in the former sets. They come in three console models and are known as the 40 series. The intended retail prices are: model 42, \$180; model 43, \$215, and model 44, \$230.—Radio Retailing, August, 1929.



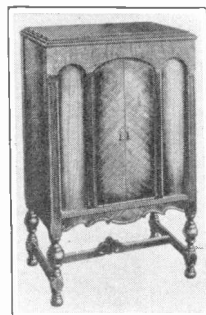
Model 93

New Lyric Models

The new series recently announced by the All-American Mohawk Corporation, 4201 Belmont Avenue, Chicago, Ill., includes three console models.

Model 93, illustrated, has ten tubes, including rectifier, in a Hazeltine neutrodyne circuit. It has double push-pull amplification and a dynamic speaker. The cabinet is made of five-ply walnut with matched walnut veneer above arch and on the apron. The intended retail price is \$169.50, complete with tubes. Model 95 has the same chassis and is known as the de luxe console. Grained walnut is used on all exposed surfaces with burl overlay on the arch. The controls are enclosed by a door which acts as an arm rest when open. The finish is natural walnut. Price, complete, \$199.50.

Model SG-1, illustrated, is a seven tube set using three 224's. It has five tuned circuits, including tuned detector, three stages of r.f. and one tuned selector circuit. The doors and control panel are made of selected matched walnut. It has Oriental walnut overlays on two vertical panels. Price, complete, \$187.50. —Radio Retailing, August, 1929.



Model SG-1

Portable Radio Set

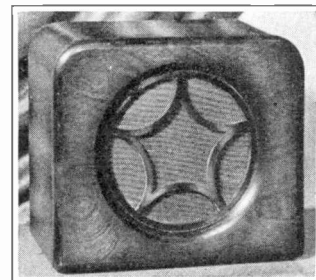
A five-tube portable radio receiver is being made by the Vaga Manufacturing Corporation, 720 Atlantic Avenue, Brooklyn, N. Y. It is known as the "Vagabond" model. The tubes and batteries required, are

five 199 tubes, three 1½ volt dry cells, two 45-volt B-batteries and one 4½ volt C-battery. It has an in-built horn and loop so the set may be moved about easily. The case is leather covered and measures 13 in. x 10½ in. x 8½ in. The weight when fully equipped is 24 lb. The intended retail price, without tubes and batteries, is \$58.—Radio Retailing, August, 1929.

New Powerizers

Two new "Powerizers" have been placed on the market by the Radio Receptor Company, Inc., 106 Seventh Avenue, New York City. They are PYP-245, a three stage amplifier employing two stages of 227 amplification and a power stage with two 245's in push-pull, \$135; and PX-245, comprising one 226 stage and one 245 stage with a 280 rectifier and an output of 1.5 watts, \$75.

This company is in a position to make special amplifiers and to build amplifier racks and control panels according to specifications. —Radio Retailing, August, 1929.



Borkman Reproducers

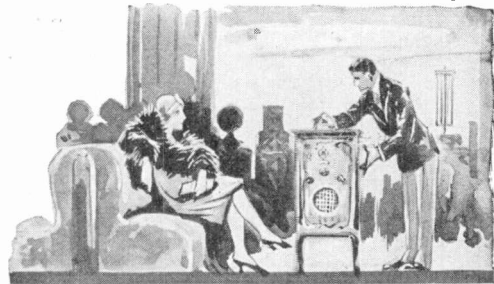
A single magnetic and a double magnetic type cone speaker and a dynamic cone reproducer have been brought out by the Borkman Radio Corporation, 935 E. 21st South Street, Salt Lake City, Utah. The double magnetic cone speaker, model E2, has an intended retail price of \$25, and the single-magnetic, illustrated, is \$20. The dynamic speaker, model D, for operation on 110 volts, a.c., is \$40. A manufacturer's type cone chassis in both the single and double magnetic type, as well as the dynamic type, for 90 volts, d.c., 6 volts d.c., and 110 volts a.c. operation, is available.—Radio Retailing, August, 1929.

Radio Log

A dial type radio log consisting of four pages, size 9½ in. x 9½ in., is being made by Stephen A. Cahoon, 124 Dix Court, Scranton, Pa. There is place on it for the dealer's name. The intended retail price of 500 copies, with name imprinted, is \$12; of 1,000 copies, \$20.—Radio Retailing, August, 1929.

Dealers to SELL

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



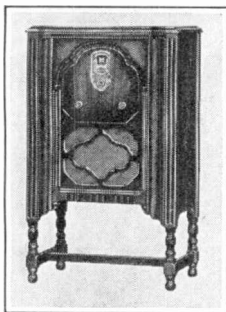
Model 92

Majestic Models 91 and 92

The new models 91 and 92 being made by the Grigsby-Grinow Company, 5801 Dickens Avenue, Chicago, Ill., use four 227's in four stages of t.r.f., a 227 detector, two 245's in push-pull, and a 280 rectifier. An automatic sensitivity control is provided. A new and larger power unit is found in these models. The baffle-board chamber has been improved as well as the super-dynamic speaker.

Model 91 comes in an early English design cabinet of American walnut. The instrument panel is overlaid with Australian lacewood. The escutcheon plate and controls are finished in genuine silver. The intended retail price is \$137.50.

Model 92 is enclosed in a Jacobean cabinet of American walnut with doors of matched butt walnut. Price, \$167.50.—*Radio Retailing*, August, 1929.



Model 91

Eight Tube Chassis

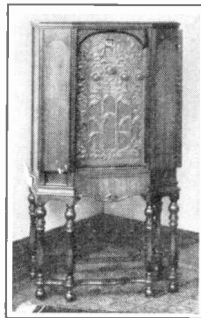
A chassis for private brand sale is being made by the Mandel Electric Company, 2157 N. California Avenue, Chicago, Ill. It has six 227 tubes, two 245's and a 280 rectifier, employed in three stages of t.r.f., detector and three stages of a.f. Either a magnetic or a 110 volt a.c. dynamic speaker may be used with this set. The over-all dimensions are 18 in. by 12 3/4 in. x 10 in.—*Radio Retailing*, August, 1929.

Stromberg-Carlson Model 846

Automatic volume control is being featured in the model 846 console receiver just brought out by the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y. It is necessary only to set the manual control at the desired level and the automatic control maintains that level. A "silent key" operated by a push knob makes it possible to cut out background noises and signals when turning from station to station. "Linear" power detection is retained in this receiver. There are two stages of audio and 245's are used in push-pull.

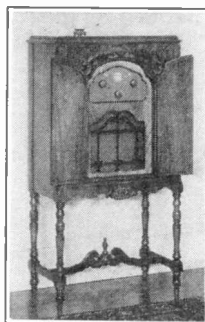
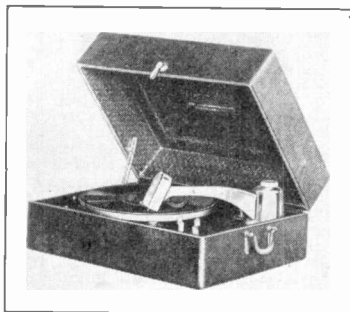
Provision is made for using the audio amplifier for the reproduction of phonograph records with the new Stromberg-Carlson 3-A flexible armature magnetic pick-up outfit. A large diameter, corrugated paper cone is used in the built-in speaker. The cabinet is made of contrasting walnut and is one-half octagonal in shape with six supporting legs.

—*Radio Retailing*, August, 1929.



New Rotrola

A new and improved model of the "Rotrola," an electric phonograph pick-up for use in reproducing records through the radio set, has been brought out by the Allen-Hough-Carryola Company, 279 Walker Street, Milwaukee, Wis. It consists of a synchronous electric motor and Webster electric pick-up, enclosed in a fabrikoid covered case with bronze trimmings. It may also be had in a walnut case. The intended retail price is \$45.—*Radio Retailing*, August, 1929.



Model 8600

Pooley Cabinets

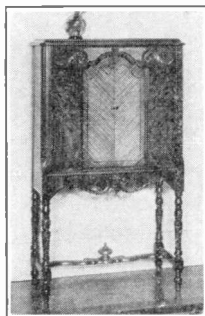
Four new cabinets to accommodate the Atwater Kent model 55 set, are announced by the Pooley Company, Indiana Avenue and 16th Street, Philadelphia, Pa.

Model 8500 has panels of butt walnut veneer and is decorated with carving. The exterior of walnut has the "Hillite" finish. It is of Sheraton design and stands 43 1/2 in. high by 25 1/2 in. wide.

Model 8600, illustrated, has French hinged doors with a butt walnut veneer panel on either side. When the doors are open, an attractive set and speaker panel is revealed. This model is 47 1/2 in. high by 25 1/2 in. wide.

Model 8700, illustrated, has the characteristics of the Hepplewhite period. The front panels are made of matched butt walnut veneers treated with curly maple overlays and carvings. It has sliding doors.

Model 8800 has French doors of Oriental walnut. Delicate



Model 8700

line routings, carvings and curly maple overlays decorate this model. The backs of the doors are done in figured wanut. The set and speaker panel is similar to that of model 8600.—*Radio Retailing*, August, 1929.

Kennedy Screen-Grid Receivers

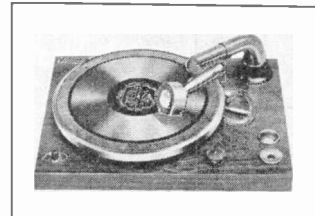
Two screen-grid sets have been introduced by the Colin B. Kennedy Corporation, South Bend, Ind. Three 224's are

used for r.f. amplification, one 227 as detector, one 227 for the first audio, two 245's in the second audio and a 280 rectifier. A jack for plugging in a magnetic pick-up for reproducing phonograph records through the set is provided. The reproducer used is a Jensen electrodynamic with 10 in. cone.

These screen-grid receivers are known as models 220 and 320 and come in the same style cabinets as are used for models 210 and 310, recently announced. —*Radio Retailing*, August, 1929.

Electric Turntable Motor

An electric turntable motor with only one gear, and that of Spanish felt, is the latest development of the L. S. Gordon Company, 1800 Montrose Avenue, Chicago, Ill. It is small and compact, measuring, without motor plate, only 7 in. long and 3 1/2 in. in diameter. The single gear is driven by a phosphor



bronze worm directly from the motor shaft. The motor bearings are also made of phosphor bronze. It comes complete with a 12 in. turntable, automatic stop, speed regulator and extension cord.

This motor now becomes a part of the new pick-up panel assembly, illustrated, which includes a new type of counter-balanced tone arm. A radio-phonograph switch is supplied. This assembly comes complete and ready for installation in a cabinet.

A universal motor and a 33 r.p.m., 60 cycle motor and turntable to play 16 in. records for synchronized sound and commercial record installations, are also available.—*Radio Retailing*, August, 1929.

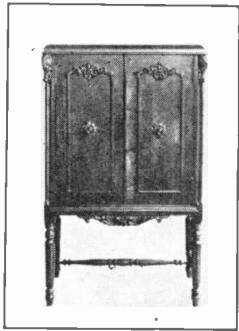
Buckingham Line

A nine tube chassis, using five 227's, two 245's and two 280 rectifiers is now a part of the line of the Buckingham Radio Corporation, 440 W. Superior Street, Chicago, Ill. This chassis in a metal table model cabinet is \$69.50.

Model 1, in a walnut finish cabinet, 24 in. wide and 37 in. high, is \$99.50, with magnetic speaker; with dynamic reproducer, \$119.50.

Model 2, a larger console of similar design, has genuine walnut front and top with mahogany overlays. Price, \$129.50.

Model 3, is of the lowboy type with diamond matched sliding doors. The height is 46 in. and the width, 28 in. Price, \$142.50.—*Radio Retailing*, August, 1929.



Model 931

New Sparton Line

Six sets make up the new series recently announced by the Sparks-Withington Company, Jackson, Mich.

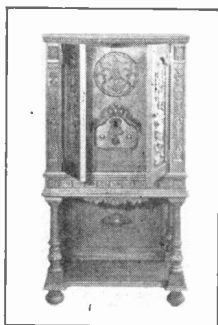
Model 49 is a battery operated table model with the same characteristics as the a.c. models. The intended retail price is \$76.

Model 930 has the "Equasonne" circuit, as have the other models, with an Equasonne dynamic reproducer built in. The cabinet is a lowboy. Price, \$169.50.

Model 931 is a lowboy with panel doors. Price, \$179.50.

Model 89-A is of the low console type, \$375; and model 110 in a similar style cabinet of carved walnut is \$395.

Model 301 in a carved highboy cabinet of Italian design is \$274.50.—*Radio Retailing*, August, 1929.



Model 301

Radiola 33 D.C.

A model of the Radiola 33 to operate on 110 volts, d.c., is now ready according to the Radio-Victor Corporation of America, 233 Broadway, New York City. The cabinet and general characteristics are identical with the a.c. Radiola 33. The main difference lies in the tubes used. In the d.c. model, UX-112A's are employed throughout with the exception of two 171A's in push-pull in the final audio stage. Compensation for line voltages within the limits of 107½ to 127½ volts is taken care of by a voltage switch in the power unit. The current consumption is approximately 30 watts, according to the manufacturer. The intended retail price is \$87.50, with the detachable legs.—*Radio Retailing*, August, 1929.

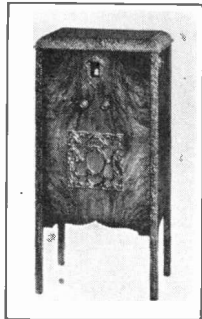
Lightning Arrester

The "Corwico Vulcan" lightning arrester made by the Cornish Wire Company, 30 Church Street, New York City, is said not only to protect the radio set against lightning but also dissipate accumulated static charges. This company guarantees to repair, up to a cost of \$100, any set damaged by lightning if protected by this arrester.—*Radio Retailing*, August, 1929.

Sterling's New Sets

The Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, has entered the radio receiver field and is making a line of three sets.

The "Oxford," illustrated, the smallest of the series, is particularly adapted for use in apartments or where space is limited. The tubes used are: one 224 in the first r.f. stage, two 227's in the second and third r.f. stages, a 227 detector, one 227 in the first stage of a.f., two 245's in push-pull in the second stage and a 280 rectifier. It is equipped with a dynamic speaker and phonograph attachment. The side panels and top of the cabinet are made of grain wal-



nut with a front panel of matched burl walnut.

The "Avon" model has the same chassis but the cabinet is slightly wider and comes in a period design.

The "Stuart" is the de luxe model. It has three 224 tubes for the r.f. stages, a 227 detector, one 227 in the first stage of a.f., two 245's in push-pull in the second and a 280 rectifier. The speaker is the same as used in the other sets, a dynamic with 10 in. cone, and a phonograph attachment is provided. The cabinet is American walnut, with matched butt walnut door.—*Radio Retailing*, August, 1929.

Two Simplex Sets

A new screen-grid receiver has just been announced by the Simplex Radio Company, Sandusky, Ohio. The tubes used are three 224's, one 227, one 245 and a 280 rectifier, in four tuned stages. A television jack is a feature of this receiver.

The lowboy model, illustrated, is adapted for use in apartments or small homes. The legs may be removed making it a table set. The dimensions are 28½ in. high x 23 in. wide x 13 in. deep. The intended retail price is \$139.50.

The highboy model comes in a Louis XVI cabinet. The intended retail price is \$169.50.—*Radio Retailing*, August, 1929.

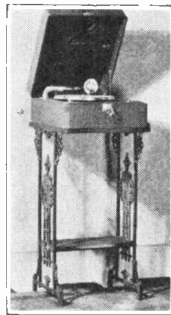
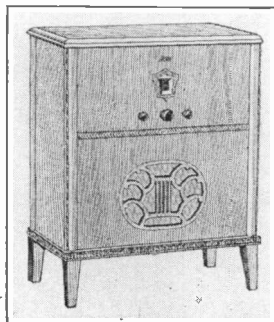


Table for Portable Phonograph

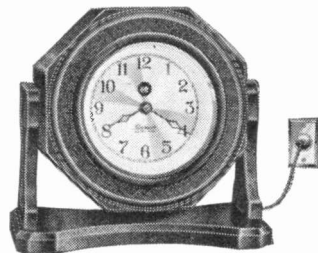
Metal tables to accommodate practically every well known make of portable phonograph are being made by Markel Electric Products, Inc., Buffalo, N. Y. They are soundly constructed and decorated and finished to harmonize with the phonograph. The illustrated table is made for the Brunswick portable. The intended retail price is \$15.—*Radio Retailing*, August, 1929.

New Magnavox Dynamic Reproducers

Each of the new "X-Core" dynamic reproducer chassis being made by the Magnavox Company, Oakland, Calif., may be had in any one of four attractive cabinets.

The 7½ in. cone chassis have the following retail prices: model 106, 110-190 volt, d.c. operation, \$25; model 108, 180-300 volt, d.c. operation, \$27.50; model 200, 6-12 volt d.c., operation, \$25; model 400, 105-120 volt, 60 cycle operation, \$33.50; model 402, 105-120 volt, 25 cycle a.c. operation, \$36.50. With 10½ in. cone, \$3 extra.

The "Carillon" model cabinet is made of Italian finished walnut. It stands 14½ in. high by 14½ in. wide. The price is \$15. The "Aristocrat," a floor model of butt-burl walnut in two-tone effect, is \$20. The "Stratford," which will accommodate a radio set on top, is \$30. The "Campanile," of carved walnut of Italian design, is \$40. The above prices are for the cabinet only.—*Radio Retailing*, August, 1929.



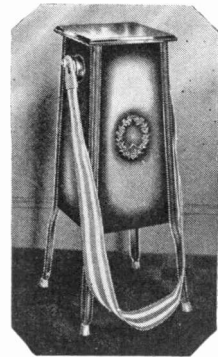
Electric Clocks

An all-year round item is offered by the Kodol Electric & Manufacturing Company, Cincinnati, Ohio, in its new line of electric clocks of the synchronous motor type. They operate directly from the light socket without springs, escapements, or other works necessary in the ordinary clock. A miniature electric motor records and translates into visible form the correct Naval Observatory time as it is sent over the electric

light wires by the local power company.

There are sixteen models in the line, to be known as the "Kenmore" line. They range in price from \$15 to \$85 for the mantel, desk and wall models. Four of these are in Bakelite cases and may be had in twelve colors. Some may be had with a chime strike. The hall clock is \$197.50 with hour and half hour chimes, and \$250 with Westminster chimes.

The illustrated model is the Princess Pat model. It is 5 in. high and may be had in color. The intended retail price is \$17.50 in walnut or mahogany finish.—*Radio Retailing*, August, 1929.



An Exerciser and a Sun Lamp

The Tower Manufacturing Corporation, 122 Brookline Avenue, Boston, Mass., now offers its exerciser and reducer in a console cabinet, making a splendid side line for the radio dealer. It has the fully adjustable stroke, variable speed, and both wide and narrow belts for all types of massage. The cabinet is made of two-tone art metal with decorative front panel. The intended retail price is \$59.50, completely equipped.

A carbon sun lamp, known as the "Sunshine Arc" is also offered. This lamp, complete with pedestal and carbons, is \$39.50.—*Radio Retailing*, August, 1929.

Findlay Console for Eveready Set

A metal console finished to match the model 31 Eveready table set is now ready according to an announcement from the Robert Findlay Manufacturing Co., Inc., Metropolitan and Morgan Avenues, Brooklyn, N. Y. It is known as the Eveready-Console-Grand 21/31 and when the set is mounted on it, it has the appearance of a complete ensemble.—*Radio Retailing*, August, 1929.



THIS MONTH in the Radio Industry

Sonora Reorganizes Executive Staff and Buys Federal Company

Four Officials Resign—New President E. P. Herrman States Future Policies in Special Interview—Obtains RCA Licenses

WITHIN ten days of the resignation of four high executives of the Acoustic Products Corporation, New York, parent company of the Sonora Phonograph Company, and the election of Eugene P. Herrman as president, announcement is made of the purchase of the Federal Radio Corporation, of Buffalo, N. Y., by these interests.

"This action will at once place Sonora in an advantageous position," stated Mr. Herrman to a representative of *Radio Retailing*. "Not only does the Acoustic Products Corporation obtain, by transfer, RCA licenses for the United States and Canada but it acquires modern factories, capable engineers, a meritorious product and a ready-made distributor structure. It will be the intent of the incoming management," continued Mr. Herrman, "to market its new products aggressively, while at the same time profiting by the lessons learned from the automotive industry, to co-operate closely with the organized radio industry for the purpose of formulating sound marketing policies which will avoid the evils of over-production and other forms of business hysteria."

For 20 years E. P. Herrman has been an active figure in the automobile industry, being chiefly responsible for the success of the Republic and Stewart trucks. He is

in a position, therefore, to carry out the preceding declaration.

LESTER NOBLE, SALES MANAGER

"Briefly stated," said Lester Noble, following the first meeting of the new sales organization, Monday, July 29, "we will apply the Sonora name to practically all our products but will utilize much of the old Federal merchandising policies and distribution set-up."

Mr. Noble was elected general sales manager of this latest combine. He formerly was president of the Federal Radio Corporation.

Those who tendered their resignations at the July meeting of the Board were P. L. Deutsch, president; Alfred J. Kendrick, in charge of sales; C. A. Stein, vice-president-in-charge of engineering, and William Puckett, treasurer.

Thompson S. Sampson, vice-president of the Century Indemnity Company, was elected first vice-president.

It was also stated that the company was in no financial difficulties and was amply equipped to carry out its new policies. Incidentally the Federal Radio Corporation is the first, and so far, the only RCA licensee to become involved in financial difficulties.

Census Will Compile Radio Distribution Facts

Preliminary plans for the distribution census, to be conducted by the Government in 1930, include a consideration of the number of retail and wholesale outlets by class and size. It is expected, therefore, according to F. M. Feiker, managing director of the Associated Business Papers, New York City and recently appointed chairman of the National Distribution Census Committee, that much valuable and authentic information relative to the radio industry will be obtained.

Sales will further be classified according to volume by commodities, geographical units and establishments.

Secretary Lamont states that the distribution census will be one of the most important phases of the work of the Department of Commerce and that the final figures should materially aid in solving one of the nation's outstanding problems.

Retail Conference at Boston, Sept. 3-5

A national conference on retail distribution will be held Sept. 3-5 at the University Club, Boston, Mass., under the auspices of the Retail Trade Board of the Boston Chamber of Commerce. This conference will discuss the many vital phases of retailing and of meeting modern competition. It will unquestionably be of interest to radio dealers and distributors.

Radio Retailing will report the "high lights" of this conference in its October issue.

Vreeland Licensing Manufacturers

Dr. Frederick K. Vreeland, president of the Vreeland Corporation, New York, and inventor of the band selector and spaced band amplifier, announces that his concern is now ready to license radio manufacturers under his patents.

Eastman Donates 36 Radio Sets

George Eastman, camera king and noted philanthropist, celebrated his seventy-fifth birthday by presenting the schools of Rochester, N. Y., with 36 Stromberg-Carlson radio receivers. This gift is part of an extensive plan to bring music to the school children of that city.

A-K Holds Dedication Services

Atwater Kent dealers and distributors have been celebrating the dedication of this concern's new, 32-acre factories in Philadelphia. More than 350 prize trophies were divided among the major sales divisions of the A-K organization. Five major cups were presented for the greatest and most efficient degree of co-operation in the celebration of this event.

Lookin' 'em Over



The press agent assured us these were "sheaves of orders" that B. H. Baker holds in his hands. Here's hoping! Baker is sales manager of A. H. Grebe and Company.

Radio Home Study Course

The latest edition of the four books forming part of the home study course in practical radio offered by the National Radio Institute, Washington, D. C., is now ready. Such subjects as the store, its location, equipment and personnel; the art of buying radio merchandise, radio advertising and display; and selling in the retail radio field, are covered. Each book is illustrated with suggested store layouts, window displays, service cards, advertisements, etc.

Freshman Changes Name

At a special stockholders' meeting of the Charles Freshman Company, held in New York, July 20, it was voted to change the name of this concern to the Earl Radio Corporation. This change in name was recommended by dealers and distributors in order to more properly identify the company with the C. A. Earl radio apparatus which it manufactures.

It also was reported at this meeting that June sales of Earl and Freed radio sets were in excess of \$1,000,000.

Sonatron, Televocal, Magnatron Merger Definitely Assured

RCA Grants Combine Tube License
on 7½ Per Cent Royalty Basis—
Also Loans It \$2,000,000

The merger of three well-known tube manufacturers, long rumored, now is definitely assured, according to Harry Chirelstein, president of the Sonatron Tube Company of Newark, N. J. and Chicago, Ill.

"A special meeting of the stockholders has been called for August 16 to vote on the proposed merger," said Mr. Chirelstein. "It will include, beside the Sonatron company, the Televocal Corporation of West New York, N. J. and the Magnatron Corporation of Hoboken, N. J. The new company will have an authorized capital of 1,000,000 common shares of no par value of which about 325,000 shares will be outstanding.

"The Radio Corporation of America has granted the new company a license at the standard rate of royalties for the manufacture of radio tubes under patents owned and controlled by it, and has also agreed to loan the new company \$2,000,000 for a period of five years. The Radio Corporation of America also will be granted an option to purchase within that period 50,000 shares of stock of the new company with provision against dilution.

"Under the proposed plan the Sonatron Tube Company will be dissolved and the assets and business of the company turned over to the new organization. In addition to the distribution among Sonatron stockholders of the 235,000 shares of stock of the new company, there will be available for distribution a special cash dividend of 23 cents a share payable August 16 to stockholders of record August first."

Lehman Brothers, New York, have negotiated the reorganization which officials of the Sonatron company believe to be along the lines of sound and constructive progress.

This merger makes the new company the largest independent tube manufacturing corporation to date. It is the forerunner of a number of similar mergers, according to the opinion of a high official of the Radio Corporation of America.

To Relay Radio Programs Over Telephone Wires

A new radio service will be made available to every resident in Troy, Ohio and vicinity by the Troy Radio & Equipment Company, which has just been incorporated. This will be done in connection with the local telephone company.

The new company plans to locate a master radio receiving station on the outskirts of the city. This station will pick up the programs from the air and relay them to the office of the telephone company by wire. There they will be amplified and sent out to subscribers on the wires. To receive the programs, the subscriber plugs his speaker into an outlet located in the wall. All necessary equipment is furnished by the company.

The incorporators of the new concern are J. W. Safford, John McClain, L. A. Shipman, H. R. Allen and Coleman Allen.



Joins Mills Novelty Company

The genial Harry Steiner has just joined the Mills Novelty Company of Chicago in the capacity of general sales manager. He formerly occupied that same position with Holcomb and Hoke, Indianapolis.

Interesting "Interference" Ordinance

An ordinance has been passed by the city council of Sacramento, Calif., prohibiting the operation of devices, appliances, equipment and apparatus which interferes with radio broadcasting reception between 2 p.m. and 11 p.m., with the exception of machines used by doctors in the course of the practice of their profession, and of radio stations licensed by the government, and of public utilities under the supervision of the California Railroad Commission.

The ordinance creates also the office of radio interference inspector, who shall be a member of the Engineering Department, division of electricity, a competent electrician capable of passing upon all methods of installations and with at least five years' experience in radio work.

George H. Kiley Merchandise Manager for Radio-Victor

George H. Kiley has been selected to fill the newly created post of general merchandise manager of the Radio-Victor Corporation of America. Mr. Kiley will coordinate the sales activities of the former sales department of the Radio Corporation of America with those of the Victor interests. He will supervise the sale of Radiolas and Radiotrons. This activity formerly was conducted by Joseph L. Ray, now president of the Radio-Victor Corporation of America.

Mr. Kiley was one of the founders of the Farrand Manufacturing Company, Long Island City, N. Y. He has been active in radio affairs since 1924. Prior to that time he was connected with the Goodyear Tire and Rubber Company of Akron, Ohio.

American Broadcasting Co. Expands

The American Broadcasting Company has delegated William S. Carlisle, for twelve years an executive with the Crowell Publishing Company, as mid-western manager with offices located in the Palmolive Building in Chicago.

Early in June the American Broadcasting Company extended its radio chain in Chicago with five additional stations located in Chicago, St. Louis, Muscatine, Lincoln and Minneapolis.

Merrick Westinghouse President

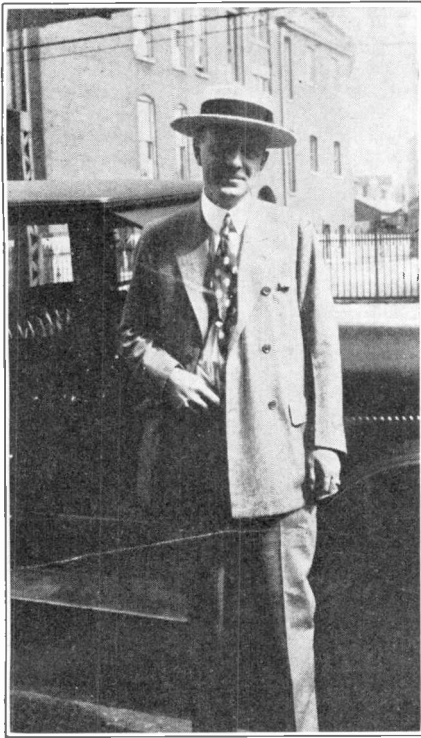
F. A. Merrick, an executive well known within the electrical industry, was elected president of the Westinghouse Electric and Manufacturing Company by its board of directors at a recent meeting in New York City. Merrick replaces E. M. Herr, who has been president of this concern since 1911.

GEORGE J. ELTZ, JR., and KENNETH W. JARVIS have joined the staff of the Sterling Manufacturing Company, Cleveland. The former will act in the capacity of manager of the radio division and the latter as chief engineer for this manufacturer of radio receivers and electrical measuring instruments.

The Captain and Crew of the Pilot Electric Company



The technical staff of the Pilot Electric Manufacturing Company, Brooklyn, N. Y., at one of its frequent meetings in the office of the president, Mr. Goldberg, to talk over new developments. From left to right, are: Robert Hertzberg, formerly managing editor of *Radio News*; John Geloso, chief engineer; I. Goldberg, president; Alfred A. Ghirardi, instructor in electricity and radio; Zeh Bouck, radio writer, and Robert S. Kruse, formerly technical editor of "QST."



A "Good Scout"

Gordon Aston is a "good scout" according to his employees, as well as the less important matter of being president of the Aston Cabinet Manufacturing Company, of Chicago.

RCA to License Tube Mfrs. on 7½ Per Cent Basis

The Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company, joint holders of various patents relating to the manufacture of tubes, have prepared a license agreement wherein tube licenses will be granted to accepted applicants on a 7½ per cent royalty basis.

The two principal clauses in this agreement read, in part, as follows:

"The licensee shall pay to the Radio Corporation, with respect to all tubes sold by it, which embody or are made in accordance with or by the use of any invention on any unexpired patent now or hereafter issued . . . a royalty of seven and one-half per cent on the licensee's invoice price (before cash discounts, freight or advertising allowances, or similar deductions) on the tubes licensed under this agreement and sold by it during the term of this agreement."

"The licensee agrees to pay to the Radio Corporation in each calendar year during the term of this agreement, royalties aggregating at least fifty thousand (\$50,000) dollars."

Under the latter clause (Section 6) it will be seen that this means that the independent tube manufacturer must gross not less than \$666,600 per annum.

FOUR LICENSES GRANTED

Among the first four concerns to subscribe to this agreement, as reported elsewhere in this department, is the corporation composed of the recently merged Sonatron,

Televocal and Magnatron interests.

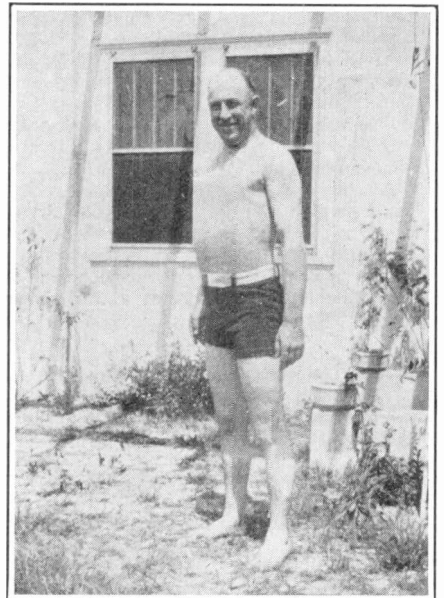
Three other tube manufacturers have been licensed to date, according to official announcement. These are: the CeCo Manufacturing Company, the La Salle Radio Corporation and the Raytheon Division of the National Carbon Company.

Crosley Holds Furniture "Style" Show

Seven furniture manufacturers displayed their wares at Cincinnati last month for the benefit of Crosley distributors. Special models, adapted for the new Crosley 40-S screen grid chassis and Dynacoil speaker were exhibited for the varied territorial requirements of this concern's distributors.

The furniture manufacturers displaying were: Berkey and Gay Furniture Co., Grand Rapids, Mich.; Sligh Furniture Co., Grand Rapids, Mich.; Memphis Furniture Co., Memphis, Tenn.; Thomasville Chair Co., Thomasville, N. C.; Showers Brothers Co., Bloomington, Ind.; Rockford Furniture Co., Rockford, Ill.; and Doernbecker Manufacturing Co., Portland, Ore.

In the Swim



Julian A. Green seems a bit chesty about something. Possibly it's his new position of general sales manager of the Supreme Instruments Corporation, Greenwood, Miss. He was formerly district manager for Atwater Kent.

Radio Shows and Conventions

August 3-25: The American Fair, New Atlantic City Auditorium, Atlantic City, N. J.

August 17-24: San Francisco Radio Show, Civic Auditorium, San Francisco, Calif.

August 31-September 7: Indianapolis Radio Show, Manufacturers Building, State Fair Grounds, Indianapolis, Ind.

September 1-7: Seventh Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Calif.

September 9-15: First Annual International Radio Exposition, Olympia, Detroit, Mich.

September 10-13: Annual Radio Trade Show, Ballroom of the Mosque, Richmond, Va.

September 16-21: Fifth Annual Southwest National Radio Exposition, New Coliseum, St. Louis, Mo.

September 16-21: Fifth Annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

September 16-21: Fifth Annual Cincinnati Radio Show, Music Hall, Cincinnati, Ohio.

September 18-25: Cleveland Radio Show, Public Auditorium, Cleveland, Ohio.

September 23-28: Sixth Annual Radio World's Fair, Madison Square Garden, New York City.

September 23-28: Sixth Annual Radio Exposition, Convention Hall, Kansas City, Mo.

September 24-28: Eighth Annual Northwest Radio and Electrical Show, Minneapolis Auditorium, Minneapolis, Minn.

September 30 - October 5: Pittsburgh Radio Show, Duquesne Garden, Pittsburgh, Pa.

October 1-6: Seventh Wisconsin Radio-Music Exposition, Milwaukee Auditorium, Milwaukee, Wis.

October 7-11: National Electrical Manufacturers Association—Annual Meeting, Wardman Park Hotel, Washington, D. C.

October 7-12: Ninth Annual Boston Radio Exposition, Mechanics Hall, Boston, Mass.

October 21-26: Detroit Radio Show, Convention Hall, Detroit, Mich.

October 21-26: New Orleans States Radio Show, States Auditorium, New Orleans, La.

October 21-27: Seventh Annual Chicago Radio Show, Coliseum, Chicago, Ill.

Cleveland Scene of Next F.R.T.A. Convention

The Federated Radio Trade Association and the Radio Wholesalers Association have decided upon Cleveland, Ohio, as the next meeting place for its joint convention. This will be held Feb. 10 and 11, 1930.

The Ohio Association, though recently organized, already is a thriving group numbering 175 members.

The Radio Protective Association has opened an office in the National Press Building, Washington, D. C., in order to be in closer touch with activities in that city.

Brunswick Will Merchandise Through Distributors

The Brunswick-Balke-Collender Company will supplement its 26 branch houses with a considerable number of distributors, it was revealed by A. A. Trostler, sales manager, radio division. Records and panatropes also will be included in this departure from a record of 85 years of merchandising exclusively through company owned or controlled outlets. The existing set-up will, however, be maintained.

"We have felt for many months that the radio field required a large number of distributing outlets and that the wholesaler offered a quick and most thorough service. Our market studies have convinced us of this fact," states Mr. Trostler.

Association News

Approximately 300 visitors from all parts of the West attended the sixth annual convention of the Western Music and Radio Trade Association held in Salt Lake City the latter part of June.

Ernest Ingold was elected president for the ensuing year. He succeeds Royal W. Daynes of Salt Lake City.

San Francisco was selected as the 1930 convention city.

Organization of East Bay Radio Retailers Association, Oakland, Calif., has been announced. Larry Quimby, John Brunner Co., was elected president. The secretary is George H. Curtiss, secretary of the Pacific Radio Trade Association, with which the new East Bay organization is affiliated.

A radio trade association has recently been formed in San Diego, Calif., with C. C. Miller, president, and Charles Williams secretary. During the first part of its existence the new association has accomplished the passage of a "radio interference" law.

THE JOHNSONBURG RADIO CORPORATION, on August 1, began manufacturing all types of radio tubes in its new plant at Johnsonburg, Pa.



Dreams of Golf

It takes a lot of resistance on the part of Dawson Burns, vice-president and general manager of Ward Leonard Electric Company, to keep away from the golf course, which is right near his factory.

Music Industries Elects Harry Meixell

The election of Harry Meixell as secretary and general manager of the Music Industries Chamber of Commerce by the executive committee at its meeting July 23, is announced by President Mark P. Campbell. Mr. Meixell will succeed Alfred L. Smith, who has been with the Chamber since 1920, and who resigned at the recent annual meeting to go into business.

Dermody, Sales Manager for Farrand

Win E. Dermody has been promoted to the position of sales manager for the Farrand Manufacturing Company, Long Island City, New York. His advancement comes after four years' service in charge of the Eastern Division.

THE W. L. LINCOLN COMPANY, INC., with maximum capital of \$150,000, has been chartered to manufacture radio cabinets and radio furniture at Marion, Va.

Personnel Changes

KEITH SAUNDERS has been appointed by Arthur Freed as assistant sales manager for Freed-Eisemann.

HARRY ALEXANDER, formerly advertising manager of Steinite, is now advertising manager for Gulbrandsen.

C. J. CALLAHAN has assumed the task of sales promotion manager with Colin B. Kennedy Corp., South Bend.

W. C. HEATON, an international figure in the retail and wholesale music industry, has been named sales promotion manager for Zenith.

E. ROY NASH, president Radio Retailers' Association, San Francisco, has been appointed a member of the board of directors of the Retail Merchants Association of the San Francisco Chamber of Commerce.

The Rola Company announces the appointment of E. J. KENNEDY, who will serve in the capacity of manufacturers' contact engineer. Mr. Kennedy has had a very colorful past experience in the radio business.

WILLIAM G. BIDDLE, formerly with Larkin & Company, radio wholesalers in Dayton, Ohio, has been placed in charge of the radio sales activities of the Dayton Power & Light Company.

J. C. CUSHMAN has been appointed south eastern district sales manager for the C. A. Earl Radio Division of Freshman.

PAUL SCHWERIN, a well known radio tube engineer, has been named methods engineer and director of research for the Perryman Electric Company.

RALPH H. LESHAR has been appointed representative for the Cable Radio Tube Corporation in North and South Dakota, Minnesota, Iowa and northern Wisconsin.

Sparton Host to 4,000 Dealers

Because the 1929 Sparks-Withington annual dealer convention was double its former size it was necessary to stage it in two sections. Trips throughout the new factories, now totaling 555,000 sq. ft. of floor space, were one of the features of this dual-gathering whose attendance totaled approximately 4,000 persons.

Home Movies (continued from page 67)

out of it. We do, however, carry quite a few films which are sold outright at prices ranging from \$4.50 to \$35.00 each.

"WHEN a customer approaches me and says that he is interested in purchasing a home movie camera I first ask him if there is any outfit that he is specially interested in and if he already has any kind of a camera. He may say that he has a friend that has a certain make and in this case I show him the latest models in this make. It is best to do this as he is already acquainted with the manufacturer's reputation and the sale is greatly facilitated by this method.

"Of course, every radio dealer will not have the store traffic that we have in this excellent downtown location but let him remember that every radio set customer is also a prospect for a home movie camera or projector. It is a simple matter to canvass all these customers who have purchased medium- or high-priced radio sets and find out whether or not they are interested in home movies by explaining fully the pleasures and advantages that may be had from such equipment.

"The sale of this apparatus is a very clean cut propo-

sition as the manufacturer does all the repair and service work on either cameras or projectors. As most of the cameras and projectors are guaranteed for a period of two years by the manufacturer I can think of no more ideal sideline to handle. It will be found that the customer will usually buy a camera first and later on a projector although it often happens that he will buy the camera, projector and screens all at one time. This, however, is not at all necessary as accessories such as additional lenses for various types of work, titleboards, arc lights for interior pictures, color attachments, film splicers and other attachments and accessories may be had at any time. Once the customer gets started on this interesting art it becomes a regular hobby to try out the various attachments that enable him to do better work and we find that it is somewhat similar to the situation that existed in radio two or three years ago when the public immediately bought up every conceivable gadget that was placed on the market to put in their radio sets.

"I certainly would advise every radio dealer that possibly can, to try to sell home movie equipment as the results of our activities in this line would seem to conclusively prove that it is one of the best sidelines that he may add to his store."

News of Jobbers and Distributors

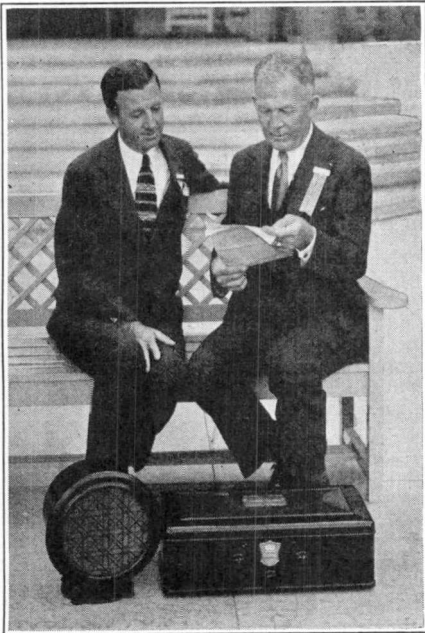
Radio Wholesalers Ass'n Meets in Chicago

From now on the committee activities of the Radio Wholesalers Association will function under three groups: trade relations, market survey and better selling.

The Harper Research Laboratories, 500 Diversey Blvd., Chicago, have been appointed as the official testing laboratory for this association. Any wholesaler having work done by this laboratory will pay for the test but the findings of the investigation become the property of the RWA and they are filed in the executive offices, where they are available to members at a small charge. Each new test will be immediately bulletined to the balance of the members.

These matters were decided at a meeting during the Trade Show with Peter Sampson, president, presiding.

Sittin' Pretty



With the world at their feet, typified by the latest model A-K set, Lou Willis, Pacific Coast representative of Atwater Kent, and Ray Thomas, Southern California distributor, relax at the conclusion of the fifth annual convention of A-K dealers. This affair was held at the Ambassador Hotel, Los Angeles. More than 1,000 dealers, wives and sweethearts made this the largest radio convention in Pacific Coast history—so 'tis claimed.

Gilbert with 20th Century

Edgar V. M. Gilbert joins the 20th Century Radio Corporation, New York and Brooklyn distributors of Crosley and Amrad, in the capacity of marketing counsellor. He formerly was sales promotion manager for Crosley at Cincinnati and prior to that sales manager for Landay Brothers.

THE PYRAMID SUPPLY COMPANY, Buffalo, N. Y., Steinite distributor, was the host at a dinner and entertainment at the Hotel Statler, at which more than 200 dealers from western New York State were present. Julius M. Jacobs of Steinite was

toastmaster. The speakers included Edward Slepian, general manager of Pyramid, O. R. Coblenz of Steinite, and Mavor Frank X. Schwab.

Bush-Lane Appoints Western Distributors

The Bush and Lane Piano Company, Holland, Mich., announces the appointment of two outstanding outlets for its new line of radio sets in the Southwest.

One of the largest department stores in Omaha, Neb., the J. L. Brandeis and Sons Company, will retail this line in that city, while Daynes-Beebe of Salt Lake City, Utah, has assumed the state agency for Utah.

This represents the first season that the Bush-Lane Company, manufacturers of pianos and furniture for 38 years, have entered the Middle West with its line of radio sets.

Distributor Appointments

The Automatic Radio Manufacturing Company, Boston, Mass., manufacturers of the Tom Thumb Portable Radio set, have appointed the Friedman-Snyder Company, 15 Park Place, New York City, to represent Automatic in the Metropolitan area.

R. I. MacClellan of the sales department of the Brunswick-Balke-Collender Company, Radio Panatropé Division, en route to Florida, signed up the Loeb Hardware Company of Montgomery, Ala., as a distributor for that state.

The opening of a new branch office in Charlotte, N. C., is announced by the Cohen and Hughes Company of Baltimore, Brunswick distributors.

The Gorsline-Finch Sporting Goods Company, Denver, Colo., have been appointed distributors of Zenith automatically tuned radio receivers for the entire state of Colorado, the southern half of Wyoming and the northern half of New Mexico.

Colin B. Kennedy Corporation, South Bend, Ind., states that the Lindsay Electric Company of Rochester, N. Y., will serve as distributors for this concern in the north central New York territory.

The Radio Merchandising Company, 154 West 27th Street, N. Y. C., have been appointed exclusive eastern factory representatives for the Aston Cabinet Manufacturers. It will operate a sales force of eight men under the direction of Bernard A. Wechsler.

W. W. Boyd and Company, Chicago, have been appointed sales representatives for the Sangamo Electric Company, located at Springfield, Ill.

Another "Presentation"

Another sale for Cadillac has been rung up on the cash register. This time it's the Roycraft Company (Majestic distributor) who is to blame. It presented president "Lew" Cohen with this full-collapsible, semi-reversible barouche as a slight token of esteem.



The Millers Go d'Fishing

Mr. and Mrs. R. L. Miller about to spend their vacation fishing in the North woods. The former is sales manager for the C-L Radio Company, jobbers at Dayton, Ohio.

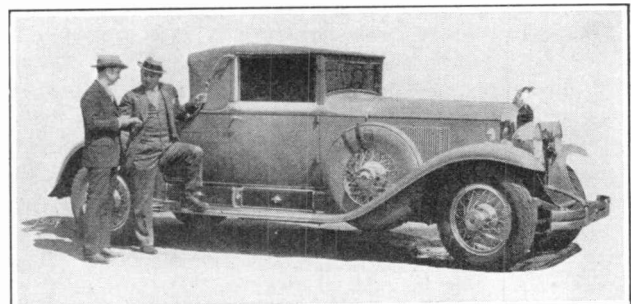
Williams Hardware Co. Holds Four Dealer Meetings

Four dealer conferences were recently held in the territory covered by the Williams Hardware Company, Streator, Ill., Crosley and Amrad jobber, to acquaint the retailers with the new lines. Conferences were called in Kankakee, Aurora, Bloomington and Streator.

The receivers and display material were carried to the meetings by truck. A portable stage hung with velour was set up in the banquet room of the hotel, and following dinner the curtains were drawn and the models displayed. N. B. Williams, vice-president, spoke at each meeting on the advertising and merchandising plans for the coming season.

THE BRIDGEPORT ELECTRIC APPLIANCE COMPANY and the Bremer-Tully Radio Studio, both of Bridgeport, Conn., have merged, taking the name of the former company. The new firm will handle Bremer-Tully products, both retail and wholesale.

THE BALTIMORE VICTOR DISTRIBUTING COMPANY has inaugurated a technical school for its radio dealers at Charlotte, N. C.



Chain Store Menace

(Continued from page 63)

leadership in each of their respective communities.

Up to now we have talked about the strength of the chain and its advantages and nothing of the weakness of the chain and its disadvantages. The outstanding weakness of chain operation is that no matter how ingenious is its mechanical control, how efficient its headquarters operation and how brilliant its directing personnel, it must of physical necessity depend for the interpretation of its policies and for its contact with the keen and discriminating buying public upon an *individual*, the manager of its store in each locality.

The average manager of a chain store is not the equal of the intelligent independent retailer. But even if he were, there is a distinct psychological advantage favoring the independent, *other things being equal*, and that is people just naturally prefer to trade with those they know and know about—their own townsman. Chains labor under the handicap of "absentee" ownership, with only an incidental interest in the welfare of the communities in which they do business. Despite this, however, they continue to progress. The weakness of the chain is the strength of the independent. But just think what the chain could accomplish if it could add to its established advantages those of the independent, or what *you* could accomplish if you could add to your strength the strength of the chain. That is exactly the road that is now open to radio merchants—*now* open, in this month of August in this year 1929.

IN ORDER more clearly to visualize our problem, let us disregard the chain as a unit and reduce it to "per store," because that is the independent's competition, the chain store in his trading area. Now we know for established facts that the chains pay less for their merchandise per store than do independents in the same locality; we know their expense of operation per store is less; we know they turn their stocks more rapidly per store and therefore have less investment and less loss through depreciation per store. The average chain store does a much larger volume per store than the average independent. Consequently their profit per store is greater—usually very much greater.

To what are these advantages due? Size, volume, bigness. That is true, but nearly all the chains started with *one store*, the same as the independent. These advantages are due to *management*.

It is important that the merchant or jobber reading this article does not lose sight of the fact that we are not discussing the question of the *survival* of the independent in the face of chain competition, *but the great opportunity that exists today for the sound independent radio retailer—for you if you please—to secure leadership in your community*. I wish, also, to point out that even though you may be the leading retailer in your community *today*, if you do not immediately prepare yourself to cope with the rapidly changing conditions your leadership in the future is not assured. Regardless of how good a job you are doing now, you can do a better one under the plan proposed.

Only the chain and the very largest independents are in a position to command the services of the best merchandising minds and to secure the benefits of the best in general management, advertising and sales promotion, finance and accounting and the various other phases of retailing. The individual store in the radio field cannot hope to buy such brains, but a group of stores working

cooperatively through a central management can do so. It has been and is being done in other fields of retailing; department stores and groceries are two examples. And—read this carefully—it *can be accomplished without costing the merchant one red cent*, because of the savings effected.

Up to this point our discussion has been confined to the retailer, but the jobber has a place in the picture as well. Just as it is necessary for the chain to maintain central distributing warehouses, so will it be necessary for a combination of merchants—such as is proposed here—to do in order to operate with the greatest efficiency.

The problem to be considered, therefore, is whether it would be better to establish central points of distribution controlled by the retailers, (and this can be very easily done by making use of terminal storage warehouses), or to cooperate with already existing agencies, the jobbers, who are completely equipped now to serve the retailers. I am talking about *jobbers*, not distributors).

The latter would appear to be the preferable course, and the one I would recommend, providing the jobber reorganizes his business so as to render the essential service at a minimum cost to the merchant. This can be done with a satisfying profit to the jobber, as the following extract from the speech of J. Frank Grimes, President of the Independent Grocers' Alliance of America, before the U. S. Chamber of Commerce, at

How the Chains Are Growing

Sales this Year Compared with Same Period of 1928

	MAY SALES		Per Cent Gain
	1929	1928	
Woolworth.....	\$28,578,234	\$22,997,525	24.2
S. S. Kresge.....	12,344,743	11,339,766	8.8
W. T. Grant.....	5,088,969	4,096,002	24.2
National Bellas Hess.....	3,764,423	3,154,224	19.3
McCrorry Stores.....	3,260,588	2,972,126	9.7
H. C. Bohack.....	2,197,615	1,839,089	19.5
J. J. Newberry.....	2,151,351	1,597,465	43.6
G. R. Kinney.....	1,779,369	1,671,847	6.4
F. & W. Grand.....	1,687,577	1,153,152	46.3
McLellan Stores.....	1,664,820	1,191,944	39.6
Lerner Stores.....	1,507,885	981,148	58.6
Western Auto.....	1,363,000	1,085,000	25.6
Waldorf System.....	1,359,798	1,240,576	9.6
Metropolitan.....	1,359,665	971,445	40.0
G. C. Murphy.....	1,192,137	896,122	33.0
Neisner Bros.....	1,145,723	714,714	60.3
Isaac Silver.....	566,037	488,368	26.2
Federal Bake.....	362,804	317,664	14.2
Edison Bros.....	340,434	273,456	24.5
M. H. Fishman.....	164,381	61,692	166.4
Weinberger Drug.....	118,911	41,145	189.0
Totals.....	\$71,998,464	\$59,084,470	21.0

	FIVE MONTHS		Per Cent Gain
	1929	1928	
Woolworth.....	\$112,198,650	\$102,880,060	9.0
S. S. Kresge.....	55,072,693	50,956,030	8.0
W. T. Grant.....	21,496,938	16,925,068	27.0
National Bellas Hess.....	18,952,581	16,943,534	11.8
McCrorry Stores.....	15,688,789	14,449,479	8.5
H. C. Bohack.....	9,144,423	7,990,617	14.4
J. J. Newberry.....	8,487,706	5,822,998	45.7
G. R. Kinney.....	7,520,578	6,732,526	11.7
F. & W. Grand.....	7,259,411	5,154,478	40.8
McLellan Stores.....	7,218,551	5,012,678	44.0
Lerner Stores.....	6,130,405	3,922,541	57.5
Western Auto.....	5,152,154	3,878,864	32.8
Waldorf System.....	6,612,256	6,070,902	8.9
Metropolitan.....	5,320,703	4,245,528	25.3
G. C. Murphy.....	5,227,550	3,884,745	34.5
Neisner Bros.....	4,493,678	2,895,508	55.1
Isaac Silver.....	2,553,522	2,094,087	21.9
Federal Bake.....	1,856,954	1,649,584	12.5
Edison Bros.....	1,427,490	1,104,655	29.2
M. H. Fishman.....	473,538	183,143	158.5
Totals.....	\$302,338,570	\$262,797,024	15.0

Washington, D. C., on May 2 last, will prove. Mr. Grimes said in part:

"In the grocery field, exclusive of those wholesalers and retailers now in the I. G. A., the average total cost to operate for 1928, both wholesale and retail, was 29 per cent of sales. This means 41 per cent had to be added to cost of merchandise to get expenses out. In the I. G. A. this has been reduced to approximately 19 per cent of sales, or 23½ per cent added to merchandise cost.

"From investigation, I am convinced that operating costs on other wholesale lines can be materially reduced; in most cases cut in two. The main factors in wholesale expense reduction are: Retail concentration of buying; elimination of small unprofitable accounts; standardizing lines by eliminating duplication of brands and items with small consumer demand; changing salesmen to retail supervisors and using definite, well planned, and thoroughly maintained budgets.

"In the grocery field, the practice of salesmen calling on 100 accounts weekly and producing only \$6,700 sales per month must be changed. This wasteful cost must be reduced. It is being done (in the I. G. A.) by the supervisory salesmen concentrating on not over 30 good accounts that confine practically all buying to the one wholesaler and producing \$25,000 to \$40,000 per month. A tremendous lowering of expense follows in office, warehouse and delivery.

"One I. G. A. wholesaler with over 4,000 accounts on his books secures 55 per cent of his entire volume from 232 I. G. A. grocers. Those familiar with wholesale expense will appreciate the remarkable reduction of expense that will follow when this wholesaler secures as great or greater volume from 500 accounts as he now gets from over 4,000. All along the line expenses go down with a bang.

"Smaller stocks—less brands—faster turnovers—less trucks—elimination of excessive personnel—will place the wholesaler on a competing basis with the warehouse depots of competition."

I hope no jobber reading this will say that it is all right for the grocery business but that it would not work out in the radio field. It is sound and will work anywhere. It is interesting to note that Mr. Grimes is reported in the daily press as now being engaged in a nation-wide consolidation of dry goods jobbers, and there is no comparison between the problems of the dry goods jobber and that of the jobber in radio merchandise.

Speaking of the retailer, Mr. Grimes had this to say:

"The retailer must employ mass methods and this can only be done by a sufficient number of independent merchants working together. This requires the finest type of organization and it is absolutely necessary that retailers and wholesalers cast their lot together. Then they will have buying power. Then they will have advertising power. And all at so low a cost per store as to be really insignificant.

"Under the plan of highly organized co-operative action, the combined costs of wholesaling and retailing can be cut practically in two. This lowering of expense plus real buying power will enable the retailer to approach the consumer with prices and attractive stores that will at once command patronage. And then, and only then, can that most important factor of *local ownership* be featured soundly and successfully."

We are all aware of, and have long recognized, the necessity of correcting existing conditions. What we want is a practical means of doing so. For that reason I deliberately selected from the mass of available information examples from the tire and gasoline, the department store and the grocery fields. Please note the uniformity of thought and action that exists in these three widely divergent fields, definitely proving the basic soundness of co-operative standardized operation.

Mass distribution complements mass production. Co-operation is the only method I know of which will bring to the independent merchant a quality of management competitive with that of the chains. It will increase his gross margin through mass buying; it will raise the standard of and decrease his advertising costs through expert aid; it will decrease his stock investment ratio through model stocks and unit control; it will materially reduce the cost of and eventually solve his financing problem; it will decrease his credit losses through the adoption of the most advanced methods; it will decrease his cost of doing business through budgetary control of expense and it will decrease his selling expense through modern store arrangement.

I estimate the cost to the merchant of securing these manifest advantages will not exceed one per cent of his sales; his savings greatly in excess of such a figure. This plan does not contemplate any "exclusive" arrangements beyond protecting a retailer with a sufficient area to permit of dominant operation.

I am informed this publication has a circulation of 25,000. I suppose there are 20,000 merchant-readers. *Two per cent* of that number, co-operating along the lines outlined, can secure and maintain leadership in their communities.

If you are sincerely interested I will be glad to hear from you personally in care of this publication. My counsel is at your disposal without charge.

What About the Fall? (Continued from page 65)

penny goes and make certain that every cent works and works hard for you. If your volume is likely to be reduced this year as against last, net profits can be kept up by reducing sales expenses.

The last figures on retail costs in radio which I have seen, put the average margin at 38% and the average costs of selling at 33%, leaving an average net of 5%. It isn't enough. On a margin of 38%, costs should not exceed 29%. See if you can cut your own costs down to that figure?

BUT to relieve several of these adverse factors that we face this year, we have several excellent selling points now that we didn't have a year ago.

What are they? First, obviously, that radio is becoming increasingly a *cultural* as well as an entertainment necessity. Stress its educational influence upon the children in the home and how it keeps them up-to-date on world events and gives them a musical background obtainable in no other way.

Then we have several forms of automatic tuning, selector tuning, and so forth, which provide additional

merchandising features. Play them up as new and improved refinements on this season's models.

The unusual combinations of wood of different color tones in cabinets is another new point this season. Play that up as adding to the appearance of the installation.

We have at least four good sales arguments—the cultural as well as entertainment influence of radio; improved tone and greater reception efficiency because of new tubes and improved circuits; easier and more convenient tuning through the several "selector" methods—and more beautiful cabinets because of the new "varitone" effects of several contrasting finishes in the same cabinet.

In addition to these points we have another selling point this season in the much heralded "remote control" which will be incorporated in many receivers designed for this season's market. This unusual, new feature permits tuning in rooms distant from the receiver itself.

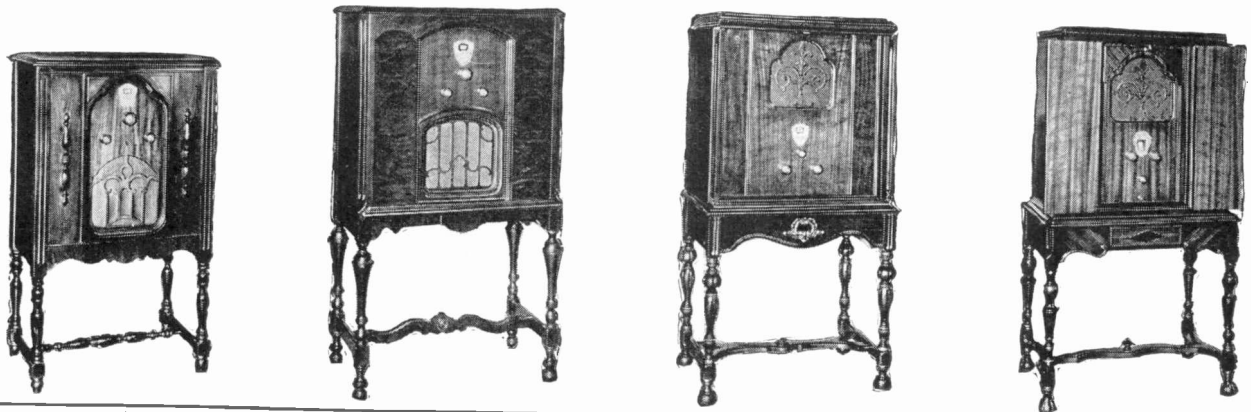
All in all this season shapes up as an excellent one and it can be vastly improved by judicious and widespread use of these new merchandising developments which we have at hand.

Check these SPECIFICATIONS

point-by-point... Prove to yourself that

FREED RADIO VALUE

cannot be matched by anything on the market!



SPECIFICATIONS NR-55 \$99.50 (less tubes)		FREED	A	B	C	D	E	SPECIFICATIONS NR-78 \$145 (less tubes)		FREED	A	B	C	D	E	SPECIFICATIONS NR-79 \$172.50 (less tubes)		FREED	A	B	C	D	E	SPECIFICATIONS NR-95 \$225 (less tubes)		FREED	A	B	C	D	E
8 tubes	✓							8 tubes	✓							8 tubes	✓							9 tubes	✓						
Neutrodyne ⁴	✓							Neutrodyne	✓							Neutrodyne	✓							Neutrodyne	✓						
4 tuned circuits	✓							4 tuned circuits	✓							4 tuned circuits	✓							5 tuned circuits	✓						
Tuned antenna circuit	✓							4 condensers	✓							4 condensers	✓							4 condensers	✓						
Shielded coils	✓							Tuned antenna circuit	✓							Tuned antenna circuit	✓							Tuned antenna circuit	✓						
Push-pull	✓							Shielded coils	✓							Shielded coils	✓							Shielded coils	✓						
Output transformer	✓							Push-pull	✓							Push-pull	✓							Push-pull	✓						
Illuminated dial	✓							245 tubes	✓							245 tubes	✓							245 tubes	✓						
Inductor dynamic speaker	✓							Output transformer	✓							Output transformer	✓							Output transformer	✓						
Walnut veneer cabinet	✓							Illuminated dial	✓							Illuminated dial	✓							Illuminated dial	✓						
Same price for D. C. model	✓							Inductor dynamic speaker	✓							Electrodynamic speaker	✓							Drum type tuning control	✓						
Fully licensed	✓							Light socket antenna	✓							Light socket antenna	✓							Electrodynamic speaker	✓						
								Phonograph pick-up terminals	✓							Phonograph pick-up terminals	✓							Light socket antenna	✓						
								Walnut veneer cabinet	✓							Closed door walnut veneer cabinet	✓							Phonograph pick-up terminals	✓						
								Same price for D. C. model	✓							Same price for D. C. model	✓							De Luxe closed door highboy console	✓						
								Fully licensed	✓							Fully licensed	✓							Fully licensed	✓						
TOTAL	100%							TOTAL	100%							TOTAL	100%							TOTAL	100%						

Make this actual test of radio value. We have left space for five competing lines. List their features point by point. Total the score and see for yourself how FREED RADIO comes out on top every time

FREED RADIO

FREED-EISEMANN RADIO CORPORATION, 122 East 42nd Street, New York

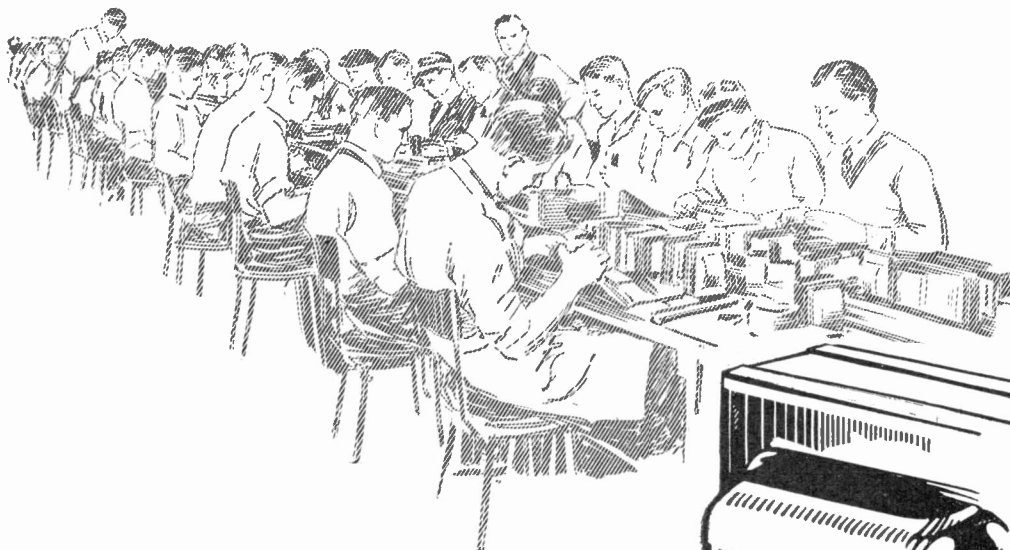
Write or wire for available territorial franchises on this great new line

Timetable of Principal Chain Broadcasting Programs

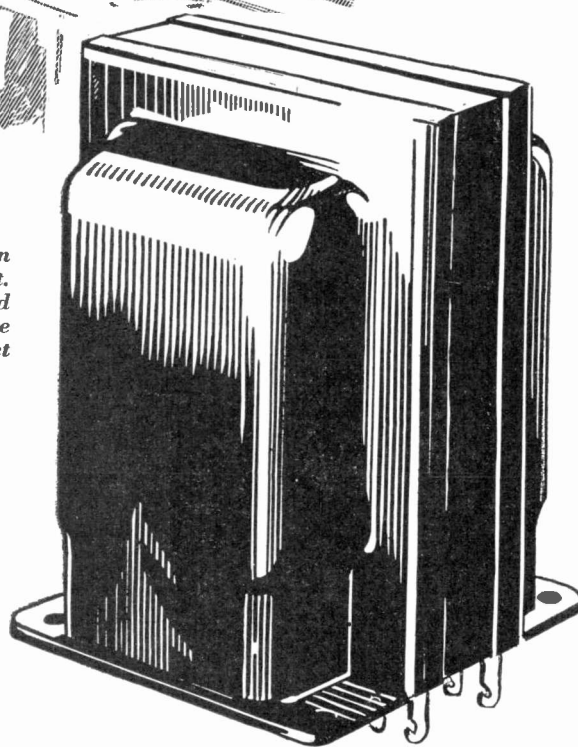
Use this chart in tuning in for demonstrations. A timetable of evening programs will be published next month

DAY	CHAIN	6:45 A.M.	8:00	9:00	10:00	10:30	11:00	12:00 M	1:00 P.M.	1:30	2:00	3:00	3:30	4:00	4:30	5:00
SUNDAY	NBC (WEAF)							Songs of the Open String Quart.	Sylvestre	Matimba Band	Troika Bells	The Balladeers	Songs and Bows	National Sunday For.	National Sunday For.	Tea, Times and Tunes
	NBC (WJZ)				Children's Hour			12:30-Amer. String Quart.	Nomads	Pilgrims	Roxy Concert	The Friendly Hour	The Friendly Hour	G. Ludlow, Violinist	The Maestro's Hr.	Twilight Reveries
	Columbia											Symphonic Hour	Hudnut Du Barry Hour	Cathedral Hour	Cathedral Hour	
	ABC (PACIFIC)				Sacred Music		All-Artists Sept.			Sunday Concert	Enchanter's Quartette	Cathedral Hour	Octachordians	Happy Isles	Sonatron	Maestic Theatre
MONDAY	NBC (WEAF)	Tower Health Exercises	Brier's Orchestra	9:15-Merkurs Orchestra	La Salle String Quart.	11:15-Radio Household	12:45-Palals D'Or Orch.	12:45-Palals D'Or Orch.	Palals D'Or (Cont.)	Palals D'Or (Cont.)	Farm and Home Hour	La Salle String Quart.	3:45-Studio Program			5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine	Sunshine & Headliners	Parnassus Trio	The Bluebirds	Melody Musketees	The Luncheon 5	The Luncheon 5	Hotel St. Regis Orch.	Hotel St. Regis Orch.						5:35-Market Summary
	Columbia					Ida Bailey Allen	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Danski and Euwer	"Euter-peans"	"Euter-peans"	Meyer's Orchestra	Sky Sketches	Gotham Trio
	ABC (PACIFIC)				Am. Popular Orchestra	Am. Orch. (Cont.)	Olympic Rangers	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra
TUESDAY	NBC (WEAF)	Tower Health Exercises	Golden Hour Orchestra	Better Homes Orchestra	The Bluebirds	Melody Musketees	12:45-Hotel Penn. Orch.	Luncheon 5	Yoeng's Orchestra	Yoeng's Orchestra	Your Daily Menu	Band of 1000 Melodies	3:45-Studio Program	Dancing Melodies	Dancing Melodies	Studio Program
	NBC (WJZ)	7:30-Rise and Shine	Headliners	Parnassus Trio		Ida Bailey Allen	Luncheon 5	Luncheon 5	Yoeng's Orchestra	Yoeng's Orchestra	Health Talk	Band of 1000 Melodies	3:45-Studio Program	Dancing Melodies	Dancing Melodies	Studio Program
	Columbia					Ida Bailey Allen	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra
	ABC (PACIFIC)	Vim, Vigor and Vitality	Golden Hour Orchestra	Better Homes Orchestra	Am. Popular Orchestra	Am. Orch. (Cont.)	Olympic Rangers	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra
WEDNESDAY	NBC (WEAF)	Tower Health Exercises	Brier's Orchestra	9:15-Merkurs Orchestra	La Salle String Quart.	11:15-Radio Household	12:45-Palals D'Or Orch.	12:45-Palals D'Or Orch.	Palals D'Or (Cont.)	Palals D'Or (Cont.)	Farm and Home Hour	La Salle String Quart.	3:45-Studio Program			5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine	Sunshine & Headliners	Parnassus Trio	The Bluebirds	Melody Musketees	The Luncheon 5	The Luncheon 5	Hotel St. Regis Orch.	Hotel St. Regis Orch.						5:30-Jolly Bill and Jane
	Columbia					Ida Bailey Allen	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Danski and Euwer	"Euter-peans"	"Euter-peans"	Meyer's Orchestra	Sky Sketches	Gotham Trio
	ABC (PACIFIC)	Vim, Vigor and Vitality	Golden Hour Orchestra	Better Homes Orchestra	Am. Popular Orchestra	Am. Orch. (Cont.)	Olympic Rangers	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra
THURSDAY	NBC (WEAF)	Tower Health Exercises	Brier's Orchestra	9:15-Merkurs Orchestra	La Salle String Quart.	11:15-Radio Household	12:45-Palals D'Or Orch.	12:45-Palals D'Or Orch.	Palals D'Or (Cont.)	Palals D'Or (Cont.)	Farm and Home Hour	La Salle String Quart.	3:45-Studio Program			5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine	Sunshine & Headliners	Parnassus Trio	The Bluebirds	Melody Musketees	The Luncheon 5	The Luncheon 5	Hotel St. Regis Orch.	Hotel St. Regis Orch.						5:30-Jolly Bill and Jane
	Columbia					Ida Bailey Allen	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Danski and Euwer	"Euter-peans"	"Euter-peans"	Meyer's Orchestra	Sky Sketches	Gotham Trio
	ABC (PACIFIC)	Vim, Vigor and Vitality	Golden Hour Orchestra	Better Homes Orchestra	Am. Popular Orchestra	Am. Orch. (Cont.)	Olympic Rangers	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra
FRIDAY	NBC (WEAF)	Tower Health Exercises	Brier's Orchestra	9:15-Merkurs Orchestra	La Salle String Quart.	11:15-Radio Household	12:45-Palals D'Or Orch.	12:45-Palals D'Or Orch.	Palals D'Or (Cont.)	Palals D'Or (Cont.)	Farm and Home Hour	La Salle String Quart.	3:45-Studio Program			5:30-Jolly Bill and Jane
	NBC (WJZ)	7:30-Rise and Shine	Sunshine & Headliners	Parnassus Trio	The Bluebirds	Melody Musketees	The Luncheon 5	The Luncheon 5	Hotel St. Regis Orch.	Hotel St. Regis Orch.						5:30-Jolly Bill and Jane
	Columbia					Ida Bailey Allen	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Danski and Euwer	"Euter-peans"	"Euter-peans"	Meyer's Orchestra	Sky Sketches	Gotham Trio
	ABC (PACIFIC)	Vim, Vigor and Vitality	Golden Hour Orchestra	Better Homes Orchestra	Am. Popular Orchestra	Am. Orch. (Cont.)	Olympic Rangers	News Review and Music	News Review and Music	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra	Am. Saloon Orchestra

In first column at left, NBC-WEAF indicates the National Broadcasting Company chain with WEAF as key station. NBC-WJZ indicates the chain of which the key station. Note—Time figures are for Eastern Daylight Saving Time, except for Pacific Coast programs. Time figures then indicate Pacific Coast Standard Time. Permission to reproduce is granted. This chart is copyrighted by Radio Retelling.



One of the belt assembly benches in the power transformer department. Over four hundred employees find occupation in this department alone which occupies thirty thousand feet of factory space



Transformers

Every step in the engineering and manufacture of Thordarson transformers is carried out entirely within the Thordarson organization. The resulting excellence of product maintains a demand which absorbs a production more than double that of last year—and still is but partially satisfied.

THORDARSON

Transformer Specialists Since 1895

THORDARSON ELECTRIC MANUFACTURING CO.
Huron, Kingsbury and Larabee Streets, Chicago, Ill.



Keeping in touch with **RADIO MANUFACTURING**



Quantity Determines Parts Policy

BY PAUL G. ANDRES

*Vice-President in Charge of Engineering
Temple Corporation, Chicago, Ill.*

THE problem as to whether or not to manufacture specialized parts or to purchase them from companies engaged in their manufacture has long held the attention of the finished product manufacturer in practically all branches of industry. The automobile business has been confronted with this problem and has worked it out. It is possible, therefore, to determine from that example what its analogies may be in the radio industry.

Automobile and radio sets are both manufactured under modern methods, they are made from raw materials differing in character and they reach the consumer as a finished product.

When the automobile industry was in a state of flux before it had reached a reasonable stability, automobile manufacturers used the highly specialized clutches, motors, differentials, lighting and ignition systems, and other devices common to the automobile parts business, and assembled them into the finished product. This condition within recent years has been materially modified as the automobile industry is rapidly simmering down to a relatively few number of manufacturers who have large productions and make their own parts. This interesting fact would seem to indicate that when a product is manufactured in large volume by a single concern, then practically all parts which go into the completed unit should be manufactured by that company. This produces a highly individual product which is not the case when the component parts are purchased and assembled. The correlation of the various parts, be they in an automobile or in a radio set, is quite essential. This factor requires engineering of high caliber and precision manufacture with due regard to all other parts which rely on the part in question for satisfactory operation. In any individual case, this resolves itself into a matter of *unit design* into which the component parts must dovetail.

VOLUME THE DETERMINING FACTOR

VOLUME production then, is the determining factor as to how far any manufacturer must specialize in the production of the component parts from raw materials. Competition between manufacturers in the parts business has effected economies due to large production of parts which reduces prices and makes these parts available to the smaller manufacturer at a more advantageous price than he could tool up and manufacture them for. Oftentimes, too, the developments which are made in any parts business are passed on to the smaller manufacturer with but very little additional cost. In the case of paper condensers used for power condenser blocks, it is the opinion of one manufacturer that the turning point of the curve where it is less economical to purchase from a condenser manufacturer is reached in the neighborhood of two-hundred-thousand

blocks or approximately one million microfarads.

After all, the entire subject resolves itself into the obtaining of an economic curve which considers the investment and amortization of machinery and tools, the cost per unit part, the matter of transportation on raw materials or the finished products, control of manufacturing, saving of time in case of redesign and the establishment and maintenance of engineering laboratories to develop any specialized part used in the construction of a completed radio receiver. This economic curve will also consider the matter of duplicating overhead and the matter of profit. The synchronization of supply of the various components constituting a completed receiver can be held under more definite control, however, when all parts are manufactured by the set maker. A delay in any one item may ruin the even flow of manufactured merchandise.

SIGNIFICANT TRENDS

THE handwriting on the wall is gradually becoming very definite with respect to this subject. Practically all large manufacturers now process their own speakers whereas a few years ago they obtained them from speaker manufacturers.

The latter class, operating only as such, is diminishing. Quite a number of radio set manufacturers are manufacturing their own cabinets which most certainly is a highly specialized part of the radio set. From all indications an increasing number of radio set manufacturers are going into the production of radio tubes which is again significant. The merger of a number of parts manufacturers into one complete radio set producing company is along the line of sound business judgment.

There is nothing mysterious in the design or manufacture of any part used in the completed radio receiver. If the quantity of material is sufficiently large from a cost standpoint, the processing of that material obviously is interesting. Stock items in the case of parts, if they are applicable and can be supplied to the large number of users, can undoubtedly be used to advantage by the small manufacturer. As radio becomes more and more stabilized, with fewer changes in circuits or design, small production will call for the assembly of parts. In mass production, however, the solution of the problem will lie in the complete manufacture of component parts by the set producer.

Testing Pays

Records show that the Grigsby-Grunow Company is the largest buyer of precision equipment for the testing. This is just another added bit of proof that performance is built on careful preparation.

European Portable Using Screen-Grid Tubes



Portable receiving sets are all the rage in Europe. Here is the latest set, built by the Rees-Mace Company with factories in England and France. It uses two screen-grid tubes. This set is now on the American market, having been introduced by John Wanamaker's of New York City. It is entirely self-contained with a special kind of speaker and contains a British wet-battery of very compact design and is non-spillable.

will you trust your ears?

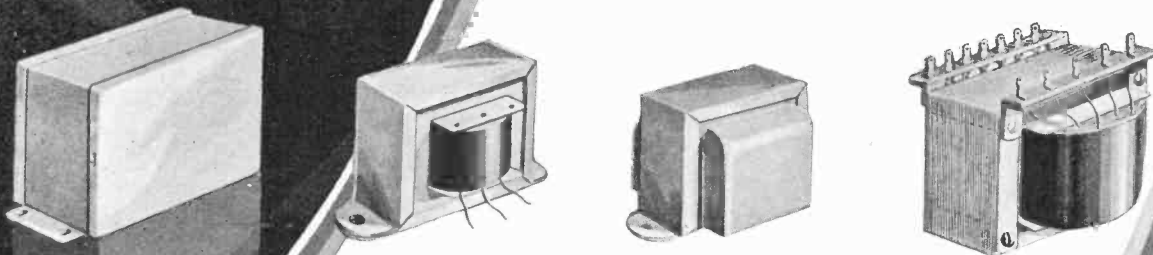
By the only standard which gauges sales success — *the ears of the purchaser* — the T·C·A Dynamic is a better speaker.

T·C·A's claim for superiority does not hang on the slender thread of a detail here or a detail there. It does not hang on an obscure characteristic of only academic interest.

It hangs on a definite and perfectly apparent *tone value* that impresses itself not only upon the critical ear of the engineer, but upon the unpracticed ear of the ultimate layman who buys the set.

After all, the most important function of a speaker is to *faithfully* reproduce the broadcast program.

It is this characteristic that sells the set and pays the dividends.

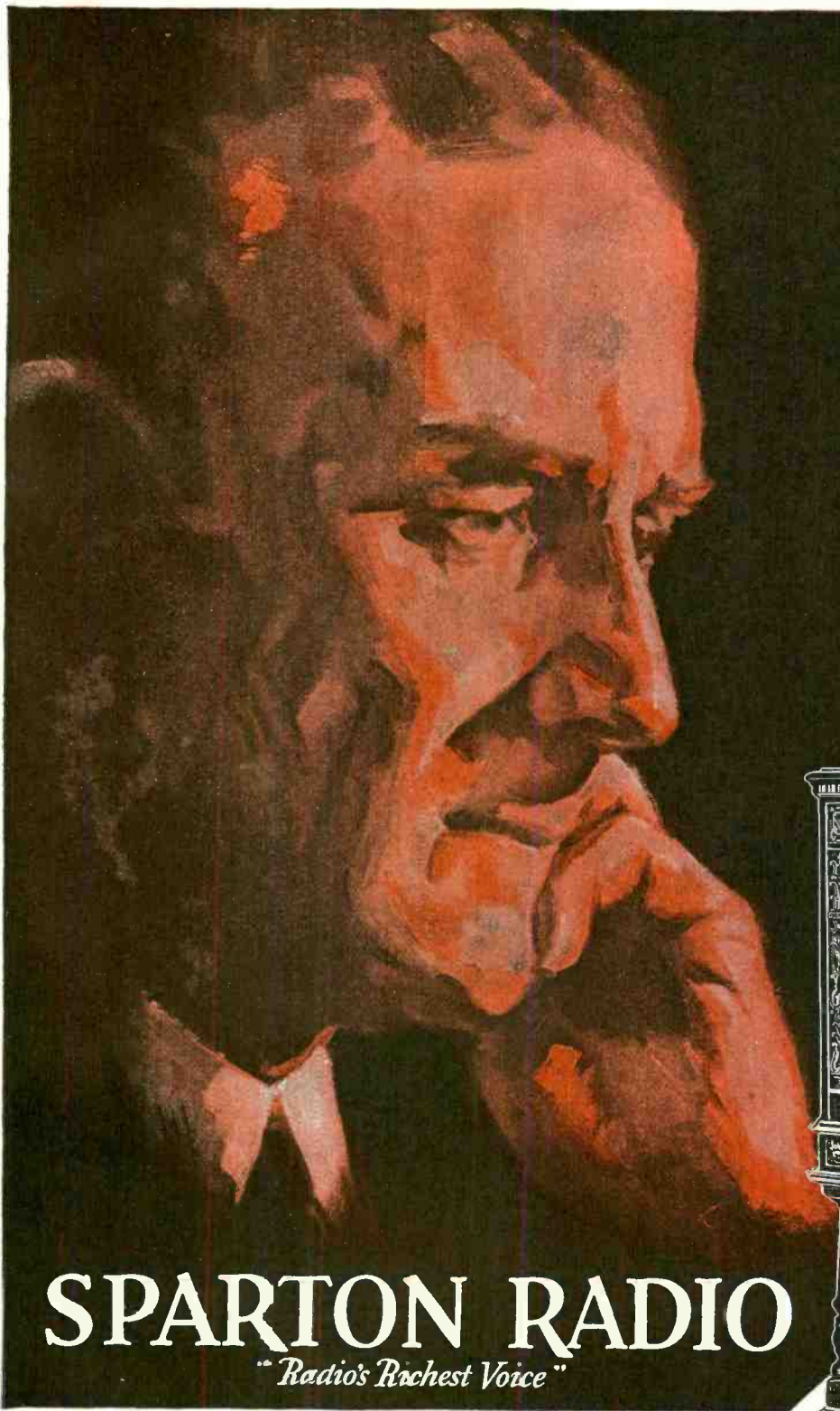


As audio amplification specialists, the T·C·A organization is at your service. The T·C·A Dynamic is, however, only the final step in the audio series. The precision, uniformity and tone quality of the audio transformers and chokes are by no means a secondary consideration. Nor can a noisy, humming power-pack be corrected by any companion parts. Like the links in a chain, each successive unit from the power-pack to the speaker must carry the responsibility for perfect reproduction. T·C·A parts are meeting this responsibility squarely in many of the finest and most popular sets on today's radio market.

TRANSFORMER CORPORATION OF AMERICA
2301-2319 South Keeler Avenue, CHICAGO, ILLINOIS
SALES OFFICES IN PRINCIPAL CITIES

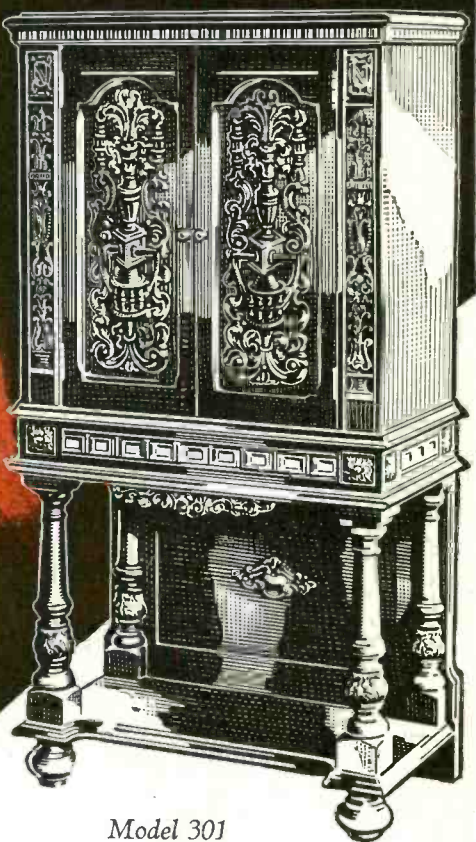


The Listening Test



SPARTON RADIO

"Radio's Richest Voice"



Model 301

"FACE-TO-FACE REALISM"

THE YEAR'S BIGGEST PROFIT FACTOR IN RADIO

Listeners instantly realize the marvel of it. "Radio's Richest Voice" has taken on a new "something" that permits them to almost SEE their entertainers... to FEEL the thrill of their personalities. The new Sparton EQUASONNE instruments with FACE-TO-FACE REALISM are easily this year's major radio development, with amazing possibilities for dealers. Consult your Sparton distributor... hear them yourself.

THE SPARKS-WITHINGTON COMPANY (Established 1900), JACKSON, MICHIGAN, U. S. A.
Pioneers of Electric Radio without batteries of any kind (346)

The NEW SPARTON EQUASONNE

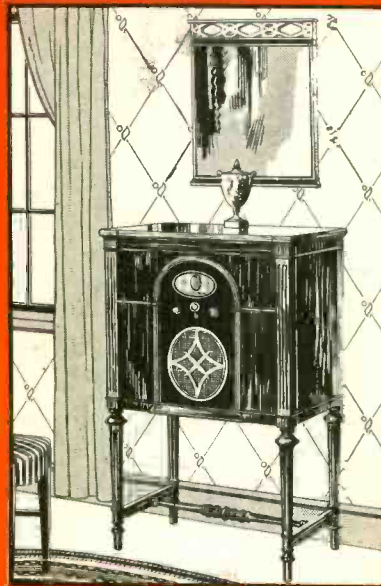
Out of the "red" With Silver

(Below) . . . Lowboy with identical 3-tube chassis, including 4 screen-grid and two 245 tubes, Matched-Impedance dynamic speaker—a value without precedent—**\$160.00** complete, less tubes
(Slightly more west of the Rockies)

Unusually beautiful and distinctive are the console cabinets of SILVER RADIO—chaste and simple such as invariably distinguishes the creation of a great designer . . . All over America, from women of taste and interior decorators of note come endorsements of our effort to get away from the "ginger-bread" of the average radio cabinet.

SILVER RADIO blends harmoniously with any American home-setting, especially the Colonial and modern.

Highboy with sliding doors, 53 inches high; lowboy with open front, 43 inches high—these consoles are antique in finish, hand-rubbed and polished, of American walnut veneers.



(Above) Highboy of Sheraton period, distinguished for its simple beauty and dignity—8-tube all-electric chassis, including 4 screen-grid and two 245 tubes, Matched-Impedance dynamic speaker—complete, **\$195.00** less tubes
(Slightly higher west of the Rockies)



SILVER · ON · RADIO ·

into the "blue" Radio

Summer months have been "red" months to most radio dealers. Slow-moving sets, cut prices, chain store competition and unprotected territory—all make losses mount.

That was yesterday—today, throughout every month of the year, a path leads straight to profit . . . Silver Radio dealers are making money—today—in spite of the heat!

Because—here are radios that gain instant public attention—for Silver-Marshall has the engineering experience to use FOUR of the new screen-grid tubes in an 8-tube chassis so as to eliminate the need for aerial or loop. Power to spare—and in addition band selector tuning, a Matched-Impedance dynamic speaker and an Overtone Switch which brings out all the beauty of ordinarily lost high notes as does no other radio.

SILVER RADIO dealers have a clean start—no obsolete stock—no discontinued models. They have ample assurance against ruinous competition, and protected territory.

SILVER RADIO dealers have the support of a dominant factory newspaper campaign—plus a most generous co-operative advertising allowance.

The public is sold on "screen-grid"—what they want is a screen-grid set whose actual superior performance proves screen-grid superiority.

SILVER RADIO is able to supply that demand—because of the nearly two years of screen-grid experience that are built into it.

And that's what has taken the summer months "out of the red" for SILVER dealers.

If you have not already a Silver Radio franchise—if you would have every month show "blue"—then ask your Silver Radio distributor for complete information and profit facts. Wire us for distributor's name if you are not acquainted with him.

SILVER-MARSHALL, Incorporated, 6421 West 65th Street, Chicago, U. S. A.

IS · LIKE · STERLING · ON · SILVER

Conner of New Albany, Ind.

presents

Beautiful Atwater Kent Cabinets



SELECTED from the Conner line of A-K Cabinets, we feature a new model (No. 4051) that is outstanding from any viewpoint.

Carefully selected walnut veneers are used throughout with quartered red gum for the solid parts of the cabinets.

Birds-eye maple overlays perfectly blend with the figured walnut,—yet there is plenty of contrast.

The Cabinet is finished by the special Conner method of highlighting to show the beauty of the grain.

Doors slide in a precision groove, eliminating all rattling, warping and binding.

Especially designed for the new Atwater Kent receiving set and speaker.

Height 48 in. Width 26 $\frac{1}{4}$ in. Depth 15 in.

A companion piece to the No. 4051 Cabinet is the beautiful bench shown in the illustration.

Front rail is five ply with figured birds-eye maple veneer. Solid parts quartered red gum.

The covering is a beautiful selected grade of tapestry which blends attractively with the maple and walnut colors of the ensemble.

Height 16 $\frac{1}{2}$ in. Width 18 $\frac{1}{4}$ in. Depth 11 $\frac{3}{4}$ in.

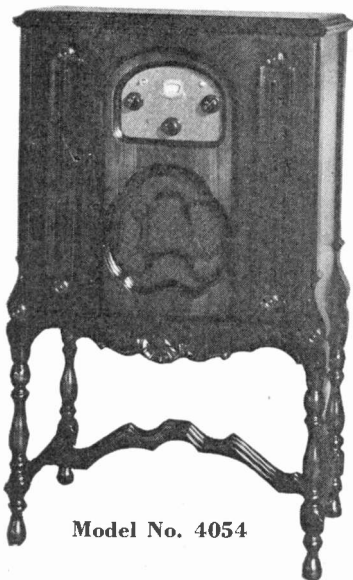
The Conner Furniture Company

New Albany, Indiana

"The Plywood Capital of America"



Model No. 4051



Model No. 4054

THE beauty of this model (4053) lies in its simplicity of design. Every line will blend into any scheme of home furnishing.

Well figured walnut veneers have been used throughout, excepting the solid parts which are red gum.

A special highlighted finish brings out all the natural beauty of the wood.

Height 38 in. Width 25 $\frac{3}{4}$ in. Depth 14 in.

Few cabinets have been created showing such grace of line in their design as this one (No. 4054).

Every curve, every turn, every corner is unique—yet it is designed in strict conformance with the best ideas for harmony and balance.

The veneers used are walnut face. Solid parts are quartered red gum. The decorations are carved wood.

Height 43 in. Width 25 in. Depth 15 in.



Model No. 4053

Write for List Prices. A Pleasant Surprise for You.

Synchronized Talking Picture Equipment Are YOU the Agent we need?

There are
PROFITS HERE
and
NO INVESTMENT
required!

That sounds like an extravagant statement. But every word is a fact. In short, it is just exactly the proposition we offer. And if you can sell, you can make real money.

Exclusive Territory large enough to include nearby towns can be obtained by dealers of proven ability. You can be the only agent for either "Multiphone" or "Kinoplay" in the district in which you sell—and we'll protect you against anyone encroaching on your territory.

You need carry no stock. You are our sales agent. You don't have to invest in merchandise.

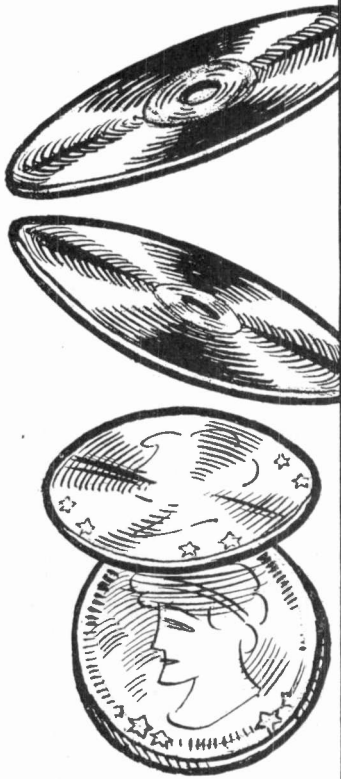
You sell direct to users—motion picture theatres, schools, churches, clubs, etc.—the liveliest kind of prospects. They must give the public what it wants—"talking movies." With "Multiphone" and "Kinoplay" you have exactly the machines to do it, priced so that they are within reach of everyone, and profitably. Both equipments are manufactured by an experienced organization to give perfect results and satisfaction.

In addition to the liberal commission which our agents enjoy, you are at liberty to make legitimate installation and service charges, the entire incomes from which are yours—

Briefly, that's our story.

Write immediately for our sales plan in detail, as well as a description of the products we offer. Prompt action is necessary as territories are fast being assigned. Live agents are cashing in. Just figure out the prospects you can sell in your town and surrounding community. Then act quick.

For quick action, use the coupon below



From Discs to
Dollars with
MULTIPHONE

Multiphone is a synchronous equipment reproducing sound from disc, giving wonderful tone quality, manufactured for professional use.

MULTIPHONE CORP.

1600 Broadway
NEW YORK CITY



From Films to
Fortunes with
KINOPLAY

Kinoplay is a synchronous equipment, reproducing sound from film or from disc, same quality as Multiphone, both with perfect synchronization.

KINOPLAY CORP.

1600 Broadway
NEW YORK CITY

Coupon

MULTIPHONE CORP.
1600 Broadway, New York City.

I am interested in receiving your agents' proposition for..... (territory)

Name

Company

Address

A picture-book study of growing dollars



Lordy, Topsy, how you 'as growed. Hardly nobody 'd think you'se and I's the same pusson only eight years apart.



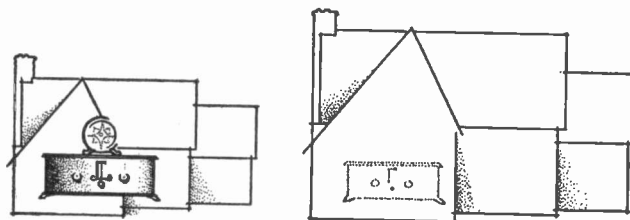
This ain't nothin' to what I's g'wine to be, Topsy. This's g'wine to be my size next year, and then I's g'wine to be bigger and bigger every year.

How to get your share of this \$750,000,000 market

The radio industry has, like Topsy, "just growed." Starting in with cats whiskers and crystal sets, the industry has grown from sales of \$60,000,000 in 1920 to \$650,000,000 in 1928.*

Experts predict sales of \$750,000,000 to \$950,000,000 in 1929.

But even at that, radio is still in its infancy. There are 28,000,000 homes in the United States and only 9,000,000 have sets.



Of these 9,000,000 sets only 3,000,000 are up-to-date, so there is still a market for 25,000,000 sets—89% of the possible market still unsold—still virgin territory for enterprising radio dealers.

Data on radio market by the courtesy of Radio Retailing.

CeCo

in tube sales . . . for live dealers

Your share depends on pushing tube sales

You can get your share, or more than your share, of this stupendous business by live, dynamic merchandising methods.

Today, 20 cents of every radio dollar goes for tubes.

And, as free service on sets is charged against the profit on that set, 30 cents of every dollar of a dealer's PROFIT comes from tubes.

Every time a set is sold a replacement market is created for 5½ tubes. Consequently, as the number of sets in use increases, the sale of replacement tubes will grow in much greater proportion.

Dealers are finding that they can cut the number of service calls they make on sets if they furnish good tubes as original equipment.

Dealers are making greater profit in turnover by restricting the number of lines they carry.

Where do Ce Co Tubes fit into your program?

We are not going to say much about CeCo tubes. The following facts speak their own language of quality and performance.

The new CeCo factory is not only the largest of its kind, but it is the most modernly-equipped in America.

The members of the CeCo engineering staff are among the most outstanding radio tube engineers in the world.

Each tube is given 64 tests during its manufacture to make sure that the characteristics of each will be uniform and up to the high standards set for them.

The financial stability of the CeCo Manufacturing Company is indisputable. CeCo has been making tubes for four years and has enjoyed a natural, though exceedingly rapid, growth. Only quality tubes, sound management, and sound financing could accomplish this growth.

Two large set manufacturers and the two largest tube distributors in America made exhaustive tests of CeCo tubes and several other well known brands. These tests showed that CeCo tubes have 30% to 50% longer life as well as being superior in all other important characteristics. They ordered well over 5,000,000 CeCo tubes on the strength of their investigation.

Date stamped on each tube

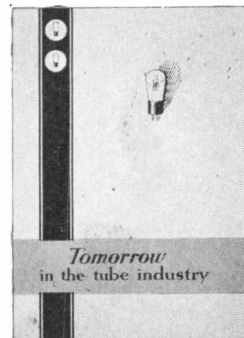
After July first, each CeCo tube will have the date of its manufacture stamped on the base. You will find this policy of great advantage in handling replacements, as it will eliminate any discussion as to how long the tube has been in service.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.

Ce Co Manufacturing Co., Inc.

PROVIDENCE, R. I.

tubes



This book tells of the ever-increasing importance of tube sales to radio dealers. Among others, here are some of the things it discusses:—

1. The size and development of the radio market
2. The percentage of profit in tubes
3. The growing replacement market for tubes
4. How quality tubes cut losses on set sales and service
5. Will there be a tube shortage in 1929?
6. Price cutting
7. Turnover
8. An impartial analysis of the radio market by Dr. H. K. Nixon, Professor of Marketing and Advertising at Columbia University.

This book is free to authorized dealers and jobbers. To avoid promiscuous distribution, will you kindly attach your letterhead to the coupon when you send in your request?



The AC 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

CeCo Manufacturing Co., Inc., Dept. 208,
1200 Eddy Street, Providence, R. I.

Send me a copy of the dealer book on the radio tube market.

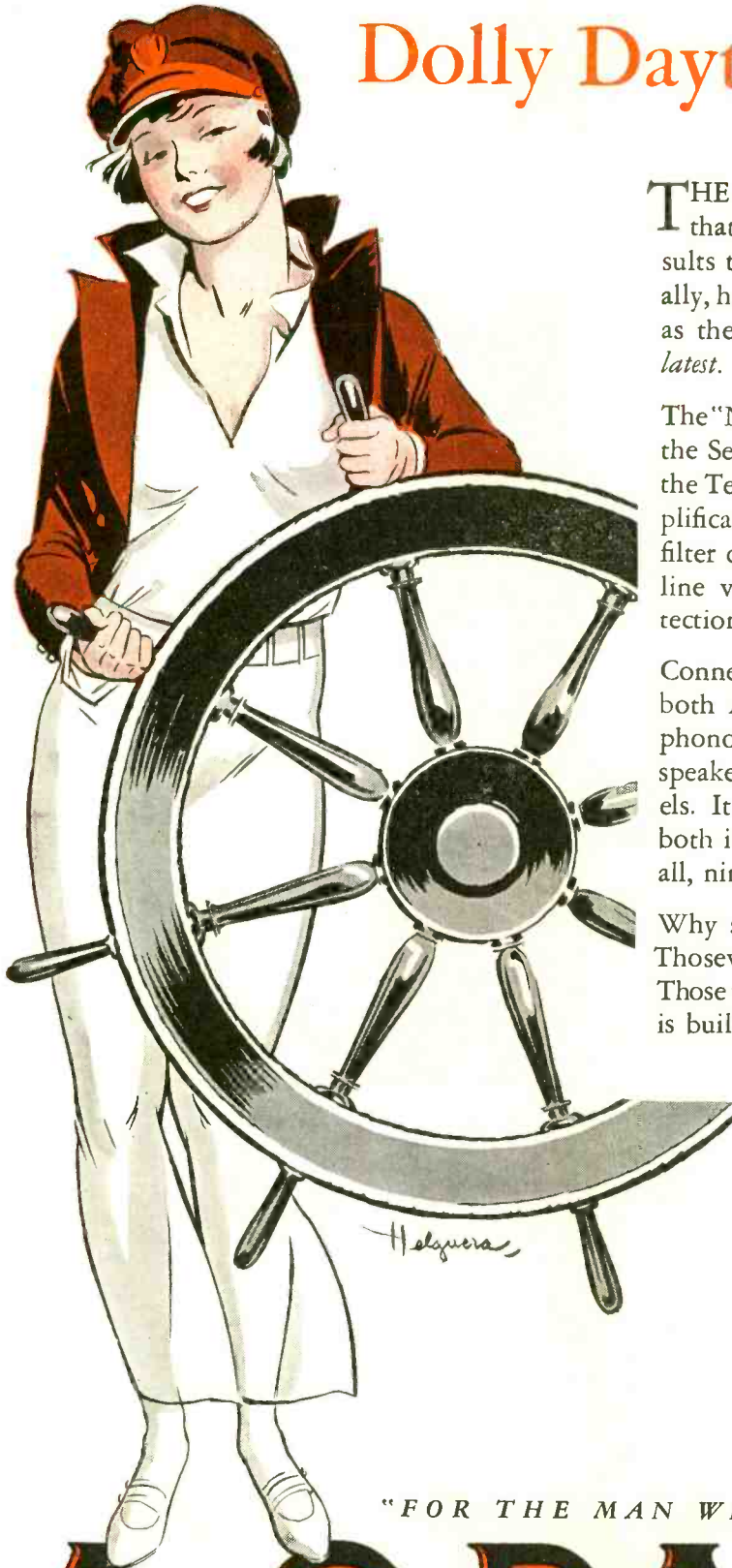
Name _____

Company _____

Address _____

PERFORMANCE *plus*

Dolly Dayton can pilot you



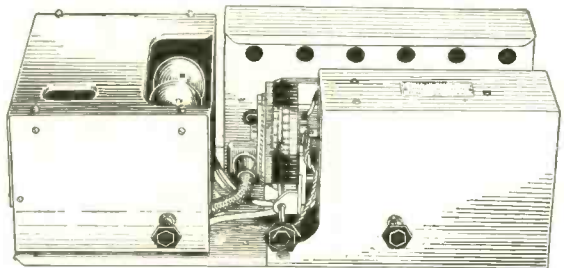
THE A-C DAYTON COMPANY does not claim that its new "Navigator" receiver gives finer results than any other. It does assert most energetically, however, that this receiver gives *as fine* results as the best—that, engineering-wise, it is the very *latest*. Read and be convinced!

The "Navigator" is an all-electric receiver employing the Selectaphase system of complete tuning under the Technidyne circuit. It has push-pull audio amplification using two 245 power tubes and Mershon filter condensers. It has a tapped primary to offset line voltage fluctuations, and complete fuse protection for the entire set.

Connections are provided for magnetic speaker, for both A. C. and D. C. dynamic speakers, and for phonograph pick-up. The Jensen D. C. dynamic speaker is standard equipment on all console models. It has a single dial, illuminated and marked both in numerals and in kilocycles. It employs, in all, nine tubes, including rectifier.

Why say anything about performance after that? Those who know radio technically know what it means. Those who don't, have only to listen. The "Navigator" is built "for the man who believes his own ears."

The A-C Dayton "Navigator" Chassis



"FOR THE MAN WHO BELIEVES HIS OWN EARS"

A-C DAYTON

... PERSONALITY!

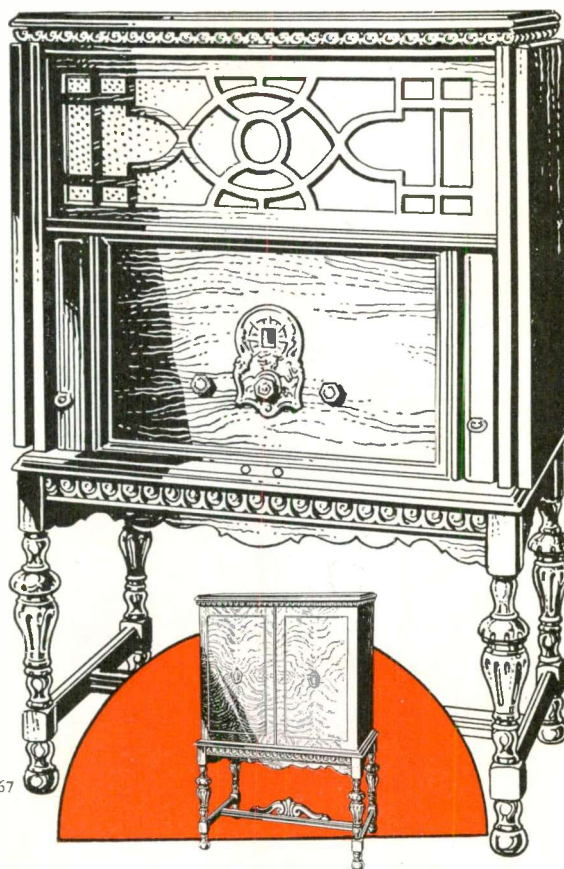
to Bigger Radio Profits this year

TO DEALERS who realize the great and growing influence of *appearance* on radio sales, the "Navigator" tells its own story in a glance. Smart of cabinet, sleek of finish, it has something more—something that *catches the imagination!*

Where other consoles are just furniture, the "Navigator" consoles are Romance. Where other table models are just boxes, the "Navigator" table models are treasure chests. Instead of an escutcheon plate, a mariner's compass. Instead of a station control, a ship's wheel. A radio, in other words, that indisputably has "IT!"

In its range of models and prices, the "Navigator" will appeal no less strongly to the shrewd dealer. Four fine console types and a radio-phonograph combination—all by Globe-Wernicke—plus two table models, available for battery operation as well as house current, comprise the line. And the prices run from \$69 to \$267, *less tubes*—right where most sales are made today.

Look over these illustrations. Get all of the facts about them. Then—if you want to make more money in radio this year—write the A-C Dayton Company, Dept. 5, Dayton, Ohio—NOW!



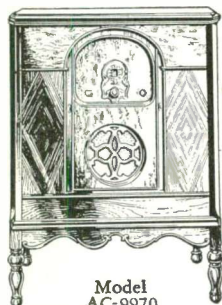
Model AC-99100
List Price, \$267



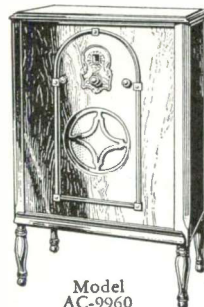
Model AC-9990
List Price, \$188



Model AC-9980
List Price, \$185



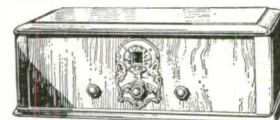
Model AC-9970
List Price, \$165



Model AC-9960
List Price, \$148.50



Model AC-98—List Price, \$108



Model XL-71
Battery Operated—List Price, \$69

“NAVIGATOR”

Merchandise and Merchandising

The artistically grained and matched walnut cabinet, designed to fit into the modest room or the luxurious setting with equal harmony—here is the finishing touch on a highly saleable package!



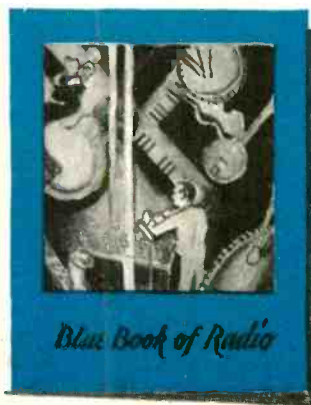
\$175.00 Complete, less tubes
\$187.50 West of Rockies

RADIO ENGINEERING startling in its perfection!—The Balkeitt Model C brings to your market a revolutionary radio sales appeal—*uniform reach*.

Five tuned stages with *uniform* sensitivity on all wave lengths—*plus* a dozen other supporting features—*plus* the list price—these things make this new Balkeitt Achievement an event of vital importance to the profit-minded dealer.

Supporting the sale of this single, *perfected, popularized* model is an advertising-merchandising program that is real.

BALKEITT RADIO CO.
North Chicago, Ill.



Write for formal information concerning the Balkeitt Dealer Franchise and the Balkeitt Merchandising program. Have you received your Balkeitt Blue Necktie?

A complete Radio Log—covering not only United States and Canadian stations—but listing, alphabetically, *Radio Talent* as well!

Artists, orchestras and regular programs of unusual interest are identified by station. This has never been done before on such a scale.

Distributed to the Radio Audience exclusively through Balkeitt Dealers

Balkeitt Radio

Model C



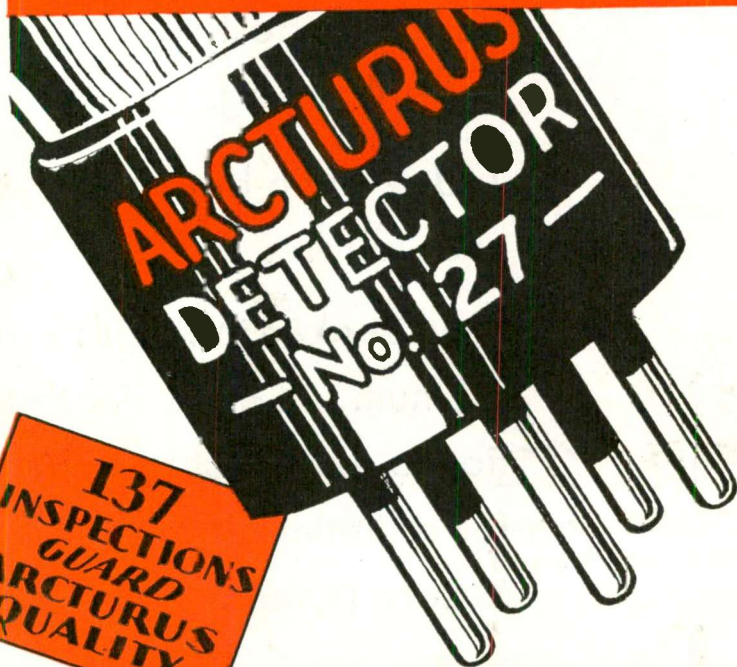
Your Own Good Judgment

Only
ARCTURUS
 give you all these
EXTRA FEATURES

- 1 Acts in 7 seconds.
- 2 Immune to line surge.
- 3 Exclusive construction through-out.
- 4 Liberal replacement policy.
- 5 World's record for long life.
- 6 Endorsed by 29 set manufacturers.
- 7 Sold by reliable jobbers and dealers.
- 8 Superiority easily demonstrated.
- 9 Improvements protected by patents.
- 10 137 inspections keep quality high.
- 11 New features constantly pioneered.
- 12 Colored blue for positive identification.
- 13 Millions of Arcturus Tubes now in use, giving unusual service.
- 14 Name and trade mark well known to the radio trade and the radio public throughout the country.
- 15 Arcturus quality cuts service calls more than 50%.

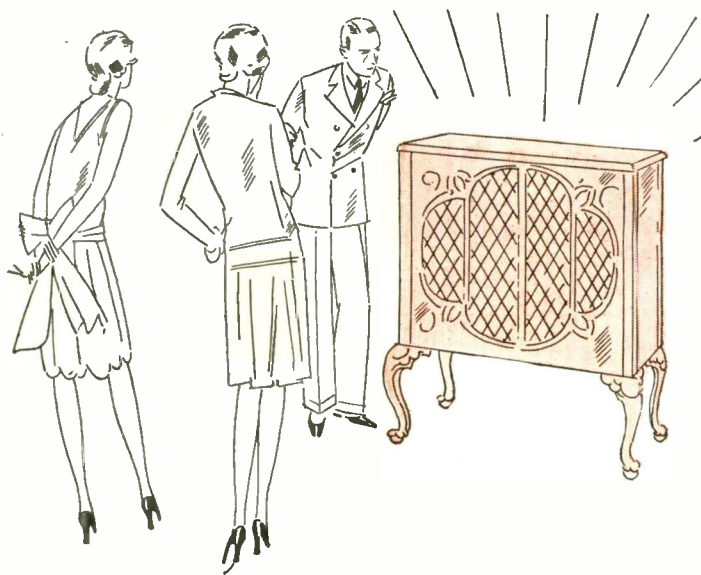
will tell you that these
15 ARCTURUS
 FEATURES
 BRING EXTRA PROFITS

Check over this list of Arcturus Profit Points. You will instantly realize that any of these features will boost your sales of A-C sets and tubes. Only Arcturus offers you all these extra features... only Arcturus gives you everything you need for steady profits. If you are not now selling these fast-moving tubes write us today for all the facts.
 ARCTURUS RADIO TUBE CO., 260 Sherman Ave., Newark, N. J.



ARCTURUS

BLUE **A-C**
LONG-LIFE **TUBES**



Beautiful... but inarticulate

Radio sets may be cleverly engineered . . . they may look like a million dollars. But, unless hooked up to the best speaker unit their performance is not in keeping. For radio sets are sold on sound.

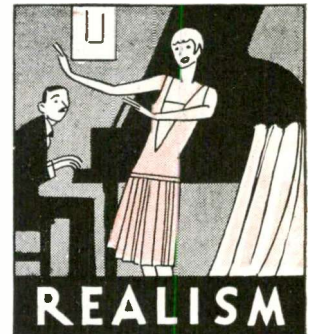
Today radio buyers are more speaker critical than ever before.

The speaker that sells sets is free from rattle and AC hum . . . gives depth to every tone and definition to every instrument . . . and can be guaranteed for a lifetime. That speaker is the New Magnavox X-Core Dynamic.

MAGNAVOX



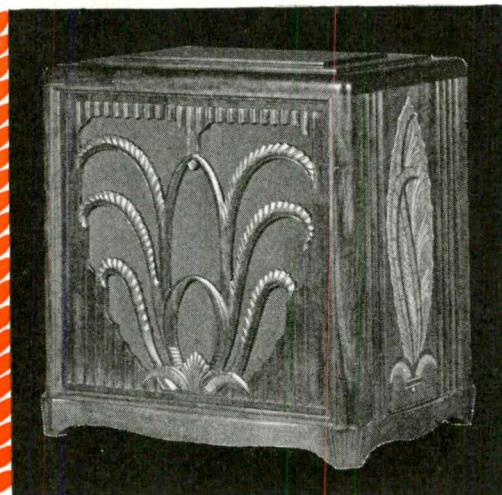
Add to these qualities: assurance of deliveries, patent protection, elimination of most of your service troubles, and the prestige of the Magnavox name. Why not insure your sales and profits with us?



The CAMPAÑILE A handsome, massive, richly carved Italian Cabinet of fine Walnut. Skillful workmanship, masterly designing. A fine, rare bit of furniture for any home. List prices: with DC unit \$65 up, with AC unit \$73.50 up.

THE MAGNAVOX COMPANY

Factory and Pacific Sales: OAKLAND, CALIF.
Factory and Sales East of the Rockies: CHICAGO, ILL.

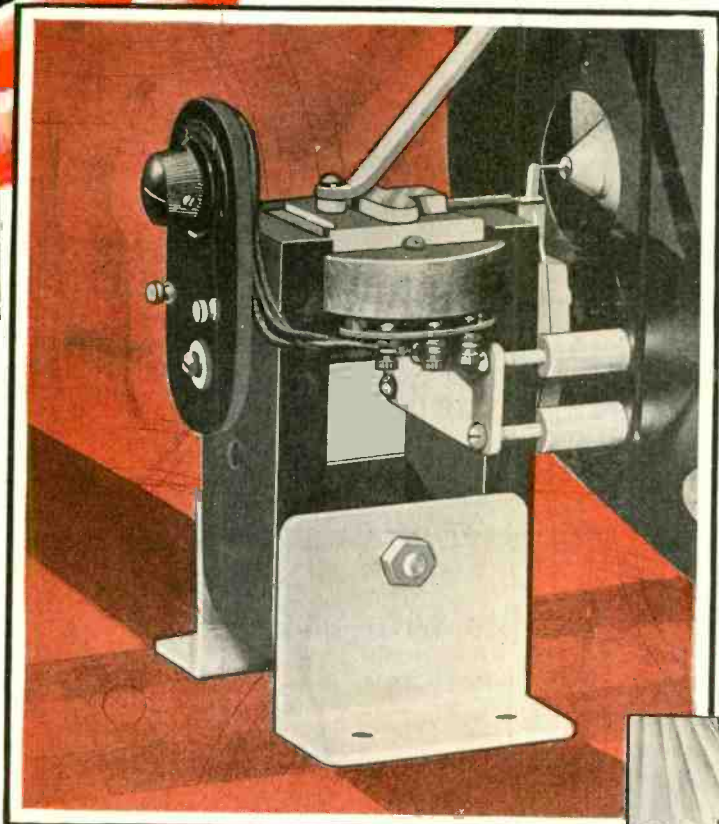


The CARILLON A strikingly different Italian finished Walnut Cabinet, richly carved and handsome. List prices: with DC unit \$40 up, with AC unit \$48.50 up.

X-CORE DYNAMIC SPEAKER

Have You Heard It?

The G-R-E-A-T B B L *Electric Motor* SPEAKER



AND it is great. The Sensation of the Year. Built on an entirely new principle. Not just another so-called semi-dynamic, but so wonderfully efficient that it has one and a half times the volume of dynamics and is twice as sensitive. The tone is remarkable—the full, deep-toned dynamic quality—plus the brilliance of the high notes which come through without distortion.

All the advantages of a dynamic—but no moving coil—no transformer—no rectifier—no condenser—no HUM—just perfect satisfaction.

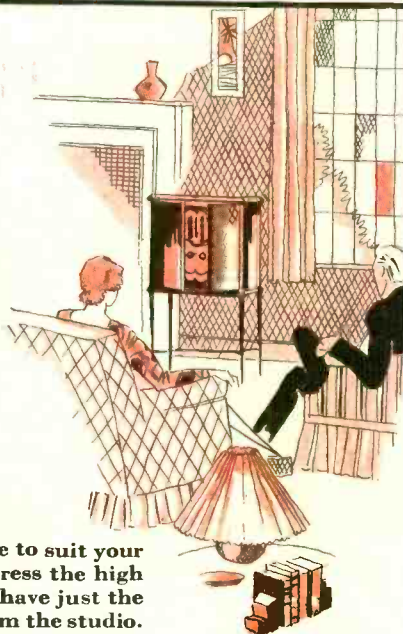


The Only Speaker with the Tone Selector

The BBL *Electric Motor* Speaker is built for any set. Three tapped windings with a switch enables the owner to match the impedance of any amplifier without resorting to a special output transformer.

Tone Moulding with the BBL Tone Selector

Now you can mould the tone to suit your individual taste. You can stress the high notes, or the low, or you can have just the perfect tone as broadcast from the studio.



Three Models of this Unique SPEAKER

- Complete speaker, in a beautiful walnut cabinet fitted with a 12-inch diaphragm, list price . . \$35.00
- Chassis only—12-inch diaphragm, list price . . \$22.50
- Chassis only— 9-inch diaphragm, list price . . \$20.00

BEST MANUFACTURING COMPANY
Makers of the famous BBL Speaker Units
1200 Grove Street . . Irvington, N. J.
CANADA
445 King Street, West, Toronto.

Best Manufacturing Company
1200 Grove Street,
Irvington, N. J.

Please send me complete information about the BBL Electric Motor Speaker.

Name.....
Address.....
.....

The **BBL**
Electric Motor **SPEAKER**



SMITH & BROWN
RADIO

In the Window

Serve Better

Live Longer

Straight on the Counter

A new merchandising idea by MARVIN

JOBBERs are reducing stock investment, simplifying inventory and increasing turnover and profits by limiting their tube lines to one or two nationally known brands. If this is good business for the distributor it is an equally sound policy for the dealer.

With this new cabinet idea MARVIN makes it possible for every dealer to have a complete compact tube department that will give absolute stock control and show greater profits.

Sturdily built of steel and lithographed in full colors this cabinet displays and holds the number of tubes the average dealer should carry in stock.

Ask your MARVIN distributor how you can get this cabinet without cost, or write us.

MARVIN RADIO TUBE CORPORATION
IRVINGTON, NEW JERSEY

Sales Offices: 225 Broadway, New York City



On the End of the Counter

Against the Wall



Selling

MARVIN

MASTER-BUILT

RADIO TUBES

for you

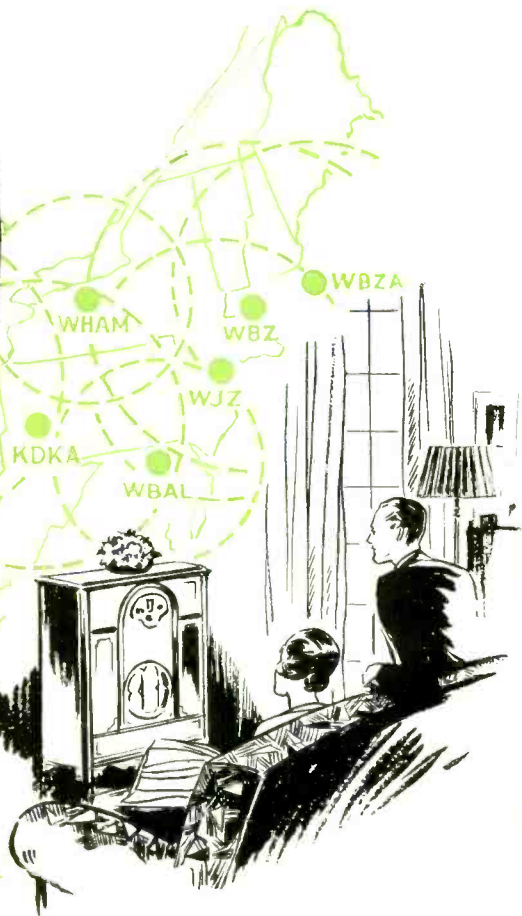
AN outstanding nation-wide radio broadcasting program will serve as a weekly reminder to almost every radio owner that MARVIN Master-Built radio tubes *serve better and live longer.*

Between these programs MARVIN newspaper advertisements, such as illustrated on the left, will consistently remind the radio public of MARVIN Master-Built quality.

Through eye and ear these millions of MARVIN messages are building sales for you



The **MARVIN**
MUSICIANS
 every Saturday night
 at 8:30 P.M.
 over station **WJZ**
 and associated
 N·B·C· stations



MARVIN colorful literature and display material tells and retells the story of the Master-Built tubes that *serve better and live longer.*

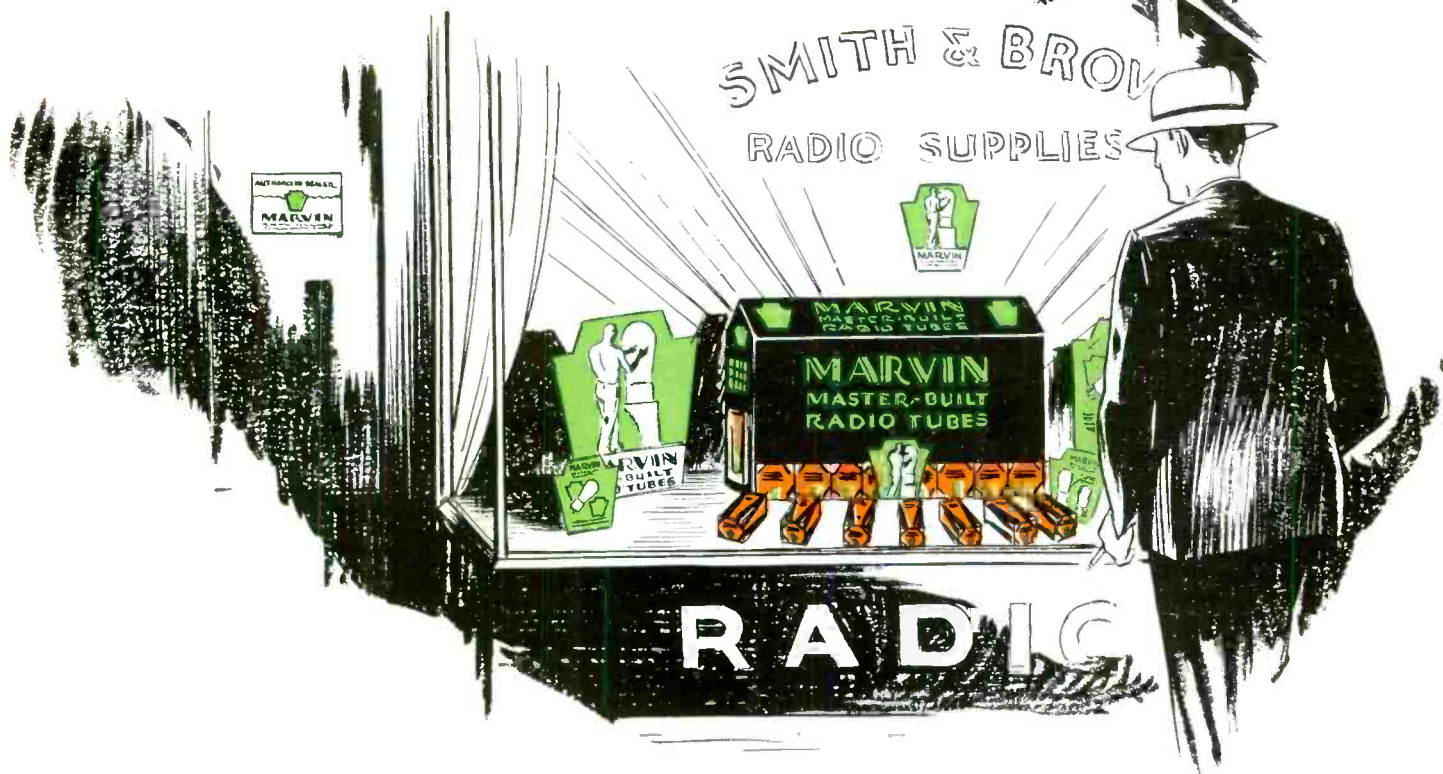
This advertising material effectively supplements MARVIN broadcasting programs and newspaper publicity and identifies MARVIN dealers everywhere.

There is an old saying that "goods well displayed are half sold." The MARVIN merchandising and stock cabinet, window lithography, window stickers and transparencies insure MARVIN dealers of maximum display value for the line.

Your MARVIN distributor will gladly furnish you with the advertising material illustrated on this page and explain the MARVIN Resale Help Plan in greater detail.



SMITH & BROS
RADIO SUPPLIES





The MARVIN MUSICIANS

IN their regular Saturday Night Concert Hour the MARVIN MUSICIANS are striving to please the great radio tube-using public.

MARVIN engineers are also trying to please this same audience by making radio tubes that *serve better and live longer*. The Master-Builder illustrated below symbolizes the many famous radio tube engineers who are responsible for MARVIN quality. These scientists have made contribution after contribution to the advancement of the radio art and their latest achievements are the new MARVIN MY-227 and MARVIN MY-224 tubes.



Strictly a product of MARVIN'S own laboratories this Master-Built MY-227 tube creates a new world's record for quick starting time by heating up in *five seconds flat*.

Dealers everywhere are finding this tube invaluable for demonstration purposes and easier and more profitable to sell. Complete information upon request.

Marvin Radio Tube Corporation
Irvington, New Jersey



The instant approval of MARVIN MY-224 by dealers the country over is another testimonial to the Master-Builders.

This tube, on account of its ingenious construction, will not "short" even if dropped. Outer and inner shield-grids are doubly supported to prevent displacement or breakage and it maintains uniform electrical characteristics. Complete information upon request.

General Sales Offices:
225 Broadway, Transportation Bldg.
New York City

**SALES
SUPPORT
THAT BUILDS
VOLUME**



STANDARD QUALITY ALWAYS

KEN-RAD DEALERS are supported by one of the most progressive advertising and sales programs in the industry. Every two weeks a Ken-Rad advertisement appears in *The Saturday Evening Post* or *Collier's Weekly*. Every week a sparkling Ken-Rad broadcast will be presented over a national network of stations. And in addition to this, a big, live line-up of sales helps—including window and counter displays, wall hangers, illuminated signs, folders, etc.—is offered to every Ken-Rad dealer.

But even more important—you can depend on Ken-Rad quality to give customer satisfaction—always. Every dealer should know all about the Ken-Rad merchandising plan which gives you the help and protection you need for real tube volume and profit. Write for the complete story—you'll like it.

THE KEN-RAD CORPORATION
Incorporated
OWENSBORO, KENTUCKY
A Division of
KEN-RAD TUBE AND LAMP CORPORATION

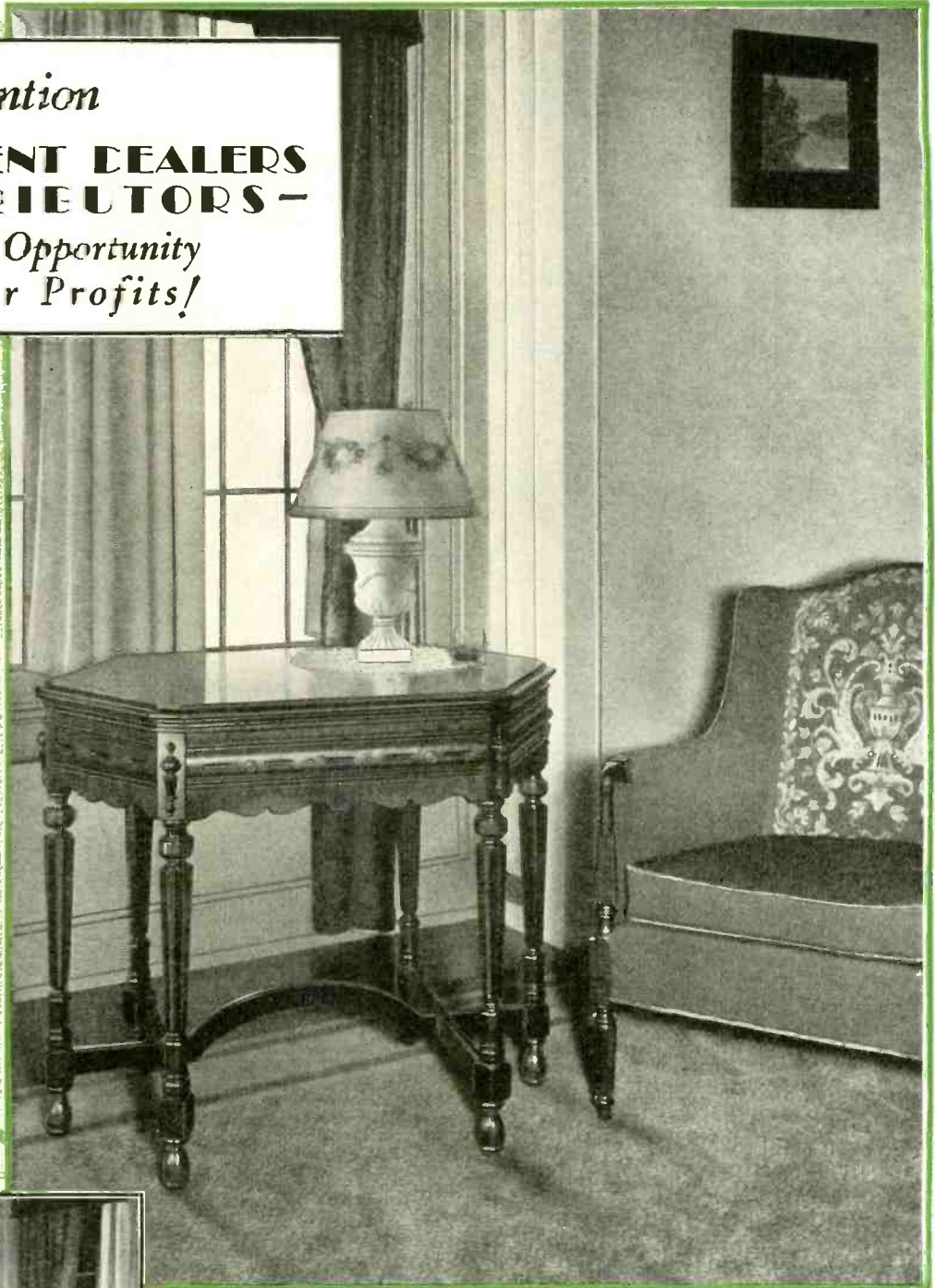
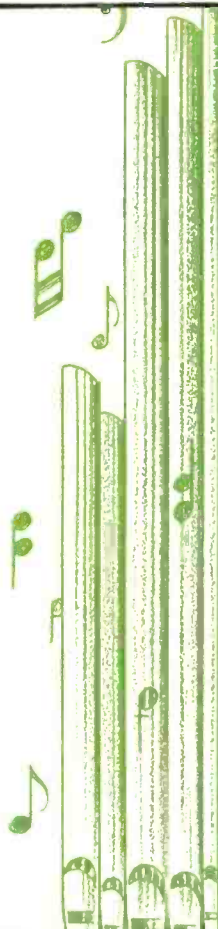
KEN-RAD
RADIO TUBES

LICENSED  BY R C A

Attention

**ATWATER KENT DEALERS
AND DISTRIEUTORS —**

*An Unusual Opportunity
for Greater Profits!*



HAVE YOU SEEN IT?



HAVE YOU HEARD IT?

The KIEL GOLDEN VOICED TABLE

**RADIO'S RICHEST TONE IN A
MASTERPIECE OF UTILITY
SELLS AT SIGHT!**

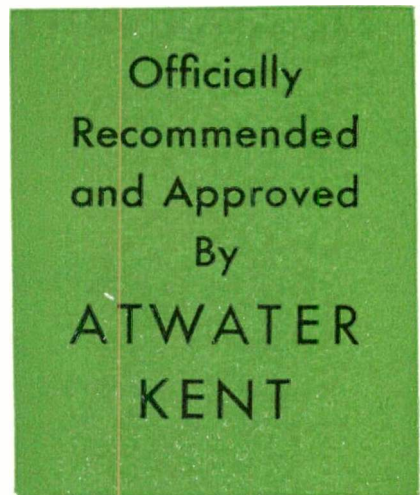
It looks like a table. It is a table, built with matchless craftsmanship to serve usefully in the most luxurious home. *And from this splendid table the richer, truer voice of Atwater Kent Screen-Grid radio comes in all its marvelous, unprecedented clarity.*

Here is a complete revolution in the design and structure of radio furniture — an utterly new and different method of radio reproduction which produces undreamed of majesty of tone. The Kiel Golden Voiced Table is a masterful expression of the combined skill of table craftsmen, radio and

acoustics engineers. *It is available exclusively to Atwater Kent distributors and dealers.*

Put the Kiel Golden Voiced Table on your floor. Hook it up. It will attract every customer who comes in. It will outsell any other set ensemble on the market. Its amazingly true tone, its unparalleled beauty of workmanship, make the salesman's job easy. Demonstration makes the sale.

Atwater Kent distributors and dealers who sell the Kiel Golden Voiced Table are on the road to new prosperity. Wire today for complete information.

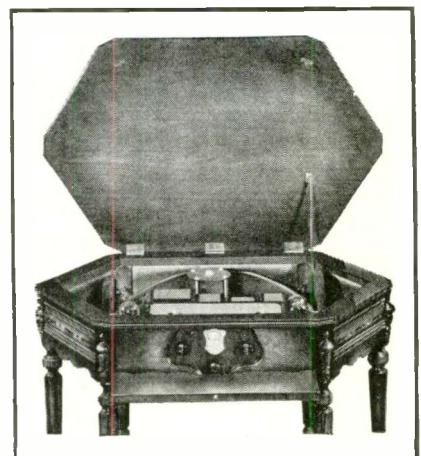


KIEL

IS YOUR HOME TABLE SHY?

9 Outstanding Features that Make Sales

- 1—Officially recommended and approved by Atwater Kent.
- 2—Built with the exacting precision of the finest musical instruments.
- 3—Scientifically designed for acoustic properties with dynamic speaker—permits full, rounded, undistorted tone reproduction.
- 4—All wood parts of proper thickness to prevent tone-distorting vibration.
- 5—Neat installation—wiring for aerial, ground and power connections concealed in table legs—no exposed wiring above floor—also wired for lamp connection.
- 6—All parts and tubes easily accessible for servicing without removing chassis—simply raise hinged top of table.
- 7—All sides of table beautifully ornamented and finished — can be placed directly in front of a window if desired.
- 8—A utility table—saves buying an extra piece of furniture — size of table top, 24½" x 36" x 31" high.
- 9—A beautiful, graceful example of the table maker's art — true Kiel quality, known to millions.

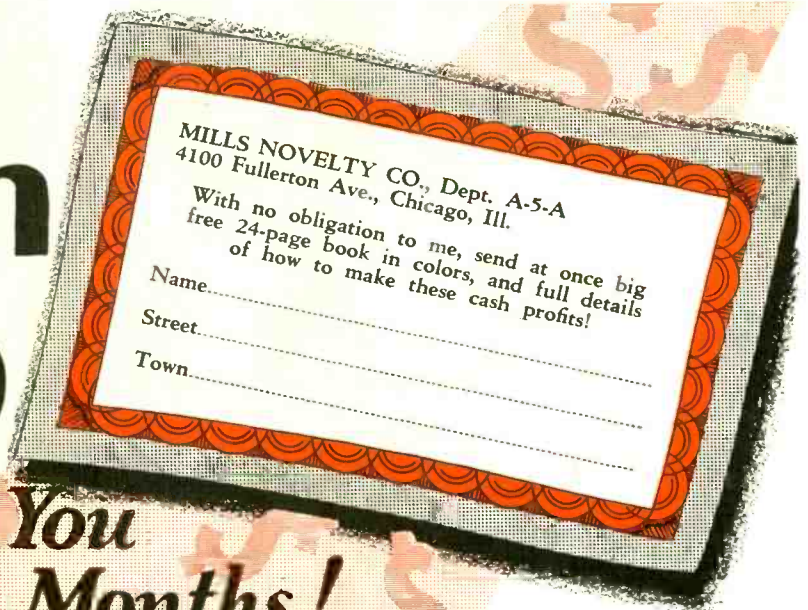


Patents applied for

THE KIEL FURNITURE COMPANY, Milwaukee, Wisconsin

Worth \$4000

Clean Profit to You in Less than 2 Months!



Don't let 2¢ stand in your way! Mail this \$4000 coupon Today!

Selective!

Automatically plays any record you select!



Stepping Ahead of Your Competitor

You'll make money by keeping your salesmen busy selling Mills Automatic Phonographs. It's that extra sale which brings real *net profits*. You can go right ahead while competitors lag behind. Our active sales cooperation and liberal finance plan will help you. And besides its many unusual features, this instrument is priced "right". Make the coupon worth at least \$4000 to you... NOW!

We are making a new line of automatic electric phonographs for the home—with Radio combination if preferred. Write for details.

YOU can make this coupon worth \$4000 and a great deal more in clean profits. You can do it quickly and easily—by merely selling *one* Mills Automatic Phonograph a week — for your profit is over \$500 per sale.

ORDERS ARE WAITING FOR YOU!

Now is the time to enjoy these profits. There isn't a confectionery, restaurant, ice cream parlor, etc. in your territory which doesn't actually need this richly finished, all electric, coin-operated automatic phonograph. They all want crowds, and Mills modern music is the surest way to attract them!

Our national advertising is steadily *convincing these prospects for you*, because it positively proves that this instrument increases store business from 20% to 50%, and pays the owner up to \$150 cash a month, or more, extra—that's why *orders come to you* so quickly and easily!

Mills Automatic Phonograph

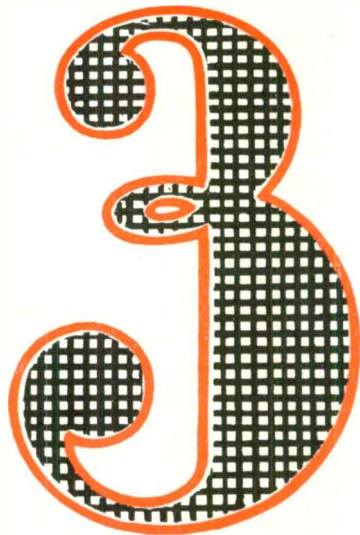
"Makers of over 450,000 successful coin-operated instruments"



MILLS NOVELTY CO., 4100 Fullerton Ave., CHICAGO, ILL.

KELLOGG RADIO

has *ALL* the new features of the year



SCREEN- GRID

TUBES — IN AN 8 TUBE CIRCUIT

then Power Detection

and back of that ~

a Real Audio!

*also—
Automatic
Volume
Control*

You know that Screen-Grid tubes . . . wonderful as they are in the R.F. stages . . . can never take the place of a strong audio when it comes to giving a set the real "punch". We believe that Kellogg 1929 models have the greatest audio ever designed. We use a first audio stage followed by a Push-Pull stage. We use the latest and best Power Tubes . . . two 245 type tubes in model 523 and two 250 type tubes in models 524 and 525. Prices are moderate. \$250 and \$295 for the radios and \$395 for the phonograph combination . . . all in cabinets of distinguished quality. If the distributor in your territory has not already told you the story, write us for details.

KELLOGG SWITCHBOARD & SUPPLY COMPANY
C H I C A G O

BOHNALITE

62%

Lighter than Iron

Production managers, factory managers, general managers, will find in Bohnalite the key to the solution of the problem of keeping weight in their product at the absolute minimum.

For Bohnalite is a new alloy 62% lighter than iron and rapidly taking the place of iron in many lines of manufacture.

Possessing every valuable property of iron, Bohnalite has many superiorities of its own, including high uniform hardness—great density—fine grained structure—tremendous strength—excellent bearing qualities—ductility and lightness.

We would like to go into detail with your engineers on the marked advantages of Bohnalite.

Send us your blue prints and samples and let us show you how Bohnalite will increase the efficiency of your product. Ask for the new Bohnalite booklet.



BOHN ALUMINUM & BRASS CORP., DETROIT, MICH.
New York Chicago Philadelphia Cleveland Pittsburgh

*New***TRAV-LER
PORTABLE RADIO RECEIVERS****Performance****to be compared only
with far larger and
higher priced sets**

Portable Radio Receiver standards of selectivity, range and tone quality are now on a par with the performance of the larger and more costly six, seven and eight tube receivers!

Trav-Ler Engineers, with years of experience devoted exclusively to the designing and building of portable receivers have perfected a new circuit employing the latest proved developments of the radio art.

Volume and tone quality are up to 1930 standards. One dial tuning—the stations “click in” sharp and clear on all broadcast channels. Startling day and night time range.

Every feature, every advantage which the public now expects and demands. And at prices no greater than for receivers obsoleted by the performance of these new Trav-Ler models.

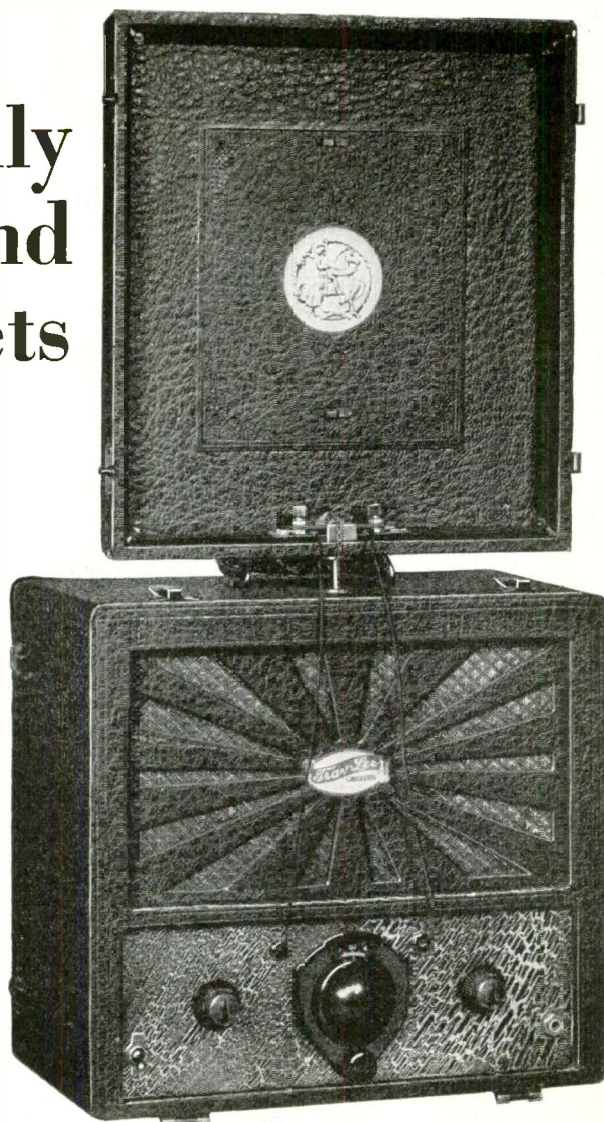
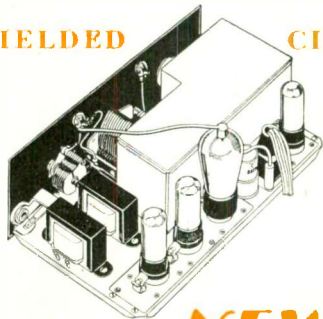
Only by actual test can you appreciate the ability of these new portable receivers. Order one today from your regular jobber. Write us for complete details of the Trav-Ler sales plan and liberal trade discounts.

TRAV-LER MFG. CORP.

1818 Washington Ave. St. Louis, Mo.

District Sales Offices:

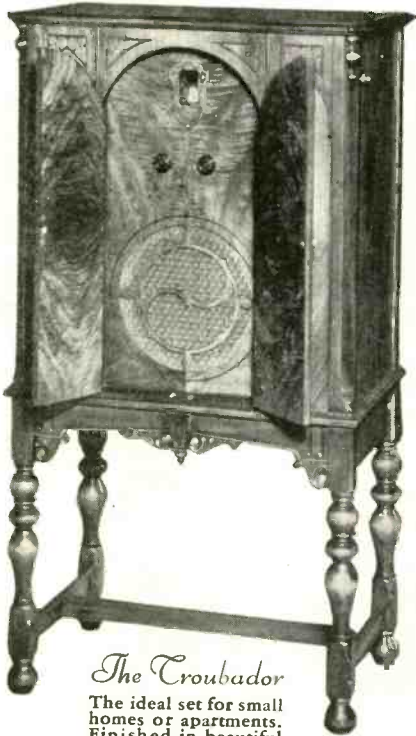
3901 N. Halsted St., Chicago, Ill. 53 Park Place, New York City

America's Oldest and Largest Exclusive Manufacturer of Portable Radio Receivers**SHIELDED****CIRCUIT! . . . SCREENED GRID AND POWER TUBES
INTERCHANGEABLE AC, DC AND BATTERY OPERATION**

The most compact and efficient circuit ever perfected for a portable receiver. Takes full advantage of the amplifying ability of the new tubes. Power tube in last audio stage. Constant filament voltage. AC and DC Power Packs and Batteries interchangeable. Built-in speaker and loop.

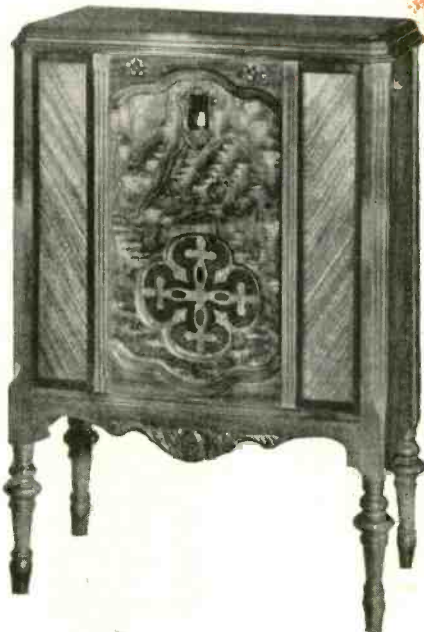
NEW TRAV-LER PRICES

With many improvements in the circuits and in the appearance of the cases Trav-Ler prices remain at low and competitive levels. The New Standard Model, \$65; the New DeLuxe Model (illustrated above), \$75; the New Aristocrat, \$100. All prices less tubes, power packs and batteries. AC Power Pack, \$35; DC, \$30. Prices slightly higher west of Rockies.



The Troubador

The ideal set for small homes or apartments. Finished in beautiful matched Walnut. The time-tried Neutrodyne circuit, with one screen-grid tube added. A wonderful little 8 tube set, with much more power than its size suggests. \$129.50
Less tubes



The Serenader

A handsome, medium sized Walnut lowboy houses this remarkably selective and sensitive set. 3 screen grid tubes afford perfect long range tuning; each stage completely shielded. A set of outstanding beauty and utility. \$149.50
Less tubes



The Imperial

Beautiful Walnut highboy; 3 screen-grid tubes, with each stage completely shielded. 2 stages of audio frequency, with push-pull amplification. One control each for tuning and volume regulation. \$187.50
Less tubes



Sterling
CONCERTONE
RADIO



Sterling has lavished more than a generation of experience and experiment on this one all-important quality—Tone.

Every proved mechanical development has been pressed into service to give the Sterling Concertone the clear, perfectly balanced reproduction which immediately stamps this remarkably beautiful receiving set as "Radio's Most Golden Voice."

Screen grid, of course—to afford the absolute maximum of selectivity and sensitivity. Sterling's own dependable power unit, so long standard on many different successful modern radios. And an electro dynamic speaker of superlative quality; a speaker that brings to the listener's ear even the most delicate shades of tone and expression *exactly* as they are transmitted into the broadcasting microphone!

And, of course, a telephone jack for phonograph pick-up. In three cabinet models of unusual refinement and beauty, at three popular prices.

Modern, progressive dealers everywhere will recognize in the Sterling Concertone Radio franchise unlimited opportunities for the development of new business.

THE STERLING MANUFACTURING CO.
CLEVELAND, OHIO



THE MILLION

An Engineering Triumph



Radio's
*dramatic
moment . . .
unveiling*

THE MILLION DOLLAR CHASSIS

In the Gulbransen laboratory stands the Million Dollar Chassis—surrounded by facilities that make possible its exact duplication in mass production. Every Gulbransen set must match it in precision within millionth-volt tolerances.

Prospects will marvel at the radio with the chassis costing a cool million to perfect and duplicate in volume—at the exquisite cabinets by piano craftsmen—to hear the story of how Gulbransen has achieved uniformity in Tone and Selectivity unrivaled through precision manufacture.

Gulbransen, a \$5,000,000 company, trained for a quarter century in precision manu-



*Licensed
under R. C. A., Hazeltine,
Miessner and Lektophone patents*

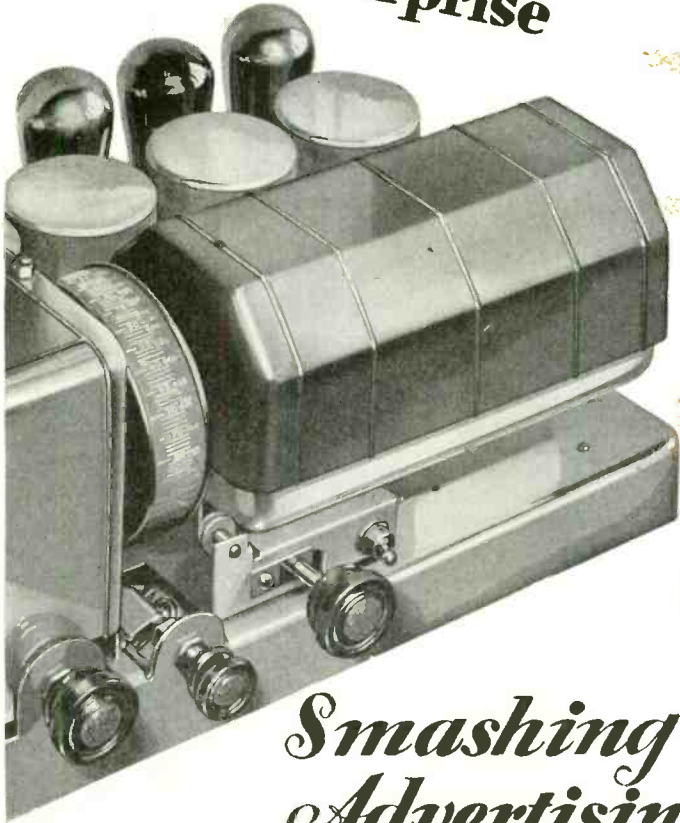
facturing methods, is admirably equipped to produce precision built radios in large volume. It not only is the Million Dollar standard of perfection, but in advertising it becomes a dramatic selling idea that sends people to dealers' stores for a glimpse of this Million Dollar precision instrument.

With every known medium of advertising telling the dramatic story of the Gulbransen Million Dollar Chassis, dealers' stores will be the interest point of Radio.

***Completely* made by Gulbransen**

DOLLAR CHASSIS!

A Sales Surprise



Smashing Advertising Campaign

Screen Grid
Nine in Line **\$149⁵⁰**

1. National chain broadcasting—blanket coverage of your territory—direct dealer tie-up.
2. National advertising that will build a background for your store.
3. Local newspaper advertising in your town over your name.
4. Window displays featuring the Million Dollar Chassis—plan and materials supplied.
5. Billboards in your territory—colorful selling posters that build sales and profits.
6. Direct mail—a complete, deluxe campaign carrying your name.
7. Complete, well organized selling plan that will bring radio buyers to your store.

If you can sell a fully licensed, precision built set behind a smashing advertising campaign like this, write, wire or phone us for sample set, prices and details of the sensational "Million Dollar Chassis" selling idea. Here's the coupon.

Jobbers—Dealers—Mail this coupon today for complete details

WRITE OR WIRE

Gulbransen Company, Chicago
Please forward immediately full information on Gulbransen Radio.

Indicate whether you are retailer or jobber.
 Retailer Jobber

Firm Name.....

Individual.....

Street Address.....

City and State.....

GULBRANSEN COMPANY, Chicago, Kedzie, Sawyer and Spaulding Avenues, CHICAGO

World's Largest Piano Manufacturers

SCREEN-GRID RADIO RADIO CABINETS METAL PRODUCTS

GULBRANSEN SCREEN GRID RADIO

PERRYMAN RADIO TUBES

A Perryman Tube for Every Purpose

PERRYMAN A. C. TUBES

and accompanying Rectifiers and Power Amplifiers

DETECTOR-AMPLIFIERS

P. A. 227—heater type, for use with unrectified A. C. current direct on the filament through stepdown transformer. Exclusive Perryman processes have eliminated excessive hum and produced far above average life for this type of tube.

***P. A. 226**—for use with unrectified A. C. current direct on the filament in radio frequency amplification stages and first audio frequency stages.

POWER AMPLIFIERS

All tubes in this group are equipped with exclusive Perryman process oxide coated filaments. A product of Perryman chemical laboratories, unusually rugged, active and long-lived.

***P. A. 245**—This is the new power tube with longer life and greater undistorted output.

***P. A. 112-A**—a general purpose tube for radio frequency and audio frequency amplification. Can also be used as a detector. Filament current, one quarter-ampere.

***P. A. 171-A**—for last stage audio amplification. Quarter-ampere filament current.

***P. A. 210-A**—Super-power amplifier, delivers full volume of undistorted output. Especially suitable as an oscillator for amateur radio transmission.

***P. A. 250**—Super-power amplifier specially designed for amplifying circuit devices. Used in last audio stage of many new A. C. receivers.

***P. A. C. 224**—This is a new radio frequency amplifier of the screen grid type for A. C. operation.

RECTIFIERS

***P. R. 280**—a full wave rectifier, employing exclusive Perryman process oxide coated filament, insuring long life, satisfactorily used in power plants of most A. C. sets. Maximum D. C. output 125 mils.

***P. R. 281**—a half-wave rectifier, using exclusive Perryman process oxide coated filament, delivering an output of 110 mils. Used chiefly in the power plant of power amplifiers and B eliminators.

PERRYMAN D. C. TUBES

DETECTOR-AMPLIFIERS

***R. H. 201-A**—a general-purpose tube famous for its long life and fine quality.

R. H. 199—built in two type bases, miniature (small U. V.), long pin (standard V. X.). Rigidly made and especially reinforced.

P. A. 120—for last audio stage operated with 3-volt dry battery supply.

P. A. 200-A—a super sensitive detector tube of soft vacuum (gaseous) type. Pronounced ability to strengthen weak signals. Uses 45 volts on plate.

***P. A. 240**—especially designed for first audio resistance coupled amplification. It is a high mu tube and may also be used as a detector.

(*) Perryman Tubes equipped with the Patented Perryman Bridge.

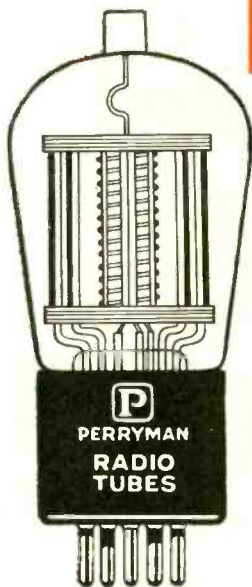


The Patented Perryman Bridge

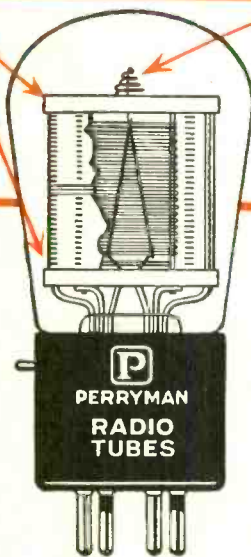
... holds the filament, plate and grid, top and bottom, in permanent, parallel alignment. This sturdy construction feature is exclusive to Perryman Tubes.

The Perryman Spring

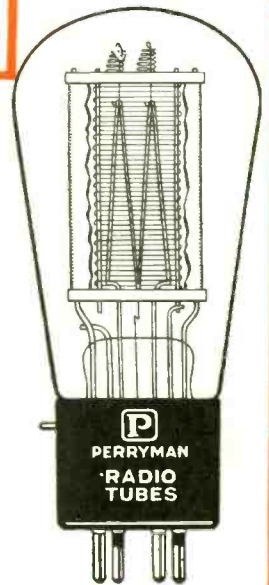
... allows for the uniform expansion and contraction of the filament due to temperature changes. Another construction feature exclusive to Perryman Tubes.



***P. A. C. 224**
The new screen-grid type of radio frequency amplifier for A. C. operation in the new screen-grid sets. Note the exclusive Perryman Bridge construction. This assures longer life and uniform characteristics.



***P. A. 245**
The new A. C. power tube with the exclusive Patented Perryman Bridge and Tension-spring on each filament. Longer life and higher volume of undistorted output are the result of this sturdy and exact construction.



PERRYMAN ELECTRIC COMPANY, INC.

4901 HUDSON BOULEVARD, NORTH BERGEN, N. J.

OXFORD

Dynamic Speaker

Licensed under Lektophone patents

FOR true fidelity of tone, with the tremendous "lows" and brilliant "highs," radio chassis manufacturers choose Oxford Dynamic Speakers. Greater sensitivity coupled with long dependable trouble-free service are among the reasons for the prevalence of Oxford Speakers in the better Radio Sets.

The following exclusive Oxford features will interest you: Standard models operating with full power of No. 250 Tubes; Cloth Diaphragm, metalized, one piece, puncture-proof, with controlled edge; three point suspension, balanced spring, inertia counteracted construction; "No-hum" A. C. speakers, both in dry plate rectifiers, and tube models. Specifications will be gladly furnished to Jobbers, Dealers, and Manufacturers.



OXFORD RADIO CORPORATION

Successors to Joy-Kelsey Corporation

G. A. Joy, President

Roy W. Augustine, Secy. and Treas.

Frank Reichmann, Gen'l Sales Mgr. and Chief Engr.

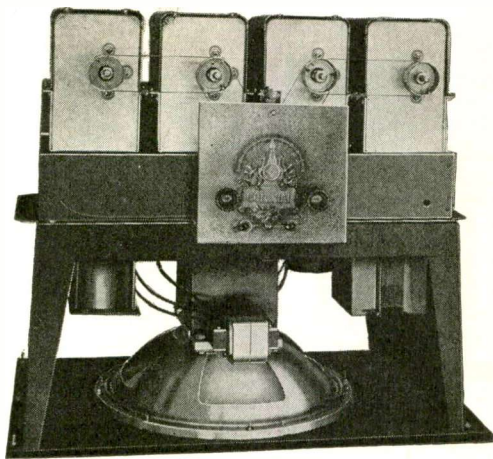
3200 W. Carroll Ave.

CHICAGO, U. S. A.

Priced to Sell and BUILT to

COLONIAL is Sweeping on to a Nation-wide Success! Selling at an in-between price—neither low nor high—the new Colonial represents a VALUE and a *profit-per-sale* which makes it the most attractive jobber and dealer proposition in the radio business today. Its reasonable price is more than justified...it will SELL in YOUR territory.

with the Colonial
INTEGRAL CHASSIS



Here are combined both the receiving and reproducing units of the new Colonial—embodying entirely new and proved ideas, new inventions and new principles.

Dealers:

Colonial proposition, advertising campaign and cooperation for the coming year have assumed tremendous business-building proportions. Send for complete details.

with **FOUR**
SCREEN-GRID
TUBES



Here you will find successful utilization of FOUR Screen-Grid Tubes—not just one or two.

with Cutting
SOUND
RADIATION

The famous Cutting Dynamic Speaker arranged so that the sound emanates from the bottom and back of the cabinet—radiating evenly to all parts of the room—giving a *flood* of music, not a beam.

To a few Jobbers

COLONIAL offers a chance to surpass its great Eastern success!

Jobber and dealer commitments have far exceeded our highest hopes, but our tremendous new manufacturing facilities make it possible for us to designate a few more capable distributors. If you have no comparable line...if you want to reinforce a low-priced line of sets with a higher-priced line which will SELL...get in touch with us at once.

WRITE OR WIRE

COLONIAL RADIO CORPORATION—LONG ISLAND CITY, N. Y.

PROFITABLY *Command the Price!*



The Cavalier

The new Colonial cabinets attract attention by their "differentness"! The richness of their design and workmanship leaves no doubt of their salability. In the Cavalier, the top half of the center cameo decoration drops down, revealing recessed illuminated dial. . . List Price \$235

with
SURPASSING BEAUTY
of Consoles

Unique cabinet design made possible by the elimination of the speaker grille from the front panel. The Piccadilly, illustrated below, has a wide appeal because it harmonizes with either "modern" or "period" treatments. List Price \$235



The Piccadilly



The Moderne

A classic of the modern art trend. Exquisitely conceived in design and symmetrical values, this superb example of craftsmanship will grace the decorative scheme of any room. Top center panel slides up out of sight, disclosing handsome bronze control panel. List Price \$270

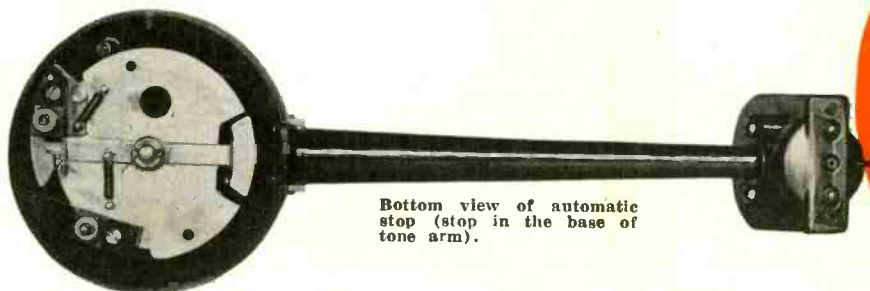
The NEW COLONIAL "RADIO'S CLEAREST VOICE" COLONIAL *Radio*

Announcing the first 100% Automatic Non-set Stops for all types of STANDARD phonograph records



Side view of automatic stop (stop in the base of tone arm) with tone arm and electric pick up in playing position.

PATENTS PENDING



Bottom view of automatic stop (stop in the base of tone arm).

PATENTS PENDING

MANUFACTURERS in the radio and radio-music industry, manufacturers in allied industries and the entire radio-phonograph trade will be keenly interested in this announcement of the first 100 per cent automatic non-set stop for all types of standard phonograph records.

The engineering staff of the American Sales Company has perfected an automatic non-set stop which can very conveniently be built into the base of the tone-arm of the electric phonograph or radio-phonograph electric pick-up, thus solving a problem which has confronted many manufacturers.

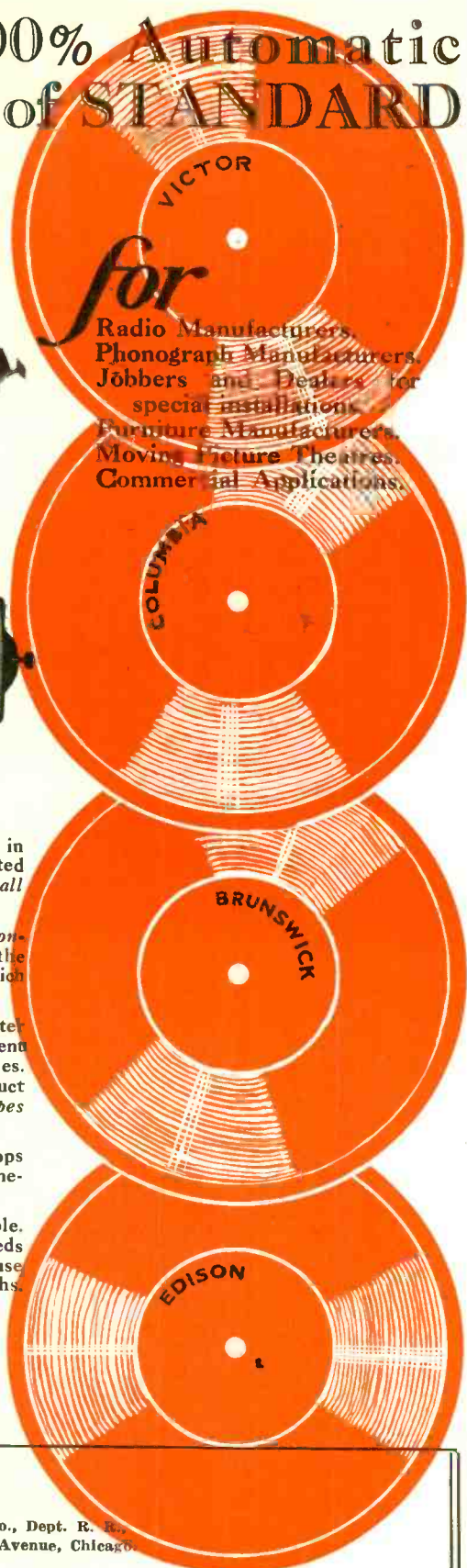
Many have never discovered that the track which the needle travels on in the center of the record after the record has been played is designed differently with different manufacturer's makes of records. Some are spiraled and others are concentric circles. For this reason the American Sales Company has an exceptionally valuable product for the industry. Namely, the first 100 per cent automatic non-set stop for all types of standard phonograph records.

The American Sales Company is now in a position to supply these automatic stops with tone-arm and electric pick-up ready to be mounted and put into use. The tone-arm is so constructed that it is adaptable to any type of standard electric pick-up.

Manufacturers: wire or write us immediately for further information and sample. *Distributors and dealers:* investigate this automatic non-set stop as there are hundreds of thousands of electric phonographs and radio-phonograph combinations now in use throughout the country that could be easily converted to automatic electric phonographs.

AMERICAN SALES CO.
932 Wrightwood Ave., Chicago, Ill.
Dept. R. R. Phone Buckingham 0464

**first time
ever offered
the trade**
*and the Radio and
Radio-Music Industry*



for
Radio Manufacturers,
Phonograph Manufacturers,
Jobbers and Dealers for
special installations,
Furniture Manufacturers,
Moving Picture Theatres,
Commercial Applications.

COUPON

American Sales Co., Dept. R. R.,
932 Wrightwood Avenue, Chicago

Gentlemen:

We are interested in your automatic Non-set stop. Please give us some information at once.

Name

Address

City

Manufacturers Jobbers Dealers

EVEREADY RAYTHEON TUBES

YOU CAN
HEAR
THE DIFFERENCE
AND
SEE
THE REASON



Eveready Raytheon Screen-Grid Tube, ER 224. *The size and weight of the elements in this super-sensitive tube make the 4-Pillar, cross-anchored construction absolutely vital to proper tube performance. Without Eveready Raytheon's sturdy construction, the tube is delicate, liable to severe damage in shipment.*

FIND OUT for yourself what people mean when they say that Eveready Raytheon Tubes give greater distance, more volume, better tone—try them in your own A.C. receiver!

Then look at these tubes. See the solid, four-cornered glass stem, supporting four rigid pillars which hold the elements. This patented 4-Pillar construction is anchored at the top as well—by a stiff mica plate.

These elements can't be distorted by the jolts and jars of shipment, or by the necessary handling of the tubes.

You can easily understand, now, why these tubes come to you, and go to the radio receivers of your customers, in perfect condition. They will perform as well for your customers as they must when we test them in our laboratory. They run uniform, too, and the A.C. heater tubes are quick acting. The wonderful performance of Eveready Raytheon Tubes means greater satisfaction for your customers. And a minimum of replacements for you to bother with.

4-PILLAR TUBES

EVEREADY RAYTHEON TUBES



NO OTHER TUBE IS SO
STRONGLY
BUILT AS



Look at this exclusive *4-Pillar construction*—with its eight points of support—cross-anchored top and bottom. No other tube can be built like this, for it is patented!

No legal troubles with Eveready Raytheons. No “frozen” stock. And you stand to profit by all worth-while tube patents.

TELEVISION TOO!

EVEREADY RAYTHEON is among the first to produce television tubes for sending and receiving, for talking movies and similar uses. The Eveready Raytheon line is complete—with standard receiving tubes, battery and A.C. operated, rectifying tubes, Foto-Cells and Kino-Lamps. In addition, we developed and make the original gaseous rectifying tube for “B” eliminators—the famous B-H tube—for which there is an enormous sale.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City

New York  San Francisco

Unit of Union Carbide and Carbon Corporation



The Eveready Raytheon **Kino-lamp** for television reception is the first tube developed commercially which will work with all systems.

The Eveready Raytheon **Foto-Cell** is a long-life transmitting tube for television. Used also for talking pictures.

4-PILLAR TUBES

When they tell you "It's Nationally Advertised"

See how much of that advertising reaches your community.

Every dealer knows that many articles supported by advertising in national publications—as far as *his* territory is concerned, are not moved by that advertising. He knows that only advertising which is concentrated *in his territory* can create a demand for goods sold by him.

Every dealer should know that there is one publication that blankets nationally and concentrates locally—that reaches a large percentage of all the families in the best trading areas. When merchandise is supported by a campaign in The American Weekly, you can expect that merchandise to move. And it will.

This same publication—The American Weekly—reaches more than 5,600,000 families in the best retail districts of the country.

What Is The American Weekly?

The American Weekly is the magazine distributed through the seventeen great Hearst Sunday newspapers from seventeen principal American cities.* It concentrates and dominates in 485 of America's 785 towns and cities of 10,000 population and over.

—In each of 153 cities it reaches one out of every two families.

—In 119 more cities, it reaches 40 to 50%.

—In an additional 108 cities, it reaches 30 to 40%.

—In another 105 cities, it reaches 20 to 30%.

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of 5,646,898 families who read The American Weekly.

THE AMERICAN *Greatest Circulation in the World* A WEEKLY

Main Office: 9 EAST 40TH STREET, NEW YORK CITY

BRANCH OFFICES:

*Albany
Atlanta
Baltimore
Boston
Chicago
Detroit
Los Angeles
Milwaukee
New York
Omaha
Pittsburgh
Rochester
San Antonio
San Francisco
Seattle
Syracuse
Washington

Wrigley Bldg., Chicago
5 Winthrop Square, Boston
753 Bonnie Brae, Los Angeles
222 Monacnock Bldg., San Francisco
1138 Hanna Bldg., Cleveland
101 Marietta Street, Atlanta
12-231 General Motors Bldg., Detroit

The
American Weekly
9 East 40th Street
New York City

Please send me a copy of the American Weekly and a statement of its circulation in my trading territory.

MAIL THIS COUPON

Name

Address

Town..... State.....

★ ★ ★ THERE'S A NEW STAR

ABSOLUTELY UNDISTORTED, SMOOTH, MUSICALLY PERFECTED RADIO RECEPTION!

EVEREADY IS BUILDING OFFERING EVER-SATISFYING

YOU ARE a business man, not an experimenter.

It is unreasonable, therefore, for anyone to expect you to convert your store into an experimental laboratory.

Eveready Offers You Receivers That Have Been Tested in the Field and Give Predetermined Perfection of Performance

You are a salesman, not a sales-investigator. Don't be induced to try out receivers of unknown and unproved sales-possibilities.

Eveready Offers You Receivers Whose Salability Has Been Proved Beyond a Shadow of a Doubt

The Series 30 Eveready Receivers met with exceptional enthusiasm. Their performance was beyond criticism. As furniture they have won acceptance on sight. There is a definite and pronounced trend to Eveready. Independent observers are picking Eveready as the 1929-30 leader.

The Eveready Franchise, which is allotted on a business basis, is today exceedingly valuable, and will increase in profit tremendously with the years.

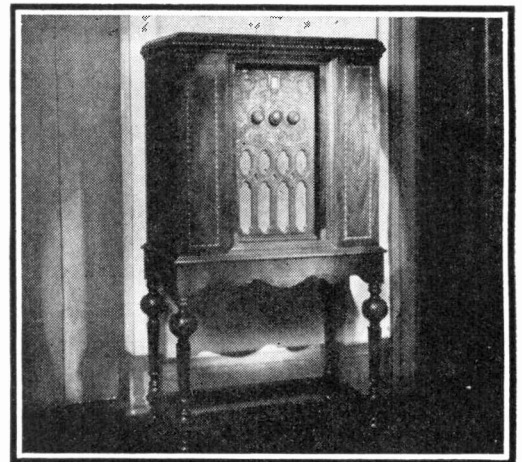
We invite your most searching inquiries.

EVEREADY RECEIVERS are first designed by Eveready Engineers, then tested and retested in the laboratory, then tried in the field, before they are offered the trade. Thus you are protected against the grief that results from pushing out new models overnight.

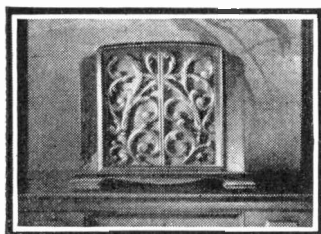
Eveready Performance must be and is SAFEGUARDED. Following the remarkable Series 30 comes Series 40, using 245 power tubes in push-pull, raising the undistorted power output to theatrical levels.

Cabinets in the Series 40 line are identical with those of Series 30. Among other things, this means that Series 30, the production of which has been entirely sold, is *not* *obsoleted*. Eveready protects the trade! Outside of the use of the 245 tube, the Series 40 chassis has only minor improvements in chassis details.

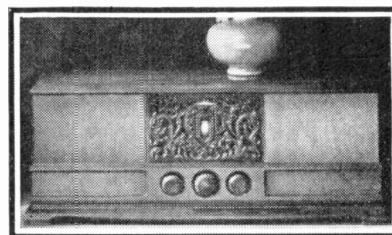
Watch for Screen Grid Announcement—Next Month!



\$215 Model 43, a larger and more luxurious console, in walnut finish with decorative carvings. Same all-electric chassis as Model 42. All cabinet designs are exclusive with Eveready.
List \$215 without tubes



\$50 Eveready Speaker, Model 6. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity.
List \$50



\$115 Model 31, table type. Cabinet in rich walnut finish with contrasting carved grill. Same radio chassis as the consoles. Will operate either dynamic or magnetic speaker.
List \$115 without tubes

EVEREADY
TRADE MARK REGISTERED
RADIO RECEIVERS

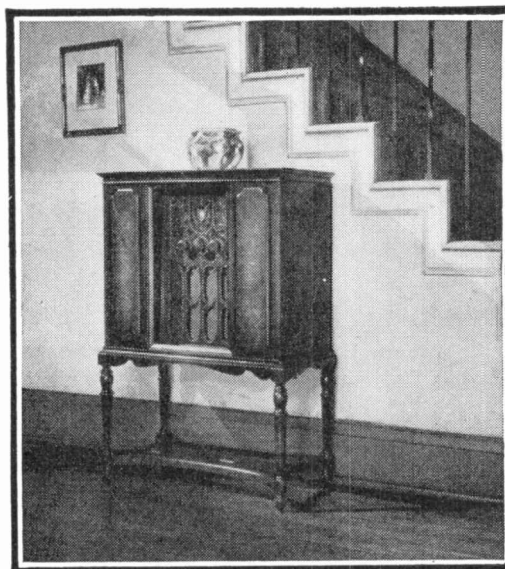
IN THE RADIO SKY ★ ★ ★

DESIGNED... MANUFACTURED... SERVICED... GUARANTEED BY EVEREADY!

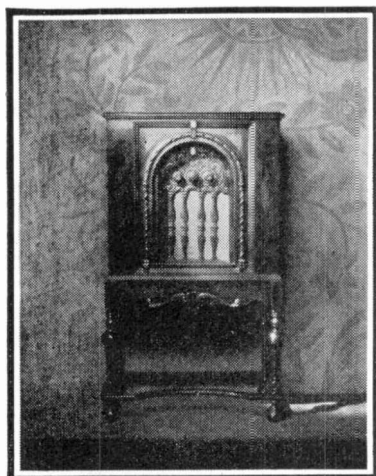
SOLIDLY FOR PERMANENCE

EVEREADY PERFORMANCE

1. Made by Eveready in an Eveready factory.
2. Shipped to you complete including speaker and cabinet, assembled in a single unit. Nothing to buy or add but the tubes.
3. Popularly priced.
4. Backed by years of laboratory experiment and research—a finished product.
5. Performance second to none.
6. **GUARANTEED BY THE MANUFACTURER FOR ONE FULL YEAR AGAINST DEFECTIVE MATERIALS AND WORKMANSHIP.**
7. Time-payment plan to assist dealer and customer.
8. Production will be ample but limited. No distress merchandise.
9. Careful analysis of trading areas apportions dealerships and quotas
10. Merchandising plan is backed by extensive newspaper advertising carrying dealers' names.
11. We assist individual dealers in co-operative newspaper advertising.
12. Through past years the trade has learned that pleasant and profitable business is always done in Eveready products.
13. To the public the mere name Eveready is a great guarantee of reliable merchandise.
14. Fully licensed by RCA and RFL—We utilize and are protected by the strongest and best patents.
15. Dealers now have a unique opportunity to secure a radio set franchise of tremendous present and future value—the Eveready.



Model 42 console, in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has eight tubes, including rectifier.
List \$180 without tubes



\$230 Model 44, a de luxe console in the grand manner, for the most luxurious homes. Will harmonize with any background. Walnut finish in rich grain, with delicate carvings. A triumph of craftsmanship.

List \$230 without tubes

To those who MEAN BUSINESS

NO REAL business man is interested in a circus, here today and gone tomorrow. Nor does he want to play a game in which he is liable to be tagged IT just before all the other players drop dead. Eveready does not consider radio as either a circus or a game. It is a business. Eveready wants dealers who are business men first, foremost and all the time. If you are a business man, in the radio business to stay, as we are, then we can prove to you on a sound business basis that Eveready Receivers and the Eveready Franchise offer you an exceptional opportunity to make a permanent and ever-increasingly profitable connection.

NATIONAL CARBON COMPANY, INC.

New York, N. Y.

Branches:

Chicago

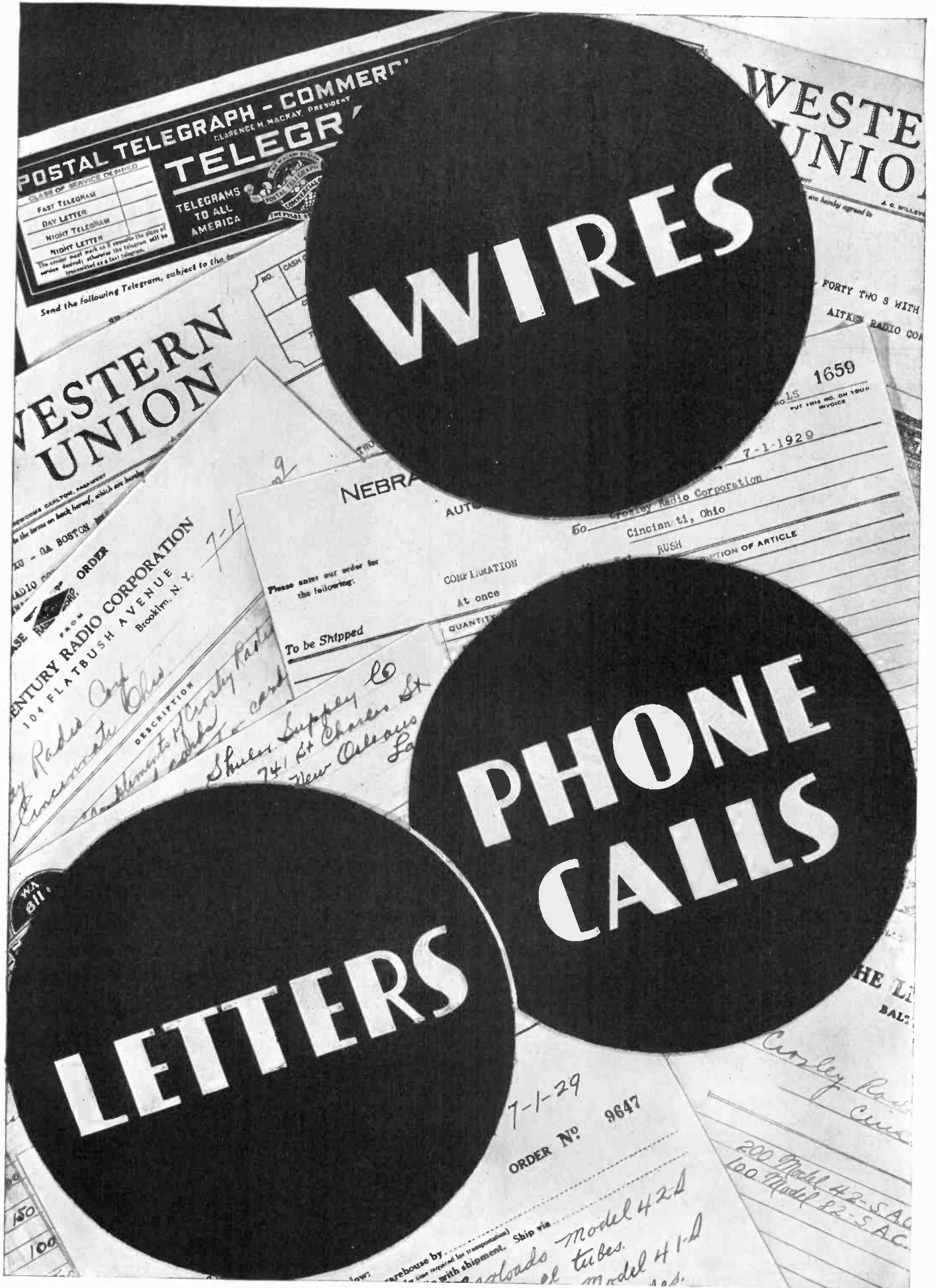
Kansas City

New York

San Francisco

Unit of Union Carbide  and Carbon Corporation

Licensed under patents and applications of RCA and RFL



A deluge of orders for the new Crosley models!

THREE carloads to Boston—*rush!* . . . Two of the same, please, to Seattle . . . *Seven* to Los Angeles (it's the climate!) . . . *Another* car to Minneapolis, Toledo, Memphis, St. Louis, Ft. Worth, Wichita, Omaha, Lincoln, Des Moines, Lansing, Pittsburgh, New Orleans, Wilmington, Newark, Sterling . . .

And so they roll in! A tide of orders and re-orders that rises higher and higher. Crosley is sweeping the country!

Never before has a new line of radio received such a rousing reception. It was the hit of the Chicago show. It is the radio sensation of America today.

Everybody's talking Crosley. Everybody's reading about Crosley Radio in advertisements in *The Saturday Evening Post*, *Collier's*, *Liberty*, *The Ladies' Home Journal*, *The Country Gentleman*.

Need we add—get in touch with the nearest Crosley distributor. Let *him* tell you the *local* story of Crosley success. Or write to us for full information. But do it—*now!*

The Crosley Radio Corporation

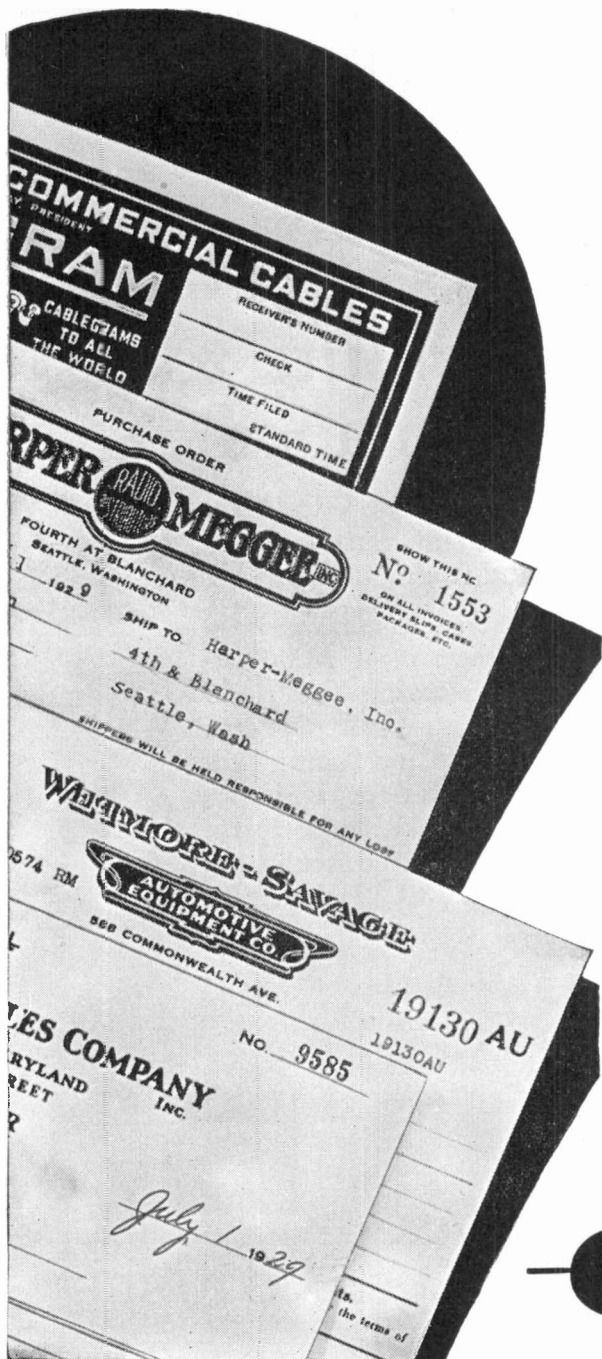
Powel Crosley, Jr., Pres.

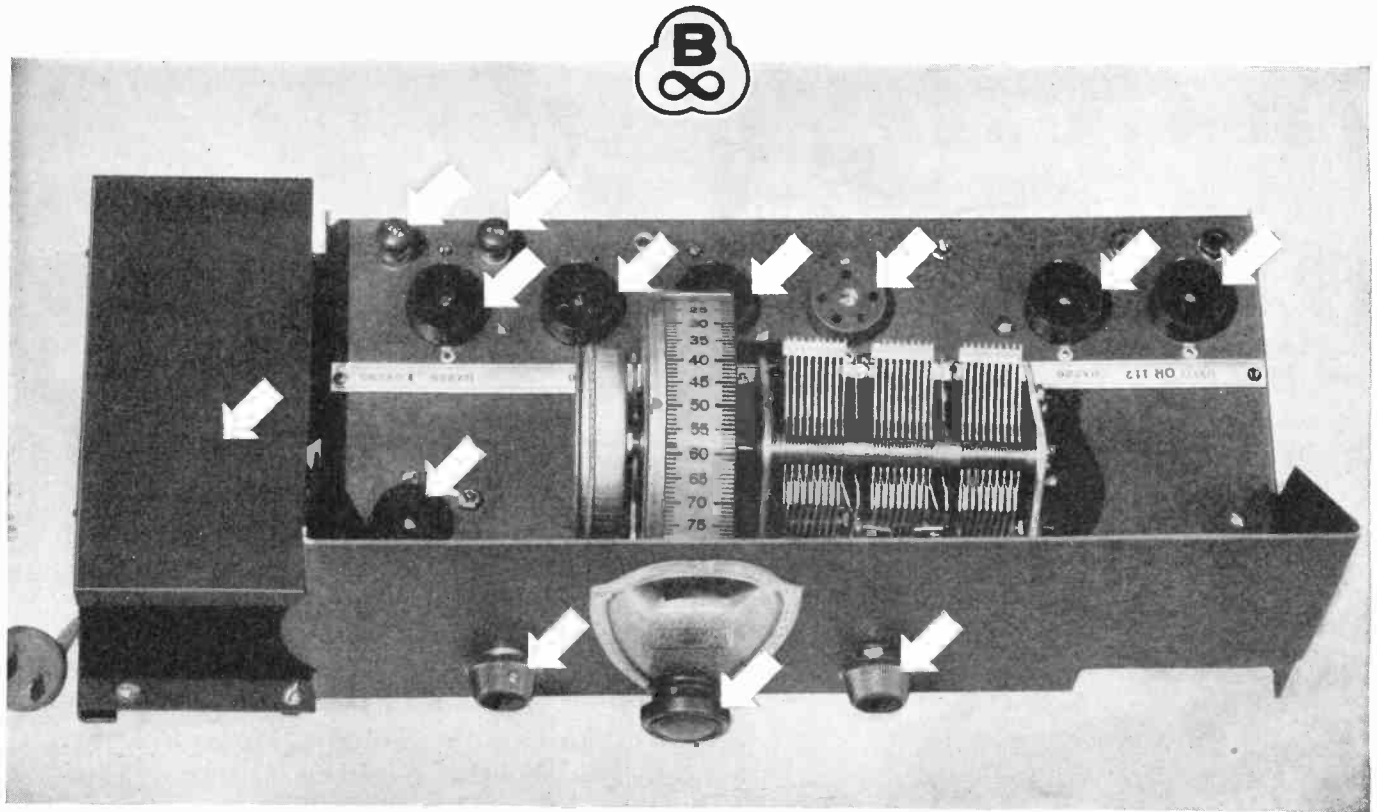
Cincinnati, Ohio

Home of W L W

You're there with a

CROSLEY





Acme Receiver, showing some of the parts made of Bakelite Materials. Made by Acme Elec. & Mfg. Co., Cleveland, Ohio.

Bakelite Materials contribute to Acme Receiver Performance

Such a super-sensitive electrical assembly as a radio receiver must be insulated with a material that does not deteriorate through age or service. The insulation must provide permanent protection, as any current leakage impairs performance.

Because Bakelite Materials possess permanent electrical properties, they are used for the "Acme" and practically all other fine receivers. In this instrument Bakelite Materials are used for tube sockets,

transformers, 'phone and tip jacks, binding post thumb nuts, and for the dialing and tuning knobs.

Since the electrical insulation is so important a part of a radio receiver, it is desirable for radio dealers to make sure that the sets and parts which they handle are Bakelite Insulated—for it is an insurance against faulty performance caused by impaired insulation. Write for Booklet 39, "Bakelite In Radio".

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office, 635 West 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ontario, Canada

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."

If you are offered a Majestic Dealer Franchise Grab it!

{PHONE YOUR MAJESTIC DISTRIBUTOR TO-DAY}



Model 92 . . . Power Detection and the new -45 tubes plus four tuned stages of radio frequency. Absolutely no hum and no oscillation at any wave length. Automatic sensitivity control gives uniform range and power all over the dial. Improved Majestic Super-Dynamic Speaker. Heavy, sturdy Majestic power unit, with positive voltage ballast. Jacobean period cabinet of American walnut. Doors of matched butt walnut with overlays on doors and interior panel of genuine imported Australian lace-wood. Escutcheon plate, knobs and door pulls finished in genuine silver.

MAJESTIC dealers, in big towns and small, are making more money than any other group of radio dealers in the industry.

Two things have built up this outstanding value and profit in the Majestic Franchise:

The radio set that the public wants—and is buying at the rate of 5,000 sets a day.

An organization that has always kept faith with the dealer, offering the fairest proposition, the best discounts, the fullest co-operation ever put behind retailers in this business.

Your nearest Majestic distributor can tell you *if* and *where* there is a possibility of getting a Majestic Franchise. It's well worth a wire or phone call to investigate.

GRIGSBY-GRUNOW COMPANY
5801 Dickens Avenue, CHICAGO, ILLINOIS

Majestic

RADIO

Licensed under patents and applications of R. C. A. and R. F. L., also by Lektiphone, Lowell & Dunmore and Hogan License Associates.

MIGHTY MONARCH OF THE AIR

PAM put wings on muted notes

Modern musicians in their search for original effects use muted instruments more than ever before—and thus lessen the power of music to penetrate the distant corners of large ballrooms.

This difficulty has been overcome entirely at the Marigold Ballroom, Minneapolis, Minnesota, where the orchestra music is picked up by a microphone which delivers it through a PAM installation to loud speakers placed in remote corners.

Thousands of ballrooms need PAM equipment today and wide-awake dealers will see that they are supplied.

A new 16-page bulletin giving mechanical and electrical characteristics, representative installations, and many new PAM amplifiers will be sent upon receipt of 10c. in stamps to cover postage. When writing ask for bulletin No. RR 11.

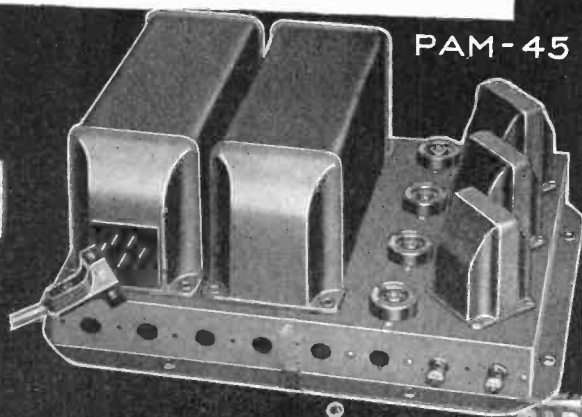
Main Office:
Canton, Mass.

Samson Electric Co.
MEMBER
RMA

Manufacturers Since 1882

Factories at Canton
and Watertown, Mass.

MARIGOLD
BALLROOM



MARIGOLD BALLROOM, MINNEAPOLIS, MINN., PAM EQUIPPED

AMRAD PRESENTS THE BEL CANTO SERIES

Triple Screen Grid

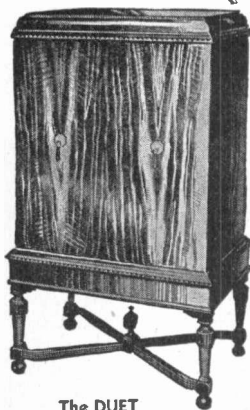
The advantages of the Screen Grid Tube are fully recognized by Amrad which has built its 1929 chassis especially for Screen Grid operation and utilizes THREE Screen Grid Tubes.

The demand of the public for *beautiful tone* is recognized by Amrad in its use of the finest electric speakers made, mounted on baffle boards and attuned to the receiver.

The necessity for *real furniture* was recognized when Amrad employed one of the outstanding furniture artists of America to design the Bel Canto Series.

And most important of all, Amrad sets are produced at a price which makes them readily salable and wonderful value—BUT they are not in the class of low price competition. The consumer is glad to pay a little more for beautiful furniture, superior engineering, sturdy construction and *the finest tone in radio!*

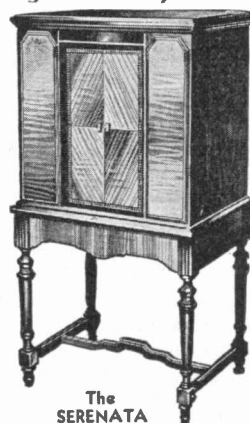
Write for details as to open territory. Address
Sales Desk AA
THE AMRAD CORPORATION
Medford Hillside, Mass.



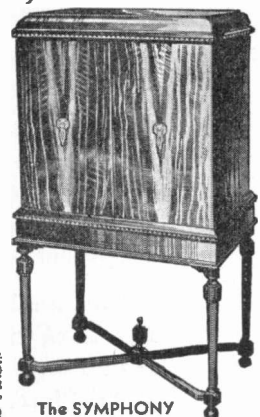
The DUET
Magnificent electrical radio and phonograph combination in console of East Indian Laurelwood with inside panel of fine Oriental Walnut.
Price, \$495 (less tubes)



The ARIA
Beautiful console of American and African Walnut. Standard Amrad Screen Grid Chassis with built-in speaker.
Price \$198 (less tubes)



The SERENATA
Sliding door cabinet of Walnut with panels of curly maple and ebony inlays. Built-in speaker.
Price, \$245 (less tubes)



The SYMPHONY
Cabinet of Laurelwood, Macassa Ebony and fine Walnut veneers. Eight tube chassis with superb dynamic speaker built in.
Price, \$295 (less tubes)

PAUL G. ANDRES
VICE-PRESIDENT

TEMPLE
TEMPLE TONE
—
says — Radio

"A well engineered aerial or energy collector reduces man-made static and increases signal strength. This results in maximum sensitivity combined with sufficient energy to insure reproduction of the finest quality."

Paul G. Andres
VICE-PRES. IN CHARGE
OF ENGINEERING



FAMED Radio Scientists everywhere endorse properly installed permanent aerials and grounds. Without correctly erected antenna no receiver delivers its utmost. With it DX becomes easier, sensitivity improves, signal strength increases, and as Professor Andres says, this "insures reproduction of the finest quality!"

FREE . . . Book on Aerials

Hundreds of Radio Retailers are using our new book, "**THE RIGHT AERIAL—and Easy Ways to Erect It!**" as a guide to correct antenna installation.

This book tells: *How to Get DX with the Right Aerial; How Long Should My Aerial Be?; What Has Aerial Height to do with Good Reception?*

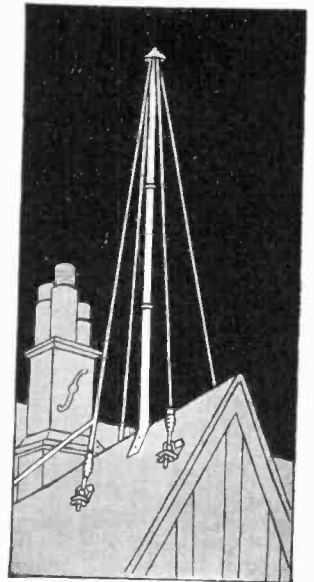
The book is free!

Just send your name and address — and we'll include name of nearest Jobber handling Premax Standard Aerials and Grounds.

These sturdy steel collapsible antenna masts are first *attached and anchored* — then raised to desired height and locked — a famous **SAFETY FEATURE** — that makes Premax *the quickest aerial to install!* They are Parkerized Rust-proof — and are wind-, rain- and storm-proof. A good profit in every set — continuous daily dividends in customer satisfaction. Start every new set-owner right this season — give him the life-time Premax Aerial and Ground made by Premax Products, Inc., Niagara Falls, N. Y.

Jobbers: Write for this Free Aerial Book — and profitable Premax Proposition.

Showing typical installation of Premax Standard Umbrella-type Aerial Assembly recommended by many Engineers. Complete kit, including Ground Rod, ready to install. List, \$5.95. Skeleton kit, including Premax Masts and Ground Rod but without wire, insulators, etc. List \$4.00. Either kit packed complete in carton.



PREMAX AERIALS

AND GROUND RODS

THERE IS A STANDARD PREMAX AERIAL FOR EVERY JOB!



ERLA

SCREEN GRID RADIO

SALABILITY

PLUS DEPENDABLE PERFORMANCE

Let others make the claims. Erla's policy is to build extra quality into its receivers. Quality that talks for itself! This is the merchandise that sells and earns real profits for dealers. Investigate the Erla franchise today.



THE ERLA SCREEN GRID RECEIVER is an 8-tube set utilizing three 224 screen grid tubes, one 227 power detector tube, one 227 resistance coupled audio tube, two 245 power tubes in push-pull and one 280 rectifier tube.

Type 30
DE LUXE MODEL CONSOLE
\$165
(less tubes)

CONSOLE MODELS
in distinctive cabinets, priced from
\$119.50 to \$189.50
(Manufactured under license of
Radio Corporation of America.)

ELECTRICAL RESEARCH LABORATORIES, Inc.

22nd at Paulina Street, Chicago, Illinois



ADLER-ROYAL
Model No. 324



ADLER-ROYAL
Model No. 325



ADLER-ROYAL
Model No. 322

All ADLER-ROYAL Cabinets thoroughly protected by design patents.

Compare *any* ADLER-ROYAL

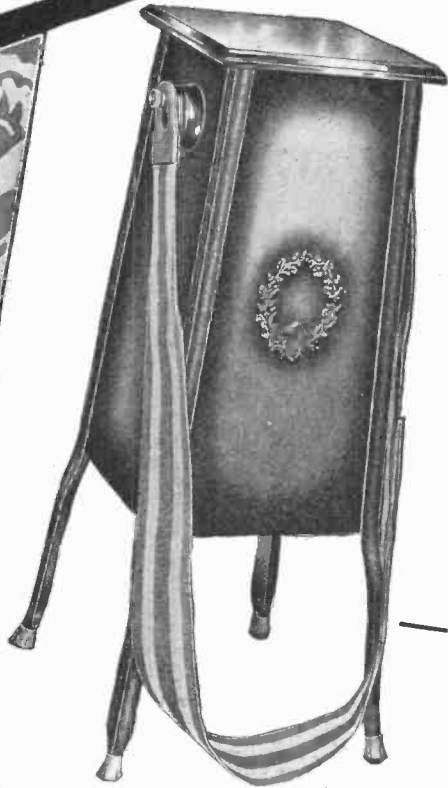
Radio Cabinet with any other in the same price class and let your customer decide . . . *that's all we ask.*

Distinctive in design, thorough in workmanship, refreshingly different. . . Send for the facts and a full line of samples.

ADLER MANUFACTURING CO., Incorporated
LOUISVILLE, KENTUCKY

ADLER-ROYAL
RADIO CABINETS

The news is Out!



Tower
EXERCISER
and REDUCER
Variable speed - Adjustable stroke
CONSOLE MODEL

\$59⁵⁰*

*— includes
complete
equipment*

**All these features
No other has them
for only
\$ 59⁵⁰**

- Variable speeds.
- New stroke adjustment.
- Non-creeping slip cover.
- Low starting load motor that complies with all power company requirements.
- Switch on front panel.
- Complete console ready to plug in any light socket.

TOWER MANUFACTURING CORP.
122 Brookline Ave., Boston, Mass.

Backed by tremendous advertising and radio broadcasting campaigns, coupled with a wide assortment of dealer helps, TOWER introduces the sensation-ally priced Console Model Exerciser and Reducer at \$59.50. Here is a beautiful Console finished in walnut bronze, built by TOWER, and priced at a profit-building figure. Think what a powerful sales producer this new model will be. Instantaneous, nation-wide demand is assured. NOW is the time to tie in with the greatest sales program ever conceived for a health appliance. *Denver and West, \$64.50



Tower Sunshine Archbrings all the benefits of pure sunshine at the snap of a switch! \$39.50,* complete. Table or pedestal model. *Denver and West, \$42.50.

Dealers - write today

for detailed information regarding interesting proposition we have arranged for you.

Name

Street

City or Town

"R.R."

*There's every reason
why you should sell Fada!*
*... and no reason
why you shouldn't*

FADA offers... every desirable improvement known to modern radio... a name that has stood for quality since the beginning of broadcasting... sets that work and *keep on working* with a minimum of service.

And Fada dealers have the benefit of strong dealer helps and sales co-operation... a great National advertising campaign in magazines... and newspapers of all leading cities... the Fada orchestra conducted by David Mendoza to carry the Fada message into millions of homes every Tuesday night over the Columbia Broadcasting System.

Small wonder that Fada dealers watch their profits mount. With the finest sets Fada has ever made... the greatest advertising Fada has ever done... it's bound to be the biggest year ever for Fada dealers. Write or wire for details regarding a Fada franchise in your territory.

F. A. D. ANDREA, INC.
Long Island City New York



Screen Grid Fada 25 highboy — all electric — uses new 245 type power tubes in push-pull amplification — Fada full power dynamic speaker — single illuminated dial — equipped for phonograph attachment.

FADA
Radio
THE CHOICE OF THE EXPERTS

The final step....

POSITIVE VOLTAGE CONTROL

THE last step in perfecting the operation and use of modern A. C. radio sets is effective voltage regulation. Electric current is at our command—and progress has brought new, wonderful developments in radio construction. The application of current to a radio set requires one more step, a connecting link—the control of that current to meet the requirements of the set.

WIRT VOLTAGE REGULATORS

give your customers more perfect voltage control of their A. C. sets than any other device in the world. They give a positive regulation that completely safeguards tubes and sets—adding longer life. They increase selectivity. They improve reception by cutting down line noises. They are, indeed, the final step in perfecting the use and operation of A. C. radios.

Two sizes of Wirt Voltage Regulators are now available to cover the requirements of all sets—No. 211 (list, \$2.25) should be used with sets drawing not more than 65 watts, No. 211-B (list, \$3.25) is for sets consuming in excess of 65 watts and not more than 150 watts, sets using seven tubes or more, and sets that are equipped with a dynamic speaker.

Order your Wirt Voltage Regulators today. They'll move quickly in your store, and your service men will very often find them the means of turning unprofitable service calls into profitable ones. Use the coupon today!

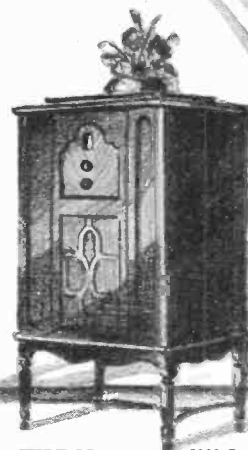
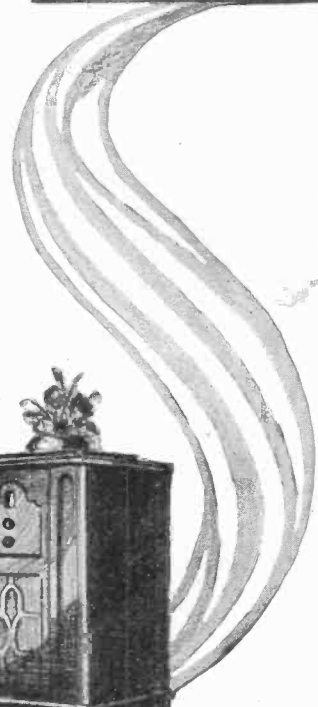
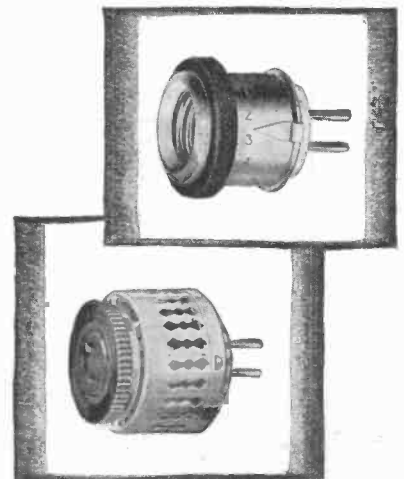
**WIRT COMPANY, 5221 Greene Street
Philadelphia, Pa.**

ADDED PROFITS:

Wirt Company manufactures other electrical devices that radio dealers find extremely profitable.

Dim-a-lite, the superb dimming device, makes possible any intensity of light from any bulb. It adds tremendously to the beauty, comfort, and convenience of household lighting. Dim-a-lite No. 23 (for 25 to 40 watt bulb) sells at \$1. Dim-a-lite No. 23-A (for 50 to 60 watt bulb) sells at \$1.25.

Wirt Lightning Arresters are guaranteed to keep lightning out of home and radio sets. In addition, every Arrester carries with it full insurance against personal injury and property damage. Use the coupon now to order these Wirt items.



R. R. 8-29

WIRT CO., 5221 Greene St., Philadelphia, Pa.

Please ship me by return mail:

..... Display cartons of 10 Voltage Regulators No. 211

..... Display cartons of 10 Voltage Regulators No. 211-B

..... Display cards of 10 Dim-a-lites No. 23

..... Display cartons of 10 Dim-a-lites No. 23-A

..... Display cartons of 10 Lightning Arresters No. 200

Bill through..... (Jobber)

Name.....

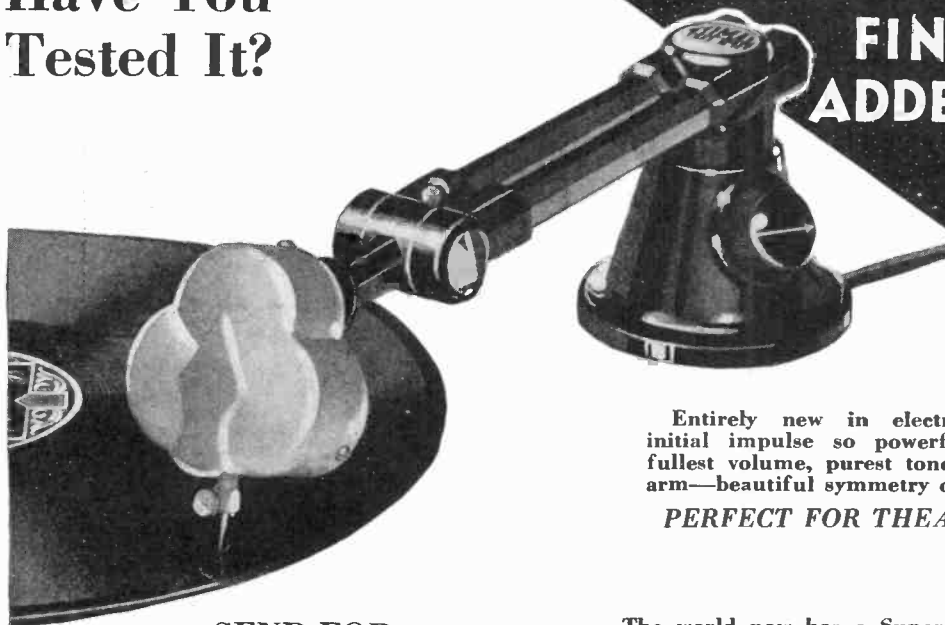
Address.....

The

TOMAN SUPER PICK-UP

Have You Tested It?

GREATER VOLUME FINER TONE ADDED BEAUTY



Entirely new in electric principle—with initial impulse so powerful that it assures fullest volume, purest tone. Throwback type arm—beautiful symmetry of design.

PERFECT FOR THEATRICAL USE!

SEND FOR YOUR SAMPLE TODAY!

The world now has a Super Pick-up—and the entire radio-music world acclaims its importance. Better manufacturers everywhere are adopting it as standard equipment. **TO YOU** it means the first great profit-making opportunity in this line—with exclusive advantages so great that you step far ahead of your competitors. Make your own tests! Let us send your sample today. Then you will realize for yourself just how superior the Toman Super Pick-up really is—what amazing possibilities its merits and reasonable price offer the Jobber and Dealer! Write us now! You will not be obligated in any way.

"In view of the many wonderful things I've heard about the Super Pick-up

I WANT TO TEST IT!

You may send a sample today, without obligation on my part to buy."

Name

Address

City

Executive

TOMAN

REPRODUCERS
PICK-UP ARMS



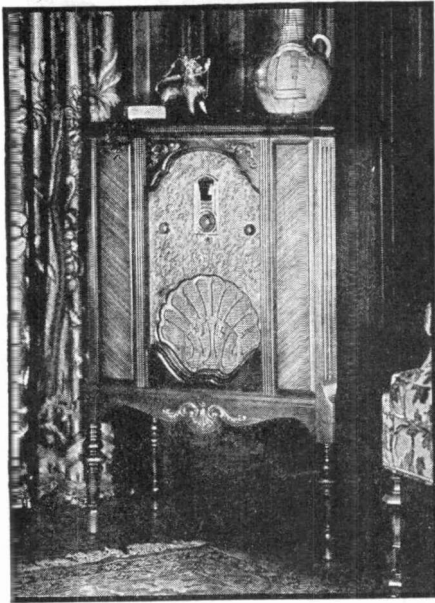
TONERMS
PICK-UPS

E. TOMAN & CO.

2621 W. 21st Place,
Chicago, U. S. A.

Cable—SIVAD—Chicago
Established 1914

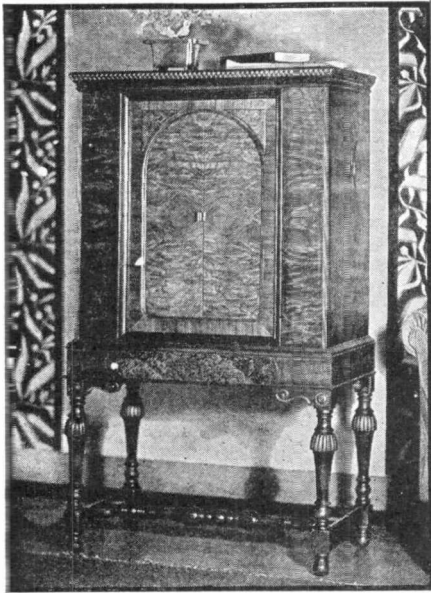
Bankers—1st National Bank of Chicago



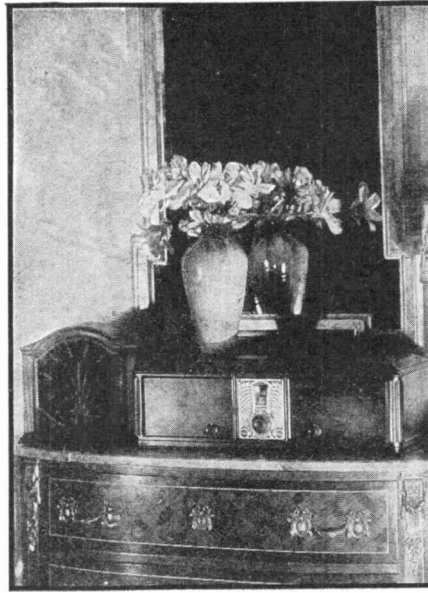
BALANCED-UNIT LOWBOY
NEUTRODYNE-PLUS SCREEN GRID
\$129⁵⁰ \$119⁵⁰



BALANCED-UNIT HIGHBOY
NEUTRODYNE-PLUS SCREEN GRID
\$149⁵⁰ \$139⁵⁰



BALANCED-UNIT HIGHBOY DE LUXE
NEUTRODYNE-PLUS SCREEN GRID
\$205⁰⁰ \$195⁰⁰



BALANCED-UNIT TABLE MODEL
SCREEN GRID RECEIVER ELECTRO-DYNAMIC SPEAKER
\$67⁰⁰ \$32⁵⁰

MOST profitable for the dealer; most economical for the dealer's customers—that is why Balanced-Unit Radios are in such overwhelming demand that even in August, when radio business is usually slack, Philco factories have been forced to add two extra shifts. Since Philco territories are being rapidly filled, dealers who want to reap the many advantages of a Philco franchise must act quickly. Mail the attached coupon.

Tune in the Philco Hour every Friday night, 9:30 Eastern Daylight Saving Time.

PHILCO, PHILADELPHIA, PA.
Makers also of the famous Philco Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.

Tubes extra. Prices slightly higher in Canada, Rocky Mountains and West. Every Philco model, regardless of price, uses a genuine Electro-Dynamic Speaker and two of the new extra powered 245 tubes, push-pull.

ALL-ELECTRIC



BALANCED-UNIT RADIO

PHILCO, PHILADELPHIA, PA.

C and Ontario Streets, Philadelphia, Pa.

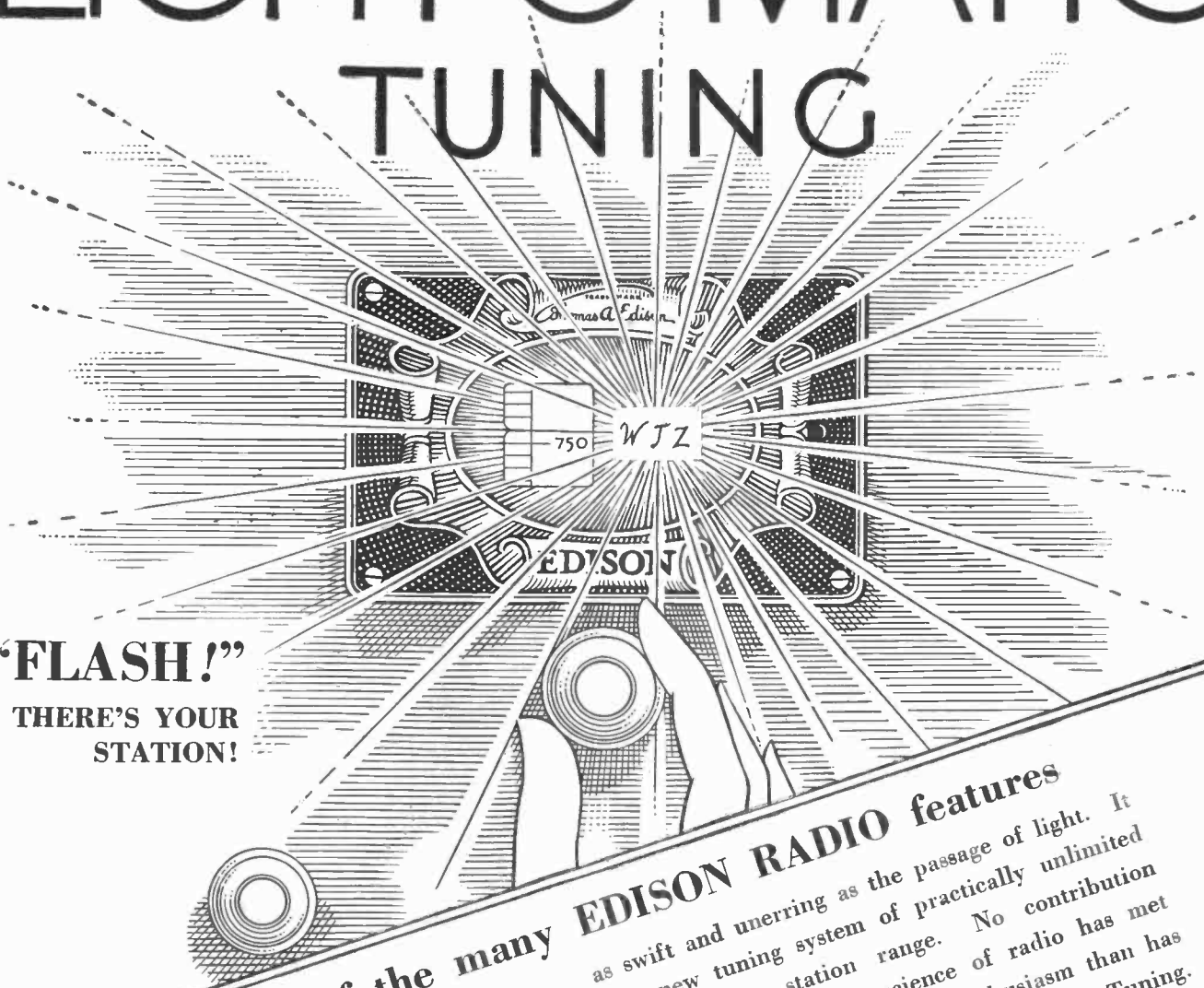
I am interested in making more money. Please rush me full details of the Philco franchise.

Name _____

Street _____

City _____ State _____

LIGHT-O-MATIC TUNING



“FLASH!”
THERE'S YOUR
STATION!

Just one of the many EDISON RADIO features

The world expected great things of the Edison Radio. Every expectation has been exceeded. And now comes a new invention from the Edison Laboratories — Light-O-Matic Tuning. It makes the tuning of the Edison Radio as swift and unerring as the passage of light. It is a new tuning system of practically unlimited station range. No contribution to the science of radio has met with greater enthusiasm than has welcomed Light-O-Matic Tuning.



EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave., N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 West 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace St. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East. . . . SAGINAW, Morley Bros. . . . ST. LOUIS, Silverstone Music and Radio Co., 412 N. 12th St.

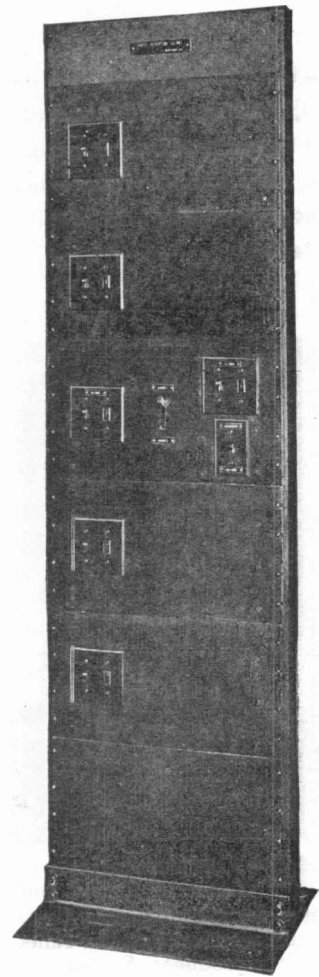
Profit.....

We'll help you to BIG BUSINESS!

Every public building in your district is a prospect for a Sound System....\$350 to \$1000 and more.... let us show you how to win this magnificent business!

DO YOU realize that BROADCASTING has the floor? Do you appreciate the extent to which business men have become interested in this new method of entertainment . . . and how many ripe prospects there are right in your own neighborhood? Imagine installing complete sound systems for the apartment houses and hotels, the hospitals and schools in your area . . . selling the equipment, servicing the complete job and drawing big advertising value from every job! This is the NEW type of profitable business which we are ready to help you land.

Power Amplification! Every business man has heard of it and realizes how it can help him to bigger profits. With our help you can show them how to draw bigger crowds and make bigger money . . . meanwhile making bigger money yourself! We make the heart of the system, POWERIZER Amplifiers employing the new UX-245—UX-250 Tubes. Our new Control Panels and Amplifier Racks and Faders afford complete flexibility in arranging audio-distribution to suit local conditions. Consult us, making the most of our long experience.



Send for Bulletin No. RR 1028

POWERIZER

Power and Super Power

SOUND SYSTEMS

Licensed by Radio Corporation of America and Associated Companies

RADIO RECEPTOR COMPANY, Inc.

106 Seventh Ave.

New York City

Sales and Service Agencies in Principal Cities

POWERIZER 2-channel amplifier panel, ideal for

Amusement Parks	Dance Halls	Riding Academies
Aviation Fields	Factories	Sanatoriums
Band Stands	Gymnasiums	Skating Rinks
Base Ball Parks	Hospitals	Sporting Arenas
Camps	Hotels	Stadiums
Churches	Playgrounds	Steamships
Circuses	Public Parks	Swimming Pools
Civic Centers	Race Tracks	Theaters
Convention Halls	Railroad Depots	Yacht Clubs
	Restaurants	

KOLSTER — first to feature *Remote Control!*



Here is an amazing device—developed by Kolster—featured in the new K45—and the most talked of improvement in radio today! It permits the owner to start the radio from a remote point—take his choice of eight different stations—and make the volume louder or softer as he pleases!

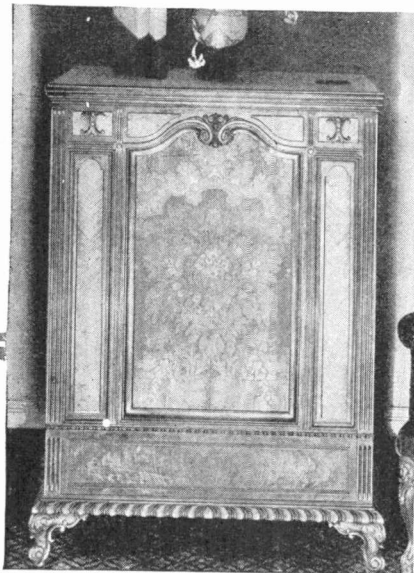
And yet remote control is only ONE feature of the de luxe model K45, which includes electrical tuning, screen grid tubes and distinguished cabinet!

Pictured on this page is the entire Kolster line for 1930. It demonstrates more than ever why neighbor after neighbor in your own district says "Kolster is a fine set!"

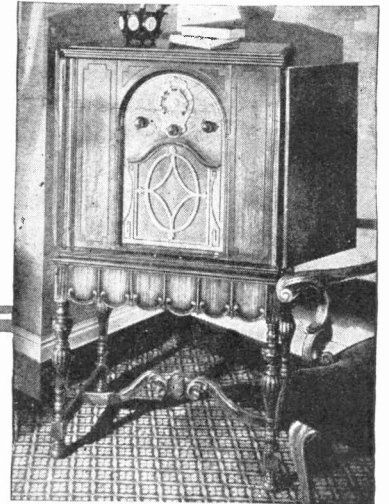


K-43—Handsome cabinet with doors of figured butt walnut and two tone panels. Seven tubes and rectifier. Selector tuner. Dynamic reproducer. Screen grid tubes. Push-pull amplification with 2 type 345 tubes. **Price, less tubes . \$235.00**

Prices slightly higher west of the Rockies.



K-45—Richly grained walnut cabinet—unique and exquisite in appearance. Remote control. Electrical tuning. Nine tubes and two rectifiers. Screen grid R. F. Tubes. Extra large dynamic reproducer. Three stages of audio...second and third stages push-pull, using type 327 and type 350 tubes. **Price, less tubes \$500.00**



K-44—Console receiver using 7 tubes and 2 rectifier tubes. Walnut cabinet of tasteful design. Selector tuner of embossed bronze. Screen grid tubes. Dynamic reproducer. Push-pull amplification, 2 type 345 tubes. **Price, less tubes . \$325.00**

K O L S T E R R A D I O

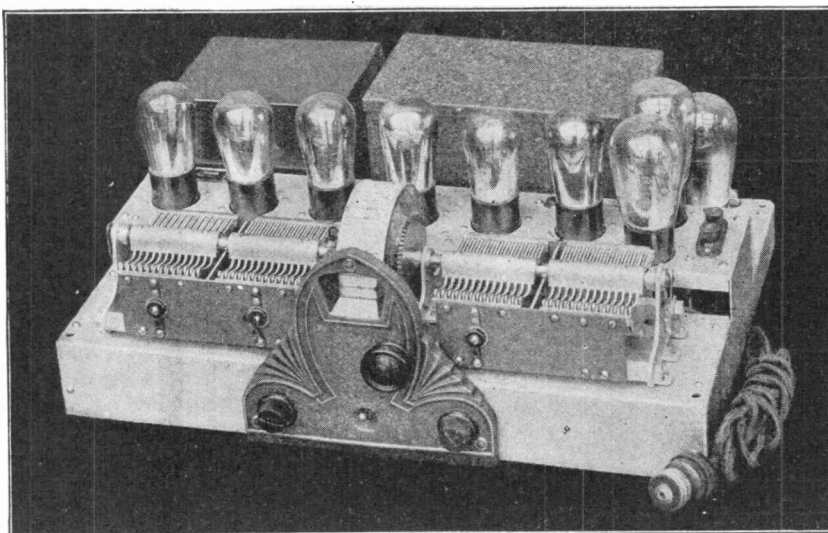
The New 1930 MANDEL CHASSIS

The Latest Triumph of a Great Engineer!



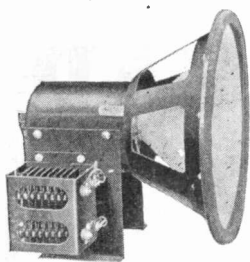
R. H. G. Mathews, Ltd.—Commander, C-V (S) United States Naval Reserve, Ninth Naval District—formerly chief engineer of the Zenith Radio Corp. Designer of the Mandel Chassis and Mandel A.C. Dynamic Speaker, and under whose supervision these products are manufactured.

Startling realism! Unbelievable 'til you hear it yourself. This 9 tube A-C Super-Bridge Circuit represents a most remarkable achievement in radio set design and construction. Selectivity, tone, volume, distance—these take on a new meaning when you hear the *Mandel* perform.



5 New Features Place the MANDEL Chassis in a Class by Itself!

- 1 EXCEPTIONALLY FINE CONDENSER CONSTRUCTION. Plates of extra heavy gauge aluminum, infinitely accurate, die cast into stators and rotors. Electrically balanced and equalized before assembly in set.
- 2 HOW TROUBLE IS AVOIDED
A multiplicity of small unnecessary parts such as by-pass condensers, hum adjusters, etc., have been eliminated by our improved design. Troubles in radio sets usually have their origin in these frail parts, whereas in the Mandel Chassis they have been consolidated and combined into a few larger and less troublesome units.
- 3 SPECIAL TYPE OF EQUALIZER. Gives perfect balance from lowest to highest broadcasting frequencies. No adjustment necessary after shipment.
- 4 FILTER CONDENSER BLOCK of highest grade construction, and of sufficient size to cut hum to a minimum. Factor of safety is 2½ times that ordinarily used.
- 5 TRANSFORMERS AND CHOKES BY THORDARSON. Best made, highest efficiency. Operates on line voltages between 90 and 125 volts.

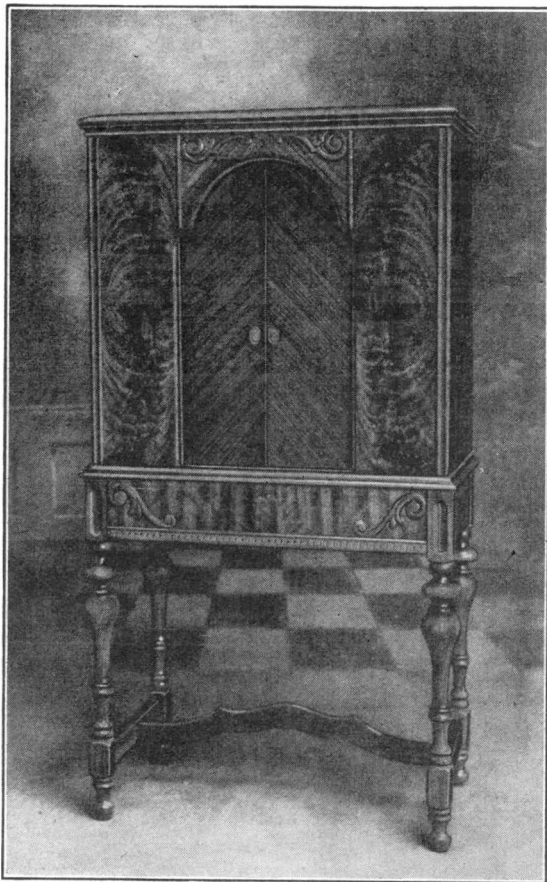


Mandel Dynamic Speaker
No other Dynamic Speaker delivers such wonderfully true and life-like reproduction—tremendous undistorted volume—without over-emphasis on the bass notes. Write for our proposition and sample.

Unusual Opportunity for Dealers

The Mandel Chassis is built to give satisfactory service and performance. Link your name with a high quality product that will save you trouble and expense—a radio that will satisfy your customers. Write immediately for sample and our proposition.

MANDEL ELECTRIC CO.
2157-61 N. California Ave. CHICAGO, ILL.



MODEL 600
(WITH SLIDING DOORS)

A
FITTING SETTING
FOR ANY RADIO

Corbett Radio Cabinets are among the pioneers in the radio field, and have always kept step with the style of radio furniture.

Model 600 is our latest and finest and we have stock for Crosley, Atwater Kent and other receivers.

There's a charm and dignity to this console that instantly attracts those who know good furniture design. It brings out the skill and artistry of our modern craftsmen in adapting fine furniture to the modern usages of radio.

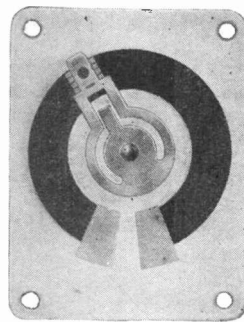
You will be interested in our proposition. Write today for bulletin price list.

Corbett Cabinet Mfg. Co.
St. Marys, Penna.

BUILD SALES
With These New
ELECTRAD
Quality Products

The New Electrad Super-TONATROL and Covered Resistance meet a need that the radio world has long felt, but which has not until now been effectively satisfied.

New in design and performance, they are worthy additions to the ELECTRAD complete line of resistances for every radio purpose—including TELEVISION.



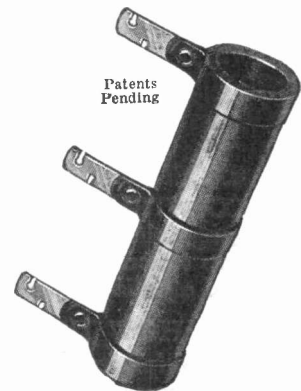
ELECTRAD
Super-Tonatrol

A long-life, high-voltage volume control that is distinctively different and **BETTER**. Easily dissipates 5-watts without breaking down or varying in resistance. Laboratory tests equal to more than ten years normal service found it performing as perfectly as when it left the assembly bench.

U. S. Pats. 1034103-1034104 and Pats. Pending.

Construction including riveted cover insures rapid heat dissipation. Seven types, with uniform or tapered curve. List \$2.40 to \$3.50.

ELECTRAD
Covered
Resistance



Patents Pending

Built for long, hard use at rated capacity without burn-outs. Made of heavier-than-usual Nichrome resistance wire, wound on a high-grade refractory tube. Corrosion-proof Monel-Metal contact bands and slotted soldering lugs. Special elastic enamel, baked on at low temperature that will not injure wire or contacts. All materials expand alike under load, preventing breaking of wire and loosening of contacts.

Made in practically any resistance value and wattage rating.

If you are a manufacturer, we'll gladly supply samples of the Super-TONATROL and COVERED RESISTANCE for your own tests.

ELECTRAD
INC.

ELECTRAD, INC., Dept. RRS,
175 Varick St., New York, N. Y.

Please send literature on product checked
... Super-TONATROL ... Covered Resistance
... Complete ELECTRAD Line.

Name.....
Address.....
City..... State.....

*C. A. Earl states:
unfilled orders force plant
to double production
to supply demand*

⇓
**Here's
why**

⇓
\$ 99.⁵⁰

LESS TUBES



MODEL 22

WIRE TODAY

Earl Radio

CHAS. FRESHMAN CO., INC., C. A. Earl, President
122 EAST 42nd STREET, NEW YORK, N. Y. - Chicago - San Francisco - Kansas City
Canada: Freshman Freed-Eisemann Radio, Ltd., 20 Trinity St., Toronto (Prices slightly higher in Canada)

EBERT



OF RED LION, PA.

RADIO CABINETS

exclusively manufactured to meet the exacting requirements of the

ATWATER KENT MANUFACTURING COMPANY

Designed and built by a quality cabinet making organization of 75 years' experience.

EBERT FURNITURE CO. of Red Lion, Pa. Established 1854

MODEL 77
 Height, 43". Width, 23". Depth, 15½". Five-ply veneers throughout. Top and sides of straight walnut. Front is laid with plain American Walnut, Burl Walnut, and genuine Bird's Eye Maple

\$33.25 List

A. Irving Witz

Martin J. Polikoff

National Sales Agents

611 Widener Bldg., Phila.

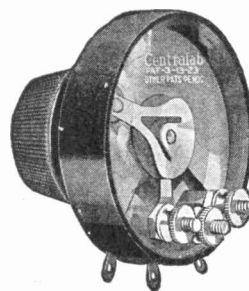
225 W. 34th St., N. Y. C.

for want of a nail

Everybody remembers the verse about the courier in the battle of Waterloo speeding to get reinforcements for Napoleon. His horse faltered and fell. For want of a nail a shoe was cast . . . and the battle lost.

A radio receiver is very much the same. You may have the "reinforcements" in the form of fine workmanship, good condensers, good transformers and yet there may be a "nail" that causes trouble. Look to the volume control for a great amount of grief . . . mechanical and electrical noise . . . inadequate and uneven control. Are those the symptoms?

Then turn to Centralab controls whose quality is vouched for by this fact: the great majority of radio manufacturers include them as standard equipment. Be sure the manufacturer of the receiver you sell has done likewise.



Send for interesting, technical booklet, "Volume Controls and Voltage Controls . . . Their Use."

CENTRAL RADIO LABORATORIES
 30 Keefe Avenue, Milwaukee, Wisconsin

Centralab
 CENTRAL RADIO LABORATORIES

AN OLD *Name*
 ...AND A NEW PRODUCT

Back in the kerosene-lantern days, Ray-O-Vac pioneered with the electric pocket flashlight. Then, recently, Ray-O-Vac startled the industry with the amazing new Rotomatic Switch—a switch good for the life of the case.

Batteries, too, made the name Ray-O-Vac famous . . . first ignition batteries, then telephone, then as radio developed, radio batteries. The big Ray-O-Vac Extra Heavy-Duty Radio "B" is the outstanding buy today in "B" batteries . . .

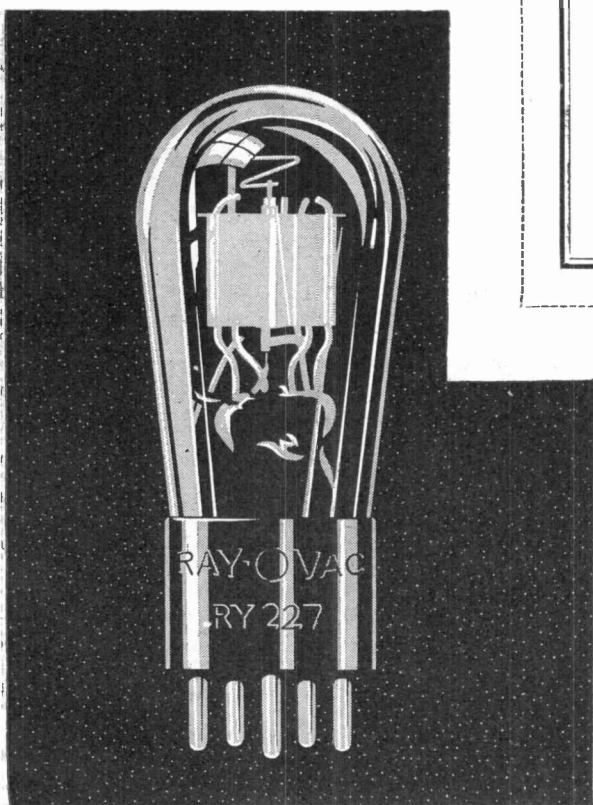
And now Ray-O-Vac offers Ray-O-Vac Radio Tubes.

The same good workmanship, the same attention to detail that made other Ray-O-Vac products leaders in their field, make Ray-O-Vac Radio Tubes your best buy . . . for customer-satisfaction—for money-in-the-till profits. Radio engineers designed them; consumers enthusiastically approve them. Ray-O-Vac Radio Tubes are built to the Ray-O-Vac reputation. They are available in every type to fit every set. Your jobber has them now. Ask him for details.

FRENCH BATTERY COMPANY

Sales Office: 30 North Michigan Avenue, Chicago
 Factory: Madison, Wisconsin

The French Battery Company make Ray-O-Vac Radio, Telephone, Flashlight, and Ignition Dry Batteries; and Ray-O-Vac Rotomatic and Standard Flashlights.

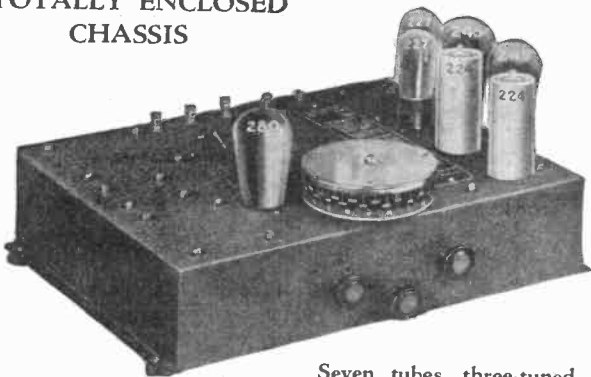


RAY-O-VAC
Tubes
 RADIO

A Message To Private Brand Set Buyers

Keeping pace with the development of the Industry, Audiola sets today represent the pinnacle of Radio achievement. A high degree of selectivity coupled with faithful tone reproduction insure satisfaction for your customers.

TOTALLY ENCLOSED
CHASSIS



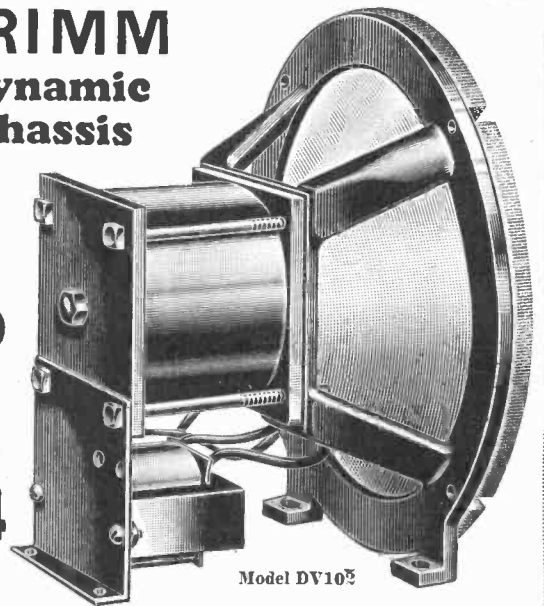
MODEL
7330

Seven tubes, three-tuned circuit, two 224, two 227, two 245 and one 280 tube.

TRIMM Dynamic Chassis

Model
D100
\$20

Model
DV102
\$24



Model DV102

Model D100 operates from a chassis of the alternating current type where the output energy is supplied by the conventional type of power amplifier tubes in push-pull, this energy being fed through an output transformer which matches the voice coil and where the power pack supplies direct current for energizing the field coil.

Model DV102, illustrated above, is provided with an output transformer which matches the conventional type of power amplifier tubes and the voice coil.

Send for full information on wide range, true fidelity, extreme volume with mellowness and entire absence of blasting or distortion.

TRIMM RADIO MFG. CO.
847 W. Harrison Street, Chicago, Illinois

THE following are the most outstanding features of the new Audiolas:

Screen Grid Tubes
Power Detector—No Hum

245 TUBES IN PUSH PULL AT FULL RECOMMENDED VOLTAGE.

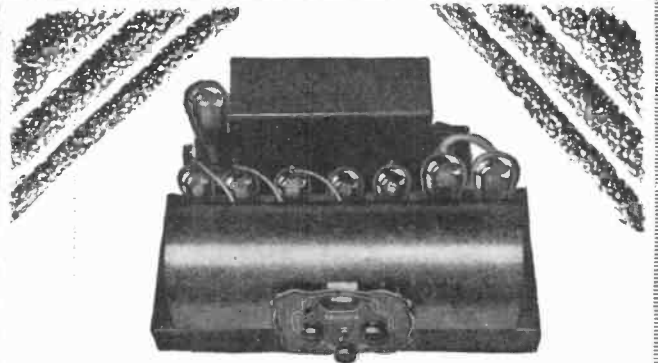
Direct operated D.C. Dynamic speaker.

AUDIOLA

RADIO CO.

430 SO.
GREEN ST.

CHICAGO,
ILLINOIS



SCREEN GRID with your own brand name!

Now you can profitably sell the latest in radio—SCREEN GRID, by offering quality merchandise under your own private brand. You set your own price to meet every market condition. You banish the bugaboo of restricted territories and one-sided contracts, and by purchasing direct from factory, you get every possible price concession. Best of all, you preserve your greatest asset—your trade identity and good will.

Illustrated is the new Premier Screen Grid Chassis Model 724, 7 tubes (8 with rectifier). A brilliant performer. Full tone, great volume, plenty of eye value. Many sales features including 100% shielding, all metal construction, phonograph pickup and latest tube combination using four 224's, one 227, two 245's in push-pull, and one 280 tube. Write today for full details.

PREMIER ELECTRIC COMPANY

1804 Grace Street
Chicago, Ill.

Established 1905
Manufacturers since

New Profits from Old Customers!

REPLACE THOSE OLD SPEAKERS

with the New 1930

MUTER ULTRADYNAMIC SPEAKER



The MUTER speaker may be had in either the handsome table model, or consolette shown. Artistic in design, beautifully finished walnut.



Description	List
Table Cabinet Only.	\$15.00
Consolette Cabinet only	25.00
Table Cabinet with 110 V. A.C. Unit.	42.50
Consolette Cabinet with 110 V. A.C. Unit	52.50



THE REPLACEMENT SPEAKER SUPREME!

Every one of your customers who has a magnetic speaker or an out-dated dynamic is a logical prospect for a replacement sale—with the new MUTER Ultradynamic! A simple demonstration is enough—the quiet, humless operation of this great speaker, its freedom from excessive “drumming” on low notes, and its glorious, rounded tone—sells it instantly! Here is a great new market opened up for you by the speaker which in quality, background and price leads its field! Write for details—and do it now!

Description—Units Only	List
110-Volt 60 Cycle A. C. Unit (less tube)	\$27.50
90-Volt Direct Current Unit	25.00
6-Volt Direct Current Unit	22.50



RADIO PARTS OF FAMOUS MUTER QUALITY

- Kit containing essential parts for highly efficient aerial, complete\$1.75
- Instant adjustable ground clamp.... .15
- Muter Replacement Transformer 2.00
- Muter Knife Throw Switches ...60 to 2.00
- Muter Fixed Condensers —.00015 to .01.....25 to .85
- Muter Fixed Grid Leaks and Special Resistances, all capacities25
- Muter Filter Condensers of very finest construction1.25 to 9.00
- Replacement Condenser Cartridges for repairing condenser blocks..40 to 3.00

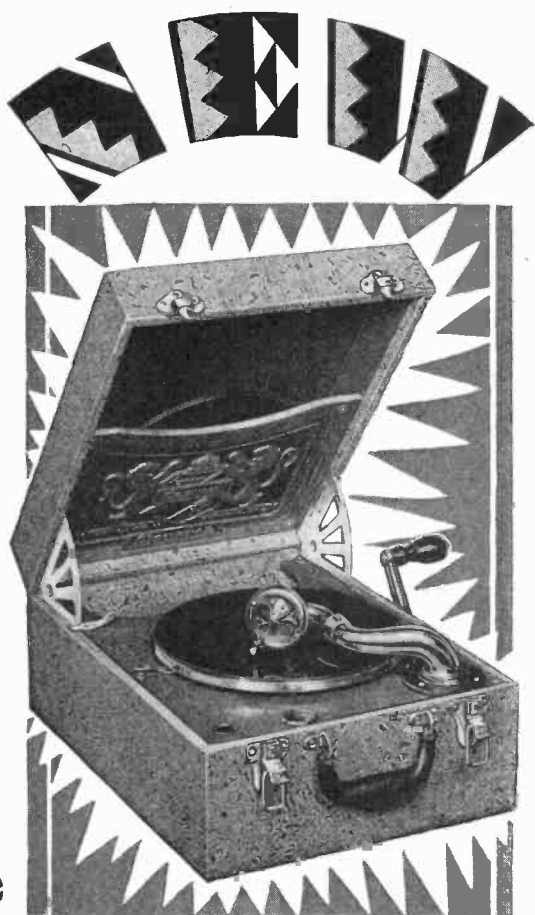
Muter Dependable B Power Units

- Rectifier List (without Tube)
- 280 Type, 180 volts at 30 mils.....\$22.50
- 280 Type, 220 volts at 40 mils..... 25.00
- Raytheon Type, 180 volts at 30 mils.. 22.50
- Raytheon Type, 220 volts at 40 mils.. 25.00
- Muter Complete AC Power Unit—for use with 280 tube 30.00

LESLIE F. MUTER COMPANY

8440 South Chicago Avenue

Chicago



The
CASWELL
MONARCH

Offering greater dynamic tone and volume than has ever before been produced in a portable.

\$25

THE NEW CASWELL MONARCH has everywhere been acclaimed the portable phonograph achievement of the age. It introduces an advanced type of reproducer providing even greater dynamic tone and volume than is commonly found in full size consoles. It is equipped with a full throwback, low serpentine type tone arm—the very latest in design. Your customers are demanding a deeper, richer tone in the radios and Portable Phonographs they buy. Now give it to them in the new Caswell Monarch.

The case design of the new Monarch marks the acme of this portable sensation of the age! Remember Caswell does not compete with you in selling to the trade—but sells only through recognized jobbers.

CASWELL MANUFACTURING CO.
St. Paul Avenue at Tenth Street
Milwaukee, Wis.

CASWELL



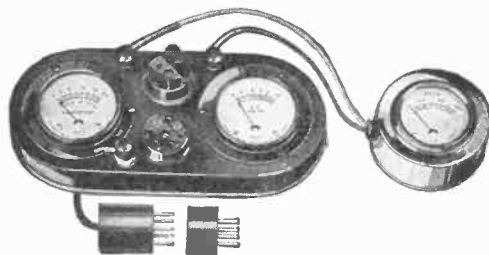
Readrite

Model 15

**SET ANALYZER
AND SERVICE KIT**

List \$33

Tests screen grid sets. Ideal outfit for servicing either A.C. or D.C. sets. Carries a triple reading D.C. voltmeter, a double reading A.C.-D.C. repulsion type voltmeter and a double reading D.C. milliammeter. Special tip jack connections permit individual use of these meters for a wide variety of testing, including continuity tests of transformers, chokes, condensers, etc. Special switch adapter for full wave rectifying tubes. Compartments for grid leaks, condensers, screws and findings. Space in bottom for soldering iron, tools and extra tubes. Opens ready to use. Nothing additional to carry.



UNIVERSAL TEST SET

List \$16

Largest selling radio set tester. Used and endorsed by thousands of service men. Simple and practical. Screen grid adapter two dollars extra. Write for catalog.

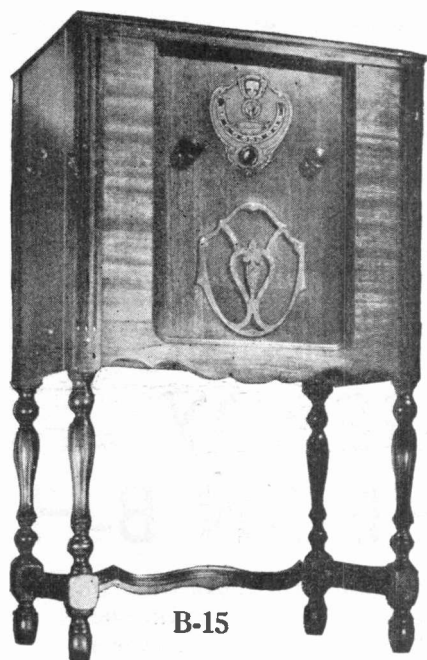
READRITE METER WORKS
6 COLLEGE AVENUE, BLUFFTON, OHIO

Gentlemen: *let's get down to plain talk!*

. . . Just a few short months ago, the Brandes Radio made its bow to the world! It offered 6 big features plus Selector Tuning! It was priced amazingly low! It was backed by a tremendous advertising campaign! And it

carried the O. K. of world famous experts! ¶ You know the rest! Today—in every town, city and hamlet—owners are saying what a thousand experts have already said—“*Brandes leads the field in price and performance!*” ¶ Somebody in your district is getting all that Brandes business—fine, profitable business. . . . Sure, why can't it be you?

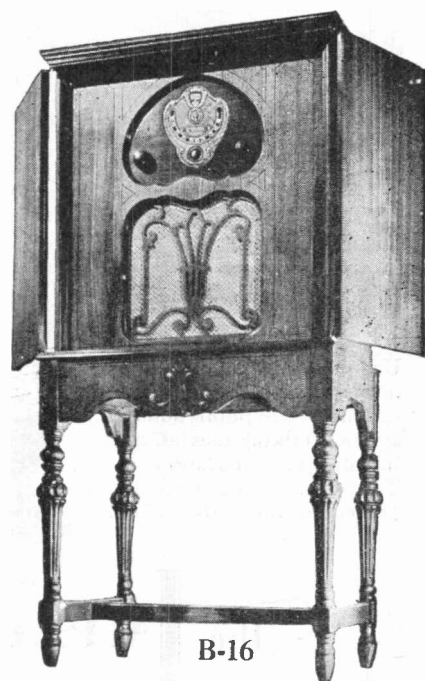
Amazingly low prices!
•
Tremendous Advertising!
•
Hailed by Experts!
•



B-15

B-15 Console receiver in walnut cabinet. Seven heater type tubes and rectifier tube. Four tuned circuits. 9½" dynamic reproducer operating from 2 type 345 power tubes in push-pull. Selector tuning. Price, \$125.50 less tubes

B-16 Brandes de luxe model with doors using seven heater type tubes and rectifier tube. Decorative grille. Four tuned circuits. 11½" reproducer operating from 2 type 345 power tubes in push-pull. Selector tuning. Price, less tubes . . . \$165.00



B-16



SELECTOR TUNING!

“Hunting” for a station is a thing of the past! Today—with a Brandes—you adjust the Selector Tuner *once*—and then, your favorite stations are in full view and *instantly available*.

Copyright by Brandes Radio Corp., 1929

The NEW



Brandes Radio

[A DIVISION OF KOLSTER RADIO CORPORATION, NEWARK, N. J.]

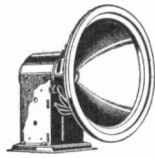
Jensen

ELECTRO-DYNAMIC SPEAKER

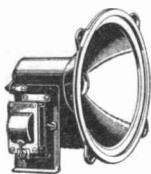
TO MEET EVERY NEED

JENSEN Standard Speaker

Has eight inch cone. Extremely fine tone quality and excellent volume. Used extensively for modernizing earlier model radio receivers. Unit, AC, \$32.50; DC, \$25.00. In Jensen Mode 16 Cabinet with AC Unit, \$50.00, DC Unit, \$42.50.



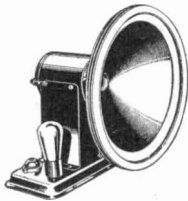
JENSEN Concert Speaker



Used by many of America's leading set manufacturers in their 1930 console model receivers. The standard of comparison for all reproducers. Has ten inch cone. Unit, AC, \$35.00; DC, \$27.50.

JENSEN Auditorium Speaker

Unequaled where tremendous volume is required. Used extensively for public address systems, talking movies, and in auditoriums and large halls. Twelve inch cone. Unit, AC, \$70.00 (less tube); DC, \$55.00.



The IMPERIAL



Acclaimed, upon its introduction, as America's finest and most beautiful reproducer. Equipped with either the Concert or Auditorium Units. Prices, with Auditorium AC Unit, \$100.00 (less tube); with DC Unit, \$90.00; with Concert AC Unit, \$80.00; DC Unit, \$72.50.

Jensen Electro-Dynamic Speakers are made in types to meet every present day need. Write for technical data and attractive trade discounts.

JENSEN RADIO MFG. CO.
6601 S. Laramie Ave. 212 Ninth Street
Chicago, Ill. Oakland, Calif.

LICENSED UNDER LEKTOPHONE PATENTS

AN ENORMOUS MARKET EXISTS FOR THE B-H RECTIFYING TUBE FOR "B" ELIMINATORS!



Carton of four
Eveready Raytheon B-H Tubes

EVEREADY RAYTHEON B-H

THE B-H tube is standard for more than 100 makes of "B" power units. Most units were designed for the B-H tube, and millions were sold in the past few years. When tube replacements are necessary, your customers want B-H tubes.

You can buy handy cartons of four Eveready Raytheon B-H Tubes. Always keep at least one full carton on hand. Tell your customers what a great improvement in reception a new rectifying tube will make.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York
San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade Marks

Televocal

Quality Tubes

The Televocal Screen Grid Tube AC 224 is a triumph of economic engineering. To Set Manufacturers it offers a tube that is long-lived and built to stand any strain. A long series of factory inspections and tests insure uniformity in quality and performance. To the Consumer it offers greater sensitivity and selectivity, more volume and fidelity of tone and quicker heating. To the Dealer it offers a tremendous popular demand for this revolutionary achievement and insures customer satisfaction.

Prepare against a possible shortage by ordering now.

Televocal Tubes are made in all standard types.



Televocal Corporation

No. AC 224 Screen Grid

Televocal Building, Dept. B-8, 588 12th Street West New York, N. J.

CAN YOU SELL THE HIGHEST CLASS RECEIVER IN THE WORLD?

Here Is the Perfect Broadcast Receiver!



The Console

THE New Admiralty Super-10 is the very apex of Modern Research Engineering.

It is a brand new receiver for the radio connoisseur which we believe represents final superiority over any broadcast receiver now being manufactured or contemplated.

Strictly custom-built, this new model meets the requirements of those that want the best. It is in fact, the Highest Class Receiver in the World.

SUPER FEATURES

10 Radio Tubes—Superior Power—Complete self-contained electric operation—exceedingly compact—Simplified controls—Full Vision Tuning Indicators—Uses Heater type AC Screen Grid and Power Tubes—Super Selective—Band Pass Filter Effect—Hum Eliminator—Line voltage regulation—Scientifically correct shielding—Great range with sensitivity control—Minimum antenna requirements—Improved push-pull audio system—Perfect reproduction with great volume—Arranged for Electro-Dynamic Loudspeaker—Adaptable for short-wave television work—Universal wave-length range for use in any part of the world—Phonograph pickup connection—Special Weston Meters for Voltage and tuning resonance—Protected against moisture for tropical and marine installation—Built strictly according to U. S. Navy Standards—Cabinets of finest selected Mahogany and Walnut—Exquisite console combinations available—Entirely custom built—Thorough air test by receiving engineers on all classes of reception for range and quality of reproduction—Sold direct from factory and thru selected franchise dealers in the principal cities of the United States and foreign countries—Unconditionally warranted against defects.



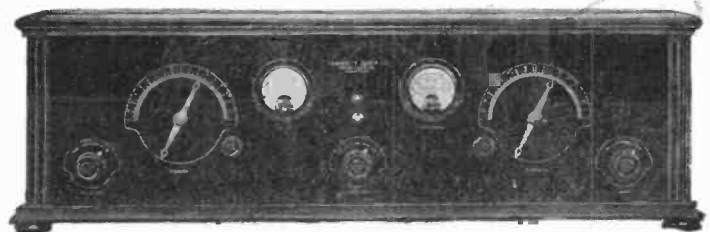
The Highboy

A few additional representative dealers now being appointed in selected territories.

*Write, Telegraph or Cable Today
Attractive illustrated literature on request.*

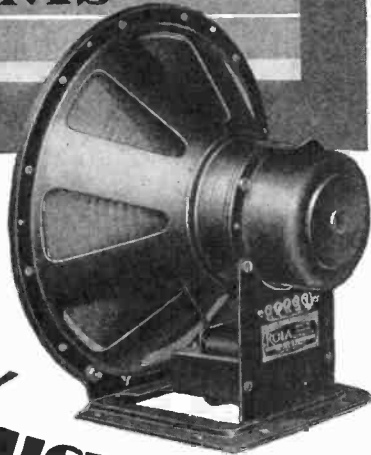
NORDEN-HAUCK, INC., ENGINEERS
Marine Building, Delaware Avenue and South Street
Philadelphia, Pa., U. S. A.

Cable: NORHAUCK



FOR

**RECEIVING SETS
ELECTRIC PHONO-
GRAPHS... TALK-
ING PICTURES
AUDITORIUMS
SCHOOLS... AND
PUBLIC ADDRESS
SYSTEMS**



**QUALITY
REPRODUCTION**

ROLA, long noted for quality, is now the recognized leader for all purposes demanding the utmost in fine sound reproduction.

These electro-dynamic reproducers have proven rugged and dependable under the most exacting conditions. They are brilliant in performance. They possess mechanical simplicity and compactness found in no other loudspeaker. Rola alone provides the consistent performance required today.

Rola "Series J" reproducers are furnished as standard equipment in many leading radio sets. They can be installed by dealers in any radio set or phonograph pick-up outfit.

The larger "Series C" and "Series R" serve in talking pictures, auditoriums, schools and all types of public address systems.

There are Rola quality loudspeakers for every class of sound installation.

For further information write

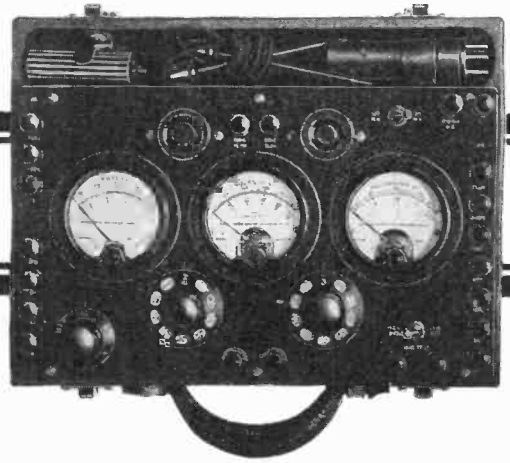
The ROLA COMPANY

CLEVELAND, OHIO
2570 E. Superior Ave.

OAKLAND, CALIFORNIA
Forty-fifth and Hollis Sts.

ROLA

The New Model 547 Radio Set Tester



- saves time,
- simplifies testing,
- increases sales

SERVICE men remember the time when radio set testing required hours of time and satchels full of equipment. The Model 537 reduced radio set testing to its utmost simplicity and made radio servicing a profitable business instead of a necessary evil.

Model 547—for A. C. and D. C. Receivers meets the service testing requirements of radio's latest developments, even taking into account the number of new tubes, sets and circuits. Handsome in appearance, it is light, but rugged, convenient and complete.

Provided with three instruments, carrying case, removable cover, panels and fittings of sturdy bakelite.

A. C. Voltmeter—750/150/16/8/4 volts. Only one selector switch is necessary.

D. C. Voltmeter—high range increased to 750 volts. Other ranges—250/100/50/10/5 volts.

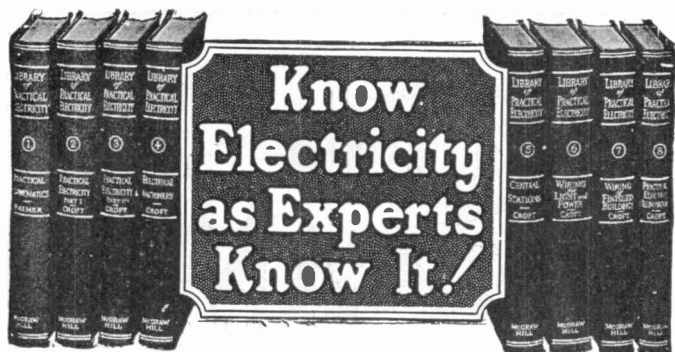
D. C. Milliammeter—double range 100/20 M. A. provides for lower readings with better scale characteristics.

Tests—On A. C. sets the heater voltage and plate current can be read throughout the test while the D. C. voltmeter may be indicating plate bias or cathode voltage.

Self-contained, double-sensitivity continuity test provided. This can also be used for measuring resistance as well as testing for open circuits. Grid test can be made on A. C. or D. C. screen grid tubes—also the '27 tubes when used as a detector—without the use of adapters. Two sockets on the panel—UY tube adapters eliminated.

Weston Electrical Instrument Corporation
581 Frelinghuysen Ave., Newark, N. J.

Weston
PIONEERS
SINCE 1888
INSTRUMENTS



THIS is the electrical age, with unlimited opportunities for the man who has educated himself in the finer points of electrical practice.

Fit yourself for one of the really big jobs by knowing electrical practice complete, including inside and outside work, central stations, and the whole subject. With the aid of the Croft books you can know electricity as experts know it and put yourself in line for an expert's pay.

The Croft Library of Practical Electricity

A reference library and self-training course in eight volumes
3000 pages—2100 illustrations

The Croft Library contains three thousand pages, with twenty-one hundred of the clearest illustrations ever put into book form. Each of the eight volumes is indexed so that everything you want to know about electricity is at the fingers' ends.

In these volumes Croft teaches you electrical practice complete. He takes you in quick, easy steps from the simplest principles to the complete and economical operation of a great central station. He tells you all that he has learned in twenty years of shirt-sleeve practice.

With these books at his elbow a man can learn as much about electricity in six months—good practical "bread and butter" stuff—as he would ordinarily learn in a lifetime of practice.

The Standard in Practical Electrical Training

The Croft Library is a complete electrical educator. It is founded on practice—on work as it is actually done. It is jammed from cover to cover with the kind of hard-headed facts you want. Written so that the beginner can easily understand, yet so sound, so thorough, that it is the daily guide of 59,000 highly paid electrical workers and engineers.

Croft tells you the things you need to know about motors, generators, armatures, commutators, transformers, circuits, switchboards, distribution systems—electrical machinery of every type—wiring for light and power—wiring of finished buildings—underwriters and municipal requirements—illumination in its every phase—the latest and most improved methods of lighting—lamps and lighting effects, etc.—how to do a complete job, from estimating it, to completion.

10 Days FREE TRIAL Just Mail the Coupon!

No Money Down Small Monthly Payments

Fill in and mail the coupon attached and we will send you the entire set of eight volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then \$1.50 in ten days and the balance at the rate of \$2 a month. Send the coupon NOW and see the books for yourself.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.
Gentlemen:—Please send me the Croft Library of Practical Electricity (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 a month until the special price of \$19.50 has been paid. If not wanted I will write you for return shipping instructions. **IMPORTANT**—to insure prompt shipment of books write plainly and fill in all lines.

Name
Home Address
City and State.....
Where Employed
Occupation R.R. 8-29

Cabinet by UDELL



THE heritage of fine workmanship that has been handed on during fifty-six years of experience in the manufacture of quality cabinets is evidenced in the design and workmanship of Udell Cabinets today.

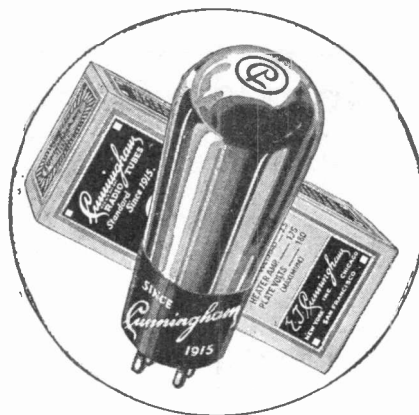
Notwithstanding the distinctive appearance and evident quality of Udell Cabinets, they are not high priced and the Radio Dealer will do well to acquaint himself with the line.



The UDELL Works

28th St. at Barnes Ave., Indianapolis, Ind.

Cunningham RADIO TUBES



The High Standards

that have carried these tubes to the top in sales and popularity are vigilantly maintained.

E. T. CUNNINGHAM, Inc.

NEW YORK CHICAGO SAN FRANCISCO
DALLAS ATLANTA



Corwico Vulcan Lightning Arrester
 Shown here is the Corwico Vulcan Lightning Arrester, its attractive two-color box, and the \$100 guarantee which is enclosed with every Arrester. **\$1.00** List



Corwico Antenna Kit
 Insure your customers better reception and an aerial equipment that will last longer and give the best results by selling them the Corwico Antenna Kit No. 4. It contains everything for a complete aerial and lead-in equipment, together with a Corwico Vulcan Lightning Arrester. **\$2.50** List
 If your jobber cannot supply you with Corwico Antenna Kits order a sample carton of ten direct.



VULCAN LIGHTNING ARRESTER

THE Corwico Vulcan Lightning Arrester is manufactured according to the best engineering practice to produce an arrester that will not only protect the radio set against damage from lightning but will also dissipate accumulated static charges. To accomplish this, materials are used which result in a minimum voltage break-down and at the same time offer a maximum resistance under all operating conditions. This is a feature of the Corwico Vulcan Lightning Arrester and one which you can quickly sell to your customers.

\$100 Guarantee Against Lightning Damage

In every box with the Corwico Vulcan Lightning Arrester is a guarantee in which the Cornish Wire Company agrees to repair or have repaired up to a cost of \$100, any radio receiver, protected by a Corwico Vulcan Lightning Arrester, that has been damaged by lightning. Why not make an extra profit by selling a Corwico Vulcan Lightning Arrester with every new set you sell?

If your Jobber cannot supply you with Corwico Vulcan Lightning Arresters, order a sample carton of six direct.

CORNISH WIRE CO., 28 Church St., New York

Makers of Corwico BRAIDITE Hook-Up Wire and Corwico Radio Wires—"best from the ground up."

New



Self-Feeding Electric Soldering Iron

THE EVER-FLO Fountain Soldering Iron saves time and eliminates waste. Solder melted within the iron. Flow to point controlled by valve. From tiny drop to steady stream. Made in three sizes. Cost but little more than ordinary electric iron.

EVER-FLO is the only self-feeding soldering iron.

DISTRIBUTORS WANTED!
 Mail coupon today.

National Self-Feeding Iron Co.
 1204 Chester Williams Building,
 Los Angeles, California
 Send information about EVER-FLO Fountain Soldering Iron and exclusive plan for distributors.

Name

Street

City

RR

ANACONDA MAGNET WIRE

Plain Enameled
 Cotton Covered
 Silk Covered

ANACONDA WIRE & CABLE CO.
 Magnet Wire Dept.
 MUSKEGON — MICHIGAN.

CANNON-BALL

Is the Sales Winning Name

For popularly priced Magnetic Cone, Air Column Speakers and balanced Armature Units for Cone, Air Column Speakers and Phonograph, made by the largest manufacturers of

HEADSETS

All Sales Makers. Write for Details.

Cannon & Miller Company, Inc.
 SPRINGWATER, N. Y.



"The Speaker OF THE YEAR"

—in these cabinets of true Early American design combine the skill of scientist and wood worker to produce an instrument that marvelously reproduces everything from the talking voice to a symphony orchestra.

Write dep't E for descriptive folder and address of nearest sales office.

Dealers can carry a more complete, convenient and less expensive stock by purchasing separate units.

WRIGHT DE COSTER, Inc.
ST. PAUL, MINNESOTA

ACME WIRE PRODUCTS

Parvolt Filter and By Pass Condensers
Coils—Magnet Wire Wound
Varnished Insulations

Magnet Wire . . . All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.
Radio Manufacturers' Assn.
American Society for Testing Materials

For 25 years manufacturers and suppliers to the largest and most discriminating users.

THE ACME WIRE Co.
NEW HAVEN, CONN.

Branch Offices

New York 52 Vanderbilt Ave. Cleveland Guardian Bldg.
Chicago 842 N. Michigan Ave.

You are reading

the Only

radio or music trade publication that has been admitted into membership of the Audit Bureau of Circulations and the Associated Business Papers.

Radio Retailing has measured up to unusually exacting standards of reader-selection, reader-interest and reader-influencing.

—a McGraw-Hill publication, to be sure.

WASMUTH-GOODRICH COMPANY



Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

SIGNS broadcast business-building messages—

Showcarder



Use more signs for more business and greater profits . . .
With SHOWCARDER you or your clerks can make all the signs you want when you want them and without extra cost.

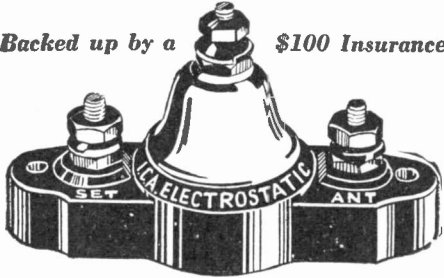
Here is a complete sign department for your store. Anybody can use it. No experience necessary.

Never Mind a Long Letter.
Just say: "Send me Details FREE!"

SHOWCARDER, INC. 2312 University Ave.,
ST. PAUL, MINN.

Different principle ... different results

Backed up by a \$100 Insurance Bond



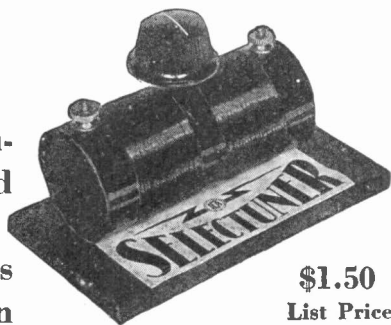
The I. C. A. Electro-static shielded Lightning Arrester affords complete protection plus a definite reduction of static

\$1.00 LIST PRICE
makes it a big seller

The I.C.A. Electro-static is the last word in lightning arresters for safety, static reduction and improvement of radio reception. It is a scientific instrument in every sense of the word, incorporating the silicate carbon high resistance principle, plus a special choke and condenser filter system and a bypass shield that shields the set from the usual electro-static field set-up between the aerial and ground connections.

The I.C.A. Electro-static is handsome in appearance, black porcelain with heavily nickelplated hardware. It looks like a big dollar's worth—and it is.

Beauty and efficiency created a quick demand for this new station selector and static reducer.



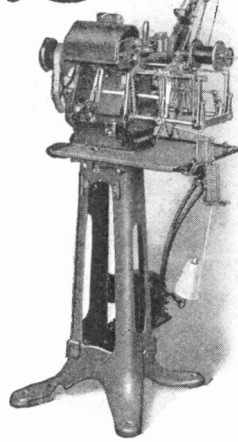
\$1.50
List Price

The Selectuner is a new principle station selector and static reducer that in nearly every case greatly enhances the radio reception of any type of set. It cuts out unwanted stations over the whole wave band, gets better distance, reduces static and enhances tone quality.

And from the dealer's point of view, the good looks and low price of Selectuner makes it a very popular item.

INSULINE CORPORATION of AMERICA
78-80 Cortlandt Street, New York, N. Y.
Makers of Resistovolt and Filtervolt

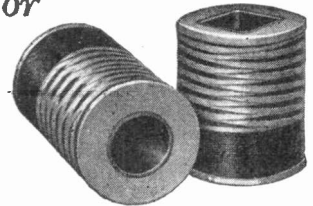
Your Coil Problem Solved!



Install a group of "Universal" Coil Winding Machines

and insure uniform production of dependable coils at surprisingly low cost

or

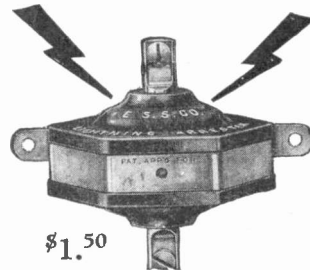


Purchase these same coils from us, carefully wound to your specifications and ready for application to your product,

UNIVERSAL WINDING COMPANY

Lescon
BOSTON

When you sell a set sell THIS to protect it!



\$1.50

Every set you sell represents a costly investment to your customer! Here's a simple, proved device that will give absolute protection against the dangers of lightning. The price of a Keystone radio lightning arrester is consistent with its quality. Made of genuine Bakelite and heavy brass. It is reliable, safe and stays sold.

Manufactured by a company having more than thirty years' experience in the design and manufacture of lightning arresters.

Attention Live Jobbers and Dealers!

Also get details on our Protex arrester which retails at 75c.

ELECTRIC SERVICE SUPPLIES CO.
Home office and plant at 17th & Cambria Sts., PHILADELPHIA.
District Offices at 111 N. Canal St., CHICAGO; 50 Church St., NEW YORK; Bessemer Bldg., Pittsburgh; 88 Broad St., Boston; General Motors Bldg., Detroit; 316 N. Washington Ave., Scranton.

KEYSTONE

RADIO LIGHTNING

ARRESTERS

Eisler Electric Corporation

(Outstanding manufacturer of essential equipment and parts for the Radio Tube, Television, Neon Light and Talking Motion Picture industries)

	Net Earnings	Annual Rate Per Share
Entire Year 1928.....	\$200,498	\$1.00
First 3 Months 1929.....	232,176	4.64
First 6 Months 1929.....	600,221	6.00

Capitalization 200,000 shares Common Stock. No Bonds—No Preferred Stock

We recommend the purchase of this stock, selling on the New York Curb Exchange.

Orders executed at the Market

Further information upon request

Bonner, Brooks & Co.

120 Broadway
New York

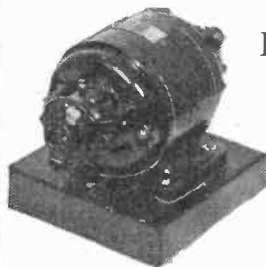
120 S. La Salle St.
Chicago

Here's What You Want!

The New

KATO CONVERTOR

for operating A.C. sets
from farm lighting plant



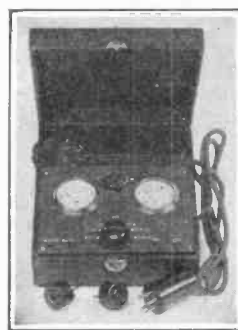
Something new—something good. A ready, easy seller because it transforms D.C. current to A.C. efficiently, economically. Easy to install. Sturdily built. Get this A.C. market now! Also the New KATO Utility "A" and "B" Battery Eliminators will extend your field for profit. For particulars—

Write today
to Dept. R

KATO ENGINEERING CO.
Mankato, Minn., U. S. A.

B E E D E

Combination Tube and Set Tester



List
Price
\$20.00

Dealer's
Price
\$12.00

Demand—Sales—Profits

—The logical sequence when you handle this ideal instrument.

It makes all ordinary tests on tubes and receiving sets with absolute accuracy.

There is a demand for them from set builders, servicemen; in fact everyone the least bit "radio-minded"—they sell because of their accuracy, dependability and necessity—they offer profits, just deduct your price from the list.

Try one for your personal use.

Write for details.

Beede Electrical Instrument Co.

Manufacturers of Quality Battery Meters, Meters for Radio Use, Etc.
PENACOOK, NEW HAMPSHIRE

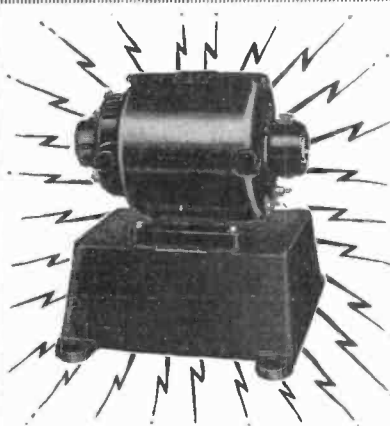
D.C. to A.C.

If you have direct current in your shop, don't let that stop you from demonstrating your A.C. radio sets. Use a Janette Rotary Converter. Transforms D.C. to A.C. Available for 115, 230 or 32 volts D.C.

Write for Bulletin 129-C

JANETTE MFG. CO.
Dept. R
555 W. Monroe St.,
CHICAGO

Singer Bldg. Real Estate
149 Broadway Trust Bldg.
New York Philadelphia



SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 8 cents a word, minimum \$1.25 an insertion, payable in advance.

Positions Vacant and all other classifications, 12 cents a word, minimum charge \$2.50.

Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch \$7.50

2 to 3 inches 7.25 an inch

4 to 7 inches 7.00 an inch

Rates for larger spaces, or yearly rates, on request.

An *advertising inch* is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

POSITIONS WANTED

AS office manager, executive or salesman. Fully experienced from clerk to executive; 35 years old. Last 3 years in radio tube and incandescent lamp line with manufacturer. PW-98, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

RADIO department manager, now employed, desires to make change. Capable taking charge sales, service and repairs. Excellent references. PW-96, Radio Retailing, Southwestern Bell Tel. Bldg., St. Louis, Mo.

SALESMEN WANTED

Salesmen

For a complete line of miniature ship models to radio and department stores. Commission basis. State territory and reference. Laigh M. Cohan Co., 205 S. 9th St., Phila., Pa.

Salesmen

To sell radio tube line on direct factory basis. In your reply state territory covered and lines carried. Write Argon Tube Corporation, Newark, N. J.

REPRESENTATIVES AVAILABLE

Successful National Radio Sales Organization General offices, Chicago, now in a position to act as direct factory representatives one additional line of merit, national or mid-western representation. RA-101, 520 N. Michigan Ave., Chicago, Ill.

BUSINESS OPPORTUNITY

Battery—Automotive and Radio Business Long established. Wonderful opportunity for live wire. Shop and store fully stocked and equipped. Low rent, long lease. \$2,000 cash required, balance easily financed. Apply M. F. Patterson, 204 N. New Hampshire Ave., Atlantic City, N. J.

FREE BULLETIN

Free Bulletin

A practical handbook of available used electrical equipment—ranging through over 40 classifications from electric driven air compressors to welding sets—with prices and information as to purchase, rental and repair terms. Send for July Monthly Bargain Sheet of Gregory Electric Company, Lincoln and Sixteenth Sts., Chicago, Ill.

IF YOU do not find what you want in the Searchlight Section of RADIO RETAILING then advertise for it!

RR-1

COMPARE OUR LOW PRICES!

Write for our latest circular.

Standard Merchandise at Remarkable Values!

S. S. JOBBING HOUSE
Radio and Electrical Supplies
156 West 26th Street, N. Y. C.

SPECIAL NOTICE:

To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

TO HELP YOU

For Every Business Want

"Searchlight" Advertising

A 100% PROFIT ITEM

YOU COULD AFFORD TO GIVE AWAY!

One real radio "fan" is a better customer than ten who use radio merely as a phonograph.

Fans are always buying new equipment. They want the latest and best.

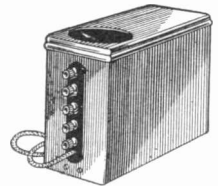
RADEX

makes fans out of casual users. It gives them something to shoot at. It contains the full and latest list of stations so arranged that one can tell exactly where to set his dials to bring in any station.

RADEX is absolutely essential to the proper operation of a radio set. Sells everywhere at 25c. the copy. Dealers \$2.00 dozen, \$10.80 half-gross, \$18.00 gross. Prepaid when check accompanies order.

The Radex Press, 1367 E. 6th St., Cleveland, Ohio

KOLSTER



List Price

\$39.50

WITHOUT TUBE

"B" ELIMINATORS

(135 Volts)

This genuine Kolster "B" Supply Unit uses the full wave rectifying tube UX-213 or UX-280 and is tapped and delivers 22½, 67, 90 and 135 volts.

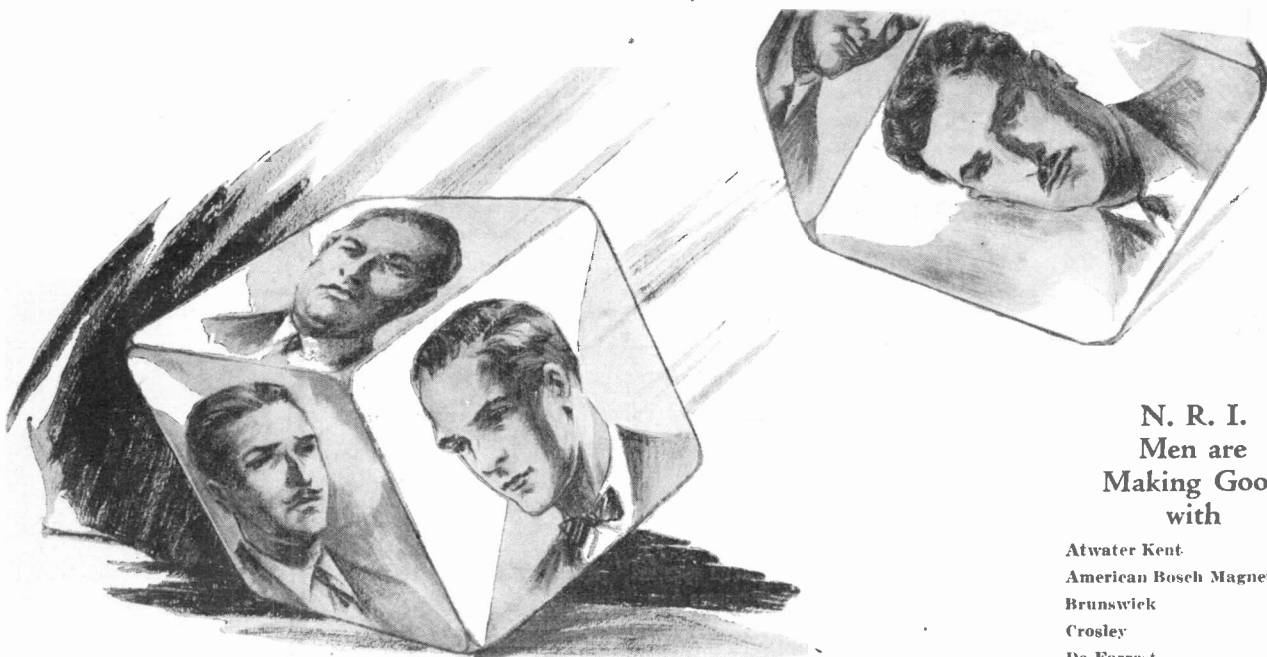
Delivers clear, steady "B" voltages.

Each Eliminator is packed in original factory sealed carton.

Special **\$7.25**
ea.

AMERICAN SALES CO.

19-21 Warren St., N. Y. City



There is a way to eliminate the Gamble on Men

ONLY too often employment managers gamble, staking salary and production-time on the possibility that new men will turn out well in the end. The result is that the wheels of industry are retarded, and capital is dissipated. Naturally, employers feel that this is a necessary investment in man-power, but it is frequently a game of chance.

Twenty men out of a hundred are of good intelligence. Of these perhaps ten have a well-directed ambition. Of the ten there may be one with a peculiar aptitude for Radio. The cards are stacked against you when you gamble on men.

In the Radio Industry this trial and error procedure can be largely eliminated. The National Radio Institute maintains and continually augments a vast reserve of trained and experienced men who are available on short notice anywhere.

These men are the kind that stick to it, and carry through. Most of them are already earning their own livings in the radio or electrical business. In their spare time, they have prepared themselves for better positions by studying at home.

The course we give them is extensive. It covers Electricity, Transformers, Tubes, Rheostats, Condensers, Principles of A. C. and D. C. hook-ups, Neutrodyne, Regenerative and Super-Heterodyne sets, Short Wave Transmitters and Receivers, Power-packs, Screw-Grid tubes, practical circuit and set building from 6 Kits of Radio Parts, and many other subjects. A "case system" of text and construction unit is employed.

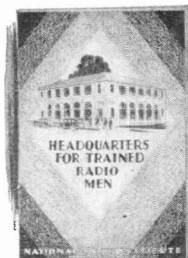
The course is intensive, too. It requires hard work, and application. It requires the will to get ahead. In the end it means that our list of graduates is a highly selected group. Their knowledge and character are sound.

These young men have been trained by one of the oldest organizations in the Radio World. Founded in 1914, the National Radio Institute has successfully graduated over two thousand five hundred men. Today there are ten thousand more in the course of preparation.

So, when you need men, minimize the gamble. Get them from N. R. I. There is no charge for our service.

N. R. I.
Men are
Making Good
with

- Atwater Kent
- American Bosch Magneto
- Brunswick
- Crosley
- De Forrest
- Freed Eisemann
- Firestone
- General Electric
- Jenkins Television
- Sears Roebuck
- Stewart Warner
- Stromberg Carlson
- Victor Talking Machine
- Westinghouse
- Western Electric
- Thomas A. Edison, Inc.
- R. C. A.



"Headquarters for trained Radio Men" is a booklet which explains the practical, helpful employment service N. R. I. is rendering to Radio employers. May we send you a copy?

National Radio Institute,
Dept. 9-RR,
16th and You Sts., N. W.,
Washington, D. C.

Send your free booklet, "Headquarters for Trained Radio Men," to:

Name
Address



NATIONAL RADIO INSTITUTE
16th and U Streets N.W.
WASHINGTON, D.C.

**HEADQUARTERS FOR
TRAINED RADIO MEN**



Feature these products as your "bargain" drawing cards and pep up sales



Model K-5
Height 42", width
25 1/2", depth 19"

THIS radio equipment is KOLSTER built, packed in the original Kolster cases and cartons, shipped direct to us from the Kolster factory.

Every Receiver and every Electro-Dynamic Reproducer is BRAND NEW; each bears the Kolster guarantee tag and original serial number.

These phenomenal values will prove a tonic to summer slumps.

Just notice the "extra special" prices at which the products on these two pages are "going."

You can't afford to pass-up these extraordinary offerings. Let us have your order today.

Licensed Under Patents of the Radio Corp. of America and
Lektophone Corp.



Model 6-H
Height 53", width
27", depth 18 1/2"

K O L S T E R

ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power Amplifier
and "B" Supply Unit

Features

1. Electro - Dynamic Reproducer (10 1/4 in. dia.)
2. 210 Power Amplifier. Fine tone quality.
3. Supplies "B" voltage, if desired.
4. Can be used with any electric or battery set.
5. Complete A.C. Electric operation.
6. Beautiful pencil-stripped walnut cabinet.

This finely matched, rugged unit comprises a complete heavy duty Electro-Dynamic Reproducer, including a 210 Power Amplifier with "B" supply unit, all self-contained in a steel frame. It weighs 45 pounds without the cabinet. The cabinet itself is of pencil-stripped walnut, beautifully designed with Cathedral grille. It is equipped with switch for control of house current to Reproducer, power unit and amplifier. A pilot light indicates when the Reproducer is in operation.

If desired, the 210 Power Amplifier will also supply 22, 67 and 90 volts "B" current, sufficient for any set using up to 8 tubes. An automatic voltage regulator tube, UX-874, maintains the "B" voltage silent and steady.

This Electro-Dynamic Reproducer

can be used with any battery or A.C. set, replacing the last audio stage or be used with all tubes of the set. Wherever used, it will bring out every shading and range of tone; every note is reproduced with utmost faithfulness, pure and undistorted. It will modernize any radio receiver.

The following tubes are required for its operation: 2—UX-281 (for full-wave rectification); 1—UX-210 (for super power amplification); 1—UX-874 (for voltage regulation). For use with phonograph pick-up, one additional audio stage is recommended between the pick-up and this Reproducer.

A 20-ft. cable is included with each instrument. Operates direct from 50-60 cycle, 110-120 volt A.C. current.

List Price, \$175.00 (less tubes)

Going at **\$33.50!**

Lots of 5 or more \$29.50 ea.

K O L S T E R

SIX TUBE CONSOLE RECEIVER

With Built-In Kolster
Electro-Dynamic Reproducer

The entire set can be operated direct from the A.C. light socket, 50-60 cycle, 110-120-v., by simply adding any "A" supply unit and a small 4 1/2-volt "C" battery. The built-in Electro-Dynamic Power Reproducer furnishes the "B" supply current to the set. A switch snaps the receiver in or out of operation and a pilot light tells instantly when set is in operation. The single dial control makes this the simplest of receivers to operate.

Features

1. Beautiful highboy console of burled walnut with maple overlay.
2. Kolster K-5, Electro - Dynamic Reproducer w/ built-in 210 Power Amplifier included for fine tone quality (see opposite page).
3. Famous Kolster 6-tube T.R.F. circuit.
4. Hairline selectivity. Distance Reception.
5. Single dial control—simple to operate.

This Receiver Employs the Famous Kolster T.R.F. Circuit

It operates on either indoor or outdoor antenna using three stages of R. F., detector and two stages of A. F. The three point tap switch aerial adjuster operated from panel gives hairline selectivity. A loose coupled coil in conjunction with tap switch increases the distance getting value of the receiver. In addition, the 210 power amplifier built into the model K-5 Dynamic Reproducer, achieves remarkable tone quality. In this receiver is embodied everything looked for in modern radio.

The combination Kolster Set and Electro-Dynamic Reproducer is housed in a beautiful console of burled walnut with maple overlay. Full swinging doors found only in the finest cabinets add to its beauty.

The receiver uses 6—UX-201A tubes and the Electro-Dynamic Reproducer uses 2—UX-281, 1—UX-210, and 1—UX-874 tubes.

List Price, \$295.00 (less tubes)

Going at **\$48.50!**

Lots of 5 or more \$44.50 ea.

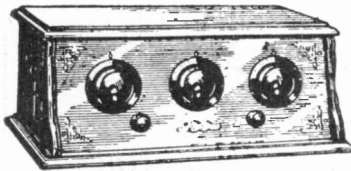
AMERICAN SALES COMPANY,

TERMS: 20% cash with order, balance C.O.D. f.o.b., New York. (2% Discount for Full Remittance with

FREED-EISEMANN SIX TUBE RECEIVER



(For Battery Operation)



Model No. 130

List Price **\$80.00**

(less tubes)

Size
18 1/2" x 10 1/2" x 9 1/2"

Features:

- Completely Shielded
- 3 Stages R.F., 1 Detector,
- 2 Audios (1 Power Tube)
- Stippled Panel
- Genuine Mahogany Cabinet—
- Cable Attachment

An excellent summer number for customers preferring an inexpensive set for camp, bungalow or touring trip. This Freed-Eisemann Set is ideal for portable use.

Built of the finest of parts. Uses 5—UX-201A tubes and 1—UX-171A tube. Wired for "C" Battery.

Special \$9.50 Lots of 5 **\$9.00 ea.**
or more

POWERIZER



PXY-1 MODEL R-20

Complete "A B & C" Eliminator and 210 Power Amplifier

It is a "B & C" Eliminator furnishing "B & C" current to the entire Radio Set, also a Super Power Amplifier furnishing "A, B & C" current to the 210 power amplifying tube. Simple to connect, no rewiring necessary in the set. Comes equipped with an adapter plug which is inserted in the last audio tube socket. Has filament windings which will also supply A.C. current for the A.C. tubes, if desired. Uses the UX-210 super power and the UX-280 full wave rectifying tubes. Using this Powerizer with any Battery or Electric Set will bring out the finest tone reproduction and volume, comparable with the results obtained from any of the best modern receivers. Operated direct from light socket; 110-120 V., 50-60 cycle, A.C. current.

LIST PRICE \$50.00 EA.

Special \$15.00

(Complete with Harness)



Size 6" x 5" x 3 1/2"

AEROVOX or Dubilier High Voltage Filter Condenser Blocks

Finest non-inductive High Voltage Filter Block. Made to be used with UX-250 Power Tubes but can be used safely in filter circuits of eliminators or high power Amplifiers in any combination of capacities desired.

Each Unit is equipped with long, heavy, flexible insulated leads, convenient for easy wiring, and also has mounting brackets. Latest design.

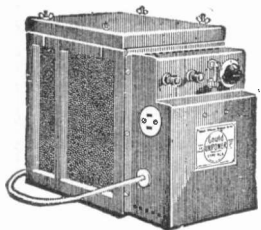
The insulation resistance of these Condenser Blocks is in excess of R.M.A. and N.E.M.A. standard requirements.

Due to the request of the manufacturers of these Condenser Blocks we cannot divulge the high list price of same.

CAPACITY	RATED D. C. WORKING VOLTAGE
2.0 mfd.	1000 V
1.0 "	800 V
1.0 "	800 V
3.0 "	400 V

Special \$2.50

The New Gould Kathanode



List Price \$39.50

Unipower

GOULD PRODUCT
(With Built-in Relay)

Automatic
Radio "A" Power
From Light Socket

Model A.C.—6 K (Six Volt)

Furnishes rich, smooth, unfailing "A" current, without any trace of hum. No rewiring necessary in your set. Equipped with a new noiseless Balkite Charging Unit which has four graduated charging rates and in addition one booster rate (1 1/2 amperes) for an emergency charge, which enables it to properly take care of all sizes of sets and conditions of operation. Operates on 110-120 V., 50-60 cycle A.C. current. Complete with extra fuse.

Special \$9.75 Lots of three—**\$8.50 ea.**
Lots of six—**\$7.50 ea.**

Genuine RCA UX200 Radio Tubes



List Price \$1.75 ea.

Bakelite UX face detector tube drawing one ampere. Due to the extreme low prices of these tubes, we cannot allow replacements. However, every tube is brand new and packed in the original factory sealed carton, we having purchased them direct from the Radio Corporation of America.

Special 13c ea.

\$6.50 Per Carton

Sold only in Carton Lots of 50.

Manufacturers and Jobbers !

We are prepared to offer cash for surplus stocks of Radio Merchandise. This means of course stock in first class condition and in such volume that insures a good value to our many established buyers. Send details of your offerings for Remittance with order.)

19-21 WARREN ST., NEW YORK

order.) All units offered are BRAND NEW, packed in original factory sealed carton and fully guaranteed.

SEARCHLIGHT SECTION

Radio Retailing,
August, 1929

BIDS WANTED

Bids are desired on all or part of the following items. In making bids state whether stock is to be manufactured or is surplus equipment.

Variable condensers, resistors, sub-panel sockets, push pull transformers, filament transformers, rheostats, potentiometers, fixed condensers, resistor mountings and midget condensers are to have 6-32 machine screws so that a 6-32 binding post can be attached.

We have found it necessary to standardize on 6-32 machine screws.

- 5000—Hard rubber panels—7x15x3/16, drilled five 3/8-in. and four 1/8-in. holes. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 5000—Baseboards—7x15x1/4, three-ply veneer, drilled eight 15/16-in. and twenty-four 3/16-in. holes. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 8000—Plug-in coils—five prong Broadcast Band. To be used with .00035 mfd. condenser. Delivery 2000 October 1, and 1300 every 30 days thereafter.
- 5000—Combined grid leak and condenser—consisting of one mounting with thumbnut connections, one .00025 mfd. moulded mica condenser and one 2-megohm grid leak. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 5000—1200-ohm fixed resistors—must be able to dissipate 1 1/2 watts. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 5000—2000-ohm variable strip resistance—must be able to dissipate 1.5 watts. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 5000—650-ohm fixed resistor—must be able to dissipate 2 1/2 watts. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 10000—Sockets (sub panel type)—UY standard. Delivery 3000 October 1, and 3000 every 30 days thereafter.
- 5000—Sockets (sub panel type)—UX standard. Delivery 1500 October 1, and 1500 every 30 days thereafter.
- 5000—Filament transformers—two windings, each 2 1/2 volts—center tapped. Delivery 500 October 1, and 500 every 30 days thereafter.
- 30000—Condensers—.00035 variable, single hole mount. To be contracted for a two years' supply. Delivery 2000 per month.
- 14000—20-ohm strip resistances—.25 amp. Delivery 2000 October 1, and 2000 every 30 days thereafter.
- 5000—Cartons, 25-ft. per carton—solid hookup wire. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 5000—30-ohm rheostats—1.5 amp. single hole mount. Delivery 750 October 1, and 750 every 30 days thereafter.
- 6000—1 oz. spools No. 24 dec. magnet wire. Delivery 1000 October 1, and 1000 every 30 days thereafter.
- 10000—3-in. dials (black)—for 1/4-in. shaft, complete with set screws and individually boxed. Delivery October 1.
- 50000—Binding posts—brass nickel plated—tops and bodies, 1/4-in. diameter, 6-32 thread. Delivery October 1.
- 5000—Potentiometers—200,000-ohm (volume control). Delivery 800 November 1, and 500 every 30 days thereafter.
- 5000—.001 mfd. fixed condensers—moulded mica with provisions for a 6-32 binding post and two mounting holes. Delivery 750 November 1, and 750 every 30 days thereafter.
- 5000—Hard fibre tubes—2-in. long, 1 1/2-in. ID, drilled eight holes. Delivery 1000 November 1, and 1000 every 30 days thereafter.
- 3000—Plug-in coils—four prongs—short wave. Delivery 500 December 1, and 500 every 30 days thereafter.
- 3000—Push pull transformers—input. Delivery 500 December 1, and 500 every 30 days thereafter.
- 3000—Push pull transformers—output. Delivery 500 December 1, and 500 every 30 days thereafter.
- 3000—1 mfd. by pass condenser—200 volts DC test with provisions for 6-32 binding posts. Delivery 500 December 1, and 500 every 30 days thereafter.
- 2000—.01 mfd. fixed condenser—moulded mica with provisions for a 6-32 binding post. Delivery 500 December 1, and 500 every 30 days thereafter.
- 5000—Double resistor mountings—with thumbnut connections. Delivery 750 December 1, and 750 every 30 days thereafter.
- 5000—100,000-ohm resistors—grid leak type. Delivery 750 December 1, and 750 every 30 days thereafter.
- 5000—250,000-ohm resistors—grid leak type. Delivery 750 December 1, and 750 every 30 days thereafter.
- 5000—Midget condensers—.000025 mfd. single hole mounting. Delivery 500 December 1, and 500 every 30 days thereafter.
- 5000—Rubber phone caps—to slip over a single phone unit with provisions so that a cardboard horn can be attached. Delivery 1000 December 1, and 1000 every 30 days thereafter.
- 8000—Socket backs—to fit over prongs on a standard UY sub panel socket, to be 1 1/4-in. diameter, 1/16-in. thick, punched five holes, out of a good grade bakelite or similar material. Delivery 2000 October 1, and 2000 every 30 days thereafter.
- 4000—Socket backs—to fit over prongs on a standard UX sub panel socket, to be 1 1/4-in. diameter, 1/16-in. thick, punched four holes. Out of a good grade bakelite or similar material. Delivery 1000 October 1, and 1000 every 30 days thereafter.

All bids must be in by August 25th. This Company is a reliable house, listed in Bradstreet. Send all bids to FS-100, Radio Retailing, Tenth Ave. at 36th St., New York, N. Y.

There is a

Searchlight Section

*in each McGraw-Hill
paper:*

American Machinist

(American Edition)

Aviation

Bus Transportation

Chemical and
Metallurgical Engineering

Coal Age

Construction Methods

Electric Railway Journal

Electrical Merchandising

Electrical World

Engineering News-Record

Engineering and Mining Journal

Food Industries

Power

Radio Retailing

Textile World

*And also in the McGraw-
Shaw papers:*

Factory and Industrial
Management

Industrial Engineering

*For advertising rates and
other information on any
or all of these publications,
address*

SEARCHLIGHT DEPT.
Tenth Ave. at 36th St., New York



List Price \$30.00 ea.
Reduced to \$15.00 ea.

New *Algonquin* CONE SPEAKERS

Will stand powerful or weak volume equally well and reproduce with wonderful tone quality and volume.

Has a full-floating large 18-in. Cone, brought to the highest point of perfection. Made of a special impregnated fabric (not paper) which is absolutely unaffected by moisture or atmospheric conditions.

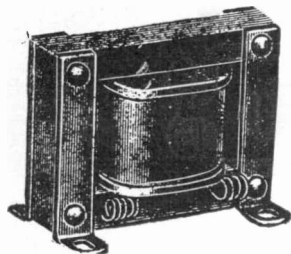
Equipped with an extremely sensitive electro-magnetic Cone unit with direct drive to Cone and is exact to highest degree. A beautifully designed Speaker with art metal scroll. Ship model. Finished in polychrome gold stipple.

Special \$3.70 ea. **Lots of \$3.25 ea.**
5 or more

American Sales Co., 19-21 Warren St., N. Y.

EAGLE Power • Clarity • Tone Volume
Audio Transformers

EAGLE
Audio Transformers

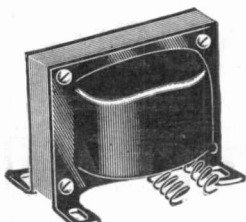


Eagle Type U

An excellent replacement transformer, will fit into any convenient place in set. Loose leads facilitate easy wiring.

Ratio 3-1; 5-1.

NET 65c ea.

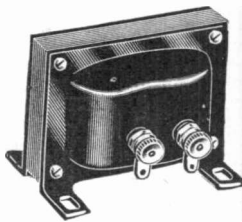


Eagle Type L

Highly finished black japan, with loose leads. Very convenient for set builders and replacement because of its compactness and size.

Ratios 3-1; 5-1

NET 75c ea.

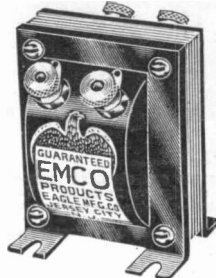


Eagle Type H.B.

Highly finished black japan — small, compact, ready to replace in any set. With binding posts.

Ratios 3-1; 5-1.

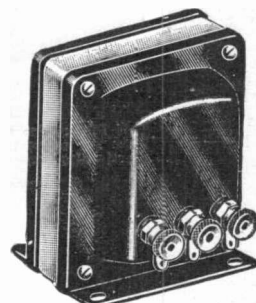
NET 85c ea.



Eagle Type V.B.

Highly finished in black Japan. Ratio 3-1; 5-1.

NET 95c ea.



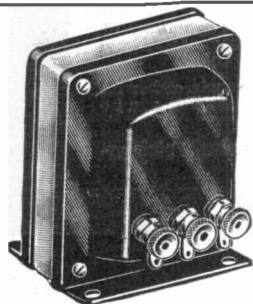
Push-Pull Transformers

Input and Output Use of these two highly advanced transformers in the last stage audio amp. in conjunction with two 245 or UX171A will give maximum volume and clarity.

NET \$3.00 per pr.

The "EAGLE" transformers cover the entire audible scale of frequencies. Reproduces both the high and low notes equally and with natural fidelity. They are low priced, and you cannot obtain better transformers for more money. Stock these transformers and double your investment.

A TRANSFORMER FOR EVERY NEED



Eagle Super Audio

Clear reproduction now obtained by use of this master transformer. Scientifically designed, voice and instruments are amplified in all their true values. Two are recommended in a 2-stage audio amplifier.

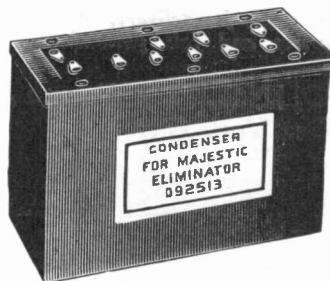
Volume Without Distortion

NET \$1.10

Mayola Majestic Eliminator Replacement Condenser Block

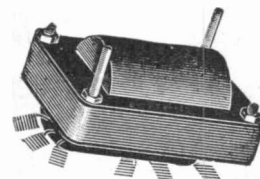
A replacement block for Majestic eliminators, which is guaranteed by the Mayola Laboratories for a period of one year.

The condensers in this block are all composed of high voltage condensers, and you can be assured that once this block is installed it will last indefinitely.



Net \$4.50

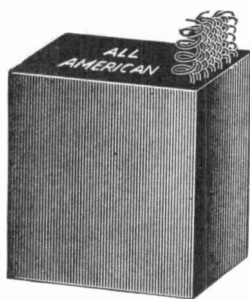
In lots of 6 \$25.00



Eagle (Unshielded) Push-Pull Transformers

Designed for set manufacturers and set builders. It also makes an excellent replacement Push-Pull Transformer.

NET 95c ea.

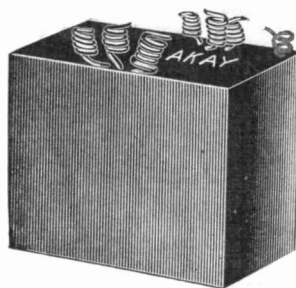


All-American Replacement B Block

(For the All-American Eliminator Model No. A-8)

This block has all colored leads identical with the original B Block. A hook-up diagram is also furnished. Fully guaranteed for 1 year.

NET \$4.50



Atwater Kent Replacement Unit

(For Atwater Kent Electric Set Model No. 37)

This unit contains the proper chokes and high voltage condensers. All flexible wire colored leads identical to the original. Fully guaranteed.

NET \$7.50

Dubilier Type 601 Fixed Mica Condensers

001 .0001	}	25 for \$2.80
002 .00015		
003 .0005		
004 .00025		

005, .006 and .00025 with Clips

DUBILIER FILTER CONDENSERS

	List	Net
2 mfd.	\$2.25	\$.60
4 mfd.	3.50	1.00
8 mfd.	5.00	1.50

DUBILIER BY PASS CONDENSERS

	List	Net	Doz. lots
.1 mfd.	\$1.00	\$.25	\$2.64
.25 mfd.	1.10	.28	3.00
.5 mfd.	1.25	.30	3.36
1. mfd.	2.00	.35	3.65

FARADON 14 MFD. CONDENSER BLOCK

with taps—max. voltage \$3.50
Polymet Filter Condensers
1/10 mfd. 15c. each.



Zenith Replacement Blocks

Flexible wire leads off each tap. Each tap is properly marked.

14 mfd. B. Block, Net 3.00
12 mfd. B. Block, Net 2.90
8 mfd. B. Block, Net 2.75

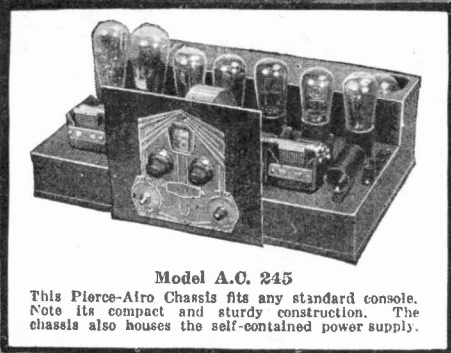
Federated Purchaser

A National Organization Serving Over 10,000 Retail Merchants

16-22 Hudson Street, New York, N. Y. Telephone Barclay

7553
7584

If you have not received our May 24th "Radio Bargain News," send for FREE copy today. It contains \$100,000 worth of radio merchandise at prices more than 75% off the regular list.



Model A.C. 245
This Pierce-Airo Chassis fits any standard console. Note its compact and sturdy construction. The chassis also houses the self-contained power supply.

UNDISPUTED LEADERSHIP!



The Chassis That Delivers Incomparable Performance

At radio shows, jobber conventions and dealer meetings, in fact wherever any well informed group of the radio industry gather and the subject of chassis is brought up, you will find the most widely and favorably known chassis is the Pierce-Airo—the pioneer of the field—far superior in construction and performance to any other chassis on the market.

The Modern Way to Sell Radios

More and more radio dealers realize that the Pierce-Airo way is the logical way to sell radios today. With a super-performing chassis like the Pierce-Airo, and a variety of consoles for the prospect to choose from, sales are not only more easily made but they are more profitable because you can set your own selling price and make your own profit. Sell the Pierce-Airo way. Make the Pierce-Airo your leader. It will make you more customers and boost your profits.

Samples are ready for delivery. Write for net prices and full particulars.

**PIERCE-AIRO, INC., 113R Fourth Ave.
New York City**

Pierce-Airo Chassis Features

1. Uses the new 245 tube, insuring increased volume without the consequent distortion.
2. Provision is made for regulation of line voltages in various localities, insuring longer life of tubes.
3. With a Pierce-Airo Chassis either an A.C. or D.C. dynamic speaker can be used.
4. Has automatic phonograph pick-up.

	Page
A-C Dayton Co.	118-119
Acme Wire Co.	181
Adler Mfg. Co.	28-158
Allen Hough-Carryola	47
American Bosch Magneto Co.	12-13
American Sales Co.	144
Amerad Weekly	147
Amrad Corp.	155
Anaconda Wire & Cable Co.	180
Andrea, F. A. D.	160
Arcturus Radio Co.	121
Atwater Kent Mfg. Co.	21-22-23-24
Audak Co.	59
Audiola Radio Co.	172
Bakelite Corp.	152
Balkett Radio Co.	120
Beede Elec. Instrument Co.	183
Best Mfg. Co.	124
Bohn Aluminum Corp.	134
Bonner, Brooks & Co.	183
Brandes Corp., The	175
Bremer Tully Mfg. Co.	8
Browning Drake Corp.	28
Brunswick-Balke-Collender Co.	46
Bush & Lane Piano Co.	57
Cable Radio Tube Corp.	58
Cannon & Miller	180
Capehart Auto. Phono. Corp.	30
Caswell Mfg. Co.	174
Ce Co Mfg. Co.	116-117
Central Radio Lab.	170
Champion Radio Wks., Inc.	52
Colonial Radio Corp.	142-143
Conner Furniture Co.	114
Continental Radio Corp.	51
Corbett Cab. Mfg. Co.	163
Cornish Wire Co.	180
Crosley Radio Corp.	150-151
Cunningham, Inc., E. T.	179
Day Fan Elec. Co.	6
Dayton Co., A-C.	118-119
DeForest Radio Co.	Front Cover
Duovac Radio Tube Corp.	14-15
Ebert Furniture Co.	170
Edison Co., Inc., Thos. A.	164
Electrad, Inc.	168
Electric Service Supplies Co.	182
Electrical Research Lab.	157
Farrand Mfg. Co.	Inside Front Cover
Freed Eisemann Radio Corp.	104-169
French Battery Co.	171
Freshman Co., Inc., Chas. H.	104-169

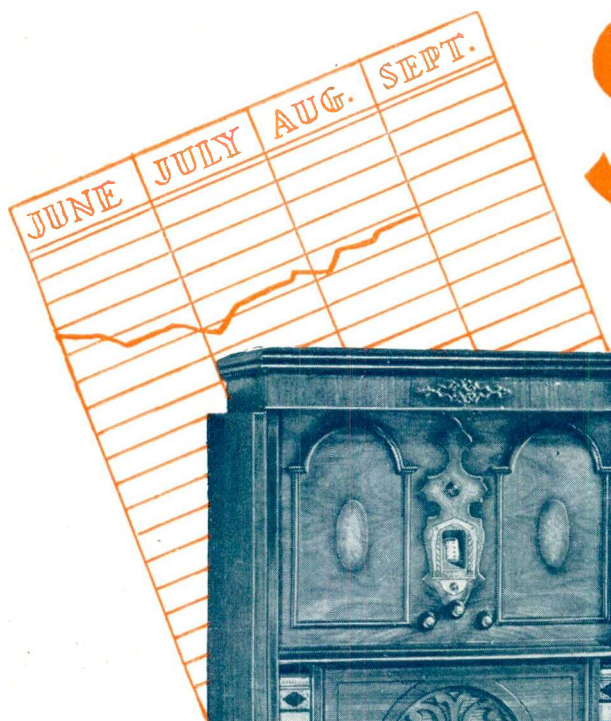
ALPHABETICAL INDEX TO ADVERTISEMENTS

	Page
Gold Seal Elec. Co., Inc.	58
Grebe & Co., Inc., A. H.	5
Grigsby-Grunow Co.	153
Gulbransen Co.	138-139
Hygrade Lamp Co.	29
Insuline Corp. of America.	182
International Resistance Co.	50
Janette Mfg. Co.	183
Jensen Radio Mfg. Co.	176
Jewell Elec. Instrument Co.	45
Kato Engineering Co.	183
Kellogg Switchboard & Supply Co.	133
Kennedy, Inc., Colin B.	17-18-19-20
Ken-Rad Corp., Inc.	129
Kiel Furniture Co.	130-131
Kolster Radio Corp.	166
La Salle Radio Corp.	9
Magnavox Co.	122-123
Mandel Elec. Co.	167
Marvin Radio Tube Co.	125-126-127-128
Mills Novelty Co.	132
Multiphone Corp.	115
Muter Co., Leslie F.	173
National Carbon Co.	148-149
National Carbon Co., Raytheon Div.	145-146-176
National Self-Feeding Iron Co.	180
Norden-Hauck, Inc.	177
Operadio Mfg. Co.	53
Oxford Radio Corp.	141
Pacent Elec. Co.	10-11
Perryman Elec. Co.	140
Philadelphia Storage Battery Co.	133
Pierce Airo, Inc.	190
Premax Prod. Inc.	156
Premier Elec. Co.	172
Radio Corp. of America.	90-91, Back Cover
Radio Master Corp.	26
Radio Receptor	165
Readrite Meter Works	174
Red Lion Cabinet Co.	25
Rola Co.	178

	Page
Samson Electric Co.	154
Sentinel Mfg. Co.	49
Snowcardr, Inc.	181
Silver-Marshall, Inc.	112-113
Simplex Radio Co.	179
Sleeper Research Lab.	35
Sonatron Tube Co.	7
Sparks-Withington Co.	111
Steinite Radio Co.	Inside Back Cover
Sterling Mfg. Co.	136-137
Stewart-Warner	55
Stromberg-Carlson Tel. Mfg. Co.	2
Sylvania Prod. Co.	36
Supreme Instruments Corp.	60
Televoc Corp.	177
Thordarson Elec. Mfg. Co.	106
Toman & Co., E.	162
Tower Mfg. Corp.	159
Transformer Corp.	108
Trav-Ler Mfg. Corp.	135
Triad Mfg. Co.	48
Trimm Radio Manufacturing Co.	172
Udell Works, Inc.	179
United Reproducers Corp.	31-32-33-34
Universal Winding Co.	182
Utah Radio Prod. Co.	3
Valley Appliances	4
Van Horne Tube Co.	16
Wasmuth-Goodrich Co.	181
Webster Elec. Co.	54
Weston Elec. Instrument Co.	178
Wirt Co.	161
Wright Dr. Coster, Inc.	181
Zenith Radio Corp.	37-38-39-40-41-42-43-44

SEARCHLIGHT SECTION

Classified Advertising	
American Sales Co.	184-186-187-188
Business Opportunities	184
Employment	184
Federated Purchaser	189
National Radio Institute	185
Radex Press	184
Representatives Available	184
S. S. Jobbing House	184
Salesmen Wanted	184



SELLING

far beyond
their

SUMMER QUOTAS!



MODEL 102
Electric Radio-
Phonograph Combination
\$250
Less Tubes
(Above)

STEINITE'S great performance, and the selling power of "America's Greatest Value," have kept Steinite summer sales at midseason volume!

The Steinite Radio-Phonograph Combination has proven itself a consistent profit-maker—and the other Steinite models have kept up a sales-stride which is erasing that "summer slump." Steinite dealers are saying "Good business!" at a time when many others are ringing up "No Sales!"



MODEL 40
\$135
Less Tubes
(Above)

STEINITE RADIO COMPANY * Fort Wayne, Indiana * Atchison, Kansas

Steinite

ELECTRIC RADIO



**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector U. I. g.
- RADIOTRON UX-120**
Power Amplifier
- RADIOTRON UX-222**
Screen Grid Radio Frequency Amplifier
- RADIOTRON UX-112-A**
Power Amplifier
- RADIOTRON UX-171-A**
Power Amplifier
- RADIOTRON UX-210**
Power Amplifier Oscillator
- RADIOTRON UY-224**
Screen Grid Radio Frequency Amplifier (A. C. Heater)
- RADIOTRON UX-240**
Detector Amplifier for Resistance-coupled Amplification
- RADIOTRON UX-245**
Power Amplifier
- RADIOTRON UX-250**
Power Amplifier
- RADIOTRON UX-226**
Amplifier (A. P. Filament)
- RADIOTRON UY-227**
Detector Amplifier (A. C. Heater)
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by which other vacuum tubes are rated



Look for this mark on every Radiotron

MAJOR JAMES E. HAHN
President AMRAD CORPORATION, of DUNSTON
 President DE FOREST ELECTRIC, LTD., of TORONTO
 Director (BOULEVARD RADIO EQUIP., of CHICAGO)
 N.Y.S.T.

"Since the vacuum tube is the heart of any receiving set we are naturally very exacting in choosing tubes for the testing of AMRAD instruments. Our experience has taught us that RCA Radiotrons give the best results. Consequently we recommend their use in all radio sets bearing our name."

J. E. Hahn

All radio engineers agree that after a year of average use the vacuum tubes in a radio set should be replaced throughout with new ones. Old tubes left to mar the performance of the others. For finer results completely reequip your set with RCA Radiotrons.

RCA RADIOTRON
RADIOTRON DIVISION
 RADIO-VICTOR CORPORATION OF AMERICA - NEW YORK - CHICAGO - ATLANTA - DALLAS - SAN FRANCISCO

The national magazine advertisement reproduced at the left is one of the 1929 Radiotron series each of which carries the signature of a leading radio manufacturer.

Dealers enjoying the largest tube sales — and making the biggest profits — are those who carry the full line of RCA Radiotrons — and are never out of stock. Radio customers naturally choose the stores that have a reputation for always being stocked with the complete line of RCA Radiotrons.



Superior resources of research and manufacturing guarantee to RCA Radiotrons the finest possible quality in vacuum tubes. They are the standard of the industry — and so accepted by both the trade and the public.

RADIOTRON DIVISION
 RADIO-VICTOR CORPORATION OF AMERICA - NEW YORK - CHICAGO - ATLANTA - DALLAS - SAN FRANCISCO

RCA RADIOTRON

RADIOTRONS ARE THE HEART OF YOUR RADIO SET